

2010 FPRA Golden Image Award Winners

PUBLIC RELATIONS PROGRAMS

DICK POPE ALL FLORIDA GOLDEN IMAGE AWARD

Florida Commerce Credit Union
WeLiveFIT! Challenge Campaign
Salter>Mitchell
Florida Commerce Credit Union

COMMUNITY RELATIONS

Golden Image Award

Power To Share - An LCEC Community Partnership
Teresa Renkiewicz
LCEC PR Team

Award of Distinction

Community Partnership for Children Mentor Program
Jo Lynn Deal

Style Your Sole Event

Dick Pope/Polk County Chapter of FPRA

Disability Employment Awareness
Melanie M. Etters, APR, CPRC
Agency for Persons with Disabilities

PUBLIC SERVICE

Golden Image Award

Walk in My Shoes Campaign
Ron Sachs Communications
Lauren's Kids

Award of Distinction

Literacy Empowers All Families (LEAF)
Seana Mincy
Cheray Keyes-Shima, APR, CPRC

Volusia Counts
Pat Kuehn, APR, CPRC
Betty Holness

"Skip a Week" Public Service Campaign
Amy Harroun
Melissa Roe
Allen Yarbrough

TAPP Public Service Campaign
RB Oppenheim Associates
City of Tallahassee

Judges' Award

Walk in My Shoes Campaign
Ron Sachs Communications
Lauren's Kid

INSTITUTIONAL

Golden Image Award

Clearwater Marine Aquarium's Efforts for Save Sea Turtles Garner Major Public Support
Jeni Hatter
David Yates

Award of Distinction

Home-Tech
Home-Tech
Briggs & Rogers

Judges' Award

Clearwater Marine Aquarium's Efforts for Save Sea Turtles Garner Major Public Support
Jeni Hatter
David Yates

Florida KidCare Act-Out for Health PSA Contest
Salter>Mitchell
Florida Healthy Kids Corporation

"Get Outside!" Campaign

Bobyn Felix
Beth Putnam
Carriann Adkins

CRISIS COMMUNICATIONS

Golden Image Award

Lee County Port Authority Crisis Management and Communications Plan
Lee County Port Authority

INTERNAL

Golden Image Award

Look for the Stars
Seana Mincy
Cheray Keyes-Shima, APR, CPRC

Award of Distinction

2008-09 CPRC Campaign
Jeff Nall, APR, CPRC

PROMOTIONAL/ MARKETING

Golden Image Award

Florida Commerce Credit Union WeLiveFIT! Challenge Campaign
Salter>Mitchell
Florida Commerce Credit Union

Award of Distinction

"Let Our Family Take Care of Your Family"
Physicians' Primary Care of Southwest Florida
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

Ford Motor Company's MyKey Tour
Moore Consulting Group
Direct Impact
Ford Motor Company

Judges' Award

Healthy Bonita Estero
Lee Memorial Health System
Briggs & Rogers

PUBLIC AFFAIRS

Golden Image Award

Florida Hospital Association "No But(t)s About It"
Ron Sachs Communications
Florida Hospital Association

Award of Distinction

Florida Public Utilities Franchise Communications Campaign
Curley & Pynn Public Relations

US Chamber: North Carolina Campaign for Responsible Health Reform
Moore Consulting Group

SPECIAL EVENTS

Golden Image Award

SWFL Wine & Food Fest
SWFL Children's Charities, Inc.
Briggs & Rogers

Award of Distinction

Southwest Florida Chapter 2010 Local Image Awards
Southwest Florida Chapter of FPRA
Lee County Port Authority

Marion County Fire Rescue's 30th Anniversary Campaign
Peveeta Persaud
Heather Danenhower
MCFR 30th Anniversary Committee

New "Green" Headquarters Open House and Sustainability Showcase
Elise Lipoff

Judges' Award

Southwest Florida Chapter 2010 Local Image Awards
Southwest Florida Chapter of FPRA
Lee County Port Authority

Marion County Fire Rescue's 30th Anniversary Campaign
Peveeta Persaud
Heather Danenhower
MCFR 30th Anniversary Committee

OTHER

Award of Distinction

Spend A Night In - Instead of A Night Out
Kevin B. Lewis, Southwest Florida Addiction Services
Michelle Phillips, Southwest Florida Addiction Services
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

Judges' Award

Spend A Night In - Instead of A Night Out
Kevin B. Lewis, Southwest Florida Addiction Services
Michelle Phillips, Southwest Florida Addiction Services
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

PRINTED TOOLS OF PUBLIC RELATIONS

GRAND GOLDEN IMAGE AWARD

Clearwater Marine Aquarium's Effort to Save Sea Turtles A Major Media Success
Jeni Hatter
David Yates

BROCHURE

Award of Distinction

Sarasota Convention & Visitors Bureau
Circus Heritage Guide
Sarasota Convention & Visitors Bureau
President Virginia Haley
Public Relations Director Erin Duggan

MAGAZINE

Golden Image Award
Today's FDA
Florida Dental Association

**NEWSLETTER-
FOUR COLOR**

Golden Image Award
Launch Tomorrow's Career Today
Newsletter Series
Brevard Workforce
McBride Woodbridge Marketing

Award of Distinction
American Lung Association "BreatheIn"
Newsletter
Moore Consulting Group
American Lung Association of the
Southeast

POSTER AND CALENDAR

Golden Image Award
2010 Florida Ranches Calendar
The Firefly Group
Carlton Ward Photography
Family Lands Remembered

NEWS RELEASE

Golden Image Award
Clearwater Marine Aquarium's Effort to
Save Sea Turtles A Major Media Success
Jeni Hatter
David Yates

Award of Distinction
Telling FARO Technologies' Test Drive
Story
Curley & Pynn Public Relations

Judges' Award
Clearwater Marine Aquarium's Effort to
Save Sea Turtles A Major Media Success
Jeni Hatter
David Yates

SPECIALTY ITEM

Award of Distinction
Lee County Port Authority Air Service
Appreciation Gift
Lee County Port Authority

OTHER

Golden Image Award
2009 Osceola Hurricane Handbook
Chris M. Gent
Rachael K. Gmerek
Kissimmee Utility Authority

Judges' Award
2009 Osceola Hurricane Handbook
Chris M. Gent
Rachael K. Gmerek
Kissimmee Utility Authority

**AUDIO/VISUAL TOOLS OF
PUBLIC RELATIONS**

GRAND GOLDEN IMAGE AWARD
Polk County e-Town Hall
Polk County Board of County
Commissioners
Communications Division/PGTV
Information Technology Division

ELECTRONIC COMMUNICATIONS

Golden Image Award
County Connection E-Publication
Heather Danenhower
Christy L. Jergens
Marion County SOURCE

VIDEO-INTERNAL

Golden Image Award
CPRC Video
Jeff Nall, APR, CPRC

Judges' Award
CPRC Video
Jeff Nall, APR, CPRC

**VIDEO PUBLIC SERVICE
MORE THAN ONE MINUTE**

Golden Image Award
Estero Fire Rescue Budget 2009
PRM Susan Lindenmuth
Asst. Chief Mark Wahlig
Fire Chief Scott Vanderbrook

**VIDEO PUBLIC SERVICE-
ONE MINUTE OR LESS**

Golden Image Award
TAPP 2010 TV PSAs
RB Oppenheim Associates
City of Tallahassee
Gary Yordon

VIDEO INSTITUTIONAL

Golden Image Award
Change for Change
City of Tallahassee
Thomas Bronakoski

Judges' Award
Change for Change
City of Tallahassee
Thomas Bronakoski

**VIDEO
PROMOTIONAL/MARKETING**

Golden Image Award
Florida Commerce Credit Union
WeLiveFIT! Challenge Webisodes
Salter>Mitchell
Florida Commerce Credit Union

Judges' Award
Florida Commerce Credit Union
WeLiveFIT! Challenge Webisodes
Salter>Mitchell
Florida Commerce Credit Union

WEBSITE

Golden Image Award
Florida KidCare Act-Out for Health PSA
Contest Website
Salter>Mitchell
Florida Healthy Kids Corporation

Award of Distinction
Healthy Bonita Estero Website
Lee Memorial Health System
Briggs & Rogers

LaunchNewCareers.com
Brevard Workforce
McBride Woodbridge Marketing

Pushing the Envelope - Website/Social
Media
Samantha Scott
Charly Caldwell II
Dan Laursen

Judges' Award
Florida KidCare Act-Out for Health PSA
Contest Website
Salter>Mitchell
Florida Healthy Kids Corporation

PRESENTATION

Golden Image Award
Polk County e-Town Hall
Polk County Board of County
Commissioners
Communications Division/PGTV
Information Technology Division

Judges' Award
Polk County e-Town Hall
Polk County Board of County
Commissioners
Communications Division/PGTV
Information Technology Division

OTHER

Golden Image Award
Martin County Aquatics Center
Facebook Page
The Firefly Group

**STUDENT PROJECTS IN
PUBLIC RELATIONS**

NEWS RELEASE

Award of Distinction
UCF Student Working to Conserve
Endangered "Playboy" Bunnies
Courtney Gilmartin

PUBLIC RELATIONS CAMPAIGN

Golden Image Award
Ballet Pensacola Campaign
Macy Miller
Nikki Nash
Eileen Perrigo

Award of Distinction
Communication Week 2010 - "Connect
To Success"
Despina A. Pappas
Jacquelyn Gubbins
Ana Guarino

**COMPUTER-GENERATED
COMMUNICATION**

Golden Image Award
The Official Blog of Student FPRA:
Capital Chapter
2009-2010 FPRA Tallahassee Student
Chapter Executive Board