

**DIVISION A
PUBLIC RELATIONS PROGRAMS**

**DICK POPE ALL FLORIDA GOLDEN
IMAGE AWARD**
Ready, Set, Stop
City of Tallahassee

COMMUNITY RELATIONS

Golden Image Award
Heritage Museum Celebrates 75th
Anniversary of EAFB
Heritage Museum of Northwest Florida
Destin Interactive

Award of Distinction
10 in 2010
Moore Consulting Group

PUBLIC SERVICE

Golden Image Award
Changing Lanes
City of Tallahassee

Award of Distinction
Walk in My Shoes Campaign
Ron Sachs Communications

Judges' Award
30 Days of Amazing Children: Explore
Adoption!
Diane Hirth
Cyndee Odum

INSTITUTIONAL

Golden Image Award
Where Will You Be in 2010? Vote By Mail
Vicki Davis
Kherri Anderson

Award of Distinction
Child Care Turns the Corner
Beth Lobdell, Child Care of Southwest
Florida
Linda McNabb, Child Care of Southwest
Florida
Susan Bennett, APR, CPRC, Susan
Bennett Marketing & Media

CRISIS COMMUNICATIONS

Golden Image Award
VIP Patient Visit
Ryan Gerds, APR
Dan O'Connor

Award of Distinction
South Walton Crisis Communications:
Deepwater Horizon Oil Spill
Dawn Moliterno
Tracy Louthain, APR
Curley & Pynn

Judges' Award
VIP Patient Visit
Ryan Gerds, APR
Dan O'Connor

INTERNAL

Golden Image Award
Build Your Best Life: HD Supply
Employee Wellness Campaign
Ryan Ray, APR
Anna Stevens
Mark Ronhaar

Award of Distinction
Lee County Port Authority United Way
Campaign 2011
Lee County Port Authority

Judges' Award
DCP Web Week
Julie Frey, APR, CPRC
University of Florida College of Design,
Construction and Planning

PROMOTIONAL/MARKETING

Golden Image Award
Ready, Set, Stop
City of Tallahassee

Award of Distinction
The Power of 10
Bryan Williams

Peter Island Resort & Spa "A Private
Vacation Oasis"
Anson-Stoner Public Relations

Judges' Award
Early Learning Coalition Literacy
Buddies
Samantha Scott

PUBLIC AFFAIRS

Golden Image Award
University of Miami "We Tackle Cancer"
Campaign
Ron Sachs Communications

Award of Distinction
2010 Legislative Session Campaign – FL
Transportation Builder's Association
J. Rachel Gustafson
CoreMessage, Inc.

Florida Children's Services Council 2010
Legislative Campaign
Jennifer Fennell, APR
Valerie Wickboldt
Kristin Vallese

Sanford Smart Growth and CBR Public
Relations
CBR Public Relations

Judges' Award
"Healthy Minds Matter" Campaign
RB Oppenheim Associates
Florida Council for Community Mental
Health

Wekiva Island Rezoning Campaign
Anson-Stoner Public Relations

SPECIAL EVENTS

Golden Image Award
2010 Daytona Repave
Daytona International Speedway

Award of Distinction
Sinfonia's "An Evening in Vintage
Hollywood with Pink Martini"
Demetrius Fuller
Kate Kelley
Janet Berberich

SWFAS Celebrates 30 Years of Recovery
Kevin B. Lewis, Southwest Florida
Addiction Services
Susan Bennett, APR, CPRC, Susan
Bennett Marketing & Media

Rollins College's 125th Anniversary
Ann Marie Varga, APR
Lauren Bradley
Costa DeVault

Judges' Award
EA SPORTS Virtual Playbook at
Otronicon – YouTuber Outreach
Curley & Pynn

20th Anniversary of the Americans with
Disabilities Act March and Celebration
Melanie Mowry Eters, APR, CPRC
Agency for Persons with Disabilities
Vocational Rehabilitation

SWFAS Celebrates 30 Years of Recovery
Kevin B. Lewis, Southwest Florida
Addiction Services
Susan Bennett, APR, CPRC, Susan
Bennett Marketing & Media

Rollins College's 125th Anniversary
Ann Marie Varga, APR
Lauren Bradley
Costa DeVault

OTHER

Golden Image Award
RTI Donor Services "Reflections of Life"
Family Services Program
RTI Donor Services Communications
Team

Award of Distinction
2011 Environmental Stewardship Awards
The Firefly Group
Keep Martin Beautiful

**DIVISION B
PRINTED TOOLS
OF PUBLIC RELATIONS**

GRAND GOLDEN IMAGE AWARD
Save Sand Hill Lakes
Salter & Mitchell
Save Sand Hill Lakes

ANNUAL REPORT

Golden Image Award
KUA 2009 Annual Report
Chris M. Gent, APR, CPRC
Rachael Gmerek
Kissimmee Utility Authority

ANNUAL REPORT - *Continued*

Award of Distinction
Fiscal Year 2010 Annual Report
Mischa B. Kirby

Gainesville Regional Utilities 2009
Annual Report
Gainesville Regional Utilities

2010 Community Report
Ryan Gerds, APR
Mike Robertson
Munroe Regional Medical Center

BROCHURE

Golden Image Award
Sarasota CVB "Tour Architecture Guide"
Sarasota Convention & Visitors Bureau

Award of Distinction
GRU Consumer Confidence Report
Excellence Award Supplement
Amelia Marty

MAGAZINE

Award of Distinction
Flagler College Magazine
Brian Thompson

NEWSLETTER - FOUR-COLOR

Award of Distinction
Speaking of Justice Print Newsletter
Nancy Kinnally
Gabrielle Davis

POSTER AND CALENDAR

Golden Image Award
Reaching for the Stars Promotional
Posters
City of Tallahassee

Award of Distinction
2011 Florida Ranches Calendar
The Firefly Group
Inhouse Advertising
Carlton Ward Photography

Posing for a Cure
Susan Lindenmuth

Judges' Award
Posing for a Cure
Susan Lindenmuth

NEWS RELEASE

Golden Image Award
Bringing the Past to Life in
The New York Times
UCF News & Information

Award of Distinction
Navia.com Launch News Release
Priority Marketing
VIP Realty Group
NAVIA.com

NETC Trains NASA Astronaut
Candidates
Ed Barker

OTHER

Golden Image Award
Save Sand Hill Lakes
Salter>Mitchell
Save Sand Hill Lakes

Award of Distinction
Dairy 101 Resource Kit
Diahann Smith
Jennifer Whittaker-Sills
Carolyn Reis

Direct Mail Appeal
Hospice of Marion County
Lila Ivey
Jennifer Rogers

**DIVISION C
AUDIO/VISUAL TOOLS
OF PUBLIC RELATIONS**

Grand Golden Image Award
Red Light Camera PSA
City of Tallahassee

ELECTRONIC COMMUNICATIONS

Golden Image Award
Click for the Stars
City of Tallahassee

Award of Distinction
Beaches of South Walton –
BSWUpdate.com Blog
Curley & Pynn

Judges' Award
Click for the Stars
City of Tallahassee

**VIDEO PUBLIC SERVICE/MORE
THAN ONE MINUTE**

Golden Image Award
Gaines Street Flash Mob
City of Tallahassee

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

Golden Image Award
Red Light Camera PSA
City of Tallahassee

Award of Distinction
Maggie's "Get Down. Get Out. Get on
the Phone!" Video PSA Campaign
Peveeta Persaud
Miranda Iglesias
Chief Walker and Maggie

Judges' Award
Red Light Camera PSA
City of Tallahassee

Maggie's "Get Down. Get Out. Get on
the Phone!" Video PSA Campaign
Peveeta Persaud
Miranda Iglesias
Chief Walker and Maggie

VIDEO INSTITUTIONAL

Golden Image Award
Pet-ertainment Tonight
City of Tallahassee

Judges' Award
Pet-ertainment Tonight
City of Tallahassee

WEBSITE

Golden Image Award
Workforce Central Florida Website
Workforce Central Florida

Award of Distinction
All About Sarasota Kids Website
KSC, Inc.

OTHER

Golden Image Award
Judgement Free Zone Embraces Social
Media
Anson-Stoner Public Relations

Award of Distinction
CS/SB 2442 (Flagship Bill) Opposition
Facebook Group
Ryan Cohn
HL Prindle

Judges' Award
Judgement Free Zone Embraces Social
Media
Anson-Stoner Public Relations

Council on Aging of West Florida
YouTube Channel
Jeff Nall, APR, CPRC

**DIVISION D
STUDENT PROJECT
IN PUBLIC RELATIONS**

PUBLIC RELATIONS CAMPAIGN

Golden Image Award
FPRA Student Capital Chapter
Membership Drive
FPRA Student Capital Chapter

Award of Distinction
Appetite 4 Life Public Relations
Campaign
Wellspring PR 2011

Communication Week 2011 –
"Communicate to Motivate"
Kayla Sullivan
Kayla Ward

**COMPUTER-GENERATED
COMMUNICATION**

Award of Distinction
RM New Media
Rebecca Lynn Morse