



# 2018 Golden Image Award Winners

*Presented by the Florida Public Relations Association*

## Division A

### Public Relations Programs

*Integrated Marketing*

**Dick Pope All Florida**

**Golden Image Award**

The Kearney Cook-Off

Angela Cole

Amanda Handley, APR

BowStern Marketing Communications

### **Community Relations**

**Golden Image Award**

Patrol Stroll: ALLin For a Cure

Shonda Knight

Melissa Schaldenbrand

**Judges' Award**

Patrol Stroll: ALLin For a Cure

Shonda Knight

Melissa Schaldenbrand

**Award of Distinction**

United Way Express

Amy Azoulay

### **Institutional**

**Golden Image Award**

My Home. My Springs. Campaign

Michele Sager

Allen Yarbrough

Casey Cumley

**Judges' Award**

ECSD Workman Middle Orchestra –

Fiddles on Fire

Kim Stefansson

**Award of Distinction**

Arnold Palmer Hospital Treats Injured

Elf on the Shelf

Orlando Health

### **Award of Distinction**

Community Day School: The Rebirth

Sharon Kunkel

Wordslinger Marketing & PR

### **Award of Distinction**

Family Resource Night

Sara Almond

### **Award of Distinction**

ECSD Workman Middle Orchestra –

Fiddles on Fire

Kim Stefansson

### **Public Service**

**Golden Image Award**

Penny for Pinellas Public Education

Campaign

Pinellas County Marketing &

Communications

Pinellas County Government

**Judges' Award**

2017 High School Voter Registration

Challenge

Jennifer J. Edwards

Heather Doane

Trish Robertson, APR

**Judges' Award**

Penny for Pinellas Public Education

Campaign

Pinellas County Marketing &

Communications

Pinellas County Government

**Judges' Award**

Helping Tallahassee Be Hurricane

Strong

City of Tallahassee

### **Award of Distinction**

2017 High School Voter Registration

Challenge

Jennifer J. Edwards

Heather Doane

Trish Robertson, APR

### **Award of Distinction**

Helping Tallahassee Be Hurricane

Strong

City of Tallahassee

### **Award of Distinction**

FutureMakers Coalition's FAFSA

first! Campaign

Jennifer Hamilton

### **Public Information**

**Judges' Award**

Marsy's Law for Florida: National

Crime Victims' Rights Week

Jennifer Fennell, APR, CPRC

Brianna Shoaf

Michael Williams

**Award of Distinction**

Marsy's Law for Florida: National

Crime Victims' Rights Week

Jennifer Fennell, APR, CPRC

Brianna Shoaf

Michael Williams

**Award of Distinction**

GoEP2: Edgewater Drive Phase II

Improvements Public Information

Program

Kara Hado

### **Crisis Communication**

#### **Golden Image Award**

Health First Comes Together For  
Hurricane Irma  
Matthew Gerrell  
Shona Price

#### **Judges' Award**

Health First Comes Together for  
Hurricane Irma  
Matthew Gerrell  
Shona Price

#### **Award of Distinction**

Dock5 vs. Hurricane Irma  
Pushing the Envelope, Inc.

#### **Award of Distinction**

APD Hurricane Irma Response  
Campaign  
Melanie Mowry Etters, APR, CPRC  
Communications Office

#### **Award of Distinction**

OUC Hurricane Irma Response  
OUC – The Reliable One

### **Internal**

#### **Golden Image Award**

Embracing An Internet Platform  
Change  
Devon Chestnut, APR, CPRC  
Cox Communications Southeast  
Region  
CoxOne Team

#### **Award of Distinction**

FPRA In The Spotlight – Southwest  
Florida Chapter's 2017 Local Image  
Awards Program  
Lee County Port Authority  
Communications & Marketing Team

### **Promotional/Marketing**

#### **Golden Image Award**

Tallahassee Solar: Leading the Way  
Toward a Brighter Future  
City of Tallahassee

#### **Judges' Award**

Tallahassee Solar: Leading the Way  
Toward A Brighter Future  
City of Tallahassee

#### **Award of Distinction**

The Glass Knife Opening  
Curley & Pynn

#### **Award of Distinction**

2017 FPRA Annual Conference  
Ginger Broslat Communications  
KSC INC  
Digital Fury  
Neptune Advertising

#### **Award of Distinction**

One More Child Re-Brand  
FBCH + OMC Executive and  
Communications Team

### **Public Affairs**

#### **Golden Image Award**

NAP Community Historical User  
Group  
The Taproot Agency  
North American Properties

#### **Judges' Award**

NAP Community Historical User  
Group  
The Taproot Agency  
North American Properties

#### **Judges' Award**

Area Agency on Aging for Southwest  
Florida's "SHINE on" Campaign  
Kirsten O'Donnell

#### **Award of Distinction**

Crystal River/kings Bay Minimum  
Flows Outreach  
Mary Margaret Hull, APR  
Melissa Gulvin  
Resource Management Division

#### **Award of Distinction**

Area Agency on Aging for Southwest  
Florida's "SHINE on" Campaign  
Kirsten O'Donnell

### **Integrated Marketing**

#### **Golden Image Award**

The Kearney Cook-Off  
Angela Cole  
Amanda Handley, APR  
BowStern Marketing Communications

#### **Judges' Award**

Navy College Shifts From Brick-and-  
Mortar to Virtual Service Delivery  
Model (NETPDC)  
Ed Barker, NETPDC PAO

#### **Judges' Award**

The Kearney Cook-Off  
Angela Cole  
Amanda Handley, APR  
BowStern Marketing Communications

#### **Judges' Award**

City of Palms Classic  
CONRIC PR & Marketing

#### **Award of Distinction**

The Pastrami Reuben Test:  
Menu Innovation  
Firehouse Subs  
The Zimmerman Agency

#### **Award of Distinction**

Navy College Shifts From Brick-and-  
Mortar to Virtual Service Delivery  
Model (NETPDC)  
Ed Barker, NETPDC PAO

#### **Award of Distinction**

Leon County Household Hazardous  
Waste Program  
Leon County Government

#### **Award of Distinction**

City of Palms Classic  
CONRIC PR & Marketing

### **Reputation Management**

#### **Golden Image Award**

Donut Let Traffic Ruin Your Day  
City of Tallahassee

#### **Judges' Award**

Donut Let Traffic Ruin Your Day  
City of Tallahassee

#### **Award of Distinction**

Social media coverage of  
Hurricane Nate  
Gulf Power Corporate  
Communications Team

### **Special Events**

#### **Golden Image Award**

#FHSTakesNYC  
Firehouse Subs  
The Zimmerman Agency

#### **Judges' Award**

Arnold Palmer Hospital's Patient Prom  
Orlando Health

#### **Award of Distinction**

Arnold Palmer Hospital's Patient Prom  
Orlando Health

**Award of Distinction**

DCP Leadership Summit  
University of Florida, College of  
Design, Construction and Planning

**Award of Distinction**

Gulf Power McCrary Battery Energy  
Storage Demonstration  
Kimberly Blair  
Rick DelaHaya  
Brandi Gomez

**Other**

**Golden Image Award**

Community Outreach for Corinne  
Drive Transportation Study (Phase 1)  
MetroPlan Orlando  
Cynthia Lambert, APR  
Mary Ann Horne

**Division B**

**Printed Tools of Public Relations**

*New Release*

**Grand Golden Image Award**

The Dwellings Grand Opening  
Amanda Handley, APR  
BowStern Marketing Communications

**Annual Report**

**Golden Image Award**

Guadalupe Center 2017 Impact Report  
Priority Marketing  
Guadalupe Center

**Brochure**

**Award of Distinction**

Tallahassee Solar Brochure  
City of Tallahassee

**Poster and Calendar**

**Award of Distinction**

2018 Florida Ranches Calendar  
The Firefly Group  
Stacy Ranieri  
Calton Ward Jr.

**Award of Distinction**

2017-18 School Calendar  
Kevin Christian, APR, CPRC  
Jill Eason

**News Release**

**Golden Image Award**

The Dwellings Grand Opening  
Amanda Handley, APR  
BowStern Marketing Communications

**Judges' Award**

Navy College Program Mobile  
Application (NETPDC)  
Ed Barker, NETPDC PAO

**Judges' Award**

The Dwellings Grand Opening  
Amanda Handley, APR  
BowStern Marketing Communications

**Award of Distinction**

Navy College Program Mobile  
Application (NETPDC)  
Ed Barker, NETPDC PAO

**Specialty Item**

**Golden Image Award**

Tallahassee Solar Pinhole Viewer  
City of Tallahassee

**Judges' Award**

Tallahassee Solar Pinhole Viewer  
City of Tallahassee

**Other**

**Golden Image Award**

ELC's My First Books Box  
Raquel Simon-Petley  
BowStern Marketing Communications

**Judges' Award**

ELC's My First Books Box  
Raquel Simon-Petley  
BowStern Marketing Communications

**Award of Distinction**

iPartnerMedia Digital Marketing  
Workshop for Kineticco Water Systems  
Randy Mitchelson, APR  
Albert Arguelles

**Award of Distinction**

Coupons for Education  
JJ Fields

Allison Campbell, APR, CPRC  
Lauren Delorio  
Public Education Foundation of  
Marion County

**Division C**

**Digital Tools of Public Relations**

*Website*

**Grand Golden Image Award**

Interop Technologies Website  
Redesign  
Lisa Murray, APR, CPRC  
Brendan Stanley  
Mark Warchol

**Online Audience Engagement**

**Golden Image Award**

Gold's Gym Compliment Campaign  
Lindsey Biegen  
Angela Cole  
BowStern Marketing Communications

**Judges' Award**

Gold's Gym Compliment Campaign  
Lindsey Biegen  
Angela Cole  
BowStern Marketing Communications

**Judges' Award**

APD Hurricane Irma Social Media  
Melanie Mowry Etters, APR, CPRC  
Communications Office

**Judges' Award**

Gulf Power Symposium App  
Steve Esser  
Nick Seabrook  
Natalie Smith

**Judges' Award**

Journey to One Million Meals  
FBCH + OMC Communications &  
Development Departments

**Award of Distinction**

APD Hurricane Irma Social Media  
Melanie Mowry Etters, APR, CPRC  
Communications Office

**Award of Distinction**

Gulf Power Symposium App  
Steve Esser  
Nick Seabrook  
Natalie Smith

**Award of Distinction**

Journey to One Million Meals  
FBCH + OMC Communications &  
Development Departments

**Award of Distinction**

DeSoto County's "Open for Business"  
Social Media Campaign  
Michael Taber  
Discover DeSoto  
Board of County Commissioners

**Online Promotion**

**Judges' Award**

Tallahassee Solar Online Promotion  
City of Tallahassee

**Judges' Award**

Procession of the Species  
Erick Gill  
Patrick Lejeune  
Flynn Fidgeon

**Award of Distinction**

Tallahassee Solar Online Promotion  
City of Tallahassee

**Online Newsletter**

**Judges' Award**

Take 5 Leadership Newsletter  
Lee Health Strategic Communications  
& Public Relations Department

**Video: Institutional**

**Golden Image Award**

FMHA Hand-Built Homes  
Ariel Greenstein  
Nipa Eason  
BowStern Marketing Communications

**Judges' Award**

Ocala Police Department  
Recruiting Video  
Marc Rice – Digital Fury  
Ocala Police Department  
Ginger Broslat, APR, CPRC

**Award of Distinction**

My Home. My Springs. Video Series  
Michele Sager  
Casey Cumley  
Alex Gazio

**Award of Distinction**

Ocala Police Department  
Recruiting Video  
Marc Rice – Digital Fury  
Ocala Police Department  
Ginger Broslat, APR, CPRC

**Video: Promotional/Marketing**

**Golden Image Award**

2017 FPRA Annual Conference  
Promotional Video  
Digital Fury  
Ginger Broslat Communications  
Neptune Advertising

**Video: Internal**

**Golden Image Award**

ALICE Protocol Video  
Kevin Christian, APR, CPRC

**Judges' Award**

ALICE Protocol Video  
Kevin Christian, APR, CPRC

**Website**

**Golden Image Award**

Interop Technologies Website  
Redesign  
Lisa Murray, APR, CPRC  
Brendan Stanley  
Mark Warchol

**Award of Distinction**

Tal.gov Website Redesign  
City of Tallahassee

**Other**

**Golden Image Award**

Leon County Citizens Connect  
Mobile App  
Leon County Government

**Judges' Award**

Leon County Citizens Connect  
Mobile App  
Leon County Government

**Judges' Award**

Wild Game Feast Memes  
Vickie Pleus, APR, CPRC

**Award of Distinction**

Sloan's Mobile Communication  
Campaign  
Pushing the Envelope, Inc.

**Award of Distinction**

Tampa REALTOR® Magazine  
Brittany J. Jackson  
Kimberly Chin  
Mike Utaegbulam

**Award of Distinction**

Wild Game Feast Memes  
Vickie Pleus, APR, CPRC

**Division D**

**Student Projects in Public Relations**

**Public Relations Campaign**

**Award of Distinction**

Maximizing Membership  
Taylar Freitag  
Stefi Markowicz  
Randi Rioux

**Digital Communication**

**Judges' Award**

Quotes' #APRinAPRil  
Stefi Markowicz

**Award of Distinction**

Quotes' #APRinAPRil  
Stefi Markowicz