



2021 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Programs

Virtual Special Event

Dick Pope All Florida

Golden Image Award

Guadalupe Center - Circutacular

Priority Marketing

Guadalupe Center

Community Relations

Award of Distinction

Give4Marion

Community Foundation for Ocala /

Marion County

Public Service

Judges' Award

Kids' Minds Matter Unmasking the

Epidemic

Priority Marketing

Kids' Minds Matter

Judges' Award

Diocese of Palm Beach's Successful

Launch of a Virtual Holy Week

Jennifer M. Trefelner, APR, CPCR

Award of Distinction

City of Cocoa Citizens Academy

Program

Samantha Senger, APR, CPCR

Rachel Horst

Award of Distinction

Kids' Minds Matter Unmasking the

Epidemic

Priority Marketing

Kids' Minds Matter

Award of Distinction

Diocese of Palm Beach's Successful

Launch of a Virtual Holy Week

Jennifer M. Trefelner APR, CPCR

Institutional

Golden Image Award

The Florida Bar Board Certification

Campaign

Sachs Media

Judges' Award

Peace River Center Recovery is a

Marathon Virtual Race

Jessica Lawson

Award of Distinction

A Vision for the Sarasota Performing

Arts Center: A Place for Ideas, A Place
for the Arts, A Place for You

Cheryl Mendelson

Sasha Hausman

Alyssa Holcomb

Award of Distinction

Peace River Center Recovery is a

Marathon Virtual Race

Jessica Lawson

Crisis Communication

Judges' Award

L3Harris COVID-19 Employee Crisis

Communications

L3Harris Internal Communications

Team

Award of Distinction

L3Harris COVID-19 Employee Crisis

Communications

L3Harris Internal Communications

Team

Internal

Golden Image Award

Orange County myOCWellness

Initiative

Kelly Ferris

Laura Lord

Judges' Award

LCEC New Employee Welcome Kit

LCEC Public Relations Team

Judges' Award

FPRA Member Safety Campaign

Joanna Newton, APR

Theresa Campbell

FPRA Tampa Bay Board Members

Award of Distinction

FPRA Member Safety Campaign

Joanna Newton, APR

Theresa Campbell

FPRA Tampa Bay Board Members

Award of Distinction

RTI Surgical Corporate Separation

Amelia Bell, APR, CPCR

Promotional/Marketing

Golden Image Award

"Show a PR Colleague Some Love"

2021 Campaign

Florida Public Relations Education

Foundation

Jay Morgan-Schleuning, APR, CPCR

& Lindsey Robertson, APR

Judges' Award

"Show a PR Colleague Some Love"

2021 Campaign

Florida Public Relations Education

Foundation

Jay Morgan-Schleuning, APR, CPCR

& Lindsey Robertson, APR

Judges' Award

Selby Gardens and Observer Media

Group Virtual Photography Exhibition

Marie Selby Botanical Gardens

Observer Media Group

Judges' Award

Give the Gift of Angelina's
Pushing the Envelope, Inc.
Tiffany Hernandez, Senior Graphic
Designer

Judges' Award

ANACT and SurfearNEGRA Black
Lives Matter Publicity Campaign
SalterMitchell PR
ANACT & SurfearNEGRA

Award of Distinction

Launching accesso®'s 100% Virtual
Queuing Model
Curley & Pynn
Accesso

Award of Distinction

Selby Gardens and Observer Media
Group Virtual Photography Exhibition
Marie Selby Botanical Gardens
Observer Media Group

Award of Distinction

Give the Gift of Angelina's
Pushing the Envelope, Inc.
Tiffany Hernandez, Senior Graphic
Designer

Award of Distinction

Universal Orlando Resort Halloween
Seasonal Experiences Campaign 2020
Kristen Clark Smith
Ali Beemer, APR
Linda Laguardia

Award of Distinction

Marion County Supervisor of Elections
BallotTrax Mail Ballot Status
Notification System
Wesley Wilcox
Starley Ard

Integrated Marketing

Golden Image

Misty the Mermaid Brings The Island
Hotel to Life
Sociallee PR & Digital Media
Jackie Blue
Scott Russell

Judges' Award

Making Orlando "Safer, Stronger,
Together"
Doreen Overstreet, Orange County
Government
Becca Bides, Visit Orlando
Laureen Martinez, Orlando Economic
Partnership

Award of Distinction

College of Central Florida's
COVID Marketing
College of Central Florida
Marketing and Public Relations
Department
Student Affairs Division

Award of Distinction

Introducing the Florida High Tech
Corridor Council's New CEO
Curley & Pynn Public Relations
Management
Florida High Tech Corridor Council

Reputation Management

Golden Image Award

Toho Water Authority – Getting Back
on Track
Toho Communications

Judges' Award

Toho Water Authority – Getting Back
on Track
Toho Communications

Public Affairs

Judges' Award

Salzman Unseats Hill
Michelle Salzman
Mark Zubaly & Kim Stefansson

Award of Distinction

Improve our Schools with ABC.
#ABC4Schools
Allison B. Campbell, APR, CPRC
Ginger Broslat, APR, CPRC
JJ Fields, LLC

Special Events

Golden Image

Orange County Employee Curbside
Service Award Ceremonies
Laura Lord-Blackwell
Kelly Ferris

Judges' Award

Orange County Employee Curbside
Service Award Ceremonies
Laura Lord-Blackwell
Kelly Ferris

Award of Distinction

The Town of Oakland's "Santa's Lane
Drive Through Christmas"
Elisha Pappacoda
Valerie Gibbons
Ashlynn Webb

Virtual Special Event

Golden Image Award

Guadalupe Center – Circatular
Priority Marketing
Guadalupe Center

Judges' Award

Guadalupe Center – Circatular
Priority Marketing
Guadalupe Center

Award of Distinction

PSLinLights
City of Port St. Lucie Communications
Department

Award of Distinction

Calusa Waterkeeper Saving Estero Bay
CONRIC pr + marketing

Other

Award of Distinction

2045 Plan Digital Public Participation
Cynthia Lambert, APR
Mary Ann Horne
Leilani Vaiaoga

Award of Distinction

Adyn Strong
Priority Marketing
Fort Myers Brewing Company

Division B

Collateral of Public Relations

Other

Grand Golden Image Award

Guadalupe Center Circutacular
Invitation
Priority Marketing
Guadalupe Center

Annual Report

Golden Image Award

Guadalupe Center Annual Impact
Report
Priority Marketing
Guadalupe Center

Judges' Award

Guadalupe Center Annual Impact
Report
Priority Marketing
Guadalupe Center

Award of Distinction

Barancik Foundation:
A Portrait of 2020
Teri A. Hansen
Murray Devine

Brochure

Award of Distinction

2020 EASE Grant Booklet
Darryl E. Owens
Dr. George J. Hagerty

News Release or Pitch

Golden Image Award

Firehouse Subs Celebrates National
Brinner Week
Firehouse Subs

Judges' Award

Firehouse Subs Celebrates National
Brinner Week
Firehouse Subs

Award of Distinction

Collier County Supervisor of Elections
VBM Editorial Campaign
Collier County Supervisor of Elections
Office
Jennifer J. Edwards
Trish Robertson, APR, CPRC

Specialty Item

Judges' Award

Firehouse Subs Makes a Big Dill on
National Pickle Day
Jane Shehane
Firehouse Subs

Judges' Award

Ending the Reign of Mosquitos in
Leon County
Shavonne McAndrew
Vardyce Gaines

Award of Distinction

Firehouse Subs Makes a Big Dill on
National Pickle Day
Jane Shehane
Firehouse Subs

Award of Distinction

Ending the Reign of Mosquitos in
Leon County
Shavonne McAndrew
Vardyce Gaines

Other

Golden Image Award

Guadalupe Center Circutacular
Invitation
Priority Marketing
Guadalupe Center

Judges' Award

Guadalupe Center Circutacular
Invitation
Priority Marketing
Guadalupe Center

Award of Distinction

Improve Our Schools with ABC
General Election Mailer
Allison B. Campbell, APR, CPRC
Mark Zubaly
Direct Mail Systems

Award of Distinction

Caldwell Trust Farmers Market Design
Sheryl Vieira
Michael White

Award of Distinction

Santa Rosa County COVID-19
Vaccine Survey
Santa Rosa County Public Information
Office

Division C

Digital Tools of Public Relations

Video – Public Service

Grand Golden Image Award

Kids' Minds Matter Secret Garden
Gala Video
Priority Marketing
Kids' Minds Matter

Online Audience Engagement

Judges' Award

The Island Hotel's "Mermaid Tails"
Video Series
Sociallee PR & Digital Media
Jackie Blue
Scott Russell

Award of Distinction

The Island Hotel's "Mermaid Tails"
Video Series
Sociallee PR & Digital Media
Jackie Blue
Scott Russell

Digital Promotion

Award of Distinction

Fundraising to Incentivize Student
Engagement
Rachel Ilardi
Annabella Pujalte
Student Outreach Committee

Social Media

Golden Image Award

Liquid Creative Studio
Client: Red Door Homes
Jennifer Pagh
Scott Schroeder, APR, CPRC
April Schroeder

Judges' Award

Liquid Creative Studio
Client: Red Door Homes
Jennifer Pagh
Scott Schroeder, APR, CPRC
April Schroeder

Judges' Award

Kids' Minds Matter Mental Health
Mondays
Priority Marketing
Kids' Minds Matter

Judges' Award

Gator Graphic - A Guide to Physical
Distancing
Sara Pratt
Justin Moro

Award of Distinction

Kids' Minds Matter Mental Health
Mondays
Priority Marketing
Kids' Minds Matter

Award of Distinction

Gator Graphic - A Guide to Physical
Distancing
Sara Pratt
Justin Moro

Award of Distinction

UWF College of Education and
Professional Studies Fall 2020 Social
Media Strategic Plan
UWF College of Education and
Professional Studies
UWF Department of Communication
PUR 6937 Social Media Management

Award of Distinction

'Be A Better Human' Social Media
Series
Eleni Kouvatsos, APR

Video: External

Golden Image Award

Bazaar Shopping Network
Kim Livengood, APR, CPRC

Judges' Award

Bazaar Shopping Network
Kim Livengood, APR, CPRC

Judges' Award

College of Central Florida's
Virtual Tour
Tina Banner, APR, CPRC
College of Central Florida
Digital Fury

Award of Distinction

College of Central Florida's
Virtual Tour
Tina Banner, APR, CPRC
College of Central Florida
Digital Fury

Video: Public Service

Golden Image Award

Kids' Minds Matter Secret Garden
Gala Video
Priority Marketing
Kids' Minds Matter

Judges' Award

Kids' Minds Matter Secret Garden
Gala Video
Priority Marketing
Kids' Minds Matter

Award of Distinction

Water Access Animated Video
Allison Aubuchon & Chloe Barr
Allison Aubuchon Communications
American Heart Association

Other

Award of Distinction

Heritage House
Devon Chestnut, APR, CPRC
Cox Communications

Division D

**Student Projects in
Public Relations**

Public Relations Campaign

Golden Image Award

Quotes Charges On
2020 Quotes Executive Board

Judges' Award

Quotes Charges On
2020 Quotes Executive Board