



PR & COMMS EXCELLENCE

2025 GOLDEN IMAGE

AWARD WINNERS

PRESENTED BY THE FLORIDA PUBLIC RELATIONS ASSOCIATION

Division A

Public Relations Programs

Division A

**Dick Pope All Florida
Golden Image Award**

*Martin County Forever Sales Tax
Referendum Campaign*

The Firefly Group

A1 - Community Relations

**Golden Image Award
& Judges' Award for ROI**

*2024 Penny Sales Tax: Educating
Seminole County for a Successful
Renewal*

Seminole County Office of
Communications

**Award of Distinction &
Judges' Award for ROI**

Mission Mavericks
Connor Borden, Miranda Colavito
& Traci Willingham

Award of Distinction

*Feeding Hope: Farm Share's Lifeline
Response in Florida's Storm Season*
Sachs Media & Farm Share

Judges' Award for ROI

*Holiday Makeovers with Florida
Heroes*
Florida Power & Light

A2 - Public Service

Golden Image Award

*No Soldier Left Behind: Warrior
Homes of Collier Battles to End
Veteran Homelessness*
Priority Marketing

Award of Distinction

Water 101
Southwest Florida Water
Management District
Tom Hyle
Communications Section

Award of Distinction

*Creative Springs Public Service
Campaign for Healthy Ocala*
Jen Houser, APR
& Lauren Debick, APR, CPRC

A3 - Institutional

Golden Image Award

Orlando Means Business Podcast
Amanda Lubin, Laureen Martinez
& Jennifer A. Marcial Ocasio

Award of Distinction

*More Than a Logo: Manatee Clerk of
the Circuit Court & Comptroller*
Brand Activation
Manatee Clerk of the Circuit Court
& Comptroller
Leaders Uplifted

Award of Distinction

*Voices of Florida's Girls: Elevating
the State of the Florida Girl Report*
Sachs Media & Girl Scouts of Florida
Association

Award of Distinction

*All That Glitters – The Next Evolution
of Golden Image*
Lindsay Hudock, MA, APR, CPRC

A5 – Crisis Communication

**Golden Image Award &
Judges' Award for ROI**

Support the 941
Visit Sarasota County
Hunter Carpenter, MA, APR
& Olivia Turpening

Award of Distinction

*Flooded With Misinformation During
Hurricane Milton*
Southwest Florida Water
Management District

Award of Distinction

*CrowderGulf: Restoring Tampa Bay
Communities After Devastating
Hurricanes*
Sachs Media & CrowderGulf

Award of Distinction

TEAM Leon Promotional Campaign
Leon County Government

A6 – Internal

Award of Distinction

*Passport Professional Development
Program Communication Campaign*
Laura Lord-Blackwell
& Samantha Holsten
Orange County Government

A7 – Promotional/ Marketing

Golden Image Award

*Mondays are for Friends
and Fine Dining*
Pushing the Envelope

Award of Distinction & Judges’ Award for Creativity

*From Dead to Undead: Sandworm
Pasta Says “It’s Showtime!”*
Hamlet’s Eatery & Van Wezel
Muffy Lavens
& Kim Livengood, APR, CPRC

Award of Distinction

*Creative Springs Promotional
Marketing Dealer Program for
Progressive Screens*
Jen Houser, APR & Matias Raby

Award of Distinction

*Diocese of Palm Beach’s
Successful Promotion of
the 2024 DSA Campaign*
Jennifer Trefelner, APR, CPRC

Award of Distinction

*Visit Pensacola Dive and Dine
Press Trip Series*
Visit Pensacola

A8 - Public Affairs

Dick Pope All Florida Golden Image Award, Golden Image Award, & Judges’ Award for ROI

*Martin County Forever Sales Tax
Referendum Campaign*
The Firefly Group

Award of Distinction

*Emily’s Promise: Saving Lives with
Transformative Blood Clot
Prevention Legislation*
Sachs Media & Emily’s Promise

A9 - Integrated Marketing

Golden Image Award & Judges’ Award for Creativity

*“Gnome Matter What!” Lee County
Fertilize Smart Awareness
Campaign*
Priority Marketing & Lee County

Award of Distinction, Judges’ Award for ROI & Judges’ Award for Creativity

*Flamingo Lodge & Restaurant
Opening PR Campaign*
Melissa Benhaim,
Benhaim Public Relations
Allyson Gantt, Everglades and
Dry Tortugas National Parks
Laura Sherman, Guests Services

A10 - Reputation Management

Award of Distinction

*Children’s Week: Making Sure Every
Child is Seen, Heard, and Supported*
SalterMitchell PR & Children’s Week
Children’s Forum

A11 - Special Event

Golden Image Award & Judges’ Award for Creativity

*Revitalizing Downtown Sarasota:
The Fresh Fridays Event Series*
Next-Mark, LLC
Travis Cornwell

Award of Distinction & Judges’ Award for ROI

*KUA’s Inaugural Community
Connect Event*
Kissimmee Utility Authority
Tiffany Henderson & Adriana Seda

Award of Distinction

*Fast Forward Workshop Series:
Advancing Transportation on the
Space Coast*
Space Coast Transportation
Planning Organization
Sarah Kraum
& Abby Hemenway, APR

Award of Distinction

Soaring Connections
Southwest Florida Chapter of FPRA
FPRA Student Chapter at Florida
Gulf Coast University
The Department of Communication
and Philosophy at Florida Gulf
Coast University

Award of Distinction

*Leon County Government Library
Lecture Series: Bicentennial
Beginnings*
Leon County Government

Award of Distinction

*Economic Development Showcase
& Business Market*
City of Cocoa
Samantha Senger, APR, CPRC, APIO
Jaime Braudrick, MA

Award of Distinction

Indicators & Insights Summit
Visit Sarasota County
Olivia Turpening
& Hunter Carpenter, MA, APR

A13 - Other

Golden Image Award & Judges’ Award for ROI

*Vote-by-Mail Voter Education
& Promotional Campaign*
Collier County Supervisor of
Elections Office
Melissa R. Blazier
& Trish Robertson, APR, CPRC

Award of Distinction

Welcome Home, Welcome Back
Pushing the Envelope

Award of Distinction

*Enhancing the Accreditation and
Credentialing Process*
VP of Credentialing Lisa Murray,
APR, CPRC
Credentialing Team,
Southwest Florida Chapter of FPRA

Award of Distinction

*Diocese of Palm Beach’s Florida
Catholic Media Growth Plan*
Jennifer M. Trefelner, APR, CPRC

Division B

Collateral Tools of Public Relations

Division B

Grand Golden Image Award

Safer Tracks Ahead: SCTPO Rail Crossing Grant Announcement

Space Coast Transportation Planning Organization

Abby Hemenway, APR

B1 - Annual Report

Golden Image Award

Cyber Florida at USF 2023-2024 Annual Impact Report
Cyber Florida at USF Outreach Team

Award of Distinction, Judges' Award for Creativity & Judges' Award for ROI

2024 Accomplishments Report
Pinellas County

B2 - Brochure

Award of Distinction & Judge's Award for ROI

Coming Back Better Than Ever: Midseason Brochure
Muffy Lavens & Thom Gravelle
Van Wezel Marketing

Award of Distinction

Senior Resource Association's All-Services Brochure
Erin Miller

Judges' Award for Creativity

CPAmerica Business Development Drip Campaign
Amy Azoulay, APR
CPAmerica, Inc.

Judges' Award for Creativity

Wellen Park Model Home Showcase Tour Book
Gravina, Smith, Matte & Arnold
Marketing and Public Relations

B5 - News Release or Pitch

Grand Golden Image Award, Golden Image Award, & Judges' Award for ROI

Safer Tracks Ahead: SCTPO Rail Crossing Grant Announcement
Space Coast Transportation Planning Organization
Abby Hemenway, APR

Award of Distinction & Judges' Award for Creativity

Lee County Government Meteorologist Pitch – Flood/Surge Awareness
Lee County Government

Award of Distinction & Judges' Award for ROI

Spring Forward, Water Smarter: Spring Watering Restrictions
St. Johns River Water Management District

Award of Distinction

"Watermelon Regatta"
Conservation Story at the Ringling
Bethany Ritz & Lynn Hobeck Bates, APR, CPRC

B6 – Specialty Item

Golden Image Award & Judges' Award for ROI

Vintage Park Posters in Seminole County
Seminole County Office of Communications

Award of Distinction & Judges' Award for Creativity

Hot Takes Client Holiday Gift Box
Martin Aquatic

Award of Distinction & Judges' Award for ROI

Leon County Bicentennial Library Card
Leon County Government

Award of Distinction

Leon County Bicentennial Community Cookbook
Leon County Government

B7 - Other

Golden Image Award & Judges' Award for ROI

Designing for more than a Logo: The LIFT Framework for PR
Blair Bloomston, Shane Bloomston & Jennifer Linzy, APR, CPRC

Award of Distinction & Judges' Award for ROI

Collier County Solid Waste
Keagan Giblin & Vanessa Caporale

Division C

Digital Tools of Public Relations

Division C

Grand Golden Image Award

Creative Springs Video Marketing for Progressive Screens

Jen Houser, APR & Matias Raby

C1 – Online Audience Engagement

Golden Image Award & Judges' Award for ROI

Subscriber Splash
Pushing the Envelope

Award of Distinction

TalkingParents Influencer Campaigns
TalkingParents

Award of Distinction

CWC-FPRA's Just Following Up... Again Podcast
Central West Coast Chapter

Award of Distinction

Bigham Bling! Influencer and Social Media Campaign
Priority Marketing

C2 – Digital Promotion

Award of Distinction

*Creative Springs Digital Promotion
for Renstar Medical Research*
Jen Houser, APR

Award of Distinction

*Florida Association of Counties
Annual Conference
Email Marketing Campaign*
SalterMitchell PR & Florida
Association of Counties

C3 - Social Media

Award of Distinction

*Diocese of Palm Beach's
Successful Facebook Growth
Campaign*
Jennifer M. Trefelner, APR, CPRC

C5 - Video – External

Grand Golden Image Award & Golden Image Award

*Creative Springs Video Marketing for
Progressive Screens*
Jen Houser, APR & Matias Raby

Award of Distinction

*Curley & Pynn, Oxenfree and
Sarasota Orchestra Illustrate the
Magic of a Concert Hall*
Curley & Pynn, Oxenfree and
Sarasota Orchestra

Award of Distinction

*2025 Florida Farm Bureau
Farmer of The Year Video*
Sky Palm Studios
Justin Short & Luke Lower

C7 - Video – Institutional

Award of Distinction

*Leon County 2024 Annual Report
Video*
Leon County Government

C8 – Website

Golden Image Award

LCEC Website Refresh
LCEC Public Relations Team

Award of Distinction

LCTC Connect
Lee County Tax Collector

Award of Distinction

Beacon College Website Redesign
Darryl E. Owens, Mary C. Wymer,
APR & Samantha Gordon

C9 - Other

Award of Distinction

CoxOne Hero Video Embedding
Cox Communications, Inc.
Digital Communications Team

Division D

Student Projects in Public Relations

D4 – Digital Communications

Award of Distinction

*Leon County Emergency Medical
Services Teddy Bear-a-Medic Video*
Leon County Government

D5 – Social Media

Golden Image Award

& Judges' Award for ROI

*UWF COM6565: Florida Public
Archaeology Network Social Media
June 2024 Campaign*
University of West Florida
Department of Communications