



2016 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Program

Dick Pope All Florida Golden Image Award

Southwest Florida International
Airport TSA PreCheck Campaign
Lee County Port Authority
Communications & Marketing

Community Relations

Golden Image Award

Putting the Pieces Together Campaign
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Award of Distinction

2nd Annual Eggs on the Beach Eggfest
Tracy Louthain, APR, CPRC
Susan Kiley, Wayne Paul

Judges' Award

Imagine Gala Celebrity Chef
Cook Off
CONRIC PR & Marketing

Public Service

Golden Image Award

Teddy Bears for Trauma Victims
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Judges' Award

Teddy Bears for Trauma Victims
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Institutional

Golden Image Award

The Florida High Tech Corridor
20th Anniversary Promotion
Curley & Pynn

Award of Distinction

CAN IT! Pushing the Envelope Food
Drive Campaign 2015
Lisa Murray
Pushing the Envelope

Judges' Award

CAN IT! Pushing the Envelope Food
Drive Campaign 2015
Lisa Murray
Pushing the Envelope

Public Information

Golden Image Award

National Airlines Launch
Curley & Pynn

Judges' Award

Tacko Fall Eligibility
Mandy Wettstein, APR, CPRC
Allison Campbell, APR, CPRC

Internal

Golden Image Award

RTI Surgical Internal Donate Life
Month Campaign
RTI Donor Services Communications

Award of Distinction

"Attendance Matters" Campaign-
Marion County Public Schools
Kevin Christian, APR, CPRC
Mark Vianello and Matt Lane

Judges' Award

"Attendance Matters" Campaign-
Marion County Public Schools
Kevin Christian, APR, CPRC
Mark Vianello and Matt Lane

FPRA Gainesville PR
Masters Program
Amelia Bell, APR, CPRC
Julie Frey, APR, CPRC

Just One for the Kids: Payroll
Deduction Campaign
Public Education Foundation of
Marion County
Lauren Delorio and Judi Zanetti

Scott Fischer Enterprises Social
Media Training
Samantha Scott, APR

Promotional/Marketing

Golden Image Award

Boardwalk Food Company Rebrand &
Product Launch
Kim Livengood

Award of Distinction

Successful Marketing of "Ram-for-a-
Day" Student Recruitment Program
Jennifer M. Trefelner, APR, CPRC

Douglas Stevens, MD Marketing
Communication Campaign 2015
Tiffany Whitaker, APR
Diana Leadley, Pushing the Envelope

Judges' Award

Successful Marketing of "Ram-for-a-
Day" Student Recruitment Program
Jennifer M. Trefelner, APR, CPRC

Donate Your Ex's Stuff
Veronica Brandon Miller
Sharon Kunkel
Kelly Davis Strausbaugh

Public Affairs

Golden Image Award

On3PR FBCW Campaign
On 3 Public Relations
Florida Businesses for a Competitive
Workforce

Special Events

Golden Image Award

Florida Professional Firefighters'
Groundbreaking
Bowstern
Florida Professional Firefighters

Award of Distinction

FAMU Way and Capital Cascades
Trail Grand Opening
City of Tallahassee, Blueprint 2000
Leon County

DCP 90th Anniversary
University of Florida College of
Design Construction and Planning

Judges' Award

25th Anniversary of the ADA
APD Communications Office

MADD's Wrong-Way Impaired Driver
Victim Tribute Fundraising Event
Joanna Vose Newton, APR
Linda Unfried, Becky Gage

Rock Ponds Ecosystem Restoration
Dedication Event
Estella Gray and Mary Margaret
Southwest Florida Water
Management District

Other

Golden Image Award

Southwest Florida International
Airport TSA PreCheck Campaign
Lee County Port Authority
Communications & Marketing Team

Award of Distinction

New Year, New Space, New Look:
Office Move & Rebranding
Cynthia Lambert, APR
Mary Ann Horne and
Susan Ennis, APR, CPRC
MetroPlan Orlando

Judges' Award

#Tally4AAC, A Social Media
Campaign
City of Tallahassee

Southwest Florida International
Airport TSA PreCheck Campaign
Lee County Port Authority
Communications & Marketing Team

Division B

Printed Tools of Public Relations

Grand Golden Image Award

"Kids with ADHD Must Squirm to
Learn, Study Says"
Mark Schluieb
UCF News & Information

Brochure

Award of Distinction

FDVA Guide
Sachs Media Group
Florida Department of Veterans'
Affairs

Judges' Award

FDVA Guide
Sachs Media Group
Florida Department of Veterans'
Affairs

Magazine

Golden Image Award

Florida. HIGH.TECH 2015
Curley & Pynn

Award of Distinction

Innovations
Colleen Raccioppi, APR
Sheryl Connor

Poster and Calendar

Golden Image Award

Art for Democracy Election Calendar
Jennifer J. Edwards
Trish Robertson
Heather Wysocki

News Release

Golden Image Award

"Kids with ADHD Must Squirm to
Learn, Study Says"
Mark Schluieb

Award of Distinction

NETPDTC Supports DoD Virtual
Education Fair
Ed Barker

University of West Florida Luna
Settlement Press Release
University Marketing &
Communications at the
University of West Florida

Judges' Award

"Kids with ADHD Must Squirm to
Learn, Study Says"
Mark Schluieb

NETPDTC Supports DoD Virtual
Education Fair
Ed Barker

Siesta Beach Trip Advisor Best Beach
Award News Release
Visit Sarasota County

Specialty Item

Golden Image Award

Jenkins Neighbors Mailer
Allison Campbell, APR, CPRC
Lisa Varner, APR, CPRC

Other

Golden Image Award

Visit Sarasota County VIV Card
Program
Visit Sarasota County

Award of Distinction

Lee County Electric Cooperative 75th
Anniversary Book
LCEC PR Team

THRIVE Expansion Grant Proposal
Transitions Life Center
Ginger Broslat Communications
Joanne Flood

Judges' Award

Visit Sarasota County VIV Card
Program
Visit Sarasota County

THRIVE Expansion Grant Proposal
Transitions Life Center
Ginger Broslat Communications
Joanne Flood

Division C

Audio/Visual/Online Tools of

Public Relations

Grand Golden Image Award

Andy Hines Video
Heather Danenhower Nelson, APR
Digital Fury Productions
Hines Energy Complex

Online Audience Engagement

Golden Image Award

RTI Donor Services Facebook Page
RTI Donor Services Communications

Award of Distinction

CFX Commuter Relief Social
Media Campaign
Central Florida Expressway Authority

Florida Prepaid College Board
Moore Communications Group

Judges' Award

Successful Launch of "RamBassador"
Social Media Program
Jennifer M. Trefelner, APR, CPRC

CFX Commuter Relief Social
Media Campaign
Central Florida Expressway Authority

RTI Donor Services Facebook Page
RTI Donor Services Communications

Online Promotion

Golden Image Award

Everglades Isle FMCA Eblast
BowStern
Everglades Isle

Award of Distinction

Curley & Pynn - "For The Win"
Promotional E-Magazine
Curley & Pynn

Florida KidCare Back-to-School
Digital Media Campaign
Sachs Media Group

Judges' Award

University of West Florida Luna
Settlement Media Kit
University Marketing &
Communications at the University of
West Florida

Judges' Award

Everglades Isle FMCA Eblast
BowStern
Everglades Isle

Online Newsletter

Golden Image Award

City of Palms Classic
CONRIC PR & Marketing

Award of Distinction

Currents Newsletter
Michele Sagar
Kenna Harrison
Allen Yarbrough

Judges' Award

City of Palms Classic
CONRIC PR & Marketing

Video: Internal

Golden Image Award

Andy Hines Video
Heather Danenhower Nelson, APR
Digital Fury Productions
Hines Energy Complex

Video: Institutional

Award of Distinction

Withlacoochee River Watershed
Initiative Video
Michelle Sager
Alex Gazio
Robyn Felix

Judges' Award

Withlacoochee River Watershed
Initiative Video
Michelle Sager
Alex Gazio
Robyn Felix

Video: Promotional/Marketing

Golden Image Award

KUA Movie in the Park Video
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Judges' Award

KUA Movie in the Park Video
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Website

Golden Image Award

Rhinos.org Website Rebuild
Salter>Mitchell
International Rhino Foundation

Other

Golden Image Award

I Survived Florida Winter Meme
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

Award of Distinction

LCEC Commercials- Telling our Story
Through Our Employees
LCEC PR Team

The Storyteller Agency's
#EveryoneNeedsABuddy Wellness
Donation Video
Laura Holloway
Scott Russell

Judges' Award

I Survived Florida Winter Meme
Chris Gent, APR, CPRC
Kayla Torpey
Kissimmee Utility Authority

The Storyteller Agency's
#EveryoneNeedsABuddy Wellness
Donation Video
Laura Holloway
Scott Russell

Division D

Student Projects in Public Relations

Public Relations Campaign

Award of Distinction

Farm & Haus Communications
Campaign
Deanna Loew
Natalie Pickelsimer

Fleet Farming PR Campaign

Katie Rizzo
Emil Sörebo
Ryan Scanlan