

2007 GOLDEN IMAGE WINNERS

Division A Public Relations Programs

Dick Pope All Florida Golden Image Award

Successfully Changing Your Most Important Citizen Service
City of Tallahassee and VancoreJones Communications, Inc.

Community Relations

Golden Image

Rollins College and the Orlando Science Center Team up for Sweater Drive in Honor of Mr. Rogers
Ann Marie Varga, Jeni Hatter, Jeff Stanford

Award of Distinction

Middleton Lawn & Pest Control 2007 "What's Bugging You?" Youth Achievement Award
PUSH

Operation Skate
The Axia Team

Judges' Award

McDonald's Salutes Your Local American Heroes
Anna Burns, Karen Case, The Dalton Agency

Rollins College and the Orlando Science Center Team up for Sweater Drive in Honor of Mr. Rogers
Ann Marie Varga, Jeni Hatter, Jeff Stanford

Public Service

Golden Image

Community Awareness Program's Voter Awareness Campaign 2006
Vicki Collins & Joni Schopke, Lee County Elections

Award of Distinction

Beaches of South Walton Beach Safety Awareness Campaign Seemore the Safety Crab
Kris Titus, Loretta Shaffer, Tracy Louthain

M. D. Anderson - Orlando: Helping Central Floridians Digest Information About Colon Cancer
Michelle Lynch, Christine Martinez

Judges' Award

Change a Light for Daylight Saving
Dr. LaRae M. Donnellan, APR, CPRC; Ariana Marshall; Markita Samuel

Child Watch 2007

Jessica Hays, APR & Cheray Keyes-Shima, APR, CPRC; KSC, Inc.; The Florida Center

Community Awareness Program's Voter Awareness Campaign 2006
Vicki Collins & Joni Schopke

Count Me In! - A Community Outreach Program for Minority Populations
Vicki Davis, Kherri Anderson, Martin County Supervisor of Elections Office

DUI Prevention: Saving Lives
City of Tallahassee

Empowering Community Action Against Gangs
City of Tallahassee

"I Teach" Campaign

Department of Community Relations, Polk County Public Schools

Pet Friendly Shelter Program

Angela Dean Vigil, Animal Care & Control, Emergency Preparedness-City of Jacksonville

Institutional

Golden Image

Rollins College Saves Its Speciality License Plate
Jeni Hatter, Ann Marie Varga

Award of Distinction

CCCS Brand Launch
PUSH

Judges' Award

Students "Rock the Vote" in Martin County
Vicki Davis, Kherri Anderson, Martin County Supervisor of Elections Office

Public Information

Golden Image

Armor Holdings IACP Press Reception
Reese Riggle, Trista Wallace, APR, The Dalton Agency

Award of Distinction

Florida reBuilds Campaign
Moore Consulting Group; Agency for Workforce Innovation

Judges' Award

2006 Heart on the Hill Media Event
Jay Schleuning, Suzanne Grant, Nikole Souder-Schale

Celebrating 50 Years: The Eisenhower Interstate Highway System
Maria Ehrlich, HNTB Corporation

Iraq and Back: Media Outreach in a War Zone
Lt. Corey Schultz, U.S. Navy; Lt. Col. Trey Cate, U.S. Army; Lt. Col. Teresa Connor, U.S. Air Force

Crisis Communications

Golden Image

Polk County Sheriff's Office Deputy Involved Shooting
Polk County Sheriff's Office, Public Info. Office

Award of Distinction

Conductor Demetrius Fuller: Termination/Criminal Investigation/Vindication
Phelan & Lowry, LTD.

Internal

Golden Image

LCEC Ride the Wave Informational Event
LCEC Public Relations, WAVE Core Team

Award of Distinction

2007 RTI Donate Life Month Campaign
Regeneration Technologies, Inc. Corporate Communications

Employee Road Show
Dixie Punskey, Aetna

Judges' Award

2007 RTI Donate Life Month Campaign
Regeneration Technologies, Inc. Corporate Communications

Employee Road Show
Dixie Punskey, Aetna

FPRA Southwest Florida Chapter Member Satisfaction Campaign

Nancy McCarthy, APR; 2005-2006 Southwest Florida Chapter Board of Directors

LCEC Ride the Wave Informational Event
LCEC Public Relations, WAVE Core Team

Our Catholic Appeal - Diocese of Orlando
John White, Marta Sweeney, Marty Csercsevits

Promotional/Marketing

Golden Image

Successfully Changing Your Most Important Citizen Service
City of Tallahassee/VancoreJones Communications, Inc.

Award of Distinction

All-Teal Stadium Public Relations Campaign
Kevin Punskey, Bill Kral, The Dalton Agency

Building Baby's Brain Power

Doreen Overstreet, Summer Walker, Cindy Marfori

Judges' Award

All-Teal Stadium Public Relations Campaign
Kevin Punskey, Bill Kral, The Dalton Agency

Building Baby's Brain Power

Doreen Overstreet, Summer Walker, Cindy Marfori

Silver Sands Factory Stores Autumn Tides Promotion
Silver Sands Factory Stores

Public Affairs

Award of Distinction

Local Option Sales Tax Campaign
Escambia County Office of Public Information & Communications

Judges' Award

VISIT FLORIDA: "Florida's Tourism Counts" Education Campaign
Moore Consulting Group, VISIT FLORIDA

Special Events

Golden Image

Boots & Badges Blood Drive Competition
Suncoast Communities Blood Bank

Award of Distinction

Celebration of the 10th Anniversary of Stetson University's Howard Thurman Program
Stetson University

The 9th Annual Thunder By The Bay Motorcycle Festival

Lucy Nicandri, The Florida Center; KSC Advertising & Public Relations, Inc.

Judges' Award

Boots & Badges Blood Drive Competition
Suncoast Communities Blood Bank

Celebration of the 10th Anniversary of Stetson University's Howard Thurman Program
Stetson University

The 9th Annual Thunder By The Bay Motorcycle Festival

Lucy Nicandri, The Florida Center; KSC Advertising & Public Relations, Inc.

Fort Mose Visitor Center Groundbreaking
Florida State Parks; Public Outreach for Land and Recreation; Florida Department of Environmental Protection

Other

Golden Image

River District Name Change Campaign
Priority Marketing & The Fort Myers Redevelopment Agency

Award of Distinction

Tampa Bay WorkForce Alliance: 2006 Scholarship Program
Tampa Bay WorkForce Alliance, TBWA 2006 Scholarship Program

Judges' Award

Tampa Bay WorkForce Alliance: 2006 Scholarship Program
Tampa Bay WorkForce Alliance, TBWA 2006 Scholarship Program

Division B

Printed Tools of Public Relations

Grand Golden Image Printed Tools of Public Relations

2006 Sandestin Magazine
Zandra Wolfgram, Public Relations Director; Christy Kearney, Communications Manager

Still Photography

Award of Distinction

CloseMaid Lifestyle Images by Clarke Advertising & Public Relations
Kelly O'Brien, Andrea Glatfelter, Charlie Ripper

Annual Report

Golden Image

2006 Annual Report
Kissimmee Utility Authority, Chris M. Gent, Rachael K. Gmerek

Golden Image

Open Books. Open Doors.
Michelle Kessinger, Jeanne Ladd, Costa DeVault

Award of Distinction

A Place of Hope...
Heather Biddulph, Simone Kassianides, Cindy Marfori

Children's Home Society of Florida 2005 Annual Report

Curley & Pynn Public Relations and Marketing Communications

City of Gainesville 2006 Citizen's Report

Robert Woods, Communications & Marketing Manager; Kate Parmelee, Senior Marketing & Communications Specialist; Laura Rawson, Executive Assistant

Judges' Award

A Place of Hope...
Heather Biddulph, Simone Kassianides, Cindy Marfori

Brochure - One- to Three-Color**Award of Distinction**

Passport to Polk
Polk County Communications Division

Brochure - Four-Color**Golden Image**

Cane Island Power Park Brochure
Kissimmee Utility Authority, Chris M. Gent, Rachael K. Gmerek

Award of Distinction

Dattoli Cancer Center Brochure
Ginya Carnahan, APR, CPRC; Brian Lowe; LeBlanc Studios

Florida reBuilds Brochure

Moore Consulting Group, Agency for Workforce Innovation

FRS Retirement Options for New Employees

State Board of Administration - Florida Retirement System; Jay Rayburn, APR, CPRC, AON Consulting

Magazine - Four-Color**Golden Image**

2006 Sandestin Magazine
Zandra Wolfgram, Public Relations Director; Christy Kearney, Communications Manager

Award of Distinction

In Good Company
Bonita Bay Group Marketing Department

Judges' Award

2006 Sandestin Magazine
Zandra Wolfgram, Public Relations Director; Christy Kearney, Communications Manager

Newsletter - One- to Three-Color**Golden Image**

Journey
Ginya Carnahan, APR, CPRC - Dattoli Cancer Foundation; Terry Martin - Infinity Designs

Award of Distinction

The First Step
Cindy Marfori, Retse Saylor, Heather Biddulph

Judges' Award

Journey
Ginya Carnahan, APR, CPRC - Dattoli Cancer Foundation; Terry Martin - Infinity Designs

Newsletter - Four-Color**Golden Image**

River District "Currents" Newsletter
Priority Marketing & The Fort Myers Redevelopment Agency

Award of Distinction

RECOVERY, the SWFAS Newsletter
Kevin B. Lewis, CEO - Southwest Florida Addiction Services; Susan Bennett, APR, CPRC - Susan Bennett Marketing & Media, L.C.

Poster and Calendar**Golden Image**

2007 Perfectly Aged Calendar
Jeff Nail, APR, CPRC, Council on Aging of West Florida

Award of Distinction

Donation Education Poster Series
Regeneration Technologies, Inc. Corporate Communications; Indigo Design

News Release**Golden Image**

2006 Calendar of Events News Release
Zandra Wolfgram, Public Relations Director; Christy Kearney, Communications Manager

Oh, Baby...

Doreen Overstreet, Summer Walker, Costa DeVault

Award of Distinction

Mini Verde
The AXIA Team

Judges' Award

2006 Calendar of Events News Release
Zandra Wolfgram, Public Relations Director; Christy Kearney, Communications Manager

Oh, Baby...

Doreen Overstreet, Summer Walker, Costa DeVault

Specialty Items**Golden Image**

Your Forest. Managed. Media Kit
Kidd Public Relations, Florida Division of Forestry

Award of Distinction

License Tag Key Chains Support Rollins' Efforts to Save Specialty Tag
Jeni Hatter, Ann Marie Varga

Judges' Award

License Tag Key Chains Support Rollins' Efforts to Save Specialty Tag
Jeni Hatter, Ann Marie Varga

Other**Golden Image**

Faces of Life Book
Don Ruth, Covenant Hospice

Award of Distinction

Advantage Hunter CD Brochure
Mark Kellum, Scott Saylor & Wanda Kenton Smith

Power of PR

Jeff Nail, APR, CPRC; Northwest Florida's Business Climate Magazine

Judges' Award

Christmas Pickle - Saint Margaret Mary Catholic Church
Carol Brinati, Dawn Schreiner, Skye Dumoulin

Hurricane Supply Kit Shopping List

Grace Resendez McCaffery, Escambia County Office of Public Information

Division C**Audio & Visual Tools of Public Relations****Grand Golden Image Audio and Visual Tools**

www.LowerMyGasPrices.org
CoreMessage, Inc., Design Farm, Wal-Mart/Murphy USA

Film or Video - Internal**Award of Distinction**

Strategic Plan Launch Video/DVD
OUC - *The Reliable One*

Film or Video - Marketing (1 min. +)**Golden Image**

DUI Prevention: Saving Lives
City of Tallahassee

Award of Distinction

Healthy Start Educational Videos
RB Oppenheim Associates, Capital Area Healthy Start Coalition, Mike Vasilinda Productions

Judges' Award

DUI Prevention: Saving Lives
City of Tallahassee

Film or Video Public Service/One Minute or Less**Golden Image**

Florida Department of Health Great to Wait - "Dante" PSA
Suzanne Bachus, APR, CPRC; Damion Wasylow; Studio 601

Award of Distinction

Healthy Start Public Service Announcements
RB Oppenheim Associates, Capital Area Healthy Start Coalition, Mike Vasilinda Productions

Judges' Award

Dogs Don't Speak English PSA
Angela Dean Vigil, City of Jacksonville Public Information, Animal Care and Control

Film or Video - Institutional**Golden Image/Judges' Award**

The Need for Bachelor's Degrees
Michelle Abaldo, APR; Bryan Beaty; Steve Ramos

Film or Video Promotional/Marketing**Golden Image**

2007 Sandestin Video Magazine
Zandra Wolfgram, Public Relations Director; Lorraine Christen, Marketing Director

Award of Distinction

Florida State Parks Gold Medal Video
Public Outreach for Land and Recreation; Florida State Parks; Florida Department of Environmental Protection

Web Site**Golden Image**

www.LowerMyGasPrices.org
CoreMessage, Inc., Design Farm, Wal-Mart/Murphy USA

Award of Distinction

Brooks Rehabilitation Website
Cheryl Munn, Matthew Brady, Brooks Rehabilitation

Computer-Generated Presentation**Award of Distinction**

Faces of Life
Tana M. Nicholson, LifeQuest Organ Recovery Services

Other**Golden Image**

Employee News Online Employee Newsletter
Angela Dean Vigil, City of Jacksonville Public Information

Award of Distinction

LCEC Monday Blast
LCEC

Judges' Award

FPRA 2006 Annual Conference Blog
Chris M. Gent, Josh Hallett, Bob O'Malley, APR, Jennifer Wakefield

Division D**Student Projects in Public Relations****News Release****Award of Distinction/Judges' Award**

NYK Logistics (Americas) Press Release
Joe Wolf, The Dalton Agency

Public Relations Campaign**Golden Image**

Buy Green, Save Green
Giselle de la Moriniere, Leticia Solaun, Candice Pauley, Danny Rigby