



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2019 RADIANCE AWARDS WINNERS

INDIVIDUAL

Geri Evans Award for Distinguished Service

Denyse Mesnik, APR
The Mesnik Group

Trailblazer Professional of the Year Award

Dustin Cranor, APR
Oceana

CAMPAIGNS

Community Relations

RADIANCE

Curley & Pynn, Electronic Arts "Get in the Game" STEAM Program

COMMENDATION

City of Port St. Lucie, PSL in Lights

Community Foundation for Palm Beach and Martin Counties, On the Table 2018

Coppola PR, Cummer Museum & Gardens Augusta Savage: Renaissance Woman Exhibition

Dialogue Public Relations, North Palm River Drinking Water Project

Wells Fargo, Wells Fargo Florida "Day of Service" – Rebuilding trust in our local communities



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2019 RADIANCE AWARDS WINNERS *(continued)*

Events and Observances - Less Than Seven Days

RADIANCE

Palm Tran, Route Performance Maximization Ribbon Cutting

COMMENDATION

Bandwagon, "We Believe: A Celebration of Roswell"

Curley & Pynn, Opening of the UCF Life Sciences Incubator at Lake Nona

JLM Communications, JLM Communications promotion of 2018 Susan G. Komen South Florida Race for the Cure

Events and Observances - Seven or More Days

RADIANCE

Southwest Florida Water Management District, Starting Off On the Right Foot Sneaker Challenge

External Communications

RADIANCE

Orange County Utilities, Recycling Quality Improvement Program

COMMENDATION

City of Port St. Lucie, Citizen Summit

Integrated Communications

RADIANCE

Cultural Council of Palm Beach County, More Than Sand & Surf: Attracting the Drive Market with Arts & Culture



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2019 RADIANCE AWARDS WINNERS *(continued)*

Integrated Communications

COMMENDATION

Nova Southeastern University, Department of Writing and Communication, Creating Awareness and Combatting Low-Enrollment with Integrated Communications. A Campaign.

Internal Communications

RADIANCE

GuideWell/Florida Blue, Customer First: Creating a Movement to Put the Customer at the Center of Everything We Do

COMMENDATION

Southwest Florida Water Management District, Mission Campaign

Marketing – Business to Business

RADIANCE

Galanaugh & Company Marketing Public Relations LLC, Quad Nova Group Reboot Campaign

Public Affairs

RADIANCE

Tampa Bay Water, Tampa Bay Water: Building A Water-Wise Community

COMMENDATION

Edelman, Long Awaited Justice: The Path to a Pardon



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2019 RADIANCE AWARDS WINNERS *(continued)*

Public Service
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Community Foundation for Palm Beach and Martin Counties, On the Table 2018

COMMENDATION

*Southwest Florida Water Management District, Chain of Lakes Outreach
University of Central Florida/WUCF, Meet The Helpers*

Reputation/Brand Management
RADIANCE

Nemours Children's Health System, Nemours CEO Transition Plan

Social Media
RADIANCE & BEST OF SUNSHINE

JEA, Invasion of the Fatbergs

COMMENDATION

Bandwagon, #5Days5Ways in New Orleans Plantation Country



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2019 RADIANCE AWARDS WINNERS *(continued)*

TACTICS

Annual Reports

RADIANCE

Clerk of the Circuit Court, St. Lucie County, Dollars & Sense: Your Practical Guide to County Finances

COMMENDATION

City of Port St. Lucie, A Year in Review: Living Our Values
Habitat for Humanity of Collier County, 2018 Annual Report: Built on Stories

Influencer Marketing/Promotion

RADIANCE

Finn Partners, Sarah Funky's Guide to Greater Fort Lauderdale

Media Relations

RADIANCE

Conversa, Introducing the College Board Opportunity Scholarships: A Clearer Path to College for All Students

COMMENDATION

Bandwagon, New Mexico Outdoor Adventure Press Trip
Curley & Pynn, Curley & Pynn – Florida High Tech Corridor Council "Faces of Technology"
PRmediaNow, Most Funded Kids Clothing Campaign in Kickstarter History



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**Newsletters, Digital
RADIANCE**

Constitutional Tax Collector, Serving Palm Beach County, Tax Talk with Anne Gannon

**Research/Evaluation
RADIANCE**

Orange County Utilities, Recycling Quality Improvement Program

**Single-Issue Publications, Print
RADIANCE**

Constitutional Tax Collector, Serving Palm Beach County, 2019 Tax Planner & Services Guide

COMMENDATION

Bandwagon, Clearwater Vacation Guide

**Social Media
RADIANCE**

*Cultural Council of Palm Beach County, Champion, Engage & Grow: How a Local Arts Agency Uses
Social Media to Promote the Arts in a Destination*

**Videos
RADIANCE**

Community Foundation for Palm Beach and Martin Counties, On the Table Launch Video

COMMENDATION

Bandwagon, "My Clearwater" Video Series



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2019 RADIANCE AWARDS WINNERS *(continued)*

**Websites, External
RADIANCE**

*Tampa Hillsborough Economic Development Corp., Tampa Hillsborough EDC website
(TampaEDC.com)*

**News Release
RADIANCE**

PRmediaNow, Peejamas - the Cleaner More Convenient Way to Potty Train
