



## PRSA SUNSHINE DISTRICT

# RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS PROGRAMS AND PRODUCTS

## 2020 RADIANCE AWARDS FINALISTS

### CAMPAIGNS

#### **Community Relations**

- Diocese of Palm Beach, Diocese of Palm Beach's Successful Restructuring of its Televised Catholic Mass Initiative
- Southwest Florida Water Management District, Weeki Wachee River Outreach

#### **Events and Observances - Less Than Seven Days**

- City of Port St. Lucie, Crosstown Parkway Grand Opening
- Constitutional Tax Collector, Serving Palm Beach County, 2019 FTCA Executive Training Session
- Palm Tran, "Route 62 to the Big Blue" Kickoff
- Southwest Florida Water Management District, SOWW Kayak Tour

#### **External Communications**

- Diocese of Palm Beach, Diocese of Palm Beach's "Parish Profile" Initiative A Success

#### **Integrated Communications**

- Diocese of Palm Beach, Diocese of Palm Beach's "Something Greater" Poster is a Successful Visual Message
- Finn Partners, Destination On Display: Fort Lauderdale Art & Design Week
- Orange County Convention Center, Orange County Convention Center's North-South Expansion
- rbb Communications, Downtown Doral Invites Unhappy New Yorkers
- WOW MKTG, Sylvester Comprehensive Cancer Center Earns NCI Designation

#### **Issues Management**

- Finn Partners, Confidence Restored at Hard Rock Hotel & Casino Punta Cana



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#### **Public Service**

- Finn Partners, Exposing Technology's Blind Spot in 2020
- Poston Communications, Poston Communications: Bostock v. Clayton County, Georgia

#### **Reputation/Brand Management**

- Diocese of Palm Beach, Diocese of Palm Beach's Update to Safe Environments Communication Plan, Announcements and Graphics
- Finn Partners, Greater Fort Lauderdale Makes Waves With Riptide Music Fest

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#### **TACTICS**

##### **Media Relations**

- Finn Partners, Destination On Display: Fort Lauderdale Art & Design Week
- PRmediaNow, Most Funded Camera Bag in Kickstarter History

##### **Videos**

- Palm Tran, Route 62 Commercial
- Starmark, The NSU Edge Brand Video

##### **Writing, News Releases**

- Southwest Florida Water Management District, Southwest Florida Water Management District Q&A Series