



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2020 RADIANCE AWARDS WINNERS

BEST OF SUNSHINE

Integrated Communications

Finn Partners, Destination On Display: Fort Lauderdale Art & Design Week

CAMPAIGNS

Community Relations

RADIANCE

Southwest Florida Water Management District, Weeki Wachee River Outreach

COMMENDATION

Diocese of Palm Beach, Diocese of Palm Beach's Successful Restructuring of its Televised Catholic Mass Initiative

Events and Observances - Less Than Seven Days

RADIANCE

Constitutional Tax Collector, Serving Palm Beach County, 2019 FTCA Executive Training Session

COMMENDATION

*City of Port St. Lucie, Crosstown Parkway Grand Opening
Palm Tran, "Route 62 to the Big Blue" Kickoff
Southwest Florida Water Management District, SOWW Kayak Tour*



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2020 RADIANCE AWARDS WINNERS *(continued)*

External Communications

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

Integrated Communications

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Finn Partners, Destination On Display: Fort Lauderdale Art & Design Week

COMMENDATION

Diocese of Palm Beach, Diocese of Palm Beach's "Something Greater" Poster is a Successful Visual Message

*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

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

Public Service

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Poston Communications, Poston Communications: Bostock v. Clayton County, Georgia

COMMENDATION

Finn Partners, Exposing Technology's Blind Spot in 2020



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Reputation/Brand Management

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Finn Partners, Greater Fort Lauderdale Makes Waves With Riptide Music Fest

COMMENDATION

Diocese of Palm Beach, Diocese of Palm Beach's Update to Safe Environments Communication Plan, Announcements and Graphics

TACTICS

Media Relations

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Finn Partners, Destination On Display: Fort Lauderdale Art & Design Week

COMMENDATION

PRmediaNow, Most Funded Camera Bag in Kickstarter History

Videos

RADIANCE

Starmark, The NSU Edge Brand Video

COMMENDATION

Palm Tran, Route 62 Commercial



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Writing, News Release
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Southwest Florida Water Management District, Southwest Florida Water Management District Q&A Series