



PRSA SUNSHINE DISTRICT

# RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS PROGRAMS AND PRODUCTS

## 2021 RADIANCE AWARDS FINALISTS

### CAMPAIGNS

#### **Community Relations**

- Poston Communications, The Orlando United Assistance Center
- Diocese of Palm Beach, Successful Launch of a Virtual Holy Week

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

- Orange County Government, Employee Curbside Service Award Ceremonies
- Experience Kissimmee, Virtual Media Event

#### **Events and Observances - Seven or More Days**

- American Academy of Optometry, Academy 2020 At Home

#### **External Communications**

- St John, JEA's 'Not Our First Storm' COVID-19 Response Campaign
- Wyndham Destinations, Wyndham Destinations Embraces Travel's New Normal

#### **Integrated Communications**

- City of Port St. Lucie, PSL 2020 Census
- On Ideas, ClosetMaid Media Campaign: Change Happens

#### **Internal Communications**

- Orange County Government, myOCWellness Initiative

#### **Marketing – Business to Business**

- Curley & Pynn Public Relations Management, Launching accesso®'s 100% Virtual Queuing Model

#### **Marketing – Consumer Services**

- Palm Tran, Relaunch of the Go-Glades Service as a "Dial-a-Ride"



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### **2021 RADIANCE AWARDS FINALISTS** *(continued)*

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

- Curley & Pynn Public Relations Management, Introducing the Florida High Tech Corridor Council's CEO
- Toho Water Authority, Getting Back on Track

#### **TACTICS**

##### **Annual Reports**

- Orlando Utilities Commission, OUC's Community Responsibility Report
- Palm Tran Public Transportation, 2020 Annual Report

##### **Collateral (brochures / direct mail / posters)**

- Beacon College, 2020 EASE Grant Booklet

##### **Executive Communications**

- Finn Partners, Starboard Cruise Services' CEO Leads Duty-Free Retail Recovery
- Orange County Convention Center, New OCCC Executive Director a Trailblazer During Pandemic

##### **Social Media**

- Curley & Pynn Public Relations Management, Launching the UCF RESTORES Facebook Wellness Education Series

##### **Videos**

- Orange County Convention Center, OCCC Meeting Safely Videos
- Southwest Florida Water Management District, Weeki Wachee River Tips Video
- Beacon College, Beacon College Makes "A World of Difference"