



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2021 RADIANCE AWARDS WINNERS

BEST OF SUNSHINE

Events and Observances - Less Than Seven Days

Orange County Government, Employee Curbside Service Award Ceremonies

CAMPAIGNS

Community Relations

RADIANCE

Poston Communications, The Orlando United Assistance Center

COMMENDATION

Diocese of Palm Beach, Successful Launch of a Virtual Holy Week

Events and Observances - Less Than Seven Days

RADIANCE

Orange County Government, Employee Curbside Service Award Ceremonies

COMMENDATION

Experience Kissimmee, Virtual Media Event

Events and Observances - Seven or More Days

RADIANCE

American Academy of Optometry, Academy 2020 At Home



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2021 RADIANCE AWARDS WINNERS *(continued)*

External Communications

RADIANCE

St John, JEA's 'Not Our First Storm' COVID-19 Response Campaign

COMMENDATION

Wyndham Destinations, Wyndham Destinations Embraces Travel's New Normal

Integrated Communications

RADIANCE

City of Port St. Lucie, PSL 2020 Census

COMMENDATION

On Ideas, ClosetMaid Media Campaign: Change Happens

Internal Communications

RADIANCE

Orange County Government, myOCWellness Initiative

Marketing: Business to Business

RADIANCE

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

Marketing: Consumer Services

RADIANCE

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



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Reputation/Brand Management

RADIANCE

*Curley & Pynn Public Relations Management, Introducing the Florida High Tech Corridor
Council's CEO*

COMMENDATION

Toho Water Authority, Getting Back on Track

TACTICS

Annual Reports

RADIANCE

Orlando Utilities Commission, OUC's Community Responsibility Report

COMMENDATION

Palm Tran Public Transportation, 2020 Annual Report

Collateral (brochures / direct mail / posters)

RADIANCE

Beacon College, 2020 EASE Grant Booklet

Executive Communication

RADIANCE

*Orange County Convention Center, New OCCC Executive Director a
Trailblazer During Pandemic*



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2021 RADIANCE AWARDS WINNERS *(continued)*

COMMENDATION

Finn Partners, Starboard Cruise Services' CEO Leads Duty-Free Retail Recovery

Social Media

RADIANCE

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

Videos

RADIANCE

Orange County Convention Center, OCCC Meeting Safely Videos

COMMENDATION

Beacon College, Beacon College Makes "A World of Difference"
Southwest Florida Water Management District, Weeki Wachee River Tips Video

TRAILBLAZER AWARD

Nadia Vanderhoof, MA

Orange County Convention Center

GERI EVANS AWARD FOR DISTINGUISHED SERVICE

J.W. Arnold, APR, Fellow PRSA

PRDC Public Relations