







**PRSA SUNSHINE DISTRICT**

# RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS  
PROGRAMS AND PRODUCTS

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

### **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*

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### **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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### **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*

