



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS PROGRAMS AND PRODUCTS

2022 RADIANCE AWARDS FINALISTS

CAMPAIGNS

Community Relations

- Diocese of Palm Beach, Successful Promotional/Marketing Campaign to Launch the DSA
- Firehouse Subs, Firehouse Subs Supports Tornado Disaster Relief Fundraiser

Crisis Communications

- Costa Communications Group, OUC Issues Call to Conserve Liquid Oxygen to Help COVID-19 Patients

Events and Observances - Less Than Seven Days

- Finn Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry Recovery
- Palm Tran, New Day, New Way, Delray! Grand Opening

External Communications

- Finn Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry Recovery
- Rollins College, Mister Rogers: A Beautiful Day for a Sculpture

Global Communications

- Finn Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry Recovery

Integrated Communications

- Constitutional Tax Collector, Serving Palm Beach County, 2021 Kiosk Marketing Campaign
- Orange County Convention Center, OCCC's Business Better Than Usual Campaign
- Orange County, FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy

Investor Relations

- Healthcare Network, 2021 End of Year Campaign



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Marketing – Consumer Services

- Palm Tran, Palm Tran's Paradise Pass

Multicultural and Diversity

- Orange County, FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy
- Palm Tran, Ride With Pride

Public Service

- City of Port St. Lucie, Keep Our Roadways Safe Speeding Campaign
- Collier County Public Utilities, Recycle Right Campaign – Collier County Public Utilities
- Orange County, FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy
- Southwest Florida Water Management District, Weeki Wachee Education Campaign

Reputation/Brand Management

- Toho Water Authority, Getting Back on Track

Social Media

- Orange County, FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy

TACTICS

Annual Reports

- Constitutional Tax Collector, Serving Palm Beach County, Annual Report Redesign
- Orange County Convention Center, 2020-2021 Annual Report

Collateral (Brochures / Direct Mail / Posters)

- Southwest Florida Water Management District, Weeki Wachee Vacation Rental Kits

Executive Communications

- Finn Partners, CEO Ushers in New Era of Retail Recovery



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Media Relations

- Conversa, 2022 Digital SAT Announcement
- Finn Partners, Introducing the New Era of Aging
- PRmediaNow, Arcade Gaming Machine Holiday High Score

Single Issue Publications, Print

- Orange County Convention Center, OCCC 2022-2023 Sales and Marketing Plan
- Toho Water Authority, Toho Customer Info-Book Comes to Caribbean Isle

Videos

- Orange County Convention Center, OCCC's Business Better Than Usual Video
- Orange County, FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy
- Southwest Florida Water Management District, Weeki Wachee Vegetation Video

Writing – Op-Ed

- Finn Partners, Introducing Aviv Clinics to Tampa's Medical Professionals