



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2022 RADIANCE AWARD WINNERS

Best of Sunshine

Public Service

Southwest Florida Water Management District, Weeki Wachee Education Campaign

Campaigns

Community Relations

COMMENDATION

*Diocese of Palm Beach's Successful Promotional/Marketing Campaign to Launch the
DSA*

Firehouse Subs Supports Tornado Disaster Relief Fundraiser

Crisis Communications

COMMENDATION

*Orlando Utilities Commission, OUC Issues Call to Conserve Liquid Oxygen to Help
COVID-19 Patients*

Events and Observances > Less Than Seven Days

RADIANCE AWARD

Palm Tran, New Day, New Way, Delray! Grand Opening

COMMENDATION

*FINN Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry
Recovery*

External Communications

RADIANCE AWARD

Rollins College, Mister Rogers: A Beautiful Day for a Sculpture

COMMENDATION

FINN Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry Recovery

Global Communications

COMMENDATION

FINN Partners, Seatrade Cruise Global 2021 Reunites, Reinvigorates Industry Recovery

Integrated Communications

RADIANCE AWARD

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

COMMENDATION

Constitutional Tax Collector Serving Palm Beach County, 2021 Kiosk Marketing Campaign

Orange County Convention Center, OCCC's Business Better Than Usual Campaign

Investor Relations

COMMENDATION

Healthcare Network, 2021 End of Year Campaign

Marketing > Consumer Services

COMMENDATION

Palm Tran's Paradise Pass

Multicultural and Diversity

RADIANCE AWARD

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

COMMENDATION

Palm Tran, Ride with Pride

Public Service

COMMENDATION

City of Port St. Lucie, Keep Our Roadways Safe Speeding Campaign

Collier County Public Utilities, Recycle Right Campaign

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

Reputation / Brand Management

COMMENDATION

Toho Water Authority, Getting Back on Track Campaign

Social Media

COMMENDATION

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

Tactics

Annual Reports

RADIANCE AWARD

Constitutional Tax Collector Serving Palm Beach County, Annual Report Redesign

COMMENDATION

Orange County Convention Center 2020-2021 Annual Report

Collateral (Brochures / Direct Mail / Posters)

RADIANCE AWARD

Southwest Florida Water Management District, Weeki Wachee Vacation Rental Kits

Executive Communications

COMMENDATION

FINN Partners, CEO Ushers in New Era of Retail Recovery

Media Relations

COMMENDATION

*Conversa, 2022 Digital SAT Announcement
FINN Partners, Introducing the New Era of Aging
PRMediaNow, Arcade Gaming Machine Holiday High Score*

Single-Issue Print Publications

COMMENDATION

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

Videos

RADIANCE AWARD

Southwest Florida Water Management District, Weeki Wachee Vegetation Video

COMMENDATION

*Orange County Convention Center, Business Better Than Usual Video
Orange County FL Government, #IGotMyShot Campaign to Combat Vaccine Hesitancy*

Writing, Op-Ed

COMMENDATION

FINN Partners, Introducing Aviv Clinics to Tampa's Medical Professionals

TRAILBLAZER AWARD

Jaylen Christie

Bernadette Davis Communications, Inc.

GERI EVANS AWARD FOR DISTINGUISHED SERVICE

Jamie Floer, APR, CPRC, Fellow PRSA

Toho Water Authority