



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

RECOGNIZING FLORIDA'S OUTSTANDING PUBLIC RELATIONS CAMPAIGNS & TACTICS

2023 SUNSHINE DISTRICT RADIANCE AWARDS

Presented by Publix

INDIVIDUAL HONORS

Geri Evans Award for Distinguished Service

Connie Crowther

Trailblazer Professional of the Year

Wendy J. Roundtree, APR

BEST OF SUNSHINE

Campaigns: External Communications

Rollins College, Non-Speaking Valedictorian Speech Goes Viral

Campaigns: Social Media

Orange County Government, Hurricane Ian Response

Radiance Trophy recipients noted along with Best of Sunshine for overall highest scoring campaigns. All others received an Award of Commendation as finalists in their respective categories.

CAMPAIGNS

Community Relations

- **RADIANCE AWARD:** Orange County Government, Two Late Fall Storms Wreak Havoc on Orange County, FL and Threaten Mayor's Toy Drive
- Ellen Crane APR, LLC, Conrad & Scherer Pathways to Careers in Law





2023 SUNSHINE DISTRICT RADIANCE AWARDS *(continued)*

Crisis Communications

- **RADIANCE AWARD: Santa Rosa County Public Information Office, Operation Rescue**
- Naples Zoo at Caribbean Gardens, Naples Zoo Tiger Incident
- Palm Tran, Hurricane Nicole Crisis Communications
- City of Port St. Lucie, Positive Solid Waste Change for PSL Campaign
- Collier County Public Utilities, Hurricane Ian Response
- Orange County Government, Hurricane Ian Response

Events and Observances > Less Than Seven Days

- Pierson Grant Public Relations, Broward Health State of the System
- JAXPORT, Jacksonville Harbor Deepening Event

External Communications

- **RADIANCE AWARD & BEST OF SUNSHINE: Rollins College, Non-Speaking Valedictorian Speech Goes Viral**
- Curley & Pynn Public Relations Management, Beacon College's TV Season Premiere on WUCF-TV

Marketing > Consumer Products

- On Ideas, Matter Brothers - Multiplatform Campaign

Marketing > Consumer Services

- Diocese of Palm Beach, Successful Promotion of the 2022 DSA Campaign



2023 SUNSHINE DISTRICT RADIANCE AWARDS *(continued)*

Public Service

- Orange County Government, Two Late Fall Storms Wreak Havoc on Orange County, FL and Threaten Mayor's Toy Drive
- Collier County Public Utilities, Preserve Our Paradise
- Orange County Environmental Protection, Where There's Smoke, There's Air Pollution

Social Media

- **RADIANCE AWARD & BEST OF SUNSHINE: Orange County Government, Hurricane Ian Response**
- Diocese of Palm Beach, Successful Facebook Growth Campaign
- Orange County Convention Center, Event Manager Spotlight Series

TACTICS

Annual Reports

- Palm Tran, Annual Report
- Clerk of the Circuit Court & Comptroller, Palm Beach County, Checks & Balances: Your Guide to County Finances, Fiscal Year 2021

Research / Evaluation

- Collier County Public Utilities, Water Conservation Survey

Single Issue Publications, Digital

- **RADIANCE AWARD: Otis Elevator Company, Otis Archivist Helps Turn History into Sales**



2023 SUNSHINE DISTRICT RADIANCE AWARDS *(continued)*

Social Media

- **RADIANCE AWARD:** Orange County Government, Hurricane Ian Response

Videos

- Palm Tran, Change the Way You Pay
- Palm Tran, Go Glades PSA
- Palm Tran, I Ride Because...

Websites, External

- Toho Water Authority, Website Reimagining: tohowater.com