



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2024 RADIANCE AWARDS FINALISTS

CAMPAIGNS

Community Relations

- Beacon College, Salon Speaker Series 2023-2024
- Orange County Convention Center, TDT Task Force Presentation
- Orange County Government, English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination
- Seminole County, Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event

Events & Observances

- FINN Partners, No.3 Gin Serves It Up at the Miami Open
- Seminole County, Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event

External Communications

- Orange County Government, English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination

Integrated Communications

- Collier County Public Utilities, Conserve Water Love Collier Launch
- Denali Creative Co., Making Dance Approachable: Using Integrated Communications to Reach the Community
- Diocese of Palm Beach, Florida Catholic Media Growth Plan
- Martin County Office of Tourism & Marketing, Promoting EcoTourism Through Explore Natural Martin
- Naples Airport Authority, Fly Safe, Fly Quiet campaign for quieter skies

Internal Communications

- Diocese of Palm Beach, Successful Promotion of the 2023 DSA Campaign
- Orange County Government, myOCHR Campaign

Marketing, Consumer Products

- Evorus Group, Daytona Supply Co - CPG Product Launch

Multicultural & Diversity

- BDC Strategy Group, 114th NAACP National Convention Campaign
- Orange County Government, English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination

Public Service

- City of Port St. Lucie, 2024 #IAMPSL Citizen Summit

Social Media

- Diocese of Palm Beach, Successful Facebook Growth Campaign

TACTICS

Annual Reports

- Jarel Communications, Enhancing Wellness in West Orange County
- Jennifer DuBois PR & Marketing LLC, Monroe County Tax Collector's Office Annual Report 2023
- Moffitt Cancer Center, 2023 Annual Report

Collateral

- Hillsborough Community College, Dual Enrollment Brochure for College Recruitment
- Palm Beach County Tax Collector's Office, "Welcome Home Palm Beach County" Welcome Guide

Influencer Marketing / Promotion

- FINN Partners, No.3 Gin: An Influencers Must-Do Guide to Miami Open

Media Relations

- KPS3, Linea Energy Launch
- PRmediaNow, Silence is Golden, 'Skyted Mask' Crowdfunding Success
- Southwest Florida Water Management District, Three Sisters Springs Restoration Pitch

Newsletters

- Palm Tran, Marsha Solomon Feature Story

Single-Issue Publications, Print

- Tampa Bay Water, 25 Years of Innovative Water Supply Solutions

Social Media

- Greater Fort Lauderdale Alliance, This Is Greater Fort Lauderdale Spring Season Video

Videos

- Orange County Convention Center, More Than a Building Video

Websites, External

- Greater Fort Lauderdale Alliance, South Florida Opioid Alliance Website

Writing

- Jarel Communications, Turning Fundraising Into A Game