



PRSA SUNSHINE DISTRICT

RADIANCE AWARDS

HONORING FLORIDA'S OUTSTANDING PUBLIC RELATIONS
PROGRAMS AND PRODUCTS

2025 RADIANCE AWARDS FINALISTS

CAMPAIGNS

Community Relations

- Palm Tran, Let's Get on the Bus Challenge
- Seminole County, 2024 Penny Sales Tax: Educating Seminole County for a Successful Renewal

Crisis Communications

- Lutheran Services Florida, Two Storms, One Strategic Voice
- Orange County Government, Hurricane Milton Response: Leading with Confidence
- Southwest Florida Water Management District, Combating Misinformation During Milton

Events & Observances

- Clerk of the Circuit Court & Comptroller, Palm Beach County, Community Resource Fair
- Orange County FL Environmental Protection, Earth Day 2024: Wetlands and Their Inhabitants

External Communications

- Central Florida Expressway Authority, Flex Lanes: Educating Drivers on a First-of-Its-Kind Traffic Incident Management System

Integrated Communications

- Clerk of the Circuit Court & Comptroller, Lee County, Protecting Your Property in Lee County
- Diocese of Palm Beach, 2024 Florida Catholic Media Growth Plan

Internal Communications

- Diocese of Palm Beach, Successful Promotion of the 2024 DSA Campaign
- Orange County Human Resources, Passport Professional Development Program

Public Affairs

- Clerk of the Circuit Court & Comptroller, Lee County, Protecting Your Property in Lee County
- Orange County FL Environmental Protection Division, Wetland Code Update Stakeholder Engagement

Public Service

- City of Tampa Solid Waste, Litter Skimmer: Cleaning Tampa Bay
- Denali Creative Co. + Palm Beach Atlantic University, Cultivating Civil Dialogue and Fresh Perspectives at Palm Beach Atlantic University

Reputation/Brand Management

- B2 Communications + Valley National Bank, Elevating a Bank Through Strategic Award Wins

Social Media

- Diocese of Palm Beach, Successful Facebook Growth Campaign
- Orange County Government, Hurricane Milton Response: Leading with Confidence

TACTICS

Annual Reports

- Orange County FL Environmental Protection, EPD Yearbook: Celebrating Service & Impact

Collateral

- Lutheran Services Florida, Kid-Friendly, Parent-Approved Rack Cards
- Seminole County, Vintage Park Posters in Seminole County

Social Media

- Orange County Government, Hurricane Milton Response: Leading with Confidence
- Orange County FL Environmental Protection, "Please, Please, Please Recycle the Signs"

Videos

- Curley & Pynn + Sarasota Orchestra, Curley & Pynn, Oxenfree and Sarasota Orchestra Show Magic of a Concert Hall
- Orange County Convention Center, Economic Impact Video

Websites, External

- Palm Beach County Tax Collector's Office, 2024 Website Redesign