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SUNSPRA

Sunshine State School
Public Relations Association

FLORIDA'S BEST SCHOOL PR PROJECTS CAPTURE MEDALLION AWARDS

TAMPA – School districts throughout Florida walked away with first-place honors in the annual SUNSPRA Medallion Awards, sponsored by the Sunshine State School Public Relations Association.

The awards showcase the best public relations projects from public school districts in the Sunshine State. Districts and schools compete in two major categories – “Programs and Projects” and “Publications and PR Tools” – and various sub-categories to score first-place honors from an independent judging panel.

The awards were handed out Wednesday, June 15, during the general session of the Florida Association of School Administrators (FASA) Summer Conference at the Renaissance Orlando at SeaWorld resort.

The 2016 SUNSPRA Medallion Awards winning line-up includes:

“Publications and PR Tools”

- Citrus County Public Schools - 1st place for “Citrus Schools Community Connection” special purpose publication
- Duval County Public Schools - 1st place for “Real Talk Podcasts”
- Florida Virtual School - 1st place for “2015-16 Florida Virtual School Course Catalog” special purpose publication
- Marion County Public Schools - 1st place for “k12 connect” broadcast TV program

“Programs and Projects”

- Brevard County Public Schools - 1st place for “Adult Education” branding campaign
- Brevard County Public Schools - 1st place for “After School Programs” overall image campaign
- Castle Creek Elementary, Orange County Public Schools - 1st place for “Casey’s A/R Reading Heroes” recognition program

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- Leon County Public Schools - 1st place for “#LCSFirstDay” parent / community involvement program
- Marion County Public Schools - 1st place for “Attendance Matters” themed campaign
- Sarasota County Public Schools - 1st place for “Sarasota County Schools New Logo ReBrand” campaign

Three prestigious “Best of Show” awards – one school-based and two district-based – were handed out with highest honors of all entries:

- **BEST OF SHOW** (school-based) - “Casey’s AR Reading Heroes” Recognition Program – Castle Creek Elementary, Orange County Public Schools
- **BEST OF SHOW** (Programs & Projects) - “After School Programs” Overall Image Campaign – Brevard County Schools
- **BEST OF SHOW** (Publications & PR Tools) - “k12 connect” Broadcast TV program – Marion County Public Schools

[SchoolMessenger](#), a leader in mass notification communication platforms, served as this year’s exclusive awards sponsor.

For more information, contact SUNSPRA President Kevin Christian, APR, CPRC, at 352.671.7555 or Kevin.Christian@marion.k12.fl.us or the respective winners.

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SUNSPRA is dedicated to the needs, goals, and professional development of public relations experts who specialize in education communications. SUNSPRA is the definitive organization for PR professionals in Florida with ties to NSPRA, the National School Public Relations Association. SUNSPRA builds widespread support for public education by engaging all key stakeholders in student success and public school improvement and strives to become the premier resource for educational information in Florida.

