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SUNSPRA

Sunshine State School
Public Relations Association

MEDALLION AWARDS HANDED OUT TO BEST SCHOOL PR PROJECTS IN FLORIDA

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 panel of judges. This year’s competition attracted 27 entries from 10 districts and two schools.

The awards were handed out Tuesday during a general session of the Florida Association of School Administrators (FASA) Summer Conference at Disney’s Coronado Springs Resort in Lake Buena Vista.

The 2015 SUNSPRA Medallion Awards winning line-up includes:

“Publications and PR Tools”

- Collier County Public Schools – “iLearnU Professional Learning Catalog” special purpose publication
- Duval County Public Schools – “GRASP Choice Academy” promotional video
- Duval County Public Schools – “REAL School” broadcast television program
- Fort Myers Institute of Technology (FMIT), Lee County – “Soaring Scene” newsletter
- Fort Myers Institute of Technology (FMIT), Lee County – “Air Conditioning, Refrigeration and Heating Technology” promotional video / radio spot

“Programs and Projects”

- Brevard Public Schools – “Making the Case for a Capital Sales Tax Increase” budget / finance campaign
- Lee County Public Schools – “#LoveLeeSchools” branding campaign
- Leon County Public Schools – “Million Book Challenge” special event
- Leon County Schools – “First Responders Appreciation Day” recognition program

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- Orange County Public Schools – “Casey’s Club” at Castle Creek Elementary School recognition program
- St. Johns County Public Schools – “2015 Secretarial Leadership Conference” special event
- Tice Elementary, Lee County Public Schools – “All About FSA?” themed promotion

Two prestigious “Best of Show” awards – one each for school-based and district-based – were handed out with highest honors of all entries. These were awarded to:

- Orange County Public Schools – “Casey’s Club” at Castle Creek Elementary School (school-based)
- Duval County Public Schools – “REAL School” broadcast television program (district-based)

[Peachjar](#), a leader in e-fliers for schools and their districts, is the exclusive sponsor of this year’s SUNSPRA Medallion awards.

For more information, contact SUNSPRA President Kevin Christian, APR, CPRC, at 352.671.7555 or Kevin.Christian@marion.k12.fl.us or the respective winning districts and schools listed.

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