



SUNSPRA
Sunshine State School
Public Relations Association

www.sunspra.org

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NEWS RELEASE – “WORK OF COMMUNICATIONS PROFESSIONALS VALIDATED”

The Sunshine State School Public Relations Association (SUNSPRA) is celebrating the outstanding work of Florida’s school public relations professionals by recognizing winners of 2013 Sunshine Medallion Awards (SMA).

Some 19 awards were presented during the opening general session of the Florida Association of School Administrators (FASA) Summer Conference in Tampa on Tuesday. The work of PR pros from the school districts of Collier, Duval, Lee, Marion, Orange, Palm Beach, Polk, and Sarasota counties was showcased. See complete list of awards at www.sunspra.org.

In addition to the 19 Sunshine Medallion Awards, three Best of Show awards were also presented recognizing the “best of the best,” with the winners chosen by from the field of award winners by an independent panel of judges from Manatee County.

Palm Beach County Public Schools received a Best of Show award for its “Wellness Promotion Policy Annual Report, 6th Edition.” This collaborative effort evaluates the progress of district wellness programs. The objective is to establish a workplace which encourages and supports healthy lifestyles. Steve Bonino, Chairman of the Palm Beach County Public Schools Wellness Promotion Task Force, accepted the award.

Collier County Public Schools received a Best of Show award for a video called “Lesson Learned: Barricading Saves Lives.” The district, in collaboration with the Collier County Sheriff’s Office, produced a safety video for employees. It included a segment showing a “shooter” being stopped from entering classrooms by barricading doors. The award was accepted by Collier County Videographers David Delene and Erin Mauser.

A school-based Best of Show award was given to Okeeheelee Middle School in Palm Beach County for its entry, “Take Steps to a Healthier You Breakfast Club.” The objective of the program is to improve academic performance with tutoring done while a free breakfast is served to students. The award was accepted by the school’s Title 1 Coordinator Carmen Moreira.