



## **FPRA presents Image Awards at Challenger Center**

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The Florida Public Relations Association Capital Chapter held its Image Awards ceremony Thursday evening at the Challenger Learning Center.

The annual celebration was hosted by Frank Ranicky, former anchor of WCTV, and recognizes outstanding public relations programs in Florida. It also aims to encourage and promote the development of public relations professionalism in the state.

More than 40 awards were presented to local winners who demonstrated the very best examples of innovation, planning and design. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

The Stanley Tait Professional Award for Service, the Capital Chapter's highest, most prestigious award, was presented to April Salter, APR, CPRC, president and COO of Salter>Mitchell, for her outstanding contributions not only to the chapter, but the field of public relations.

The prize honors the spirit, professionalism and leadership of Stanley Tait, award-winning counselor and mentor to many.

Four exceptional Florida State University students pursuing careers in public relations were also recognized. Stephen Icardi and Meghan Connery were each awarded a \$1,000 scholarship and Ashleigh Grant and Leyda Hernandez received scholarships to attend the FPRA's State Conference in Boca Raton.

The following is an [abbreviated] list of winners:

Category: Public Relations Program, Community Relations

Entry: AT&T Ambassadors for Aging Day

Awards received: Award of Distinction, Judges' Award

Submitted by: CoreMessage, Inc.; AT&T; Florida Department of Elder Affairs

Category: Public Relations Program, Public Service

Entry: Governor Charlie Crist's "Explore Adoption" Initiative

Award received: Award of Distinction

Submitted by: Ron Sachs Communications; CoreMessage; Evolution Media

Category: Printed Tools of Public Relations, Specialty Item

Entry: Fat Cat

Awards received: Image Award, Judges' Award

Submitted by: CoreMessage, Inc.

Category: Printed Tools of Public Relations, Video – Public Service/more than one minute

Entry: Governor Charlie Crist's "Explore Adoption" Initiative 30-minute TV program

Award received: Image Award

Submitted by: Ron Sachs Communications; CoreMessage; Evolution Media