

City wins five communications awards

May 10, 2007

The City of Port St. Lucie's Communications Department won five communications awards for its quarterly resident newsletter and two separate video projects.

The city earned the awards from the Treasure Coast Chapter of the Florida Public Relations Association as part of their 2007 Image Awards program. The city was recognized for:

Project

Award(s)

“Report to Citizens” Resident Newsletter

Award of Distinction

“Lock It or Lose It” Video PSA

Judges' Award & Award of Distinction

“Veterans Park” Video Documentary

Judges' Award & Image Award

The Judges' Award is presented by the judges for an outstanding entry that achieves maximum results while using a minimum amount of funding. The Award of Distinction is presented to an entry that meets the minimum standards of excellence set by the panel of judges. The Image Award is presented to the top scoring entry in any category.

The 2007 Image Awards included 3 divisions (Public Relations Programs, Printed Tools of Public Relations, and Audio/Visual Tools of Public Relations) and a total of 35 different categories within those divisions. The annual awards banquet was held at the Schreiber Conference Center at Indian River Community College St. Lucie West Campus. The entries were reviewed by a panel of judges provided by the Space Coast Chapter.

Since being established in October 2006, the Communications Department has won six communications awards and other recognitions. The department earned the City Manger's 2006 Significant Achievement Award for improvements to the city's government channel PSL-TV20.

Founded in 1938, the Florida Public Relations Association is one of the nation's oldest public relations organizations with more than 1,100 members. The association has 15 local chapters. The Treasure Coast Chapter was created in 1984 and has 55 members in the professions of health care, government, PR agencies, law enforcement and corporate communications.