



## Local Image Award Winners Announced

**JACKSONVILLE, FLA. (April 14, 2020)** – The Jacksonville Chapter of the Florida Public Relations Association (FPRA) honored three area organizations and the Jacksonville University student-run public relations agency with awards as part of its 2020 Local Image Awards program, “Polish Your Image.”

Taking top honors for its “Fall Back Water Conservation” campaign, the St. Johns River Water Management District won an Image Award in the Public Service category and the divisional Grand All Image Award. The campaign goal was to build awareness for outdoor water conservation for the long-term protection of Florida’s water supply. The final campaign reached 4.8 million people, increased web traffic by 104%, and survey results indicated a willingness to change irrigation behavior.

Firehouse Subs won an Image Award in the Community Relations category for “Firehouse Subs Celebrates 25<sup>th</sup> Anniversary by Giving Back,” a campaign highlighting the Firehouse Subs Public Safety Foundation’s donation of \$250,000 to the American Red Cross Home Fire Campaign. The public relations campaign earned local and national recognition, including broadcast segments on FOX Business and FOX & Friends.

An Integrated Marketing campaign by the Jacksonville Port Authority for the JAXPORT Rebranding earned both an Image Award and a Judges’ Award. Judges’ Awards are presented for an outstanding entry that achieves maximum results while using a minimum amount of money. With a new leadership team in place in 2019 and knowing the organization had not rebranded in close to two decades, JAXPORT’s marketing team capitalized on the opportunity to reintroduce the port to the marketplace, to change the industry’s perception to that of a leading U.S. East Coast port and global gateway.

In the Student Division, Jacksonville University’s on-campus student-run public relations agency, Phin Communications, won an Image Award, a Judges’ Award, and the divisional Grand Image Award for its news release *French Week is Coming to JU*, announcing the JU French Department’s National French Week celebration “No Passport? No Problem.”

The FPRA Jacksonville Chapter Local Image Awards competition is conducted annually to recognize outstanding public relations programs and to encourage and promote the development of public relations professionalism in the greater Jacksonville area. To qualify for judging, an entry must incorporate sound public relations research and planning, meeting the highest standards of production, execution, and evaluation of results and budget.

**About FPRA** Lt. Col. John Dillin, APR, CPRC, established FPRA in 1938 for the purpose of helping public relations practitioners do their jobs better. As the oldest public relations organization in the country, FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 16 professional and 12 student chapters throughout the state providing professional development, networking, and professional recognition opportunities. For additional information on FPRA, please visit the website at [www.fpra.org](http://www.fpra.org) or contact the Association’s State Office at 941-365-2135 or e-mail [state@fpra.org](mailto:state@fpra.org).