



"A City for All Ages"

CITY OF PORT ST. LUCIE

Communications Department

MEMORANDUM

Jesus Merejo
City Manager

TO: Honorable Mayor and City Council

VIA: Jesus Merejo, City Manager *JM*

THRU: Kristina Ciuperger, Deputy City Manager *KC*

FROM: Sarah Prohaska, Communications Director *SP*

SUBJECT: Communications Awards for Solid Waste educational campaign

DATE: Aug. 14, 2023

The Communications Department would like to share some great news on a subject that many City staff and the entire Council has worked very hard on for the past two years – solid waste communication and education. This year, the Communications Department entered our solid waste communications campaign into several state and national awards. We are proud to announce that last week, the City won three major awards for this campaign at the statewide Florida Public Relations Association (FPRA) conference. This included a Judges' Award, a Golden Image Award and the 2023 Dick Pope All Florida Golden Image Award, the most prestigious award of the program.

The City of Port St. Lucie is one of only two cities to accept the Dick Pope All Florida award in the past 15 years. (The other city is Tallahassee.) This top award is rarely given to a government and typically goes to top PR agencies in the state. PSL's 50-page entry emphasized how City staff worked on a tight six-month timeline to educate its solid waste customers on the monumental curbside pickup changes and helped restore residents' confidence. I have attached a copy of the press release that FPRA sent out regarding these awards.



In addition to FPRA, PSL has also won the following awards this year for the solid waste communications campaign:

- Florida League of Cities, Florida Municipal Communicators Association: Winner - Municipal Marketing Campaign Outstanding Award (statewide)
- Public Relations Society of America, Radiance Award (regional)
- 3CMA Savvy Award Finalist (national) – We will find out if we win this one on Sept. 7.

The Communications Department shares these awards with staff from Neighborhood Services, OMB, City Attorney's Office, Finance, Mayor & City Council, 1PSL, City Manager's Office and the Office of Solid Waste who all collaborated on our solid waste messages to residents.

cc: Carmen Capezutto, Neighborhood Services Director
Mariana Feldpausch, Director Office of Solid Waste
Caroline Sturgis, OMB Director
James Stokes, City Attorney



Aug. 11, 2023

Media Contact:

Jennifer Trefelner, APR, CPRC,
President, FPRA Treasure Coast Chapter
Email: jtrefelner@diocesepb.org

FOR IMMEDIATE RELEASE

***FPRA Treasure Coast Chapter celebrates big honors at Annual State Conference;
City of Port St. Lucie earns top public relations award***

PORT ST. LUCIE, FL – The [Florida Public Relations Association Treasure Coast Chapter](#) won six awards at the 2023 Florida Public Relations Association's (FPRA) [Annual Golden Image Awards](#), marking the first time in the Chapter's 39-year history to sweep the highest honors.

Most prominently, the [City of Port St. Lucie](#) earned three major awards for its Positive Solid Waste Change Campaign, including a Judges' Award, a Golden Image Award and the 2023 Dick Pope All Florida Golden Image Award, the most prestigious award of the program! The City of Port St. Lucie (PSL) is one of two cities to accept the trifecta of awards in the past 15 years. The other city is Tallahassee. PSL's 50-page entry emphasized how City staff worked on a tight six-month timeline to educate its solid waste customers on the monumental curbside pickup changes and restored residents' confidence after its previous hauler breached its contract.

The Golden Image Awards competition is conducted annually by FPRA to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations in our state. The Awards Program has become a standard of excellence in Florida. Winners demonstrate the very best examples of innovation, planning and design.

Four additional Treasure Coast projects were recognized for their excellence:

- On behalf of St. Lucie Eye, Cindi Green, RN, APR, accepted an Award of Distinction in the Reputation Management category for its *Focus on Excellence* campaign.
- Jenny Tomes, APR of Port St. Lucie Utility Systems, accepted an Award of Distinction for the outreach work she is completing in local classrooms as Water Woman.
- On behalf of the Diocese of Palm Beach, Jennifer Trefelner, APR, CPRC, accepted an Award of Distinction and Judges' Award in the Promotional Marketing category for the *Diocese of Palm Beach's Successful Promotion of the 2022 DSA Campaign*. Trefelner also accepted a Judges' Award and a Golden Image Award for the *Diocese's Successful Facebook Growth* campaign.

"I am elated that our talented FPRA Treasure Coast members were recognized for their hard work at the state Golden Image Awards competition," exclaimed Chapter President Jennifer Trefelner, APR, CPRC.

“These awards are reflective of the high caliber of public relations efforts being accomplished here in our area. I hope our award winners and community members know the significance of earning Image Awards at the highest level is a direct result of creative, intentional, data-driven, and results-oriented work by these professionals. Congratulations to all!”

The Treasure Coast Chapter also celebrates the following recognitions and awards presented to its members during the conference:

- After a year-long program, Incoming FPRA Treasure Coast Chapter President Jennifer Harris (*Florida Department of Health - St. Lucie*) graduated from [LeadershipFPRA](#) Class VII.
- Incoming Chapter President-Elect Flynn Fidgeon, APR (*St. Lucie County Board of County Commissioners*), was recognized during the annual business meeting by the State VP of Credentialing Amanda Handley, APR, CPRC, for earning his Accreditation in Public Relations this year.
- Chapter VP of Digital Media, Kyrianna Hoffses (*Clear SEM Solutions*) received recognition during the President's Luncheon for her nomination to and inclusion in the 2023 [Joe Curley Rising Leader](#) Class.
- State President Jay Morgan-Schleuning, APR, CPRC, awarded the Treasure Coast Chapter a President's Award in the Digital Communications category for its efforts to strengthen and increase its digital reach and engagement across its networks in the last year. Jennifer Trefelner, APR, CPRC, and Kyrianna Hoffses accepted the award on behalf of the chapter.

“This has been an amazing year for our Treasure Coast chapter,” states Trefelner. “Each one of our valued board members contributed to the success of our accomplishments. I am sincerely grateful for their support and dedication to the association. Congratulations to all our award winners and members for promoting the mission of our chapter.”

Now is the perfect time to join a local Chapter of FPRA to take advantage of the wealth of resources and opportunities the Florida Public Relations Association offers its members. The Treasure Coast Chapter of the Florida Public Relations Association invites the media and PR professionals to join them Thursday, September 21 for its Annual Board Installation and Award Luncheon. Chapter President Jennifer Trefelner, APR, CPRC, looks forward to celebrating the thriving year the chapter has had and recognizing the individuals who played a vital role in its success. Special Guest and incoming State President Wendy Crites Wacker, APR & CPRC, will also make a special appearance to discuss her goals and vision for the upcoming year at FPRA and install the new Board of Directors under the direction of the incoming Chapter President Jennifer Harris. For more information about this event or to register, visit www.FPRATreasureCoast.com.

The Treasure Coast chapter of the Florida Public Relations Association meets monthly for professional development breakfasts and networking. Visit www.FPRATreasureCoast.com for more information.

###

The FPRA Treasure Coast Chapter hosts monthly programs including panel discussions, speaking engagements, roundtables, networking events and professional development opportunities with experts and leaders from the public relations, communications and marketing industries. To learn more about the chapter, follow them on social media or visit <https://fpratreasurecoast.com/>.

About FPRA: The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. To learn more about Florida Public Relations Association visit www.fpra.org.