

2007 SUNSHINE MEDALLION AWARD WINNERS PUBLICATIONS & PR TOOLS

ANNUAL REPORT

- Medium The Chalkboard/ 2005-2006 Report to the Community, **Seminole District**
Large 2006 Community Update, **Polk District**

HANDBOOK

- School SCTI 2006-07 Catalog, **Sarasota District**
Medium Osceola School District's 2006-2007 Parent Guide, **Osceola District**
Large School Choice Information Guide, **Pinellas District**

NEWSLETTER

- School Techtimes Newsletter, **Lee District**
Medium FASTfacts, **Marion District**
Large Orange Pea, **Orange District**

POSTER/CALENDAR

- Medium Choices Poster, **Seminole District**
Large Zero Tolerance Poster Campaign, **Polk District**

SPECIAL PURPOSE PUBLICATION

- School SCTI Programs for High School Students (brochure), **Sarasota District**
Medium Osceola School District's Successful Grad Ad Campaign, **Osceola District**
Large OCPS Budget Fact Sheet, **Orange District**
Large Countdown to FCAT--moved to Business Partnership winner, **Orange District**

TV PROMOTIONAL VIDEO

- Large Cox Radio Orlando Group and OCPS Mentoring Matters Campaign, **Orange District**
School West Orange High School FFA, **Orange District**
Medium Principal Pinball, **Marion District**

IDENTITY/IMAGE PACKAGE

- Medium Millennium Middle School Image/Identity, **Seminole District**

WEBSITE

- School Crystal Lake Elementary School Web Site, **Martin District**
Medium Osceola School District's New Webpage, **Osceola District**

BROADCAST PUBLIC INFORMATION PROGRAMMING

Medium Storytime, **Collier District**
School SCTI: The Key Ingredient -moved from Other PR winner, **Sarasota District**

OTHER

School "What's Your Excuse?" Direct Mail Piece, **Lee District**
Large

PROGRAMS & PROJECTS

OVERALL IMAGE CAMPAIGN

Medium "Edvantage" Strategic Plan Campaign, **Manatee District**
Medium "Image Makeover - High Tech Central," **Lee District**

SPECIAL EVENT

Small 13th Annual RSVP Chocolate & Beyond Gala, **St. Johns District**
Medium Computers-4-Kids-moved to Themed Events winner, **Marion District**
Medium Osceola School District's Education In The Park, **Osceola District**
Large 11th Annual Take Stock In Children Holiday Happy Hour Auction,
Lee District

BUDGET/FINANCE CAMPAIGN

RECOGNITION PROGRAM

Small St. Johns District 2005-2006 School-Related Employees of the Year Reception, **St. Johns District**
Medium Osceola School District's Superintendent's Stellar Star Program, **Osceola District**
Large 2006 Community Resources Recognition Event, **Orange District**

THEMED PROMOTION

Medium Computers-4-Kids-moved from Themed Events winner, **Marion District**

PARENT/COMMUNITY INVOLVEMENT

Small Little Red Schoolhouse Academy, **Citrus District**

BUSINESS PARTNERSHIP

Medium Osceola School District's Principal for a Day Program, **Osceola District**

TEACHER/STAFF RECRUITMENT

Medium Recruitment Packet, **Marion District**

CULTURAL DIVERSITY

Large Kaleidoscope 2007...Go Global!, **Palm Beach District**

CRISIS COMMUNICATION/SCHOOL SAFETY

School Hagan Road Elementary Crisis Communication/School Safety, **Palm Beach District**

Medium "Be Here Tomorrow" Seatbelt Safety Campaign, **Manatee District**

DEVELOPMENT (FUND RAISING) CAMPAIGN

Large Golf Outing/Summer Internship Program, **Palm Beach District**

OTHER

Medium Biodiesel Fuel Introduction and Rollout, **Manatee District**