

# 2002 Sunshine Medallion Winners

## Annual Reports

**1st place:** Report To Stakeholders  
Sisty Walsh **District:** Statewide  
South Florida Annenberg Challenge  
150 SE 2nd Ave. #404  
Miami, FL 33131  
**E-mail:** swalsh@sfannenber.org

**2nd place:** Supporting Learning for All  
Lori H. Yosko **District:** Pasco  
Communications Department- Pasco County Schools  
7227 Land O'Lakes Blvd.  
Land O'Lakes, FL  
**E-mail:** lyusko@pasco.k12.fl.us

**3rd place:** Citrus County School District's Annual Report  
Pat Lancaster **District:** Citrus  
Citrus County School District  
1007 West Main Street  
Inverness, FL 34450  
**E-mail:** LancasterP@citrus.k12.fl.us

## Poster/Calendar

**1st place:** Challenger Elementary School Calendar & Handbook  
Kathleen Goldstein **District:** Broward  
Challenger Elementary School  
5703 NW 94th Ave.  
Tamarac, FL 33071  
**E-mail:** none  
**Phone:** 1-954-720-4160

**2nd place:** School Calendar  
Kevin Christian **District:** Marion  
Public Relations-Marion County Public Schools  
P.O. Box 670  
Ocala, FL 34478  
**E-mail:** publicrelations@marion.k12.fl.us

## 2002 Sunshine Medallion Winners

**3rd place:** Teacher's Desk Calendar  
Chuck Shaw **District:** Palm Beach  
School District of Palm Beach  
Department of Instructional Support  
3308 Forest Hill Blvd. C-206  
West Palm Beach, FL 33406  
**E-mail:** shawc@mail.palmbeach.k12.fl.us

### Newsletter - External/Internal

#### External

**1st place:** The Storm  
Ellen Bredeweg **District:** Palm Beach  
Jefferson Davis Community Middle School  
1560 Kirk Rd.  
West Palm Beach, FL 33406  
**E-mail:** EllenFLTch@aol.com

#### Internal

**1st place:** The 411- News You Can Use About Broward Schools  
Kirk Englehardt **District:** Broward  
Community Relations Department  
600 SE Third Ave.  
Ft. Lauderdale, FL 33301  
**E-mail:** Kirke@browardschools.com

**2nd place:** Focus on Human Resources  
Caroline Penland **District:** Broward  
Human Resources Department  
3531 Davie Road  
Davie, FL 33314  
**E-mail:** bshermis@ets01.broward.k12.fl.us

**3rd place:** E-news from the Help Desk  
Linda Giesecking **District:** Broward  
Education Technology Services (ETS)  
7720 W. Oakland Park Blvd.  
Sunrise, FL 33351  
**E-mail:** Giesecking-Linda@bcpsgw.broward.k12.fl.us



## 2002 Sunshine Medallion Winners

**3rd place:** Purchasing- Helping Build Better Busineses and Government  
Donna M. Moore **District:** Pasco  
District School Board of Pasco County  
Purchasing Department  
20430 Gator Lane  
Land O'Lakes, FL 34639  
**E-mail:** [dmoore@pasco.k12.fl.us](mailto:dmoore@pasco.k12.fl.us)

### Special Purpose

**1st place:** School District of Clay County Newcomer Book  
Darlene Mahla, PR Coordinator **District:** Clay  
Clay County School District  
900 Walnut Street  
Green Cove Springs, FL 32043  
**E-mail:** [dmahla@mail.clay.k12.fl.us](mailto:dmahla@mail.clay.k12.fl.us)

**2nd place:** Workforce Education Catalog  
Pat Miles **District:** Orange  
Orange County Public Schools- Workforce Education  
2900 W. Oak Ridge Rd.  
Orlando, FL 32809  
**E-mail:** [milesp@ocps.net](mailto:milesp@ocps.net)

**3rd place:** Choctaw High School 50th Anniversay (History Newspaper)  
Linda Evanchyk **District:** Okaloosa  
Choctawhatchee High School  
110 Racetrack Rd., NW  
Ft. Walton Beach, FL 32547  
**E-mail:** [levanchyk@yahoo.com](mailto:levanchyk@yahoo.com)

### Business Partnership

**1st place:** GO THERE, DO THAT  
Sue Ann Walters **District:** Palm Beach  
School District of Palm Beach County  
Department of Instructional Support  
3356 Forest Hill Blvd., A-138  
West Palm Beach, FL 33406  
**E-mail:** [swalters@mail.palmbeac.k12.fl.us](mailto:swalters@mail.palmbeac.k12.fl.us)

## 2002 Sunshine Medallion Winners

**2nd place:** C.A.R.E. Cares  
Kevin Christian **District:** Marion  
Public Relations-Marion County Public Schools  
P.O. Box 670  
Ocala, FL 34478  
**E-mail:** publicrelations@marion.k12.fl.us

**3rd place:** P.E.A.C.E. Club (People Embracing Animals Can Excel)  
Rhonda Ervine **District:** Broward  
**E-mail:** rjervine1030@aol.com

### Parent/Community Involvement

**1st place:** Everybody Read  
Bonnie Goldstein **District:** Broward  
Cypress Elementary- Media Center  
851 SW 3 Ave.  
Pompano Beach, FL 33060  
**E-mail:** ygoldste@betllsouth.net

**2nd place:** Oakland Park Parent Training Nights  
Thomas J. Schroeder **District:** Broward  
Oakland Park Elementary  
936 NE 33rd Street  
Oakland Park, FL 33334  
**E-mail:** Tschr21@aol.com

**3rd place:** "Let's Teach Our Children Well!"  
Sue Farber **District:** Broward  
Pembroke Pines Charter High School  
17189 Sheridan Street  
Pembroke Pines, FL 33331  
**E-mail:** sfarber@pinescharter.com

### Overall Image Campaign

**1st place:** Overall Image Campaign-Marion County Public Schools  
Kevin Christian **District:** Marion  
Public Relations-Marion County Public Schools  
P.O. Box 670  
Ocala, FL 34478  
**E-mail:** publicrelations@marion.k12.fl.us

# 2002 Sunshine Medallion Winners

## Special Event

- 1st place:** 2001 Great American Teach-In  
Linda Loden **District:** Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:** lodenl@pinellas.k12.fl.us
- 2nd place:** Celebrating 50 Years of Excellence, Pride, and Tradition  
Linda Evanchyk **District:** Okaloosa  
Choctawhatchee High School  
110 Racetrack Rd., NW  
Ft. Walton Beach, FL 32547  
**E-mail:** levanchyk@yahoo.com
- 3rd place:** The Wall of Kindness  
Lee Ann Jones/Assistant Principal **District:** Broward  
Central Park Elementary School  
777 North Nob Hill Rd  
Plantation, FL 33324  
**E-mail:** none  
**Phone:** 1-854-474-8220

## Budget/Finance Campaign

- 1st place:** Half-Cent Sales Tax Referendum  
Jackie Johnson **District:** Orange  
Orange County Public Schools Community Relations  
445 W. Amelia Street  
Orlando, FL 32801  
**E-mail:** Johnsoj8@ocps.net
- 2nd place:** Sales Tax Referendum  
Marianne Lorentzen **District:** Manatee  
Manatee County Schools  
215 Manatee Ave. W  
Bradenton, FL 34205  
**E-mail:** lorentzm@fc.manatee.k12.fl.us

# 2002 Sunshine Medallion Winners

## Recognition Program

**1st place:** Exit Strategies  
Sisty Walsh **District:** Statewide  
South Florida Annenberg Challenge  
150 SE 2nd Ave. #404  
Miami, FL 33131  
**E-mail:** swalsh@sfannenber.org

**2nd place:** Fox51 Recognition Program  
Kevin Christian **District:** Marion  
Public Relations-Marion County Public Schools  
P.O. Box 670  
Ocala, FL 34478  
**E-mail:** publicrelations@marion.k12.fl.us

**3rd place:** Outstanding Partners In Education Video  
Sally Richardson/Deb Ogden **District:** Collier  
The Education Foundation of Collier County  
Partners in Education  
2590 Golden Pkwy Suite 101  
Naples, FL 34105  
**E-mail:** ogdende@collier.k12.fl.us

**Honorable Mention:**  
Galaxy of Stars Recognition Program  
Pat Lancaster **District:** Citrus  
Citrus County Education Foundation  
P.O. Box 2004  
Inverness, FL 34451  
**E-mail:** Lancasterp@citrus.k12.fl.us

## Themed Promotion

### School-wide

**1st place:** Seminole's N' Sync  
Sherry Patire **District:** Broward  
Seminole Middle School  
6200 SW 16th Street  
Plantation, FL 33317  
**E-mail:** SAR5461@AOL.com

## 2002 Sunshine Medallion Winners

### District-wide

**1st place:** Read Together Palm Beach County  
Jazne Kupperman **District:** Palm Beach  
Department of Instructional Support  
3300 Forest Hill Blvd  
West Palm Beach, FL  
**E-mail:** KuppermanJ@mail.palmbeach.k12.fl.us

**2nd place:** Principal Development Program, Communications  
Sisty Walsh **District:** Statewide  
South Florida Annenberg Challenge  
SFAC Principal Communications Team  
150 SE 2nd Ave. #404  
Miami, FL 33131  
**E-mail:** swalsh@sfannenber.org

**3rd place:** Expect the Best from Duval County Public Schools  
Marsha Oliver **District:** Duval  
Duval County Public Schools  
1701 Prudential Drive  
Jacksonville, FL  
**E-mail:** Oliverm@educationcentral.org

### Promotional Video or Radio PSA

**1st place:** Pinellas County Schools' Choice Communication PSA's  
Linda Loden **District:** Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:** lodenl@pinellas.k12.fl.us

**2nd place:** Celebrate Freedom  
Linda Loden **District:** Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:** lodenl@pinellas.k12.fl.us

## 2002 Sunshine Medallion Winners

**3rd place:** Cooper City: Someplace Special  
Kathy Hinden **District:** Broward  
Cooper City High School  
9401 Stirling Road  
Cooper City, FL 33328  
**E-mail:** [KHinden@aol.com](mailto:KHinden@aol.com)

### Identity/Image Package

**1st place:** Successful Transplanting Techniques  
Kristel Schmidt/Beth Gray **District:** Palm Beach  
Lake Park Elementary  
410 3rd Street  
Lake Park, FL 33403  
**E-mail:** none  
**Phone:** 494-0000

### Teacher/Staff Recruitment

**1st place:** Monroe County School District- Recruitment CD  
Christine Geary **District:** Monroe  
Human Resources Department  
241 Trumbo Road  
Key West, FL 33040  
**E-mail:** [gearyc@monroe.k12.fl.us](mailto:gearyc@monroe.k12.fl.us)

**2nd place:** "A Day in the Life of a Substitute"  
Caroline Penland **District:** Broward  
Human Resources Development  
3531 Davie Road  
Davie, FL 33314  
**E-mail:** [bshermis@ets01.broward.k12.fl.us](mailto:bshermis@ets01.broward.k12.fl.us)

**3rd place:** Indian River County Teacher Recruitment Video  
Craig Jerome **District:** Indian River  
School District Television Production Department  
1707 16th Street  
Vero Beach, FL 32960  
**E-mail:** [Craig.jerome@vbhs.indain.river.k12.fl.us](mailto:Craig.jerome@vbhs.indain.river.k12.fl.us)

# 2002 Sunshine Medallion Winners

## Cultural Diversity

**1st place:** AT&T Broadband Freedom Flag  
Willowphine Rosado/Bertha Hunter      **District:**      Broward  
Rock Island Elementary  
2301 NW 26th Street  
Ft. Lauderdale, FL 33311  
**E-mail:**      wjohn911@aol.com

## Crisis Communication/School Safety

**1st place:** Superintendent's Call to Action to Prevent Suicide  
Linda Loden      **District:**      Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:**      lodenl@pinellas.k12.fl.us

**2nd place:** Strategies for a Safe Learning Environment  
Linda Loden      **District:**      Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:**      lodenl@pinellas.k12.fl.us

**3rd place:** Empowering Youth Through Life Skills/Anger Management  
Linda Loden      **District:**      Pinellas  
Pinellas County Schools WPDS-TV  
301 4th St.  
Largo, FL 33770  
**E-mail:**      lodenl@pinellas.k12.fl.us

## Other: Publications & PR Tools

### Media Relations

**1st place:** Media Relations Made Easy  
Kirke Englehardt      **District:**      Broward  
Community Relations Department  
600 SE Third Ave.  
Ft. Lauderdale, FL 33301  
**E-mail:**      Kirke@browardschools.com

## 2002 Sunshine Medallion Winners

**2nd place:** Opening of Schools Press Kit  
Jeff Ronci  
Office of Public Relations  
1450 N.E. 2nd Ave., Suite 250  
Miami, FL 33132  
**District:** Miami-Dade  
**E-mail:** jronci@sbab.dade.k12.fl.us

### Other: Publications & PR Tools

**1st place:** Dr. Linda Goudy/Sisty Walsh  
South Florida Annenberg Challenge  
SFAC Principal Communications Team  
150 SE 2nd Ave. #404  
**District:** Statewide  
**Entry:** Florida School Report  
**E-mail:** lgoudy@sfannenberg.org  
swalsh@sfannenberg.org

### Website

**1st place:** Welcome to Pasco County-www.pasco.k12.fl.us  
Wendy Carswell  
Communications Department- Pasco County Schools  
7227 Land O'Lakes Blvd.  
Land O'Lakes, FL  
**District:** Pasco  
**E-mail:** wcarswell@pasco.k12.fl.us

**2nd place:** www.browardschools.com  
Kirke Englehardt  
Community Relations Department  
600 SE Third Ave.  
Ft. Lauderdale, FL 33301  
**District:** Broward  
**E-mail:** Kirke@browardschools.com

**3rd place:** Palm Lake Elementary School Web Site  
www.palmlake.ocps.net  
Carol Dorsey  
Palm Lake Elementary School  
8000 Pin Oak Drive  
Orlando, FL 32819  
**District:** Orange  
**E-mail:** Dorseyc@ocps.net