

Board of Directors

President

Adrienne Moore, APR, CPRC
AM Communications Strategies

President- Elect

Audrey Jackson
SLC Property Appraiser's Office

Secretary

Angela Astrup
Boys & Girls Club of Indian River
County

Treasurer

Krista Garofalo
Treasure Coast Food Bank

Immediate Past President

Ashley Mock
Children's Services Council
of St. Lucie County

Director of Credentialing

Jennifer Trefelner, APR
John Carroll High School

Director of Communications

Erick Gill
St. Lucie County

Director of Image Awards

Carin Smith
Harbor Branch Oceanographic
Institute at FAU

Director of Media Conference

Kim Waser
Tobacco Free Partnership of
Martin County

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.

Treasure Coast Chapter
PO Box 2678, Stuart, FL 34995
www.fpratreasurecoast.com

FOR IMMEDIATE RELEASE
April 28, 2014

For more information contact: Erick Gill, 772-462-1791 or gille@stlucieco.org

**FPRA Treasure Coast Awards Image Recipients,
Communicator of the Year Honors**

TREASURE COAST – Little did public relations professionals realize when the Treasure Coast Image Awards and Communicator of the Year nominations were submitted that four of the nominated projects would center on the Indian River Lagoon, its research and the health issues of poor water quality and dengue fever.

That was the theme for Treasure Coast communities during the last eight months and represented the work of several public relations agencies and professionals involved in the Lagoon crisis.

In addition, *Luminaries* Editor Sidney Liebman and Assistant Editor Jackie Holfelder received recognition for their work in developing Scripps Treasure Coast Newspapers popular Monday publication during the last seven years. *Luminaries* supports the media releases and photographs provided by area public relations professionals for their clients, non-profit and government organizations. Liebman and Holfelder received the President's Award from the FPRA Treasure Coast Chapter.

In the Image Awards categories, FPRA Treasure Coast Chapter recognized the following recipients: Jennifer Trefelner, APR, Institutional Advancement for John Carroll High School for the RAM-For-A-Day project receiving an Award of Distinction and a Judges Award; Lisa Djahed of The Elliott Museum with a Judges Award for the museum's 2013 Annual Report; and Carin Smith of FAU's Harbor Branch Oceanographic Institute with a Judges Award for "The Lost Summer" Leads to Found Funding on its Indian River Lagoon research projects.

In the Communicator of the Year honors, three area public relations professionals were recognized for Lagoon projects, as well as special events and non-profit work.

Related to the Lagoon projects were Communicator of the Year for a Non-Profit presented to Clint Starling of Stuart for his coordination of community rallies to emphasize the need for local, state and national news coverage; Communicator of the Year for Government presented to Gabriella Ferraro, Communications and Outreach Coordinator for the Martin County Board of County Commissioners for general community announcements and Lagoon and dengue fever concerns; and Communicator of the Year for Crisis Communications presented to Renay Rouse, Public Information Officer for the Martin County Health Department who concentrated on poor water quality notices and dengue fever warnings.

Doreen Poreba, APR, The PR Czar, was named as Communicator of the Year for Special Events for her work with the South Florida Fair. She was called upon in late 2012 to assist Fair officials in organizing the annual promotional campaign in less than six weeks, following the death of John Picano, the Fair's marketing director and a long-time radio reporter for WJNO in West Palm Beach.

Samantha Kayser, Marketing Strategist for Modern Ink Public Relations in Fort Pierce received the Communicator of the Year in the For-Profit category. Her nomination related to public relations services for medical facilities in Indian River County and non-profit community projects in Stuart and Fort Pierce.

For additional information on the FPRA Treasure Coast Chapter, please check online at www.fpratransurecoast.com.

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast.