



2025 / Third Annual TPEC Awards Rules/Eligibility/Voting

TIMELINE

- **Submissions Open:** Monday, December 16, 2024
- **Submission Deadline:** Monday, March 31, 2025
- **Submission Fee:** \$125 per entry/category
- **Payment Deadline:** Entry fee must be paid by Monday, April 7, 2025
- **Voting Period:** April 2025
- **Awards Presentation:** June 2025

ELIGIBILITY

- **Eligibility Period:** January 1, 2024 – December 31, 2024
- Entries that include multiple participants must list all eligible contributors. Only individuals with a qualifying credit who made a significant and substantive contribution to the submitted achievement are eligible.
- **Multiple Submissions:** Networks/platforms/studios/production companies/agencies must ensure only one submission per project. Collaborate with your partners to avoid duplicate entries.
- **Entry Limits:** No limit on the number of entries per network/platform/studio/production company/agency.
- **Series Requirements:** At least 50% of the series must have aired during the eligibility period.
- **Verification:** The head of PR must verify that the entrant was the lead publicist on the campaign.
- **Membership:** Must hold a 2024 TPEC membership to participate.

CATEGORIES

- Outstanding Campaign for a Returning Drama
- Outstanding Campaign for a Returning Comedy
- Outstanding Campaign for a Returning Unscripted Series
- Outstanding Campaign for a New Drama
- Outstanding Campaign for a New Comedy
- Outstanding Campaign for a New Unscripted Series
- Outstanding Campaign for an Animated Series (Adult & Children)
- Outstanding Campaign for a Children's Series
- Outstanding Campaign for a Television Movie
- Outstanding Campaign for a Limited or Anthology Series
- Outstanding Campaign for a Talk Show (*Late Night/Daytime/Syndicated*)
- Outstanding Campaign for a Game Show (*Primetime/Daytime*)
- Outstanding Campaign for a Documentary Movie/Limited Series (NEW)
- Outstanding Campaign for Live or Taped Variety Show/Special (NEW)
- Outstanding Campaign for New Genre Series (NEW)
- Outstanding Campaign for Returning Genre Series (NEW)
- Campaign of the Year
- Rising Star
- The Press Impact Award (NEW)
- The Ben Halpern Lifetime Achievement Award

SUBMISSION REQUIREMENTS

- **Basic Information:** Submitter and entry details (contact info, entry title, production company, network, episode premiere date, etc.).
- **Publicity Summary:** Provide a one-page overview of publicity achieved, including up to 20 links to top press breaks across print, digital, and broadcast that best represent your campaign.
- **Essay:** Outline the publicity goals, techniques used to achieve these goals, challenges faced, and the campaign's impact. Maximum of 300 words.
- **Video Submission:** Include a trailer for the series/special (not a full episode).

JUDGING CRITERIA

- Focus on **innovative and creative campaigns** that had a significant impact (including social media buzz, cultural relevance, ratings, etc.).
- Emphasis on campaigns that **thoughtfully embrace diversity and inclusion**.
- The committee will select one campaign that exemplifies **outstanding representation**.
- Evaluation will consider the following:
 - **Goals & Strategies:** How well did the coverage meet the outlined goals?
 - **Execution:** The strategy implemented to execute the campaign.
 - **Challenges:** How unexpected roadblocks were handled.

VOTING

- Voting will be conducted by the **TPEC Awards Committee**.
- Those with nominated campaigns will abstain from voting in the final round.

WINNERS ANNOUNCEMENT & AWARDS CEREMONY

- Winners will be announced during a formal **Awards Ceremony** held in **June 2025** (exact date and venue to be confirmed).
- The ceremony will include the presentation of trophies to winners in each category.
- Additional details will be provided closer to the event.
- Nominees will be notified in advance and are encouraged to attend the ceremony.

TPEC AWARDS 2025 - FAQ

1. When do submissions open and close?

- **Submissions Open:** Wednesday, December 11, 2024
- **Submission Deadline:** Monday, March 31, 2025
- Late submissions will not be accepted.

2. What is the submission fee, and when is it due?

- The fee is \$125 per submission, per category.
- Invoices for submission fees must be paid by **Monday, April 7**. Failure to pay by this date will result in disqualification.

3. Do I need to be a TPEC member to submit an entry?

- Yes, you must be a current TPEC member for 2024 to submit an entry. Make sure your membership is up to date before submitting.

4. Can I submit multiple entries?

- Yes, there is no limit to the number of entries you can submit. However, please ensure that your network/platform/studio/agency does not submit the same project twice. Coordinate with partners to avoid duplicate entries.

5. How do I know if my campaign is eligible?

- The eligibility period is from **January 1, 2024, to December 31, 2024**.
- At least 50% of your series must have aired during the eligibility period.
- Your submission must be verified by the head of your PR department, confirming that you were the lead publicist on the campaign.

6. What materials do I need to submit?

Each submission must include:

- Basic information (submitter's contact info, entry title, network, production company, episode premiere date, etc.).
- A summary of your publicity efforts, including up to 20 links to top press breaks across print, digital, and broadcast.
- A 300-word essay outlining your campaign goals, techniques used, challenges faced, and overall impact.
- A trailer for the series or special.

7. How are entries judged?

- Entries will be judged based on creativity, innovation, and impact, including factors like social media buzz, cultural relevance, and ratings.
- Special attention will be given to campaigns that embrace diversity and inclusion.
- The TPEC committee will also recognize one campaign that exemplifies outstanding representation in each category.

8. What if I am part of a team submission?

- Only those individuals who made a **significant and substantive contribution** to the campaign are eligible to be listed as contributors. The submitter must include all eligible team members.

9. Who votes on the awards?

- The TPEC Awards Committee will vote on the submissions.
- Committee members with nominated campaigns will abstain from voting for those specific categories.

10. When will the winners be announced?

- Winners will be announced in **June 2025** during the awards presentation ceremony.

11. Can I get feedback on my submission if it does not win?

- Individual feedback on submissions is not provided.

12. When and how will the winners be announced?

- Winners will be announced during an **Awards Ceremony** held in **June 2025** (exact date and venue to be confirmed).
- The ceremony will celebrate and recognize outstanding campaigns, with trophies presented to the winners.
- Further details will be shared closer to the event date.
- All nominees will be notified in advance and are encouraged to attend the ceremony.

13. Who can I contact for further questions?

- For questions regarding your submission, eligibility, or the awards process, please contact TPEC at info@tpec.tv.