



## 2025 / Third Annual TPEC Awards Rules/Eligibility/Voting

### TIMELINE

- **Submissions Open:** Wednesday, December 11, 2024 (the day after *Hacks & Flacks*)
- **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.

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## 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](mailto:info@tpec.tv).