



TELEVISION PUBLICITY EXECUTIVES COMMITTEE (TPEC) ANNOUNCES THE THIRD ANNUAL TPEC AWARDS, ADDING FIVE NEW CATEGORIES

Submissions Open December 16, 2024

LOS ANGELES, Calif. – December 11, 2024 – The Television Publicity Executive Committee (TPEC) today announced the launch of its Third Annual TPEC AWARDS, a prestigious competition celebrating excellence in television publicity campaigns. Submissions will open on December 16, 2024.

This year's awards expand to include five new categories, including Outstanding Campaigns for New and Returning Genre Series, Documentary Movie or Limited Series, and Live or Taped Variety Shows. Additionally, the Press Impact Award will debut, recognizing a journalist whose work has significantly influenced the television industry narrative. Returning favorites include Campaign of the Year, PR Rising Star, and The Ben Halpern Lifetime Achievement Award for Program Publicity. Participants must be current members to submit a campaign.

"TPEC Awards continue to honor the creativity and expertise driving exceptional programming publicity," said TPEC Chair Wendy Zocks. "The addition of new categories reflects the industry's evolving storytelling formats and our members' extraordinary talent. We look forward to celebrating the campaigns and professionals that set the gold standard in entertainment PR."

Submissions will close on March 31, 2025, followed by the voting period in April 2025. Winners will be revealed in June 2025, with the awards presentation marking a highlight of the summer.

2025 Categories

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

A distinguished committee representing networks, studios, streamers, and agencies will oversee the awards, ensuring a fair and transparent process. Campaign eligibility spans from January 2024 to December 2024, with detailed submission guidelines available on the TPEC website.

About TPEC

TPEC (The Television Publicity Executives Committee), founded in 1992, is a non-profit organization that fosters collaboration among senior communications professionals in programming across all platforms and studios. TPEC champions industry evolution, supports relationships between publicists and media, and develops the next generation of PR talent. The organization also publishes the annual TPEC Guide, a key resource for TV publicists.

For more information on the TPEC Awards, membership, or the TPEC Guide, visit www.tpec.tv. *For more updates, information and to engage in the conversation, please join the [TPEC FACEBOOK GROUP](#) (you do not have to be a TPEC Member to join). Please follow us on our [INSTAGRAM](#), [LINKEDIN](#), AND [X](#).*

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