

2021 TCPRA Communications Awards Winners

Banner/Outdoor

- Gold: UT Martin: I am a Skyhawk Billboard Campaign: Hannah Alexander
Silver: Maryville College Brand Banners
Bronze: MTSU Chris Young Café Mural

Brochure/Flier

- Gold: Lincoln Memorial University 2020 School Tri-Folds Emily McGee
Silver: MTSU Physician Assistant Studies Micah Loyed

College Viewbook

- Gold: University of Memphis
Silver: MTSU
Bronze: Lincoln Memorial University

College Alumni Magazine- printed (17 entries)

- Gold: 50th Anniversary Ovation Magazine Issue -Motlow State
Silver: Our Tennessee – UT System
Bronze: Circle Magazine -- Belmont

Digital ad

- Bronze: MTSU “Take the Next Step” with Graduate Studies

Digital ad- series

- Gold: University of Memphis Global Spring 2021 Digital Campaign
Silver: Dyersburg State Community College – paramedic to RN Fast Track

Bronze: Motlow State Simple & Free Campaign

Feature Writing

Gold: UTK "Five Women Lead Renowned Forensic Anthropology Center" Brian Gabriel Canever

Silver: UTK "A Love Letter to Black Appalachia" Brian Gabriel Canever

Bronze: UT System "All Creatures Great and Small" Jennifer Sicking

Feature Photography

Gold: UTK – ROTC Surprise Steven Bridges

Silver: University of Memphis Noor Ghazai Aswad Wendy Adams

Bronze: UTK – Frontline Facemasks Steven Bridges

Illustration

Gold: Modern Democracy UTK

Logo Graphic

Gold: LMU Spring House Society

Silver: Columbia State College-Going Mentoring Program

Bronze: UT Martin NTAC

Low Budget Publication – NA no entries

Media Relations Campaign

Gold: MTSU "Teen prodigies pursue pre-med pathway as thriving MTSU dual-enrollment students"

Silver: Lipscomb "Lipscomb University celebrates May class of 2020 with virtual commencement"

Bronze: MTSU "These study buddies keep MTSU students "paws-itive" while learning from home."

News Feature Video

Gold: UT Martin Holiday Video 2020

Silver: UT Martin Skyhawk Creed

Bronze: UT Martin Cribs

News Writing

Gold: MTSU “Teen prodigies pursue pre-med pathway as thriving MTSU dual-enrollment students”
Randy Weller

Silver: MTSU “MTSU tapped to help Music City Grand Prix” Randy Weller

Bronze: Motlow State “Education entrepreneurs launch and sustain stellar programs”

Newsletter-Electronic

Gold: UT System “For Your Benefit”

Silver: MTSU “President’s Newsletter”

Bronze: Lipscomb “Lipscomb Now Enewsletter

Newsletter-Electronic

Gold: MTSU President’s Newsletter

Silver: Dyersburg State

Overall Promotional Campaign

Gold: UTK Meet UT Campaign

Silver: Motlow State “Simple and Free”

Bronze: Motlow State “2020 Graduation in a Box”

Podcast

Gold: Tennessee Tech Today with Jake Hood

Silver: Northeast State “The Sound Bearier”

Bronze: MTSU “True Blue Helping Hands”

Postcard/Invitation

Gold: Lincoln Memorial University – Abe Christmas
Silver: TBR – Stop the Spread
Bronze: Lincoln Memorial University – Founders Day of Giving

Posters

Gold: MTSU “Campus Life”
Silver: TBR “Take the Pledge”
Bronze: Motlow State “Simple and Free”

Print Ad Series

Gold: Columbia State
Silver: Motlow State “Free and Simple”

Print Advertisement

Gold: Motlow State Student Success Story – Hope Sartain
Silver: Dyersburg State Community College VIP Magazine’s Community Profile: Trenton
Bronze: Motlow State – Free and Simple

Promotional Video

Gold: Maryville College “Shine Brightly”
Silver: LMU “LMU-Knoxville Why Knox Rocks”
Bronze: Tennessee Tech “Preview Day Arena Floor Video”

Radio Advertisement

Silver: Dyersburg State

Radio, TV Show or Newscast

Gold: Tennessee Tech Today
Silver: MTSU Out of the Blue

Bronze: MTSU On The Record: Pandemic Pedagogy

Reports

Gold: Belmont 2020 President's Report -- Extraordinary

Silver: UT Martin – Defining Moments Chancellor's Annual Report

Bronze: The University of Tennessee Health Science Center Annual Report

Social Media Campaign

Gold: UTK "A Message of Gratitude to the Class of 2020"

Silver: LMU "Graduate Spotlights"

Bronze: Motlow "Graduation in a Box"

Special Event 7 Days or Less

Gold: Motlow State "Graduation in a Box"

Silver: MTSU "Chris Young Café Grand Opening"

Bronze: Maryville College "Presidential Installation"

Special Event More Than 7 Days

Judges chose not to award

Special Publication

Gold: University of Memphis "Research and Innovation Magazine"

Silver: MTSU Research "Spring 2021"

Bronze: Belmont "Ideas of America"

Specialty Item

Gold: MTSU – COVID Preparedness Kit

Silver: Dyersburg State – dye cut

Bronze: Columbia State – Drive through Graduation

Speech/First Person Writing

Gold: UT System – State of UT – Melissa Tindell

Silver: Tennessee Wesleyan University – COVID Response

Bronze: UT System – The Third Became First – Melissa Tindell

Sport Photography

Gold: UT Martin “Tournament Bound” Steve Mantilla

Silver: LMU “Regional Champs” Bryce Boser

Bronze: Belmont “Heads Up” Sam Simpkins

Spot News Photography

Gold: UT Martin “A Bright Tomorrow” Steve Mantilla

Silver: UTK “Rowers on the River” Steven Bridges

Bronze: UTK “Peaceful Protest” Steven Bridges

Video Advertisement/PSA

Gold: Tennessee Tech “Putting Students First”

Silver: MTSU in 30

Bronze: LMU Introducing PT/OT

Webpage Microsite

Gold: UT—COVID-19 Information

Silver: MTSU – Conversion focused landing pages

Bronze: MTSU – Service to students during the pandemic

Webpage Overall

Gold: Maryville College

Silver: Motlow State Redesign

Bronze: University of Memphis

Best of Show: Belmont Report