

TCPRA

Communication Awards

May 22, 2026

**Thank you to our
judges!**

15 Judges and Judging Groups

Representing:

- Academic Institutions
- PR and Communications Professional Organizations
- PR Agencies
- Hospital and Healthcare Communications

2026 Award Entries

- Record-breaking 462 Entries
- 42 Award Categories
- Representing 20 Institutions

TCPRA

Advertising

**Print
Advertisement,
Single**

Silver: Dyersburg State
Community College:
Graduation Ad

No Bronze Award

Print Advertisement, Single



A Good Education. A Great Career.

You belong at the Dickson campus of Nashville State. At Nashville State, you'll discover career, technical, and transfer academic courses and programs that will capture your interests and unlock your potential as you work toward your degree or certificate.

You'll find academic assistance from caring, expert faculty and helpful support services for all students. There's affordable tuition, financial aid, a campus cupboard, and tutoring. With general education classes that lead to high-demand career field programs, Nashville State's Dickson campus is here to serve you.

Nashville State
Community College
DICKSON CAMPUS
NSCC.edu/Dickson • NSCC.edu/Apply

206 West Walnut Street in Dickson
DicksonCampus@nsc.edu • 615-740-5998

NSCC 01-25-17 NSCC is a TBR institution, an AA/ESD employer, & does not discriminate against students, employees, or applicants for admission or employment from any legally-protected class. Policy inquiries: Human.resources@nsc.edu. Printer: Dickson Rotary, © 2025, NSCC.

Gold: Nashville State Community College, Dickson Campus, Cougar Pride Football Program Ad

**Radio
Advertisement/PSA**

Silver: Austin Peay State
University, Govs
Preview Day

No Bronze Award

h

Radio Advertisement/PSA

Gold: “That Changes Everything,” The University
of Tennessee at Chattanooga

Video Advertisement, PSA


Silver: Tennessee Tech,
“Wings Up”

Bronze: Middle
Tennessee State
University, “See
What’s Possible”

Video Advertisement, PSA

Gold: The University of Memphis

Memphis is Everything | University of Memphis - Rooted in Memphis. Built for the World



The video player shows a close-up of a drum with the University of Memphis logo, which features a blue tiger and the word "MEMPHIS" in a blue box. A hand is visible holding a drumstick, ready to play. The video is from the University of Memphis channel.

youtube.com/watch?v=LUI4_GNp7PA

YouTube Search

Memphis is Everything | University of Memphis - Rooted in Memphis. Built for the World.

University of Memphis
5.01K subscribers

Subscribe

15 Dislike Share Save

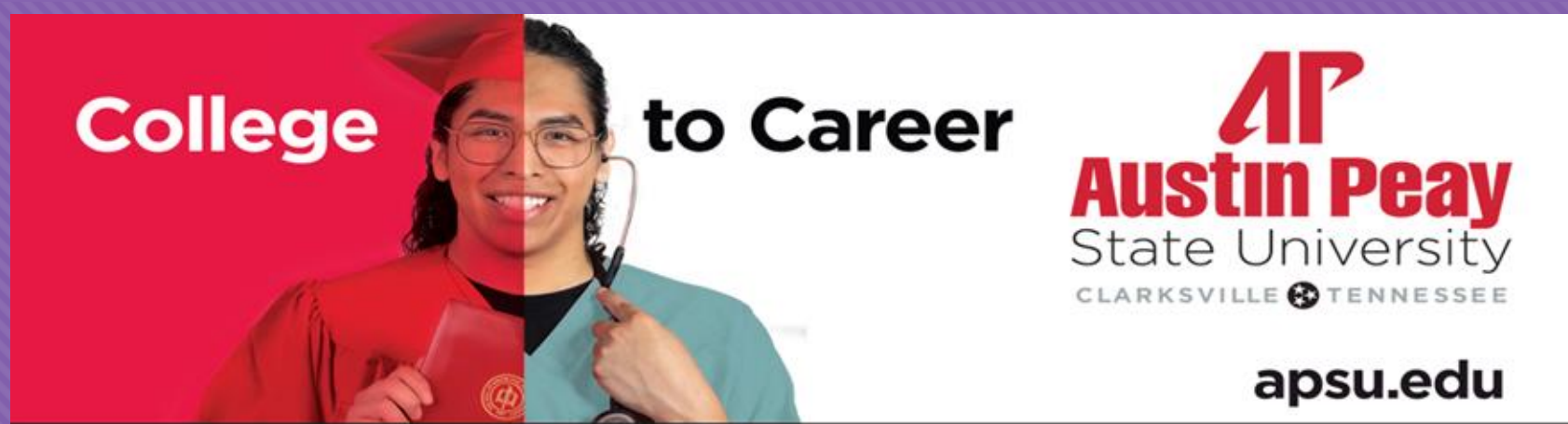
71K views 1 month ago

A university that challenges its students to think bigger, push harder and never settle for ordinary. From our nationally recognized Carnegie R1 research programs to our athletic programs competing at the highest level, we show up with intensity in everything we do. ...more

Banners/Outdoor Media

Silver: East Tennessee
State University: Walnut
Street Banners

Bronze: Johnson
University: On-Campus
Pole Banners



Banners/Outdoor Media

Gold: Austin Peay State University: College-to-Career Billboards

Specialty Item

Silver: Tennessee Tech:
Wilmore Way T-shirt

Bronze: Tennessee Tech
Department of Computer
Science Challenge Coin

Specialty Item



Gold: MTSU Blue Raider Beer Garden Stickers

Digital Ad, Single

Silver: ETSU: “Speaking the Language: Digital Outreach to Active -Duty Students”

Bronze: UT Chattanooga: “VISIT CAROUSEL”

Digital Ad, Single

Gold: UT Health
Science Center “Flu
Fighters”



The graphic features a purple boxing glove with a blue and white syringe needle inserted into its top. The glove is positioned over a brown, spiky virus particle. The background is a solid orange color. The text 'FLU FIGHTERS' is written in large, white, bold, sans-serif capital letters. The 'F' and 'U' are partially obscured by the glove and virus. The 'I' in 'FIGHTERS' is replaced by a white syringe icon.

Free Flu Vaccinations
for employees, students, residents, retirees and post-docs.

September 19 | 9:00 am – 3:00 pm
Madison Plaza, First Floor

No Appointments - First Come, First Served

Digital Ad, Series

Silver: Austin Peay: “Be a Gov! Tour Roadshow Campaign”

Bronze: Nashville State Community College: “Why Nashville State?”

Digital Ad, Series

□ Gold: MTSU: “One Day You’ll Get the Opportunity to Transfer to MTSU”

One Day You’ll Get the Opportunity to Transfer to MTSU

Static 5-card carousel

The image displays three sequential screenshots of a Facebook carousel advertisement for Middle Tennessee State University (MTSU). Each screenshot shows the same text-based content, but with different visual cards in the carousel. The text in all three screenshots is as follows:

Transfer to MTSU! Transfer students with a 2.0 GPA and 24 credit hours may be eligible for guaranteed admissions. Transfer students with a 3.0 GPA and 60 credit hours may be eligible for a guaranteed scholarship of \$3,000 per year for two years. Those with a 3.5 GPA can apply for the prestigious Buchanan Transfer Fellowship of \$7,000 per year. Scholarship deadline to apply is March 1.

With a vibrant community of more than 20,000 students, 300+ programs, and over 250 clubs & organizations, you will find your place here!

#trueBLUE #FindYourBlue #MTSU

Card 1 (Left): "TRANSFER to MTSU" with "Apply Today!" button.

Card 2 (Middle): "MTSU TRANSFER PROMISE SCHOLARSHIP" with "Application Deadline: March 1".

Card 3 (Right): "MTSU Transfer Promise Scholarship \$3,000/year for 2 years".

Below the carousel, each screenshot shows a "Learn more" button and a "See if you..." button with associated details (e.g., "March 1 Scholarship...", "Guaranteed Admissions", "\$3,000/year", "2.0 GPA and...", "\$7,000/year", "3.0 with 60 cr..."). The bottom of each screenshot shows engagement metrics: "You, Andrew Oppmann a... 1 comment" and "Like Comment Share" options.

TCPRA

Electronic & Digital Media

Newsletter, Electronic

Silver: Austin Peay:
Engineering Technology
Newsletter

Bronze: Lipscomb
University: Spark Report

Newsletter, Electronic

Gold: ETSU: Flagship of Appalachia

[View in browser](#)



🌄 Good afternoon! Here we share stories that reflect ETSU's mission, where research and service go hand in hand, and the university's work [strengthens communities across Appalachia](#).



Writing Appalachia Into American History

ETSU historians are earning national recognition for scholarship that places the region at the center of Reconstruction, industrialization, and the broader American story — not the margins.

Social Media Post


Silver: UT Chattanooga: “Fall Starts Here”


Bronze: UT Chattanooga: “For Good: Wicked Inspired Friendships”

Social Media Post

Gold: ETSU:
“Capture the Moment”





 etsu and 2 others ⋮



 etsu 12w
Capturing the moment. 🏀





Catch the last two @etsumensbasketball games of the regular season in Freedom Hall, happening this Saturday, Feb. 14 and Wednesday, Feb. 25.

[#GoBucs](#)



 henryixfielden 12w
Not only a great concept but super well executed, these are sick!
4 likes Reply

 kennyleebat 12w


 8.6K  6  

February 12

Comments on this post have been limited.

https://www.instagram.com/p/DUq-LTbiXiV/?img_index=1

Social Media Campaign

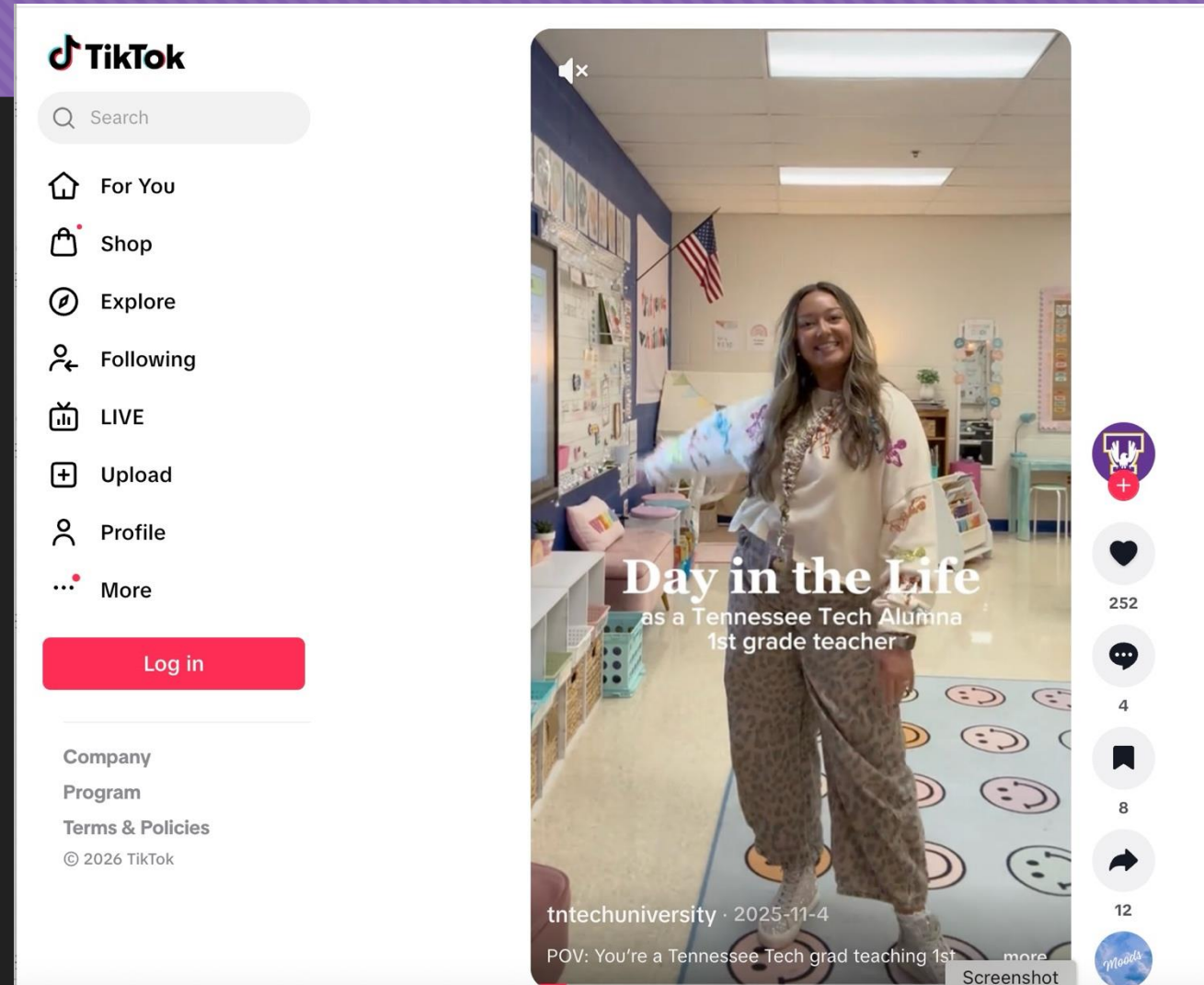
Silver: MTSU: “Jellycats as Majors”

Bronze: TBR: “Fueling our Future”

Social Media Campaign

Gold: Tennessee Tech: “Alumni Day in the Life” TikTok campaign

www.tiktok.com/t/ZThgctNMc/



**University
Website,
Overall**

Silver: MTSU: Homepage
Redesign

<https://www.mtsu.edu/>

No Bronze Award

Quality Education and Impactful Leadership

The University of Tennessee System — through its five campuses and two statewide institutes — is improving the lives of Tennesseans today and for future generations.

Our Mission

Our Impact

University Website, Overall
Gold: UT System: UT System Website Redesign

<https://tennessee.edu/>

University-Related Webpage or Site

Silver: TBR: “Building
Tomorrow’s College”
Strategic Plan Website

Bronze: Austin Peay:
Military and Veterans
Affairs Website Section
Revamp

BRINGING UT'S TURFGRASS EXPERTISE TO FIFA WORLD CUP 26



Gold: UT Knoxville: UT Turfgrass Website

<https://www.utk.edu/turfgrass/>

Radio/TV Show or Newscast

No Silver or Bronze Awards



Radio/TV Show or Newscast

Gold: MTSU: “Joys of the Season/Out of the Blue Special Edition – December 2025”

<https://www.youtube.com/watch?v=u2o4pndufhk>

College Promotional Video

Silver: ETSU: “Hurricane
Helene: One Year Later”

Bronze: ETSU: College of
Public Health Brand
Video

College Promotional Video

Gold: Maryville
College:
“Outcomes Video”

<https://youtu.be/hjcfVJm6Pec?si=TZcXSlypXBXkBdMN>



<https://youtu.be/hjcfVJm6Pec?si=TZcXSlypXBXkBdMN>

**News/Feature
Video (Over 5
Minutes)**

Silver: ETSU: Holiday
Video: “Can Becky Stay
on Santa’s Nice List”

Bronze: ETSU: “Nurse
Empathy Heals”
Documentary

News/Feature Video (Over 5 minutes)

**Gold: “The ETSU
Marching Bucs: A
Comeback Story”**

[https://youtu.be/qkxog9zUxgA?
si=3BSLmCGqAlGuSEiO](https://youtu.be/qkxog9zUxgA?si=3BSLmCGqAlGuSEiO)



THE ETSU MARCHING BUCS
A Comeback Story

[MUSIC]

**Social Media
Video (Under 3
min)**

Silver: MTSU: Clue: On
Stage by MTSU Theatre

Bronze: UT Knoxville: Turfgrass
Research: FIFA World Cup 26
Campaign Teaser

Social Media Video (Under 3 Min)

Gold: UT Health
Sciences:
UTHSC in the
Community

UT HSC The University of Tennessee Health Science Center
34,292 followers
6d · 🌐

10 years ago, UTHSC College of Dentistry Alumnus Mitch Godat, DDS, MS with the support of his mentor, Charles "Chuck" Woods, DDS, set out with a simple goal: improve dental health in Memphis.

A decade later, the Mid-South Mission of Mercy Clinic has served 16,000 patients, mobilized 16,000 volunteers, and delivered \$12 million worth of care to Mid-South residents, while also providing invaluable hands-on clinical experience for students across the UTHSC College of Dentistry, UTHSC College of Nursing, and UTHSC College of Pharmacy.

Learn more: <https://lnkd.in/gkkKmUqf>

#UTHSC

from other events at UT.

👤 Peggy Reisser and 22 others 4 reposts

Reactions

👍 👏 🙌 🥳 🎉 +15

👤 Like Comment Repost Send

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7435384052469239808/>


Podcast

Silver: Tennessee Tech:
“College Town Talk”


Bronze: MTSU: “Out of
the Blue”

Podcast

Gold: MTSU: “Research Minute”



New Episodes Every Friday

 **The Research Minute**
@TheResearchMinute_MTSU • 30 subscribers • 26 videos
Find more of us here: <https://linktr.ee/theresearchminute> ...more
linktr.ee/theresearchminute
[Subscribe](#)

Home Videos Shorts

<https://open.spotify.com/show/69BcSHOSKalfDfloLrll1i?si=ee19306f7c9d4558>

TCPRA

Publications

Newsletter, Printed

Silver: MTSU President's
Newsletter

(No Bronze Award)

Newsletter, Printed

Gold: UT System: For
Your Benefit (Spring
and Fall 2025 Issues



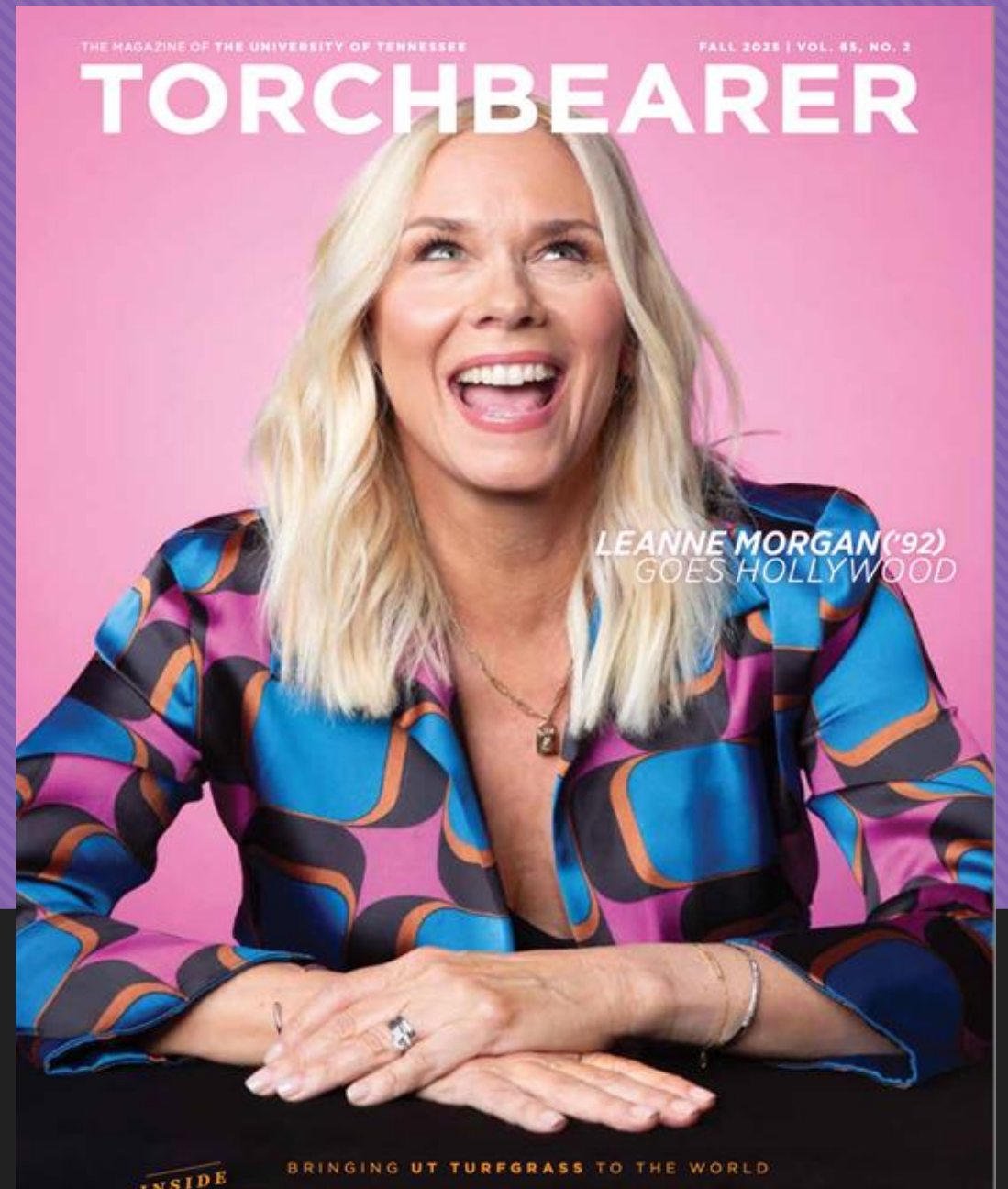
**College/Alumni
Magazine, Printed**

Silver: University of
Memphis Magazine: Tiger
Traditions

Bronze: UT System: Our
Tennessee Magazine

College/Alumni Magazine, Printed

Gold: UT Knoxville:
Torchbearer Magazine



Reports, Printed

Silver: UT Health Sciences:
“Realizing our Vision: 2024-25
Annual Report”

Bronze: Lipscomb University:
Lipscomb University
President’s Report

Reports, Printed

**Gold: UT System: 2025 UT
System Annual Report**



College Viewbook

Silver: Austin Peay:
Roadpiece Recruitment
Book

Bronze: Austin Peay:
Governors Orientation
Guide

College Viewbook

**Gold: MTSU: MTSU
Discover Viewbook
2025-2026**

MTSU

DISCOVER



Find **YOUR** Blue

mtsu.edu | 2025-26
MIDDLE TENNESSEE STATE UNIVERSITY

Special Publication

Silver: Tennessee Tech:
Campus Visitor Guide

Bronze: Austin Peay:
Monocle Society
Membership Guide



Special Publication

Gold: UT Chattanooga: 2025-2026 Strategic Plan Campaign

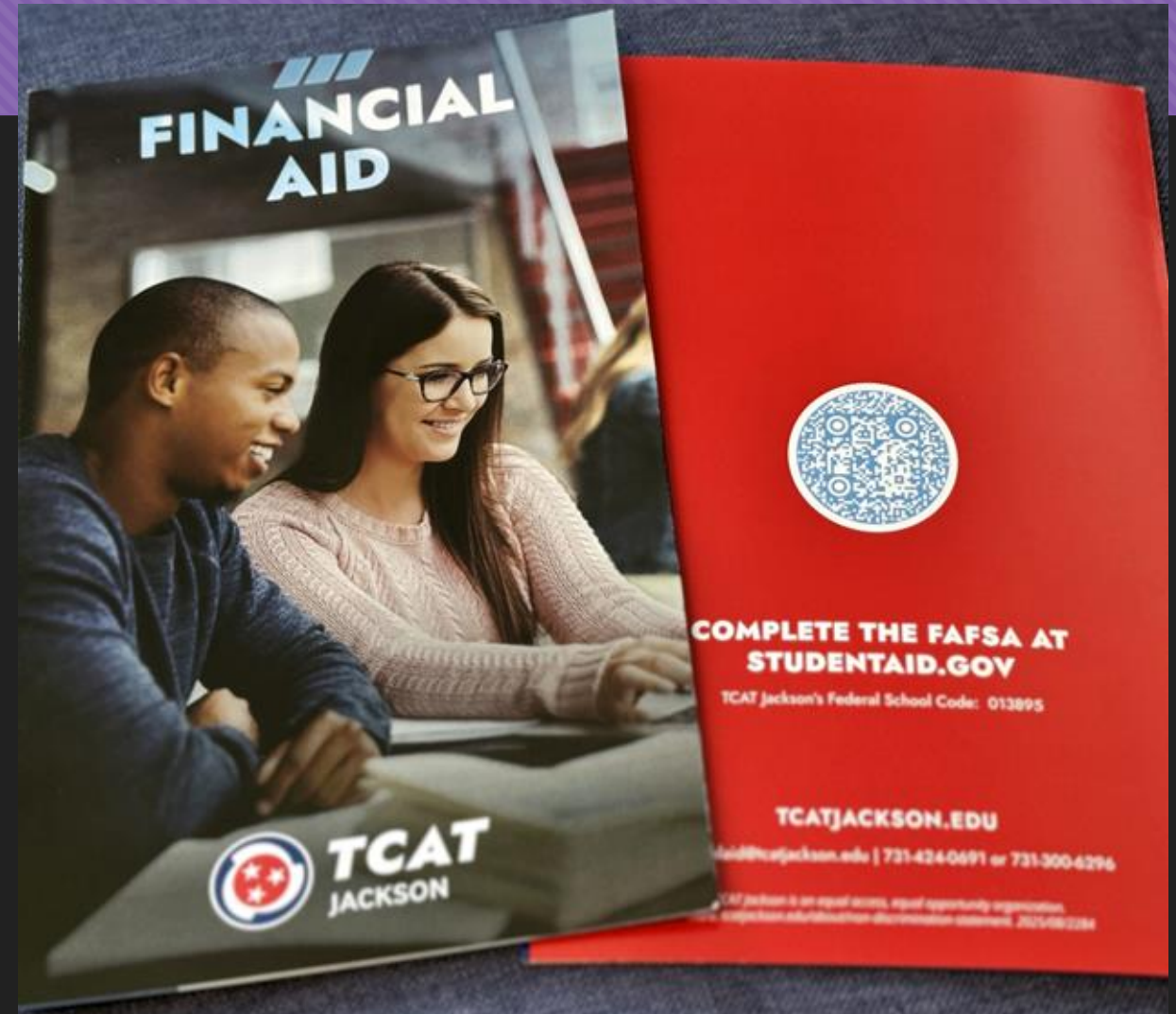
Brochure/Flier

Silver: UT Institute of
Agriculture: University of
Tennessee Institute of
Agriculture Brochure

Bronze: Tennessee Tech:
Majors List Handout

Brochure/Flier

Gold: TBR: Financial Aid Brochure



Poster

Silver: UT Martin: UT
Martin 125th Celebration
Print

Bronze: Austin Peay:
Military & Veterans Affairs
Poster

Poster

Gold: Maryville College: Witherspoon Lecture Series

THE 2026 WITHERSPOON LECTURE SERIES
★ AT MARYVILLE COLLEGE ★

PRESENTING ★ FREE TO THE PUBLIC

**REVOLUTION
IN THE
SOUTHERN
APPALACHIANS
AND THE
MAKING
OF EAST
TENNESSEE**

JANUARY 26
PRESENTER

**BACKCOUNTRY
REVOLUTION**
Two Wars in Southern
Appalachia and the Creation
of the American Republic
DR. AARON ASTOR
Professor of History, Maryville College

FEBRUARY 16
PRESENTER

**THE ORIGINAL
VOLUNTEERS**
Overmountain Men in
the Southern Campaign
DR. MICHAEL LYNCH
*Director of the Abraham Lincoln Library
and Museum, Lincoln Memorial University*

MARCH 23
PRESENTER

**WATAUGAN
SELF-GOVERNANCE**
The Trans-Appalachian South and
the Declaration of Independence,
1763-1776
DR. CHRIS MAGRA
*Professor of Early American History,
University of Tennessee*

LAMBERT RECITAL HALL
CLAYTON CENTER FOR THE ARTS

7PM

Postcard/Invitation

Silver: UT Institute for Agriculture: 2026 UT Gardens
Gala Invitation

Bronze: MTSU: MTSU Post Office Passport Services
Kiss Cut Stickers

Postcard/ Invitation

Gold: Tennessee
Tech
“SOAR Invitation”



Spot Photography

Silver: UT Knoxville:
“Graduation Up in the
Air”

Bronze: UT Health Sciences:
“Gift of Sight”

Spot Photography

**Gold: UT Knoxville:
“Graduation Hug”**



Feature Photography

Silver: UT Chattanooga;
“Caving”

Bronze: UT Institute of
Agriculture: Hopyard
Class Experiential
Learning

Feature Photography



**Gold: UT Institute for
Agriculture: Precision
Cattle Research with
Kevin Thompson**

Sports Photography

Silver: Belmont University:
“Messy and Meaningful”

Bronze: UT Martin: “Skyhawks
‘Rein’ Supreme”

Sports Photography

Gold: UT Chattanooga:
“Basketball Win”



Social Media Photography

Silver: Austin Peay: Waka
Flocka Performs at APSU

Bronze: Austin Peay: Happeay
Holidays Showcase (two
musicians)

Social Media Photography

Gold: UT Chattanooga:
Power C Across the
Alps



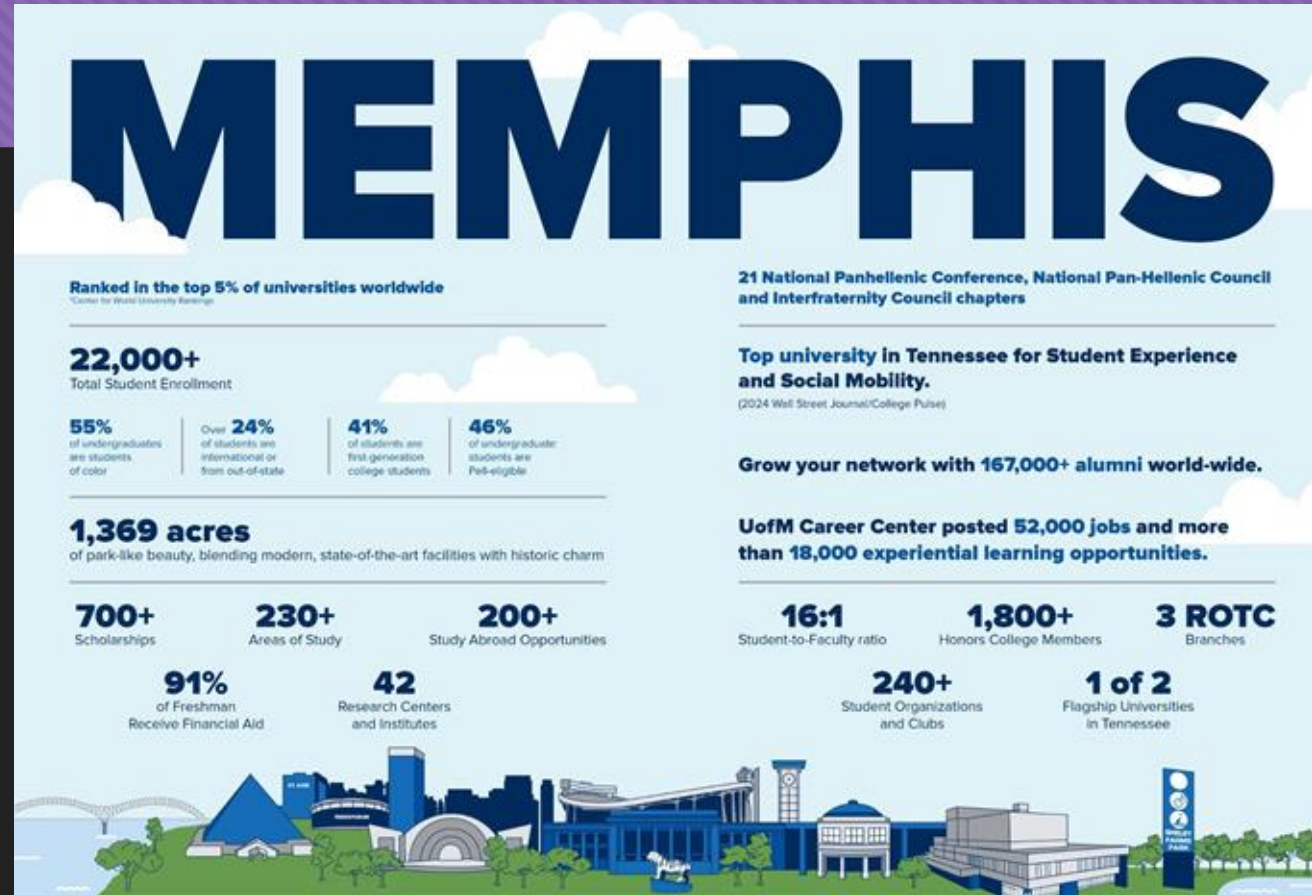
Illustration

Silver: Austin Peay: “It All Starts at Austin Peay”

Bronze: UT Institute of Agriculture: Land Life & Science Cover - Fall 2025

Illustration

Gold: University of Memphis: Memphis Skyline



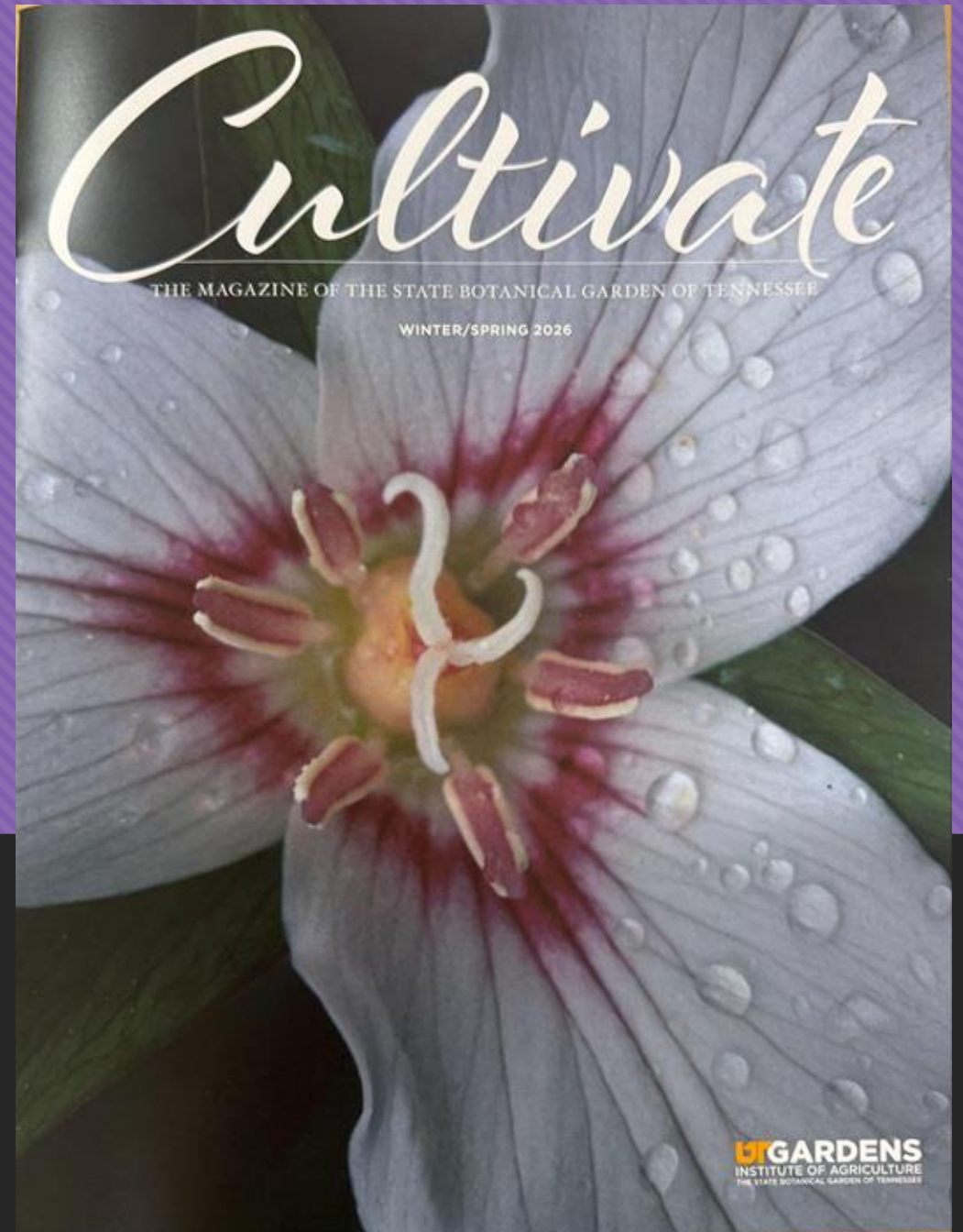
Low-Budget Publication

Silver: Tennessee Tech:
Majors Cards

Bronze: TBR: TBR Quick
Facts

Low-Budget Publication

**Gold: UT Institute of
Agriculture: “Cultivate”
Winter/Spring 2026**

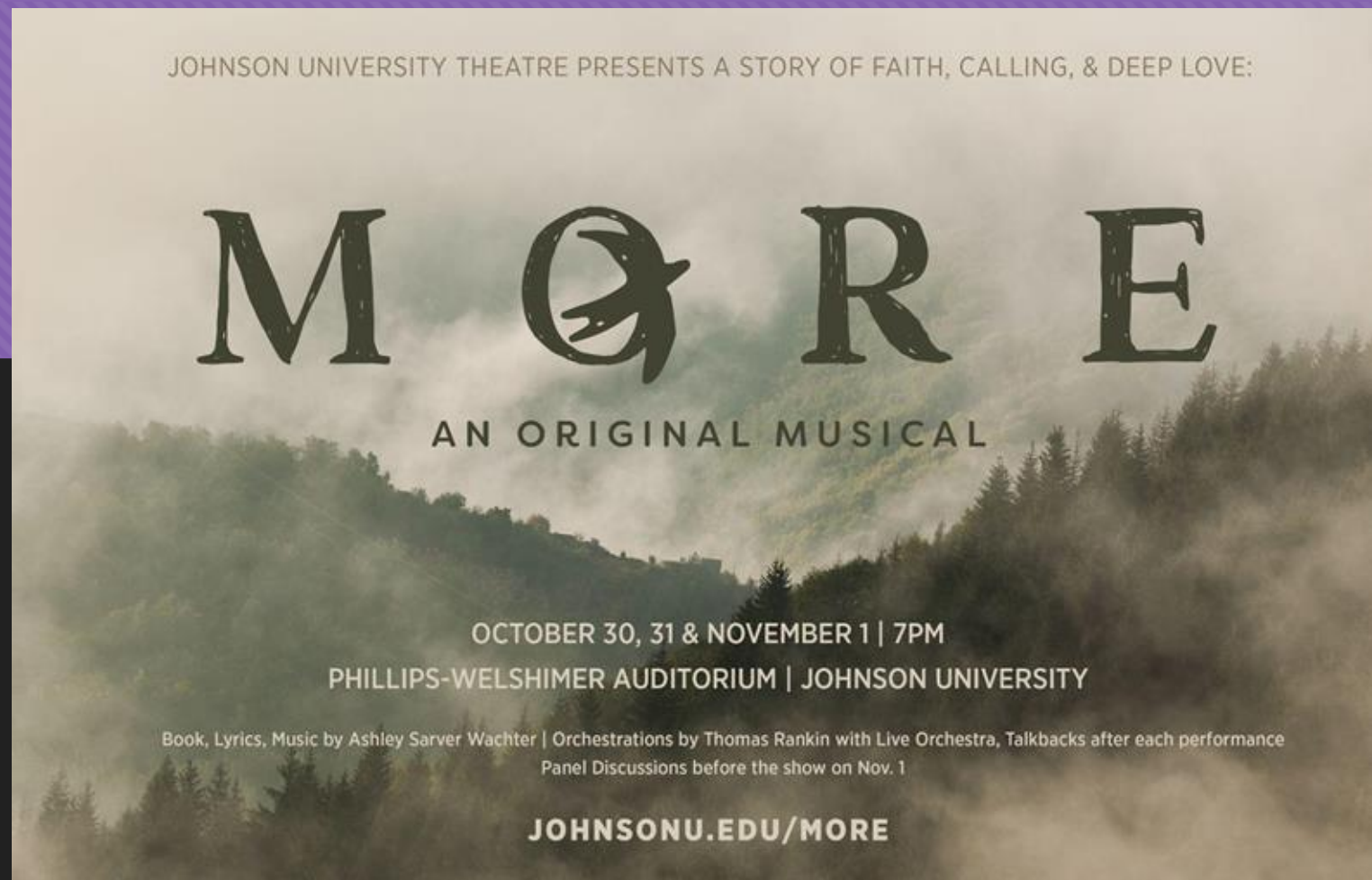


Logo/Graphic Identity

Silver: Austin Peay: “Hugs
from Home”

Bronze: Columbia State
Community College:
“Charge”

Logo/Graphic Identity



**Gold: Johnson University: "MORE" JU Musical
Production on First Female President Emma Johnson**

TCPRA

Public Relations/Media Relations

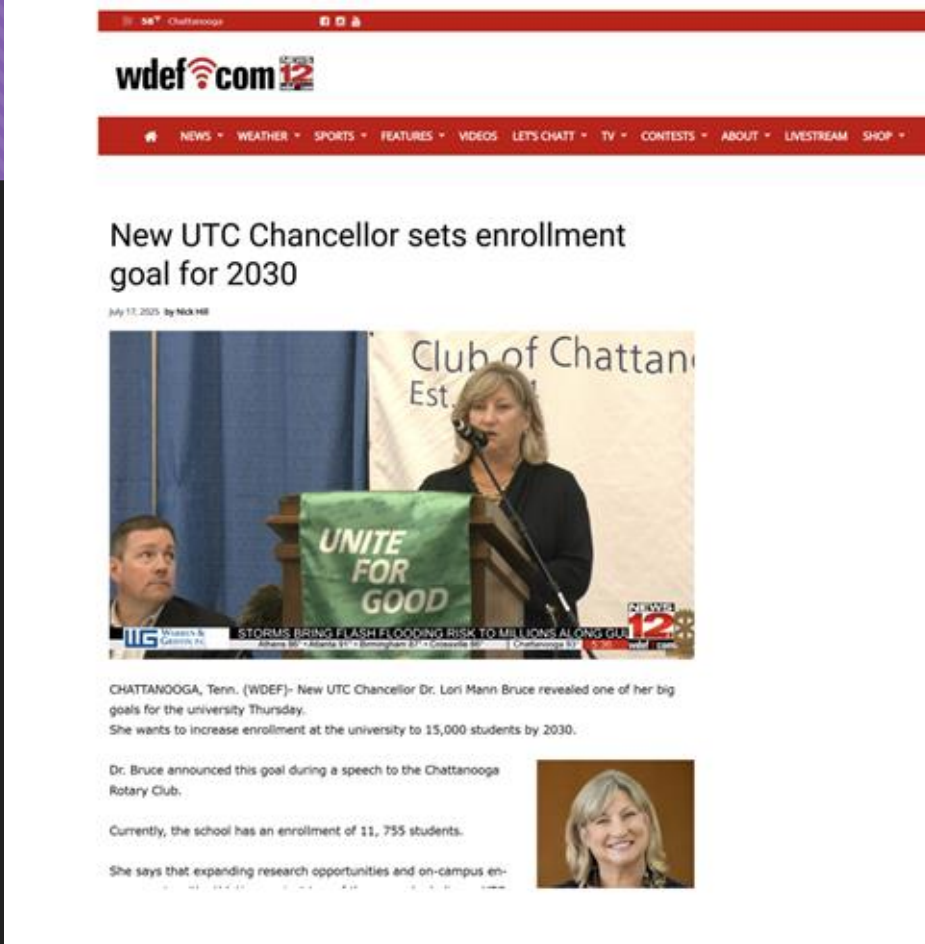
Media Relations Campaign

Silver: UT System: State of
UT/Grand Challenges
Summit

Bronze: Austin Peay State
University: “Military
Affiliated Support”

Media Relations Campaign

Gold: UT Chattanooga: “You Are Only New Once - Introducing UTC Chancellor Lori Mann Bruce to the Chattanooga Community”



The screenshot shows a news article on the website wdef.com. The article is titled "New UTC Chancellor sets enrollment goal for 2030" and is dated July 17, 2025, by Nick Hill. The main image shows Dr. Lori Mann Bruce speaking at a podium during a speech to the Chattanooga Rotary Club. A green banner on the podium reads "UNITE FOR GOOD". In the background, a banner for the "Club of Chattanooga Est. 1908" is visible. A news ticker at the bottom of the image reads "STORMS BRING FLASH FLOODING RISK TO MILLIONS ALONG GULF COAST". Below the image, the text of the article reads: "CHATTANOOGA, Tenn. (WDEF)- New UTC Chancellor Dr. Lori Mann Bruce revealed one of her big goals for the university Thursday. She wants to increase enrollment at the university to 15,000 students by 2030. Dr. Bruce announced this goal during a speech to the Chattanooga Rotary Club. Currently, the school has an enrollment of 11,755 students. She says that expanding research opportunities and on-campus en-". A small portrait of Dr. Lori Mann Bruce is shown to the right of the text.

Special Event, 7 Days or Less

Silver: UT Knoxville: Ag Day
College Road Show

Bronze: Austin Peay: Veterans
Week 2025

Special Event, 7 Days or Less

- Gold: ETSU: “Forever ETSU”



**Special
Event, More
Than 7 Days**

Silver: Austin Peay:
College of STEM Science
on Tap

Bronze: Tennessee
Tech: Week of
Welcome Coverage

Special Event, More Than 7 Days

Gold: UT Martin: UT Martin
125th Celebration

 **University of Tennessee at Martin** 
Published by Emma Bruner  · October 14, 2025 · 

We've officially kicked off our yearlong celebration of 125 years of UT Martin! UT System officials, past chancellors, alumni, and many others gathered last week for a ceremony to recognize the growth and success of our great university.

Read more about the event at <https://bit.ly/utmartin125>.



Crisis Communication Campaign

(No Gold Award)

Silver: Austin Peay:
APSU's Response to the
Government Shutdown

Bronze: "UTC: Swift,
Transparent and United":
UTC's Response to the
August 21, 2025 Active
Shooter Hoax

TCPRA

Writing

News Writing

Silver: ETSU: “ETSU Award Winner Reveals 5-Million-Year-Old Rhino Mystery”

Bronze: Austin Peay: “In Our Arum Era: Austin Peay’s Corpse Flowers Reunite After Historic Bloom Cycle”

News Writing

□ Gold: MTSU: “MTSU Physician Assistant Students Get Crash Course in Crisis Through Mock Mass Casualty”

MTSU Physician Assistant students get crash course in crisis through mock mass casualty [+VIDEO]

by NANCY OEGENARD • 25 SEPTEMBER 2025 • STUDENT NEWS



MURFREESBORO, Tenn. — In the heart of the Cason-Kennedy Nursing Building on the campus of Middle Tennessee State University, Physician Assistant Studies students scramble to deal with a mass casualty event — a simulation that is as close to the real thing as possible.

Search...

<https://mtsunews.com/physician-assistant-mock-mass-casualty/>

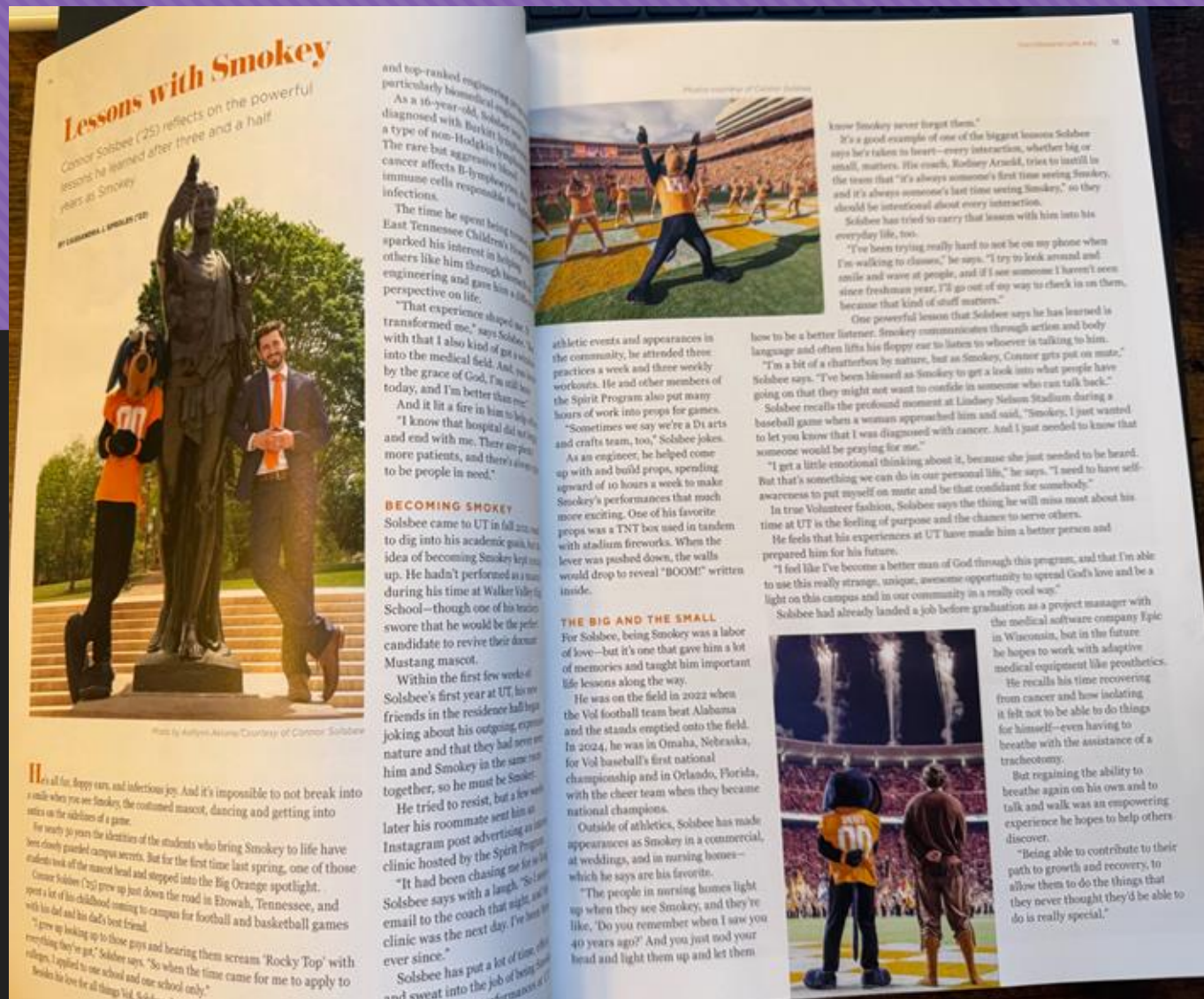
Feature Writing

Silver: UT Knoxville: “Pitch Perfect Protection”

Bronze: UT Institute of Agriculture: “Helping a Region Overcome Hurricane Helene Devastation”

Feature Writing

Gold: UT Knoxville: “Lessons with Smokey”



<https://torchbearer.utk.edu/2025/05/lessons-with-smokey/>

Speech/First Person Writing

Silver: UT Knoxville:
“Chancellor’s Flagship
Address”

Bronze: Tennessee Tech:
President Phil Oldham and
Amy New

Speech/First Person Writing

Gold: Austin Peay: “Encourage Men to Move Toward What They Love, Not Just What’s Expected of Us”

<https://www.yahoo.com/news/encourage-men-move-toward-love-110029039.html>

Twenty-five years ago, I was running on the proverbial hamster wheel. My dad was an accountant, so I became an accountant. Then I did what everyone expected and landed a job at one of the Big Five accounting firms.

Suits, skyscrapers, long commutes and a dog-eat-dog work environment... It was the quintessential life of a hungry, 20-something New Jersey businessman. A “finance bro,” as the kids call them these days.

Every morning, I was up at 4 a.m. Not because I loved spreadsheets, but because fitness kept me sane. My workout routine gave me clarity in a world where “movement” otherwise meant ruthlessly climbing the corporate ladder, and competition for promotions was a full-contact sport.

After the Enron scandal rocked my company and the smoke from the 9/11 attacks loomed over my long commute home, the cracks in my professional life became hard to ignore. Eventually, I realized I was moving in a direction at odds with the person I wanted to be.

So, I quit. I took a hard pivot, went back to my alma mater, and accepted an internship in campus recreation. Some would say I started over, but I’d say I found my way home. I found passion in working with health-minded students, creating fitness programs and earning advanced degrees in exercise science.

I found a way to make a living by helping others live healthier, more active lives. Not from a cubicle, but from a place of purpose.

June is Men’s Health Month, and you’ll hear a lot about cholesterol, PSA tests, and colonoscopies (all important, get them).

But, men: There’s more to health than lab results, and there’s more to life than doing what’s expected.

TCPRA

Overall Promotional Campaign

Overall Promotional Campaign

Silver: Austin Peay: Govs
Preview Day

Bronze: MTSU: "See
What's Possible"



Overall Promotional Campaign

Gold: ETSU: A Campaign to Support the 2025

Documentary: “The ETSU Marching Bucks: A Comeback Story”

<https://www.nbcnews.com/nightly-news/video/college-band-will-perform-at-macy-s-thanksgiving-day-parade-225552453632>

BEST IN SHOW

Nominees:

MTSU: College Viewbook

The UT System: Website

UT Institute for Agriculture: The Precision Cattle Research photograph

UTC: You are Only New Once media relations campaign

The ETSU Marching Band Comeback media campaign

UT System: The For Your Benefit Newsletters

BEST IN SHOW

ETSU: A Campaign to Support the 2025 Documentary: "The ETSU Marching Bucks: A Comeback Story"

Judge's Comments: "I thought the amount of planning and forethought into capturing it all, especially with the parade, was very well done. I even teared up at a couple of moments! "



<https://www.nbcnews.com/nightly-news/video/college-band-will-perform-at-macy-s-thanksgiving-day-parade-225552453632>

TCPRA

THANK YOU!!!