

Purpose

This repository serves as a centralized resource for communicators and marketers at the University of Florida to identify award opportunities that recognize excellence in communications, public relations, marketing, digital media, social media and storytelling.

Enter your best work for the chance to earn recognition, raise your profile and the university's, enhance your brand recognition, celebrate your team's accomplishments, and become part of UF's storied stellar history.

Categories & Awards

1. Higher Education Communications, Marketing & Public Relations Awards



CASE Circle of Excellence Awards

The Council for Advancement and Support of Education (CASE) annually presents the Circle of Excellence Awards to recognize exceptional achievements in advancement services, alumni relations, communications, fundraising, and marketing.

- **Host:** Council for Advancement and Support of Education (CASE)
- **Categories:** Nearly 100! Digital communications, writing, branding, publications, alumni engagement
- **Eligibility:** Open to universities and institutions globally
- **Deadline:** December (varies annually)
- **Website:** case.org

Pertinent information: Submission fees vary depending on the date before the submission deadline. *Make sure you have a current CASE login that is connected to a member institution. Your entry likely can be entered into more than one category. You can enter the same item in as many categories as you like, but each entry requires a separate fee. **There are several tips on how best to submit your entries and into which categories at case.org.**



PRSA Anvil Awards (Silver and Bronze)

For over 75 years the Anvils have been the benchmark of high performance in public relations. Silver Anvil Awards celebrate the best strategic public relations campaigns of the year, as well as outstanding organizational excellence. Bronze Anvil Awards recognize outstanding public relations tactics that contribute to the success of overall programs or campaigns.

- **Host: Public Relations Society of America (PRSA)**
- **Categories: Public relations, community relations, crisis communications, integrated marketing**
- **Eligibility: “Anybody, from anywhere, may submit for the awards” Open to public relations professionals, including higher education**
- **Deadline: Opens in the fall, and closes February (varies)**
- **Website: prsa.org**

Pertinent information: Entry fees vary by membership status and entry date. The fee can increase to more than \$1,000.



FPRA Golden Image Awards

The Golden Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs. Since 1957, FPRA has been awarding the best projects in public relations across the state of Florida. Now, the competition is open to entries from PR professionals across the nation. Across all industries and from full PR campaigns to media pitches and everything in between, there’s a category for your project.

- **Host: Florida Public Relations Association (FPRA)**
- **Categories: PR campaigns, social media, branding**
- **Eligibility: Nationwide communicators and PR professionals**
- **Deadline: Entries accepted beginning in April. Entry deadline: May 14, 2025**
- **Website: fpra.org**

Pertinent information: There is a different fee for members and non-members of FPRA.

PINNACLE AWARDS

Pinnacle Awards

Established in 2024, the Pinnacle Awards are designed to recognize individuals, agencies, nonprofit organizations, corporate teams and government agencies for outstanding and ongoing strategic work in public relations and communications.

- **Host:** Florida Public Relations Association (FPRA)
- **Categories:** Practitioner, agency, and nonprofit, corporate, and government teams
- **Eligibility:** Florida-based professionals or companies
- **Deadline:** Entry dates announced soon
- **Website:** <https://goldenimageawards.org/pinnacle-awards#pinnacle-awards>

Pertinent information: There is a different fee for members and non-members of FPRA.



Connecting science and society since 1934

National Association of Science Writers

NASW is a professional organization dedicated to advancing the field of science writing and supporting journalists, public information officers, and other science communicators. The National Association of Science Writers established the Excellence in Institutional Writing Award in 2018.

- **Host:** National Association of Science Writers
- **Categories:** Writing, investigative or interpretive reporting, books, commentary or opinion
- **Eligibility:** Both staff and freelance writers are eligible to submit entries
- **Deadline:** Entries for the 2026 awards are expected to open later this year, with a submission deadline likely on February 1, 2026
- **Website:** <https://www.nasw.org/awards>

Pertinent information: NASW members can submit entries without a fee. Non-members are required to pay an entry fee of \$45 per submission.

2. Digital Marketing & Social Media Awards



dotComm Awards

Since its inception in 1994, AMCP has judged over 325,000 entries from throughout the world.

- **Host:** Association of Marketing and Communication Professionals (AMCP)
- **Categories:** Websites, videos, social media, content marketing
- **Eligibility:** Open to professionals in digital and web communications
- **Deadline:** Opens May 1
- **Website:** <https://www.dotcommawards.com/>

Pertinent information: Entry fees are \$125 for most categories, and \$195 for plans, campaigns, and training modules. If an entry is submitted in more than one category, an additional entry fee is required for each time it is entered.



Education Digital Marketing Awards

Established in 1985, the EDM awards the best educational websites, digital content, electronic communications, mobile media and social media.

- **Host:** HMR Publications Group
- **Categories:** Websites, digital content, electronic communications, mobile media and social media
- **Eligibility:** Open to Educational institutions and the agencies who assist them
- **Deadline:** Entries have closed for the 12th Annual Education Digital Marketing Awards and will reopen in August.
- **Website:** <https://educationdigitalmarketingawards.com/>

Pertinent information: Entry fees are up to \$70 for most categories.



Webby Awards

Established in 1996, the Webby Awards are international awards honoring excellence on the internet.

- **Host:** International Academy of Digital Arts and Sciences (IADAS)
- **Categories:** Websites, Video&Film; Advertising, Media & public relations, Social, video storytelling, podcasts, AI
- **Eligibility:** Open to global brands, organizations, and institutions
- **Deadline:** February 7, 2025 (Extended) – December, 2024 (Final Entry Deadline)
- **Website:** webbyawards.com

Pertinent information: Entry fees vary by category and whether you're a student. Fees up to \$675.



Shorty Awards

Founded in 2008, the Shorty Awards is an international awards competition honoring the best work by brands, agencies, nonprofits, and individuals across digital and social platforms.

- **Host:** Shorty Awards® Organization (“Shorty” stands for short-form content)
- **Categories:** Social media, influencer campaigns, digital innovation
- **Eligibility:** Open to businesses, nonprofits, and institutions
- **Deadline:** March 6 (Extended)
- **Website:** shortyawards.com

Pertinent information: Entry fees vary by submission date and can increase to more than \$699. Verified non-profits can apply for a \$100 discount per entry per category.



Telly Awards

Established in 1979, the Telly Awards honor excellence in video and television across all screens. The awards recognize work that has been created by your work with an agency, for a specific brand and/or company (including your own), or self-directed as a creative endeavor.

- **Host: Telly Awards Organization**
- **Categories: Video and television across all screens**
- **Eligibility: Open to advertising agencies, television networks, publishers, and institutions**
- **Deadline: March 28 (Extended deadline)**
- **Website: tellyawards.com**

Pertinent information: Final deadline fees are \$205 for single entries and \$295 for Campaign & Series Entries for 2025



AVA Digital Awards

AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design, and production of digital communication.

- **Host: Association of Marketing and Communication Professionals (AMCP)**
- **Categories: Digital marketing, video production, web-based production, digital video creation**
- **Eligibility: Open to individuals and organizations worldwide**
- **Fee: Yes**
- **Deadline: January**
- **Website: avaawards.com**

Pertinent information: Most entries are \$125. Campaigns and specialty categories are \$195. An entry can be entered in more than one category, but there is an additional fee for each category.



Communicator Awards

Established to recognize excellence, effectiveness, and innovation across all areas of communication, the Communicator Awards are judged and curated by the Academy of Interactive and Visual Arts (AIVA).

Recognizing excellence, effectiveness, and innovation across all areas of communication

- **Host:** Academy of Interactive & Visual Arts (AIVA)
- **Categories:** Marketing, branding, public relations, video production, digital content, Experiential & Immersive
- **Eligibility:** Open to creative professionals worldwide
- **Fee:** Yes
- **Deadline:** March 14, 2025 (Extended)
- **Website:** communicatorawards.com

Pertinent information: Entry fees vary by the type of entry up to \$395.

3. Advertising & Branding Awards



Effie Awards (United States)

Launched in 1968 by the New York American Marketing Association, the Effie Awards honor the most effective marketing and advertising efforts. They are recognized globally as a preeminent award in the industry, celebrating marketing effectiveness across various disciplines.

Effie's mission is to lead, inspire, and champion the practice and practitioners of marketing effectiveness globally.

- **Host:** Effie Worldwide
- **Categories:** Marketing effectiveness, branding, campaign impact
- **Eligibility:** Open to brands and marketing teams
- **Fee:** Yes!

- **Deadline:** Varies
- **Website:** effie.org

Pertinent information: Entry fees vary by submission date and membership status. Depending on the date of the entry date the fee can increase to more than \$3,800.



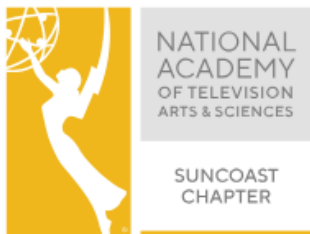
American Advertising Federation (Gold and Silver ADDY Awards)

The American Advertising Awards is the advertising industry's largest and most representative competition in the United States. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

- **Host:** American Advertising Federation
- **Categories:** Advertising, creative design, branding
- **Eligibility:** Open to agencies, organizations, and institutions
- **Deadline:** Varies by region {Jacksonville – Jan. 10}
- **Website:** [aaf.org](https://www.aaf.org/Public/Public/Events/American-Advertising-Awards/American_Advertising_Awards_Home.aspx) {https://www.aaf.org/Public/Public/Events/American-Advertising-Awards/American_Advertising_Awards_Home.aspx}

Pertinent information: Entry fees vary by location, entry type and membership status. Entry fees up to \$200.

4. Regional Awards



NATAS Suncoast Emmy Awards

Presented by the Suncoast Chapter of the National Academy of Television Arts and Sciences, these awards recognize excellence in television within the Suncoast region.

- **Host:** National Academy of Television Arts & Sciences (NATAS) Suncoast Chapter
- **Categories:** Television, digital media, broadcast journalism

University of Florida Communicators & Marketers Awards Repository

- **Eligibility:** Anyone can enter the NATAS Emmy Awards, and membership is not required. Eligibility is determined by the role played in the production, rather than an individual's job title.
- **Deadline:** Entries open May, 2025
- **Website:** suncoastchapter.org

Pertinent information: Entry fees vary by entry type and membership status. Entry fees up to \$600.

How to use this repository

1. Review award opportunities that align with your work and expertise.
2. Prepare your submission by checking the requirements, fees and deadlines.
3. Collaborate with your team to develop a compelling entry.
4. Seek out the central communications team as a resource for review and consultation to enhance your submission. There are review windows for fall and winter, and spring and summer entries.
5. Share success stories to encourage participation and celebrate UF's achievements.

We want to celebrate you!

For questions or updates to this list, contact uf-communications@ufl.edu.

*Please note that these dates are based on the previous awards cycle and are subject to change. It's advisable to check the official websites for the most current information as the submission period approaches. This is another way to help UF shine when we spotlight your award-worthy work.