

**2019 AFC Communications & Marketing Commission  
Awards of Excellence Winners**

1a. Advertising – Print (Under 10,000 FTE)

- 1<sup>st</sup> Place—College of Central Florida
- 2<sup>nd</sup> Place—Polk State College
- 3<sup>rd</sup> Place—Polk State College

1b. Advertising – Print (Over 10,000 FTE)

- 1<sup>st</sup> Place—St. Petersburg College
- 2<sup>nd</sup> Place—St. Petersburg College
- 3<sup>rd</sup> Place—Florida State College at Jacksonville

2. Advertising – Radio

- 1<sup>st</sup> Place—Seminole State College
- 2<sup>nd</sup> Place—Pasco-Hernando State College
- 3<sup>rd</sup> Place—Gulf Coast State College

3. Advertising – Television

- 1<sup>st</sup> Place—Seminole State College
- 2<sup>nd</sup> Place—Miami Dade College
- 3<sup>rd</sup> Place—Gulf Coast State College

4. Advertising – Outdoor

- 1<sup>st</sup> Place—Santa Fe College
- 2<sup>nd</sup> Place—Seminole State College
- 3<sup>rd</sup> Place—Daytona State College

5. Advertising – Internet

- 1<sup>st</sup> Place—Seminole State College
- 2<sup>nd</sup> Place—Santa Fe College
- 3<sup>rd</sup> Place—Santa Fe College

6. Annual Report – College

- 1<sup>st</sup> Place—Polk State College
- 2<sup>nd</sup> Place—College of Central Florida
- 3<sup>rd</sup> Place—Broward College

7. Annual Report – Foundation

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Florida State College at Jacksonville

3<sup>rd</sup> Place—Indian River State College

8. Article in a College-Produced Publication

1<sup>st</sup> Place—South Florida State College

2<sup>nd</sup> Place—Palm Beach State College

3<sup>rd</sup> Place—South Florida State College

9. Article/Story Pitch Resulting in Publication

1<sup>st</sup> Place—Tallahassee Community College

2<sup>nd</sup> Place—Seminole State College

3<sup>rd</sup> Place—Florida SouthWestern State College

10. Athletic Media Guide

1<sup>st</sup> Place—St. Johns River State College

2<sup>nd</sup> Place—Florida State College at Jacksonville

11a. Best Bang for the Buck (Under 10,000 FTE)

1<sup>st</sup> Place—South Florida State College

2<sup>nd</sup> Place—Northwest Florida State College

3<sup>rd</sup> Place—St. Johns River State College

11b. Best Bang for the Buck (Over 10,000 FTE)

1<sup>st</sup> Place—Miami Dade College

2<sup>nd</sup> Place—Florida State College at Jacksonville

12a. Brochure (Under 10,000 FTE)

1<sup>st</sup> Place—College of Central Florida

2<sup>nd</sup> Place—Pasco-Hernando State College

3<sup>rd</sup> Place—Polk State College

12b. Brochure (Over 10,000 FTE)

1<sup>st</sup> Place—Miami Dade College

2<sup>nd</sup> Place—Broward College

3<sup>rd</sup> Place—St. Petersburg College

13. Brochure – The Arts

1<sup>st</sup> Place—Broward College

2<sup>nd</sup> Place—Pasco-Hernando State College

3<sup>rd</sup> Place—Polk State College

14a. Campaign (Under 10,000 FTE)

- 1<sup>st</sup> Place—Florida Gateway College
- 2<sup>nd</sup> Place—State College of Florida, Manatee-Sarasota
- 3<sup>rd</sup> Place—Pensacola State College

14b. Campaign (Over 10,000 FTE)

- 1<sup>st</sup> Place—Miami Dade College
- 2<sup>nd</sup> Place—Hillsborough Community College
- 3<sup>rd</sup> Place—Tallahassee Community College

16. Direct Mail Piece/Campaign

- 1<sup>st</sup> Place—Pensacola State College
- 2<sup>nd</sup> Place—St. Johns River State College
- 3<sup>rd</sup> Place—Pensacola State College

17. Display/Presentation Board

(too few entries to judge)

18. Faculty-Advised Student Publication

- 1<sup>st</sup> Place—College of Central Florida
- 2<sup>nd</sup> Place—Tallahassee Community College

19. Foundation – Fundraising Piece

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—St. Johns River State College
- 3<sup>rd</sup> Place—Santa Fe College

20a. Magazine (Under 10,000 FTE)

- 1<sup>st</sup> Place—Pasco-Hernando State College
- 2<sup>nd</sup> Place—College of Central Florida
- 3<sup>rd</sup> Place—State College of Florida, Manatee-Sarasota

20b. Magazine (Over 10,000 FTE)

- 1<sup>st</sup> Place—Daytona State College
- 2<sup>nd</sup> Place—Daytona State College
- 3<sup>rd</sup> Place—St. Petersburg College

21. Newsletter – Print

- 1<sup>st</sup> Place—Eastern Florida State College
- 2<sup>nd</sup> Place—Northwest Florida State College

22. Newsletter – Digital

- 1<sup>st</sup> Place—Florida State College at Jacksonville
- 2<sup>nd</sup> Place—Pasco-Hernando State College

23. Best Photography in a Published Piece

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Santa Fe College
- 3<sup>rd</sup> Place—Santa Fe College

24a. Poster (Under 10,000 FTE)

- 1<sup>st</sup> Place—College of Central Florida
- 2<sup>nd</sup> Place—State College of Florida, Manatee-Sarasota
- 3<sup>rd</sup> Place—Florida Gateway College

24b. Poster (Over 10,000 FTE)

- 1<sup>st</sup> Place—Santa Fe College
- 2<sup>nd</sup> Place—Indian River State College
- 3<sup>rd</sup> Place—Santa Fe College

25a. Redesign (Under 10,000 FTE)

- 1<sup>st</sup> Place—Northwest Florida State College
- 2<sup>nd</sup> Place—St. Johns River State College
- 3<sup>rd</sup> Place—Pasco-Hernando State College

25b. Redesign (Over 10,000 FTE)

- 1<sup>st</sup> Place—Indian River State College
- 2<sup>nd</sup> Place—Florida State College at Jacksonville
- 3<sup>rd</sup> Place—Eastern Florida State College

26a. Single Sheet Flier (Under 10,000 FTE)

- 1<sup>st</sup> Place—Pensacola State College
- 2<sup>nd</sup> Place (tie)—College of Central Florida
- 2<sup>nd</sup> Place (tie)—South Florida State College
- 3<sup>rd</sup> Place—State College of Florida, Manatee-Sarasota

26b. Single Sheet Flier (Over 10,000 FTE)

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Florida State College at Jacksonville
- 3<sup>rd</sup> Place—Florida State College at Jacksonville

27. Social Media – Paid

- 1<sup>st</sup> Place—Indian River State College
- 2<sup>nd</sup> Place—Seminole State College
- 3<sup>rd</sup> Place—North Florida College

28a. Social Media – Unpaid (Under 10,000 FTE)

- 1<sup>st</sup> Place—St. Johns River State College
- 2<sup>nd</sup> Place (tie)—North Florida College
- 2<sup>nd</sup> Place (tie)—Northwest Florida State College
- 3<sup>rd</sup> Place—North Florida College

28b. Social Media – Unpaid (Over 10,000 FTE)

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Seminole State College
- 3<sup>rd</sup> Place—Seminole State College

29. Specialty Advertising/Promotion Item

- 1<sup>st</sup> Place—Miami Dade College
- 2<sup>nd</sup> Place—Santa Fe College
- 3<sup>rd</sup> Place—St. Johns River State College

30a. Student Handbook/Orientation Guide (Under 10,000 FTE)

- 1<sup>st</sup> Place—State College of Florida, Manatee-Sarasota
- 2<sup>nd</sup> Place—Polk State College

30b. Student Handbook/Orientation Guide (Over 10,000 FTE)

- 1<sup>st</sup> Place—Eastern Florida State College
- 2<sup>nd</sup> Place—Daytona State College

31. Trendsetter

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Northwest Florida State College
- 3<sup>rd</sup> Place—St. Johns River State College

32. Video/Digital Promotion

- 1<sup>st</sup> Place (tie)—Gulf Coast State College
- 1<sup>st</sup> Place (tie)—Palm Beach State College
- 2<sup>nd</sup> Place—Santa Fe College
- 3<sup>rd</sup> Place (tie)—College of Central Florida
- 3<sup>rd</sup> Place (tie)—Florida State College at Jacksonville

33a. Viewbook/Recruitment Piece (Under 10,000 FTE)

- 1<sup>st</sup> Place—St. Johns River State College
- 2<sup>nd</sup> Place—Florida Gateway College
- 3<sup>rd</sup> Place—College of Central Florida

33b. Viewbook/Recruitment Piece (Over 10,000 FTE)

- 1<sup>st</sup> Place—Indian River State College
- 2<sup>nd</sup> Place—Florida SouthWestern State College
- 3<sup>rd</sup> Place (tie)—Daytona State College
- 3<sup>rd</sup> Place (tie)—Tallahassee Community College

34. Website

- 1<sup>st</sup> Place—Indian River State College
- 2<sup>nd</sup> Place—Hillsborough Community College
- 3<sup>rd</sup> Place—Gulf Coast State College

35. Microsite/Landing Page

- 1<sup>st</sup> Place—Hillsborough Community College
- 2<sup>nd</sup> Place—Tallahassee Community College
- 3<sup>rd</sup> Place—St. Petersburg College

Exemplary Practice/Overall Campaign

- 1<sup>st</sup> Place—Tallahassee Community College
- 2<sup>nd</sup> Place—Miami Dade College
- 3<sup>rd</sup> Place—Seminole State College

Best in Show (Under 10,000 FTE)

St. Johns River State College—Redesign

Best in Show (Over 10,000 FTE)

Gulf Coast State College—Video/Digital Promotion