

2021 Holle Award for Excellence in Sports Media
Deadline: Wednesday, December 15, 2021 at 5:00 p.m.

The University of Alabama College of Communication & Information Sciences seeks to recognize and celebrate leaders in creativity. The Holle Awards in Excellence are designed to celebrate and reward student achievement in the areas of book arts, media writing, public speaking, screenwriting, filmmaking, sports media and forensic competition. This annual award includes a \$10,000 prize for the winner of each category.

The Holle Awards in Excellence highlight and celebrate creative expression nationally, and encourage partnerships among communication and other disciplines. As communication continues to evolve throughout the 21st century, the awards will encourage innovative, out-of-the-box thinking from students, faculty and communication professionals.

The Holle Award for Excellence in Sports Media is awarded annually to any undergraduate student, both nationally and internationally, working on sport and social issue-related projects. Nominated artifacts could be submitted in many manners, but must be consumable in 10 minutes or less. Options include (but are not limited to) long-form sports journalism writings, documentary sport films, single-issue public relations campaigns, development of useful mobile applications, or web-based interactive content. However, the common thread would be the betterment or knowledge of a social issue in the context sport in society.

Applications for the Holle Award for Excellence in Sports Media will close on December 15, 2021 with the winner announced at the International Association for Communication & Sport Summit (held in 2022 in March 2022 in Philadelphia, PA). Nominees will be evaluated on breadth and depth of the social issue presented, ability to interweave sport into broader societal concerns, and quality of overall presentation.

Who's eligible? Nominees can be any student (national or international) who is either a current undergraduate student or student who has graduated at the undergraduate level in 2021.