

STAR AWARDS

TELECOMMUNICATIONS REMAINS THE MAGIC KINGDOM

CALL FOR ENTRIES



STATES OF CALIFORNIA AND NEVADA

TELEVISION

ACCESS

RECOGNITION AWARDS

Winners will be announced

May 11, 2017

"If you can dream it, you can do it."

ALWAYS REMEMBER THAT THIS WHOLE THING WAS STARTED WITH A DREAM AND A MOUSE."

WALT E. DISNEY

SCAN NATOA INC. TWENTY-FIRST ANNUAL **SPRING CONFERENCE**

Disney's Grand Californian Hotel & Spa | 1600 Disneyland Drive | Anaheim | California

"Today is a good day to trip." -- QUASIMODO (THE HUNCHBACK OF NOTRE DAME)

CALL FOR ENTRIES

TO RECOGNIZE OUTSTANDING COMMUNITY TELEVISION PROGRAMMING
IN THE STATES OF CALIFORNIA AND NEVADA



DEADLINE TO ENTER:

March 17, 2017

Winners will be announced on Thursday, May 11, 2017, at the STAR Awards luncheon at The Grand California Hotel | 1600 Disneyland Dr, Anaheim | California.

BACKGROUND

The *STAR Awards* were established in 1996 to recognize outstanding programs produced by public, educational, and/or government access facilities serving California and Nevada communities.

ELIGIBILITY CRITERIA

All entries must:

- Be submitted by jurisdictions located in the States of California or Nevada.
- Be produced primarily in-house.
- Have been cablecast April 9, 2016 through March 17, 2017.
- Be submitted to YouTube.com or any other on-line video hosting site.
- Include the official entry form and entry fees and email to MSmith@TorranceCA.Gov.
- Be received no later than Thursday, March 17, 2017, at 4:00 p.m.

JUDGING PROCESS

Three to five judges representing a Producer, Production, Manager (at minimum) will view programs in the forty-six categories. Judges will select up to three finalists in each category. Entries will be rated on content, creativity, and technical quality.

The winners will be announced at the Twenty-First Annual STAR Awards Ceremony on May 11, 2017.

AWARDS

The winner in each category will receive the **STAR AWARD**. Additional **STARS** can be ordered at the winner's expense. Winners may send email to MSmith@TorranceCA.Gov for details. Finalists will receive certificates. No additional certificates can be ordered.

STAR AWARD CATEGORIES

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| 1. | Channel Website | You must submit Internet address along with a printout from the first page. <i>Color print required.</i> |
| 2. | Social Media Efforts | Provide examples of effectiveness along with number of fans/followers, sites/delivery (i.e. Blogs, Instagram, Facebook Live, Periscope, Snapchat, Twitter, YouTube, etc.), workflow. |
| 3. | Best use of Graphics | A program that integrate graphics in a seamless, superior way that enhances the user experience. Only static graphics judged. |
| 4. | Best use of Set Design | A program that features a set design that compliments the show in a superior way. |
| 5. | Best use of Sound/Sound Design | A program where sound is delivered in a seamless, superior way that enhances the user experience. |
| 6. | Best use of animation or motion graphics | A program that integrate animation or motion graphics in a seamless, superior way that enhances the user experience. Only animation and motion graphics judged. |
| 7. | Best City Services Information Video Over \$400K | A video whose purpose is to explain a city service, policy or process. Examples might include how to get a library card, how to apply for a permit, how the city recycles water, what code enforcement officers do, etc. |
| 8. | Best City Services Information Video Under \$400K | A video whose purpose is to explain a city service, policy or process. Examples might include how to get a library card, how to apply for a permit, how the city recycles water, what code enforcement officers do, etc. |
| 9. | Community Event Coverage Over \$400K | Coverage of a community event (parade, open-house, dedication, etc.) |
| 10. | Community Event Coverage Under \$400K | Coverage of a community event (parade, open-house, dedication, etc.) |
| 11. | Documentary – Profile Over \$400K | Non-fiction program, which profiles an individual or group in-depth, and is, produced primarily on-location or using historical footage. |
| 12. | Documentary – Profile Under \$400K | Non-fiction program, which profiles an individual or group in-depth, and is, produced primarily on-location or using historical footage. |
| 13. | Documentary - Social | Non-fiction program, which treats a single event or issue in-depth, and is, produced primarily on-location or using historical footage. |
| 14. | Economic Development Over \$400K | A program or series of programs related to the attraction, retention, and or support of local businesses. |
| 15. | Economic Development Under \$400K | A program or series of programs related to the attraction, retention, and or support of local businesses. |
| 16. | Election Coverage | A program or series of programs related to elections including forums, returns, ballots, voter education, and primaries. |
| 17. | Environmental | A program or series of programs regarding environmental conservation, recycling, |

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| | | renewal resources, and other programs related to sustainability. |
| 18. | EVERY 15-MINUTES | Coverage of a program focusing on high school juniors and seniors, which challenges them to think about drinking, driving, personal safety, and the responsibility of making mature decisions. Along with alcohol-related crashes, it focuses on the impact that their decisions would have on family and friends. |
| 19. | Instructional | A program or series of programs that provides instructions, including arts and crafts, exercise, cooking, etc. |
| 20. | Live Programming | Program that is delivered live to a cable television or broadcast audience. |
| 21. | Magazine Format | In-studio program that combine a number of different elements such as interviews, how-to-segments, and features. |
| 22. | Municipal Channel Promotion | A short spot (60 seconds or less) intended to encourage overall viewership of the channel or a program running on the channel. |
| 23. | News - Single Story | Under 15-minute story on any topic. Must be part of a regular news or magazine series. |
| 24. | News - Live | <u>Must produce a live-to-air news show in a daily, weekly, or monthly series.</u> A minimum of three segments showing diverse elements of the news program from a minimum of three consecutive episodes of the series. Segments may include, but are not limited to, a mix of news features, sports, and commentary. |
| 25. | News - Weekly | <u>Must produce at least 48 shows per calendar year in the series.</u> A minimum of three ten-minute segments showing diverse elements of the news program from a minimum of three consecutive episodes of the series. Segments may include, but are not limited to, a mix of news features, sports, and commentary. |
| 26. | News - Monthly | <u>Must produce at least 12 shows per calendar year in the series.</u> A minimum of three ten-minute segments showing diverse elements of the news program from a minimum of three consecutive episodes of the series. Segments may include, but are not limited to, a mix of news features, sports, and commentary. |
| 27. | Performing Arts | Coverage of a play, concert, dance, or other performance in a multi-camera production. |
| 28. | Promotion | A short spot (under 5-minutes) that focuses on a single issue, topic or cause of a government related issue, topic or cause. |
| 29. | Public Affairs | In-depth treatments of civic or governmental issues, i.e. mayoral show, town hall, press conference, summit, debate or conferences. |
| 30. | Public Safety Under \$400K | In-depth treatment of public safety issues focused on subjects of concern to a community (i.e. flood, weather, fire, police, structural) |
| 31. | Public Safety Over \$400K | In-depth treatment of public safety issues focused on subjects of concern to a community (i.e. flood, weather, fire, police, structural) |

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| 32. | Public Service Announcement Under \$400K | Single spot (not to exceed 60 seconds) related to a local government agency supported or sponsored issue, topic or cause. |
| 33. | Public Service Announcement Over \$400K | Single spot (not to exceed 60 seconds) related to a local government agency supported or sponsored issue, topic or cause. |
| 34. | Public/Community Meetings | A minimum of three ten-minute segments showing examples of live gavel-to-gavel coverage of meetings of like type (i.e. Council/Commission/Committee/School Board meetings). |
| 35. | Senior Citizen Audience | Program(s) targeting traditional senior community or issues concerning aging. |
| 36. | Special Audience | Program(s) targeting traditionally under-served audiences (i.e. physically impaired, non-English, homeless, abused, training, etc.) |
| 37. | Sports Event Coverage | Live-to-media coverage of an entire sports event in a multi-camera production. |
| 38. | Sports Show | Sports highlight show from a regular series. May not be single event coverage or a single package. <i>Think Sports Center.</i> |
| 39. | Teen or Youth Audience | Program(s) for and/or about youth. |
| 40. | Talk Show Under \$400K | Studio programming with discussions or interviews among two or more people designed to inform; the total running time of all b-roll must not exceed six minutes. |
| 41. | Talk Show Over \$400K | Studio programming with discussions or interviews among two or more people designed to inform; the total running time of all b-roll must not exceed six minutes. |
| 42. | Video Bloopers of the Year | Short out-takes or comical moments which never made it into the final edit. NO ENTRY FEE REQUIRED. |
| 43. | Video Text/Bulletin Board | Excerpts highlighting content, variety, and timeliness of messages on channels delivering this information to the public. |
| 44. | Overall Excellence in Government Programming Under \$400,000 Operating Budget | Program up to fifteen minutes, consisting of a minimum of one excerpt from <u>at least ten</u> different programs. Excerpts must be separated by five-second silent slates. NO ADDITIONAL POST-PRODUCTION PERMITTED* |
| 45. | Overall Excellence in Government Programming Over \$400,000 Operating Budget | Program up to fifteen minutes, consisting of a minimum of one excerpt from <u>at least ten different programs</u> . Excerpts must be separated by five-second silent slates. NO ADDITIONAL POST-PRODUCTION PERMITTED* |

*SCAN will automatically reestablish budget range based on the number of entries to maintain competitive categories

**SCAN will offer a refund or alternative category option if sufficient entries are not received for any category

HOW TO ENTER

1. Choose the category which best describes your program.
2. Entry forms must be submitted by email only.
3. Complete on-line "Entry Form", print to PDF (no jpg, gif, png), and email to MSmith@TorranceCA.Gov. Please do not include supporting material (*except entry contains non English audio*).
4. Be certain to include a clear tested link to program(s) or website. Make sure the online title and entry title match.
5. Be sure to enter the start point that you wish judges to consider that best represents your entry. Judges will view a minimum of 5 minutes.
6. Your email submission will be considered signature authorization of entry.
7. A program may be entered in more than one category (if it fits the description).
8. Programs entered in the wrong category or technically unable to view will be disqualified at the discretion of the judging team. No refunds.
9. **Pay online, but if by check** include total entry fee **payable to the "SCAN NATOA INC."** and mail to:

SCAN c/o TORRANCE CITY CABLE

Attn: **STAR AWARDS**

City of Torrance | 3350 Civic Center Drive | Torrance CA 90503

No later than March 17, 2017 at 4:00 p.m.

