

STAR AWARDS

2023 SCAN NATOA Excellence in Government
Programming Awards

Call for Entries

S
States of California and Nevada

T
Television

A
Access

R
Recognition Awards

Winners will be announced

May 18, 2023

At the STAR Awards Ceremony
in Long Beach

DEADLINE TO ENTER MARCH 1, 2023

Call for Entries

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

Deadline to enter:

March 1, 2023

Winners will be announced on Thursday, May 18, 2023 at the **STAR AWARDS** Ceremony in Long Beach

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 or streamed **May 20, 2022 through February 28, 2023**.
- Use the on-line official entry form. Submit entry fees to MSmith@TorranceCA.Gov via check or PayPal.
- Be submitted for judging to YouTube.com or any other on-line video hosting site.
- Be received no later than **Wednesday, March 1, 2023 at 11:59 p.m.**

Judging Process

Three to five judges representing a Producer, Production, and/or Manager (at minimum) will view programs in the fifty-one 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 26th Annual
STAR AWARDS Ceremony
on May 18, 2023 in Long Beach, CA

The winner in each category will receive a **STAR AWARD**. Additional **STAR AWARDS** can be ordered at the winner's expense. Winners may send email to Suzanne.Bartole@SDCounty.CA.Gov for details or questions. Finalists will receive certificates.

STAR AWARDS Categories

1.	Social Media Efforts/Website	Provide examples of creative and engaging use of social media. Include number of fans/followers, sites (i.e. Instagram, Facebook, Twitter, YouTube, City/County Website, etc.)
2.	Animal Services	A program or series promoting animal welfare, protection and pet adoptions. Program can also highlight local organizations or businesses that help promote pet adoptions, promote healthy relationships with pets, pet care and safety.
3.	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.
4.	Best City Services Information Video	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, what code enforcement officers do, etc.
5.	Community Event Coverage	Coverage of a community event (parade, open-house, dedication, etc.)
6.	Diversity/Equity/Inclusion	Program(s) targeting traditionally under-served audiences to help create an awareness or positive change (i.e. LGBTQ, racism, physically impaired, non-English, homeless, etc.)
7.	Documentary – Profile	Non-fiction program, which profiles an individual or group in-depth, and is, produced primarily on-location or using historical footage.
8.	Documentary – Historical	Non-fiction program, which profiles a historical event, individual or group in-depth, and is, produced primarily on-location or using historical footage.
9.	Documentary - Social	Non-fiction program, which treats a single event or issue in-depth, and is, produced primarily on-location or using historical footage.
10.	Economic Development	A program or series of programs related to the attraction, retention, and or support of local businesses.
11.	Election Coverage	A program or series of programs related to elections including forums, returns, ballots, voter education, and primaries.
12.	Employee Profile – NEW!	A program or series of programs profiling a City or County employee.
13.	Department Profile – NEW!	A program or series of programs profiling a City or County Department.
14.	Environmental	A program or series of programs regarding environmental conservation, recycling, renewal resources, and other programs related to sustainability.
15.	Ethnic Experience	Examines people, places and events from a distinct cultural tradition (i.e. a celebration of a culture).
16.	Food and Travel	A non-fiction program designed to promote businesses and people in the restaurant & culinary industries. And ways to best navigate within their communities.

17.	Human Interest	Stories that appeal to the human spirit. A non-fiction program (series or individual project) designed to identify with people, problems, solutions and situations described, often time's even creating awareness or prompting action. Topic of the program could range from people, organizations, places and events.
18.	Instructional	A program or series of programs that provides instructions, including arts and crafts, exercise, cooking, etc.
19.	Lifestyle	A non-fiction program (series or individual project) designed to promote hobbies, passions, and a way of life by an individual, group, organization or culture. Designed to improve people's health and well-being through wellness tips, advice, reviews of products or services. Cultivate better relationships with people and/or with pets, children, seniors, families.
20.	Magazine Format	Various stories of regional interest designed to entertain and inform. A program that combine a number of different elements such as interviews, how-to-segments, and features.
21.	Military	A program story or segment meant to educate the public on military or veterans' issues. An individual program story or segment or a single episode within a series.
22.	News - Single Story	Under 15-minute story on any topic. Can be part of a regular news or magazine series.
23.	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.
24.	News – Weekly or Monthly	<u>Must produce a live-to-media news show in a weekly, or monthly 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.
25.	Parks and Recreation	Program or story about a park, recreation center, athletic field or parks related program or service.
26.	Performing Arts	Coverage of a play, concert, dance, or other performance in a multi-camera production.
27.	Promotion Under \$400K	A short spot (under 5-minutes) that focuses on a single issue, topic or cause of a government related issue, topic or cause.
28.	Promotion Over \$400K	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 Health	In-depth treatment of public health issues focused on subjects of concern to a community i.e. mental health, flu, immunizations. An individual program story or segment or a single episode within a series.

31.	Public Safety	In-depth treatment of public safety issues focused on subjects of concern to a community (i.e. fire, police/Sheriff, probation, public works).
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.	Sports Programming	Sports highlight show from a regular series or a single event coverage or a single package.
37.	Talk Show	Studio programming with discussions or interviews among two or more people designed to inform.
38.	Overall Excellence in Government Programming Under \$400,000 Operating Budget	A minimum of 10 different original programs that best represent your organization. Separated by slates. The submission must showcase the variety of content on your government media platforms. Entry duration may not exceed 15 minutes.
39.	Overall Excellence in Government Programming \$400,000 to \$800,000 Operating Budget	A minimum of 10 different original programs that best represent your organization. Separated by slates. The submission must showcase the variety of content on your government media platforms. Entry duration may not exceed 15 minutes.
40.	Overall Excellence in Government Programming Over \$800,000 Operating Budget	A minimum of 10 different original programs that best represent your organization. Separated by slates. The submission must showcase the variety of content on your government media platforms. Entry duration may not exceed 15 minutes.

*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. Fill out entry form for each entry. Must be submitted by using on-line form only.
3. Submit entries using the SCAN NATOA website at www.SCANNATOA.org or directly to the on-line form at: [2023 Star Awards Entry \(Google document\)](#).
4. Be certain to include a working hyperlink 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. For payment questions contact MSmith@TorranceCA.Gov, for entry questions contact Suzanne.Bartole@SDCounty.CA.Gov.
7. Your on-line google doc entry form submission will be considered signature authorization of entry.
8. A program may be entered in more than one category (if it fits the description), but a separate form and entry fee are required.
9. Programs entered in the wrong category or technically unable to view will be disqualified at the discretion of the judging team. No refunds.
10. Must submit a FedEx, UPS or similar shipping number to receive your Trophy. You can submit that information after winners are announced.
11. **Pay online or by Check.** Entry fee for members is \$35 and non-members is \$55. If you submit 10 or more entries the cost for each entry is reduced to \$30 for members and \$50 for non-members. **Checks payable to "SCAN NATOA INC."** and mail to:

SCAN c/o Torrance CitiCABLE

Attn: **STAR AWARDS**

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

No later than March 1, 2023 at 11:59 p.m.