

2024 ANNUAL TATO A PROGRAMMING AWARDS CALL FOR ENTRIES

DEADLINE FOR ENTRIES IS FRIDAY, AUGUST 2, 2024

SUBMIT ENTRIES ONLINE AT <https://www.filmfreeway.com/TATO A>

PLEASE SUBMIT EACH ENTRY INDIVIDUALLY

Annual Operating Budget

For our purposes, TATO A defines budget as the organization’s combined cost salary and benefits of staff that are involved in video production. Not included are facility costs, utilities, etc.

DO NOT INCLUDE PEG FUNDING.

In order to best achieve competing “like to like”, TATO A divides the contest entries into two operating budget tiers so that similarly sized teams with comparable workloads compete against each other.

*For reasons such as “piloting” a new category, or to ensure that there are enough total entries into a category, the budget division tiers may be combined into one tier.

<i>Category</i>	<i>Name</i>	<i>Description</i>
1	Community Event Coverage (Operating Budget to \$300,000)	Coverage of a community event (parade, festival, performing arts, sports, etc.).
2	Community Event Coverage (Operating Budget over \$300,000)	
3	Public Affairs	Unedited (live-to-tape) production of a civic or governmental issue (public meeting coverage, town hall, debate, election coverage, etc.).
4	Documentary (Operating Budget to \$300,000)	In-depth treatment of non-fiction single event/issue or of an individual or group that is produced primarily on-location or with historical footage.
5	Documentary (Operating Budget over \$300,000)	
6	Public Education (Operating Budget to \$300,000)	Program produced to educate the public on a specific issue (i.e., recycling, transportation, and water conservation).
7	Public Education (Operating Budget over \$300,000)	
8	Instruction/Training	Must be produced for teaching/training purposes (i.e. staff orientations).
9	Interview/Talk Show	Must include in-studio or on-location interviews; pre-produced segments must not exceed 50% of program (mayoral show, studio talk show).

10	Profile of an Organization or Department (Operating Budget to \$300,000)	Highlights aspects (resources, services or staff) of an organization or department.
11	Profile of an Organization or Department (Operating Budget over \$300,000)	
12	Profile of an Individual (Operating Budget to \$300,000)	Highlights the personal story, professional performance, or community involvement of a municipal worker, public figure, or community resident.
13	Profile of an Individual (Operating Budget over \$300,000)	
14	Public Health	In-depth treatment of public health issue (medical or general health related).
15	Law Enforcement	In-depth treatment of law enforcement subjects. An individual program, story or segment, or a single episode within a series. Judges will be required to view only ten minutes. Entry can be either the entire program, a continuous unedited 10-minute segment, or up to three (3) segments separated by black depicting beginning, middle and end.
16	Fire Department	In-depth treatment of fire subjects. An individual program, story or segment, or a single episode within a series. Judges will be required to view only ten minutes. Entry can be either the entire program, a continuous unedited 10-minute segment, or up to three (3) segments separated by black depicting beginning, middle and end.
17	Special Audience	Programs targeting specific audiences (non-English speaking, seniors, children, physically impaired, ethnic, etc.).
Magazine Format Entries		
18	Magazine Format Series	See Rules Below.

*Programs must be individual programs with the same title or theme; and be programs that contain a number of different production elements (interviews, how-to segments, features). Series must be produced on an on-going basis with at least **three** separately produced and scheduled episodes or segments within the awards year (includes news shows). The entry must consist of **one continuous excerpt from at least 3 different programs in the series. Each excerpt not to exceed five minutes in length for a total not exceeding 15 minutes. Excerpts must be separated by silent slates not to exceed five seconds in length.***

19	Public Service Announcement (Operating Budget to \$300,000)	Single spot (not to exceed 2 minutes) related to a locally supported or sponsored issue, topic, cause or service.
20	Public Service Announcement (Operating Budget over \$300,000)	
21	PSA Campaign	A minimum of three spots, (not to exceed 2 minutes each) tied to the same campaign that are related to a locally supported or sponsored issue, topic, cause or service.
22	Event/ Program Promotion (Operating Budget to \$300,000)	Single spot (not to exceed 2 minutes) promoting a city, school district, organization, community event or specific program on channel.
23	Event/ Program Promotion (Operating Budget over \$300,000)	
24	Use of Humor (Operating Budget under \$300,000)	A program, feature segment, event, promotion or PSA that uses comedy, parody, satire or other humorous elements to relay information and entertain the viewer. Entry should not exceed 10 minutes in length.
25	Use of Humor (Operating Budget over \$300,000)	
26	Animal Services (Combined Category)	A feature, story, segment, PSA, program, or series that focuses on animal services, programs, support, or adoption programs.
27	Military (Combined Category)	A program, story or segment meant to educate the public on military or veterans' issues.
28	Parks & Rec (Operating Budget under \$300,000)	Program or story about a park, rec center, athletic field or parks related program or service. Segment or a single episode within a series.
29	Parks & Rec (Operating Budget over \$300,000)	
30	Arts & Entertainment	A story or segment dealing with general entertainment, variety, the performing arts, and artist or artistic group profiles.
31	Partnership Production	Programming produced with assistance from outside your organization. Entry should not exceed 10 minutes in length.

32	Ethnic Experience	Examines people, places, and events from a distinct cultural tradition. (i.e., a celebration of a culture).
33	Diversity/Equity/ Inclusion	For excellence in content focused on topics including racism, discrimination, inequity, LGBTQ, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or affect positive change.
34	Editing	This award is intended to recognize excellence in the art and craft of editing. The entry should display a skillful use of timing, transitions and creativity. NOTE: In your online entry in the DESCRIPTION BOX, explain how the editing techniques enhanced the effectiveness of the program.
35	Sound	This award is intended to recognize excellence in the art and craft of sound capture and/or design. The entry should display a skillful use of high quality audio elements and mixing of those elements.
36	Videography/Cinematography	This award is intended to recognize excellence in the art and craft of videography. The entry should display a skillful use of framing, composition, camera moves, camera angles, use of on-camera filters, and creativity. NOTE: Entries displaying high levels of post-production effects are discouraged from entering this category and judges will be instructed to not consider these post-production elements when judging an entry.
37	News Style - Spot News/ Event Coverage	This category is exclusive to the style of a news package and can include a reporter stand-up or could be a nat-sound package relating to

		a “Breaking News” type of event, or coverage of an organization-sponsored event.
38	News Style - Feature	This category is exclusive to the style of a news package and can include a reporter stand-up or could be a nat-sound package that features a location, person, or anything else that you think spotlights something unique within your organization or City.
39	Energy Conservation (Sponsored by TCAP) *NO ENTRY FEE*	Special thanks to the Texas Coalition for Affordable Power (TCAP) for sponsoring this new category. TCAP will cover the cost of your entry fees for any type of video related to any electricity conservation effort. Entries can be produced by your organization, or by your municipally-owned public electric utility. In this open category, we are accepting PSA’s, commercials, interviews, news package, ANYTHING! Entries need to have been produced after January 1, 2020. No time limit.
40	Best Use of Video for Social Media	NOTE- Videos entered into this category should be conceived and executed for social media platforms, whether or not they were modified for or otherwise aired on a PEG channel at a later time. Entries should display an effective and creative use of a short form video tailored for social media platforms/users.
OVERALL EXCELLENCE CATEGORIES		
41	Storytelling	For excellence in the execution of telling your story i.e. three act structure, plot progression, character development, etc. Was your piece memorable?

42	Overall Excellence in Programming (Operating Budget up to \$300k)	Entry up to 15 minutes, consisting of a minimum of one excerpt from at least ten different programs (PSAs, magazine shows, documentaries, bulletin board, public meetings, etc.); <i>must be separated by silent slates not to exceed five seconds in length.</i> NO ADDITIONAL POST PRODUCTION WORK PERMITTED!
43	Overall Excellence in Programming (Operating Budget Over \$300k)	

Eligibility

Both TATO A members and non-members are eligible to submit entries. All entries must be submitted by jurisdictions (city, county, school district, non-profit entity producing government and/ or education programming) located in Texas and produced primarily (more than 50%) in-house.

Entries must be initially posted between June 1, 2023 and May 31, 2024 and must have all rights and clearances for contents of video (music, clips, etc.). See *Entry Requirements* for more information on entries.

Entry Requirements

- All entries must meet Eligibility (see above).
- Program may be entered in **NO MORE THAN** two categories.
- All entries must submit a separate Entry Form for each submission.
- **Entries may only be submitted at [FilmFreeway http://www.filmfreeway.com/TATO A](http://www.filmfreeway.com/TATO A)**

YouTube or Vimeo: Entries under 250mb may be uploaded along with your entry. (Remember only one upload per entry) or must be posted online using either YouTube or Vimeo.

Please copy and paste video URL into Entry Form to ensure the correct link is submitted. There is no need to upload an existing video to YouTube or Vimeo with slate information. However, please ensure video meets requirements below for each category.

- Categories 1-16: Entries must be one continuous segment up to 10 minutes or up to three segments from the same program with each segment separated by 3 to 5 seconds of black and running up to a **maximum of 10 minutes**.
- Categories 17 and 18: Programs must be individual programs with the same title or theme; and be programs that contain a number of different production elements (interviews, how-to segments, features). The entry must consist of one continuous excerpt from **at least 3 different programs in the series**. Each excerpt not to exceed five minutes in length **for a total not exceeding 15 minutes**. Excerpts must be separated by silent slates not to exceed five seconds in length.

- Category 39: The Texas Coalition for Affordable Power is sponsoring this new category. TCAP will cover the cost of your entry fees for any type of video related to any electricity conservation effort. Entries can be produced by your organization, or by your municipally-owned public electric utility. In this open category, we are accepting PSA's, commercials, interviews, news packages...ANYTHING!
- Overall Excellence: **Entry up to 15 minutes**, consisting of a minimum of one excerpt from **at least ten (10) different programs** (PSAs, magazine shows, documentaries, bulletin board, public meetings, etc.); must be separated by silent slates not to exceed five seconds in length. Post it the way it aired.
NO ADDITIONAL POST PRODUCTION WORK PERMITTED!
- **DEADLINE:** All entries must be submitted by or before **Tuesday, August 1, 2023**. **Late entries may not be accepted.**

Entry Fees

- \$50 per entry for TATOA members
- \$65 per entry for non-TATOA members
- No Refunds
- **The FilmFreeway platform does not accept payment by check and requires payment via credit card or PayPal.** Please contact Dan Bach, at DBach@GarlandTX.gov if this will create a **SIGNIFICANT** hardship.

Judging Process/Criteria

- Judging will be conducted by a panel of at least three qualified judges, and will occur between August 19th, 2024 and September 6th, 2024. Judges can select up to three finalists in each category based on accumulated points.
- Entries will be rated on content, creativity, concept, and technical quality. When judging, please be consistent when awarding bonus points.
- Finalists will be announced via email and website by Friday, September 13th, 2024.
- ***First, second, and third place winners will be announced at the 24th Annual TATOA Programming Awards dinner gala on Thursday, Nov. 7, 2024 at our annual conference to be held in Austin, Texas.***

***ATTACH THE GUIDING PRINCIPLES OF THE CONTEST**