



NOW OPEN!
T A T O A
**GOVERNMENT
PROGRAMMING
AWARDS**

**OVER 50 CATEGORIES
TO CHOOSE FROM!**

ENTER:
WWW.FILMFREEWAY.COM/TATOA

**ENTRIES ACCEPTED
JULY 2 - AUGUST 1, 2025**

Categories: www.TATOATEXAS.org

Entries for TATOA's 2025 Government Programming Awards are now being accepted through **Aug. 1, 2025.**

We have many new categories this year, and there are no longer combined budget categories. If a category does not have enough entries, it will be combined into one budget tier come judging time.

WHICH BUDGET AM I IN?

Categories are broken into budget tiers. (Over 300K or Under 300K). If your Film and Audio production staff have combined salary and benefits over 300K, you are considered a larger city and will submit into "Over 300K" categories. Typically, a full-time production team of 3-4 or more is the cut-off for over 300K.

Not included are facility costs, utilities, etc. **DO NOT INCLUDE PEG FUNDING.**

Submissions need to have been produced and released between **June 1, 2024** and **July 1, 2025.** The cost of each entry is \$60 for members and \$75 for non-member organizations. TATOA Members **MUST USE CODE "TATOAMEMBER"** to get your member discount applied at checkout. You can renew your membership at Tatoatexas.org/Membership

How Many times can I enter in a video?

A video can be entered into 2 categories and Best Overall. If you plan to enter 1 video into 2 categories **YOU MUST** create separate film freeway submissions for each category you plan on submitting that video to.



Government Programming Awards

Why

- The TATOA GPA contest is the primary opportunity for government organizations across Texas to submit their video work to an awards contest.
- The goal is to recognize and honor the great government programming produced across the state with awards.

How

- Facilitate a fair and easy process to participate in the contest.
- Offer categories that align with the content that government organizations are producing.
- Utilization of a peer-judging process in which professionalism and fairness are stressed.
- Produce a professional and accurate awards presentation ceremony.
- Ensure that awards are received by the winning organizations.

Fairness

These guiding principles for fairness are in place to balance the competition in light of the differences between organizations and the work that teams perform as video content creators.

- Competing “like to like”
 - o Offer as many well-defined and distinctive categories as possible so that the various types of content can be judged alongside similar content.
 - o Divide 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 entries into a category, the budget division tiers may be combined into one tier at the Board’s discretion.
- Easy and non-discriminatory
 - o Facilitate an easy submittal process and peer-judging process that are non-discriminatory. Be available to answer questions, make corrections, and address any other issues that arise throughout

TATOA 2025 Categories

CAT 1. - Community Event Coverage - Under \$300k

Coverage of a community event (parade, festival, performing arts, sports, etc).

CAT 2. - Community Event Coverage - Over \$300k

Coverage of a community event (parade, festival, performing arts, sports, etc).

CAT 3. - Public Affairs – Under \$300k

Submit an unedited (live-to-tape) production of a civic or governmental issue (public meeting coverage, town hall, debate, election coverage, State of the City etc.)

CAT 4. - Public Affairs – Over \$300k

Submit an unedited (live-to-tape) production of a civic or governmental issue (public meeting coverage, town hall, debate, election coverage, State of the City etc.)

CAT 5. – PSA Education - Under \$300k

30-60 second video produced to educate the public on a specific issue (i.e., recycling, transportation, water conservation, or any other public information.)

CAT 6. – PSA Education - Over \$300k

30-60 second video produced to educate the public on a specific issue (i.e., recycling, transportation, water conservation, or any other public information.)

CAT 7. – PSA Advertisement – Under 300k

30-60 second video produced to promote awareness, inspire action, or influence behavior through a persuasive and creative advertising approach (i.e., a new city service, app or facility or ongoing city program etc.)

CAT 8. – PSA Advertisement – Over 300k

30-60 second video produced to promote awareness, inspire action, or influence behavior through a persuasive and creative advertising approach (i.e., a new city service, app or facility or ongoing city program etc.)

CAT 9. – PSA Campaign – Under 300k

A minimum of three 30-60 second videos all tied to the same PSA campaign. Between each video include a 3-second black frame. The campaign should relate to a locally supported or sponsored issue, topic, cause, or service. Keep in mind judges are only required to watch 10 minutes of the submitted campaign video.

CAT 10. – PSA Campaign – Over 300k

A minimum of three 30-60 second videos all tied to the same PSA campaign. Between each video include a 3-second black frame. The campaign should relate to a locally supported or sponsored issue, topic, cause, or service. Keep in mind judges are only required to watch 10 minutes of the submitted campaign video.

CAT 11. - Instruction/Training – Under 300k

Entries may include tutorials, how-to videos, training modules, or educational segments that clearly convey information, demonstrate techniques, and promote learning. Winning submissions will showcase clarity, effectiveness, and creativity in delivering instructional material.

CAT 12. - Instruction/Training – Over 300k

Entries may include tutorials, how-to videos, training modules, or educational segments that clearly convey information, demonstrate techniques, and promote learning. Winning submissions will showcase clarity, effectiveness, and creativity in delivering instructional material.

CAT 13. - Interview, Talk Show or Podcast – Under 300k

Features engaging interviews, insightful conversations, or compelling discussions. Eligible entries may include talk shows, podcasts, or interview segments that demonstrate exceptional storytelling, originality, and the ability to connect with audiences through dialogue. Must include in-studio or on-location interviews; pre-produced segments must not exceed 50% of the program.

CAT 14. - Interview, Talk Show or Podcast – Over 300k

Features engaging interviews, insightful conversations, or compelling discussions. Eligible entries may include talk shows, podcasts, or interview segments that demonstrate exceptional storytelling, originality, and the ability to connect with audiences through dialogue. Must include in-studio or on-location interviews; pre-produced segments must not exceed 50% of the program.

CAT 15. - Profile of an Org. or Dept. - Under \$300k

Highlights aspects, resources, services or staff of an organization or department.

CAT 16. - Profile of an Org. or Dept. – Over \$300k

Highlights aspects, resources, services or staff of an organization or department.

CAT 17. - Profile of an Individual - Under \$300k

Highlights the personal story, professional performance, or community involvement of a municipal worker, public figure, or community resident.

CAT 18. - Profile of an Individual - Over \$300k

Highlights the personal story, professional performance, or community involvement of a municipal worker, public figure, or community resident.

CAT 19. - Documentary - Under \$300k

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.

CAT 20. - Documentary - Over \$300k

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.

CAT 21. – Magazine Format / Show Series - Under \$300k

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.

CAT 22. – Magazine Format / Show Series - Over \$300k

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.

CAT 23. - Arts & Entertainment - Under \$300k

Highlights general entertainment, variety, the performing arts, and artist or artistic group profiles.

CAT 24 . - Arts & Entertainment - Over \$300k

Highlights general entertainment, variety, the performing arts, and artist or artistic group profiles.

CAT 25. - Public Health / Public Safety - Under 300k

Highlights content that informs, educates, or motivates the public around issues related to health, safety, and community well-being. Entries may cover topics such as emergency response, disease prevention, safety protocols, or public service campaigns. Projects that address mental health awareness and resources are also eligible. Submissions should demonstrate clear communication, public impact, and a commitment to improving quality of life.

CAT 26. - Public Health / Public Safety - Over 300k

Highlights content that informs, educates, or motivates the public around issues related to health, safety, and community well-being. Entries may cover topics such as emergency response, disease prevention, safety protocols, or public service campaigns. Projects that address mental health

awareness and resources are also eligible. Submissions should demonstrate clear communication, public impact, and a commitment to improving quality of life.

CAT 27. - Law Enforcement - Under 300k

Highlights all things law enforcement, whether recruitment, public safety, or anything else that may involve your city's police force.

CAT 28. - Law Enforcement - Over 300k

Highlights all things law enforcement, whether recruitment, public safety, or anything else that may involve your city's police force.

CAT 29. - Fire Department - Under 300k

Highlights all things fire department, whether it be recruitment, public safety, or anything else that may involve your city's Fire force.

CAT 30. - Fire Department - Over 300k

Highlights all things fire department, whether it be recruitment, public safety, or anything else that may involve your city's Fire force.

CAT 31. - Animal Services - Under 300k

A feature, story, segment, PSA, program, or series that focuses on animal services, programs, support, or adoption programs.

CAT 32. - Animal Services - Over 300k

A feature, story, segment, PSA, program, or series that focuses on animal services, programs, support, or adoption programs.

CAT 33. - Parks and Rec - Under \$300k

Highlights all things Parks Department—from showcasing vibrant community events and youth programs to highlighting park improvements, trail systems, and environmental initiatives. Entries may feature stories that promote outdoor recreation, community wellness, or stewardship of public spaces. Submissions should demonstrate creativity, community impact, and a strong commitment to enhancing quality of life through parks and recreational services.

CAT 34. - Parks and Rec - Over \$300k

Highlights all things Parks Department—from showcasing vibrant community events and youth programs to highlighting park improvements, trail systems, and environmental initiatives. Entries may feature stories that promote outdoor recreation, community wellness, or stewardship of public

spaces. Submissions should demonstrate creativity, community impact, and a strong commitment to enhancing quality of life through parks and recreational services.

CAT 35. - Transportation - Under 300k “New Category”

Highlights all things transportation. Entries can highlight public transit, road safety, crosswalks, bike lanes, infrastructure, or efforts to educate the public about transportation systems. Whether informative, creative, or inspiring, your video should help others better understand or engage with transportation in their community.

CAT 36. - Transportation - Over 300k “New Category”

Highlights all things transportation. Entries can highlight public transit, road safety, crosswalks, bike lanes, infrastructure, or efforts to educate the public about transportation systems. Whether informative, creative, or inspiring, your video should help others better understand or engage with transportation in their community.

CAT 37. - Library - Under 300k “New Category”

Highlights the vital role libraries play in our communities. Submit videos that highlight library programs, resources, staff, or services—whether it's storytime, tech access, research help, or lifelong learning. Show how libraries empower, educate, and connect people of all ages.

CAT 38. - Library - Over 300k “New Category”

Highlights the vital role libraries play in our communities. Submit videos that highlight library programs, resources, staff, or services—whether it's storytime, tech access, research help, or lifelong learning. Show how libraries empower, educate, and connect people of all ages.

CAT 39. - Military - Under 300k

Highlights a program, story or segment meant to educate the public on military or veterans' issues or honors those who have served.

CAT 40. - Military - Over 300k

Highlights program, story or segment meant to educate the public on military or veterans' issues or honors those who have served.

CAT 41. – Cultural Experience – Under 300k “New CAT”

Examines people, places, and events from a distinct cultural tradition. (i.e., a celebration of a culture)

CAT 42. – Cultural Experience – Over 300k “New CAT”

Examines people, places, and events from a distinct cultural tradition. (i.e., a celebration of a culture)

CAT 43. – Special Audience / DEIA – Under 300k “New CAT”

Examines racism, discrimination, inequity, LGBTQ, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

CAT 44. – Special Audience / DEIA – Over 300k “New CAT”

Examines racism, discrimination, inequity, LGBTQ, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

CAT 45. – Spanish Video under 60 seconds – Under 300k “New CAT”

This category is for Spanish language content under 60 seconds.

CAT 46. – Spanish Video under 60 seconds – Over 300k “New CAT”

This category is for Spanish language content under 60 seconds.

CAT 47. – Spanish Video Over 60 seconds – Under 300k “New CAT”

This category is for Spanish language content over 60 seconds.

CAT 48. – Spanish Video Over 60 seconds – Over 300k “New CAT”

This category is for Spanish language content over 60 seconds.

CAT 49. – Energy Conservation (Sponsored by TCAP - Zero Entry Fee)

Highlights electricity conservation effort. Because this is a free category sponsored by a sister organization, Texas Coalition for Affordable Power (TCAP), this category is not separated into budget tiers, and entries can be produced by your organization, or by your municipally-owned public electric utility. Special thanks to the Texas Coalition for Affordable Power (TCAP) this for sponsoring this category.

CAT 50. – Environmental /Sustainability - Under 300k “New CAT”

Highlights taking care of the planet. Show how your agency, groups, or communities are protecting nature, reducing waste, recycling, or finding creative ways to live more sustainably.

**Cat 49 is specifically for energy conservation*

CAT 51. – Environmental /Sustainability - Over 300k “New CAT”

Highlights taking care of the planet. Show how your agency, groups, or communities are protecting nature, reducing waste, recycling, or finding creative ways to live more sustainably.

**Cat 49 is specifically for energy conservation*

CAT 52. - Event/Program Promotion Series - Under 300k “New CAT”

A series of at least 3 videos (divided by a black screen) promoting a city, school district, organization, community event or specific program on the channel.

CAT 53. - Event/Program Promotion Series - Over 300k “New CAT”

A series of at least 3 videos (divided by a black screen) promoting a city, school district, organization, community event or specific program on the channel.

CAT 54. - Event/Program Promotion - Under \$300k

Single spot (not to exceed 2 minutes) promoting a city, school district, organization, community event or specific program on the channel.

CAT 55. - Event/Program Promotion - Over \$300k

Single spot (not to exceed 2 minutes) promoting a city, school district, organization, community event or specific program on the channel.

CAT 56. - Use of Humor – Under 300k

Highlights use comedy, parody, satire or other humorous elements to relay city information the viewer. Entry should not exceed 10 minutes in length.

CAT 57. - Use of Humor – Over 300k

Highlights comedy, parody, satire or other humorous elements to relay city information the viewer. Entry should not exceed 10 minutes in length.

CAT 58 . - Editing – Under 300k

Highlights 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.

CAT 59 . - Editing – Over 300k

Highlights 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.

CAT 60 . – Sound Design – Under 300k

Highlights 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.

CAT 61. – Sound Design – Over 300k

Highlights 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.

CAT 62. – Videography/Cinematography – Under 300k

Highlights the art and craft of Cinematography or videography. The entry should display a skillful use of framing, composition, camera moves, camera angles, use of on-camera filters, and creativity.

CAT 63. – Videography/Cinematography – Over 300k

Highlights the art and craft of Cinematography or videography. The entry should display a skillful use of framing, composition, camera moves, camera angles, use of on-camera filters, and creativity.

CAT 64. – News Style - Spot News/Event Coverage – Under 300k

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.

CAT 65. – News Style - Spot News/Event Coverage – Over 300k

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.

CAT 66. – News Style - Feature – Under 300k

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.

CAT 67. – News Style - Feature – Over 300k

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.

CAT 68. – Story Telling – Under 300k

Highlights the execution of telling your story i.e. three act structure, plot progression, character development, etc. Was your piece memorable? Did it inspire emotion or feeling?

CAT 69. – Story Telling – Over 300k

Highlights the execution of telling your story i.e. three act structure, plot progression, character development, etc. Was your piece memorable? Did it inspire emotion or feeling?

CAT 70. – Best Use of Social Media – Under 300k.

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.

CAT 71. – Best Use of Social Media – Over 300k.

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.

CAT 72. – Overall Excellence in Video Production – Under 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.); must be separated by silent slates not to exceed five seconds in length. NO ADDITIONAL POST PRODUCTION WORK PERMITTED!

CAT 73. – Overall Excellence in Video Production – Over 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.); must be separated by silent slates not to exceed five seconds in length. NO ADDITIONAL POST PRODUCTION WORK PERMITTED!