

2025 TATO A GPA Finalists

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

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

Video Title	Organization
<u>Ladder Truck Push In Ceremony - Seguin Fire Department</u>	Seguin
<u>KyleFair 2025 Recap</u>	Kyle
<u>RespondHER Leadership Summit</u>	Hidalgo county

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

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

Video Title	Organization
<u>NYE Ball Drop 2025 - City of Pharr</u>	Pharr
<u>Texas Nightmare Weekend 2025</u>	Irving
<u>Irving Marathon 2025</u>	Irving

CAT 3 & 4. - Public Affairs – Combined

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.)

Video Title	Organization
<u>ICTN Candidate Forum 2025</u>	Irving
<u>City of Edinburg State of the City 2025</u>	Edinburg
<u>State of the City 2025</u>	Richardson

CAT 5 & 6. – PSA Education - Combined

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

Video Title	Organization
<u>2050 Comprehensive Plan Promo</u>	Fort Worth
<u>Now Batting: The City of Arlington's FY2025 Budget</u>	Arlington
<u>Lock it Take it Hide it</u>	San Angelo

CAT 7 & 8. – PSA Advertisement – Combined

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.)

Video Title	Organization
Kyle Council wants you to call 311	Klye
Pharr Takes on the Texas Community Challenge	Pharr
Tonies Box	Flower Mound

CAT 9 & 10. – PSA Campaign – Combined

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.

Video Title	Organization
Your Life is Complicated - Kyle 311 PSA Campaign	Kyle
We've Gotta Sell These Tickets!	Universal City
The City of McAllen's Engineering Department Provides Updates On Projects	McAllen

CAT 11 & 12. - Instruction/Training – Combined

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.

Video Title	Organization
Bedford Water Bill Explainer	Bedford
Seguin Physical Ability Test - Seguin Fire Department	Seguin
Hands on CDL Training for Grand Prairie Employees	Grand Prairie

CAT 13 & 14. - Interview, Talk Show or Podcast – Combined

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.

Video Title	Organization
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PharrCast Episode 22 - Peewee	Pharr
Grand Prairie Proud Podcast with Celebrity Chef Tiffany Derry	Grand Prairie
TownTalk	Victoria

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

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

Video Title	Organization
The Woodlands Township's Branches of Impact	Woodlands
How Do Water Towers Work?	McKinney
City Pulse Communications Department	Alamo

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

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

Video Title	Organization
Economic Development Promo	Garland
Flower Mound State of the City	Flower Mound
Rocking Around the Flower Mound	Flower Mound

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.

Video Title	Organization
Roel Moreno Infrastructure (State of the City 2024)	Alamo
Mayor J.R. Garza (State of the City 2024)	Alamo
Celebrating the Weslaco Lady Panthers Softball Team	Hidalgo county

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.

Video Title	Organization
Fort Worth Forward: The Worthy Co	Fort Worth
Made a Difference - Ray Hulla	Richardson
New to SATX - Meet San Antonio Public Library Director Sukrit Goswami - Profile of an Individual	San Antonio

CAT 19 & 20. - Documentary - Combined

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.

Video Title	Organization
Duckcreek Greenbelt Mural	Garland
The Heartbeat of Arlington GM 70-Year Story in The American Dream City	Arlington

A Bike Shop, a Coffee Bar, and a Building Full of History	Denton
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CAT 21 & Cat 22. – Magazine Format / Show Series - Combined

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.

Video Title	Organization
City Pulse: Communications Department Information Technology Department Parks & Rec Department	Alamo
Alamo Alerts: Sirens Storm Ready Communications	Alamo
City Source	Irving

CAT 23 & 24. - Arts & Entertainment - Combined

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

Video Title	Organization
Our Poet Laureate's Love Letter to San Antonio	San Antonio
SOUND ON! - "Nemegata" - ATXN	Austin
Cheer Couture: Creation of an Icon	Irving

CAT 25 & 26. - Public Health / Public Safety - Combined

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.

Video Title	Organization
Challenge RGV	Edinburg
Lifeguards Wanted	Irving
Willow's Story	Round Rock

CAT 27 & 28. - Law Enforcement - Combined

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

Video Title	Organization
Join the Kyle Police Department	Kyle
Eye in the Sky - SAPD Drone Team	San Angelo
RPD Take Me Home Program	Richardson

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.

Video Title	Organization
Tiller Truck of Lake Cities Fire Department	City of Corinth
Killeen Fire Department Survivors' Banquet	Killeen
Ladder Truck Push In Ceremony - Seguin Fire Department	Seguin

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.

Video Title	Organization
Smoke	Allen
FMFD Cribs Open House	Flower mound
Teamwork on the Front Lines: Pharr's Truck Operations Drill	Pharr

CAT 31 & 32. - Animal Services - Combined

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

Video Title	Organization
Thanksgiving Feast	Irving
Up Close With The Austin Animal Center	Austin
Denton Animal Shelter Adopts New Tech	Denton

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.

Video Title	Organization
Bubba Parks	Sugar Land
City Pulse: Parks and Recreation Department	Alamo
City of Corinth Butterfly Garden	Corinth

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.

Video Title	Organization
Inspiring your LIFE at Terrell Rec Center	Allen

Zilker Eagle: Back on Track	Austin
Golden Sneaker Games	Irving

CAT 35 & 36. - Transportation - Combined

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.

Video Title	Organization
Rochelle Road Bridge Reopen	Irving
Grand Prairie Fleet Services - The Buck Stops Here	Grand Prairie
Sequin Safety Survey - Huber Road	Sequin

CAT 37 & 38. - Library - Combined

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.

Video Title	Organization
City of Garland - Central Library Grand Opening	Garland
Library Tonies	Flower Mound
New to SATX - Meet San Antonio Public Library Director Sukrit Goswami	San Antonio

CAT 39 & 40. - Military - Combined

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

Video Title	Organization
Veterans Receive Mortgage-free Home	Irving
Walking with Purpose for Veterans' Mental Health	Pharr
Memorial Day Tribute from Military City USA®	San Antonio

CAT 41 & 42. - Cultural Experience - Combined

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

Video Title	Organization
Generational Ties	Austin
Reclaiming History: Shelton's Bear Creek Cemetery	Irving
Esperanza Peace & Justice Center	San Antonio

CAT 43 & 44. – Special Audience / DEIA – Combined

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

Video Title	Organization
<i>Light Up Navajo - Project Proposal</i>	Seguin
<u>Learn how Team Fuego is growing the Goalball community in San Antonio!</u>	San Antonio
<i>East Downs Neighborhood Plan 2</i>	Temple

CAT 45 - 48 . – Spanish Video– Combined “New CAT”

This category is for Spanish language content under 60 seconds.

Video Title	Organization
<i>Amor GP Hispanic Heritage Promo (Spanish)</i>	Grand Prairie
<u>Pothole Patrol</u>	San Antonio
<u>Consejos para Halloween</u>	San Antonio

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.

Video Title	Organization
<u>Powering Progress: Building a City That Shines for Generations</u>	Alamo
<u>Energy Tips: Energy Vampires</u>	Hidalgo
<u>Energy Tips: Holiday Lighting</u>	Hidalgo

CAT 50 & 51. – Environmental /Sustainability - Combined “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*

Video Title	Organization
<u>Day without Water</u>	Sugarland
<u>Cycle and Soak</u>	Flower Mound
<u>Fish Shelters</u>	Edinburg

CAT 52 & 53. - Event/Program Promotion Series - Combined “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.

Video Title	Organization
<i>Discover Temple – commercial campaign</i>	<i>Temple</i>
<u>Grinch on the Green 2024</u>	<i>Kyle</i>
<i>McKinney Melons - City of McKinney</i>	<i>McKinney</i>

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.

Video Title	Organization
<u>Kyle Fair / Smokin' Standoff</u>	<i>Kyle</i>
<u>Sugar Land Memorial Day Event</u>	<i>Sugar Land</i>
<i>Holi Festival of Color Event Promotion</i>	<i>Bedford</i>

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.

Video Title	Organization
<u>Mumentous</u>	<i>Garland</i>
<u>Avocado Festival 2024 Promo</u>	<i>Pharr</i>
<u>Fresh on the border 2024</u>	<i>Pharr</i>

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.

Video Title	Organization
<u>Kyle Fair PSA</u>	<i>Kyle</i>
<u>Call Kyle 311</u>	<i>Kyle</i>
<i>Beetlejuice Halloween PSA</i>	<i>Victoria</i>

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.

Video Title	Organization
<u>Mission Impossible Mayor</u>	<i>Garland</i>
<u>Die Hard Mayor</u>	<i>Garland</i>
<u>Rocking Around the Flower Mound</u>	<i>Flower Mound</i>

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.

Video Title	Organization
Kyle Fair 2025 Recap	Kyle
Commissioner A.J. Garcia: Economic Development (State of the City 2024)	Alamo
New Development: Union Bear	McKinney

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.

Video Title	Organization
FMFD Cribs Open House	Flower Mound
Fort Worth Forward: Printed Threads	Fort Worth
2050 Comprehensive Plan – What are Place Types?	Fort Worth

CAT 60 & 61 . – Sound Design – Combined

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.

Video Title	Organization
Grinch Music Video	Kyle
Kyle Fair PSA	Kyle
We're All Ears	Allen

CAT 62 & 63. – Videography/Cinematography – Combined

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.

Video Title	Organization
Discover Temple	Temple
Flower Mound State of the City	Flower Mound
Kyle Fair / Smokin' Standoff	Kyle

CAT 64 & 65. – News Style - Spot News/Event Coverage – Combined

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.

Video Title	Organization
Rochelle Road Bridge Reopen	Irving
Central Fire Station Grand Opening	Irving
Flower Mound Budget Report - News	Flower Mound

CAT 66 & 67. – News Style - Feature – Combined

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.

Video Title	Organization
Dream Home	Irving
Raising Sparty	Irving
The Spooky Skeleton Jeep in Denton	Denton

CAT 68 & 69. – Story Telling – Combined

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?

Video Title	Organization
Women in Law Enforcement	Laredo
Denton Halloween Returns	Denton
Richardson Storm Response 2024	Richardson

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.

Video Title	Organization
Get Lost in the Magic of Downtown McKinney	McKinney
Grinch on the Green 2024 Event Promo Series	Kyle
Bedford Lunch Break Olympics	Bedford

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.

Video Title	Organization
Walk Sign Is On	Denton
A New Year Filled with Midnight Wishes	Pharr
How to Pronounce Street Names	San Antonio

CAT 72. – Best overall – Under 300k.

Video Title	Organization
City of Temple Best Overall	Temple
City of Kyle Best Overall	Kyle
City of Bedford for Overall Excellence	City of Bedford

CAT 73. – Best overall – Over 300k.

Video Title	Organization
<u>City of Garland - Overall Excellence</u>	Garland
<u>Town of Flower Mound Overall Excellence</u>	Flower Mound
<u>ACTV - Overall Excellence</u>	Allen
<u>San Antonio Overall</u>	San Antonio