



**TATOA**

TEXAS ASSOCIATION OF TELECOMMUNICATIONS  
OFFICERS AND ADVISORS

**The Woodlands Resort**

**2025 Conference Agenda**

November

**4-6**

2025

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# Letter

## from the President

Greetings all!

It is my pleasure to welcome you to TATO's 2025 Annual Conference here at the Woodlands Resort! We are excited to Come Together here in the Woodlands for the first time in TATO's conference history. The Township and Woodlands Resort staff have been extremely hospitable and welcoming to our group and we are incredibly grateful for that. We are also excited to be so close to Houston and to have pulled so many talented content creators to share their expertise!

We have expanded the conference this year to offer even more networking opportunities. We have also expanded the opportunities for sponsors to showcase their products and services to help you in future equipment purchasing and capital projects related to your PEG stations.

As always, we look forward to celebrating the awesome content you all have created at our annual Government Programming Awards ceremony on Thursday evening. Watching clips of the award-winning videos is always a highlight of our conference experience and is also a fertile ground for "idea borrowing".

So without further adieu, it's time to Come Together and Advance PEG in Texas here at the Woodlands Resort!

Cheers and enjoy,

David McElroy  
TATO Board President



**David  
McElroy**

Board President  
&  
TVSA Manager,  
City of San Antonio

# Board of Directors

The TATO Board of Directors invests a lot of time throughout the year on executing the Government Programming Awards Video Contest, the annual conference, and researching and communicating on legislative and regulatory matters that could affect PEG television. These folks are donating their skills and expertise on a monthly (and sometimes weekly/daily basis) to ensure the success of this organization. So if you see one of them around, please tell them thank you!



**David McElroy**

President

City of San Antonio



**Robert Shiekh**

Member Rep.

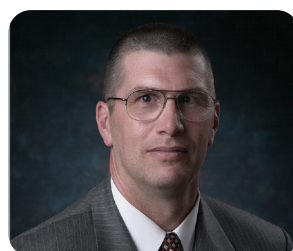
City of Irving



**YuShan Chang**

Policy/Legal Rep.

City of Houston



**Nick Fehrenbach**

Treasurer

City of Dallas



**Robert Sam**

Secretary

Universal City



**Grant Bowling**

Programming Rep.

City of Kyle



**Chris Shepherd**

Member Rep.

City of Temple



**Tim Randall**

Programming Rep.

City of Bedford

# Tuesday Nov 4th

Tuesday  
November 4th

## 2:00- 5:00 **Outdoor Lighting**

Speaker: Robert Harrington - Bella Media

Robert Harrington with Bella Media will tackle the wide-world of outdoor lighting approaches and solutions. This will include utilizing outdoor lights, lighting modifiers like reflectors and flags, and lens filters, all which can help you achieve a properly exposed and dynamic image.

## 6:30 - 8:00 **Membership Networking Mixer (Drive Yourself)**

### **Sponsored by Digital Resources Inc.**

Goose's Acre : 21 Waterway Ave, The Woodlands

Come together at the Woodlands Waterway District to share ideas and discuss opportunities for Advancing PEG in our communities and in the State of Texas.

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# Wednesday Nov 5th

Wednesday  
November 5th

## 8:00-8:55 **Breakfast & Opening Remarks**

Speaker: David McElroy, TATO Board President

## 9:00 - 10:15 **Concurrent Sessions**

### **Programming: High-Volume Content Strategy for Cities**

Robert Harrington - Bella Media

Imagine capturing 30 days of storytelling in just one day of filming. In this hands-on session, Bella Media shares their high-impact production model that turns a single shoot day into a month's worth of strategic content. Business spotlights, community highlights, PSAs and more...we'll walk you through our process for planning, filming, and delivering assets that keep your city's stories alive and engaging.

### **Policy & Legal: Changes at the Federal Level**

Mike Wassenaar- Alliance for Community Media

Tim Lay - Best Best and Krieger

Mike Watza - Bloom Sluggett

Join us for an insightful look at key actions at the courts, Capitol, and the FCC impacting telecommunications and cable regulations. Our experts will unpack what's happening, why it matters, and the potential impacts – giving you the context and clarity to stay ahead of the curve. 1.25 hours CLE Credit

10:30 – 12:00 **Concurrent Sessions**

### **Programming: Structure Your Story**

Speaker: Joey Matthews - Film Lab Creative

Joey's Emmy award winning studio is rooted in guerrilla filmmaking from the 90's. Joey, along with his powerhouse team at Film Lab, are known for their emotional storytelling and stunning cinematography. Joey is going to explain his approach to Story Structure, and how to execute it properly.

### **Policy & Legal: Recent State Legislative Sessions**

Speaker: Snapper Carr - Focused Advocacy

A brief history of the past few sessions of the Texas Legislature, including a review of SB 924 (89th legislative session) and the impact on pending franchise fee litigation. Examine the ongoing attack on PEG, telecommunications/public utilities/right-of-way fees. 1.75 hours CLE credit

12:00 – 1:10 **Lunch – Sponsored by Granicus**

1:15 – 3:00 **Concurrent Sessions**

### **Programming: Only the Story Endures**

Speaker: Anderson Castro - Video by Robot

Ever feel like you aren't quite capturing the real person or story during your interview? Anderson is the owner of "Video By Robot", a nationally recognized award-winning commercial production company in Houston, who has captured hundreds of interviews from every walk of life. In this session, Anderson will discuss his philosophy of and approach to capturing the best stories from real people.

### **P&L: Cable & Streaming Video: Is There a Technical Difference?**

Speakers (pre-recorded):

Brian Grogan - Moss & Barnett

Andrew Afflerbach - CTC Net

Tom Robinson - CBG Communications

Are there technical differences between traditional cable service and streaming video, and do they matter? Technical experts will explain how modern cable systems transmit video programming, and discuss the legal and policy differences. Learn about QAM and IP-based video, how PEG programming is handled by cable systems, and how program information appears on channel guides. 1.5 hours CLE credit

# Wednesday Nov 5th

Wednesday  
November 5th

3:15 – 5:00 **Concurrent Sessions**

## **Policy & Legal: AI for Municipalities**

Chris Seidt - CIO Louisville Kentucky & NATOA President  
Ron Chichester- former chair of the Texas State Bar Technology Section  
Snapper Carr- Focused Advocacy  
Sharon Strover - UT Austin

Artificial Intelligence (AI) is transforming how local governments serve their communities. This session breaks down what AI means for municipalities and showcases long-term strategies that improve efficiency and citizen engagement. Learn how forward-thinking cities are using AI to do more with less - and how you can, too.

## **Programming: Field Trip for the Gear Heads! (Drive Yourself)**

Speaker: Michael Huffine Location: 701 Sawdust Rd # 2, The Woodlands  
A field trip to Silver Rock Production studios in the Woodlands where owner Michael Huffin will show us how he uses a unique studio space, including a brand new LED wall, to get the most out of his production equipment and skills.

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# Thursday Nov 6th

Thursday  
November 6th

08:00–8:55 **Breakfast – Sponsored by Nelco Media**

Keynote Speaker Laura Wilkinson Olympic Gold Medalist and Broadcaster

9:00 – 10:15 **Concurrent Sessions**

## **Programming: Color Grading & Misconceptions**

Dan Diaz - suitebread.com

Dan brings over a decade of experience to the art and technique of color grading, helping clients enhance narratives across digital media and film. In this session, he will reveal some of his favorite techniques to colorize footage quickly and efficiently and break down common misconceptions with color grading.

## **Policy & Legal: PEG 101**

David McElroy - City of San Antonio, TVSA Manager  
Danielle Folsom - City of Houston, Senior Assistant City Attorney  
Mary Marquez - City of San Antonio, Records Manager

Everything you need to know about PEG, including starting a channel, managing PEG funds, planning for reduced PEG revenue, pros & cons of utilizing free services for video streaming, open meetings, open records, archive/records retention, etc. 1.25 hours CLE credit

# Thursday Nov 6th

10:30 - 12:00 **Concurrent Sessions**

## **Programming: What's the call time?**

Jessica Flores - Addy Award-Winning Writer and Producer

Jessica has worked almost every position on a film set, and has become one of Houston's most resourceful and organized producers. Jessica will break down the process she uses to plan for a shoot, no matter how big or how small, and how it will take your work to the next level.

## **Policy & Legal: Broadband Update for Texas**

Jamie Mauldin - Lloyd Gosselink Rochelle & Townsend

This session will provide background and update on the BEAD act, how federal broadband funding can be accessed in the face of shifting state policy, and the impact on broadband deployment. 1 hour CLE credit

12:00 - 12:00 **Lunch**

1:15 - 3:00

## **Programming: What's New with Adobe**

Ken Raimondi - Adobe Solutions Consultant

TATOA welcomes back Ken Raimondi, Solutions Consultant with Adobe. Ken will walk us through some of the latest updates in key Adobe software, including Premiere Pro, Express, Firefly and more. He will suggest new and simpler tools and workflows that you can immediately implement back home at your shops.

3:15-3:30

## **TATOA Business Meeting**

TATOA Board President David McElroy and TATOA Board Treasurer Nick Fehrenbach will review current year financials for the organization.



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**Thursday November 6th  
6:30 p.m.**

**25th Annual  
Government  
Programming  
Awards Dinner**

# 2025 TATO A GPA Finalists

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

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

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

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

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

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>NYE Ball Drop 2025 - City of Pharr</u></a>	Pharr
<a href="#"><u>Texas Nightmare Weekend 2025</u></a>	Irving
<a href="#"><u>Irving Marathon 2025</u></a>	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.)

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>ICTN Candidate Forum 2025</u></a>	Irving
<a href="#"><u>City of Edinburg State of the City 2025</u></a>	Edinburg
<a href="#"><u>State of the City 2025</u></a>	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.)*

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>2050 Comprehensive Plan Promo</u></a>	Fort Worth
<a href="#"><u>Now Batting: The City of Arlington's FY2025 Budget</u></a>	Arlington
<a href="#"><u>Lock it   Take it   Hide it</u></a>	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.)

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Kyle Council wants you to call 311</u></a>	Klye
<a href="#"><u>Pharr Takes on the Texas Community Challenge</u></a>	Pharr
<a href="#"><u>Tonies Box</u></a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Your Life is Complicated - Kyle 311 PSA Campaign</u></a>	Kyle
<i>We've Gotta Sell These Tickets!</i>	Universal City
<a href="#"><u>The City of McAllen's Engineering Department Provides Updates On Projects</u></a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Bedford Water Bill Explainer</u></a>	Bedford
<a href="#"><u>Seguin Physical Ability Test - Seguin Fire Department</u></a>	Seguin
<a href="#"><u>Hands on CDL Training for Grand Prairie Employees</u></a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">PharrCast Episode 22 - Peewee</a>	Pharr
<a href="#">Grand Prairie Proud Podcast with Celebrity Chef Tiffany Derry</a>	Grand Prairie
<a href="#">TownTalk</a>	Victoria

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

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

<b>Video Title</b>	<b>Organization</b>
<a href="#">The Woodlands Township's Branches of Impact</a>	Woodlands
<a href="#">How Do Water Towers Work?</a>	McKinney
<a href="#">City Pulse   Communications Department</a>	Alamo

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

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

<b>Video Title</b>	<b>Organization</b>
<a href="#">Economic Development Promo</a>	Garland
<a href="#">Flower Mound State of the City</a>	Flower Mound
<a href="#">Rocking Around the Flower Mound</a>	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.*

<b>Video Title</b>	<b>Organization</b>
<a href="#">Roel Moreno   Infrastructure (State of the City 2024)</a>	Alamo
<a href="#">Mayor J.R. Garza (State of the City 2024)</a>	Alamo
<a href="#">Celebrating the Weslaco Lady Panthers Softball Team</a>	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.*

<b>Video Title</b>	<b>Organization</b>
<a href="#">Fort Worth Forward: The Worthy Co</a>	Fort Worth
<a href="#">Made a Difference - Ray Hulla</a>	Richardson
<a href="#">New to SATX - Meet San Antonio Public Library Director Sukrit Goswami - Profile of an Individual</a>	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.*

<b>Video Title</b>	<b>Organization</b>
<a href="#">Duckcreek Greenbelt Mural</a>	Garland

<a href="#">The Heartbeat of Arlington   GM 70-Year Story in The American Dream City</a>	Arlington
<a href="#">A Bike Shop, a Coffee Bar, and a Building Full of History</a>	Denton

### **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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">City Pulse: Communications Department   Information Technology Department   Parks &amp; Rec Department</a>	Alamo
<a href="#">Alamo Alerts: Sirens   Storm Ready   Communications</a>	Alamo
<a href="#">City Source</a>	Irving

### **CAT 23 & 24. - Arts & Entertainment - Combined**

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

<b>Video Title</b>	<b>Organization</b>
<a href="#">Our Poet Laureate's Love Letter to San Antonio</a>	San Antonio
<a href="#">SOUND ON! - "Nemegata" - ATXN</a>	Austin
<a href="#">Cheer Couture: Creation of an Icon</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Challenge RGV</a>	Edinburg
<a href="#">Lifeguards Wanted</a>	Irving
<a href="#">Willow's Story</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Join the Kyle Police Department</a>	Kyle

<a href="#">Eye in the Sky - SAPD Drone Team</a>	San Angelo
<a href="#">RPD Take Me Home Program</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Tiller Truck of Lake Cities Fire Department</a>	City of Corinth
<a href="#">Killeen Fire Department Survivors' Banquet</a>	Killeen
<a href="#">Ladder Truck Push In Ceremony - Seguin Fire Department</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Smoke</a>	Allen
<a href="#">FMFD Cribs Open House</a>	Flower mound
<a href="#">Teamwork on the Front Lines: Pharr's Truck Operations Drill</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Thanksgiving Feast</a>	Irving
<a href="#">Up Close With The Austin Animal Center</a>	Austin
<a href="#">Denton Animal Shelter Adopts New Tech</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Bubba Parks</a>	Sugar Land
<a href="#">City Pulse: Parks and Recreation Department</a>	Alamo
<a href="#">City of Corinth Butterfly Garden</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Inspiring your LIFE at Terrell Rec Center</a>	Allen
<a href="#">Zilker Eagle: Back on Track</a>	Austin
<a href="#">Golden Sneaker Games</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Rochelle Road Bridge Reopen</a>	Irving
<a href="#">Grand Prairie Fleet Services - The Buck Stops Here</a>	Grand Prairie
<a href="#">Seguin Safety Survey - Huber Road</a>	Seguin

### **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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">City of Garland - Central Library Grand Opening</a>	Garland
<a href="#">Library Tonies</a>	Flower Mound
<a href="#">New to SATX - Meet San Antonio Public Library Director Sukrit Goswami</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Veterans Receive Mortgage-free Home</a>	Irving
<a href="#">Walking with Purpose for Veterans' Mental Health</a>	Pharr
<a href="#">Memorial Day Tribute from Military City USA®</a>	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)

<b>Video Title</b>	<b>Organization</b>
<a href="#">Generational Ties</a>	Austin

<a href="#"><u>Reclaiming History: Shelton's Bear Creek Cemetery</u></a>	Irving
<a href="#"><u>Esperanza Peace &amp; Justice Center</u></a>	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.*

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

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

*This category is for Spanish language content under 60 seconds.*

<b>Video Title</b>	<b>Organization</b>
<b>Amor GP Hispanic Heritage Promo (Spanish)</b>	Grand Prairie
<a href="#"><u>Pothole Patrol</u></a>	San Antonio
<a href="#"><u>Consejos para Halloween</u></a>	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.*

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

<b>Video Title</b>	<b>Organization</b>

<a href="#"><u>Day without Water</u></a>	Sugarland
<a href="#"><u>Cycle and Soak</u></a>	Flower Mound
<a href="#"><u>Fish Shelters</u></a>	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.

<b>Video Title</b>	<b>Organization</b>
Discover Temple – commercial campaign	Temple
<a href="#"><u>Grinch on the Green 2024</u></a>	Kyle
McKinney Melons - City of McKinney	McKinney

**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.

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Kyle Fair / Smokin' Standoff</u></a>	Kyle
<a href="#"><u>Sugar Land Memorial Day Event</u></a>	Sugar Land
Holi Festival of Color Event Promotion	Bedford

**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.

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Mumentous</u></a>	Garland
<a href="#"><u>Avocado Festival 2024 Promo</u></a>	Pharr
<a href="#"><u>Fresh on the border 2024</u></a>	Pharr

**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.

<b>Video Title</b>	<b>Organization</b>
<a href="#"><u>Kyle Fair PSA</u></a>	Kyle
<a href="#"><u>Call Kyle 311</u></a>	Kyle
Beetlejuice Halloween PSA	Victoria

**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.

<b>Video Title</b>	<b>Organization</b>
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<a href="#">Mission Impossible Mayor</a>	Garland
<a href="#">Die Hard Mayor</a>	Garland
<a href="#">Rocking Around the Flower Mound</a>	Flower Mound

### **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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Kyle Fair 2025 Recap</a>	Kyle
<a href="#">Commissioner A.J. Garcia: Economic Development (State of the City 2024)</a>	Alamo
<a href="#">New Development: Union Bear</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">FMFD Cribs Open House</a>	Flower Mound
<a href="#">Fort Worth Forward: Printed Threads</a>	Fort Worth
<a href="#">2050 Comprehensive Plan – What are Place Types?</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Grinch Music Video</a>	Kyle
<a href="#">Kyle Fair PSA</a>	Kyle
<a href="#">We're All Ears</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Discover Temple</a>	Temple
<a href="#">Flower Mound State of the City</a>	Flower Mound
<a href="#">Kyle Fair / Smokin' Standoff</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Rochelle Road Bridge Reopen</a>	Irving
<a href="#">Central Fire Station Grand Opening</a>	Irving
<a href="#">Flower Mound Budget Report - News</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Dream Home</a>	Irving
<a href="#">Raising Sparty</a>	Irving
<a href="#">The Spooky Skeleton Jeep in Denton</a>	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?

<b>Video Title</b>	<b>Organization</b>
<a href="#">Women in Law Enforcement</a>	Laredo
<a href="#">Denton Halloween Returns</a>	Denton
<a href="#">Richardson Storm Response 2024</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Get Lost in the Magic of Downtown McKinney</a>	McKinney
<a href="#">Grinch on the Green 2024 Event Promo Series</a>	Kyle
<a href="#">Bedford Lunch Break Olympics</a>	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.

<b>Video Title</b>	<b>Organization</b>
<a href="#">Walk Sign Is On</a>	Denton
<a href="#">A New Year Filled with Midnight Wishes</a>	Pharr
<a href="#">How to Pronounce Street Names</a>	San Antonio

**CAT 72. – Best overall – Under 300k.**

<i>Video Title</i>	<i>Organization</i>
<a href="#"><u>City of Temple Best Overall</u></a>	Temple
<a href="#"><u>City of Kyle Best Overall</u></a>	Kyle
<a href="#"><u>City of Bedford for Overall Excellence</u></a>	City of Bedford

**CAT 73. – Best overall – Over 300k.**

<i>Video Title</i>	<i>Organization</i>
<a href="#"><u>City of Garland - Overall Excellence</u></a>	Garland
<a href="#"><u>Town of Flower Mound Overall Excellence</u></a>	Flower Mound
<a href="#"><u>ACTV - Overall Excellence</u></a>	Allen
<a href="#"><u>San Antonio Overall</u></a>	San Antonio