

TATOA 2025 Winners

CAT 1. - Community Event Coverage - Under \$300k *Coverage of a community event (parade, festival, performing arts, sports, etc).*

Video Title	Organization	Place
<u>Ladder Truck Push In Ceremony - Seguin Fire Department</u>	Seguin	1st
<u>KyleFair 2025 Recap</u>	Kyle	2nd
<u>RespondHER Leadership Summit</u>	Hidalgo county	3rd
<u>Beats and Eats 2024</u>	Bedford	Honorable Mention

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

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

Video Title	Organization	Place
<u>NYE Ball Drop 2025 - City of Pharr</u>	Pharr	1st
<u>Texas Frightmare Weekend 2025</u>	Irving	2nd
<u>Irving Marathon 2025</u>	Irving	3rd
<u>Easter Egg Hunt</u>	Edinburg	Honorable Mention

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	Place
<u>City of Edinburg State of the City 2025</u>	Edinburg	1st
<u>State of the City 2025</u>	Richardson	2nd
<u>ICTN Candidate Forum 2025</u>	Irving	3rd
<u>San Antonio Public Affairs Council Inauguration</u>	San Antonio	Honorable Mention

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	Place
Now Batting: The City of Arlington's FY2025 Budget	Arlington	1st
Lock it Take it Hide it	San angelo	2nd
2050 Comprehensive Plan Promo	Fortworth	3rd
2050 Comprehensive Plan – What are Place Types?	Fortworth	Honorable Mention

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	Place
Pharr Takes on the Texas Community Challenge	Pharr	1st
Tonies Box	Flower Mound	2nd
Kyle Council wants you to call 311	Klye	3rd
Los Lagos PSA	Edinburg	Honorable Mention

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	Place
Your Life is Complicated - Kyle 311 PSA Campaign	Kyle	1st

We've Gotta Sell These Tickets!	Universal City	2nd
The City of McAllen's Engineering Department Provides Updates On Projects	McAllen	3rd
Food Safety	Allen	Honorable Mention

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	Place
Seguin Physical Ability Test - Seguin Fire Department	Seguin	1st
Hands on CDL Training for Grand Prairie Employees	Grand Prairie	2nd
Bedford Water Bill Explainer	Bedford	3rd
Cody's Plaque Program Brings Visibility That Saves Lives	Pharr	Honorable Mention

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	Place
PharrCast Episode 22 - Peewee	Pharr	1st
Grand Prairie Proud Podcast with Celebrity Chef Tiffany Derry	Grand Prairie	2nd
TownTalk	Victoria	3rd
Bringing the Heat - Dispatch	Flower Mound	Honorable mention

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

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

Video Title	Organization	Place
<u>How Do Water Towers Work?</u>	McKinney	1st
<u>The Woodlands Township's Branches of Impact</u>	Woodlands	2nd
<u>City Pulse Communications Department</u>	Alamo	3rd
<u>Bedford Crossing Guards</u>	Bedford	Honorable Mention

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

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

Video Title	Organization	Place
<u>Economic Development Promo</u>	Garland	1st
<u>Flower Mound State of the City</u>	Flower Mound	2nd
<u>Rocking Around the Flower Mound</u>	Flower Mound	3rd
<u>Common Cents: Property Taxes</u>	Allen	Honorable Mention

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	Place
<u>Roel Moreno Infrastructure (State of the City 2024)</u>	Alamo	1st
<u>Mayor J.R. Garza (State of the City 2024)</u>	Alamo	2nd
<u>Celebrating the Weslaco Lady Panthers Softball Team</u>	Hidalgo county	3rd
<u>Officer Han Story</u>	El Paso	Honorable Mention

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	Place
<u>Fort Worth Forward: The Worthy Co</u>	Fort Worth	1st
<u>Made a Difference - Ray Hulla</u>	Richardson	2nd
<u>New to SATX - Meet San Antonio Public Library Director Sukrit Goswami - Profile of an Individual</u>	San Antonio	3rd
<u>Juneteenth Queen - ATXN City of Austin</u>	Austin	Honorable Mention

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	Place
<u>The Heartbeat of Arlington GM 70-Year Story in The American Dream City</u>	Arlington	1st
<u>A Bike Shop, a Coffee Bar, and a Building Full of History</u>	Denton	2nd
<u>Duckcreek Greenbelt Mural</u>	Garland	3rd
<u>East Downs - Neighborhood Plan</u>	Temple	Honorable Mention

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	Place
<u>City Pulse: Communications Department Information Technology Department Parks & Rec Department</u>	Alamo	1st
<u>Alamo Alerts: Sirens Storm Ready Communications</u>	Alamo	2nd
<u>City Source</u>	Irving	3rd
<u>Se Antoja Pharr Series</u>	Pharr	Honorable Mention

CAT 23 & 24. - Arts & Entertainment - Combined

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

Video Title	Organization	Place
<u>Our Poet Laureate's Love Letter to San Antonio</u>	San Antonio	1st
<u>SOUND ON! - "Nemegata" - ATXN</u>	Austin	2nd
<u>Cheer Couture: Creation of an Icon</u>	Irving	3rd
<u>Sights & Sounds From The 7th Annual Palm Awards</u>	McAllen	Honorable Mention

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	Place
<u>Willow's Story</u>	Round Rock	1stnd
<u>Lifeguards Wanted</u>	Irving	2ndrd
<u>Challenge RGV</u>	Edinburg	3rd
<u>Mosquito Monitoring Team</u>	Denton	Honorable Mention

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	Place
<u>Join the Kyle Police Department</u>	Kyle	1st
<u>Eye in the Sky - SAPD Drone Team</u>	San Angelo	2nd
<u>RPD Take Me Home Program</u>	Richardson	3rd
<u>Officer Kidd and K-9 Rocky</u>	Bedford	Honorable Mention

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	Place
<u>Tiller Truck of Lake Cities Fire Department</u>	City of Corinth	1st
<u>Ladder Truck Push In Ceremony - Seguin Fire Department</u>	Seguin	2nd
<u>Killeen Fire Department Survivors' Banquet</u>	Killeen	3rd
<u>Whole Blood Saves Lives</u>	Sugarland	Honorable Mention

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	Place
Smoke	Allen	1st
FMFD Cribs Open House	Flower mound	2nd
Teamwork on the Front Lines: Pharr's Truck Operations Drill	Pharr	3rd
Why Our Fire Trucks Are White	Fortworth	Honorable Mention

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	Place
Up Close With The Austin Animal Center	Austin	1st
Thanksgiving Feast	Irving	2nd
Denton Animal Shelter Adopts New Tech	Denton	3rd
Run It Up With Adoptable Dogs	Irving	Honorable Mention

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	Place
Bubba Parks	SugarLand	1st
City of Corinth Butterfly Garden	Corinth	2nd
City Pulse: Parks and Recreation Department	Alamo	3rd
What do YOU want? : Rec Center Feasibility Study in Seguin	Seguin	Honorable Mention

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	Place
Zilker Eagle: Back on Track	Austin	1st
Golden Sneaker Games	Irving	2nd
Inspiring your LIFE at Terrell Rec Center	Allen	3rd
Allen Heritage Village: Where History Lives	Allen	Honorable Mention

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	Place
Rochelle Road Bridge Reopen	Irving	1st
Grand Prairie Fleet Services - The Buck Stops Here	Grand Prairie	2nd
Seguin Safety Survey - Huber Road	Seguin	3rd

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	Place
Library Tonies	Flower Mound	1st
New to SATX - Meet San Antonio Public Library Director Sukrit Goswami	San Antonio	2nd
City of Garland - Central Library Grand Opening	Garland	3rd
Clocked In: Inspiring Young	Pharr	Honorable Mention

Readers at the Pharr Library		
Mobile Kitchen Cooking Class at West Irving Library	Irving	Honorable Mention

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	Place
Veterans Receive Mortgage-free Home	Irving	1st
Walking with Purpose for Veterans' Mental Health	Pharr	2nd
Memorial Day Tribute from Military City USA®	San Antonio	3rd
FM Employees - Veteran's Day	Flower Mound	Honorable Mention

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	Place
Generational Ties	Austin	1st
Reclaiming History: Shelton's Bear Creek Cemetery	Irving	2nd
Esperanza Peace & Justice Center	San Antonio	3rd
"Freedom Day," a poem by Andrea "Vocab" Sanderson	San Antonio	Honorable Mention

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	Place
Light Up Navajo - Project Proposal	Seguin	1st
Learn how Team Fuego is growing the Goalball	San Antonio	2nd

<u>community in San Antonio!</u>		
East Downs Neighborhood Plan 2	Temple	3rd
<u>Reclaiming History: Shelton's Bear Creek Cemetery</u>	Irving	Honorable Mention

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

This category is for Spanish language content under 60 seconds.

Video Title	Organization	Place
Amor GP Hispanic Heritage Promo (Spanish)	Grand Prairie	1st
<u>Pothole Patrol</u>	San Antonio	2nd
<u>Consejos para Halloween</u>	San Antonio	3rd
District Dining: Kobe	Austin	Honorable Mention

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	Place
<u>Powering Progress: Building a City That Shines for Generations</u>	Alamo	1st
<u>Energy Tips: Energy Vampires</u>	Hidalgo	2nd
<u>Energy Tips: Holiday Lighting</u>	Hidalgo	3rd
<u>LEGO Mayor Teaches Kids About Water Conservation - Energy Conservation</u>	Grand Prairie	Honorable Mention

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	Place
<u>Day without Water</u>	Sugarland	1st
<u>Cycle and Soak</u>	Flower Mound	2nd
<u>Fish Shelters</u>	Edinburg	3rd
<u>Smart Solution</u>	Irving	Honorable Mention

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	Place
<u>Grinch on the Green 2024</u>	Kyle	1st
Discover Temple – commercial campaign	Temple	2nd
McKinney Melons - City of McKinney	McKinney	3rd
<u>Battle of the Badge 2024</u>	Corinth	Honorable Mention

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	Place
<u>Kyle Fair / Smokin' Standoff</u>	Kyle	1st
<u>Sugar Land Memorial Day Event</u>	SugarLand	2nd
Holi Festival of Color Event Promotion	Bedford	3rd
Haunted Hayride	Temple	Honorable Mention

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	Place
Avocado Festival 2024 Promo	Pharr	1st
Mumentous	Garland	2nd
Fresh on the border 2024	Pharr	3rd
You Ain't Heard Nothin' Yet	Garland	Honorable Mention

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	Place
Kyle Fair PSA	Kyle	1st
Call Kyle 311	Kyle	2nd
Beetlejuice Halloween PSA	Victoria	3rd
Is it Mick-LAIR-oy? Mack-LUH-ree? McWhatNow?	Saginaw	Honorable Mention

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	Place
Die Hard Mayor	Garland	1st
Rocking Around the Flower Mound	Flower Mound	2nd
Mission Impossible Mayor	Garland	3rd
Curbside Christmas Tree Pickup	Denton	Honorable Mention

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	Place
Commissioner A.J. Garcia: Economic Development (State of the City 2024)	Alamo	1st
New Development: Union Bear	McKinney	2nd
Kyle Fair 2025 Recap	Kyle	3rd

<i>Haunted Hayride 2</i>	<i>Temple</i>	<i>Honorable Mention</i>
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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	Place
<u>FMFD Cribs Open House</u>	<i>Flower Mound</i>	<i>1st</i>
<u>Fort Worth Forward: Printed Threads</u>	<i>Fort Worth</i>	<i>2nd</i>
<u>2050 Comprehensive Plan – What are Place Types?</u>	<i>Fort Worth</i>	<i>3rd</i>
<u>Moving the Mustang to Williams Square</u>	<i>Irving</i>	<i>Honorable Mention</i>

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	Place
<u>Grinch Music Video</u>	<i>Kyle</i>	<i>1st</i>
<u>Kyle Fair PSA</u>	<i>Kyle</i>	<i>2nd</i>
<u>We're All Ears</u>	<i>Allen</i>	<i>3rd</i>
<u>SOUND ON! "Nemegata"</u>	<i>Austin</i>	<i>Honorable Mention</i>

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	Place
<u>Flower Mound State of the City</u>	<i>Flower Mound</i>	<i>1st</i>
<u>Kyle Fair / Smokin' Standoff</u>	<i>Kyle</i>	<i>2nd</i>
<u>Discover Temple</u>	<i>Temple</i>	<i>3rd</i>
<u>Fort Worth Forward: Kincaid's</u>	<i>Fort Worth</i>	<i>Honorable Mention</i>

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	Place
Rochelle Road Bridge Reopen	Irving	1st
Central Fire Station Grand Opening	Irving	2nd
Flower Mound Budget Report - News	Flower Mound	3rd
RARE Steak Championship Debuts	Irving	Honorable Mention

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	Place
Dream Home	Irving	1st
Raising Sparty	Irving	2nd
The Spooky Skeleton Jeep in Denton	Denton	3rd
Golden Sneaker Games	Irving	Honorable Mention

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	Place
Denton Halloween Returns	Denton	1st
Richardson Storm Response 2024	Richardson	2nd
Women in Law Enforcement	Laredo	3rd
Fort Worth Forward: Kincaid's	Fort Worth	Honorable Mention

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	Place
<u>Grinch on the Green 2024 Event Promo Series</u>	Kyle	1st
<u>Bedford Lunch Break Olympics</u>	Bedford	2nd
Get Lost in the Magic of Downtown McKinney	McKinney	3rd
<u>Talking Trash</u>	Seguin	Honorable Mention

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	Place
<u>Walk Sign Is On</u>	Denton	1st
<u>A New Year Filled with Midnight Wishes</u>	Pharr	2nd
<u>How to Pronounce Street Names</u>	San Antonio	3rd
<u>Red Headed Stranger 50th Anniversary</u>	Garland	Honorable Mention

CAT 72. – Best overall – Under 300k.

Video Title	Organization	Place
<u>City of Kyle Best Overall</u>	Kyle	1st
<u>City of Temple Best Overall</u>	Temple	2nd
<u>City of Bedford for Overall Excellence</u>	City of Bedford	3rd
Overall Excellence in Video Production - City of McKinney	City of McKinney	Honorable Mention

CAT 73. – Best overall – Over 300k.

<i>Video Title</i>	<i>Organization</i>	<i>Place</i>
<u>ACTV - Overall Excellence</u>	<i>Allen</i>	<i>1st</i>
<u>City of Garland - Overall Excellence</u>	<i>Garland</i>	<i>2nd</i>
<u>Town of Flower Mound Overall Excellence</u>	<i>Flower Mound</i>	<i>3rd</i>
<u>San Antonio Overall</u>	<i>San Antonio</i>	<i>3rd</i>