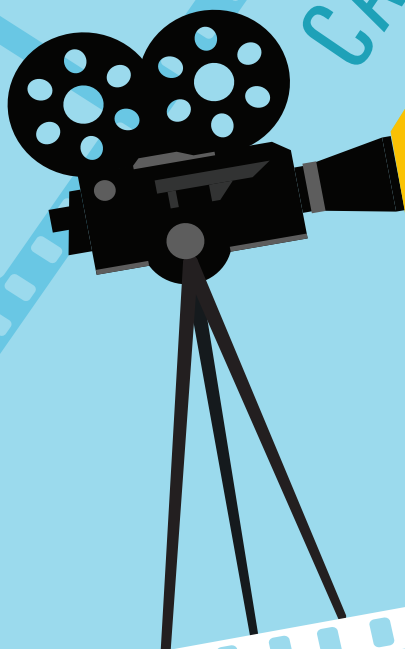


CALL FOR ENTRIES

28th ANNUAL STAR AWARDS



02

OCT
2025



ENTRY PERIOD

Programs must have first aired or
published online between
June 1, 2024 - May 31, 2025

Winners Announced at the STAR Awards
Awards Luncheon + Compact Symposium
on the Queen Mary, Long Beach
October 2, 2025

Deadline to enter:

June 13, 2025

Entry Period

Programs must have first aired on cable or published online between

June 1, 2024 - May 31, 2025

Winners Announced at the
**STAR Awards Luncheon + Compact
Symposium on the Queen Mary,
Long Beach, October 2**

Background

The STAR Awards were established in 1996 to recognize outstanding video programs produced by public, educational, and government access facilities serving California and Nevada communities.

Judging Process

A minimum of three judges representing video professionals will view videos.

Judges will select up to three finalists in each category.

Entries will be judged on content, creativity and technical quality.

Awards

The first-place winner in each category will receive the STAR Award.

Additional STARS can be ordered at the winner's expense.

Finalists will receive certificates.

Eligibility Criteria

- All entries must be submitted by a local government, such as a city, county, public school district, police, sheriff, or a non-profit organization whose scope of programming includes government access, or other entity serving local government interests in California and Nevada. Each STAR Award is granted only to the jurisdiction or organization, not to individual contributors.
- Videos must have originally aired or published online between **June 1, 2024 - May 31, 2025**.
- All entries must be submitted individually through our online entry form. On the entry form, include a link to the video. (For example: YouTube, Instagram, Facebook, Vimeo or your channel's On-Demand).
- Categories and Operating Budget breakdowns may be modified to accommodate the number of entries received.
- Entries received by 11:59 pm **June 13, 2025**.

How to Enter

- Visit link to enter and pay entry fees **capio.awardsplatform.com**
- Choose the category which best describes your program.
- Test your video link. Make sure online title and entry title match.
- Your email submission will be considered signature authorization of entry.
- A video may be entered in more than one category.
- Videos technically unable to view will be disqualified. No refunds.
- Email questions to **Suzanne.Bartole@sdcounty.ca.gov** OR **Amy Orr** with CAPIO at **info@CAPIO.org**

Entry Fees

CAPIO members fees - **\$65 per entry - May 5 - 31 (EARLY BIRD)**
\$75 per entry - June 1 - 13

Non CAPIO member fees - \$95 per entry

Payment must be received by the entry deadline **June 13, 2025**



NEW & NOTABLE

SPECIALTY CATEGORIES

Content Creator of the Year

Member Choice of the Year

NEW CATEGORIES

Emergency Management/Emergency
Operations Center (EOC)

Homeless

Public Information Series

Social Media Short Form

Social Media Long Form

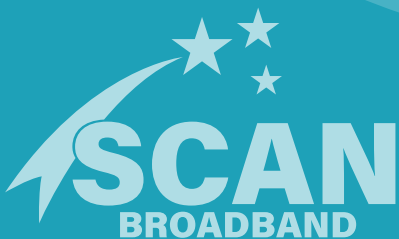
Transportation

Water

AGENCY / CONSULTANT CATEGORIES

Brand Awareness

Education



STARAWARDS2025 CATEGORIES

- 01 Animal Services**
A program or video that focuses on animal care, animal welfare, or pet adoption.
- 02 Arts and Entertainment**
A program or video dealing with general entertainment, performing arts, and artist or artistic group profiles.
- 03 City/County Services Information Video**
An engaging video that clearly explains a city or county service, policy, or process. Such as applying for a permit or using a city/county app.
- 04 Community Awareness- (1 full-time video staff)**
Program, story or segment produced to promote general awareness of community programs, services, and activities
- 05 Community Awareness- (2 or more full-time video staff)**
Program, story or segment produced to promote general awareness of community programs, services, and activities
- 06 Community Event Coverage (1 full-time video staff)**
A compelling video that captures the spirit of a local community event, such as a parade, dedication, open house, or festival.
- 07 Community Event Coverage (2 or more full-time video staff)**
A compelling video that captures the spirit of a local community event, such as a parade, dedication, open house, or festival.
- 08 Diversity/Equity/Inclusion**
A video that highlights diversity, equity, and inclusion, addressing issues like racism, discrimination, inequity, LGBTQ+ rights, or marginalized communities. Showcase efforts to raise awareness, foster understanding, or drive positive change.
- 09 Economic Development**
A program or video related to the attraction, retention, or support of local businesses.
- 10 Education/Schools**
Story or program on schools, students, teaching, or education related topics.

STAR AWARDS 2025 CATEGORIES

- 11** **Election Coverage**
A program or story related to elections including debates, forums, returns, ballots, voter education, and primaries.
- 12** **NEW! Emergency Management/Emergency Operations Center (EOC)**
Coverage of emergency preparedness, response, or recovery efforts including natural disasters, severe weather events, or public safety emergencies.
- 13** **Environmental Issues**
A video about environmental impact issues, weather, recycling, green waste, or other related topics.
- 14** **Ethnic Experience**
A video that celebrates a distinct cultural tradition, showcasing the people, places, or events that embody its unique heritage, stories, or contributions to the community.
- 15** **Graphic Animation**
Excellence in digital imagery and animation, creating or blending visual elements such as animations, motion graphics, effects, transitions, logos, bumpers, or station IDs to enhance a story or production.
- 16** **HEALTH - Public Health / Mental Health**
An impactful video that addresses public health or mental health issues of community concern, such as mental wellness, immunizations, or disease prevention, to raise awareness or promote positive action.
- 17** **Historical**
A story or program that covers a historical related topic, event, or a story produced for a history museum exhibit.
- 18** **NEW! Homeless**
A program or story that raises awareness about unhoused individuals and highlights efforts to support them or promote a positive change.
- 19** **Human Interest**
A program or story designed to appeal to the human spirit, often creating awareness or prompting action.
- 20** **Instruction/Training**
A clear and effective video such as employee training, staff orientation, or HR policy communication, to inform and engage personnel. (Not-For-Broadcast or Social Media).
- 21** **Interview/Talk Show**
May include in-studio, on-location or virtual interviews. Pre-produced segments must not exceed 50% of the total program.
- 22** **Library**
Program or story related to a library topic, such as author interviews, library programs, and events.

STAR AWARDS 2025 CATEGORIES

- 23** **Military/Veterans**
A program or story meant to educate the public on military or veterans' issues.
- 24** **News - Single Story**
Under 5-minute story on any topic.
- 25** **News - Monthly or Weekly**
Submit a single episode or a compilation of segments from a monthly or weekly news program, highlighting diverse elements such as features, sports, commentary, or other news content.
- 26** **Parks & Recreation**
Program or story about a park, rec center, athletic field, or parks related program or service.
- 27** **Profile - Department**
Highlights the resources or services of a city/county or public agency department.
- 28** **Profile - Employee**
Profiles a city/county or public agency employee.
- 29** **Profile - Resident, Business or Organization**
Highlights a local person, business, or organization. Not intended to cover a city/county or public agency employee.
- 30** **Promotion of a City/County/Public Agency (1 full-time video staff)**
Promotes the overall image of a city/county or public agency.
- 31** **Promotion of a City/County/Public Agency (2 or more full-time video staff)**
Promotes the overall image of a city/county or public agency.
- 32** **Promotion of an Event/Program (1 full-time video staff)**
Single spot (not to exceed 2 minutes) promoting a community event or specific program.
- 33** **Promotion of an Event/Program (2 or more full-time video staff)**
Single spot (not to exceed 2 minutes) promoting a community event or specific program.
- 34** **Public Affairs**
A compelling video with in-depth coverage of civic or governmental issues, such as a mayoral show, town hall, summit, or debate, to inform and engage the community.
- 35** **NEW! Public Information Series**
Videos having a common theme throughout the series - such as health, public safety, art, etc. The entry must consist of three (3) different segments in the series. Each excerpt should not exceed five (5) minutes in length.

- 36** **Public Safety – Fire**
A compelling video that explores fire-related public safety issues of community concern, such as fire prevention or wildfires, to inform and engage viewers.
- 37** **Public Safety – Law Enforcement/EMS**
A compelling video that explores law enforcement or EMS public safety issues of community concern, such as police, sheriff, bomb squad, or EMS operations, to inform and engage viewers.
- 38** **Public Service Announcement**
Single spot (90 seconds maximum) related to a local government agency supported issue, topic, cause, or service.
- 39** **Public Service Announcement - Campaign**
Provide a minimum of 2 spots that are part of a campaign (90 seconds maximum) related to a local government agency supported issue, topic, cause, or service.
- 40** **Public/Community Meetings**
Gavel to gavel unedited coverage of meetings open to the public. Such as council, county board, commission, or school board meetings. No highlights may be submitted.
- 41** **Seniors**
Program or segment targeting senior community or issues concerning aging.
- 42** **NEW! Social Media - Short Form (Under 60 seconds)**
Creative, engaging, and innovative use of video designed for social media that delivers a clear message and focuses on storytelling, visuals, and impact. (vertical encouraged but not required)
- 43** **NEW! Social Media - Long Form (Over 60 seconds)**
Creative, engaging, and innovative use of video designed for social media that delivers a clear message and focuses on storytelling, visuals, and impact. (vertical encouraged but not required)
- 44** **Social Media Campaign or Series**
Connected series of video social media posts that showcase creativity, storytelling, and engagement on a single topic or event. Provide a minimum of two videos in the campaign. Entry description field should include a campaign overview.
- 45** **Special Audience**
Program, story or segment targeting traditionally underserved audiences such as non-English speaking, neurodivergent or physically impaired.
- 46** **Sports Programming - Edited**
A dynamic, edited program that centers on a sports theme as the primary focus. Showcase content such as a Coach's Show, sports highlights, an edited sporting event, or a compelling profile of an athlete, team, or event.

- 47** **NEW! Transportation**
A video that highlights transportation as the central theme. Explore topics such as construction updates, roadways, trains, public transit, airports, or road crew efforts to inform and inspire your audience.
- 48** **NEW! Water**
A program, story, or segment that centers on a water-related theme as the primary focus. Highlight topics such as water sourcing, distribution, quality, conservation, safe drinking water, or wastewater services to engage and inform your audience.

AGENCY / CONSULTANT CATEGORIES

- 49** **Brand Awareness**
An outstanding video or campaign, created by or in collaboration with an agency or consultant, designed to elevate brand awareness. Showcase creativity and impact to effectively engage audiences and strengthen brand recognition.
- 50** **Education**
An exceptional video or campaign, created by or in partnership with an agency or consultant, to drive educational content. Highlight innovative storytelling or impactful messaging to engage audiences and promote learning while elevating the brand.

SPECIALTY CATEGORIES

- 51** **Content Creator of the Year (1 full-time video staff)**
Submit ten (10) unique programs or segments showcasing diverse topics that celebrate your city, county, or public entity. Entries can be individual video links or a single compilation (max 15 minutes). Highlight your creativity and community pride!
- 52** **Content Creator of the Year (2-3 full-time video staff)**
Submit ten (10) unique programs or segments showcasing diverse topics that celebrate your city, county, or public entity. Entries can be individual video links or a single compilation (max 15 minutes). Highlight your creativity and community pride!
- 53** **Content Creator of the Year (4 or more full-time video staff)**
Submit ten (10) unique programs or segments showcasing diverse topics that celebrate your city, county, or public entity. Entries can be individual video links or a single compilation (max 15 minutes). Highlight your creativity and community pride!
- 54** **Member Choice Award Voted on by CAPIO membership**
Share your top video of the year and let our members vote!



STARAWARDS2025
Setting Sail to New Destinations

