



# STAR AWARDS

Telecom Titans: Celebrating the Legacy of SCAN NATOA

## 27th ANNUAL STAR AWARDS

Winners announced at the upcoming  
Awards Luncheon on The Queen Mary, Long Beach  
September 26, 2024

## Call for Entries Deadline

July 12, 2024

## ENTRY PERIOD

Programs must have first aired on cable  
or internet between  
MARCH 18, 2023 - MAY 31, 2024

PROD. CALL FOR ENTRIES  
ROLL  
SCENE  
DIRECTOR

RECOGNIZING OUTSTANDING TELEVISION PROGRAMMING  
IN THE STATES OF CALIFORNIA AND NEVADA

**Deadline to enter:**

July 12, 2024

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**Background**

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

**Judging Process**

A minimum of three judges representing video professionals will view programs. Judges will select up to three finalists in each category. Entries will be rated on content, creativity, and technical quality.

**Awards**

The winner in each category will receive the STAR AWARD. Additional STARS can be ordered at the winner's expense. Finalists will receive certificates.

CALLFORENTRIES

## Eligibility Criteria

### *All entries must:*

- Be submitted by a local government, such as a city, county, public school district, or a non-profit organization whose scope of programming includes government access, or other entity serving local government interests located in the States of California or Nevada. *Each STAR Award is granted only to the jurisdiction or organization, not to individuals.*
- Be produced in-house.
- Have been cablecast or published online March 18, 2023 - May 31, 2024.
- All entries must be submitted individually through our online entry form. On the **entry form**, include a link to the video (YouTube, Vimeo, Facebook, or your channel's On-Demand)
- Categories and Operating Budget Breakdowns may be modified to accommodate the number of entries received.
- A refund or alternative category option will be given if not enough entries are received in a category.
- Be received no later than July 12, 2024, at 11:59 p.m.

## How to Enter

1. Visit link to enter and pay entry fees [capio.awardsplatform.com](https://capio.awardsplatform.com)
2. Choose the category which best describes your program.
3. Be certain to include a clear tested link to program(s). Make sure the online title and entry title match.
4. Your email submission will be considered signature authorization of entry.
5. A program may be entered in more than one category (if it fits the description).
6. Programs entered in the wrong category or technically unable to view will be disqualified at the discretion of the judging team. No refunds.
7. Email any questions to [Suzanne.Bartole@sdcounty.ca.gov](mailto:Suzanne.Bartole@sdcounty.ca.gov)

## Entry Fees

As a special gift to you membership fees are not required to receive the member price for the 2024 STAR Award entries.

We are celebrating the partnership with CAPIO and SCAN NATOA.

**Categories are \$55 per entry**

# STARAWARD CATEGORIES

- 01 Animal Services**  
A program, segment or series promoting animal welfare, protection, or pet adoptions.
- 02 Arts and Entertainment**  
A story or segment dealing with general entertainment, the performing arts, and artist or artistic group profiles.
- 03 Best City/County Services Information Video**  
A video whose purpose is to explain a city/county service, policy or process. Examples might include how to get a library card, how to apply for a permit, how the city recycles water, what code enforcement officers do, etc.
- 04 Community Awareness**  
Program, story or segment produced to promote general awareness of community programs, services and activities (i.e., beautification awards, crime prevention programs, job fairs).
- 05 Community Event Coverage**  
Coverage of a community event (parade, open-house, community festival, etc.)
- 06 Diversity/Equity/Inclusion**  
For excellence in content focused on topics including racism, discrimination, inequity, LGBTQ, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or affect positive change.
- 07 Documentary – Historical**  
Non-fiction program, which profiles a historical topic that is produced primarily on-location or using historical footage.
- 08 Economic Development**  
A program, segment or series related to the attraction, retention, and or support of local businesses.
- 09 Education/Schools**  
Story or program on schools, student, teaching or education related topics.
- 10 Election Coverage**  
A program or series of programs related to elections including forums, returns, ballots, voter education, and primaries.

## STARAWARD CATEGORIES

- 11 Environmental**  
A program or series of programs regarding environmental conservation, recycling, renewal resources, and other programs related to sustainability.
- 12 Ethnic Experience**  
Examines people, places and events from a distinct cultural tradition (i.e. a celebration of a culture).
- 13 Health - Public Health / Mental Health**  
In-depth treatment of public health or mental health issues focused on subjects of concern to a community i.e. mental health, flu, immunizations.
- 14 Human Interest**  
A non-fiction program (series or individual project) designed to appeal to the human spirit. Often creating awareness or prompting action.
- 15 Instructional**  
A program or series of programs that provides instructions, including arts and crafts, exercise, cooking, etc.
- 16 Interview/Talk Show**  
Must include in-studio or on-location interviews. Pre-produced segments must not exceed 50% of the total program.
- 17 Library**  
A program, segment or series related to a library such as author interviews, library programs and events.
- 18 Magazine Format**  
A program or series consisting of various stories designed to entertain and inform. that combine several different elements such as interviews, how-to-segments, and features.
- 19 Military**  
A program or segment meant to educate the public on military or veterans' issues.
- 20 News - Single Story**  
Under 5-minute story on any topic.

# STARAWARD CATEGORIES

- 21** **News - Monthly or Weekly**  
A minimum of three segments showing diverse elements of the news program from a minimum of three episodes of the series. Segments may include, but are not limited to, a mix of news features, sports, and commentary.
- 22** **Parks and Recreation**  
Program or story about a park, recreation center, athletic field or parks related program or service.
- 23** **Profile - Department**  
A program or series of programs profiling a City or County Department.
- 24** **Profile - Employee**  
A program or series of programs profiling a City or County employee.
- 25** **Profile - Resident, Business or Organization**  
A feature, story or segment that highlights a local person, business or organization. Not intended to cover a city/county employee.
- 26** **Promotion of a City/County**  
A video that promotes the overall image of a city/county.
- 27** **Public Affairs**  
In-depth treatments of civic or governmental issues, i.e. mayoral show, town hall, summit, debate or conferences.
- 28** **Public Safety-Fire**  
In-depth treatment of public safety issues focused on fire subjects of concern to a community (i.e., fire prevention, wildfires).
- 29** **Public Safety-Law Enforcement**  
In-depth treatment of public safety issues focused on law enforcement subjects of concern to a community (i.e., Police, Sheriff, Bomb Squad, EMS).
- 30** **Public Service Announcement**  
Single spot (90 seconds maximum) related to a local government agency supported or sponsored issue, topic, cause, or service.

# STARAWARD CATEGORIES

- 31** **Public Service Announcement - Campaign**  
A minimum of 3 Single spots part of a campaign (90 seconds maximum each) related to a local government agency supported or sponsored issue, topic, cause, or service.
- 32** **Public/Community Meetings**  
Gavel to gavel coverage of meetings open to the public (i.e. county board, council, commission, or school board meetings).
- 33** **Seniors**  
Program or segment targeting traditional senior community or issues concerning aging.
- 34** **Social Media Efforts**  
Effective and creative use of a short form video and graphics by an organization created for social media. Provide examples of effectiveness along with number of fans/followers, sites (i.e, Instagram, Facebook, X, YouTube, etc.)
- 35** **Special Audience**  
Program, story or segment targeting traditionally underserved audiences (i.e., non-English speaking, physically impaired, homeless).
- 36** **Sports Programming - Edited**  
Sports program wherein a sports theme is the main emphasis (i.e., Coach's Show, Sports Highlights, an "edited" sporting event, profile of an athlete, team or event, etc).
- 37** **Sports Programming - LIVE**  
"Live to Tape" coverage of an athletic competition from beginning to end (i.e., football, basketball, baseball games, tennis, auto racing, etc).
- 38** **Visual Effects**  
For excellence in creating or manipulating imagery digitally and blending visual elements within a production. NOTE: Entry may include a before and after video to demonstrate the craft that might not be evident by only seeing the final product (ex. Removing a billboard, fixing a dent on a car bumper, adding trees to a landscape.) Other examples of entries could be animations, opens, effects and transitions within a story or program, logos, bumpers, station IDs.

# STARAWARD CATEGORIES

**39** Overall Excellence in Government Programming  
*Under \$400,000 Operating Budget*

Intended to honor a government access station for serving its community through the variety of locally produced programs. A minimum of 10 different original programs must be featured. Entry duration may not exceed 15 minutes. **NO ADDITIONAL POST-PRODUCTION PERMITTED**

**40** Overall Excellence in Government Programming  
*\$400,000 to \$800,000 Operating Budget*

Intended to honor a government access station for serving its community through the variety of locally produced programs. A minimum of 10 different original programs must be featured. Entry duration may not exceed 15 minutes. **NO ADDITIONAL POST-PRODUCTION PERMITTED**

**41** Overall Excellence in Government Programming  
*Over \$800,000 Operating Budget*

Intended to honor a government access station for serving its community through the variety of locally produced programs. A minimum of 10 different original programs must be featured. Entry duration may not exceed 15 minutes. **NO ADDITIONAL POST-PRODUCTION PERMITTED**





