

2011 TATO PROGRAMMING AWARD Winners

Category	Category Name	1st Place	2nd Place	3rd Place
1	Community Event Coverage (Operating Budget under \$250,000) 8 entries	City of Allen Senior Recreation Center Wii Bowling Tournament	City of Pasadena Universal Park Mural Painting	City of Highland Village Red, White and Blue Festival
2	Community Event Coverage (Operating Budget over \$250,000) 8 entries	City of Houston Rodeo Show	City of Irving West Irving Library Grand Opening	City of Austin Live From The Plaza
3	Student/ Interns 0 Entries			
4	Public Affairs 6 Entries	City of Austin Austin City Council	City of Corpus Christi City Council Meeting	City of Austin Corridor Conversation Town H
5	Documentary (Operating Budget under \$250,000) 4 entries	City of Pasadena Pasadena Remembers	City of Pasadena Relics from the Republic	City of Garland Tribute to Charles Duckworth
6	Documentary (Operating Budget over \$250,000) 6 entries	City of Austin Austin Underground	City of Fort Worth WAL	City of Houston Sister Cities Agreement: Houst & Chiba, Japan
7a	Public Education (Operating Budget under \$250,000) 9 entries	City of Allen David Chicken: "Recycle Bin"	City of Allen Be a Scooper Hero!	City of Round Rock Preservation Minute: The Lege of Sam Bass
7b	Public Education (Operating Budget over \$250,000) 9 entries	City of Irving Final Game at Texas Stadium Site	City of Austin Austin's Trees	City of Austin 2010 Transportation Bond
8	Instruction/Training (Operating Budget under \$250,000) 5 entries	City of Austin LEAN Training Video	City of Allen Abay	City of Irving I Win: The Pitch
9	Interview/Talk Show 4 entries	City of Allen The Dilly-O: Nastia Liukin	City of Irving Open Line: Protecting the Planet	City of Houston The Green View Show
10	Profile of an Organization or Department (Operating Budget under \$250,000) 12 entries	City of Allen Day of Caring	City of Allen Allen Challenge: CHL Allen Americans Ice Angels	City of Sugar Land 2010 Year in Review
11	Profile of an Organization or Department (Operating Budget over \$250,000) 10 entries	City of Austin Mayfield Nature Preserve	City of Irving Animal Care Campus: 6 Months Later	City of Richardson Cottonwood Arts Festival

12	Public Health/Public Safety (Operating Budget under \$250,000) 7 entries <i>Categories 12 and 13 were combined due to lack of entries in category 13.</i>	City of Allen Allen Challenge: Firefighters	City of Allen Student Police Academy	City of Pasadena Emergency Radio AM 850
14	Special Audience (Operating Budget under \$250,000) 7 entries <i>Categories 14 and 15 were combined due to lack of entries in category 15.</i>	City of Allen David Chicken "Recycle Bin"	City of Pasadena Hang Time	City of Allen Senior Recreation Center Wii Bowling Tournament
16	Magazine Format Series (Operating Budget under \$250,000) 5 entries	City of Allen Access Allen	City of Sugar Land SLTV News	Town of Flower Mound ADVENTUREStv
17	Magazine Format Series (Operating Budget over \$250,000) 4 entries	City of Austin CityView	City of Irving City Source	City of Houston Latina Voices
18	Public Service Announcement (Operating Budget under \$250,000) 12 entries	City of Allen Be a Scooper Hero	City of Allen Allen USA 2011	City of Denton Duct Blaster
19	Public Service Announcement (Operating Budget over \$250,000) 4 entries	City of Austin Barrier Free	City of Austin Imagine Austin	City of Richardson Wildflower Festival
20	Event/ Program Promotion (Operating Budget under \$250,000) 10 entries	City of Allen A Fistful of Spaghetti	City of Allen Police vs Fire on Ice	City of El Paso City of El Paso Promo
21	Event/ Program Promotion (Operating Budget over \$250,000) 4 entries	City of Austin Dare to Go Zero Promo	City of Houston La Mafia	City of Richardson 2010 Christmas Parade Promo
22 No video	Video Text Bulletin Board 4 entries	Town of Flower Mound Flower Mound Bulletin Board	City of Sugar Land SLTV Bulletin Board	City of Denton DTV Bulletin Board
23	Best Use of Web 5 entries	City of Irving ICTN Website	City of Midland The City of Midland, Video and the Internet	City of Allen www.cityofallen.org
24	Use of Humor 9 entries	City of Allen A Fistful of Spaghetti	City of Allen Be a Scooper Hero	City of Allen The Dilly-O: 100 th Episode

25	Partnership Production 6 entries	City of Houston Hockley Park	City of Austin/ KLRU Yunnan Cultural Exchange	City of Midland Midland Crime Stoppers
26	Kurt Ugland Programming Impact Award 3 entries	City of Austin Dare to Go Zero	City of Stafford Shattered Dreams	Town of Flower Mound Cardiac Arrest
27	Overall Excellence in Government Programming (Operating Budget under \$100,000) 3 entries	City of Midland Overall Excellence	Town of Flower Mound Overall Excellence	City of Missouri City Keeping You Informed: Overall Excellence
28	Overall Excellence in Government Programming (Operating Budget \$100,000 - \$250,000) 2 entries	City of Allen Overall Excellence	City of Pasadena Overall Excellence	
29	Overall Excellence in Government Programming (Operating Budget over \$250,000) 3 entries	City of Austin Austin Programming Highlights	City of Irving Overall Excellence	City of Richardson Overall Excellence

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