



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: CEO/CSBT
Department No.: 063
For Agenda Of: August 3rd, 2010
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Michael E. Brown, County Executive Officer
Director(s)
Contact Info: Silvio Motta, Manager CSBT
SUBJECT: SCAN/NATOA 2010 STAR Awards

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: Select_Concurrence

Recommended Actions:

That the Board of Supervisors accepts three 2010 States of California and Nevada Chapter of the National Association of Telecommunications Officers and Advisors (SCAN/NATOA) STAR Awards presented to CSBT Channel 20.

Summary Text:

The States of California and Nevada chapter of SCAN is the largest in the nation with a membership of close to 500. 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. Three to five judges viewed nearly 200 programs submitted by 25 stations in 33 categories. Judges selected up to three finalists in each category. Entries were rated on content, creativity, and technical quality. During a ceremony for the 14th Annual STAR Awards, Santa Barbara County Government access station CSBT Channel 20 was presented with two first-place awards and one second-place award.

The awards were bestowed as follows:

1. **Best Documentary Profile (Production Budget <\$400,000) – First Place:**

“Raising Lambs for the County Fair” followed the progression of local students as they raised lambs for auction at the 2009 Santa Barbara County Fair. The 19-minute documentary was produced by Lael Wageneck in conjunction with the 4th District Supervisor’s Office. This is the first nomination and win CSBT has received for this award.

2. Best Economic Development – First Place:

CSBTv Channel 20 won first place for its series on county agriculture. The series includes videos on the production of wine grapes, flowers, broccoli, lemons, cattle, and strawberries. The videos were produced by Dominique Blocker in conjunction with the Agricultural Commissioner's Office and the County Board of Supervisors. This is the first nomination and win CSBTv has received for this award.

3. Best Public Service Announcement (Production Budget <\$400,000) – Second Place:

This 60-second public service announcement on the value of public works projects won second place. The video was produced by Lael Wageneck in conjunction with the Public Works department. This is the second nomination and first win CSBTv has received for this award.

Background:

CSBTv Channel 20 submitted a total of six videos and was a finalist in three categories. In 2009, CSBTv won its first STAR Award for its public service announcement on animal evacuations. CSBTv also received two third-place awards that year. The first award was for Best Public Safety Video (Production Budget <\$400,000) for "Every 15 Minutes." The second award was for Best Promo for "Santa Barbara County Libraries."

Authored by:

Lael Wageneck, CSBTv Staff

cc:

Silvio Motta, CSBTv Station Manager