

# GOVERNOR'S AWARD

The Governor's Award of the Arizona Chapter of the National Academy Television Arts and Sciences is given in recognition of unique or cumulative achievements by individuals, companies, or organizations having significant impact on the community. These do not fall within the bounds of the **Program** and **Individual Craft** Achievement consideration for the Annual Rocky Mountain Emmy Awards.

The Board of Governors selects the recipient(s), if any. Regional Broadcasters may nominate individuals, companies, and/or organizations which they consider merit this, the highest award of the Chapter. **Nominations must be submitted in writing to the Board of Governors by August 22, 2007 for consideration.**

The Board of Governors will discuss the nominations and vote in a preliminary secret ballot to determine by majority vote the nominations to be considered for the award. The Board of Governors then votes a second secret ballot to select the recipient(s), if any, of the Governor's Award. A favorable vote of five-sixths of the members of the Board of Governors is required for an award to be given.

The Governor's Award is in the form of an Emmy statuette.



## Past Governor's Award recipients:

- 2007-2008 The Arizona Broadcasters Association teamed up with the crime stopping, non-profit organization Silent Witness, to produce the Arizona Crystal Darkness Campaign. This was a unique collaboration between local media, schools, law enforcement, recovery specialists, faith organizations and the business community to work together to help victims, create awareness and prevent Crystal Meth use. The campaign used a 30-minute gripping documentary titled Crystal Darkness to spread its message. The story is told through the powerful testimonies of young people who have gone through the dark and lonely depths of Meth addiction. The program, targeted for youths and their parents, also extended with conviction to an entire community and throughout the nation. On April 15th, 2008 from 6:30pm-7:00pm, nearly every network-affiliated and independent Arizona television station simultaneously broadcast the program. In the Phoenix market alone, the program recorded an astounding market share of 49%! Several prominent radio stations also broadcast the audio-tailored program, as well as held open caller forums after it aired.
- 2006-2007 ABC15 "Project Bundle on Board. With more families calling the Valley home, ABC15 saw a need to do more to help keep children safe and healthy. Because of the important need for car seat safety, ABC15 teamed up with the Governor's Office of Highway Safety to host ABC15 Project Bundle on Board events with free car seat inspections for families September 8th and 15th, 2006 during Child Safety Month. Through a series of informational spots and live event news briefs, ABC15 stressed the importance of child seat safety and promoted free car seat inspections across the Valley. At four locations, parents came out to get their children's car seats inspected for free by 20 certified inspectors from Valley fire and police forces.
- 2005-2006 KPHO-TV(Phoenix, AZ) for CBS 5 Fulton Homes Power of 5. It all started January of 2005 when CBS 5 promoted and hosted a phone bank to raise money for the victims of the devastating tsunami in Asia. The outpouring of the community was phenomenal. That sparked an idea to establish an ongoing effort to empower the community to make a difference. Fulton Homes jumped onboard and in conjunction with the Volunteer Center, the valley saw the birth of CBS 5 Fulton Homes Power of 5. Quarterly phone banks televised on CBS 5 urge callers to volunteer 5 hours a month to a worthy cause, donate \$5 a week to a local charity and take 5 minutes a day to talk to kids about important social concerns. This is more than a campaign, it is a community coming together to build a better future.
- 2004-2005 KPNX-TV (Phoenix, AZ) for Buddy Check 12. Back in 1993 Channel 12 began a campaign to increase public awareness of breast health and breast cancer prevention. The idea was to create a system to remind people to perform a monthly breast self-exam. On the 12<sup>th</sup> of each month, voicemail or e-mail reminders are sent out to the programs participants, prompting them to do their exam. Additionally, each locally produced newscast carries a story ranging from messages of hope from breast cancer survivors to the latest medical breakthroughs. Now, over 12 years later, more than 45,000 people call themselves Buddy Check 12 members.
- 2003-2004 KTVW-TV (Phoenix, AZ) for "A su lado" phone bank where Univision saw a need and created a monthly 5 1/2 hour phone bank with experts in topics such as Domestic Violence prevention, anti-smoking campaigns, continuing higher education, high school drop out prevention, immigration issues, child drowning prevention campaigns, etc. Julie Bank, Maricopa Animal Care and Control in conjunction with KNXV fights to keep the animals and the life-saving programs in the public's eye.
- 2002-2003 Jim Paxon, the lead information officer behind the Rodeo-Chediski fire, for his work informing the public during the fire, and Chris Schueler of Christopher Productions, for their project "One Friday Night," dealing with the issue of underage drinking in New Mexico.
- 2001-2002 KTVW-TV (Phoenix, AZ) The story of Filemon Martinez not only impacted the local community but transcended national borders and embraced the people of Mexico and the government agencies from both sides of the border. This

story drew crowds together and established new records in bone marrow registry in Arizona among the Hispanic community.

- 2000-2001 KRQE-TV (Albuquerque, NM) for The Wildfire Public Service Campaign. Deputy Fire Chief Bob Khan (Phoenix Fire Department, Phoenix, AZ) for his exceptional working relationship with both the broadcast and print media, for providing the media with open access to the department and for creating the Certified Fire Journalists Academy.
- 1999-2000 Jan Jacobson, JB Communications, Phoenix Chapter Trustee & Past President for outstanding service to the television industry and the community
- 1998-1999 KPNX-TV (Phoenix, AZ) for *12 News Project Kid Safe* car seat inspections, 12 News Documentary: "*Unplanned Portrait*", 12 News documentary: "*Charley's Gift*", *Wednesday's Child*, *Silent Witness*, 12 *Who Care* Volunteer Recognition and "*One Bed, One Life*"
- 1997-1998 KSAZ-TV (Phoenix, AZ) for *Watch Your Kids Around Water* campaign, KSL-TV (Salt Lake City, UT) for *TV Wise* campaign, KVIA-TV (El Paso, TX) for *Race Relations* public service campaign
- 1996-1997 KAET (Tempe, AZ) for *Arizona Presidential Forum*, KTVX (Salt Lake City) for its community service *4 Utah Kids* campaign, KUTV (Salt Lake City) for its *Schools 2 Careers* community service partnership with businesses and education
- 1995-1996 KSAZ (Phoenix) for its community service *Volunteer 10* program and KSL (Salt Lake City) for its public service announcement campaigns on *Think Ability* and *Family Now*
- 1994-1995 KAET (Tempe, AZ) for Election Coverage '94
- 1992-1993 KUED (Salt Lake City) for election coverage
- 1990-1991 KGGM (Albuquerque, NM) for the partnership with education program TV 101
- 1989-1990 KPNX (Phoenix, AZ) and KTSP (Phoenix, AZ) for community service
- 1988-1989 KPNX (Phoenix, AZ) for closed-captioning of local newscasts, KAET (Tempe, AZ) for live gavel-to-gavel coverage of the Mechem Impeachment Hearing & Trial, and the Mormon Tabernacle Choir (Salt Lake City) for 30 years of TV programming
- 1987-1988 KTVK, KPHO, KAET, KTSP, KPNX, and KTVW (Phoenix, AZ) for the broadcasting pool for the Papal coverage
- 1986-1987 KTSP (Phoenix, AZ), KTVX (Salt Lake City, UT), and KGGM (Albuquerque, NM) for community service
- 1985-1986 KTSP (Phoenix, AZ) Bill Close
- 1984-1985 KPHO (Phoenix, AZ) for the children's entertainment program Wallace and Ladmo
- 1981-1982 KYUS (Miles City, MT) for community service
- 1980-1981 KPNX (Phoenix, AZ) for microwave autotracking
- 1979-1980 KSL and Bonneville Media (Salt Lake City, UT) for Teletext