

# GOVERNOR'S AWARD

## Past Governor's Award recipients:

- 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
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