

## ***Tennessee Cable Telecommunications Association Presents the 2008 TCTA Cable Excellence Awards***

At this year's Joint Summer Meeting with North Carolina, South Carolina and Georgia in Hilton Head, South Carolina, August 3-5. The TCTA will present cable excellence awards to outstanding individuals and cable systems in the state of Tennessee. These awards will be presented to the recipients at the Awards Dinner on Sunday, August 3<sup>rd</sup>.

The deadline to submit a nomination is **Friday, July 18, 2008.**

- For each award, please respond to the requisite criteria and complete the nomination form.
- All nominations will be judged by a committee of unbiased persons.
- Honorees will be chosen on the basis of the information submitted by the person nominating.
- Multiple submissions are permitted.

There are seven awards:

### AWARDS FOR OUTSTANDING INDIVIDUALS

1. Excellence Award for Customer Service Representative
2. Excellence Award for Technician
3. Distinguished Service to the Cable Industry in Tennessee
4. Outstanding 2007/2008 Associate Member

### AWARDS FOR SYSTEM ACCOMPLISHMENTS

5. System Excellence Award for Community Outreach
6. System Excellence Award for Sales Launch/Product Promotion
7. System Excellence Award for Community Programming/Promotion

## ***Awards for Outstanding Individuals***

**1. 2008 EXCELLENCE AWARD FOR CUSTOMER SERVICE REPRESENTATIVE:**

- This competition is open to all cable television Customer Service Representatives.
- It is intended to promote and reward outstanding contributions to customers, the cable industry and the community.

**Criteria for judging Customer Service Representative award:**

1. State the customer service representative nominee's greatest contribution to his/her system.

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2. State the customer service representative nominee's greatest contribution to the cable industry.

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3. Briefly describe any of the customer service representative nominee's extracurricular participation for a specific charity or their community.

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4. List any honors the customer service representative nominee has received as a result of his/her contributions.

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5. Other than the reasons stated above, explain why you believe the customer service representative nominee should receive the excellence award.

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## ***Awards for Outstanding Individuals***

**2. 2008 EXCELLENCE AWARD FOR TECHNICIAN:**

- This competition is open to all cable television technicians.
- It is intended to promote and reward outstanding contributions to the cable industry and the community.

**Criteria for judging Technician award:**

1. State the technician nominee's greatest contribution to his/her cable system.

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2. State the technician nominee's greatest contribution to the cable industry.

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3. Briefly describe any of the technician nominee's extracurricular participation for a specific charity or their community.

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4. List any honors the technician nominee has received as a result of his/her contributions.

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5. Other than the reasons stated above, explain why you believe the technician nominee should receive the excellence award.

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## ***Awards for Outstanding Individuals***

**3. 2008 DISTINGUISHED SERVICE TO THE CABLE INDUSTRY IN TENNESSEE:**

- This competition is open to all employees of the cable industry.
- It is intended to promote and reward outstanding personal contributions and ongoing commitment to the cable industry.

**Criteria for judging the Distinguished Service award:**

- The nominee should have a proven record of dedication and service to the industry through significant contributions to the growth and development of cable television in Tennessee.
- The nominee should have a record of employment in the cable industry in Tennessee continuously for the past 5 years, or since January 2003.

1. State the Distinguished Service nominee's greatest contribution to the cable industry.

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2. Briefly describe any of the Distinguished Service nominee's professional and charitable activities that exemplify distinguished service to the industry or community.

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3. Other than the reasons stated above, explain why you believe the Distinguished Service nominee should receive the excellence award.

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## *Awards for Outstanding Individuals*

**4. OUTSTANDING 2007/2008 ASSOCIATE MEMBER:**

This award will be presented to two Associate Members who have demonstrated outstanding leadership qualities such as professionalism, adaptability to a rapidly changing environment, and dependability. The ideal candidate will display exceptional personal characteristics, concrete knowledge of their product, and an interest in understanding all aspects of the cable industry.

**Requirement for Submission:**

- Nominees must be members in good standing on or before July 18, 2008.

1. State the nominee's greatest contribution to the cable industry.

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2. Briefly describe the nominee's outstanding leadership qualities such as professionalism, adaptability to a rapidly changing environment, personal characteristics such as courteousness, amiability, and willingness to help others, concrete knowledge of their product, and an interest in understanding all aspects of the cable industry.

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3. Other than the reasons stated above, explain why you believe the nominee should receive the award.

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## ***Awards for System Accomplishments***

### **EXCELLENCE AWARDS RECOGNIZING SYSTEM ACCOMPLISHMENTS:**

These awards will be judged on their own merit, considering originality, artistic and technical quality, impact, and benefit to the community and/or cable industry.

***\*Materials for these awards must have been produced after January 1, 2007, and before July 1, 2008.***

- \* 5. **COMMUNITY OUTREACH:** This award will recognize excellence in a campaign or program to benefit the community while enhancing the public image of the cable system.
  - Submissions can include print or video.
  - The submission should include the dates of the campaign or program, describe the extent of the involvement in the community project, and the results of the project, including volunteer involvement, donations and publicity.
  
- \* 6. **SALES LAUNCH/PRODUCT PROMOTION:** This award recognizes a cable system that, in partnership with a cable programmer or vendor, has meritoriously launched a new product or promoted an existing product.  
**Please include:**
  - the objectives and overall description;
  - the date(s) of implementation;
  - the results;
  - a sample or description of materials; and
  - an assessment of the overall impact of the program on the cable system.

***Note: The programmer or vendor must be a TCTA associate member in good standing.***
  
- \* 7. **COMMUNITY PROGRAMMING/PROMOTION:** This award will recognize excellence in community programming/cablecast or an originally produced promotion to benefit the community.
  - The programming/promotion may have been produced by the system or by a third party.
  - Please include an overall description and purpose, the date that the program/promotion was first broadcast, program/promotion objective, and the results including the value of airtime.
  - Examples in this category might include school sporting events, parades, and civic events or a promotional spot produced to support a community or charitable event.
  - Each submission must include a VHS video or DVD of 30 minutes or less.

**Tennessee Cable Telecommunications Association  
2008 TCTA Cable Excellence Awards**

**NOMINATION FORM**

**\*\*Use a separate form for each nomination\*\***

Category in which you are submitting a nomination:

**AWARDS FOR OUTSTANDING INDIVIDUALS:**

- Excellence Award for Customer Service Representative
- Excellence Award for Technician
- Distinguished Service to the Cable Industry in Tennessee
- Outstanding Associate Member of 2007-2008

I make the following nomination:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Telephone: \_\_\_\_\_ / E-mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**AWARDS FOR SYSTEM EXCELLENCE:**

- System Excellence Award for Community Outreach
- System Excellence Award for Sales Launch/Product Promotion
- System Excellence Award for Community Programming/Promotion

Nominations for System Awards, please give the following information:

System operating name: \_\_\_\_\_

Event Title: \_\_\_\_\_

Name of person submitting nomination: \_\_\_\_\_

Telephone #: \_\_\_\_\_ / E-mail address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return by July 18, 2008:**  
**TCTA, 611 Commerce Street, Suite 2706, Nashville, TN 37203**  
**Phone (615) 256-7037 Fax (615) 254-9710**  
[ae@tcta.net](mailto:ae@tcta.net)