



MIAMI BEACH

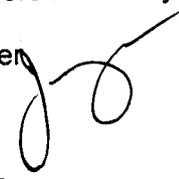
OFFICE OF THE CITY MANAGER
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CITY CLERK'S OFFICE

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission
FROM: Jorge M. Gonzalez, City Manager 
DATE: October 12, 2007
SUBJECT: MBTV 77 Wins National Awards

This Letter to Commission is intended to advise you that MBTV 77, our government access cable television station, has received four (4) national awards for excellence in government television programming. The National Association of Telecommunications Officers and Advisors (NATOA) announced the awards during its national conference in Portland, Oregon last Friday, October 5, 2007. NATOA is a national association that represents the communications needs and interests of local governments. They reported receiving more than 1,200 entries from 180 agencies in 31 states this year, the greatest number of entries in the 22 year history of the competition. Specifically:

- "MBTV 77" was awarded Third Place in the overall Excellence in Government Programming category.
- "CityVision," MBTV's monthly TV news magazine program, received a Second Place award in the Magazine Format Series category.
- "Preserving Our City's History," a "CityVision" story on the City Clerk Office's initiative to gather, organize and preserve the written and photographic history of Miami Beach, won Third Place in the "Community Awareness" category.
- "Cheat The Reaper: Don't Drink and Drive," a Miami Beach Fire Department anti-drunk driving program, won an Honorable Mention in the Public Safety category.

As you know, our Community Satisfaction Survey results indicated that an increasing number of residents are using MBTV 77 as a source of information on City Government. I am sure you have noticed the improved quality of the programming currently available on channel 77; new original programming is currently under development.

"CityVision" and all MBTV 77 programs are promoted on MBTV 77, in MB magazine, and in our weekly CityPage published in the Miami Herald Neighbors section.

If you would like a DVD copy of any MBTV 77 program, please contact Jay Moore, MBTV 77, at extension 6940.

Attachment

Category 62: Excellence in Government Programming: (Operating Budget \$250,001 - \$500,000)

13 Entries

First Place: "The Network DC" The Network DC, CO
Second Place: "Louisville MetroTV Program Compilation" Louisville Metro Government, KY
Third Place: "MBTV 77" City of Miami Beach, FL
Honorable Mention: "Rainier Media Center" Rainier Media Center (Pierce County), WA;
"City of Garden Grove Government Access" City of Garden Grove, CA

Category 50: Magazine Format Series: (Operating Budget \$200,000 - \$400,000)

12 Entries

First Place: "It's Your City" City of Bellevue, WA
Second Place: "City Vision" City of Miami Beach, FL
Second Place: "CityScape" TV Tacoma, WA
Third Place: "City News" Hawthorne Community Television, CA
Honorable Mention: "Above the Fold" City of Richardson, TX
"Seminole InSIGHT" Seminole County Government, FL

Category 36: Community Awareness : (Operating Budget \$250,001 - \$500,000)

32 Entries

First Place: "Baykeeper" TV Tacoma, WA
Second Place: "Mediation Services" City of Bellevue, WA
Third Place: "Preserving Our City's History" City of Miami Beach, FL
Honorable Mention: "Affordable Housing" City of Bellevue, WA
"Utility Rate Reduction" City of Bellevue, WA

Category 40: Public Safety: (Operating Budget \$200,000 - \$400,000)

12 Entries

First Place: "Every Fifteen Minutes at Tustin High School" City of Garden Grove, CA
Second Place: "Washington State Ferries -Emergency Evacuation Plan" Rainier Media Center
(Pierce County), WA
Third Place: "Pandemic Flu" City of Bellevue, WA
Honorable Mention: "Call to Duty" Seminole County Government, FL
"Cheat the Reaper: Don't Drink and Drive" City of Miami Beach, FL