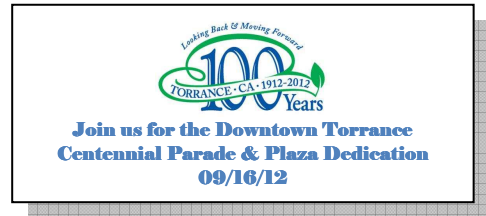


City Of Torrance
CABLE TELEVISION ADVISORY BOARD MEETING
**21ST ANNUAL Tctv VIDEO PROGRAMMING AWARDS
COMMITTEE**

Tuesday, August 28, 2012, 6:30 p.m. Telecommunications Center
Multipurpose Room
3350 Civic Center Drive, Torrance



Board Information

The Board advises and makes recommendations to the Cable TV Foundation and City Council in the area of policies and procedures in public access interests, scheduling public access programming, facilities and equipment for the community and public access channels, and disbursement of Foundation funds.

Agenda Review

Complete Board agendas are available for review at the Office of Cable and Community Relations. The agenda cover and minutes are available on the City of Torrance home page – www.TorranceCA.Gov

Meetings

All Board meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to provide their name and address for the record.

Direct other questions or concerns to the City Council (310-618-2880), City Manager (310-618-5880), and Cable and Community Relations Manager (310-618-5762). In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Office of Cable and Community Relations (310-618-5762). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR35.102-35.104 ADA Title II].

A G E N D A

1. CALL MEETING TO ORDER

2. SCHEDULED BUSINESS

- a) Develop the 21st Annual Tctv Video Programming Awards ceremony for January 18, 2013

3. ORAL COMMUNICATIONS

4. ADJOURNMENT

Prepared by:

Michael D. Smith
Cable & Community Relations Manager

Roll Call: Brennan q Seferianq Kellogg q

City of Torrance
OFFICE OF CABLE AND COMMUNITY RELATIONS
3350 Civic Center Drive
Torrance, California 90503

AFFIDAVIT OF AGENDA POSTING

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) as
CITY OF TORRANCE)

I, _____, in compliance with government Code 54954.2(a), DO HEREBY AFFIRM that a copy of **CABLE TELEVISION ADVISORY BOARD 21ST ANNUAL TCtv VIDEO PROGRAMMING AWARDS COMMITTEE AGENDA** for the meeting Tuesday, August 28, 2012, at 6:30 p.m., was conspicuously posted on the City Clerk's bulletin board, 3031 Torrance Boulevard, Torrance, California at the time and date indicated below.

POSTED:

Time: _____ Date: _____

By: _____

(Signature)

21st Annual Torrance Community Television Awards

Friday, January 18, 2013, at 7:00 p.m. Torrance Cultural Arts Center Meeting Room

SPONSORSHIP PHONE SCRIPT

Hello, I'm Commissioner _____, of the Torrance's Cable Television Advisory Board.
Do you have a moment to talk?

Two weeks ago, Awards Chairman James Ozenne mailed a letter to you regarding our 21st Annual Torrance Community Television Video Awards ceremony that will be held, Friday, January 18, 2013, at 7:00 p.m. in the Torrance Cultural Arts Center Meeting Room.

I'm calling to see if (company name) will be able to support our ceremony at the Titanium Sponsorship Level.

(company name) has the chance to demonstrate excellent corporate citizenship by helping out the Cable Commission host this very important community event. Plus, it's very beneficial to you. Here's what you get for your support. (Read Package Information.)

Titanium Sponsorship Level: \$1,500

Exclusive acknowledgment at Awards Ceremony.
Recognition listing on Lobby Board and Sponsor table.
On-screen recognition.
Full page recognition in Awards Program.
Four complimentary tickets to a VIP table at the ceremony.

Platinum Sponsorship Level: \$1,000

General acknowledgment at Awards Ceremony.
Recognition listing on Lobby Board and Sponsor table.
On-screen recognition.
Half page recognition in Awards Program.
Two complimentary tickets to the ceremony.

Gold Sponsorship Level: \$500

General acknowledgment at Awards Ceremony.
On-screen recognition.
Quarter page recognition in Awards Program.
Two complimentary tickets to the ceremony.

{ad lib}

August 30, 2012

«Gender» «FirstName» «LastName»
«Title»
«Company»
«Address1»
«Address2»
«City» «State» «Postal_Code»

Dear «Gender» «LastName»,

The City of Torrance has been nurturing the arts for many years. It has provided the community with facilities and funds, encouraged enthusiastic enterprise and promoted business involvement. From finger painting at the Cultural Arts Center to ballet at the Armstrong Theater, Torrance is one of the foremost patrons of the visual and performing arts.

One key piece of the City's artistic infrastructure is nestled behind a row of civic facilities, a stone's throw from the City Yard and in the shadows of the Japanese Garden; a first-class video production center. Here, Torrance Community Television transmits a stream of electronic information to over thirty-one thousand Torrance households each day. It is programming that makes you laugh, cry, and above all, invites viewers to see the world.

It is also information that is too important to be exclusive. Torrance Community Television's (TCtv) mission is to allow individuals and non-profit organizations the opportunity to participate in the mass media. We also offer them the chance to express unique and unfiltered viewpoints. As a result, TCtv has developed into a vital outlet for the community as a whole, by providing each and every one of us with a connection to our neighbors. Because of these contributions, we feel it is important that the TCtv facility be supported not only by city funds and community volunteers, but by active private sector participation as well.

Therefore, the City of Torrance invites you to join us in publicly recognizing the individual achievements of the many producers who have created this important body of electronic consciousness. We will host our *Twenty-first Annual Torrance Community Television Video Awards Ceremony on January 18, 2013*. The primary reason for these Awards is to encourage quality television programming while simultaneously recognizing the tireless efforts and positive contributions of individual resident producers and volunteers.

OFFICE OF CABLE AND COMMUNITY RELATIONS

3350 Civic Center Drive | Torrance, California 90503 | Telephone 310.618.5762 | Facsimile 310.781.7132

The 21st Annual Torrance Community Television Awards Ceremony pays homage to Producers who have shown that they have the talent and versatility to keep up with the changing face of the television landscape. They have accepted the challenge of finding new ways of reaching out to their community and sharing their unique vision to the world.

We are pleased to honor them with an Awards Ceremony that is our version of the Emmy, Tony and Oscar nights all rolled into one!

«**Company**» can help make the Awards Ceremony a success by your active participation as a Premium Sponsor. We have three different sponsorship categories: the “**Titanium**” for donations of **\$1,500 or more**, the “**Platinum**” for donations of **\$1,000 or more**, and “**Gold**” for donations of **\$500 or more**.

Each sponsorship level carries its own specific benefits (see accompanying Sponsor Form) and all of our participating sponsors will receive recognition at this ongoing City event. In the past, guests have included the Mayor, city officials, and local business leaders. This is also a prime opportunity to display the benefits of your firm and to have your community citizenship beamed into over thirty-one thousand Torrance households during the show's multiple broadcasts on TCTv, channel 28 on Time Warner Cable and 36 on Verizon FiOS.

Within the next two weeks, a member of our Cable Television Advisory Board will contact you, inviting you to participate in our Awards ceremony. Until then, we thank you for your time, and remind you that, in order to foster greater community spirit, we must feed it, nurture it and help it to grow. We believe that communication through a mass medium such as Community Television is a useful tool that works! We encourage your participation in this event, if not as a Premium Sponsor, then as a Contributor in an amount you feel appropriate. **Please fax the enclosed form to us at (310) 781-7132 no later than October 31, 2012.**

If you have any questions or comments, please feel free to call our Cable & Community Relations Manager, Michael D. Smith at (310) 618-5762. We look forward to hearing from you soon.

Sincerely,
/s/

James Ozenne, Chairman
Cable Television Advisory Board

Commissioners

Lynn Brennan, John De Rago, Jason Frantz, G. Lee Kellogg, Gary Seferian, Dan Thomas, and James Ozenne,

ch/JO

enclosure

21st Annual Torrance Community Television Awards
Friday, January 18, 2013, at 7:00 p.m. Torrance Cultural Arts Center Meeting Room

Sponsorship and Commitment Sheet

Titanium Sponsorship Level: \$1,500

Exclusive acknowledgment at Awards Ceremony.
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On-screen recognition.
Full page recognition in Awards Program.
Four complimentary tickets to a VIP table at the ceremony.

Platinum Sponsorship Level: \$1,000

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On-screen recognition.
Half page recognition in Awards Program.
Two complimentary tickets to the ceremony.

Gold Sponsorship Level: \$500

General acknowledgment at Awards Ceremony.
On-screen recognition.
Quarter page recognition in Awards Program.
Two complimentary tickets to the ceremony.

«Company»

«FirstName» «LastName»

«Title»

«Address1»

«City» «State» «Postal_Code»

(w) «Work_Phone» (F) «Fax»

- o Yes! We would be proud to be a part of the Twenty-first Annual Torrance Community Television Video Awards and will make the following donation to this event:

- \$1,500 TITANIUM**
- \$1,000 PLATINUM**
- \$500 GOLD**

Method of delivery:

- Mail
- Courier
- Other
- Pick up by the City of Torrance

- o No. Not at this time, but we are interested in learning more about your awards event and reserve the right to make a contribution at a future date.

Signature

TORRANCE COMMUNITY TELEVISION

3350 Civic Center Drive, Suite 100
Torrance California 90503

310-618-5762 VOICE

310-781-7132 FAX

www.TorranceCA.Gov TCTv@TorranceCA.Gov