North Carolina Cable Telecommunications Association

2014 Partners Award

Recognizing the changing and expanding role North Carolina cable systems play in our communities.

The NCCTA Partners Award recognizes member cable systems that have developed successful partnership programs in their communities that offer long-term benefit to the partners, the community and the North Carolina cable telecommunications industry. The Partners Award program represents and recognizes that cable's contributions to their subscribers and their communities are ever evolving and expanding in response to the needs of the cities and towns they serve.

The Partners Award entry guidelines are described on the next page and an entry form is enclosed. Please consider submitting an entry for this award presentation.

Application Deadline: April 30, 2014

Send completed entry to: NCCTA, P.O. Box 1347, Raleigh, NC 27602
For Additional Information, Call Lisa Reynolds at 919-834-7113

Entry Guidelines

1. Eligible Program Types:
   - A partnership program with a franchising authority.
     Note: This type of program must be *implemented*, not in the application phase. The initiation of the program may be a result of a requirement by the franchising authority; however, the program must show evidence of substantial expansion beyond the initiation requirements.
   - A partnership program with a school(s) or educational system(s).
   - A partnership program with the community—business, civic or other.
   - Any combination of the above.
2. The partnership program must be currently active, ongoing or completed in the past 12 months. The program may be on either a system or statewide level.
3. All North Carolina Cable Telecommunications Association system members are eligible to win a Partners Award.
4. The entry will consist of a report on the inception, implementation and results of the partnership. The entry is limited to four pages: three pages of this application and one additional typed page, if necessary. Supporting materials may be attached to the application.
6. Any member operator may submit one or more entries.
7. Deadline for entry submission is **April 30, 2014,** to be received in the Association office.
8. Judging will be by a panel of cable industry and/or public relations professionals. The number of awards given will not exceed three (3) and will be at the discretion of the panel.
9. The following criteria will be used to judge entries. A perfect score is 85 points:

Criteria	**Point Value**
• Illustrated benefit to a substantial segment of the community and/or geographical area relative to the size of the cable system	1-20
• Evidence of long lasting impact	1-20
• Illustrated benefit to each partner	1-15
• Ability to be "copied" by other systems for implementation ("template for action")	1-10
• Illustrated benefit to the cable telecommunications industry as a whole (i.e., image, technology innovation, information sharing, etc.)	1-10
• Innovation and creativity	1-10

NORTH CAROLINA
CABLE TELECOMMUNICATIONS ASSOCIATION

PARTNERS AWARD

ENTRY FORM

1. NAME OF PARTNERSHIP PROGRAM: _____

NAME OF SYSTEM: _____

Number of subscribers: _____

Geographic area covered: _____

Person submitting this application: _____

Telephone: _____

2. PROGRAM TYPE: (Please check one. Duplicate this form if submitting more than one entry.)

_____ Partnership with franchising authority

_____ Partnership with school(s) or educational system(s)

_____ Partnership with community (business, civic, other)
Please specify type: _____

_____ Combination of types listed above
Please specify type: _____

3. BACKGROUND: (Explain how the partnership idea was initiated.)
Note: If the partnership was initiated through a requirement with a franchising authority, please specify the required elements here and the expanded elements in number 4.

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4. IMPLEMENTATION: Please describe how the partnership was implemented and developed.

5. RESULTS: Please describe the short and long term results of the partnership, the benefits to the partners involved and how it might be of value to other North Carolina cable systems.

6. Please describe how the partnership may be valuable to the cable telecommunications industry in the state (i.e., image, technology innovation, information sharing).

Please attach one extra page, if necessary. Supporting material may be attached to this application.

Return completed application to:

NCCTA
Partners Award
P.O. Box 1347
Raleigh, NC 27602

Deadline For Submissions – April 30, 2014