

Rick Osborne Wins Telly Award

Staff

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Rick Osborne - Program Manager, RCTV

Over the course of a school year, Rick Osborne, programming manager of Rochester Community Television shot, edited and produced an informational video about the non-profit organization Quad A for Kids. The ten minute piece was submitted to this year's 32nd Annual Telly Awards and Osborne received notification this week that his video had won.

"When I began work on the video, I was amazed by the services offered by Quad A for Kids. They provide after school programs in Rochester city schools giving urban kids an opportunity to do a wide variety of activities like drumming, cooking, hip hop, basketball and art. As part of their program, some of the kids come to RCTV to learn

media. It was really a rewarding piece to produce, being able to share the work of such a great organization that helps so many youth."

Osborne's submission was just one of over 13,000 in the 2011 Telly Awards. Each submission is evaluated by judges who are members of the Silver Council, an elite group composed of advertising and production professionals who have previously won Silver Telly Awards. The judges evaluate each entry based on merit and on distinction in creative work.

Founded in 1978, the Telly Awards honor outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions, web commercials, videos and films. Submissions are evaluated on a 10 point scale and only the most outstanding entries win either the 4 ½ pound Silver or Bronze Telly statuettes designed by the same firm that created the Oscar® and the Emmy® Awards. Judges have the option not to give an award in any category where submissions lack the merit to achieve 9.0 points or higher out of 10 for a Silver Telly or between 7.0 and 8.9 for a Bronze Telly.

This is Osborne's first Telly award. "I'm just floating. It's very rewarding to have your work recognized in this way," he said.