

The 2016 NETA Award Categories

INSTRUCTIONAL MEDIA

Instructional Resources	
NOTE	VIDEO ENTRIES: Send DVDs <i>or</i> provide an online link to Vimeo, YouTube, etc. We prefer to receive one DVD and an accompanying link. Online entry links must be accessible throughout the judging period (April – August 2016.) If the viewing site is private, be sure to provide a working username and password.
A-1	Broadcast Program: Any video program or series of programs produced specifically for broadcast on television. (e.g., <i>GED Connection</i> , <i>Workplace Essential Skills</i>)
A-2	Discrete Learning Object: A specific learning objective created for educator or student use (e.g., video clip, interactive, lesson plan that is designed for teaching specific content.) The learning object may exist in a repository such as PBS <i>LearningMedia™</i> or a local portal service, but this is not a requirement.
A-3	Online Educational Resource stands alone such as a website, game, or an application.
Teacher Resources	
A-4	Teacher Resource: Items in electronic or print format, such as schedule guides, newsletters, teacher guides, and posters designed specifically for educators.
A-5	Professional Learning: Media directed exclusively at educators for their professional growth purposes.

The 2016 NETA Award Categories

COMMUNITY ENGAGEMENT

B-1	Based on National Project recognizes outreach/community engagement campaigns based on -- <u>and localized from</u> -- resources provided by a national project.
B-2	Based on Licensee Project recognizes outreach/community engagement campaigns conceived and implemented within the licensee's station and community, using local resources. Project should show significant, measurable impact on the target community/ies.
B-3	Innovation Engagement recognizes creative, inventive, and/or ground-breaking approaches to outreach. Focus is on new or developing formats, engaging new audiences in unique ways, and pushing the envelope on traditional PTV engagement models.
B-4	Online/Social Media recognizes the use of online platforms and social media (e.g., Instagram, Pinterest Twitter, Facebook, blogs, applications for mobile devices) created to support the station's community engagement. <i>Note: judges must be able to either access the material online or from a cached interactive source during the April-August 2016 judging period.</i> <i>If the account is private/members-only, be sure to provide us with a working username and password.</i>

The 2016 NETA Award Categories

CONTENT CREATION

NOTE	<p>VIDEO ENTRIES: Send DVDs <i>or</i> provide an online link to Vimeo, YouTube, etc. We prefer to receive one DVD and an accompanying link. Online entry links must be accessible throughout the judging period (April – August 2016.)</p> <p>If the viewing site is private, be sure to provide a working username and password.</p>
C-1	<p>News and Public Affairs recognizes local or field-based coverage of news events, town hall meetings, cultural dialogue, state and local government and election coverage, call-ins, interviews, and sports reporting.</p>
C-2	<p>Performance recognizes content created to present music, drama, dance, and comedy. At least 50 percent of the program must be devoted to live performance.</p>
C-3	<p>Local Culture recognizes content created to communicate information of local interest e.g., magazine shows, how-to, travel, medicine and health, sports coverage, craft, food.</p>
C-4	<p>Documentary recognizes content created in documentary form. This includes content that relates the life story of an individual or group; artists and their work; arts organizations and exhibitions; historical events; social, cultural, military, political events; technology, medical science; natural history and wildlife.</p>
C-5	<p>Short Form is content created as part of a larger endeavor: E.g., story segments from magazine series, roll-ins from studio-based specials, interstitials and fillers.</p>
C-6	<p>Commissioned Work is content created “for hire.” The production was done by the member station that controlled all technical aspects of production, but the copyright is held by a third party who had editorial control of the content. The final product must be intended for public television broadcast.</p>

The 2016 NETA Award Categories

PROMOTION

NOTE	<p>VIDEO ENTRIES: Send DVDs <i>or</i> provide an online link to Vimeo, YouTube, etc. We prefer to receive one DVD and an accompanying link. Online entry links must be accessible throughout the judging period (April – August 2016.)</p> <p>If the viewing site is private, be sure to provide a working username and password.</p>
D-1	<p>Multimedia Campaign recognizes the coordinated combination of member-produced television / radio spots, digital and print materials, events, advertisements, and other items comprising a single promotional effort in support of <u>program or series</u> or to increase awareness of the member's <u>identity, services, and objectives</u>.</p>
D-2	<p>Special Event recognizes the planning, promotion, implementation, and results of any station-sponsored event.</p>
D-3	<p>Print Design recognizes single print items such as brochures, posters, annual reports, special program guide issues or redesigns, advertisements, and press packets created by members to promote awareness, activities, schedules, programs, and series.</p>
D-4	<p>Single Video recognizes individual spots, breaks or interstitials (4 minutes or less) created and broadcast or used online to promote awareness, activities, events, programs, or schedules.</p>
D-5	<p>Video Campaign: a video-only category, up to 3 spots of no more than 2 minutes in length (broadcast or online) to promote a program, activity, event or station image.</p>
D-6	<p>Digital Promotion recognizes the <u>use</u> of social media in all forms to promote awareness, activities, schedules, programs, and series. Judges must be able to evaluate the media from screen caps, access the material online, or from a cached interactive source during judging process (April – August 2016).</p>