



**TO:** 2017 NETA Awards Entrants  
**FR:** Gayle Loeber & Maryanne Schuessler, NETA  
**RE:** The Categories for the 2017 NETA Awards

Here they are, the categories for the 2017 NETA Awards. You may enter as many projects as you like, in as many categories as you see fit.

<b>Instructional Media</b>
<b>Discrete Learning Object</b> (expanded to include broadcast)
<b>Renamed "Open Educational Resource"</b>
<b>New in 2017: Games &amp; Apps</b>
<b>Teacher Resources</b>
<b>Teacher Professional Learning</b>
<b>New in 2017: Engaged Learning</b> (an overlap category with Engagement)
<b>Community Engagement</b>
<b>Based on a Community Project</b>
<b>Based on a National Project</b>
<b>Community Impact</b>
<b>Promotion</b>
<b>Renamed "Integrated Media Campaign"</b>
<b>Special Event</b>
<b>Renamed "Promotional Video"</b>
<b>Content Production</b>
<b>News &amp; Public Affairs</b>
<b>Performance</b>
<b>Locally Sourced</b>
<b>Documentary</b>
<b>Short form</b>

**The eligibility period is January 1, 2016 through April 1, 2017.  
 Awards entry begins April 17. All entries must be received by 5:00 pm ET June 1.**

Individual descriptions are on the next pages. Call us or email us if you have questions.

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# The 2017 NETA Awards: Categories

## I. Instructional Media Categories (6 categories /2 new)

*DYK: When you Google "Instructional Media awards," 5 of the first 10 results are the NETA Awards.*

**A. Discrete Learning Objects** – individual pieces of content that can be linked with other objects to create any number of educational or instructional curriculums. (E.g. KET's *News Quiz* teaches current events.)

- Primarily for formal classroom use.
- Available via broadcast, online, or other forms of distribution

### **B. Open Educational Resources**

- Digitized materials;
- offered to educators **or** student **or** self learners;
- to use and reuse for teaching, learning, and/or research;
- complete courses, modules, collections, guides, tools to use these courses, and resources that support their implementation.

**C. Games and Apps** (e.g. WNET's Mission US.)

**D. Teacher Resources:** videos, catalogs, calendars, workshops, posters, utilization kits

**E. Teacher Professional Learning** – Station-created/produced training (e.g., workshops, events, courses) that leads to professional (re-)certification; training with professional credits attached

### **And a new category that overlaps Education and Engagement --**

**F. Engaged Learning** -- This category recognizes activity that provides meaningful community contexts for student learning. Entries will demonstrate innovative teaching and learning delivered through mutually beneficial community involvement. (E.g. WYES's electronic field trip teaches young people's roles in World War II.) High scorers would:

- Demonstrate how this teaching and learning activity generates an enhanced student learning experience;
- Provide evidence of how the community measurably benefited from this teaching/learning activity.

# The 2017 NETA Awards: Categories

## II. Community Engagement Awards (3 categories)

**A. Based on a community project:** Campaigns conceived and implemented within the licensee's station and community, using area partners and resources to enrich and enhance community life, to prepare educated, engaged citizens; to strengthen democratic values and civic responsibility; to address societal issues; and to contribute to the public good. Winning project would show significant, measurable impact on the target community/ies.

**B. Based on a national project:** Campaigns based on *--and localized from--* resources provided by a national project. (E.g., Ken Burns' *The Vietnam War*) Winning project would show station co-branding/ ownership/localization of the national project, and significant, measurable impact on the target community/ies.

**C. Community Impact:** Recognizes the station's attention to critical issues in society and subsequent community-identified impact which results in enhanced community capacity to address these issues within the defined community.

- Demonstrate how the activity resulted in the enhanced capacity and/or capability of a community within an identified community of interest
- Provide evidence of how the community has benefited as a result of the activity

## III. Promotion / Marketing / Communication (3 categories)

**Integrated Media Campaign** recognizes the coordinated combination of member-produced television / radio spots, social media postings, digital and print materials, events, advertisements, and other items comprising a single promotional effort in support of a **program or series** or to increase awareness of the member's **identity, services, and objectives**.

**Special Events** recognizes the planning, promotion, implementation, and results of any station-sponsored event. (E.g.: open house; state fair; program screening; fundraising galas or auctions; Britcom tea parties; children's/family events)

**Promotional Video** recognizes **individual** spots, promos, station identification, breaks, or interstitials (4 minutes or less) created and then broadcast or used online to promote station awareness, activities, events, programs, or schedules.

## The 2017 NETA Awards: Categories

### IV. Content Production for General Audiences (5 categories)

**News & Public Affairs** recognizes studio or field-based coverage of news events, town hall meetings, cultural dialogue, state and local government and election coverage, call-ins, and interviews.

**Locally Sourced** (formerly “local culture”) recognizes content created to communicate information of community/regional interest, e.g., magazine shows, travel, arts, medicine and health, sports, craft, food. This category also includes local competitions, like high school quiz shows and spelling bees.

**Documentary** recognizes content created in documentary form. This includes but is not limited to content that relates in depth 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.

**Performance** recognizes content created to present music, drama, dance, and comedy. At least 50 percent of the program must be devoted to actual performance.

**Short Form** recognizes content created as part of a larger endeavor, for broadcast, online or other means of distribution: E.g., story segments from magazine series, roll-ins from studio-based specials, interstitials and fillers.