Public Media Awards presented by NETA

$60 Early bird registration: July 6 – Aug 14
$80 Regular registration: Aug 15 – Sept 18

Eligibility period: July 1, 2019 – June 30, 2020

Division 1 – Stations with NFFS over $4M (based on FY2018 SABS Report)
Division 2 – Station with NFFS under $4m (based on FY2018 SABS Report)

I. Education

Educational Resources for the Classroom recognizes exemplary instructional resources designed for preK-12 teachers and can include digital learning objects such as video, interactives/games, lesson plans, collections of related resources, VR/AR, 360 Video, and emerging technologies. Entries should demonstrate how resources are aligned to curriculum standards and enhance the learning experience.

Educational Resources for the Community recognizes exemplary resources that are freely available to the community and inspire learning. Target audiences can include one or all the following: students, teachers, parents, caregivers, self learners and/or higher education. Resources in this category can include complete programs, events, workshops, courses, modules, website, digital content collections, guides, and tools to utilize these resources. Entries will demonstrate innovative teaching and learning delivered through mutually beneficial community involvement.

Teacher Professional Learning recognizes exemplary station-created/produced training that are delivered online, virtually, in-person, or blended. Teacher professional learning experience includes programs, workshops, trainings, or courses were participants can earn a certificate of completion and recertification credits.

Virtual Learning Events recognizes exemplary educational experiences that immerse teachers and/or students in learning. Entries can include experiences delivered as virtual field trips, through OVEE, video conference, and/or virtual events.

In-Person Learning Events recognizes exemplary educational experiences that immerse teachers and/or students in learning. Entries can include experiences delivered as field trips, teacher training, and/or other in-person learning events.
COVID-19 Education recognizes exemplary educational services provided by a station in response to the COVID-19 Pandemic. Entries can include newly created educational resources, virtual education, distance learning, etc.

II. Community Engagement

Local Project recognizes exemplary 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/or civic responsibility; to address societal issues; and to contribute to the public good. Projects must show measurable impact.

National Project recognizes exemplary campaigns that are based on --and localized from-- resources provided by a national project. Projects must include utilization of station branding and localization of the national project, as well measurable impact on the local community.

Community Initiative recognizes a station’s exemplary attention to a specific critical issue in society and subsequent community-identified impact which results in enhanced community capacity to address the issue within the defined community. Projects must show measurable impact.

COVID-19 Community Engagement recognizes exemplary community engagement services provided by a station in response to the COVID-19 Pandemic. Entries can include newly created engagement activities, virtual screenings, etc.

III. Marketing/Communication

Integrated Media Campaign recognizes exemplary coordinated combination of station 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 Event recognizes exemplary planning, promotion, implementation, and results of any station-sponsored event or activity.

Promotion recognizes an exemplary individual spot, marketing promo, interstitial, station branding, break, or interstitial (4 minutes or less)
COVID-19 Marketing/Communications recognizes exemplary marketing/communication services provided by a station in response to the COVID-19 Pandemic. Entries can include newly created station marketing/communications, community communications, etc.

IV. Content

News & Public Affairs recognizes an exemplary program, series or special on general public interest or concern, especially those dealing with current community, social or political issues.

Cultural Documentary recognizes an exemplary creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of cultural significance.

Historical Documentary recognizes an exemplary creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of historical significance.

Topical Documentary recognizes an exemplary creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of topical significance.

Education/Schools recognizes an exemplary creation of a feature or segment from a program, series or special that covers schools, teaching or education.

Arts/Entertainment recognizes an exemplary program, series or special general entertainment, variety or visual and performing arts.

Use of Digital Media recognizes exemplary use of digital media, defined as cross-platform creative works not created solely for traditional broadcast, delivered to audiences via any digital platform.

Short Form recognizes exemplary online, digital, or broadcast short form content. Content must be editorial style content between two and ten minutes in length.

Podcast recognizes exemplary podcasts created by a station.

COVID-19 Content recognizes exemplary content services provided by a station in response to the COVID-19 Pandemic. Entries can include newly created news magazine programs, public affairs, documentaries, etc.

V. Independent Producer - Single division only

Independent Producer – recognizes and exemplary program, series or special produced by an independent producer. The program, series or special must have aired on a public television station with a majority of the content being generated by non station employees.
VI.  Overall Excellence - ALL STATIONS WILL COMPETE IN ONE COMBINED DIVISION

**NETA Excellence in Education** – recognizes overall excellence provided by a station with their cumulative work in education for their local community. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.

**NETA Excellence in Community Engagement** - recognizes overall excellence provided by a station with their cumulative work in community engagement in their local community. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.

**NETA Excellence in Marketing/Communications** - recognizes overall excellence provided by a station with their cumulative work in marketing/communications. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.

**NETA Excellence in Content** - recognizes overall excellence in locally created content. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.

**Overall Excellence in Innovation** recognizes exemplary innovation provided by a station in response to the COVID-19 Pandemic. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.