



FOR IMMEDIATE RELEASE

53rd ANNUAL PUBLIC MEDIA AWARDS FINALISTS ANNOUNCED

[Columbia, SC – December 1, 2021] The National Educational Telecommunications Association (NETA) is pleased to announce the finalists for the 53rd Annual Public Media Awards (PMAs). Each year, the Public Media Awards celebrate NETA members' finest work in community engagement, content, education, and marketing/communications.

“For the third year in a row, the Public Media Awards received a record number of entries. The work that stations are achieving is inspiring,” said NETA president Eric Hyyppa. He continued, “one judge shared with us, ‘Wow – this was a HARD category. So very many compelling stories – all terrific – all hard to choose. These stations stepped up their game over the last year and how proud I am to be a part of the PBS family.’ I couldn’t say it any better. Congratulations to all of the 53rd Annual Public Media Award Finalists!”

Award winners will be announced during the 53rd Annual Public Media Awards Gala presented by Georgia Public Broadcasting (GPB) on January 25, 2022, as part of the NETA Conference and CPB Public Media Thought Leader Forum.

Awards were judged by a group of expert panelists from within the public media system, as well as industry professionals working outside of public media. Except for the overall excellence categories, stations competed within their appropriate divisions based on their station size.

[View the PMA53 Gallery of Finalists](#)

The 53rd Annual Public Media Award Finalists:

COMMUNITY ENGAGEMENT

COVID-19 Community Engagement

Virtual Camps for Kids and Families, ThinkTV
Library Pathfinders, West Virginia Public Broadcasting
Disrupted: How Covid Changed Education, WETA

Community Initiative

Celebrating Black Lives Every Day and All Year Long, Arkansas PBS
The WNET Group's "New American Dream" Virtual Town Hall Series, WNET
Racism: Challenging Perceptions, VPM
Reading in the Delta, Arkansas PBS
Read for the Record 2020, West Virginia Public Broadcasting

Kids & Family

Smart Snacks, Lehigh Valley Public Media
Wander & Wonder Activity Videos, Iowa PBS
Workshop for Well-Being, Detroit Public Television
WFSU Summer Challenge 2021 Mountains, Hills and Mounds, WFSU
Summer Series, Lehigh Valley Public Media
Vegas PBS KIDS Writers Contest Presented by Janice Allen, Vegas PBS

Local Project

Juneteenth Lehigh Valley, Lehigh Valley Public Media
Science Pub, WSKG
Conversations for Change, Maryland Public Television
Reading in the Delta, Arkansas PBS

National Project

Indie Lens Pop-Up, Vegas PBS
Move to Include, WXXI
PBS Writers Contest, West Virginia Public Broadcasting
Preventing Youth Suicide in Alaska - Well Beings Tour, Alaska Public Media

CONTENT

Arts & Entertainment

Greater Sarasota Episode 4 - Learning a Legacy, Sailor Circus Academy, WEDU
Bird: Not Out of Nowhere, KCPT
Saving Art - One Artist at a Time, Arizona PBS
This is Utah: The Art of Healing, PBS Utah
Classical: BTS Season 2 - Illinois Public Media, Illinois Public Media
Hero Elementary "AJ's Extra Superpower", TPT
Legacy List with Matt Paxton (Season 2), VPM
Articulate with Jim Cotter, Lehigh Valley Public Media

COVID-19 Content

TESTED: Houston's Response to COVID-19, Houston Public Media
Career Hacks, GBH
Carolina Impact Forever Changed: COVID and the New Normal, PBS Charlotte
Camp TV, WNET
American Portrait: Central Illinois - Lift Every Voice, Illinois Public Media

Cultural Documentary

Urban Forge: Ozark Artistry, Arkansas PBS
Greater Chattanooga: Legacy of Love, WTCI PBS
MLK: Celebrating the Legacy, Arizona PBS
This Light of Mine: The Making of the Westcoast Black Theatre Troupe, WEDU
Under the Ground: The Story of Liberation News Service, Rhode Island PBS
The Story of Us: A KMOS American Portrait Special, KMOS

Education/Schools

How Students are Fighting Zoom Fatigue, WETA
Vegas PBS STEAM Camp, Vegas PBS
Dark History - A Segment from Rhode Island PBS Weekly, Rhode Island PBS
Math Minute, WKNO

Historical Documentary

Back in Time: Reign of Terror, OETA
Idaho Experience: Ahead of Her Time, Idaho Public Television
Chasing Silver: The Story of Gorham, Rhode Island PBS
In the Shadow of Fairview, OPB
Charlie's Old West, Montana PBS
Ralph Willis Goddard: New Mexico's First Broadcaster, KRWG Public Media

Military Chronicles

Utah Insight: Wounds of War - Veterans and Mental Health, PBS Utah
A New Mission, KSPS
Greater Chattanooga: Touched by War, WTCI PBS

News & Public Affairs

Great Lakes Now (Episodes 1016-1026), Detroit Public Television
Why Race Matters, PBS Wisconsin
Mothers First, Houston Public Media
Rhode Island PBS Weekly, Rhode Island PBS
Alaska Insight, Alaska Public Media

Podcast

Living Downstream: The Environmental Justice Podcast, Northern California Public Media
Stories from the Stage: The Podcast, WORLD Channel (GBH)
Seizing Freedom, VPM
"On Our Minds": A Teen Mental Health Podcast, WETA

Short Form

Protest to Paint, KSPS
This is Utah: A Poet's Mind, PBS Utah
The Conversation Remix, WORLD Channel (GBH)
This is Utah: Art Heals: The Jingle Dress Project, PBS Utah
Wild Horses: America's Most Beloved Invasive Species?, PBS North Carolina
Eye on the Arts | Luke Eliot/Plum Grove Music, Lakeshore Public Media

Topical Documentary

The X-Factor: Women in New England Politics, Rhode Island PBS
California's Forgotten Children, WTVP
SIX STREETS, KCPT
Rosemary, West Virginia Public Broadcasting

Use of Digital Media

Beyond the Report, Texas Tech University Public Media
Interactive Digital Projects, Nashville Public Television
Monograph (Series), Alabama Public Television
Indie Alaska, Alaska Public Media
You Decide: Know. Think. Participate 2020 Civics Campaign, Arkansas PBS

EDUCATION

Educational Resources for the Classroom

Re/sound: Songs of Wisconsin, PBS Wisconsin
Remote Learning K-3, PBS Western Reserve
"Back to School" Student Reporting Modules, WETA

Educational Resources for the Community

"Back to School" Student Reporting Modules, WETA
Lehigh Valley Reads - Build a Library. Build a Future., Lehigh Valley Public Media
VA TV Classroom - Season 2, WHRO
Alzheimer's What Can You Do, VPM

Innovation in Education

Molly of Denali Inspired Virtual Museum with Muscogee of Florida, WFSU
"Fun Lab TV", KLCS
NOVA Science Studio, GBH
WTCI EDUCATE, WTCI PBS

Learning Events

Face the Facts': Election 2020 Youth Town Hall, WETA
Our Ohio, WOUB Public Media
Youth Collective Summit, WNET
Disrupted: How Covid Changed Education, WETA
NOVA Education Virtual Field Trips, GBH
Reading Across Rhode Island: STAMPED Evenings for Educators, Rhode Island PBS

Teacher Professional Learning

PBS KIDS Community Learning Cohort for Library Staff, PBS Wisconsin
Portraits of Courage: The Story of Women's Suffrage in Arkansas, Arkansas PBS
PSU Micro-credentialing, Lehigh Valley Public Media

INDEPENDENT PRODUCTION

Afro-Latino Travels with Kim Haas, Kim Haas/NorCal Public Media
HEARD, Martin Montgomery/VPM
Rap Squad, Nathan Willis/Arkansas PBS

MARKETING/COMMUNICATIONS

Annual Report

WQED in the Time of Covid. "Rising to the Occasion" Community Impact Report, WQED
Dimensions Membership Guide, WHRO
Annual Report, Nebraska Public Media
Annual Report 2020, Lehigh Valley Public Media
Pennsylvania PBS Use and Impact Report, WVIA
Illinois Public Media 2020 Annual Report, Illinois Public Media
Alaska Public Media's 2020 Annual Report to the Community, Alaska Public Media

COVID-19 Marketing/Communications

Call in COVID-19 Teako Testimonial Promo, KRWG Public Media

Integrated Media Campaign

PBS Wisconsin Racial Justice, PBS Wisconsin
"The Glow With Big Piph" promotional effort, Arkansas PBS
The Story of Us: A KMOS American Portrait Special, KMOS
Tulsa Race Massacre: 100 Years Later, OETA
Alaska Public Media's Daily Digest, Alaska Public Media

Promotion

WTVPeople, WTVP
Work Like a Girl: Pierette Swan, WHRO
Rise and Shine Promotion Campaign - Theme Song & Mr. Steve the Music Man B&D, Arkansas PBS
Datacasting Promo, SCETV
Melanie and Mr. Rogers, WEDU
KRWG Fronteras Immigration Promo, KRWG Public Media

Social Media

Women in STEM, WSKG
More Than Half, PBS Utah
Why Race Matters, PBS Wisconsin
Community Update on Coronavirus, Lehigh Valley Public Media

Special Event

Athlete of the Year Award, Lehigh Valley Public Media
Roundo, WTVP
"We the Young People" Inauguration Special, WETA
Work Like a Girl: Talking Welding with Pierette Swan, WHRO
NASA - Live Stream, Arkansas PBS

OVERALL EXCELLENCE

Excellence in Community Engagement

The WNET Group Community Engagement Department, WNET
Arkansas PBS: Celebrating Black Lives, Educating Communities, Telling Arkansas Stories, Arkansas PBS
Well Beings Youth Mental Health Tour, WETA
MPT's Standing Against Racism Initiative, Maryland Public Television

Excellence in Content

NETA Excellence in Content Compilation, Lakeshore Public Media
Montana PBS Excellence in Content, Montana PBS
Arkansas PBS, Arkansas PBS

Excellence in Education

WTCI Education Partnerships, WTCI PBS
KET Education, KET
Arizona PBS: Education Across Generations, Cultures, Arizona PBS
Arkansas PBS Education Department, Arkansas PBS

Excellence in Marketing/Communications

Nebraska Public Media - Excellence in Marketing/Communications, Nebraska Public Media
Arkansas PBS Marketing and Engagement Team, Arkansas PBS
NPT Digital +, Nashville Public Television
Classroom Idaho, Idaho Public Television

Excellence in COVID-19 Response

Arizona PBS COVID-19 Response, Arizona PBS
South Carolina ETV, Covid-19 Response, SCETV
Service to Alabama: APT's Covid-19 Response, Alabama Public Television

Excellence in Innovation

Above & Beyond, West Virginia Public Broadcasting

About NETA

The National Educational Telecommunications Association (NETA) is a professional association representing 279 member stations in 47 states, the Virgin Islands and the District of Columbia. NETA provides leadership, general audience content, educational services, professional development and trusted financial management services, including human resources and benefits administration, to individual public media licensees, their affinity groups and public media as a whole, visit netaonline.org

About GPB

As one of the largest PBS stations in the nation, Georgia Public Broadcasting (GPB Media), has been creating content worth sharing for over 60 years. With nine television stations, 19 radio stations and multi-faceted digital and education divisions, GPB strives to educate, entertain and enrich the lives of our viewers and listeners with programming that includes statewide radio news, current affairs, high school sports, educational resources for teachers and students and enlightening programs about our state like *Georgia Outdoors*, *Political Rewind* and more. For more information, visit gpb.org.

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