

## **Public Media Awards presented by NETA**

\$60 Early bird registration: June 13 – July 31

\$80 Regular registration: August 1 – August 12

Eligibility period: July 1, 2021 – June 30, 2022

Division 1 – Stations with NFFS over \$4M (based on FY2019 SABS Report)

Division 2 – Station with NFFS under \$4m (based on FY2019 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 of 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 where participants can earn a certificate of completion and recertification credits.

**Learning Events** recognizes exemplary educational experiences that immerse teachers and/or students in learning. Entries can include experiences delivered as in-person events, virtual field trips, OVEE, video conference, Facebook or YouTube Live and/or other virtual learning events.

**Innovation in Education** recognizes exemplary innovative educational services provided by a station. Examples include innovative delivery of educational assets such as VR/AR, 360 Video, emerging technologies, datacasting, new educational partnerships, 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 civic responsibility; to address societal issues; and to contribute to the public good. Entries must provide intended outcome with examples of results and 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. Entries must provide intended outcome with examples of results and impact.

**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. Entries must provide intended outcome with examples of results and impact.

**Kids & Family** recognizes a station's exemplary community engagement in support of kids and families. Activities can include national to local engagement, local initiatives, including in-person or virtual activities. Entries must provide intended outcome with examples of results and impact.

## III. Marketing/Communications

**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, station branding, break, or interstitial (4 minutes or less).

**Social Media** recognizes an exemplary social media campaign (paid/organic) using creative content made specifically for social media that allowed the station to meet a goal, objective or reach an audience in a quantifiable way.

**Annual Report** recognizes an exemplary annual station report (print or digital brochure, flyer, document) that successfully tells the station's unique story and impact for donors, stakeholders or targeted audiences.

#### IV. Content

**News and 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 Feature** recognizes an exemplary creation of a formal, structured media presentation with dramatic impact of an event, condition, or situation of cultural significance or interest longer than ten minutes.

**Historical Feature** recognizes an exemplary creation of a formal, structured media presentation with dramatic impact of an event, condition, or situation of historical significance longer than ten minutes.

**Topical Feature** recognizes an exemplary creation of a formal, structured media presentation with dramatic impact of an event, condition, or situation of topical significance longer than ten minutes.

**Education** recognizes an exemplary creation of a feature or segment from a program, series, or special that covers education issues.

**Visual Arts** recognizes an exemplary program, series, or special focused on the visual arts.

**Performing Arts** recognizes an exemplary program, series, or special focused on the performing arts.

**Digital Media** recognizes an 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 an exemplary online, digital, or broadcast short form content. Content must be no longer than ten minutes in length.

**Podcast** recognizes an exemplary podcast created by a station.

**Military Chronicles** recognizes an exemplary creation of a format, structured television presentation with dramatic impact of an event, conditions, or situation of members of or veterans of the U.S. Armed Forces, their families, and communities.

## V. Independent Producer - Single division only

**Independent Producer** – recognizes an exemplary program, series or special produced by an independent producer. The program, series or special must have aired on a NETA member 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 created by a station with their cumulative work 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. Entry must include a maximum 5-minute video or a narrative with images that highlights the station work and its impact.