



58th Public Media Awards Presented by NETA

Eligibility Period: July 1, 2025 – June 30, 2026

\$100 Early Bird Registration: June 8 – July 10

\$125 Regular Registration: July 11 – July 17

[Division 1](#) – Stations with NFFS over \$4M

[Division 2](#) – Stations with NFFS under \$4M

(based on FY25 SABS Report)

I. Education

Educational Resources for the Classroom recognizes exemplary instructional resources and immersive learning experiences designed for teachers to engage PreK–12 students. Eligible entries may include digital learning objects such as video, interactive and games, lesson plans, resource collections, VR/AR, 360 video, emerging technologies, as well as in-person and virtual learning events including field trips, live streams, video conferences, and other interactive educational experiences. Entries should demonstrate strong educational value, alignment to curriculum standards where applicable, and meaningful enhancement of teaching and learning.

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

I. Education (cont'd)

Teacher Professional Learning recognizes exemplary station-created or produced educational experiences and trainings that engage teachers through in-person, virtual, online, or blended formats. Eligible entries may include professional learning programs, workshops, training courses, courses, live interactive events, and other immersive learning experiences for educators where participants can earn a certificate of completion and/or recertification credits.

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

Youth Media recognizes exemplary short or long-form content crafted by an outstanding emerging talent under age 25, who has served in a primary role as a writer, producer, director, or editor, showcasing their innovative voice and vision. This award highlights the contributions of rising talent and encourages creativity and innovation among younger generations.

II. Community Engagement

Local Project recognizes exemplary campaigns conceived and implemented within the licensee's station and community, using local partners and resources to enrich and enhance community life; prepare educated, engaged citizens; strengthen civic responsibility; address societal issues; and contribute to the public good. Entries must provide intended outcome, along with examples of results and impact.

National Project recognizes exemplary campaigns 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, along with examples of results and impact.

Community Initiative recognizes a station's exemplary attention to a specific critical issue in society and the resulting community-identified impact that enhances community capacity to address the issue within the defined community. Entries must provide the intended outcome, along with examples of results and impact.

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

III. Marketing & Communications

Integrated Media Campaign recognizes exemplary coordinated combination of station produced television/radio spots, social media posts, digital and print materials, events, advertisements, and other items elements 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 creative planning, promotion, implementation, and excellence in delivering impactful station or co-sponsored events or activities that engage audiences and communities.

Promotion recognizes an exemplary individual spot, marketing promo, station branding piece, break, or interstitial (4 minutes or less).

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

Annual Report recognizes an exemplary annual station report (print or digital brochure, flyer, or document) that effectively 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 focused on the general public interest or concern, especially those addressing current community, social or political issues.

Cross-Platform Content recognizes efforts to create content with impact across unique or expanded distribution and content platforms. Entries should demonstrate a creative or distinctive approach to presenting radio, digital, and/or television content in ways that are equally impactful across additional platforms, rather than just simply repurposing the same content.

Cultural Feature recognizes an outstanding, formally structured long-form media presentation (runtime longer than ten minutes) that explores an event, issue, or subject of cultural significance or interest. This category includes stories focused on the arts, heritage, traditions, history, music, food, community identity, lifestyle, humanities, and the shared experiences that shape and reflect culture and society. Entries are typically reflective, character-driven, or documentary in style and emphasize narrative craft, creativity, and emotional impact rather than timeliness.

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

IV. Content (cont'd)

Topical Feature recognizes an outstanding long-form presentation (runtime longer than ten minutes) that examines issues, events, or conditions of current relevance. Entries should focus on topics shaping public conversation and community life, such as public affairs, social issues, healthcare, education, policy, environment, or technology. Submissions may include in-depth reporting or documentary-style storytelling that combines journalism, interviews, and narrative to provide context, insight, and impact.

Education recognizes an exemplary 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 exemplary use of digital media, defined as cross-platform creative works not created solely for traditional broadcast and delivered to audiences via digital platforms. Projects may include immersive experiences (VR, AR, mobile, or web based), storytelling games, cross-platform storytelling, or mobile apps.

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.

Visual Design recognizes exemplary use of visual elements that enhance and elevate content. This may include art direction, graphic design, motion graphics, animation, scenic design, lighting design, and related visual elements.

RADIO CONTENT:

News and Public Affairs recognizes an exemplary radio program, series, or special of general public interest or concern, especially those addressing current community, social, or political issues.

Society and Culture recognizes an exemplary structured radio presentation with dramatic impact that explores an event, condition, or situation of societal or cultural significance.

Environment recognizes an exemplary radio feature or segment from a program, series, or special that covers environmental issues.

Local Storytelling recognizes an exemplary radio feature or segment from a program, series, or special that shares a story impacting the local community.

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 generated by non-station employees.

VI. Overall Excellence - All stations compete in one combined division

NETA Excellence in Education recognizes overall excellence demonstrated by a station through its cumulative education work in the local community. Entries must include a video (five minutes or less) or a narrative with images highlighting the station's yearlong collective work and its impact. This category is intended for cumulative work; individual entries will be reassigned to the respective category.

NETA Excellence in Community Engagement recognizes overall excellence demonstrated by a station through its cumulative engagement work in the local community. Entries must include a video (five minutes or less) or a narrative with images highlighting the station's yearlong collective work and its impact. This category is intended for cumulative work; individual entries will be reassigned to the appropriate category.

NETA Excellence in Marketing/Communications recognizes overall excellence demonstrated by a station with its cumulative work in marketing and communications. Entries must include a video (five minutes or less) or a narrative with images highlighting the station's yearlong collective work and its impact. This category is intended for cumulative work; individual entries will be reassigned to the appropriate category.

NETA Excellence in Content recognizes overall excellence demonstrated by a station with its cumulative locally created content. Entries must include a video (five minutes or less) or a narrative with images highlighting the station's yearlong collective work and its impact. This category is intended for cumulative work; individual entries will be reassigned to the appropriate category.

NEW for 2026! Overall Excellence in Engagement Campaigns recognizes outstanding regional or national engagement campaigns that demonstrate creativity, strategic vision, meaningful audience and community impact, and broad reach across platforms and communities. Eligible entries may include multi-platform initiatives, partnerships, events, digital engagement, and public participation efforts that successfully inspire conversation, deepen connections, and extend the impact of content beyond the screen or broadcast.

