

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

\$60 Early bird registration: July 12 – August 20

\$80 Regular registration: August 21 – September 17

Eligibility period: July 1, 2020 – June 30, 2021

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 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, and/or other virtual learning events.

**Innovation in Education** recognizes exemplary innovative educational services provided by a station. Examples include education activities during the COVID-19 pandemic, 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 and specific contextualized 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 and specific contextualized 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 and specific contextualized 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 and specific contextualized results and 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, 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 that would have been difficult to do with traditional media.

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

**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.

**Military Chronicles** recognizes an exemplary creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of members or veterans of the US 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. Program must be a local or regional program or have been distributed through NETA.

## 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.

**Overall Excellence in COVID-19** recognizes exemplary station work in response to their community during the COVID-19 outbreak. Entries must include a maximum 5-minute video or a narrative with images that highlights the stations work and its impact during the COVID-19 outbreak.