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## Celebrating Excellence in Public Media: 57<sup>th</sup> Public Media Awards *NETA Announces Winners*

September 15, 2025

Columbia, SC – The National Educational Telecommunications Association proudly announces the 57th annual Public Media Awards winners, recognizing the exceptional achievements of member stations in community engagement, content, education, and marketing and communications.

A mosaic of relevant content that reflects both creativity and diversity that paint rich stories of truth and consequence. Piece-by-piece and member-by-member, we come together as choreographers of the public good, to spark more imagination and inspiration than we ever could have alone.

“In a time when connection and community matter more than ever, stations are bringing public media’s mission to life in powerful ways, reflecting the values and vision of the system by serving communities with integrity, innovation, and a deep commitment to storytelling that matters,” said NETA President Eric Hyyppa. “Congratulations to all the Public Media Award winners. Their work is truly impactful.”

With the exception of the overall excellence categories, stations compete within divisions based on their station size. Awards are judged by a group of expert panelists from within the public media system, as well as industry professionals working outside of public media.

[View the PMA57 winners’ gallery.](#)

## **57th Public Media Award Winners:**

### **EDUCATION CATEGORIES**

#### **Educational Resources for the Classroom**

- Division 1 – WNET, Mission US: Spirit of a Nation
- Division 2 – Blue Ridge PBS, Virginia Roots, Season 2

#### **Educational Resources for the Community**

- Division 1 – SCETV, Carl the Collector Event
- Division 2 – Blue Ridge PBS, Getting Started in Virginia Schools

#### **Teacher Professional Learning**

- Division 1 – South Florida PBS, KidVision PreK Teachers Association

#### **Innovation in Education**

- Division 1 – GPB, Georgia Farmcraft
- Division 2 – Ball State PBS, Public Media Accelerator (PMX) Fellowship Program

#### **Youth Media – New for 2025!**

- Division 1 – Arkansas PBS, Student-Led Sports Social Video Marketing
- Division 2 – PBS Western Reserve, By Nature's Design

### **COMMUNITY ENGAGEMENT CATEGORIES**

#### **Local Project**

- Division 1 – Kansas City PBS, "We Are Latinos III" Film Screening
- Division 2 – WVIA, American Dreams

#### **National Project**

- Division 1 – WNET, American Masters Renegades Series National Station Engagement: Reaching New Audiences Through Representation and Accessibility
- Division 2 – WTCI PBS, Leonardo da Vinci Screening Event

#### **Community Initiative**

- Division 1 – SCETV, Never Forgotten: The Emanuel Nine
- Division 2 – VPM, Racism: Challenging Perceptions

#### **Kids & Family**

- Division 1 – WUCF, VyStar Preschool Book Drive
- Division 2 – WVIA, Carl the Collector Family Engagement

## **MARKETING & COMMUNICATIONS CATEGORIES**

### **Integrated Media Campaign**

- Division 1 (tie) – Twin Cities PBS, Stand Up for Twin Cities PBS
- Division 1 (tie) – Twin Cities PBS, "Stage" Season 4: Connecting Artists and Audiences Across Platforms
- Division 2 – WNIT, My WNIT Story

### **Special Event**

- Division 1 – WHRO, 2025 TowneBank Spelling Bee
- Division 2 – WTCI PBS, Ale tRail

### **Promotion**

- Division 1 – SCETV, Southern Songwriters with Patrick Davis
- Division 2 – Blue Ridge PBS, The Prairie Preacher - Trailer

### **Social Media**

- Division 1 – PBS North Carolina, Sci NC
- Division 2 – Northern California Public Media, The Center for Environmental Reporting

### **Annual Report**

- Division 1 – PBS Wisconsin, 2024 Annual Report
- Division 2 (tie) – Ball State Public Media, Annual Report
- Division 2 (tie) – VPM, Annual Report (2023 - 2024)

## **CONTENT CATEGORIES**

### **News & Public Affairs**

- Division 1 – AZPM, AZPM Presents Death Behind Bars
- Division 2 – Wyoming PBS, A State of Mind: High Risk

### **Cross-Platform Content – New for 2025!**

- Division 1 (tie) – Austin PBS, Decibel
- Division 1 (tie) – SCETV, Never Forgotten: The Emanuel Nine
- Division 2 – VPM, Finding Edna Lewis

### **Cultural Feature**

- Division 1 (tie) – Arkansas PBS, Passage
- Division 1 (tie) – PBS North Carolina, My Home - Swan Song
- Division 2 – Panhandle PBS, The West Texas Boys

### **Historical Feature**

- Division 1 – Connecticut Public, Where Then Shall We Go?
- Division 2 – WGTE, Magic of the Old West End

### **Topical Feature**

- Division 1 – Public Media Connect, Jeffrey's Journey
- Division 2 – Northern California Public Media, Climate California: Second Language

### **Education**

- Division 1 – WHRO, Intergalactic Goodspeed
- Division 2 – WGTE, Taking Ownership of Your Health

### **Visual Arts**

- Division 1 – PBS Utah, The Neon Comeback: Local Artists Transform Salt Lake's State Street
- Division 2 – Blue Ridge PBS, Artistic Encounters: Meet the Artist

### **Performing Arts**

- Division 1 (tie) – Nebraska Public Media, JAM: The Talbott Brothers
- Division 1 (tie) – PBS SoCal, 2024 Media Access Awards
- Division 2 (tie) – WKU PBS, ROMP - Country GongBang
- Division 2 (tie) – WKU PBS, ROMP - Molly Tuttle

### **Digital Media**

- Division 1 – WNET, American Graduate: Jobs Explained
- Division 2 – Wyoming PBS, Our Wyoming: Leading the Pack

### **Short Form**

- Division 1 – WNET, Wordsville
- Division 2 – Northern California Public Media, Climate California: Explorations

### **Podcast**

- Division 1 – WETA, On Our Minds: Election 2024
- Division 2 (tie) – VPM, RVA's Got Issues - Season 2
- Division 2 (tie) – WGTE, Rethinking Jails + Justice

### **Military Chronicles**

- Division 1 – PBS Utah, Inside the Military's Language Olympics

### **Visual Design**

- Division 1 (tie) – Alabama Public Television, In the Margins
- Division 1 (tie) – Houston Public Media, Roots of Resistance

### **Radio – News & Public Affairs**

- Division 1 – WHRO, Weekly Edition
- Division 2 – Alaska Public Media, Talk of Alaska

### **Radio – Society & Culture**

- Division 1 – WKAR, WKAR Michigan Minutes, 2024
- Division 2 – Northern California Public Media, The Wonderland Radio Hour

### **Radio – Environment**

- Division 1 – WHRO, Hampton coalition fights to protect historic New Deal-era community from flooding
- Division 2 – Alaska Public Media, The Potential for a Mount Spurr eruption | Talk of Alaska

### **Radio – Local Storytelling**

- Division 2 – Ball State Public Media, Pop of Culture

## **INDEPENDENT PRODUCER CATEGORY**

- Alabama Public Television; Kaitlin Smith, William David Glenn, Glynn & Sharon Smith – PARATUS A 20th Anniversary Special

## **OVERALL EXCELLENCE CATEGORIES**

### **Excellence in Education**

- SCETV, Evolution & Revolution: Advancing Public Media for All

### **Excellence in Community Engagement**

- South Florida PBS, Community Outreach

### **Excellence in Marketing/Communications**

- Arkansas PBS, Overall Excellence in Marketing & Communications

### **Excellence in Content**

- Austin PBS, Made in Austin, Watched Everywhere

### **Excellence in Innovation**

- PBS Wisconsin

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**About NETA**

The National Educational Telecommunications Association (NETA) is a professional association representing 304 member stations in 49 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. For more information, visit [netaonline.org](https://netaonline.org) and follow us on X [@NETA Tweets](https://twitter.com/NETATweets), Facebook [@NETAstations](https://www.facebook.com/NETAstations), Instagram and Threads [@NETA grams](https://www.instagram.com/NETAgrams), and LinkedIn [@NETAbusiness](https://www.linkedin.com/company/NETAbusiness).