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52nd ANNUAL PUBLIC MEDIA AWARDS WINNERS ANNOUNCED

[Columbia, SC January 27, 2021] The National Educational Telecommunications Association (NETA) honored public media's achievements from 2020 at the The 52nd Annual Public Media Awards (PMAs) Tuesday afternoon, January 26 during the 2021 NETA Conference and CPB Public Media Thought Leader Forum.

The PMAs honor our members' finest work in education, community engagement, marketing/communications and content. This year saw a record number of entries from stations across the country as new categories were introduced recognizing excellence in podcasts and digital media use as well as awards in each category specific to the handling of the COVID-19 pandemic.

"Congratulations to all of this year's nominees and awardees," said NETA president Eric Hyyppa. "Every year, for the past 52 years, these awards have celebrated excellence in public media. This year, that excellence was amplified by your profoundly creative and inspired responses to multiple crises. All across the country, public media stations rose to the moment and served their communities during their time of critical need. Well done!"

With the exception of the overall excellence categories, stations competed within their appropriate divisions based on their station size. 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

The 52nd Annual Public Media Awards Winners:

Education

Educational Resources for the Classroom

Division I	The Gene: An Intimate History	WETA
Division II	Computer Science for Your Classroom: Ohio's Standards	PBS Western Reserve

Educational Resources for the Community

Division I	Arkansas AMI	Arkansas PBS
Division I	Start with a Book	WETA
Division II	Career Explore Northwest	KSPS

In-Person Learning Events

Division I	Youth Collective	Thirteen - WNET
Division II	Summer Series	Lehigh Valley Public Media

Virtual Learning Events

Division I	Unstoppable: The Road to Women's Rights	Alabama Public Television
Division II	WFSU RTLCon 2020	WFSU

Teacher Professional Learning

Division I	Coaching Self-Expression - Go in, Poet	Arkansas PBS
Division II	Building Blocks for Early Childhood Education Services	Rhode Island PBS

COVID-19 Education

Division I	Making Sense of Coronavirus Through Storytelling and Media Making	WETA
Division II	KMOS Classroom: Summer School	KMOS

Community Engagement

Community Initiative

Division I	High School Quiz Show	WGBH
Division II	Every 1 Counts	KSMQ

Local Project

Division I	Youth Collective	Thirteen - WNET
Division II	KMOS Classroom: Summer School	KMOS

National Project

Division I	Retro Local Stories and Screening	WFSU
Division II	WVPB's Read for the Record 2019	West Virginia Public Broadcasting

COVID-19 Community Engagement

Division I	TPT NOW TV & Partners Reaching Cultural Communities	TPT
Division II	It's Camp	Lehigh Valley Public Media

Content

Arts & Entertainment

Division I	Bleed Through	Kansas City PBS
Division II	Kitchen Queens: New Orleans	WYES

Cultural Documentary

Division I	Knee to Knee	UNC-TV
Division II	The Art of Home: A Wind River Story	Wyoming PBS

Education/Schools

Division I	No Labels Attached: Breaking Down Misconceptions and Stereotypes	WETA
Division II	Workforce Development Playbook	PBS Charlotte

Historical Documentary

Division I	Marriner Eccles: Father of the Modern Federal Reserve	PBS Utah
Division II	Capturing History	KSPS

News & Public Affairs

Division I	Great Lakes Now Series	Detroit Public Television
Division II	PBS39 News Tonight	Lehigh Valley Public Media

Podcast

Division I	The Sound of Home (The PlainStory Podcast (S2))	NET Nebraska
Division II	VPM Launched Podcast To "Find the Helpers" During A Pandemic	VPM

Short Form

Division I	Iowa PBS Explores: The Polio Epidemic	Iowa PBS
Division I	Search It Up	WGBH
Division II	Calling the Salmon Home	KSPS

Topical Documentary

Division I	Aging Matters: Companionship & Intimacy	Nashville Public Television
Division II	Working Dogs - Farm to Fork Wyoming	Wyoming PBS

Use of Digital Media

Division I	Let's Talk: How to Talk to Kids About Race	PBS Utah
Division II	Indie Alaska	Alaska Public Media

COVID-19 Content

Division I	Meet the Helpers Coronavirus Interstitial Series	WUCF
Division I	PBS Wisconsin's COVID-19 Content	PBS Wisconsin
Division II	American Portrait Central Illinois: Living Through the COVID-19 Pandemic	WILL

Independent Production

FLY BROTHER with Ernest White II	Ernest White II (NorCal Public Media)
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Marketing/Communications

Integrated Media Campaign

Division I	GobbledyBook	Arkansas PBS
Division I	The Summer of '69	Thirteen - WNET
Division II	Pennsylvania PBS - Battling Opioids	WVIA
Division II	VPM Experience	VPM

Promotion

Division I	WEDU At-Home Learning Spot	WEDU
Division II	Glory Days - Part III	WLAE
Division II	Making Teaser	KMOS

Special Event

Division I	Sesame Street In Communities	NET Nebraska
Division II	Sesame Street 50th	Lehigh Valley Public Media

COVID-19 Marketing/Communications

Division I	Martha Reads	WHRO Public Media
Division II	First Lady of Virginia Partners with VPM On COVID PSAs for Kids	VPM

Overall Excellence

Excellence in Community Engagement

Arkansas PBS Community Engagement	Arkansas PBS
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Excellence in Content

Milwaukee PBS	Milwaukee PBS
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Excellence in Education

Arkansas PBS Education Programming	Arkansas PBS
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Excellence in Marketing/Communication

NET - Nebraska's PBS & NPR Stations	NET Nebraska
NPT Digital+	Nashville Public Television

Excellence in Innovation

At-Home Learning	PBS SoCal
RSU-TV Covid-19 Response	RSU-TV

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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.