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## For Immediate Release

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# Detroit Public Television Named a National Finalist in Two Categories of the Public Media Awards

*NETA recognizes the station for its coverage of the Great Lakes and youth mental well-being*

Detroit Public Television (DPTV) has been honored by the National Educational Telecommunications Association (NETA) for its outstanding work in two fields, education and the environment, as part of the organization's 53<sup>rd</sup> Annual Public Media Awards.

The DPTV Education team and the station's environmental bureau, Great Lakes Now, are being cited in this annual competition, which honors member stations for excellence in education, community engagement, marketing/communications and content.

NETA is a membership organization representing public media stations across the country and providing them leadership, support and services to advance their education mission.

DPTV has been named a finalist in the Kids & Family category for its education program, "Workshop on Well-Being," a four-part series exploring how factors like stress, physical activity, lack of routines, rituals and nutrition can impact learning outcomes, behavior and the mental health of youth. The workshop was developed specifically for Detroit and Southeast Michigan audiences and delivered virtually in English, Spanish and Arabic. Piloted in urban and rural settings, it was created with the entire family in mind.

"Despite engagement challenges due to the pandemic constraints, DPTV is fortunate to have a team of education professionals that seeks out creative opportunities for connecting with local communities and has focused its efforts on developing innovative and relevant educational programming such as the 'Workshop on

Well-Being,” said Georgeann Herbert, DPTV’s senior vice president of strategy. “The workshop addresses topics that have been top of mind for our viewers over the past several years.”

The Great Lakes Now initiative earned recognition as a finalist in the category of News & Public Affairs for 10 episodes on current, compelling freshwater issues and other informative programming tied to the Great Lakes. Great Lakes Now won the category last year.

As a multimedia initiative, Great Lakes Now offers a website with daily news about the lakes and drinking water and a monthly television program carried on dozens of PBS affiliates, hundreds of Canadian cable systems and its own YouTube channel. Its basin-wide network of correspondents contributes stories and features about environmental issues, recreational opportunities and the history and culture of the region including segment topics focused on invasive species, flooding, PFAS in drinking water, pipeline controversies, the pandemic’s impact on industry, recreation in the region and much more. Each episode also includes a live watch party on Facebook – with a Great Lakes Now host and panelists, who fielded questions from the audience.

“We are honored to receive this recognition for the important work we do,” said Sandra Svoboda, program director of Great Lakes Now. “Our reporting and resources have far-reaching relevance and by providing essential news and impactful programming we help create a shared sense of stewardship throughout the Great Lakes Basin and beyond.”

For a third consecutive year, NETA received a record number of entries in the annual competition. Award winners will be announced during the 53rd Annual Public Media Awards Gala presented by Georgia Public Broadcasting (GPB) on January 25, 2022, as part of the NETA Conference and CPB Public Media Thought Leader Forum.

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.