



Press contact at NorCal Public Media:

Darren LaShelle

707.584.2000

darren_lashelle@norcalpublicmedia.org

For immediate release

Rohnert Park, CA, September 26, 2024–

NorCal Public Media wins 2024 Public Media Awards

Northern California Public Media (NorCal) has received two 2024 Public Media Awards from the National Educational Telecommunications Association (NETA).

“Congratulations to all of the honorees,” said NETA President Eric Hyyppa. “They are truly outstanding and shine a spotlight on the innovative and impactful work that is happening across the public media system.” Winners were announced at the 56th Public Media Awards on September 15, 2024, at the NETA Conference and CPB Public Media Thought Leader Forum in Pittsburgh, PA.

The Award for **Special Events** was awarded to the **NorCal Public Media Food & Wine Awards**, NorCal’s annual fundraiser for environmental programming and spotlight on local heroes in food, the environment and farms in the region.

“We’re pleased and proud that NETA recognized the unique nature of the NorCal Public Media Food & Wine Awards,” said NorCal President & CEO Darren LaShelle. “While many fine community events were nominated in this category, we believe what sets this apart is the spotlight we aim to shine on sometimes overlooked heroes in farming, food production, food justice, workers’ rights, sustainability and regenerative practices.





Their work deserves notice, and the community members who helped us develop this event and its purpose have done an amazing job helping us to instill inspiration and positive change in our Bay Area community.”

The 3rd Annual NorCal Public Media Food & Wine Awards will take place on May 10, 2025.

The Award for **Annual Report** was awarded to NorCal’s **2023 Local Content and Service Report to the Community**. This is the third consecutive win for Northern California Public Media in this category.

“Our Local Content and Service Report to the Community is our way of showing the many and varied ways we serve the Bay Area each year,” LaShelle noted. “From original programs and our Center for Environmental Reporting, to community outreach, educational events, Radio and Television programming, news reporting, and youth mentoring, we spend thousands of hours each year creating impactful content, forging partnerships and working for better, more informed communities.”

###

More information and links:

The NorCal Public Media Food & Wine Awards can be found at:

<https://norcalpublicmedia.org/awards>

The 2023 Local Content and Service Report to the Community is available on NorCal’s website here:

<https://norcalpublicmedia.org/content-and-service-reports>

