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**For immediate release**

**Rohnert Park, CA, May 22, 2024-**

## **NorCal Public Media is nominated for an Emmy Award**

Northern California Public Media (NorCal) has received an Emmy nomination for Informational/ Instructional - News or Short Form Content from the San Francisco/Northern California Chapter of The National Academy of Television Arts & Sciences.

The nomination recognizes *Just the Essentials*, a segment from the original series PREPARE YOURSELF! first broadcast in 2023 on KRCB-PBS and KPJK-independent public television, NorCal's two public stations serving the San Francisco Bay Area.

Producers of the series for NorCal who share in the nomination are Isabel Fischer, Hannah Lee, Paul Swensen and Leah Richter along with series editor William Meese.

PREPARE YOURSELF! was conceived in partnership with the Sonoma County Department of Emergency Management, the U.S. Department of Homeland Security, and FEMA (the Federal Emergency Management Agency), and designed by NorCal producers to give common-sense advice about preparing for a natural disaster.

The innovative series takes a unique approach to disaster preparation, employing clever satire, entertaining skits, and original music. The

know.

Now available for free public streaming, PREPARE YOURSELF! can be viewed on the [NorCal Public Media YouTube channel](#).

The 2023-2024 Emmy winners will be announced at the 53rd Annual Northern California Emmys at the Hilton Union Square in San Francisco on June 15th.

“We are very proud of our very creative and talented team for creating this series. And we thank the Academy of Television Arts & Sciences for the nomination,” said President & CEO Darren LaShelle.

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*More information and links:*

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# PREPARE YOURSELF!



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