

Minutes of Meeting #435  
Nebraska Educational Telecommunications Commission  
Nebraska Educational Telecommunications Center  
1800 No. 33<sup>rd</sup> Street  
Lincoln, Nebraska  
August 30, 2012

PRESENT: Commissioner Dennis Baack  
Commissioner Ken Bird  
Commissioner Roger Breed  
Commissioner Stan Carpenter  
Commissioner Kim Dinsdale  
Commissioner Fred Ohles  
Commissioner Steve Seline  
Commissioner Dick Shoemaker  
Commissioner Clay Smith  
Commissioner Dara Troutman

ABSENT: Commissioner Darlene Starman

***Advance notice of the public meeting was sent to Nebraska news media by means of a news release forwarded from the Commission office with Agenda posted in the NET Lobby, NET elevator bulletin board areas and on the State and NET web sites. LB 898 (related to Open Meetings Act) is also posted in the NET Board Room on 1<sup>st</sup> floor.***

Chair Dick Shoemaker called meeting #435 to order at 9:34 a.m.

Following the call of the roll, it was determined that a duly constituted quorum of Commissioners to be present.

Chair Shoemaker called for public comment. There was none.

Chair Shoemaker next requested approval of the minutes of meeting #434 as held on June 21, 2012. It was moved by Seline and seconded by Smith to accept minutes of meeting #434 as presented. Roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman

AGM-Administration & Finance Randy Hansen reviewed the 4<sup>th</sup> quarter budget report for period ending June 30, 2012 for both the Television and Radio Divisions. It was moved by Bird and seconded by Seline to approve the 4<sup>th</sup> quarter budget reports as presented and attached to the minutes. Following discussion, roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman

AGM-Administration & Finance Hansen presented the FY 2014 and FY 2015 Biennial Budget request which needs to be submitted on behalf of the Commission to the State of Nebraska by September 15, 2012. It was moved by Smith and seconded by Baack to approve the FY 2014 & FY 2015 Biennial Budget operating request of \$10,112,400 for FY 2014 and \$10,267,700 for FY 2015, including new request issues

totaling \$215,937 for FY 2014 and \$155,300 in FY 2015. Also approve the FY 2014 & FY 2015 Biennial Budget 5% Modification List totaling \$477,935 for the current base budget, plus \$215,937 for FY 2014 New General Fund Request Issues and \$155,300 for FY 2015 New General Fund Request Issues. This was reviewed by the Finance Committee prior to this meeting. Following discussion, roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman.

Commissioner Bird next presented additional information regarding the Omaha Tower that was listed under Technology Innovation and Design/Implementation as listed in the biennial budget requests. The current location of the KYNE Channel 26 tower prevents the implementation of a comprehensive building and grounds master plan for the University of Nebraska at Omaha. It was stated that the relocation of this tower may also be in the best interest of State, Community, University and NET. A study of the feasibility of relocating this tower would inform all stakeholders as to issues and opportunities such a move would present. It was further stated that the need for such a study is relevant and timely given the upcoming construction of the new Community Engagement Center adjacent to the KYNE tower. It was moved by Bird and seconded by Seline that NET staff undertake a feasibility study to remove and relocate KYNE Channel 26 tower currently located on the University of Nebraska at Omaha campus and that such study be completed by June 30, 2013.

Additional discussion followed. NET is researching its options of relocating the KYNE tower. It presently resides in the middle of the UNO campus. NET currently operates KUON-TV channel 12 in Lincoln and KYNE-TV channel 26 in Omaha. KUON is licensed for a VHF transmitter which is less than desirable for DTV distribution. KYNE is licensed as a UHF transmitter which is preferred in DTV broadcasting. Legal and technical consultants have advised it is feasible to swap the two broadcast licenses and reduce operational expenses. It would also lead to discussions of channel allocation and differentiating services (including mobile) for diverse Omaha audiences.

After further discussion, roll call was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman.

AGM-Administration & Finance Hansen presented the Commission's Biennial Budget capital construction new request for the FY 2014 & 2015 Biennium that is due September 15, 2012 to the State of Nebraska. It was moved by Ohles and seconded by Bird to approve the Capital Construction new project requests totaling \$850,000 for FY 2014, \$675,000 for FY 2015 and future requests (for FY 2016) of \$275,000. After further discussion, roll call was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman.

AGM-Administration & Finance Hansen reviewed the FY 2013 Television Capital Purchase List. Within the television operational budget is a line item for \$700,000. This line item is for capital purchases of systems required to either maintain or enhance the capabilities of the television infrastructure and equipment. The list is decided on by a committee consisting of the Assistant Directors of Engineering (Transmissions, Network Operations, Maintenance and Information Systems), a representative from the T Production Department and the Assistant General Manager for Technology. It is based on agreed upon prioritized needs in the system. This year the priority for item selection was as follows: 1) items that need immediate replacement to keep the current level of service; 2) items that affect the enterprise as a whole; 3) items that will have a long term impact on operations within a specific Department; and, 4) all other items.

AGM-Administration & Finance Hansen next reviewed the FY 2013 Radio Capital Purchase List. Within the radio operational budget is a line item for \$52,000. This line item is for capital purchase of systems required to either maintain or enhance the capabilities of the radio infrastructure and equipment. The list is decided on by a committee consisting of the Assistant Directors of Engineering (Transmissions, Network Operations, Maintenance and Information Systems), several representatives from the Radio Department and the Assistant General Manager for Technology. It is based on agreed upon prioritized needs in the system. This year the priority for item selection was as follows: 1) items that need immediate replacement to keep the current level of service; 2) items that affect the enterprise as a whole; 3) items that will have a long term impact on operations within a specific Department; and, 4) all other items.

Following discussion, it was moved by Carpenter and seconded by Baack to approve the Television and Radio Capital Purchase Lists as attached. Roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman.

AGM-Administration & Finance Hansen presented the encroachment easement agreement with the University of Nebraska. The University of Nebraska, through its UNL campus, is asking NETC to enter into an Encroachment Easement Agreement with them for a section of NET's east parking area. This is related to the upcoming renovation of the East Campus Recreation Center and the potential for this renovation to have an elevated portion of the new construction area encroach upon the far east parking area of the NET lot. During the construction period, the University is also asking for two other related Easement areas: "Utility Easement Area" allowing them to move underground utilities as needed within that designated area, plus a "Construction Easement Area" allowing them a staging and storage area during the construction period. NETC is the legal owner of the land described, the property encompasses NET's current building and the parking lot. The land was deeded to the NETC on May 14, 1996 from the City of Lincoln. The Attorney General's office for the State of Nebraska has reviewed and approved this document. Their suggested edits and language changes have been incorporated into the final document as presented to you for your approval.

Discussion followed regarding language incorporated in the agreement. It was suggested that the word perpetual be removed and replaced with suggested wording that NETC grants to UNL this easement for so long as UNL is using it and have building/facility in place. General Manager Bates will take this information back to the Attorney General's office and will sign Easement Agreement if wording is changed as agreed upon. If not, the Agreement will be brought back to Commissioners for approval. Following discussion, it was moved by Seline and seconded by Smith to approve the Encroachment Easement Agreement with suggested wording changes between the NETC and the University of Nebraska Board of Regents/University of Nebraska-Lincoln and to direct the Secretary and Treasurer of the Commission (Rod Bates) to enter into and sign this agreement on behalf of the Commission. Roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith and Troutman. Absent: Starman.

David Feingold, NET AGM-Content summarized programming activities for both radio and television. He presented trailers of two documentaries: *Casting Call to Curtain Call* and *Capitol Masterpiece*.

AGM-Engineering Stacey Decker indicated that there have been technical issues with the new terrestrial connection at the KXNE site near Norfolk. There is an eleven mile microwave shot delivering the last mile connection to this site that has become unstable due to extreme heat and radiation reflected from the earth's surface. This atmospheric issue causes the microwave signal to distort. Work continues to

solve this problem. The new [www.netnebraska.org](http://www.netnebraska.org) website will be launched September 4<sup>th</sup>. Commissioner Smith volunteered to contact Cecil Steward to consider the advisability of conducting an energy audit to assist NET.

Chairman Shoemaker next called on Jim Adams, Assistant General Manager of University of Nebraska-Omaha Television who gave a report on activities at UNO-Television. *Consider This* continues to be a successful program as it begins its 16<sup>th</sup> year. Other items include Omaha News, English as Second Language and the November 6 election night coverage.

Secretary Bates presented the NET Foundation report in the absence of Foundation Executive Director Jeff Beckman. The Foundation Department continues to work in planned gifts area and has also prepared a five year plan.

The Secretary next introduced Chet Kincaid, NET Senior Producer, who gave a presentation regarding Career Readiness. This is available for high school students as a full course on-line. The website is <http://nelearn.nebraska.gov>.

General Manager Bates presented the following proposed meeting dates for 2013: February 7 (Videoconference Meeting), May 2 (NET), June 20 (NET), August 22 (NET), and December 5 (NET).

It was moved by Commissioner Shoemaker and seconded by Commissioner Smith that the Nebraska Educational Telecommunications Commission go into closed session as authorized by Section 84-1410 of the Revised Statutes of the State of Nebraska for the purpose of holding a discussion limited to personnel matters involving members of the staff. Roll call vote was recorded as follows: voting aye: Baack, Bird, Breed, Carpenter, Dinsdale, Ohles, Seline, Shoemaker, Smith, and Troutman. Absent: Starman

Commissioners went into closed session at 11:25 a.m.

Executive Session and General Session adjourned at 11:45 a.m. by acclamation of members.

Future meeting:

November 29 -- NET

Respectfully submitted,

Rod Bates, Secretary

**NEBRASKA EDUCATIONAL  
TELECOMMUNICATIONS COMMISSION  
Television Division  
September 30, 2012**

	YTD Budget	YTD Actual	\$Diff	%Diff	Prior Year YTD Actual	\$Diff	%Diff
<b>TELEVISION DIVISION</b>							
Personnel Expenses	223,250	216,480	(6,770)	-3%	229,664	(13,184)	-6%

Insurance	34,000	33,339	(661)	-2%	33,339	0	0%
<b>TOTAL TELEVISION DIVISION</b>	<b>257,250</b>	<b>249,819</b>	<b>(7,431)</b>	<b>-3%</b>	<b>263,003</b>	<b>(13,184)</b>	<b>-5%</b>

### GENERAL MANAGEMENT

Personnel Expenses	22,800	22,539	(261)	-1%	21,922	616	3%
Other Operational Expense	1,400	746	(654)	-88%	1,133	(387)	-34%
<b>TOTAL GENERAL MANAGEMENT</b>	<b>24,200</b>	<b>23,285</b>	<b>(915)</b>	<b>-4%</b>	<b>23,056</b>	<b>230</b>	<b>1%</b>

### ADMIN & FINANCE

Personnel Expenses	60,350	57,135	(3,215)	-6%	56,546	590	1%
Memberships	49,000	48,657	(343)	-1%	47,347	1,311	3%
Utilities	126,750	127,759	1,009	1%	140,965	(13,206)	-9%
Maintenance & Repair & Supplies	13,750	8,687	(5,063)	-58%	16,609	(7,923)	-48%
Communication Expense	17,900	16,219	(1,681)	-10%	20,387	(4,168)	-20%
Professional Fees	19,000	428	(18,573)	100%	13,885	(13,458)	-97%
Insurance	2,500	25,742	23,242	90%	1,496	24,246	100%
Other Operational Expense	4,775	2,682	(2,093)	-78%	5,227	(2,545)	-49%
UNLT&COMM Contract Serv	42,675	43,752	1,077	2%	38,747	5,006	13%
<b>TOTAL ADMIN &amp; FINANCE</b>	<b>336,700</b>	<b>331,061</b>	<b>(5,639)</b>	<b>-2%</b>	<b>341,208</b>	<b>(10,147)</b>	<b>-3%</b>

### PROGRAMMING

Personnel Expenses	61,050	59,161	(1,889)	-3%	58,678	483	1%
PBS Member Dues & Fees	225,000	225,000	0	0%	235,000	(10,000)	-4%
Program Acquisition&Fees	47,500	43,673	(3,827)	-9%	46,488	(2,815)	-6%
Other Operational Expense	18,725	17,442	(1,283)	-7%	13,820	3,622	26%
Travel & Registrations	3,000	887	(2,113)	-238%	1,025	(138)	-13%
<b>TOTAL PROGRAMMING</b>	<b>355,275</b>	<b>346,163</b>	<b>(9,112)</b>	<b>-3%</b>	<b>355,011</b>	<b>(8,849)</b>	<b>-2%</b>

### PRODUCTION

Maintenance & Repair & Supplies	30,425	34,934	4,509	13%	2,277	32,658	100%
Other Operational Expense	6,075	5,032	(1,043)	-21%	4,790	241	5%
Travel & Registrations	8,000	7,700	(300)	-4%	9,245	(1,545)	-17%
UNLT Production Services	117,500	191,023	73,523	38%	112,912	78,111	69%
UNLT&COMM Contract Serv	245,250	233,302	(11,948)	-5%	228,031	5,270	2%
<b>TOTAL PRODUCTION</b>	<b>407,250</b>	<b>471,991</b>	<b>64,741</b>	<b>14%</b>	<b>357,255</b>	<b>114,736</b>	<b>32%</b>

### ENGINEERING

Personnel Expenses	472,000	458,788	(13,212)	-3%	426,609	32,179	8%
Utilities	95,175	105,770	10,595	10%	101,051	4,718	5%
Maintenance & Repair & Supplies	183,788	135,833	(47,954)	-35%	122,743	13,090	11%

Communication Expense	71,513	73,519	2,006	3%	52,312	21,207	41%
Consultant Services & Exp	15,250	16,662	1,412	8%	15,013	1,649	11%
Other Operational Expense	16,675	15,119	(1,556)	-10%	16,354	(1,235)	-8%
Travel & Registrations	37,663	46,818	9,156	20%	40,666	6,153	15%
<b>TOTAL ENGINEERING</b>	<b>892,063</b>	<b>852,509</b>	<b>(39,554)</b>	<b>-5%</b>	<b>774,748</b>	<b>77,761</b>	<b>10%</b>

**COMMUNICATION SRVC**

Other Operational Expense	5,000	5,452	452	8%	6,023	(571)	-9%
<b>TOTAL COMMUNICATION SRVC</b>	<b>5,000</b>	<b>5,452</b>	<b>452</b>	<b>8%</b>	<b>6,023</b>	<b>(571)</b>	<b>-9%</b>

**MGMT INFO SYSTEMS**

Personnel Expenses	16,425	15,163	(1,262)	-8%	15,113	50	0%
Maintenance & Repair & Supplies	60,850	59,237	(1,613)	-3%	66,832	(7,595)	-11%
Other Operational Expense	3,875	9,256	5,381	58%	12,520	(3,264)	-26%
<b>TOTAL MGMT INFO SYSTEMS</b>	<b>81,150</b>	<b>83,656</b>	<b>2,506</b>	<b>3%</b>	<b>94,465</b>	<b>(10,809)</b>	<b>-11%</b>

**MEDIA MANAGEMENT**

Personnel Expenses	70,725	65,379	(5,346)	-8%	83,539	(18,160)	-22%
Maintenance & Repair & Supplies	4,925	1,784	(3,141)	-176%	26,195	(24,410)	-93%
Other Operational Expense	1,050	428	(622)	-145%	596	(169)	-28%
<b>TOTAL MEDIA MANAGEMENT</b>	<b>76,700</b>	<b>67,592</b>	<b>(9,108)</b>	<b>-13%</b>	<b>110,330</b>	<b>(42,738)</b>	<b>-39%</b>

**BUILDING MAINTENANCE**

Maintenance & Repair & Supplies	48,750	45,295	(3,455)	-8%	52,010	(6,716)	-13%
Other Operational Expense	1,850	1,000	(850)	-85%	1,603	(603)	-38%
UNLT&COMM Contract Serv	25,800	22,778	(3,022)	-13%	23,175	(397)	-2%
<b>TOTAL BUILDING MAINTENANCE</b>	<b>76,400</b>	<b>69,073</b>	<b>(7,327)</b>	<b>-11%</b>	<b>76,788</b>	<b>(7,716)</b>	<b>-10%</b>

**CAPITAL PURCHASE**

Capital Expense	250,000	109,912	(140,088)	-127%	370,402	(260,490)	-70%
<b>TOTAL CAPITAL PURCHASE</b>	<b>250,000</b>	<b>109,912</b>	<b>(140,088)</b>	<b>-127%</b>	<b>370,402</b>	<b>(260,490)</b>	<b>-70%</b>

<b>TOTAL TELEVISION DIVISION</b>	<b>2,761,988</b>	<b>2,610,512</b>	<b>(151,476)</b>	<b>-6%</b>	<b>2,772,290</b>	<b>(161,777)</b>	<b>-6%</b>
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**NEBRASKA EDUCATIONAL  
TELECOMMUNICATIONS COMMISSION  
RADIO DIVISION  
Sept. 30, 2012**

	YTD Budget	YTD Actual	\$DIFF	%DIFF	Prior Year YTD Actual	\$DIFF	%DIFF
<b>Radio Division</b>							
Personnel Expenses	10,400	10,063	(337)	-3%	10,042	20	0%
Insurance	3,900	3,922	22	1%	3,922	0	0%
<b>Total Radio Division</b>	<b>14,300</b>	<b>13,985</b>	<b>(315)</b>	<b>-2%</b>	<b>13,965</b>	<b>20</b>	<b>0%</b>
<b>NETWORK MANAGEMENT</b>							
Personnel Expenses	20,575	18,994	(1,581)	-8%	18,564	430	2%
Communication Expense	1,425	1,377	(48)	-3%	1,385	(8)	-1%
<b>TOTAL NETWORK MANAGEMENT</b>	<b>22,000</b>	<b>20,371</b>	<b>(1,629)</b>	<b>-7%</b>	<b>19,949</b>	<b>422</b>	<b>2%</b>
<b>ADMIN &amp; FINANCE</b>							
Other Operational Expense	398	0	(398)	-100%	855	(855)	-100%
<b>TOTAL ADMIN &amp; FINANCE</b>	<b>398</b>	<b>0</b>	<b>(398)</b>	<b>-100%</b>	<b>855</b>	<b>(855)</b>	<b>-100%</b>
<b>PROGRAMMING</b>							
Personnel Expenses	23,350	21,555	(1,795)	-8%	21,271	284	1%
Other Operational Expense	0	1,322	1,322	100%	1,093	229	21%
<b>TOTAL PROGRAMMING</b>	<b>23,350</b>	<b>22,877</b>	<b>(473)</b>	<b>-2%</b>	<b>22,364</b>	<b>513</b>	<b>2%</b>
<b>ENGINEERING</b>							
Utilities	29,500	32,313	2,813	10%	30,773	1,540	5%
Maintenance & Repair & Supplies	8,525	1,294	(7,231)	-85%	12,951	(11,656)	-90%
Equip/Building/Tower Rent	5,750	5,248	(502)	-9%	5,248	0	0%
Other Operational Expense	650	499	(151)	-23%	218	281	129%
<b>TOTAL ENGINEERING</b>	<b>44,425</b>	<b>39,354</b>	<b>(5,071)</b>	<b>-11%</b>	<b>49,190</b>	<b>(9,836)</b>	<b>-20%</b>
<b>COMMUNICATION SRVC</b>							
Other Operational Expense	350	0	(350)	-100%	0	0	0%
<b>TOTAL</b>	<b>350</b>	<b>0</b>	<b>(350)</b>	<b>-100%</b>	<b>0</b>	<b>0</b>	<b>0%</b>

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**COMMUNICATION  
SRVC**

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**CAPITAL PURCHASES**

Capital Expense	13,000	1,281	(11,719)	-90%	28,041	(26,760)	-95%
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<b>TOTAL CAPITAL PURCHASES</b>	<b>13,000</b>	<b>1,281</b>	<b>(11,719)</b>	<b>-90%</b>	<b>28,041</b>	<b>(26,760)</b>	<b>-95%</b>
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<b>TOTAL RADIO DIVISION</b>	<b>117,823</b>	<b>97,868</b>	<b>(19,955)</b>	<b>-17%</b>	<b>134,363</b>	<b>(36,496)</b>	<b>-27%</b>
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November 19, 2012

To: NET Commission, NET Foundations  
From: Stacey Decker, NET Assistant General Manager - Technology  
Re: Fall Technology Report

**Falls City Radio Translator**

If you recall we had a licensing change at Falls City due to a full power broadcaster being granted permission to begin broadcasting on our frequency.

On November 19, 2012 a permit was issued under new call sign K205FP, reflecting the change to channel 205/88.9. The call sign change will not officially take place until the modifications are licensed in two to three weeks. The FCC will send the new permit directly to NET. After we review the permit carefully to confirm that it is correct we will file it with the station records.

Now that we know the licensed frequency and power we will order the new antenna and make the necessary changes to the translator. I expect we will be operational by mid-December.

**Lower Level Remodel**

A few months back we requested the use of program 309 funds to remodel the Lower Level of the Terry M. Carpenter and Jack G. McBride Nebraska Educational Telecommunications Building. That request was approved. We have been working with RDG Planning and Design to come up with a design that accomplishes our goals.

The goal of this project is to create a more collaborative environment that encourages the technical staff to work across sections. With the effort being made to strengthen NET's Information Services and Information Technology departments we feel the environment needed to change as well.



RDG has finished a preliminary design that we are happy with. We have asked that they move forward and present a contract that will be reviewed by both the 309 task force and NET. The final budget on the project is \$301,638.

I am working towards a January/February 2013 time frame with a project completion expectation of April 2013.

### **FCC Spectrum Incentive Auctions, Channel Sharing and Repacking**

On February 22, 2012, Congress passed H.R. 3630, The Middle Class Tax Relief and Job Creation Act of 2012, which authorized a spectrum incentive auction in which television stations may voluntarily relinquish their spectrum to the FCC in exchange for a share of the auction proceeds. The FCC and the Congress are hoping to gain 120 MHz of broadcast spectrum to use toward the overall 500 MHz they want to reallocate for wireless broadband use. The 120 MHz is equivalent to UHF channels 31 through 51.

#### Current Status

A Notice of Proposed Rule Making (NPRM) with FCC proposed rules on the auction structure, channel sharing, and the spectrum repacking process is circulating among the Commissioners. The Commission expects to adopt the proposed rules in its September 28 open meeting. The FCC will then accept public comments on the proposed rules.

APTS, working with PBS and CPB, will represent stations as stations participate in FCC rulemakings, address reverse auction participation, consider channel sharing arrangements, and anticipate the effects of repacking.

Overall the auction process is expected to last, at least, into 2015, with the repacking process to follow. We are keeping a close eye on this and how it may affect NET.

I am including some links to the FCC web page that gives good information about why they are doing this and what it means. I will tell you that they have already clearly stated that the top 30 markets are their priority however the transition to MPEG delivery will impact everyone.

<http://www.fcc.gov/document/broadcast-television-spectrum-incentive-auction-nprm>

I will keep you apprised in my reports.

Respectfully Submitted,

Stacey Decker

November 19, 2012

To: NET Commission, NET Foundations for Radio & Television Board of Directors

From: David Feingold, NET Assistant General Manager-Content

Re: Fall Content Report

#### **NET News**

- Campaign 2012 – Our multi-platform election coverage - NET News Campaign Connection 2012 - was highlighted by a year-long project giving local citizens a voice in the political discussion, a debate featuring the two candidates for the U.S. Senate, and comprehensive coverage and analysis of the election night results.
  - Our *Voter Voices* project was a partnership between NET News and libraries across the state that gave Nebraskans the tools to make a video of their

comments on election issues and ask questions directly of the Senate candidates. *Voter Voices* also included a series of roundtable discussions across the state that were included in Signature Stories on NET Radio. The comprehensive *Campaign Connection 2012* website was a rich resource for a considerable collection of information and reporting for voters:

<http://www.netnebraska.org/basic-page/news/campaign-connection-2012>

- Our in-depth coverage of the campaign for U.S. Senate included a studio session with candidates Deb Fischer and Bob Kerrey. In the paired half-hour segments, reporter/producer Mike Tobias and *Voter Voices* participants questioned both of the candidates.
- NET News was hosted and produced the final U.S. Senate debate between Fischer and Kerrey in our studio before a live audience of nearly 200 people. It included a panel of three journalists from across the state and was moderated by NET News Director Dennis Kellogg. Widely distributed, the debate was broadcast on NET1/HD, NET Radio and live-streamed on the NET website. The debate was also broadcast live nationally on C-SPAN and on a tape-delayed basis on PBS World. There were more than 2,400 requests for the live internet stream from Nebraska and across the nation and the world. NET News coverage on social media proved very successful, with great increases in activity and engagement on our Facebook and Twitter accounts.
- On election night, NET News teamed with PBS and NPR to provide cross-platform coverage of the national and Nebraska races. NET News reporter Grant Gerlock anchored the coverage throughout the evening on NET Radio, while news director Dennis Kellogg anchored live cut-ins on NET1/HD. Live reports from the campaigns of both Senate candidates were provided by reporter/producers Bill Kelly and Mike Tobias. Reporter Fred Knapp provided reaction to the Senate race in a special Signature Story. Reporter Hilary Stohs-Krause coordinated coverage on social media, including Twitter, Facebook and Tumblr.
- NET News is planning an in-depth discussion on Nebraska's health care options for a January broadcast.. Fred Knapp will interview state senators and representatives from Nebraska's health care industry. The program will examine the decisions the state must make to implement the Affordable Care Act, including whether or not to expand Medicaid to cover and estimated 100,000 more Nebraskans.
- Gavel-to-gavel coverage of the Nebraska State Legislature resumes on NET2 in January with the start of a new 90-day session. The session will include a focus on budget issues, taxes and health care. Coverage of the floor debate and committee meetings can be found on NET2 and the NET website each day the legislature is in session.

### **NET Radio**

- Fall "Pledge" - We owe a big thank-you to all who made the NET Radio Fall Membership Drive a success. Over 1,200 people contributed \$170,000 in pledges and dozens of individuals and businesses provided more than \$14,000 in "Member Matches" to push our drive over \$184,000. Among the highlights from pledge week was the special NET Radio and NET Television broadcast of *Friday Live* featuring

live music from the Nebraska Chamber Players, jazz vocalist Jackie Allen, and double bassist Hans Sturm of the UNL music faculty.

#### Arts & Performance:

- Holiday programming - The holiday season is upon us. For Thanksgiving, Thursday, November 22<sup>nd</sup>, we've programmed these specials:
  - 9:00 a.m. - *Thanksgiving with Cantus*. Described by the Washington Post as "a boatload of talent," Cantus bring their distinguished voices to a national audience for a vocal celebration of gratitude.
  - 10:00 a.m. - *The Splendid Table's Turkey Confidential*. This annual, live call-in program has become a national favorite. Lynne Rossetto Kasper is available to take calls from frantic cooks as they prepare their Thanksgiving feasts.
  - 1:00 p.m. - *Giving Thanks with John Birge*. With music and stories for Thanksgiving, host John Birge creates a thoughtful, contemporary reflection on the meaning of the holiday, featuring a grateful tribute to the great writer Nora Ephron; original Thanksgiving music in the studio with pianist Jacqueline Schwab; a Thanksgiving blessing from Baxter Black; and a visit from poet and former NEA chairman Dana Gioia.
  - 9:00 a.m. (Friday, November 23<sup>rd</sup>) - William Stibor's annual *Music for the Birds* concert featuring classical pieces with bird themes and motifs.
- December holiday specials – We'll feature a new collaboration with Lincoln's TADA Theatre which is producing an original musical theatre comedy. NET Radio will record it for broadcast this holiday season. *Cornhusker Christmas* is a heartwarming tale set in a small fictional town of Timberwoods, Nebraska, as the townspeople gather together for their annual holiday show on K.O.R.N. radio. During the program the live studio audience is introduced to an array of colorful characters, comical tales and holiday songs.
  - *Nebraska Concerts* will feature holiday performances from Lincoln's Symphony Orchestra, Abendmusik, The Nebraska Brass, Nebraska Jazz Orchestra, and Lincoln's early music vocal ensemble "Dulces Voces". *Nebraska Concerts* is heard Sunday afternoons at 1:00 p.m. A complete schedule of December specials will be on the NET Radio website in early December.
- Friday Live - Host William Stibor continues to highlight the rich diversity of the arts and humanities in Nebraska every Friday at 9:00 a.m.. Here are just a few of the featured performers and events from October and November's programs:
  - October - The Listening Room Series in Hastings opened its fall season with the Sherpas who mix folk music with blues and pop. NET Television veteran Ron Hull has written a memoir [Backstage: Stories from My Life in Public Television](#). He came on the program to talk about his life as a producer, director and passionate advocate for NET and public broadcasting. The Bieroc Café in McCook, The Balcony in Loomis, and The Listening Room in Hastings all hosted The Steel Wheels, an American Roots band.
  - In November, *Friday Live* welcomed the cast and director of the UNL production of Paragon Springs, based on Henrik Ibsen's An Enemy Of The People. Lincoln's Symphony Orchestra featured soprano Jennifer O'Loughlin for "An Evening With Mozart." Amanda Mobley Guenther, curator of the Bone Creek Museum of Agrarian Art in David City previewed Bruce Selyem's

“Landmarks In A Sea Of Grass.” Finally, NET television producers Michele Wolford and Mike Farrell introduced two new productions *From Casting Call to Curtain Call*, and *Great Plains America’s Lingerin Wild*.

- Nebraska Concerts - October brought back fond memories with a broadcast of Lincoln’s Symphony Orchestra’s *Classics by Request* concert. This month, we present performances by the Omaha Symphony; the Abendmusic series concert by the Nordic Choir; Cuarteto Latinoamericano presented by the Sheldon Friends of Chamber Music; and Benjamin Britten’s War Requiem performed by the LSO, the American Boy Choir, and several Nebraska choirs.
- Humanities Desk - Jerry Johnston finished a multi-week project of covering the topic of this year’s Governor’s Lecture in the Humanities: religion and politics. He moderated two panel discussions on the book American Grace by Robert Putnam – one in Omaha, one in Lincoln – co-sponsored by the Nebraska Humanities Council. NET Radio also aired an exclusive interview with Dr. Putnam. In November, a Signature Story from the Humanities Desk explored service learning on the college campus by following two University of Nebraska at Kearney students. The weekend before the election, an interview with UNL Political Scientist Thomas Borstelmann explained how issues from the 1970’s are still affecting politics in America. In preparation for the premier of Ken Burns’ The Dustbowl on NET Television, the Humanities Desk will explore the literature of the dustbowl beyond The Grapes of Wrath. Looking ahead, features are being produced on the WPA Murals in Nebraska’s post offices, and a new literary magazine featuring the writing of inmates.

### **NET Television**

- New NET Documentary Specials – We’re very pleased to complete and present two new major documentaries that will strongly resonate with audiences across the state and across the nation:
  - Casting Call to Curtain Call - A new observational documentary premiered on NET 1/HD on Friday, November 16<sup>th</sup>, and will become an annual favorite for Nebraskans for years to come. This lively one-hour program goes behind the scenes at one of the most successful community theaters in the country as it stages a version of the holiday classic “A Christmas Carol”, by Charles Dickens. Each November, the Omaha Community Playhouse performs this original musical to large and enthusiastic crowds from across the region. What audiences don’t see are the awkward, funny, and inspiring moments that happen long before the curtain rises. From the backstage struggles to the onstage camaraderie, this documentary explores the creative process that takes this holiday tradition from the page to the stage. In *Casting Call to Curtain Call*, our cameras document every step of the process from the nerve-wracking auditions to the demanding 6-week rehearsal schedule. Our very talented creative team behind this program is Michele Wolford (producer/director), Brian Seifferlein (videographer/editor) and Jim Lenertz. *Casting Call to Curtain Call* (audio engineer/sound mixer) was made possible with the support of the Nebraska Arts Council and Nebraska Cultural Endowment.
    - On Sunday, November 4<sup>th</sup>, cast members and staff for the show joined board members and supporters of both the Omaha Community Playhouse and NET for a preview screening and reception at the

Playhouse, organized by the theatre and the NET Foundation. We were extremely pleased with the enthusiastic audience reaction to the documentary and the equally lively Q&A period with the production team that followed the screening.

- Great Plains: America's Lingerin Wild – In association with acclaimed Nebraska photographer Michael Forsberg, we are premiering a new two-hour documentary that explores the wildness that survives in the eleven states that comprise the Great Plains. Despite its size, the Great Plains is a fragile and threatened ecosystem and home to a variety of wildlife and habitats. The program introduces us to the places and creatures that remain after 150 years of settlement, along with some of the people who care for and preserve our natural heritage. This powerful new documentary is a co-production of NET Television and Michael Forsberg Photography. Our team was headed by Michael Farrell (producer/director/writer), and included Ralph Hammack (videographer/editor), Jim Lenertz (audio engineer/sound mixer), Emily Kreutz (audio engineer), John Beck (post-production editor), and Scott Beachler (graphic designer). *Great Plains: America's Lingerin Wild*, was funded in part by the Nebraska Humanities Council, the Nebraska Environmental Trust, the Nebraska Cultural Endowment and the Nebraska Academy of Sciences. Broadcasts on NET 1/HD are scheduled for Sunday, November 25<sup>th</sup>, at 8:30 p.m., Wednesday, November 28<sup>th</sup> at 7:00 p.m. A preview is available on line: <http://tinyurl.com/ce9tqmt>
- Nebraska Stories - A new *Nebraska Stories* features a short sample of *Casting Call to Curtain Call*, along with a charming story featuring Nadine Racek, the 84-year-old Kolache Queen from Morse Bluff. She has been mixing, kneading and baking delicious treats that have delighted people across the globe. Additional segments include a profile of a rock singer/songwriter Philip Zach. After straining his vocal cords, the Lincoln musician thought he might not sing again. He'd toured the world in a rock band, but now sat in silence. *Nebraska Stories* follows him as he revives his career and records again with the help of Kickstarter investors. And meet a tenacious, devout group of women, the Notre Dame Sisters. Celebrating a hundred years in Omaha, the sisters educate and offer help to the community of North Omaha. *Nebraska Stories* airs throughout November on NET-1/HD.
- NET Sports – The staff continued a very intense autumn of live sports production as they moved into the NSAA Championship season. NET Sports prides itself, in presenting every class from A to D. Every single athlete is recognized, regardless of school size. Producing back-to-back productions of the NSAA Volleyball and the NSAA Football Championships, is the most demanding series of NET remote telecasts of the year. NET Sports is headed by Joe Turco (NET's manager of television production), along with senior producers Sue Maryott and Jim Carmichael. Live sports productions are supported by an extremely talented production, operations, and remote crew of camera operators, directors, audio engineers, and technicians. The NET Sports team is responsible for a total of 40-hours of original programming in November alone.
  - NSAA Volleyball Championship – All six of the matches were broadcast on NET 1/HD on Saturday, November 10<sup>th</sup>, live from the Heartland Events Center in Grand Island. Larry Punteney and Kathi Weiskamp called all of

the volleyball action during a very long and challenging day of play-by-play and feature coverage.

- NSAA Football Championship - A week later, NET Sports presents all six football championship games live from Memorial Stadium in Lincoln, where high school athletes from across Nebraska gather to compete in the home of the Huskers. Larry Puntaney, Adrian Fiala, Matt Davison, Damon Benning, Blake Lawrence, Sean Callahan, John Bishop and UNL sports intern Brandon Aksamit, make up the broadcast teams for the NSAA Football Championships. Coverage lasts for two full days and begins on Monday, November 19<sup>th</sup> at 10:00 a.m. and continues through Tuesday evening, November 20<sup>th</sup>.
- The November NET Sports schedule also has four *Big Red Wrap Ups*, including the November 13<sup>th</sup> show with special guest Shawn Eichorst, the new NU Athletic Director.
- On November 14<sup>th</sup>, Creighton Men's Basketball vs UAB, live from the CenturyLink Center in Omaha.
- If the University of Nebraska is selected as the home site of the NCAA 1<sup>st</sup> and 2<sup>nd</sup> Round Volleyball Regionals, NET Sports will bid to televise all of the Nebraska Volleyball matches live from the NU Coliseum. If selected, Nebraska matches would be played Thursday, November 29<sup>th</sup> and Friday, November 30<sup>th</sup> times TBA.
- December – There's only a slight respite just before the holidays:
  - Big Red Wrap-up: Big Ten Championship recap, Tuesday, December 4<sup>th</sup> at 7 p.m. NET1/HD.
  - Creighton Men's Basketball – Akron vs Creighton, Sunday, December 9<sup>th</sup> at 1:00 p.m. live from the CenturyLink Center in Omaha on NET1/HD.
  - UNO Hockey – Minnesota State vs UNO, Friday, December 14<sup>th</sup> at 7:30 p.m.. live from the CenturyLink Center in Omaha on NET1/HD.
  - Creighton Men's Basketball – Tulsa vs Creighton, Sunday, December 19<sup>th</sup> at 7:00 p.m., Live from the CenturyLink Center in Omaha on NET1/HD.

### **NET Programming & Content Distribution**

#### **PBS Network Programming Highlights –**

- November highlights – On Sunday, November 11<sup>th</sup> NET and PBS helped bring the nation together in tribute to the service and sacrifice of our 22 million American veterans with the inaugural broadcast of the *National Salute to Veterans*.
  - Part one of the latest documentary from Ken Burns, *Dust Bowl*, premiered last night, with an in-depth look at the worst man-made ecological disaster in American history. The frenzied wheat boom of the "Great Plow-Up," followed by a 10-year drought nearly swept away the nation's breadbasket. The conclusion airs on Wednesday.
  - On Friday, November 23<sup>rd</sup>, at 9:00 p.m., it's the premiere of *David Geffen: American Masters*. Notoriously press and camera-shy, David Geffen reveals himself for the first time in an unflinching portrait of a complex and compelling man. His far-reaching influence - as agent and manager, record industry mogul, Hollywood and Broadway producer, and billionaire philanthropist - helped shape American popular culture for the past four decades.

- December and January PBS Highlights – There’s a lot of special programming for the holidays and the beginning of the new year.
  - Sunday, December 16<sup>th</sup>, at 7:00 p.m., it’s the premiere of *Christmas with the Mormon Tabernacle Choir*.
  - Monday, December 31<sup>st</sup>, at 7:00 p.m., *Live from Lincoln Center* presents the *New York Philharmonic New Year’s Eve*. The show will be re-aired at 9:00 p.m.
  - Sunday, January 6<sup>th</sup>, at 8:00 p.m., NET and PBS premiere episode one of the highly anticipated *Downton Abbey Season 3*.
  - Tuesday, January 22<sup>nd</sup>, at 7:00 p.m., *Pioneers of Television* returns to NET for a run of three new programs which will take us back to innovations in science fiction, westerns, crime drama, and local childrens’ programs.
  - Friday, January 25<sup>th</sup>, at 9:00 p.m., *Shakespeare Uncovered* begins a six-part series that explores nine of the Bard’s timeless masterpieces, unlocking history’s secrets to provide the historical context behind each dramatic work combine history, biography, iconic performances, new analysis, and the personal passion of its celebrated hosts , which include Ethan Hawke, Jeremy Irons, Derek Jacobi, Trevor Nunn, Joely Richardson, and David Tennant.
    - Outreach partnership – We just received word that our proposed collaboration with Omaha’s Nebraska Shakespeare and Lincoln’s Flatwater Shakespeare was one of a handful of successful, competitive proposals for a community engagement grant. I’ll have more details in my next report.
- Digital Distribution – We continue to experience growing audiences beyond our broadcast services.
  - The NET PBS/COVE Media Player fulfilled 2,665 requests for playback of NET original productions. This represents a 60% increase over October, 2011. <http://video.netnebraska.org/> The NET YouTube Channel handled over 18,000 requests for a 57% increase over October, 2011. Since 2006, the NET YouTube channel has streamed videos more 586,000 times. <http://www.youtube.com/user/NETnebraska>
  - NET Radio Steams reached over 14,600 unique users who generated almost 300,000 streaming requests. The total streaming for the month was over 3.5 million minutes, a 29% increase from one year ago. <http://netnebraska.org/basic-page/radio/radio>
- Social Media and the Web – NET content and community engagement combine within the social media environment, as well.
  - NET’s Twitter feeds continue to gain followers. Over 8,000 people follow the combined NET feeds, a 30% increase from October of 2011.
  - *NET Nebraska* continues as the most followed of all of our Twitter feeds, with 3,661 followers, a 63% increase from October of 2011. An aggressive engagement strategy was increases the number of mentions by 166% from September of 2012.
  - NET’s extensive election coverage helped *NET News* Twitter followers grow to 1,039, an 180% increase from 2011.
  - *Big Red Wrap Up* continues to have wide coverage with 3,448 Twitter followers, a 93% increase from 2011.

- In October, the NET Facebook pages generated over 13,000 “likes,” a 16% increase from October, 2011. Thanks to election coverage *NET News* on Facebook had the largest increase in “engaged users,” 51% over September, 2012.
- With the September introduction of a content management system (CMS) to handle our web sites, year-to-date web measurements are not accurate. However, we now have solid monthly data. In October 45,000 visitors came to the aggregated NET websites, with *NET Radio* having the most traffic followed by NET Television and the main NET “landing” page. *NET Sports* continues to drive a significant amount of traffic to the site.

Respectfully submitted,

David Feingold