GROWING STRONGER TOGETHER
A Message to Our Members

NET marked its 60th year in television and began its 25th year in radio with award-winning achievements, increased membership support, significant projects and programs, and successful partnerships with organizations working across the state.

In collaboration with community leaders, we provided valuable resources for families facing cancer in Nebraska, guidance for those dealing with issues affecting Nebraska's veterans and support for those working to close the African American achievement gap in Omaha. We continue to explore topics that affect not only rural, but also urban areas with ongoing coverage of issues such as water resources, agricultural and the Nebraska Legislature.

I want to thank each of you for your generous gifts to NET. Our membership increased significantly during the past 12 months, providing a solid base for an increased investment in television, radio, online, and digital content and services that will benefit all Nebraskans.

Media consumption patterns are changing, and NET is mirroring the trends by transforming the production and distribution of our digital content. We create a robust presence on social media, provide much of our content in an on-demand format and stream our live sports coverage to fans across the world.

The State of Nebraska not only continues to support NET's statewide services, but also was quick to approve an emergency appropriation to help restore television service in the Panhandle. KTNE/Alliance (Channel 13) was knocked off the air when the antenna unexpectedly fell off the tower in April. The repairs have not yet been completed and service has only been partially restored to viewers in the area, but the legislature's rapid response allowed us to begin the replacement process as quickly as possible.

The University of Nebraska remains a critical contributor to NET's success, providing not only financial support, but also access to world class research, outstanding students and innovative partnerships. From the television series Backyard Farmer, to the research and documentary work of the Platte Basin Timelapse project, to our longstanding internship program with the College of Journalism – collaborations with the University are important to us.

NET's most important work is to inform, engage and inspire the citizens of Nebraska. The tools we use may be changing, but the quality of our content is certainly not. We remain committed to providing the very best in public service media through our programs, community outreach and engagement.

Again, thank you for being our partner in making this possible.

Mark Leonard, NET General Manager
Education Is Our Middle Name

Want to compare the cost of bottled water with tap water? How long has Antarctica been icy? What are well-known paintings by famous French Impressionist artist Degas? Convert pounds to ounces, explore Revolutionary America and the expansion of the Roman Empire – it’s all on NET’s Virtual Learning Library.

With education as our middle name, NET (Nebraska Educational Telecommunications) offers all children the chance to explore new ideas and new worlds. But today, learning is more than just students and teachers, desks and chairs – digital content and technology are enriching the classroom experience and meeting individual students in the ways they learn best.

NET’s Virtual Learning Library is a free online tool for educators, students and parents – and an interactive source that connects users – including more than 4,500 Nebraska teachers – with nearly 100,000 topics, including English, math, science, social studies and the arts.

With lesson plans, learning objectives and ties to state standards, NET’s Virtual Learning Library is an anytime, anyplace resource that captures students’ imaginations and nurtures a love of learning.

92% of teachers say technology is a motivating and useful tool for students
- PBS Learning Media

Big Bird, Curious George and Daniel Tiger. These trusted icons of children’s television are the foundation for a legacy of learning. And, today, when most other media for children isn’t focused on education, parents know their children will learn and grow when they watch PBS Kids programs on NET.

Each weekday – NET Television connects kids with 12 hours of free, non-violent, age-appropriate programs. In fact, our PBS Kids programs are number one with kids and moms across the nation – and right here in Nebraska. NET is one of just 21 Ready To Learn public television stations across the country. Ready To Learn targets our most at-risk kids, but all children benefit from the math and literacy based program – one that prepares kids for success in school and life.

NET’s Ready To Learn program connects with families at food distribution sites for at-risk families, at community workshops across the state and through our educational safe havens on television, online and our mobile apps. No matter how it happens, children touched by Ready To Learn programs outscore their peers on key school readiness skills.

Trusted. Valued. Watched. NET and PBS Kids offer a unique service that parents trust, the public values and kids love.

“I love the variety of music NET brings into my life. I appreciate the breadth and depth of the radio journalism it brings me throughout the day, and I am grateful that it touches so many lives across Nebraska and beyond its borders.”
- Willa Foster Jones
30-Year NET Member, Lincoln

“I can’t imagine not having NET or the PBS apps as a resource at this point because we’ve made them part of our classroom routine.”
- Stephanie Knust
Fremont Headstart

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NET Television
Nebraska’s PBS Station

From small towns, to big cities and every mile in between, NET is deeply rooted in the traditions of our state – and to our most important work – connecting Nebraskans to each other and the world. For more than 60 years, you’ve turned to our high-quality programming to be educated, engaged and entertained.

You can trust PBS to put the world’s news in context, while right here at home, the award-winning NET News team reports on issues important to Nebraskans. Our legacy also includes 60 years of legislative coverage.

And, it’s not just news – high-quality PBS programs such as NOVA, Frontline, Nature and Masterpiece inspire and educate our viewers.

NET raises the curtain on music, dance and drama to showcase the arts on Nebraska’s largest stage – your television screen.

Plus, NET Sports brings stadium-sized television audiences more than 200 hours of sports programming each year and the excitement of Husker Volleyball, high school championships and college sports.

NET Television’s three channels are available free over-the-air to all Nebraskans, and on all of your other screens – anytime, anywhere, anyplace.

“Like the cooking programs. They are cool, and sometimes we try [the recipes] out.”
- 8-year-old Grace Brown
NET Create viewer, Omaha

NET Radio
Nebraska’s NPR Station

There’s nothing like NET Radio anywhere else on the dial. Morning Edition, All Things Considered and our Nebraska News and Signature Stories keep you informed with news from around the world and across the state. Classical music is a calming soundtrack for your busy day. Weekend favorites like A Prairie Home Companion entertain you with music, comedy, and storytelling; Wait Wait Don’t Tell Me pokes fun at the week’s news; and This American Life offers context and insight responsible for many “driveway moments.”

NET Radio began as a grassroots, citizen effort 25 years ago. Today, our listeners access smart news, entertainment and music programming in ways our founders never imagined – online and via the NET Radio Nebraska app on smart phones and tablets.

NET Radio’s local shows are a valued complement to the national programming that was our foundation. Enjoy a cup of coffee (in Lincoln at The Mill, or at home listening online) and catch up on arts and entertainment news each week with Friday LIVE; choose the music you want to hear Friday afternoons on Classics by Request; be passionate about books and reading on All About Books; enjoy Jazz Currents on Saturday nights; and classics with a twist Sunday nights on The Verge.

NET Radio HD-2

NET Radio’s second, high definition service offers unique programs not heard on the main channel, along with NPR news throughout the day and jazz at night. Listen free on an HD radio, or online at netnebraska.org/radio.

The Radio Talking Book Service provides recordings and a communication lifeline to more than 5,000 visually impaired Nebraskans via a channel provided by NET Radio.

Making Sense of Your World

NET News produces Signature Stories each weekday, focusing on a single issue that is important to Nebraskans. The result is a richer, more thoughtful experience with local stories that matter to you. And, NPR delivers breaking national and world news with great storytelling and rigorous reporting. Together, NET News and NPR increase understanding and spark smart conversations – even when perspectives and opinions differ.

Meeting You on All Screens

NET is creating new ways to share our digital content – providing many of our programs on mobile apps, in an on-demand format and for streaming around the world. Our three mobile apps give Nebraskans instant access to television, news, music and the Nebraska Legislature. Visit netnebraska.org/apps for free downloads.

NET Nebraska App – live and on-demand television, radio and digital content
NET Radio App – live streaming of local and national programs, plus NET News Signature Stories
Nebraska Capitol Live – Unicameral discussions and votes, plus hearing room and court proceedings

The Angle is Agriculture

Harvest Public Media is cultivating stories from the ground up and connecting consumers with agriculture. Focused on issues of food, fuel and field, the reporting collaboration covers the topics through a network of reporters and partner stations throughout the Midwest, including NET. We all eat, so we all have a stake in food production. And, as global demand rises, competition for resources affects all of us. Harvest Public Media examines topics such as drought, food safety, biofuel production, livestock, water quality and sustainability with reporting that nurtures intelligent discussion.

Though its roots are in radio, Harvest Public Media is branching out, and NET leads a new video reporting unit. The radio and television stories reflect Nebraska’s rich agricultural heritage and have been broadcast both regionally and nationally.
Telling the Story of Water

Just as water shapes our lives and the landscape of the Great Plains we call home, NET is a partner in a project that shapes our perceptions of a watershed with an unprecedented look at a river system in motion.

Across the Platte Basin in Nebraska, Wyoming and Colorado, more than 40 Platte Basin Timelapse cameras are capturing images of the Platte River, and telling the story of a river that sustains crops and cattle, hosts native and migrant wildlife, supplies thirsty cities, fuels power generators and supports fishing, boating and other water sports.

Recording and transmitting images each hour of daylight, cameras have snapped more than one million pictures since 2011. Nebraska wildlife photographer Michael Forsberg and NET producer Michael Farrell lead the project, using cutting-edge media technology to tell the story of the basin and create a rich portrait of the region through the lens of the environment.

Visit plattebasintimelapse.com

Supporting Community Growth

Community engagement supports and strengthens NET. As a community partner in cities and towns across Nebraska, we work collaboratively with organizations to help our community of viewers and listeners discover, understand and address community needs and aspirations.

- Hosted town hall meetings led by health care specialists to complement the Ken Burns’ documentary Cancer: The Emperor of All Maladies (Grand Island, Lincoln, Norfolk and Omaha)
- Honored veterans for their service during screenings of Homecoming: The Impact on Nebraska Veterans (Gretna, Lincoln and North Platte)
- NET Television previewed season five of the popular Downton Abbey series (Lincoln, Omaha and Scottsbluff)
- More than 250 youth, parents and educators screened NET’s State of Education documentary Need to Succeed: Closing Omaha’s Black Male Achievement Gap (Omaha)
- More than 1,200 parents and kids clicked on the newest PBS Kids apps at a free bilingual NET Ready To Learn workshop (Schuyler)
- The Fremont Reads Challenge encouraged parents and caregivers to spend 15 minutes a day reading to children (Fremont)
- NET hosted members of the Nebraska Legislature’s Education Committee to discuss the Virtual Learning Library (Lincoln)
- More than 140 guests from 15 Nebraska towns enjoyed a screening of Emery Blagdon & His Healing Machine (North Platte)
- NET Radio’s popular weekly arts and humanities program, Friday LIVE, broadcasts each week from The Mill coffee house and other venues around the state (Holdrege, Kearney and Lincoln)
- Members of OLLI (Osher Lifelong Learning Institute) screened the NET Television documentary Gang Fight and discussed gang violence (Lincoln)
- More than 1,300 children and families visited the Omaha Children’s Museum to enjoy a day devoted to dinosaurs and meet Buddy from the PBS Kids show Dinosaur Train (Omaha)
- At food distribution sites, NET shares PBS Kids books and mobile apps with children while their parents get groceries to help stretch food budgets. (Crete, David City, Fairbury, Falls City, Geneva, Hebron, Lincoln, Pawnee City, Peru, Stromsburg, Wahoo)
- More than 300 people screened the Academy Award nominated documentary Last Days in Vietnam, and veterans spoke to more than 500 students at two high schools (Lincoln)

“You get a great return on your investment, and your contribution becomes a part of something bigger that we can all enjoy.”

- Mary Anne Guggenmos
Stromsburg
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July 1, 2014 to June 30, 2015

The Jack G. McBride Society  
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NET Foundations for Television & Radio Boards
NET and our more than 22,000 members (YOU!) have built a trusted and valued partnership. Together, we make it possible for people in Nebraska and around the world to connect with each other and 43,800 hours of outstanding television and radio content each year – on all kinds of screens. Anywhere, anytime, anyplace. We are growing stronger together.

Thank You!