At the end of NET’s fiscal year each June 30, our accountants balance the books, measure performance against our budget and assure proper financial management. We also assess NET’s accomplishments during the past 12 months. This annual report is a summary of that reflection, and we are proud to share the results with you.

We’re fortunate that our financial position remains solid, with no operating deficit and no debt. I want to thank each of you for your generous gifts. This past fiscal year marks the third straight year of growth from members and contributors. You provide a dependable and growing source of revenue for NET.

The University of Nebraska remains a critical contributor to NET’s success, providing not only financial support, but also access to world-class research and outstanding students. Backyard Farmer is the most visible outgrowth of this collaboration, along with the Platte Basin Timelapse project and several others.

The State of Nebraska continues to support our statewide services through infrastructure. A major highlight of the year was restoring full-power public television service to a large portion of the Panhandle. Replacing the fallen antenna on NET’s KTNE/Alliance tower was no small undertaking, as we discovered in great detail. Thank you to all of our patient viewers and members in that region. We know from your steady flow of e-mails, phone calls and letters that you missed watching NET.

In terms of achievement, the year was full of highlights. We broadcast three Omaha episodes of Antiques Roadshow, as well as a local look behind-the-scenes at PBS’s original treasure-hunting show. In partnership with several organizations, NET convened conversations to identify common and unique issues affecting Nebraska’s rural school districts.

In June, we traveled to western Nebraska to hear your ideas about how NET can more effectively serve your local communities. It was also a chance to share some of our most popular programs – Backyard Farmer, Friday LIVE and Nebraska Stories. We learned a lot and plan to continue these listening tours in other parts of the state.

We know you enjoy high-quality PBS and NPR programming on NET, as well as our outstanding local productions. Telling the stories of Nebraska and linking our state to the world is what we do best, and the reason you trust us with your generous gifts. We thank you for your investment in NET and our future.
2015-2016 Fiscal Year Financials
(July 1, 2015 – June 30, 2016)

OPERATING REVENUES

PUBLIC FUNDS
- State Appropriations 46.5% $10,500,000
- Federal Community Support Grants 13.9% $3,150,000
- University Appropriations 8.2% $1,850,000

PRIVATE FUNDS
- Individual Contributions 15.9% $3,600,000
- Grants, Contracts & Underwriting 12.4% $2,800,000

SELF-GENERATED
- Other 3.1% $700,000

TOTAL REVENUE 100% $22,600,000

OPERATING EXPENSES

NETWORK AND STATION OPERATIONS
- Engineering 22.1% $4,900,000
- Managerial & Administrative Support 10.8% $2,400,000
- Building Maintenance & Utilities 6.7% $1,500,000
- Information Technology Support 2.9% $650,000

PROGRAMMING AND PRODUCTION
- Television 34.7% $7,700,000
- Multimedia & Education 5.0% $1,100,000
- Radio 4.0% $900,000
- Program Information & Communications 2.7% $600,000

REVENUE GENERATION
- Fundraising & Development 8.6% $1,900,000
- Business Development 2.5% $550,000

TOTAL EXPENSES 100% $22,200,000

68.6%
42.5%
46.4%
11.1%
Willa Cather wrote some of the most unforgettable fiction of the 20th century. But the voice of the private woman tells a more personal story, one NET told in the documentary *Yours, Willa Cather*. The fascinating and vulnerable author is revealed through masterfully written letters that were not destroyed, as originally thought by scholars, but instead survived, tucked away in drawers, trunks and archives.

NET captured Cather’s written words for television and a radio series, and created digital assets including a website and e-book to share the history of the Nebraska author with an audience of all ages – eager to embrace stories shared by more modern technology.

*NET is offering generations of Nebraskans a choice like no other in today’s crowded media landscape.*

Willa Cather wrote some of the most unforgettable fiction of the 20th century. But the voice of the private woman tells a more personal story, one NET told in the documentary *Yours, Willa Cather*. The fascinating and vulnerable author is revealed through masterfully written letters that were not destroyed, as originally thought by scholars, but instead survived, tucked away in drawers, trunks and archives.

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NET believes the debate that echoes off the walls of Nebraska’s State Capitol is something all citizens should be able to hear. Since 1980, we’ve broadcast gavel-to-gavel television coverage on NET World. And today, that same legislative programming is supplemented with coverage of discussions among Nebraska Supreme Court justices and important public hearings. With a few clicks, all of our offerings can appear on your computer screen or mobile device, plus our news team provides analysis and perspective on radio.

The American public consistently rates PBS as the most trustworthy institution among nationally-known organizations. PBS NewsHour is an anchor for this high-quality journalism. Many stories produced by NET have been selected to be part of the PBS NewsHour – an indication that NET’s reporting is valued nationally, as well as right here in Nebraska.
A reading project at Lakeview Elementary in Lincoln bridges language barriers, connects home and school, and encourages young readers. Working with funding from a Ready To Learn grant, NET and preschool teachers collaborated on a learning project that involved translating books into five languages – Kurdish, Arabic, Vietnamese, Spanish and Albanian. More than 45 percent of Lakeview students are English Language Learners (ELL). The books could be read in either English as published, or from stickers featuring the first language of the student’s family.

What happens to the brain during a concussion used to be a medical mystery, but research is clearing the way for more understanding.

The State of Education

With a community engagement tour to seven sites (Chadron, Kimball, Auburn, O’Neill, Schuyler, Valentine and Pender) in the fall of 2015, NET and our partners continued to explore The State of Education in Nebraska – including ways to narrow the achievement gap and encourage greater educational equality.

More than 600 citizens participated in discussions at early childhood education workshops and strategy sessions facilitated by the Nebraska Association of School Districts.
Small group lessons created by NET made the project turn-key for teachers and integrated technology by using appropriate PBS KIDS apps to coordinate with lessons in the books.

NET first told the story of young lives changed by traumatic brain injuries in the 2014 documentary *Concussions: Heading for Change*. In 2015-16, NET created *Concussion Recognition & Management*, a website for the Nebraska Concussion Coalition designed to train licensed health care professionals about the science of concussions, how to recognize and manage them, and how to help coaches, parents and other adults minimize sports head injuries to protect our youth.

“Our preschoolers could take the books home and read at home with their parents in their native language. We wanted the children to have that modeling.”

Brittany Shackleton
Preschool Family Educator
Lakeview Elementary

Small group lessons created by NET made the project turn-key for teachers and integrated technology by using appropriate PBS KIDS apps to coordinate with lessons in the books.

in Nebraska

Boards. Community leaders, educators, students and the general public identified strengths and challenges such as encouraging students to return to their communities after pursuing higher education, creating an inclusive environment for emerging immigrant populations and promoting strong school-business relationships.

While improving education is still the catalyst for *The State of Education in Nebraska*, the series is broadening its focus to include related issues.
“Soak it in and enjoy it, rarely will you be part of a state championship team… soak it in.”

Jeff Berridge
Coach

Net
Nebraska’s PBS & NPR® Stations

CONNECTING THE PLACES YOU CALL HOME

Texting, emailing and social media are the new ways to stay connected in our high-tech world. But, here in Nebraska, we haven’t forgotten that a handshake and a smile are the original ways to make a friend.

NET is dedicated to sharing stories that are uniquely Nebraska, and connecting our state to the world.

We hosted community engagement events across Western Nebraska during a summer road trip. We met enthusiastic viewers and listeners during radio broadcasts, a taping of Backyard Farmer, PBS KIDS family events, Town Talks with station leadership and screenings of Nebraska Stories.
Family and community are essential to the success of students and schools. When it’s “tournament time,” store windows and marquees sport “Take State” messages, and pep rallies send players off in style. But not everyone can make it to the big game, so stadium-sized television audiences turn to NET for high-quality, statewide sports coverage.

From Husker Volleyball to NSAA High School Championships, NET preserves the extraordinary moments and delivers them to virtually every home in the state.

Our award-winning team captures the competitive drama and reacts with smart analysis.

Fewer than 800 people live in the tiny village of Winnebago in northeast Nebraska. The high school there didn’t have a reputation as a basketball powerhouse, but in a Cinderella season, the team won all but one game – earning themselves a spot in Nebraska’s NSAA Boys Basketball Championships.

The NET production Bago Boys tells the story of the team’s championship season, the challenges players faced on and off the court, and how a supportive, statewide crowd cheered Winnebago on to a Class C-1 state championship trophy – their first since 1940.

Lively conversation on NET’s Friday LIVEx radio show highlighted music, art, literature and the artists who make it happen in each community. And, Nebraska’s Panhandle Showcase captured the sounds and stories of those inspired by the open spaces and natural beauty of their home.

NET is Nebraska’s Home for Sports!

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On Oct. 25, 1980, NET was the first to present Husker Volleyball to a statewide audience.
In just one year, NPR picked up nearly 20 radio news stories from NET and PBS NEWSHOUR broadcast five television reports – sharing our state with audiences around the nation.

Water shapes the Nebraska landscape and our lives here on the Great Plains.
The Story of Science

It is like a beloved character in the flow of a long, beautiful story – one that resonates with our state’s farmers and ranchers, people living in rural and urban areas, scientists and water sports enthusiasts.

NET examines the scientific story of a watershed in The Platte Basin Timelapse Project (plattebasintimelapse.com), creating a rich portrait of the region. More than 40 timelapse cameras document the story of water as it moves across Colorado, Wyoming and Nebraska sustaining crops and cattle, hosting wildlife, fueling power generators and supplying drinking water.

Lifelong learners choose NET for high-quality science and nature programs from PBS, and our local coverage of agriculture, water, wildlife and environmental issues.

Smart, engaging stories on television, radio and online reach people anytime, anywhere.

Harvest Public Media is reflecting Nebraska’s rich agricultural heritage by answering questions like these and cultivating stories from the ground up. Focusing on the issues of food, fuel and field, the reporting collaboration relies on a network of reporters at public media stations throughout the Midwest, including NET.

Agriculture from the Ground Up

Does it use more energy to make a meal from scratch or to get something already prepared and convenient? As the global population rises, will meat eaters see new alternatives on their plate? What is it like to grow up in farm country?

Harvest Public Media is reflecting Nebraska’s rich agricultural heritage by answering questions like these and cultivating stories from the ground up. Focusing on the issues of food, fuel and field, the reporting collaboration relies on a network of reporters at public media stations throughout the Midwest, including NET.

Bugs in your begonias? Trouble with tomatoes? Generations of Nebraska gardeners have trusted the Backyard Farmer lawn and garden experts for advice about their plant problems – sometimes weeds, sometimes bugs – and sometimes mailed to NET in tiny, plastic bags.

Just finishing its 64th season, Backyard Farmer is the longest running, locally-produced public television series in the country.
The Jack G. McBride Society recognizes donors who contribute annual gifts of $1,200 or more to the NET Foundations for Television & Radio. These generous gifts allow NET to produce local television and radio stations.

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NET and our more than 23,400 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.

Thank You!