ANNUAL REPORT
2016-2017

netNebraska.org
NET’s annual report is an opportunity for us to reflect on our accomplishments over the past year, and share them with friends and supporters. Inside, you will see some of these highlights and stories, as well as an overview of NET’s financial performance.

I am very pleased to report that NET has concluded another fiscal year in strong financial shape, with no operating deficit. This was achieved during a year of reduced funding from the State of Nebraska, and without any reduction in services or programming. Revenue from membership and underwriting continued a three-year growth trend.

In March, NET crested the 25,000 member mark for the first time in 10 years, despite increased competition for audience from cable, satellite and online viewership. When we face reductions in support from the State of Nebraska, the University of Nebraska or the federal government, it is increased private support that keeps NET’s programming and services strong.

Our industry continues to change at a breakneck pace, yet the values of public broadcasting provide an important reference point as we navigate these changes. Free, universal access to quality over-the-air broadcast programming continues to be our “North Star.”

Yes, we will adapt and innovate with mobile, over the top, streaming and on-demand, but broadcasting is far from a dated or dying technology. You will be hearing more from us about this in the coming year, but rest assured, NET is committed to not just maintaining, but strengthening our over-the-air radio and television broadcast services.

However you choose to receive us, NET is YOUR statewide public television and radio network.

Thank you for your continued support.

Mark Leonard
General Manager & CEO
FACEBOOK FOLLOWERS INCREASED 65% IN A YEAR

63-YEAR PARTNERSHIP WITH THE UNIVERSITY OF NEBRASKA

NET BY THE NUMBERS 2016-2017

13 NPR STORIES
2 PBS NEWSHOUR REPORTS

NET PRODUCED NEBRASKA NEWS FOR THE NATION

NEWS FILED 324 STORIES FROM 83 NEBRASKA TOWNS

80,000 RADIO LISTENERS ACCESSED LIVE STREAMS

4,241 ATTENDED 116 OLLI EVENTS AT NET (Osher Lifelong Learning Institute)

LEGISLATIVE STREAMING DOUBLED IN JUST ONE YEAR

FACEBOOK FOLLOWERS INCREASED 65% IN A YEAR

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## OPERATING REVENUES

### PUBLIC FUNDS

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Appropriations</td>
<td>46.3%</td>
<td>$10,660,000</td>
</tr>
<tr>
<td>Federal Community Support Grants</td>
<td>14.1%</td>
<td>$3,240,000</td>
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<tr>
<td>University Appropriations</td>
<td>8.6%</td>
<td>$1,975,000</td>
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### PRIVATE FUNDS

<table>
<thead>
<tr>
<th>Source</th>
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<th>Amount</th>
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<tbody>
<tr>
<td>Individual Contributions</td>
<td>16.5%</td>
<td>$3,800,000</td>
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<tr>
<td>Grants, Contracts &amp; Underwriting</td>
<td>10.9%</td>
<td>$2,500,000</td>
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### SELF-GENERATED

<table>
<thead>
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<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Other</td>
<td>3.6%</td>
<td>$825,000</td>
</tr>
</tbody>
</table>

### TOTAL REVENUE

|                  | 100%       | $23,000,000 |

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2016 - 2017

Nebraska’s PBS & NPR Stations
On television, on radio, online and on our mobile apps, NET delivers engaging entertainment, clever drama, trusted news, history, science secrets, and arts and music that enrich your life and make you think more deeply.

Our PBS, NPR and local programming stands alone in the media landscape – offering valuable, relevant, skillfully told stories that aren’t communicated on other media.

We are embracing new technology to lead you into the future, and bring you the world whether you wake up to a prairie sunrise or the morning glow of a city.
ENRICHING MINDS

NET and PBS KIDS are leading the way in learning. Whether your children are watching television, clicking on pbskids.org or attending learning events across Nebraska, they are building critical literacy, math and social-emotional skills vital to their success in school and life.

And, research shows that children from the most underserved homes make the greatest gains. Our commitment to prepare your children for the challenges of tomorrow is at the center of everything we do.

81% of parents agree PBS KIDS is #1 in school readiness

Source: Maru/Matchbox 2016
NET kids programming is quality and educational. My wife and I are both educators, so we appreciate that.

Jim York O’Neill

LEADING THE WAY IN LEARNING

NET’s new, fourth channel puts learning first! NET PBS KIDS meets the needs of today’s children and families with 24/7 access to all your favorite shows – especially in the evenings when parents often turn screen time into family time by watching TV together.

Decades of research confirms that PBS KIDS is the nation’s #1 educational media brand – and with more than 230 hours to watch each week – NET is serving all of Nebraska’s children with award-winning programs.

MORE THAN 2,800 ATTENDED 23 PBS KIDS EVENTS IN NEBRASKA
NET celebrated Nebraska’s 150th birthday by producing and broadcasting a series of 60 Nebraska 150 History Moment television and online spots to highlight the state’s history, culture, people and geography, plus creations unique to Nebraska, such as center pivot irrigation systems, Kool-Aid and the Reuben sandwich.

As Nebraska’s storyteller, NET takes pride in documenting our great state. It’s something we’ve been doing for decades.

netNebraska.org/150

I listen to NET Radio because of the variety and because it offers a nice mix of reality like the news but also fun things like Wait Wait... Don’t Tell Me. I like the variety, and I like that it’s as pure, I think, as radio can be.

Cheryl Aubery
Hastings
NET’s goals include creating diverse programming and events that enrich lives, address needs and concerns, and empower you to build thriving communities.

So, we’ve taken NET On the Road to communities across the state. In fourteen towns, we’ve screened local stories from our popular Nebraska Stories series, taped Backyard Farmer episodes, hosted educational PBS KIDS events for families, heard from community leaders at Town Talks, produced live radio broadcasts about local arts on Friday LIVE and, most importantly, connected with you!

NET is your public media station. It belongs to you. We are honored to be your trusted storyteller and your window to the world.
There are so many wonderful people and stories in Nebraska. You guys do a great job of bringing those stories to life.

Greg Nelson
Lincoln
Tucked away in the 77,000 square miles that comprise Nebraska’s 93 counties are the local stories that connect our shared history and rich culture – and it’s NET’s mission to tell them.

Award-winning NET documentaries, *Nebraska Stories*, *Big Red Wrap-Up*, *Backyard Farmer* and radio *Signature Stories* add a “Great Plains” perspective to the PBS and NPR programming you enjoy. Plus, the NET Sports team delivers championship local sports coverage. Each year, more than half of all Nebraskans watch NET – a testament to the trust you place in our network.

And, to keep you safe, we collaborate with emergency agencies to relay critical news and weather. Our engineers maintain sites that provide local weather alerts and we supply resources for a newly developed Nationwide Public Safety Broadband Network.

It’s a great help to Nebraskans that NET provides live video of the state Legislature’s committee hearings.

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Pioneer Printing
Pittenger & Anderson
RBC Wealth Management/Spinar
Investment Group
Recovery and Behavioral Health Services
Rembolt Litchfield LLP
Rotel’s Italian Bakery
Sandus Society
Sapp Bros. Petroleum, Inc.
Screen Ink
Sheldon Museum of Art
Slumber Company
SMG Lincoln
StarCraft Custom Builders
Stuh! Museum
Suiter Swartz III
Tagg Rutherford Financial Group
TeamMates Mentoring Program
TEDx Lincoln
The Auto Club Group (AAA)
The Coignery
The Landing
The Mill
The Most Unlikely Place
The Tastel
TTV Media
UBL Printing Services
Union Bank & Trust Company
Unitarian Church of Lincoln
University of Nebraska - Center for Materials and Nanoscience
University of Nebraska - Glenn Korff School of Music
University of Nebraska - Omaha
University of Nebraska - The Johnny Carson School of Theatre and Film
University of South Dakota
UNK Music Department
U.S. Bank
Vince Powers and Associates
Water for Food Institute
Women Food & Ag Network
Women’s Healthcare Center of Williamsburg
York County Health Coalition
York Visitors Bureau
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