

# Making Impact for 63 years



## Local Value

### Serving Nebraskans Statewide

- More than 1 million people watch and listen weekly to NET — Nebraska's PBS & NPR Stations
- Facebook followers increased 65% this year
- Osher Lifelong Learning Institute held 116 events at NET, attracting 4,241 adults ready to learn
- NET's partnership with the University of Nebraska, now in its 63rd year, remains strong including a new collaboration using 360 video with students
- More than 2,800 attended 23 PBS KIDS events throughout Nebraska
- We continue to connect our past with our future through original content in order to serve Nebraskans in all 93 counties with essential news, arts, documentaries, interactive digital content and more

"NET kids programming is quality and educational. My wife and I are both educators, so we appreciate that."

*Jim York, O'Neill*



The mission of NET is to enrich lives and engage minds by connecting communities and celebrating Nebraska with services that educate and enlighten.



*What lessons do your grandkids learn from Daniel Tiger?*

"The sweetest is just the compassion that they learn, sharing and being kind."

*Kari Fishell, Axtell*



## Key Services

**8**  
MILLION  
MINUTES  
STREAMED FROM  
**11**  
GOVERNMENT  
VENUES



### Providing Free Access

- NET provides four television channels and two radio channels, as well as web and mobile services
- More than 6,000 educators access 118,000 resources from the NET Virtual Learning Library, powered by PBS LearningMedia
- For more than 38 years, NET has broadcast gavel-to-gavel legislative coverage from the Statehouse on NET World from 11 state government venues including the Nebraska Supreme Court and the Governor's Hearing Room
- The Nebraska Capitol Live App offers free access to legislative and state government news
- NET is the first station notified by the Nebraska Emergency Management Agency and relays vital information during alerts
- Nebraskans count on emergency weather alerts from NOAA radio sites maintained by NET engineers

Chief Justice Mike Heavican thanks Commissioner Ken Bird and NET General Manager Mark Leonard for live streaming of Nebraska Supreme Court proceedings.

*From left: Bird, Heavican, Leonard*



Nebraska's  PBS & NPR Stations

**2017 NET LOCAL CONTENT AND  
SERVICE REPORT TO THE COMMUNITY**

## MULTIPLATFORM CONTENT 24/7

- Watch
- Listen
- Online

## Local Impact



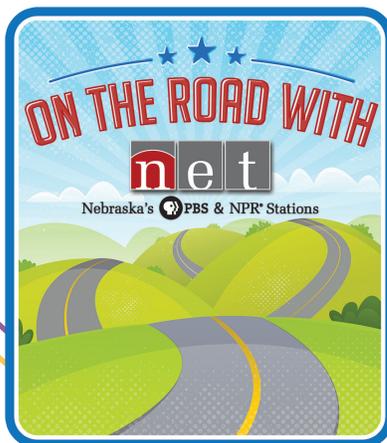
*Odd Squad agents use math and problem-solving skills to solve a cold case.*

## Connecting Communities

This past year we traveled 1,687 miles to host 39 events in 14 towns for **On The Road With NET** — enriching lives, addressing local needs and spotlighting local talent.

**On The Road With NET** connected many communities with our resources and content including live radio and television programs. Free family learning events were an essential part of this engagement as we featured PBS KIDS materials and hands-on learning from our education team.

**Community Town Talks** were also planned to actively listen and learn about each town's challenges and successes.



## Encouraging Family Engagement

More than 1,000 attended our educational events in nine communities as part of **On The Road With NET** this year. Kids and parents took part in learning activities like the Odd Squad "O" Games and screenings of **Tiger Family Trip**. Everyone was excited to see the PBS KIDS characters from **Odd Squad** and **Daniel Tiger's Neighborhood** as well as participate in new activities and meet new friends.

Our education team worked with local public libraries, families and kids as they crisscrossed the state providing educational events in these communities:

- Lincoln
- West Point
- Columbus
- Norfolk
- Omaha
- Seward
- Holdrege
- Minden
- Hastings

"My kids learn lessons from the programs and the big ones are about manners and just being polite. I also like the new PBS 24/7 channel because I don't have to worry about the programming my kids are watching."

*Janelle Norton, Minden*



Nebraska's PBS & NPR Stations

## 2017 NET LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

# Educational Services & Community Resources

## Nebraska Virtual Capitol

### A New Online Resource

To coincide with Nebraska's Statehood Day and the state's sesquicentennial celebration, NET and partners, including the Nebraska Arts Council, launched the new online history resource **Nebraska Virtual Capitol**. This project included an interactive website so that every Nebraskan can learn more about the history, arts and architecture of the Capitol and Governor's residence. Curriculum was also developed for educators to use complementary lesson plans for those studying Nebraska history or those unable to visit state government due to distance or cost.

[nebraskavirtualcapitol.org](http://nebraskavirtualcapitol.org)



The leadership of former First Lady Sally Ganem, with the support of nearly 100 donors from across Nebraska, were critical to the success of Nebraska Virtual Capitol.



## NEBRASKA'S STORIES OF CHAMPIONS

### Our Spotlight on Education

As part of the fifth annual **American Graduate Day**, NET produced three Stories of Champions featured during the Sept. 17 broadcast, as well as during a special event at NET. Celebrating the work of Nebraska volunteers who support education and make a difference, **we honored these three champions:**



Coach Osborne and his wife Nancy founded TeamMates mentoring program 26 years ago as University of Nebraska football players met with middle school students. The program expanded to caring volunteers from the community who now serve more than 7,500 students in grades 3 – 12.



Once in foster care, Nikki Siegel now directs street outreach at The Bay. Siegel goes directly to the streets helping young people at risk, working with students and guidance counselors and is dedicated to stopping sex trafficking.



Founder of Dream It. Do It. Nebraska, Tony Raimondo Sr. aims to increase the number of students who enroll in STEM related courses; better prepare students for success in school and careers; and align educational opportunities with workforce demands so that young adults begin rewarding careers.



# Stories of Impact



## Teacher Uses 150 History Moments In Classroom

**Thayer Central Elementary** fourth grade teacher **Rebecca Kleveland Hulse** has a great way to close out her week at school. She calls it **Facebook Friday** and sends out an inspirational post which she shares with her students. When she found out about NET's **Nebraska 150 History Moments**, she quickly incorporated them.

To celebrate Nebraska's sesquicentennial, we produced 51 history moments that broadcast on television and online to salute the state's heritage and culture.

"We aren't that diverse in rural Nebraska, so I like to encourage students to look beyond their own backyards," she said about teaching diversity and tolerance. Some of her favorite history moments feature professional baseball star Bob Gibson and botanist Charles E. Bessey, his tree nursery and the Nebraska National Forest.

For Nebraska's 150th birthday celebration, Hulse cut out 150 shapes of Nebraska and her students used NET resources to find 150 state facts. She also pulls in videos from our YouTube channel about Nebraska sites students want to visit.

"Some have been to these places and others get excited and want to go there," she said about highlighting new regions of Nebraska.

Since students learn about the state in fourth grade, Hulse uses NET videos and web resources to make the school's curriculum more dynamic.

[netNebraska.org/150](http://netNebraska.org/150)

"One of the neatest culminating activities that Mrs. Hulse does in her 4th grade social studies curriculum is her Famous Nebraskans Assembly where students pick one famous Nebraskan and develop a piece of writing in first person, and then dress up in character to present their background to an audience. It is amazing to watch these 4th grade students in character and to hear what they have learned from this activity. My own daughter researched Warren Buffett and now one of her goals is to actually meet him. As a school administrator, I cannot thank NET enough for the outstanding programs and school resources that are afforded our teachers and students as it makes learning much more engaging."

*Kurk Wiedel  
Elementary Principal  
Thayer Central Schools  
Hebron*



*Wiedel with student*



*Hulse with student*



# Stories of Impact

## Vietnam Honor Flight

### Documenting Journey To The Wall

As part of our commitment to the state's veterans during the **50th anniversary of the Vietnam War**, a special episode of our series **Nebraska Stories** captured the honor flight for 654 Nebraska Vietnam veterans traveling to Washington D.C. to see the Vietnam Veterans Memorial, reminisce and be part of an unforgettable welcome home.

Before they left, these veterans were invited to a preview of **The Vietnam War: A Film by Ken Burns & Lynn Novick** and recognition dinner. Many were also interviewed to share war memories which became one-minute video segments called **Remembering Vietnam**. Shared online, our interviews covered topics from PTSD, politics, letters from home and more.

We launched a live Facebook event during the welcome home celebration capturing the excitement as more than 7,000 people crowded into the Lincoln Municipal Airport and waited outside. Each veteran was greeted by members of the community with cheers of thanks and praise.

Those watching the Facebook live event were moved, too, as more than 63,000 individuals were reached, which generated more than 1,800 likes and more than 220 comments.



We documented the largest group of veterans to visit the Vietnam Veterans Memorial



"We never talked about the war in our house, and now I will have an idea of what my husband and his buddies went through."

*Lincoln event attendee*



# Stories of Impact

## Sex Trafficking

### Tackling Tough Topics

Our news reporting initiative on sex trafficking educated Nebraskans about a crime that often goes unnoticed. This ugly industry preys on women and children using force, fraud and coercion.

#### Our multi-platform reporting initiative included:

- **Two Documentaries** — *Sold for Sex: Trafficking in Nebraska* explored how trafficking happens, the fight to stop it and to help victims and *Sold for Sex: Survivor Stories* shared powerful stories of three victims
- **Signature Stories** news reports for radio looked at training, why people become victims and news from experts
- **Digital resources** available online reached younger audiences and those wanting to dig deeper — more than 10,000 page views — more than 90,000 views on NET's YouTube channel

"Just found this documentary and I am horrified by the film's revelations. Thank you for sharing! I plan on spending time with my children to discuss it using the film as a tool."

*Mother*

- **Community Outreach**

We presented this material to OLLI education courses, churches and state child welfare workers and shared with Creighton University Human Trafficking Initiative, Nebraska Attorney General's Human Trafficking Task Force and others.

"Great job bringing awareness to Nebraska parents and grandparents...I had no idea this even took place."

*Viewer*

"I'm grateful for the way you showed this, the careful choices of words you used, the way in which you told the story. It wasn't the car wreck, but it showed the darkness of it and that it's in our backyard. You were able to do this in an honest non-exploitive way. We will use this so much in presentations to help educate. Already so many people in greater Nebraska, where I'm from, have been messaging me that they watched it."

*Meghan Malik, Trafficking Project Manager, Women's Fund of Omaha*

"It was extremely beneficial to have these videos available for our workforce."

*Angela Gebhardt, University of Nebraska's Center on Children, Families and the Law*

**SOLD FOR SEX** TRAFFICKING IN NEBRASKA

**SOLD FOR SEX** SURVIVOR STORIES





# Focus on Local, Original Content



## Connecting Our History And Culture

On television, radio, online and via our mobile apps, we deliver local programming that connects the state's shared history, culture and aspirations. Arts, performances, news, music, award-winning documentaries, local series and live sports have a valued place in our six decades as Nebraska's public service media.

**Backyard Farmer** continues as the longest-running locally-produced television program in the country with gardening, wildlife and landscape advice from a panel of experts.

**Nebraska Volleyball Championship: Destination Omaha** premiered as a new documentary capturing the commitment of the Cornhuskers to build a national championship team during a rollercoaster season.

Singer/songwriter Susan Werner's tour across the state was captured in **The Land Will Outlive Us All** about farms, farmers and the people who love them.

**Nebraska Stories** returned for season eight to explore who we are as Nebraskans through engaging storytelling and beautiful visuals.

In a project tied to Nebraska's Sesquicentennial, artist Todd Williams painted pictures from every one of Nebraska's 93 counties in **Painting Nebraska's Legacy**.

Barn quilts preserved history, connected families and promoted small town pride and patriotism in **Patchwork On The Plains: Nebraska's Barn Quilt Culture**.



In **Paleo Sleuths**, paleontologists unearthed fossils found beneath America's vast Great Plains and included the discovery of a rhino skull that revealed Ashfall Fossil Beds. Accompanying the documentary, an interactive website used cutting-edge technology to turn full-sized fossils into 3-D models of creatures that once roamed Nebraska. Teachers and researchers developed the Paleo Sleuths website with NET to extend learning for students interested in science, geography, history and paleontology.

[paleosleuths.org](http://paleosleuths.org)



Nebraska's PBS & NPR Stations

## 2017 NET LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

## Focus on Local, Original Content

### Highlighting Nebraska Musicians And Music That Inspires

From Beethoven to Mozart and performances from Nebraska's stages, we deliver a wealth of classical and jazz music, local talent, news, events and more to our listeners who don't have to travel to a big city to hear great music. Our radio stations broadcast series including **Nebraska Concerts**, **Classics By Request**, **Afternoon Concert**, **All About Books**, **Friday LIVE**, **Jazz Currents** and more!



Nebraska Concerts live from:

- The Lied Center for Performing Arts
- The Holland Performing Arts Center
- Joslyn Art Museum
- Arts For The Soul
- Westminster Presbyterian Church
- Abendmusik at First-Plymouth
- The Johnny Carson Theater
- Nebraska Chamber Players
- Dulces Voces



**FRIDAY**  
**L I V E**

**Friday LIVE** is our popular weekly arts and entertainment radio show. Broadcast from several new venues this year, its audiences were able to share in live music, theater and poetry performances at:

- The West Point Community Theatre
- Lincoln's Johnny Carson Theater
- Seward's Olde Glory Theatre
- Hastings College

"I think NET has done a great job of helping poets be heard on programs like **Friday LIVE**, which is real exciting. ...public broadcasting does a great job of programming that interests writers whether it's directly about poetry or any other kind of literature. It's there and it's available for everyone."

*Twyla Hansen, Lincoln  
Nebraska State Poet*



Nebraska's  PBS & NPR Stations

**2017 NET LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY**

# Focus on Local, Original Content

## Local Journalism – Unique and Independent

**Our PBS, NPR and local NET News coverage stands alone in the media landscape – offering valuable, relevant and skillfully told stories that aren't communicated on other media.**

Presented across multiple platforms including television, radio, web, mobile and social media, NET's in-depth news stories address issues and concerns in communities across the state.

NET News filed **324 stories** from **83 Nebraska towns**, including a daily radio *Signature Story*.

**NPR** picked up 13 of our radio news stories including these: Nebraska landowners suing to block the company behind the Keystone XL pipeline from seizing land by eminent domain; State Senator Bill Kintner resigning from the legislature; deaths at the Tecumseh State Prison; a ruling on same sex foster parents; and the firing of the head of the Nebraska State Patrol.

**PBS NewsHour** broadcast two television reports from NET, including these: new technologies farmers are using to reduce contamination from their fields; and a 98-year-old baker from Hastings who makes life sweet for the community by sharing homemade pies.

The **NPR** news program *Here and Now* also picked up our reports including these: hops becoming a new cash crop; why a corporate merger worries a Nebraska town; a bleak outlook for the Midwest farm economy; and rural sex trafficking.

**NET News** also produced trusted coverage of local, state and national elections, as well as other documentary programming, including: *Classroom Conversations: Nebraska's Death Penalty Vote*, *Nebraska Mental Health: Who's Responding?* and *After Ebola: Nebraska's Next Pandemic*.



# Focus on Local, Original Content

## Farmers, On Front Lines Of Consumer Gadget Fight, Lobby For Right To Repair Tractors

By GRANT GERLOCK • APR 4, 2017



Many farmers are used to fixing their own machinery, but without the right software from tractor manufacturers they are effectively locked out.

A new tractor often costs hundreds of thousands of dollars, but not included in that price: the right to repair it. That has put farmers on the front lines of a battle pitting consumers against the makers of all kinds of consumer goods, from tractors to

NET Connects also delivers co-productions on many educational topics in partnership with non-profit, governmental and community service organizations.

The **Now What?** series, a co-production with the Consortium of Dementia Alternatives, continues to be an important link for those facing dementia and elder care issues.

The series is included in nursing curriculum at the University of Nebraska Medical Center and Creighton School of Medicine. Several long-term care facilities in Nebraska, as well as other states have used the programs to train and educate staff and caregivers.

This year's episodes airing on NET World included: **Now What? Defining the 3 D's: Dementia, Delirium & Depression** and **Now What? Ounce of Prevention**. This episode was paired with several Nebraska screening events around the national PBS release of **Alzheimer's: Every Minute Counts**.

As an agricultural state, Nebraskans turn to our reporting to cover the issues closest to home.

We're part of Harvest Public Media — a journalism collaboration of Midwest public media stations.



NET AND HARVEST PUBLIC MEDIA PARTNERS PRODUCED **OVER 300** STORIES ABOUT OUR FOOD, FUEL AND FARMS



"Harvest Public Media is my favorite resource for agricultural perspective. Stories are consistently interesting, timely, diverse, and well-balanced. Whether it's food, farming, health, science, research, politics, or meaningful storytelling that brings you to Harvest, you've come to the right place."

Kristenbeth Thiel, Facebook Fan, May, 2016

**Now What?**  
Defining the 3 D's:  
Dementia, Delirium, & Depression

**Now What?**  
Ounce of Prevention



Nebraska's PBS & NPR Stations

2017 NET LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

# MEDICINE WOMAN

## Summary

"I think it's important to have a statewide network because we connect with each other in that way. NET is the only statewide news media and I can understand what's happening in the Sandhills, Scottsbluff, Omaha and in the prairie areas."

*Betty Sayers, Holdrege*

*Born on the Nebraska Frontier in 1865, Susan La Flesche Picotte became America's first Native doctor.*

"I value NET because it's factual, it's pertinent, it's entertaining, it's educational. The E in the middle, that's important to me. I want to be a lifelong learner. If I don't learn in a day, it's a wasted day."

*Michael Huebert, Aurora*

**Invisible People - story of early 20th Japanese settlers in Western Nebraska**

"As a teacher, I want to pass this information on to my students. Thank you for excellent reporting."

*Maria Schoof Pfeifer Ledgerwood  
Nebraska Stories Facebook Post, Feb. 20, 2017*

### On The Ground And In The Community For 63 Years

Spending quality time in more than 20 communities was a priority for us as we value face-to-face connections with our audiences around the state in order to get to know local issues, improve our services and spotlight local happenings.

### In-Depth News

We tackled the difficult and essential in-depth news stories, going beyond sound bites, to offer perspective and solutions upon which Nebraskans rely.

***Classroom Conversations: Nebraska's Death Penalty Sold For Sex: Trafficking in Nebraska After Ebola: Nebraska's Next Pandemic***

### We Tell Nebraska's Stories

As Nebraska's statewide public service media, we searched for and told the stories that brought our heritage and culture to life and pointed to the best days ahead. Trekking into Pine Ridge Country to see Bighorn sheep; in the kitchen with the cooking Kuxhausens; mixing craft beer with the writings of Willa Cather; introducing former gang member now emerging artist Fredy Rincon, and so much more.

