



CREATING CONNECTIONS

ANNUAL REPORT
2018-2019



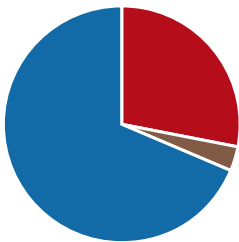
Nebraska's  PBS & NPR Stations



"I listen to NET radio because, No. 1, you do shows like *Friday LIVE*, which showcases different areas of the state. One of my favorite programs is *All Things Considered*. I get both sides with the news. I can make up my own mind."

Lyn Messersmith
Alliance

2018–2019 FISCAL YEAR FINANCIALS



OPERATING REVENUE

PUBLIC FUNDS

State Appropriations	44.8%	\$10,300,000
Federal Community Support Grants	14.9%	\$3,440,000
University Appropriations	9.2%	\$2,110,000

PRIVATE FUNDS

Individual Contributions	18.9%	\$4,350,000
Grants, Contracts & Underwriting	8.7%	\$2,000,000

SELF-GENERATED

Other	3.5%	\$800,000
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TOTAL REVENUE	100%	\$23,000,000
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Our annual report is a chance to share with the community what we have accomplished during the past fiscal year. It's also our time to provide you with a snapshot of NET's financial stability and stewardship.

We want to connect you with the stories we shared, the learning workshops we convened, the issues we reported on and the innovation we helped nurture.

It's also an opportunity to say, thank you, to the tens of thousands of individuals and our business supporters who provide the invaluable investment that makes all of this possible.

We hope you will take as much pride in these achievements as we do. Each year we attempt to do more, grow more and adapt. What started out as a single television channel has grown exponentially to include four channels and two radio stations. We also offer live streaming from the legislature, courts and hearing rooms, programming on demand, as well as new ways of producing content with drones, 360-degree video, augmented and virtual reality.

You can be assured we will continue to find new ways to innovate and connect with you in the coming fiscal year.

Thank you,

Mark Leonard
General Manager & CEO
Proud NET Member



Mark Leonard

**NET connects
Nebraska's
93 counties with
4 television channels,
2 radio stations plus
digital, online and
mobile content.**

NETWORK & STATION OPERATIONS

Engineering	20.0%	\$4,500,000
Managerial & Administrative Support	10.3%	\$2,320,000
Building Maintenance & Utilities	5.8%	\$1,300,000
Information Technology Support	3.0%	\$670,000

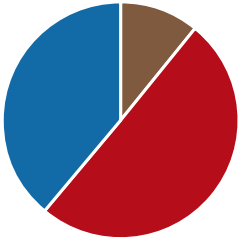
PROGRAMMING & PRODUCTION

Television	36.5%	\$8,200,000
Multimedia & Education	5.1%	\$1,150,000
Radio	5.3%	\$1,200,000
Program Information & Communications	3.3%	\$750,000

REVENUE GENERATION

Fundraising & Development	8.9%	\$2,000,000
Business Development	1.8%	\$410,000

TOTAL EXPENSES	100%	\$22,500,000
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**OPERATING
EXPENSES**

TRUSTED CONNECTIONS



A Story to Tell

The **NET PBS KIDS Writers Contest** promoted literacy through active learning and an opportunity for Nebraska kids to express their imaginations through creative writing.

Kindergarten through third graders from **34 Nebraska towns** sent **100 entries** that included original fiction, non-fiction and poetry.

Jamie Nuss of Gretna said, **"Thank you for having this contest. ...now she wants to be an author when she grows up!"**



CONNECTING THROUGH LEARNING

We connect teachers, parents and caregivers to free, high-quality children's programming. We bring communities together at learning workshops, events and provide resources to prepare children for success in school and beyond.

Fifty-five educators attended NET's first PBS KIDS Edcamp, forming self-directed sessions like how to use technology in the classroom, early childhood literacy and self-improvement.

STEAM (Science, Technology, Engineering, Art and Math) Nights at elementary schools in Omaha and Grand Island, brought **900** adults and kids together for hands-on science and math activities.

At summer learning workshops, more than **2,700 people** met either Curious George or Daniel Tiger in Ogallala, Oshkosh, Bridgeport, Bayard, Scottsbluff, Gering, Alliance, Fairbury, Hastings, Aurora, York, Beatrice and Lincoln.

Chelsea Foust, youth services librarian at the Goodall City Library in Ogallala said, **"Thank you so much for making this such a memorable event for our library. We are so thrilled to have such amazing opportunities for our community."**

Jet Propulsion, the lead character from *Ready Jet Go!*, visited Offutt Air Force Base's air and space show in Bellevue where **thousands** of kids engineered paper airplanes.

At our Family and Community Learning Nights in Lincoln, we taught kids and grown-ups (several of whom were English as a second language learners) about science concepts using digital and hands-on activities. Following the event, a survey respondent said, **"My children explored new things and learned about designing and solving problems."**

More than **450** kids, their families or caregivers celebrated Halloween with NET on the University of Nebraska-Lincoln's East Campus with a special screening of *Wild Kratts: Creepy Creatures* and a variety of educational activities.

7,780 Nebraska users
access more than
**120,000 teaching and
learning assets on**
net.pbslearningmedia.org



VALUED CONNECTIONS

We celebrated 30 years of broadcasting news, music and entertainment programs free over the air, and in ways our founders never imagined – streaming live and on-demand, via the NET Nebraska App, on smart speakers and in podcasts. Nearly **43,000** users streamed our radio programs this year.

NPR radio personality and host of ***Live from Here with Chris Thile*** appeared on stage in Lincoln, where the audience was part of the live, national variety radio show featuring musical performances, comedy and more.

TECHNOLOGY

Continuing to use cutting-edge technology, we partnered with PBS to share our 360-degree video series ***Watershed*** with stations and viewers around the country. ***Watershed*** explores the Greater Platte River Basins in Wyoming, Colorado and Nebraska, focusing on how water resources are allocated upstream and downstream for agriculture and industry, drinking water, recreation and wildlife.

pbs.org/watershed

Another 360-degree video ***Under the Milky Way*** follows people who leave the bright lights of the city and travel to Nebraska's Sandhills to reconnect with nature's nocturnal majesty.

These immersive video recordings use an omnidirectional camera, where a view in every direction is recorded at the same time, putting you in the center of the action.

netNebraska.org/360

More than
1 million people
watch, listen and
click each month



Photo courtesy: Live from Here, American Public Media.



CONNECTING PEOPLE

We connect you with diverse programs and events that empower you to build thriving communities.

On the Road with NET visited communities across the state, including Chadron, Alliance, Scottsbluff, Mitchell, Gering, Sidney, Lewellen, Ogallala and Brule. We traveled 1,039 miles to host **20 events** in 9 towns to hear what's important to you.

On the Road spotlights local talent in our *Friday LIVE* radio show, brings *Backyard Farmer* to your backyard and connects with communities to learn how we can better serve you at our *Town Talks*. Families joined us at PBS KIDS events, and community members previewed our *Small Town Cops* documentary and learned how to stream programming using new technology and NET Passport.

"The importance of NET to Nebraska and to me is basically is that it connects us to other parts of the state. It helps us to see a picture of what the whole state looks like."

Kristin Wiebe, Scottsbluff

We're a leader among a handful of public television stations in the country that produce high school sports and activities plus college sports broadcasts.

From Nebraska volleyball and the state's high school basketball championships to state speech and all-state concerts, NET brings nearly **80 events** each year to virtually every home in Nebraska.



RELEVANT CONNECTIONS

89 flood-related
news stories

Nebraska featured
21 times on NPR
4 times on PBS NewsHour

CONNECTING YOU TO NEWS THAT MATTERS



NET connects Nebraskans to each other and the world. For more than 64 years, we've brought our communities across the state together, sharing local documentaries, news and adding local perspective to the PBS and NPR stories you trust.

When many of our friends, families and neighbors experienced devastating flooding, NET's award-winning news team linked you with stories about this historic time in our state.

AGRICULTURE

We all eat, so we all have a stake in food production. Our **Harvest Public Media** journalism partners cover our food system, producing news stories about the state's largest industry. Our ***On the Table*** podcast explained the 2018 Farm Bill, a huge piece of legislation that affects much more than just agriculture.

Our new ***Pivotal*** website is another way to experience Nebraska food, water and agriculture. Click on stories ranging from Nebraska craft wine and modern farming to Nebraska's ecosystems and latest content about the industry, science and human spirit.

CIVIC ENGAGEMENT & PUBLIC SAFETY

Since 1980, NET has broadcast gavel-to-gavel legislative coverage from the Statehouse on NET World, and more recently from 12 state government venues including the Nebraska Supreme Court and the Governor's Hearing Room.

NET is committed to protecting Nebraska's Good Life. We are the first notified by the Nebraska Emergency Management Agency during times of routine testing or an actual alert.

And, during an Amber Alert, the National Weather Service notifies NET and we relay critical details about missing children.

During the past year,
we earned more than

30 awards and
accolades



For the second straight year, NET was named **Outstanding News Operation** in the Associated Press Great Plains Broadcast contest that covers NE, SD and ND.

**"We enjoy the shows on
PBS and NPR, and appreciate
the unbiased news coverage."**

Betsy Warren, Kearney

LOCAL CONNECTIONS



11 screenings
3 towns

NEARLY
500 PEOPLE



CONNECTING YOU TO ISSUES

We brought thought-provoking films to neighborhoods across the state. Coordinating with UNL and the Union for Contemporary Art in Omaha, our **Indie Lens Pop-Up** film series screened films on a broad range of topics from rural health care to combatting violence to pioneering Native musicians and the legacy of Fred Rogers.

Partnering with UNL and other local organizations, we previewed **God Knows Where I Am** in Lincoln and Grand Island, telling the story of one woman's tragic death due to mental illness. Led by experts, a discussion following the film started dialogue about society's treatment of people with mental health conditions. Survey respondents following the film said **the event offered a "profound discussion" and taught them things they "did not know about mental illness."**

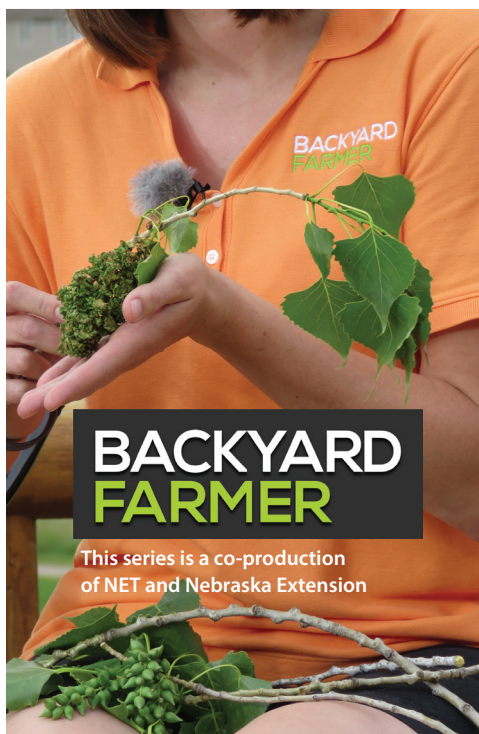
CONNECTING NEBRASKA

We bring you long-running local television favorites like ***Backyard Farmer***, ***Big Red Wrap-Up***, ***Nebraska Stories*** and radio's ***Friday LIVE***. We produced local documentaries this year about things you enjoy like chocolate, wine and food, plus filmmakers, health, sports, water and innovation.

As part of the national three-night *NATURE* event *American Spring LIVE*, a *Nebraska Stories* segment showcased the ancient seasonal migration of Sandhill Cranes. We coordinated with seven community organizations across the state to provide science-based activities and citizen training. Nebraska's citizen scientists joined researchers in collecting data and investigating how organisms respond to the change from winter to spring.

"I watch (on television) or YouTube *Backyard Farmer* every week regardless of where I travel. What a tremendous program..."

Mark Morrissey, Omaha





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"We love Nebraska sports, such as volleyball and other programming. We think it is great!"

James Frerichs, Atkinson

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* Deceased

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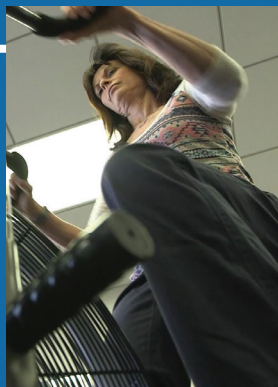


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"I am a PreK teacher and during nap time, we listen to NET radio classical music. It is peaceful for the children and for me as well! I am very thankful for this station!"

Bria Dispoto, Hickman



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"The stories you tell matter and people need to know about them."

Hope, Seward



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