



*The mission of NET, Nebraska's PBS & NPR Stations, is to enrich lives and engage minds by connecting communities and celebrating Nebraska with services that educate and enlighten.*

## LOCAL VALUE **SERVING NEBRASKANS STATEWIDE**

- More than **1 million people** watch, listen and click each month.
- Facebook followers increased by **34% this year**.
- Our partnership with the University of Nebraska, now in its 65th year, remains strong including being our partner for the popular lawn and garden program **Backyard Farmer** – the **longest-running, locally-produced television program** in the country.
- Osher Lifelong Learning Institute held **61 events** at the Terry M. Carpenter and Jack. G. McBride Nebraska Educational Telecommunications Center, attracting **616 adults** ready to learn.
- Nearly **7,700 kids** attended 22 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.

# MAKING IMPACT FOR 64 YEARS

## 2018 NET Local Content and Service Report to the Community

*"We may be 500 miles long, and 300 miles tall, but we're all together in a community. And, NET is a large part of the fabric of knitting us all together, through the stories that it tells."*

**MICHAEL FORSBERG**  
| NEBRASKA PHOTOGRAPHER



Nebraska's  PBS & NPR Stations



10 million  
MINUTES  
STREAMED FROM  
12 GOVERNMENT  
VENUES

## 2018 KEY SERVICES PROVIDING FREE ACCESS

- We provide **4 television channels** and **2 radio channels**, as well as web and mobile services.
- More than **7,000 Nebraska** users access more than **120,000 trusted resources** and videos from NET PBS LearningMedia at [net.pbslearningmedia.org](http://net.pbslearningmedia.org), a destination that transforms learning.
- Since 1980, we have 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's apps offer free access to television, radio and 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.





**722**  
MILES | **20**  
EVENTS

**7 NEBRASKA COMMUNITIES**

Beatrice | Crete | Nebraska City  
Broken Bow | Lexington  
McCook | Kearney

## LOCAL IMPACT CONNECTING COMMUNITIES

We traveled **722 miles** to host **20 events** in **7 towns** for *On the Road with NET*. This series of events allowed us to listen to community members, get to know them better and nurture valuable relationships.

*On the Road* spotlights local talent with live radio programs and brings local television productions to communities' backyards. We also created *On the Road* to hear about local successes and challenges through community *Town Talk* sessions with senior station leadership.

Free family learning events were an essential part of our engagement as we featured **PBS KIDS** materials and hands-on learning from our education team.

## ENCOURAGING FAMILY ENGAGEMENT

Nearly **600 kids and caregivers** attended educational events in **seven communities** as part of our *On the Road* series of events this year.

Events included hands-on learning activities and screenings of *King Daniel for the Day* and *Peg + Cat Save the World*. Participants were also excited to see PBS KIDS characters from *Daniel Tiger's Neighborhood* and *Peg + Cat*.

Our education team worked with local public libraries, families and kids as they crisscrossed the state providing educational opportunities.



# IN THE COMMUNITY

## THE VIETNAM WAR SCREENINGS

In the fall of 2017, NET did what Nebraska's public media network does best. In one of our most meaningful and emotional community engagement projects ever, more than **3,000 people** attended **16 statewide screening and discussion events** in association with the national broadcast of the Ken Burns' documentary *The Vietnam War*. The events stirred emotions ranging from anger to tears.

In addition to the screenings, producers were able to sit down with veterans to capture their experiences, resulting in one-minute video segments called *Remembering Vietnam*. We also produced a special *Nebraska Stories: Vietnam* episode for television and NET News produced several stories for radio.

Students also made valuable connections with local veterans in the *Vietnam Poetry Project*. Nine Lincoln High School poets were paired with Vietnam veterans and a Gold Star family member. As they examined the impact of the war, students heard stories of survival that extended beyond what is found in school textbooks.



**"I killed people. It haunts me every day. It is just part of my life now and I have learned to accept it."**

**FREMONT SCREENING ATTENDEE**

## THE VIETNAM WAR

**16 SCREENINGS**

**3,000 ATTENDEES**

**1.5 million**

**POSTS SEEN ON FACEBOOK**

**4,542 hours**

**STREAMED ON NET PASSPORT**

# IN THE COMMUNITY

## LEARNING LEGACY

Long before children sit in a classroom, they learn to become readers, writers, curious scientists, mathematicians, musicians and young citizens. NET is committed to education in all Nebraska communities by providing teachers, parents and caregivers free, high-quality television programs and experiences that prepare children for success in school and beyond.

At a teacher workshop in **Lexington**, our education team merged science activities from NET PBS LearningMedia with existing classroom lessons and demonstrated how students can craft a simple thermometer using an empty glass soda bottle, water, food coloring and a straw.

In **Omaha's** Westside Community Schools, PBS Digital Innovator and teacher Allison Pontious partnered with us to develop Family Learning Workshops that introduced computer coding and the PBS KIDS ScratchJr coding app. We offered teachers free STEM (Science, Technology, Engineering and Math) resources via text message from the PBS KIDS program *Cyberchase*.

And, on the **Winnebago Reservation**, NET is partnering with local tribal elders and school staff to develop learning strategies for young students and families.

## CUTTING-EDGE FILMS

This past season, our *Indie Lens Pop-Up* neighborhood series screened thought-provoking films from *Independent Lens* and fostered discussion with **1,515 community members at 6 screenings in Omaha and 6 screenings in Lincoln.**

Working with partners at university-level business colleges in Lincoln, Crete, Bellevue and Kearney, Nebraskans examined the role of ethics in contemporary business through the *Playing By the Rules: Ethics At Work* documentary film screening project. More than **550 people** attended the screenings made possible with a grant from WNET, with an additional **125 people** watching online.

And, in cooperation with the Omaha Empowerment Network and a grant from *POV*, NET screened the film *All the Difference* for **375 people** as part of the Salute to Excellence celebration which focused on academic excellence for black males.



10 FILMS

5 TOWNS

17 SCREENINGS

2,565 ATTENDEES



# STORIES OF IMPACT

## 360 TECHNOLOGY

How and what you watch is changing as **360 video technology** emerges. Footage from a collection of cameras is stitched together to create spherical video that places you in the center of the action.

With just one finger, viewers can “spin” video to look around as the University of Nebraska’s Chiara Quartet plays Beethoven’s *String Quartet in B-flat* which also showcases 360 audio; view filmmaker Ken Burns’ unique collection of quilts at the International Quilt Study Center and Museum; experience the collaboration between a dancer and a violinist celebrating their Korean heritage; and see how Kearney Police Department SWAT teams drill with techniques designed to keep themselves and suspects safer in volatile situations. These videos have reached almost **4 million** people on Facebook.

[netNebraska.org/360](http://netNebraska.org/360)

## NEBRASKA STUDIES

Our newly-redesigned *Nebraska Studies* website welcomes students, teachers and history buffs of all ages with updated content and an improved search engine. From the state’s beginnings through the 21st century, the site puts a rich archive of Nebraska history at the user’s fingertips.

Users can follow the historical timeline, explore events that shaped our state and meet notable Nebraskans. Teachers can find lessons plans based on Nebraska standards to use in the classroom. Since the first version launched in 2001, visitors have clicked on more than **10 million** pages of the website.

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

# SOLAR ECLIPSE

When a solar eclipse crossed the United States, NET’s immersive 360 video put its viewers in the middle of the grand spectacle and created a cosmic social media experiment that went viral – reaching more than **1 million** people on Facebook.

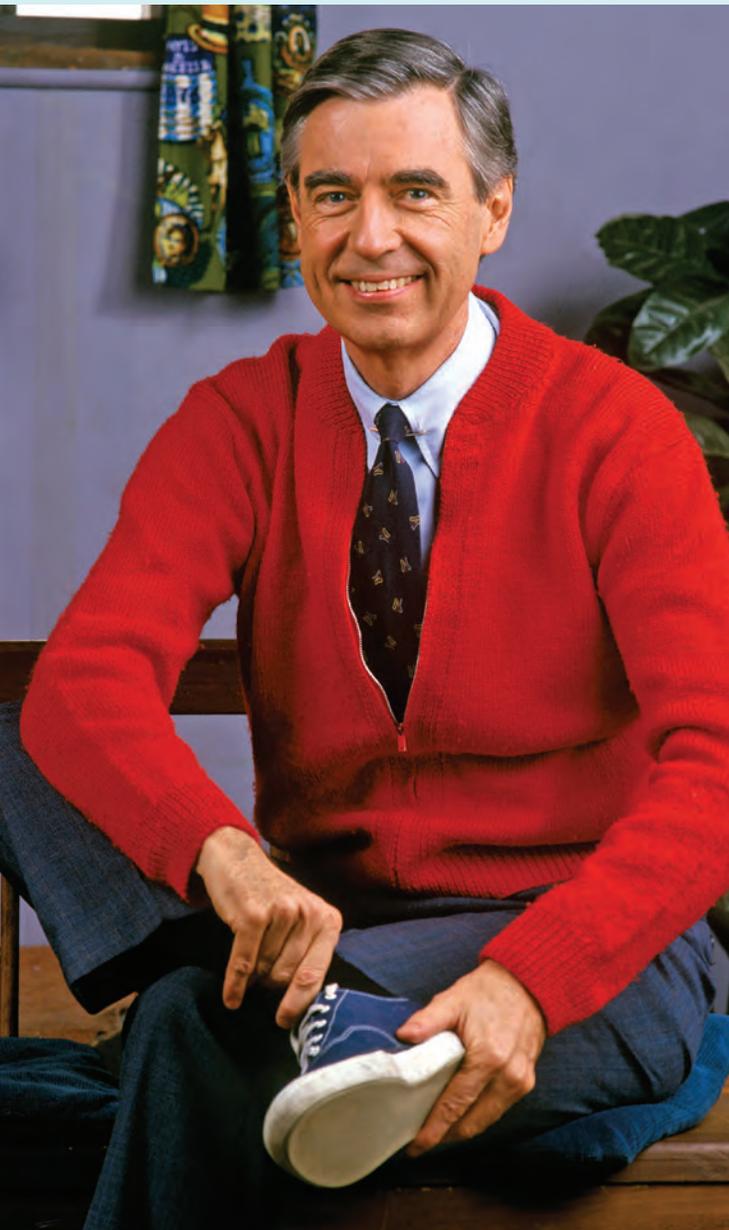


[nebraskastudies.org](http://nebraskastudies.org)

MORE THAN

**523,139**

VIEWS



# STORIES OF IMPACT

## BE MY NEIGHBOR DAY

From the moment he put on his sweater and sneakers 50 years ago, Fred Rogers created a calm, safe place for children to learn about themselves and the world around them. His groundbreaking PBS KIDS series still airs on NET.

To honor Mister Rogers' legacy, NET planned *Be My Neighbor Day* and a proclamation by Gov. Pete Ricketts encouraged acts of kindness and thoughtful ways to be a caring neighbor. Nearly **1,000 people** engaged with the event on Facebook.

### Nebraska's acts of kindness include:

In Holdrege, teacher Julie Teter Harms and her students observed the day by writing kind messages to classmates.

A mother and her young daughter baked treats and delivered them to neighbors in York.

## CLASSICAL PASSIONS

NET offers a front row seat for world-class arts programming both on the air and in the community.

The radio show *Performance Today* and NET brought host Fred Child and performers to meet **120 Lincoln students** at Culler Middle School and North Star High School and **60 residents** of a retirement community.

The artists explained their classical careers and inspired students to follow their musical passions.

**"For many of my students this was their first time interacting with professional musicians outside of their music teachers,"** said Culler Middle School teacher Teresa Ghormley.

# FOCUS ON LOCAL, ORIGINAL CONTENT

Our trusted, relevant, skillfully-told stories bring Nebraska and the world on our four television and two radio channels, plus online, mobile and social media platforms.

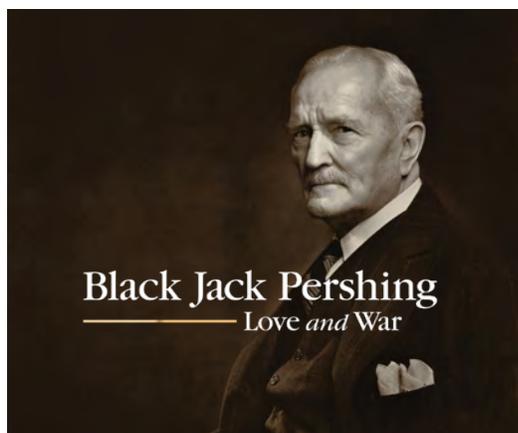
NET's award-winning news team covers stories that matter to Nebraskans and adds local perspective to PBS and NPR stories.

NET's talented producers created films about the **risks of gambling for baby boomers** and the **dangers of sharing the road with drivers under the influence**.

*Rivers of Nebraska* captured breathtaking beauty and extraordinary stories about the flowing waters vitality and value to our state.

*Black Jack Pershing: Love and War*, co-produced by NET and the University of Nebraska-Lincoln, tells the story of Gen. John J. Pershing, who commanded 2 million U.S. troops in World War I and is the only active duty six-star general in U.S. history.

NET's Emmy Award-winning *Nebraska Stories* series shares Nebraska's unique characters, places and history. From one room school houses, rodeos and piping hot pie, to outlaws, quilts and haunted hotels, *Nebraska Stories* is a perfect example of our promise to bring public media to the state.



4 NET DOCUMENTARIES HAVE AIRED 118 times IN OTHER STATES

# FOCUS ON LOCAL, ORIGINAL CONTENT

## NEBRASKA MUSIC AND MUSICIANS THAT INSPIRES

Public radio isn't going away – it's going everywhere. More than 80,000 radio listeners access live program streams each year, and smart speakers are ready for listener commands to play news and music on NET.

We deliver a wealth of classical music and jazz, local talent, news, events and more to our listeners who don't have to travel to a big city to hear our great music. Our radio series include *Nebraska Concerts*, *Classics By Request*, *Morning and Afternoon Concerts*, *All About Books*, *Friday LIVE*, *Jazz Currents* and more.

## NEBRASKA CONCERTS

*Nebraska Concerts* brings performances and local and national touring artists to our listeners every Sunday afternoon.

This gives Nebraskans access to more than **75 groups** and **100s** of musicians each year. During one concert, internationally known violinist Joshua Bell performed with the Lincoln Symphony, and NET was also able to broadcast a concert from the Lied Center for Performing Arts series which featured Van Cliburn Gold Medalist Yekwon Sunwoo.



## FRIDAY LIVE

*Friday LIVE*, NET's popular weekly arts and entertainment show, features lively conversations about humanities and happenings across the state plus live local music to showcase local performers. The program usually broadcasts from The Mill Coffee and Tea in Lincoln, but also broadcast from **3 Nebraska communities** and **2 additional Lincoln locations** this year. We also started broadcasting the program on Facebook LIVE.



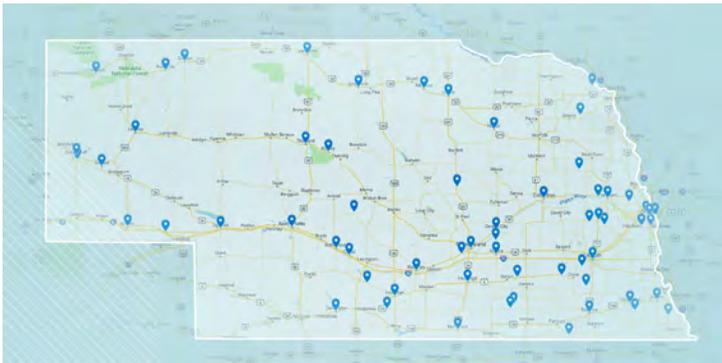
**“Seven days a week, you provide an in-depth window into the world and the crazy humans who populate it. News you can trust, music and entertainment found nowhere else, you are the soundtrack to my life.”**

**WENDY BRUSNAHAN | AVOCA, NE**

# FOCUS ON LOCAL, ORIGINAL CONTENT

## UNIQUE AND INDEPENDENT

From prairie-chicken nesting in Ainsworth to crop insurance in Carlisle to water issues in North Platte, NET News crisscrosses the state to report on issues important to Nebraskans. **NET broadcasted 320 stories from more than 80 towns.**



During the past year, we earned more than **43 awards and accolades**. In an Associated Press Great Plains Broadcast contest, NET was named **Outstanding News Operation** for all of radio. All stations – large and small, commercial and noncommercial – compete in one division that covers Nebraska, South Dakota and North Dakota.

The Radio Television Digital News Association honored NET's **After Ebola: Nebraska and the Next Pandemic** with a **Regional Edward R. Murrow Award**. The prestigious news honor is given to outstanding work in electronic journalism.



## NEBRASKA NEWS WAS BROADCAST NATIONALLY

**18** NPR  
STORIES

**5** PBS NEWSHOUR  
REPORTS



# FOCUS ON AGRICULTURE

## GROWING STORIES

Agriculture is Nebraska's largest industry, but there's more to the story than what happens in the field or on the ranch. **Harvest Public Media** journalism partners cover our food system from right here in the Heartland, producing more than **175 news stories and features** each year about food, fuel and farmers.

The new podcast ***On the Table*** looks specifically at the Farm Bill – a huge piece of federal legislation that addresses more than what its name indicates. ***On the Table*** tells stories about where our food comes from, the people who make it happen and how the law affects all involved.





## SUMMARY

Nebraska is a big state with more than 77,000 square miles — driving from end to end takes nearly 9 hours. For 64 years, NET has been the fabric that knits the stories of the state together, keeping its viewers and listeners engaged with the latest technology and services that educate and enlighten.

- Nearly **7,700 kids** attended **22 PBS KIDS events** throughout Nebraska.
- NET traveled **722 miles** to host **20 events** in **7 towns** for *On the Road* with NET.
- More than **3,000 people** attended **16 statewide screening and discussion events** in association with the national broadcast of the Ken Burns' documentary *The Vietnam War*.
- NET's Facebook followers increased by **34% this year**.
- More than **80,000 radio listeners** accessed live program streams this year and smart speakers were ready for listener commands to play news and music on NET.
- NET's **360 video technology** has allowed our viewers to look around as the University of Nebraska's Chiara Quartet plays Beethoven's *String Quartet in B-flat*; view filmmaker Ken Burns' unique collection of quilts at the International Quilt Study Center and Museum and more!

"NET gives accurate news information. The entertainment is fantastic. There are shows full of history, science, and nature that are both interesting and informative. There is no other station like PBS!"

MICHELE JACKLEY | OMAHA



"We love NET as a family. I can remember watching as a child and love that I can pass on the tradition with my own children. Now they watch with their grandma!"

GINA SAMCI | LINCOLN

