Our annual report is a chance for us to share all of our achievements during the past fiscal year, and what a year it has been!

When the coronavirus emerged in Nebraska, our staff immediately began planning how to best protect the safety of our employees while continuing to broadcast and produce the essential content we know our viewers and listeners depend on every day.

Information was rapidly changing as the pandemic unfolded and citizens in Lincoln and Omaha held Black Lives Matter protests. Our local news team reported how these major stories impacted communities across the state. We adapted to a new reality on all of our platforms, inventing new ways to create and deliver important content on television, radio, online and our social media platforms.

Our education team moved quickly to make at-home learning materials available to teachers and parents who became teachers, as well as providing a full schedule of high-quality, educational programs on our NET, NET World and NET PBS KIDS channels.

I have been so impressed with the creativity, resourcefulness and dedication of our hard-working staff. As a supporter, you should be proud, too. In times of emergency, NET is an essential resource for trusted information, education and cultural appreciation.

Many Nebraskans are concerned about what the next year holds in store for them. You can be confident that we will continue connecting and empowering Nebraskans, as we help strengthen and preserve the resilience of our state.

Mark Leonard
General Manager & CEO
Proud Member

I support public broadcasting because it provides an independent voice and narrative in a time when media is continuously sensationalized and oversaturated.

Osmin Hernandez
Lincoln
YOUR TOP STORIES

Most Read
Former Husker Dishman Discusses Wife's Tragic Death
May, 2020
Read 31,682 times

Most Shared
Boyd County Still Without Water, Feeling the Effects
July, 2019
Shared on Facebook 926 times

Most Liked
Exploring Nebraska’s State Parks
June, 2020
1,869 Likes on Facebook
Now more than ever, high-quality public media journalism matters. Our essential services connect you to important news – on radio, television, online and on social media. In uncertain times, we adapt and our fact-based reporting continues to empower you with information to make decisions. Trust us for continuing coverage of COVID-19 and a changing America, plus in-depth news about Nebraska’s economy, agriculture, education, politics, health care and our recovery from devastating floods.

We produced 770 stories about COVID-19

Our news team reported on stories from 83 Nebraska communities

On Facebook, more than 50,000 people watched episodes of Speaking of Nebraska: COVID-19 Town Hall with Governor Ricketts
While we’re focused on police brutality here, black people face brutality and barriers in almost every single area of public life, and all of those areas need to be addressed.

Ronnie Turner
Omaha

Members of the Legislature’s Judiciary Committee heard people describing their experiences with police and wider problems in the justice system at listening sessions held at NET in Lincoln and in Omaha. Both were broadcast live on our NET World television channel.

Ten live, statewide episodes of Speaking of Nebraska: COVID-19 Town Hall with Governor Ricketts aired on television, radio and on Facebook, bringing together experts in health care, education and business who answered questions from people in communities of all sizes. As the pandemic unfolded, we broadcast the governor’s daily news conferences on radio, produced daily television news updates and offered Spanish-language translations of critical information.

Suicide is a leading cause of death for 10-24 year olds in Nebraska.* Speaking of Nebraska explored options to improve behavioral health care, Nebraska Stories featured a young artist expressing the stigma of ADHD and we explored how 2019 flooding impacted the mental health of Nebraskans in our series Good, Healthy Life.

*Centers for Disease Control & Prevention, 2014
Omaha North High Magnet School student Corie McCowin participates in the PBS NewsHour Student Reporting Lab that uses video journalism to inspire youth to find their voices and engage with their communities. She’s been interviewed about the stereotypes young African American women face and shared her youthful perspective with our news team. McCowin was one of 15 Nebraska teens featured in Class of 2020: Moving Forward. Produced in a remote, socially-distant manner, the program focused on mental health and how students were coping with disruptions to their lives and futures due to COVID-19.

PBS shaped my childhood, and it brings me great joy to see it shaping the minds of my nine young children!

Megan Porter
Minden
Fifty years ago, *Sesame Street* debuted on PBS with a colorful community of monsters, birds, grouchies and humans and became a place where everyone counts. The series changed children’s television forever with a daring experiment in education.

A grant from *Sesame Street in Communities* funded a series of workshops for teachers in Lincoln and Columbus and our free family learning event hosted at the elementary school in O’Neill. At a dozen activity stations, more than 900 parents and young children gathered resources that encouraged everyday teaching moments.

When schools transitioned to remote learning, we adapted. High-quality educational resources on our new Learn At Home site kept kids busy. We enhanced our *Nebraska Virtual Capitol* website with new online lessons and art history curriculum. Teachers and parents accessed thousands of quizzes, puzzles and videos on NET PBS LearningMedia. We broadcast an At-Home Learning Service for 6-12 graders on our NET World television channel and the radio documentary *Remote Learning in Remote Nebraska* told the story of learning in a rural community during unprecedented times.

*Kendall Phipps circles vowels written on a window at her home in Mullen, Neb.*

232.5 hours of educational children’s programs each week

 Nielsen NPOWER, 9/24/2018 - 9/22/2019

Each month, more than 20 Nebraska libraries hosted events featuring PBS KIDS
When the pandemic forced us to cancel events across the state, we pivoted to virtual events. Zoom versions of *On the Road Town Talk* listening sessions with community leaders in Fremont and Norfolk brought us together even though we were apart. Hundreds watched on Facebook as hot air balloons drifted through crisp blue Panhandle skies in a virtual event featuring *Nebraska Stories: Racing the Wind*.

Another live Facebook event previewed the PBS series *Prehistoric Road Trip* which explored 2.5 billion years of Earth’s history, including fossils found at Agate Fossil Beds National Monument near Harrison. Experts answered questions from more than 2,000 curious participants.

NET is particularly important to families in rural and remote areas, where access to the internet and other educational content providers may be limited, or where NET is the only source of children’s programming. As a partner to public education, public television is one of the jewels of American democracy and public service.

*Thomas Grant*  
*Omaha*

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**WE ARE MORE SOCIAL**

![Twitter](#) 6%  
![Facebook](#) 19%  
![Instagram](#) 46%

Littleton Alston’s young life was sculpted by hardship and triumph. Fifty years later, the Omaha artist and Creighton University associate professor of sculpture is the first African American to create a work to be displayed in Statuary Hall at the U.S. Capitol.

*A Sculpted Life* captured Alston creating a clay model of Nebraska Author Willa Cather and the 7-foot bronze likeness that will represent our state to millions of visitors.

Alston grew up in poverty in the nation’s capital. As a boy, he escaped street violence by hiding out in his basement, learning to draw by copying pictures from magazines. As a young man, he came to Omaha on a residency and stayed to raise a family.
Everyone Deserves High-Quality, Local Storytelling

We’re working to tell stories from every corner of Nebraska – whether it’s the corner cafe or a busy downtown street corner. Along with four other Midwest public media stations, we are leading a new regional news hub and increasing local, in-depth reporting that will benefit all communities.

This past year, we trekked off the beaten path for Nebraska Roots: Trees and Native Plants and took a breathtaking trip to see history, natural resources and recreation in Exploring Nebraska’s State Parks. Backyard Farmer’s online-only companion series Digging Deeper dug into fresh gardening topics like nutrition, kids and urban forestry. And, one year after devastating floods, Speaking of Nebraska interviewed residents of Winslow, Peru and Dannebrog about the ongoing recovery.

We are 30,000 members strong.

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

More than 1.3 million clicked on netNebraska.org for nearly a 68% increase in users.
Using virtual reality technology, you can tour a University of Nebraska-Lincoln building that was razed more than 70 years ago. Inside a virtual version of University Hall based on photos and descriptions, users can move around with a special headset and controller, experiencing history in a hands-on, engaging way.

More than 258,000 page views on nebraskavirtualcapitol.org ↑ 16.6%

Online users streamed 38% more content from the legislature and other government venues

The number of people who use our NET Nebraska App increased 45%

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2019—2020 FISCAL YEAR FINANCIALS
July 1, 2019 – June 30, 2020

PUBLIC FUNDS
State Appropriations 44% $10,450,000
Federal Community Support Grants 16.7% $3,975,000
University Appropriations 8.9% $2,125,000

PRIVATE FUNDS
Individual Contributions 19.4% $4,600,000
Grants, Contracts & Underwriting 7.2% $1,700,000

SELF-GENERATED
Other 3.8% $900,000

TOTAL REVENUE 100% $23,750,000
Subscribing to a podcast gives you a steady stream of stories, and there’s something for everyone. Our podcast The PlainStory follows artists making music about the place called home. Big Red Wrap-Up recaps Husker games; Friday LIVE follows arts and humanities; All About Books features books and authors; and every day, our news podcast covers issues important to you.

Our NET Nebraska App connects you to live and on-demand TV, radio and online content, plus stream your favorites on the PBS Video App. We partner with the State of Nebraska on the Nebraska Capitol Live App where you can watch action from the Unicameral and a dozen other government venues.

And, when you were sheltering at home, we launched our free Watch Now library so all Nebraskans could watch more than 600 of the best science, sports, history, arts and food programs.

I would be lost without my NET App and access to music, news, current events and daily programs.

Kitty Hoden
Fremont

Network & Station Operations

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<tr>
<th>Category</th>
<th>Percentage</th>
<th>Expenses</th>
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<td>Engineering &amp; Distribution</td>
<td>20.3%</td>
<td>$4,700,000</td>
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Programming & Production

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<td>Program Information &amp; Communications</td>
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Revenue Generation

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Total Expenses

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<tr>
<td>TOTAL EXPENSES</td>
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<td>$23,150,000</td>
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Kearney Public Library
Kearney Symphony Orchestra
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Lincoln Choral Artists
Lincoln Community Foundation
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Lincoln Friends of Chamber Music (LFCM)
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Medico Insurance Company
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Nebraska 811
Nebraska Arborists Association
Nebraska Association of Resource Districts (NARBD)
Nebraska Association of Service Providers (BASPP)
Nebraska Business Development Center
Nebraska Chamber Players
Nebraska Children’s & Families Foundation
Nebraska Children’s Home Society
Nebraska City Tourism & Commerce
Nebraska Community Foundation
Nebraska Corn Board
Nebraska Crime Stoppers
Nebraska Department of Environment & Energy
Nebraska Department of Health & Human Services
- Elder Abuse
Nebraska Department of Health & Human Services – Public Health
Nebraska Department of Insurance – Fraud
Division
Nebraska Environmental Trust
Nebraska Game & Parks
Nebraska Helpline – Boys Town
Nebraska High School Sports Hall of Fame
Nebraska Junk Jaunt
Nebraska Lottery
Nebraska Loves Public Schools
Nebraska Medicine
Nebraska Orthopaedic and Sports Medicine
Nebraska Public Power District (NPPD)
Nebraska Repereatory Theatre
Nebraska School Activites Association (NSAA)
Nebraska Soybean Board
Nebraska State Irrigation Association
Nebraska Tourism Commission
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Nonprofit Association of the Midlands
Old Mill Rehabilitation
Omaha Children’s Museum
Omaha Healthy Kids Alliance
Omaha Performing Arts
OnCollege
Open Omaha
Other Lifelong Learning Institute (OCLI)
OutNebraska
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RBC Wealth Management
Rembolt Ludtke
Right Turn
Rockbrook Camera
Rotella’s Italian Bakery
San Francisco Falun Buddha Study Association
Sandus Society
Sapp Bros
Sarpy County Tourism
Screen Ink
Senior Companion Program – Eastern Nebraska
Office on Aging
Seward County Visitors Committee
SFM
Shelby Museum of Art
Southeast Community College
Sturh Museum
Sunday Farmers’ Market at College View
Tague Rutherford
TeamMates
The Archway
The Coinery
The Mill
The Rose Theater
The Tassel
Think Whole Person Healthcare
Trials and Rulis Museum
Tree Rush at Fontenelle Forest
TTV Media
U.S. Census Bureau
Union Bank & Trust Company
Unistarian Church of Lincoln
University of Kearney – Department of Music,
Theatre & Dance
University of Nebraska – Board of Regents
University of Nebraska – Center for Materials & Nanoscience
University of Nebraska – Glenn Korff School of Music
Vision Maker Media
Wachiska Audubon Society
Women’s Healthcare Center of Williamsburg
World Theatre
York Visitors Bureau
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Thank you.