

**New Season of “POV” Premieres on NET Television
with Oscar-Nominated “Food, Inc.,” Plus “Food, Inc. - A Nebraska Point of View”**

LINCOLN, Neb. (April 9, 2010) -- “Food, Inc.,” examining American food, its production and sales, has its Nebraska broadcast premiere on the PBS series “POV” on Wednesday, April 21, at 7 p.m. CT on NET1 and in high-definition on NET-HD.

At the conclusion of the program, NET will broadcast “Food, Inc. - A Nebraska Point of View,” providing an opportunity for Nebraska food producers to express their opinions about the film and the issues it raises.

The entire primetime event will be hosted by NET General Manager Rod Bates, who will open the broadcast with a brief interview with Greg Ibach, Director of the Nebraska Department of Agriculture.

“POV” -- derived from the film term “point of view” -- is PBS’ showcase for award-winning documentaries with a specific viewpoint. The broadcast of “Food, Inc.” marks the beginning of the 23rd season of “POV,” television’s longest-running independent documentary series, which serves as a public forum for unique perspectives rarely explored in mainstream media.

The producers of “Food, Inc.” -- which was nominated for a 2010 Academy Award in the Best Feature Documentary category -- ask the question: “How much do we know about the food we buy at our local supermarkets and serve to our families?”

Producer/director Robert Kenner and investigative authors Eric Schlosser (“Fast Food Nation”) and Michael Pollan (“The Omnivore’s Dilemma”) present a powerful, and often controversial, film about the U.S. food industry. They delve into issues such as what we consume, how it’s produced, who we have become as a nation and where we should go from here.

“‘POV’ is dedicated to presenting contemporary stories that challenge the way we see the world,” says David Feingold, NET Assistant General Manager for Content. “The producers of ‘POV’ selected this film because it examines a number of issues that are critical to the public interest. As a ‘point of view’ program, it is also meant to stimulate vigorous public debate. NET is committed to providing audiences with opportunities to have their voices and opinions heard about the issues raised by challenging programming. It is part of public television’s mission to speak to a diverse audience spanning a broad range of opinions and experiences.”

Guests on the NET Television-produced “Food, Inc. - A Nebraska Point of View” will include: Anne Burkholder, co-owner and president of Will Feed, Inc., a 3,000-head cattle feeding operation in Cozad, which produces natural and conventional beef; Bart Beattie, a Sumner farmer who grows corn, soybeans and alfalfa and also raises beef and hogs; and Terry Landes, marketing director of Prairieland Dairy in Firth, which produces “all-natural” milk and sells its product in the Lincoln area under its own label, as well as to wider markets.

Led by Bates, the discussion offers several Nebraska perspectives on the issues discussed in “Food, Inc.” According to Bates, “Our job in public television is to provide a fair and balanced

platform where issues such as those addressed in ‘Food, Inc.’ and by our panel can be broadcast and debated in a public forum.”

Viewers have an opportunity to directly respond to “Food, Inc.” via the “POV” website at www.pbs.org/pov, where they can share their thoughts, comment on the film, and interact with the filmmakers, other viewers and “POV” staff.

For viewers who miss the broadcasts, “Food, Inc.” and “Food Inc. - A Nebraska Perspective” will be streamed online on the NET Website at <http://netnebraska.org/foodinc>. “POV’s Food, Inc.” will be available from April 22-29. “Food, Inc. - A Nebraska Point of View” will be permanently archived.

“Food, Inc.” and “Food, Inc. - A Nebraska Point of View” can also be viewed on Friday, April 23, at 7 a.m. CT, 1 p.m. CT and 5:30 p.m. CT on NET2.

NET1, NET2, and NET-HD are part of NET Television, a service of NET. For a complete program schedules, visit NET’s Web site at netNebraska.org/television.

PROGRAM CONTACT: David Feingold, 402.472.9333, ext. 440, or e-mail at dfeingold@netNebraska.org

NET Television:

NET1 is Nebraska's first public television broadcast service and includes PBS and award-winning, locally produced public television programming. NET1 programming is also obtainable on Dish and DirectTV satellite networks in available areas; NET2 offers live coverage of the Nebraska Unicameral, and other news and public affairs programming; NET3 is a 24-hour channel featuring the most popular how-to, travel and lifestyle series; and NET-HD presents high-definition digital broadcast programming displayed in a wide-screen format.