

NET Wins 2008 Sower Award

LINCOLN, Neb. (July 24, 2008) -- NET (Nebraska Educational Telecommunications) has been named the recipient of the Nebraska Humanities Council's (NHC's) 2008 Sower Award in the Humanities. The annual award recognizes individuals, institutions, businesses or communities for contributions to public understanding of the humanities in Nebraska. NET will be honored Sept. 18 at the Lied Center for Performing Arts in Lincoln, in conjunction with the Nebraska Humanities Council's 13th Annual Governor's Lecture in the Humanities. The Governor's Lecture itself, this year featuring David Gergen, will be taped for later broadcast on NET Radio.

NET General Manager Rod Bates expressed his appreciation for the nomination and recognition, noting that, "From the very beginning, a major part of the mission of NET Television and NET Radio has been to inspire Nebraskans with programs that celebrate our state and our identity, preserving our history and sharing our unique stories. It is deeply gratifying that the hard work and commitment of our many talented staff members has been acknowledged in this award."

Keith Blackledge of North Platte nominated the parent organization of the statewide public radio and TV networks for the award. He wrote in part: "It (NET) is committed to cultivating an understanding of our history and culture by reaching into people's homes and cars, kitchens and barns with stories that help listeners and viewers consider what it means to be a Nebraskan and to connect them with our national cultural heritage."

Blackledge commended NET Radio's coverage of the humanities including the "Humanities Desk" stories that air weekly Saturdays and Sundays and are archived online on NET Radio's Web site (netNebraska.org/radio). He also listed "Friday Live," "All About Books" and the recent "Great Plains Great Books" series as contributing to NET Radio's humanities accomplishments.

NET Television was also cited in Blackledge's nomination. NET Television has often partnered with NHC, from such early programs as "Hidden Places: Where History Lives" in 1981 that was also broadcast nationally, to more recent productions such as "Willa Cather: The Road Is All," which also attracted support from the National Endowment for the Humanities and national distribution on PBS.

In addition, Blackledge noted NET's interactive Nebraska Studies Web site (nebraskastudies.org) which attracts several hundred thousand users a year. NET's partnership with the Nebraska State Historical Society and Nebraska Department of Education offers students, teachers and history buffs access to archival photos, documents, letters, video segments, maps and more, as well as suggested activities and lesson plans.

NET includes the following entities: NET Radio, NET Television, NET Learning Services and NET Technology Services. For more information about NET, go to netNebraska.org.

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NET Television: **NET1** is Nebraska's first public television broadcast service and includes PBS and award-winning, locally produced public television programming; **NET2** offers live coverage of the Nebraska Unicameral, Spanish language programming and other acquired or locally produced programs; **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.

NET Radio:

Broadcasts on the following frequencies: Alliance/91.1 FM; Bassett/90.3 FM; Chadron/91.9 FM; Columbus/90.3 FM; Culbertson/92.7 FM; Falls City/91.7 FM; Harrison/89.5 FM; Hastings/Grand Island/89.1 FM; Lexington/88.7 FM; Lincoln/91.1 FM; Max/93.3 FM; Merriman/91.5 FM; Norfolk/89.3 FM; and North Platte/91.7 FM.