NET's "Campaign Connection 2008" Web Site Is Resource for Detailed Election Coverage

LINCOLN, Neb. (Aug. 6, 2008) -- Although the general election is still three months away, Nebraskans will soon be subject to a barrage of newspaper, television and radio advertising. The messages are often short and can leave voters wondering about the real issues facing Nebraska and our nation. "Campaign Connection 2008" unites the resources of NET's Internet, television and radio services to bring voters comprehensive coverage of the candidates, the races and the issues during this election season.

NET's "Campaign Connection 2008" Web site (www.netNebraska.org/campaign08) follows the 2008 Presidential race from a Nebraska perspective. For the "Nebraska Voter Diaries" project, a group of Nebraska residents are using cameras to chronicle their impressions about the presidential race. In addition to being available on the Web, the video diaries will be included in the NET Television production "Electing A President: Nebraska Voter Diaries," scheduled to air in October.

The updated Web component of the NET Television program "'68: The Year Nebraska Mattered" tells more about how one of the most turbulent years in American history rippled through Nebraska politics. Nebraskans can share their thoughts about the 1968 Presidential election on a special discussion board that allows visitors to tell stories, make observations, and upload photos or scans of history-making articles and documents.

A special rebroadcast of "'68: The Year Nebraska Mattered" will coincide with the launch of additional material on the Web site which includes archival film footage, vintage photos and campaign memorabilia. "'68: The Year Nebraska Mattered" airs Tuesday, Sept. 16, at 8 p.m. CT on NET1 and NET-HD. It will be followed by new 30-minute program that features Nebraska political experts offering perspective about how the year 1968 changed politics here in Nebraska and around the nation. "'68: Revisited" airs at 9 p.m. CT on NET1 and NET-HD. "'68: The Year Nebraska Mattered" repeats Wednesday, Sept. 17, at 6 p.m. CT, followed by "'68: Revisited" at 7 p.m. CT.

Another section of the "Campaign Connection 2008" Web site offers an online voter's guide that tracks the views of candidates for Nebraska's open Senate seat. With a click of the computer mouse, voters can hear how Republican Mike Johanns, Democrat Scott Kleeb and Green Party candidate Steve Larrick responded to questions about 10 key issues such as the economy, energy and the war in Iraq, plus see each interview in its entirety.

For those who wonder where their tax dollars really go, playing the interactive game "Budget Hero" on the "Campaign Connection 2008" Web site encourages players to think through the complexities and challenges of the federal budget and the major policy issues of the 2008 election. The game examines the choices that determine how money will be raised and spent and forces players to make entertaining and informative tradeoffs and confront compromises inherent in balancing a budget.

The "Campaign Connection 2008" Web site also offers links to recent video reports on election issues and other campaign-related Web sites. Another section of the site allows individuals to share their stories by posting video, audio or text in an online space. People can explain their core political beliefs and how they were formed. This online discussion seeks to move beyond the talking points and conventional wisdom of the 2008 election season to get at the heart of what people want from their politicians. And, an interactive map offers voters information about the electoral votes in each state.

Also on NET Television, "The NewsHour with Jim Lehrer" will present primetime network television coverage of the 2008 Democratic and Republican National Conventions. Jim Lehrer will anchor gavel-to-gavel coverage from Denver throughout the Democratic National Convention (Aug. 25 to 27). Lehrer and "The NewsHour" team will also cover the Republican National Convention in St. Paul, Minn., (Sept. 1 to 4). Live coverage will begin on NET1 and in high definition on NET-HD at 7 p.m. CT, each evening of the conventions and continue until the conclusion of the proceedings at approximately 10 p.m. CT.

NET Radio will present "Campaign Connection 2008" coverage on a variety of election-related topics, ranging from debates to news about candidates, policies and key issues in Nebraska politics. A story from the "Nebraska Voter Diaries" project airs every Friday morning in the 7:04 a.m. CT newscast.

Program support for "Campaign Connection 2008" is provided in part by Union Pacific Foundation and the Nebraska Humanities Council.

NET1 and NET-HD are part of NET Television. NET Television and NET Radio are services of NET. For complete television program schedules, visit netNebraska.org/television. For more information about NET Radio or to listen to NET Radio programming Webcast live, go to netNebraska.org/radio. All that is needed is access to the Internet and a free Windows Media Player program. Webcasting of NET Radio is a free service provided by NET.

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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 and other news, public affairs, history and science 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