

## **NET Launches Inspire Nebraska Campaign to Raise \$25 Million for Public Broadcasting in Nebraska**

LINCOLN, Neb. (Nov. 2, 2009) -- The public phase of the Inspire Nebraska fundraising campaign will be officially announced by the NET Foundations for Television and Radio at a campaign launch event on November 5. The Inspire Nebraska Campaign aims to raise \$25 million in membership and endowment support by 2012.

The campaign is led by co-chairs James Seacrest, Lincoln philanthropist and former owner of Western Publishing Company in North Platte, and Ron Hull, longtime producer and advisor for NET. Honorary co-chairs for the campaign are Dr. William Griffin and Sharon Marvin Griffin, of Omaha.

Local technology entrepreneur Steve Kiene has made the lead gift to the campaign, contributing \$1 million.

The \$25 million Inspire Nebraska Campaign is comprised of two distinct giving opportunities: \$10 million in planned gifts and outright gifts to the endowment and \$15 million in annual and special gift support.

“This campaign is about embracing the future,” said NET General Manager Rod Bates. “We want to ensure that the quality programs Nebraskans have come to expect from NET Television and NET Radio thrive for generations to come. State and federal funding are critical components of our existence, but it’s the private support that is at the heart of NET’s programming. Twenty-five percent of NET’s funding comes from private support.”

NET’s goal by the campaign’s conclusion is to reach a total of 32,000 NET Television and NET Radio members, compared to the 19,000 members active when the silent phase campaign began in 2007.

“Membership is critically important to the success of this campaign,” said Jeff Beckman, executive director of the NET Foundation for Television and the NET Foundation for Radio. “And that’s why this is a statewide initiative. Nebraskans in every town and in every corner of this state are important to the future of public broadcasting in Nebraska. NET is the only statewide television and radio network – we are truly the people’s broadcasting network.”

Gifts to the Inspire Nebraska Campaign Endowment ensure that NET’s local and national programming will flourish for future generations, while membership gifts ensure that services and programs that meet the needs of Nebraskans today continue to thrive. This includes national programs like “NOVA,” “Antiques Roadshow,” “A Prairie Home Companion” and “All Things Considered” and local documentaries and series like “Friday Live,” “Big Red Wrap-Up,” “Backyard Farmer” and “Homemade Astronaut: The Clay Anderson Story.”

A statewide Inspire Nebraska campaign leadership team has been established, which includes the following individuals, according to their district:

Southeast: Jack and Sally Campbell, Tom Henning, Jon Hinrichs, Ron Hull, Bob Kerrey, Steve Keine, Roger Larson, James McKee, James Seacrest and Clay and Beth Smith; East: Dr. William Griffin and Sharon Marvin Griffin (additional leaders to be designated at a later date); Northeast: Bob and Michelle Dudley, J. Paul and Eleanor McIntosh and Elaine Wolf; Central: Jon and Ardyce Bohlke, Maurine Eckloff, Keith and Norma Heuermann, Marval Hornady and Margaret Hornady-David; West: William and Elsie Barrett, Eric and Ruth Brown, Kathleen Thuman and Glenn Van Velson; and the Panhandle: Glen and Nancy Forney, Dick and Marsha Meyer and John and Rita Stinner.

The NET Foundation for Radio and the NET Foundation for Television are the statewide nonprofit 501(c)(3) citizen support organizations chartered to assist the Nebraska Educational Telecommunications Commission to establish and operate NET Radio and NET Television.

NET Television, NET Radio, NET Learning Services and NET Technology Services are all services of NET. For more information about NET, visit the Web site at [netNebraska.org](http://netNebraska.org).

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