



NET Annual Report 2009-2010



Inspire Nebraska



Television • Radio
Learning Services • Technology Services



“I was born in Nebraska and have lived here 41 of my 45 years. I, like many others, have a deep connection to this state, and I thank NET for helping to maintain that connection.”

Roger Holsinger, Scottsbluff



“We wholeheartedly support the Campaign. We want to ensure the future stability, success and growth of NET Television and Radio, particularly in the western part of the state. We can’t imagine not listening to NET Radio every day.”

Rita and John Stinner, Scottsbluff



Dear Friends,

Changes in broadcasting that were unfathomable just a few years ago are the reality today. The advent of digital technology has opened new and innovative avenues for how we teach and learn, how we communicate and interact and how we spend our leisure time.

In the last year NET has greatly expanded the ways in which you utilize our services. We are committed to being available to you where, how and when you want us:

- NET Video on Demand allows you instant access to your favorite NET and PBS programs, as well as the ability to share those programs on social networking sites like Facebook or via email.
- Live streaming of sports, Legislative coverage, *Big Red Wrap-Up* and other programs keep you in the know.
- NET via Twitter, Facebook, YouTube and podcasts offer multiple platforms for accessing and enjoying our programming.

These technological advances will make a big impact on how Nebraska’s teachers and students use NET’s educational services as well. In the coming year PBS will launch a digital learning library. Here at NET, Gary Targoff, NET assistant general manager for education, will lead the charge as we build the next generation of digital educational services.

As we celebrate the progress being made in our \$25 million NET Inspire Nebraska Campaign, I want to point out that you play an integral role in this exciting transition to digital media. After all, it’s your generous support through membership and Campaign gifts that makes these critical educational services and the quality programs on NET Television and NET Radio possible.

I offer my sincere thanks to you. *Together Let’s Inspire Nebraska.*

Sincerely,

Rod Bates
General Manager

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The NET Inspire Nebraska Campaign

We officially launched the Inspire Nebraska Campaign in November 2009 with a goal to raise \$25 million in annual and endowment support by 2012, and we are more than two-thirds toward reaching our goal.

A generous lead gift from Lincoln technology entrepreneur Steve Kiene set a positive tone for the Campaign, followed by the recent \$1.5 million bequest gift from the late Anne Urban Alt, formerly of St. Paul.

Hundreds of supporters have celebrated with us at events in Omaha, Hastings, Kearney, Grand Island, Scottsbluff and Chadron. Nebraskans statewide truly value the unique, educational programming found on NET Television and NET Radio – from series like *Nebraska Stories* and *Friday Live*, to live collegiate and high school sports, intriguing documentaries and inspiring music.

Throughout this annual report you'll see snapshots of some of the many individuals who make programming on NET possible. There are hundreds more than can be profiled in these few pages.



“We need to continue the magnificence that has been created here by investing in the future of NET.”

Campaign Co-Chairs
Ron Hull and Jim Seacrest
Lincoln

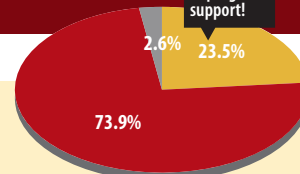


“I want to use my skills and talents to make Nebraska a better place to live and work. I'd like to influence more business people to give back to the state, to lead by example and bring about some real positive change.”

Steve Kiene, Lincoln

2010 FY Financials

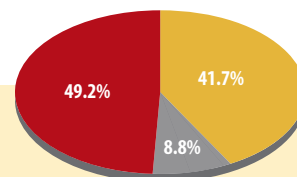
Your private gifts are the cornerstone of program support!



Operating Revenues

Public Funds	
State appropriations (52.5%)	\$11,400,000
Federal community support grants (13.7%)	\$2,970,000
University appropriations (7.7%)	\$1,665,000
Private Funds	
Individual contributions (12.7%)	\$2,750,000
Grants, contracts and underwriting (10.8%)	\$2,350,000
Self Generated	
Other (2.6%)	\$565,000
Total Revenue (100.0%)	\$21,700,000

Operating Expenses



Network & Station Operations	
Engineering (32.8%)	\$7,000,000
Managerial and administrative support (9.5%)	\$2,025,000
Building maintenance and utilities (3.9%)	\$825,000
Information technology support (3.0%)	\$650,000
Programming & Production	
TV programming and production (35.6%)	\$7,600,000
Radio programming and production (4.2%)	\$900,000
Program information and communications (1.9%)	\$400,000
Revenue Generation	
Fundraising and development (6.8%)	\$1,450,000
Business development (2.3%)	\$500,000
Total Expenses (100%)	\$21,350,000

SPOTLIGHT ON NEBRASKA: Year in Review

NET strives to shine the spotlight on all things Nebraska, from our athletes and landscape to our home cooking and arts.



Up for the Challenge

In 2009 the National Endowment for the Humanities offered the NET Foundation for Television a half-million dollar grant to support humanities programming. To receive the full award NET must raise \$1.5 million in contributions.

"This grant offers us a unique opportunity to maximize the private dollars we raise to fund future humanities programs on NET Television," said NET General Manager Rod Bates.

NET has a long history of producing quality humanities programming for Nebraska, including recent specials like *Homemade Astronaut: The Clay Anderson Story* and *The Recipe Box*.



NET Television

- From a glimpse of the last one-room schoolhouse and the beauty of Bellevue's Fontenelle Forest, to the work of Nebraska virologists in Zambia, *Nebraska Stories* featured more than a dozen vignettes about the people and places unique to Nebraska.
- *Walk Ons: Huskers' Edge* followed a group of young men raised with Nebraska values and dreams of becoming part of the University of Nebraska's football walk-on program. Hundreds of Nebraskans met Husker walk-ons in person and enjoyed a screening of the show when it traveled to Omaha, Grant and Lexington.
- From Platte River pulled pork to kolaches and more, *The Recipe Box* featured the favorite family recipes of nine homegrown Nebraska cooks and the engaging stories behind them.
- The original dance theater work *loopdiver* was the culmination of a multiyear collaboration between the Lied Center for Performing Arts, NET Television and the Troika Ranch dance troupe. University of Nebraska-Lincoln interns assisted with production, videography and audio engineering.
- The documentary *Paths of the Displaced*, about Sudanese refugees living in Lincoln, was produced by University of Nebraska-Lincoln student Natalia Ledford. The program received funding from the Nebraska Humanities Council and was distributed nationally.
- *Jazz Cabaret* featured a mix of jazz standards and original contemporary compositions performed by the University of Nebraska-Lincoln's Faculty Jazz Ensemble. The program was taped before a live audience in an intimate cabaret-style setting.

NET Radio

- NET Radio kicked off the new year in January 2010 by celebrating its 20th anniversary. In honor of the occasion a concert was performed by Lincoln's Third Chair Chamber Players in NET's Studio One and broadcast live statewide.
- NET Radio's HD-2 channel featuring news and jazz expanded to four additional sites across the state. In addition to Lincoln, HD-2 is available to listeners in Hastings, Lexington, Norfolk and Alliance as well as online at netNebraska.org/radio.
- *Friday Live*, NET Radio's weekly arts and performance magazine program, continued to bring listeners across the state a variety of arts discussion and entertainment. The series went on the road this past year to broadcast from the Lied Center for Performing Arts in Lincoln.
- *All About Books* received a Mayor's Arts Award in the category of Literary Heritage.
- Nearly 200 fans of *A Prairie Home Companion* braved snowy weather in February to attend a live special edition of the show at SouthPointe Pavilions cinemas in Lincoln.

NET Sports

- NET was granted NSAA exclusive rights to broadcast and/or web stream all of the State Championship competitions sponsored by the NSAA. This includes state finals coverage of high school sports championships in volleyball, football, wrestling, boys' and girls' basketball and swimming and diving.
- NET Sports broadcast more than 200 hours of collegiate and high school sports, including Nebraska Women's Volleyball, Husker and Creighton baseball, the Shrine Football Classic, High School State Football, Basketball and Volleyball Championships and more.
- *Big Red Wrap-Up* co-hosts Adrian Fiala and Kevin Kugler continued to provide game analysis, highlights and recruiting news to Husker fans around the state.
- NET Sports featured live coverage of the Big 10 Conference announcement.

Instant Accessibility with New Media

- NET Video on Demand allows computer users access to current NET-produced programs and dozens of PBS shows online and on their own schedule.
- NET's website (netNebraska.org) is visited more than 2 million times per year, averaging nearly 700,000 unique visitors annually.
- NET provides live streaming of NET Radio programming, as well as many locally produced television specials and sports events. Additionally, NET provides live streaming from 11 different state government venues (see more on page 7).
- The NET Twitter account currently has more than 1,300 subscribers.
- NET Television's YouTube channel (youtube.com/netnebraska) has more than 140 videos online which have been watched more than 290,000 times.
- NET Sports, NET Radio, NET News and *Big Red Wrap-Up* have Facebook accounts totaling more than 7,000 fans.
- NET's podcasts, available over both iTunes and at netNebraska.org/podcasts have more than 1,000 subscribers.

SPOTLIGHT ON
NEWS:
Year in Review

Nebraskans are concerned about the nation and the world, but they also want to know what's happening in their own towns, cities and state. NET News makes that possible, with television, radio and online services that keep Nebraskans informed.



NET News

- Thousands of Nebraskans tuned in to *Nebraska News, Morning Edition* and *All Things Considered* every day for up-to-the-minute reports and in-depth interviews on state, national and global topics.
- NET News launched in 2010, combining television, radio and online services to bring quality news, information and documentary specials about issues that matter to Nebraskans statewide.
- NET News offered extensive coverage of the nation's economic challenges, with several NET Radio and NET Television specials and call-in programs about the recession and its particular effects on Nebraska.
- NET Television's *Recession Survival Guide* offered practical money-saving tactics.
- NET Radio's *Economy Call-In* and *Smart Investing, Safe Investing* offered the opportunity for listeners to call in or email specific questions, and the *Special Session Call-In* responded to questions and concerns from listeners about the state budget shortfall.
- The television specials *Nebraska's Economy Update* and *Nebraska Economy 2010*, as well as the accompanying website, offered additional resources.
- NET News provided live coverage on television, radio and online of the launch of the Space Shuttle Discovery and Ashland native Clay Anderson as he traveled on his second mission to the International Space Station.
- Public health and medical experts on NET Radio's call-in special about the H1N1 flu virus answered questions about prevention, vaccination and the potential impact of the virus on Nebraska.
- Airing on NET Television, with an accompanying website, *Prairie Wind: Nebraska's Energy Harvest* explored legislative, technical and cost issues, as well as how local Nebraska communities, farmers and landowners could benefit from wind power.
- The hour-long NET Television special *Mind Over Murder* spotlighted Nebraska Wesleyan University's Forensic Science Program and examined how behavioral research teamed with old-school detective work can help prevent crime.
- NET News received a major grant from The Corporation for Public Broadcasting (CPB) to support and enhance news coverage of agriculture. The new series is called Harvest Public Media.



"We are thrilled that Ron Hull allowed a fund to be established in his name so that these stories will continue to be told for years to come."

Clay and Beth Smith
Lincoln



"I've been a public broadcasting advocate for a long time. We want to reach out to those in Omaha and help them realize the value of NET and all that NET offers to us here."

Campaign Honorary Co-Chairs
Sharon Marvin Griffin and Dr. William Griffin
Omaha

Nebraska Capitol Live

NET provided live streaming from 11 state government venues, including the main legislative chamber, seven committee hearing rooms, the Nebraska Supreme Court, the Nebraska Appellate Court and the Governor's hearing room. During a 12-month period, 15,000 people watched the Unicameral live in action via Nebraska Capitol Live.

Coverage of the Nebraska Legislature also continued on NET Television and NET Radio, including:

- A Special Session radio call-in show on the Unicameral's budget-cutting session, as well as gavel-to-gavel live coverage of the budget debate.
- Gavel-to-gavel coverage of the 101st Nebraska Legislature's second session.
- Governor Dave Heineman's "State of the State" address.
- Live coverage of the Nebraska Legislature's Judiciary Committee hearing on the abortion bill, LB1103.

NET Public Media

NET partnered with a number of non-profit organizations, including the University of Nebraska at Omaha, Creighton University, EducationQuest, UNL's Institute for Agriculture and Natural Resources and the E.N. Thompson Forum to deliver dozens of informational and educational programs to Nebraskans. Topics included: financing and planning for college, aging, Nebraska's economy, the E.N. Thompson Forum speakers, the arts and healthcare.

SPOTLIGHT ON EDUCATION & COMMUNITY ENGAGEMENT

Education and community are the cornerstones of NET's mission. New projects and partnerships are helping us reach more people than ever across the state of Nebraska and beyond.



Community Engagement

During this fiscal year, NET reached 132,000 Nebraskans with 32 outreach projects, including:

- **The Traditions Festival** - NET partnered with Homestead National Monument in Beatrice to present a cultural festival in conjunction with the national premiere of Ken Burns' series *The National Parks: America's Best Idea*.
- **Faces of America** - More than 65 Nebraska teachers explored history, genealogy and America's global tapestry in this workshop, offered in conjunction with the PBS series.
- **400 Years of the Telescope** - NET partnered with planetariums statewide to present "A Night at the Planetarium" in conjunction with this PBS documentary. NET also sponsored a contest and awarded a Celestron telescope to Rock County Public Schools in Bassett.
- **Railroad History Harvest** - The UNL History Department and NET collaborated to present a day-long event and project, which aims to digitize Nebraska history materials to make them available in an online repository.
- **NET-sponsored several children's events** - SuperWhy! at a Lincoln Children's Zoo; Sid the Science Kid and Buddy from *Dinosaur Train* at Fontenelle Forest's DinoQuest; and Clifford The Big Red Dog at the Omaha Children's Museum and at Rosenblatt Stadium's "Bark in the Park" event.



"We really believe in the power of NET to inform viewers across Nebraska."

Kate and Sandy Dodge, Omaha

Education Services and Interactive Media

- **Omaha Science Media** - Sixteen Omaha teachers participated in this intensive, summer workshop geared toward integrating science multi-media into the classroom. Partners included: Omaha Public Schools, the Nebraska Center for Virology, the University of Nebraska Medical Center, the University of Nebraska State Museum, Soundprint Media Center, Inc., UNL's College of Journalism and Mass Communications, UNL's Department of Psychology and Northwestern University's Institute for Educational Research.
- **Quest** - NET was awarded funding to launch a nine-month pilot project to create multi-media science programming for television, radio and the Internet, with standards-based educational components that can be incorporated into the environmental science curriculum. Partners: Omaha Public Schools, Lincoln Public Schools, Nebraska Department of Education, Henry Doorly Zoo and the University of Nebraska State Museum.
- **UNL Internship Program** - NET continued to supplement the academic preparation of 12 UNL students this year with practical work experience in audio, video and online production. Partners: UNL's College of Journalism and Mass Communications, Hixson-Lied College of Fine and Performing Arts and the Institute of Agriculture and Natural Resources.
- **Interactive Media** - NET produced multimedia projects, including the award-winning "Birds of Nebraska" CD for the Nebraska Game and Parks Commission and an online training program for UNL's Custodial Services
- During 2009 the Nebraska Studies website was visited by 585,000 unique visitors. The site, which is a partnership between NET, the Nebraska State Historical Society and the State Department of Education, tells Nebraska's history in an interactive format from 1500 to the present and is updated annually with new modules.



"NET is important to Nebraska because it enriches our overall quality of life. If you listen, watch and enjoy, shouldn't you support the programming financially?"

Margaret Hornady-David, Grand Island



"NET Television and NET Radio are essential. The networks keep the state connected."

Nancy Forney, Scottsbluff

Jack G. McBride Society

The Jack G. McBride Society recognizes donors who contribute annual gifts of \$1,000 or more to the NET Foundation for Television and Radio. These generous gifts allow NET to produce local television and radio programs that impact more than one million viewers and listeners statewide.

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The Friends of the Future Society recognizes donors who establish bequests and planned gifts to the NET Foundation for Television and Radio. These endowed funds enable NET to pursue programming innovation and excellence that will benefit generations to come.

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