

Meeting #420
Nebraska Educational Telecommunications Commission
Nebraska Educational Telecommunications Center

1800 No. 33rd Street

Lincoln, Nebraska

August 27, 2009

PRESENT: Commissioner Roger Breed

Commissioner Kim Dinsdale

Commissioner Dennis Miller

Commissioner Clay Smith

Commissioner Darlene Starman

Commissioner Dara Troutman

ABSENT: Commissioner Ken Bird

Commissioner Stan Carpenter

Commissioner Phil Dudley

Commissioner Mandy Johnson

Commissioner Dick Shoemaker

Advance notice of the public meeting was sent to Nebraska news media by means of a news release forwarded from the Commission office with Agenda posted in the NET Lobby, NET elevator bulletin board areas and on the State and NET web sites. LB 898 (related to Open Meetings Act) is also posted in the NET Board Room on 1st floor.

Vice Chair Dara Troutman called meeting #420 to order at 9:35 a.m.

Vice Chair Troutman called for public comment. There was none.

Following the call of the roll, Secretary Rod Bates determined that a duly constituted quorum of Commissioners to be present.

It was moved by Smith and seconded by Miller that the minutes of meeting #419 as held on June 25, 2009 be approved as presented. Roll call vote was recorded as follows:

Commissioner Ken Bird	- absent
Commissioner Roger Breed	- aye
Commissioner Stan Carpenter	- absent

Commissioner Kim Dinsdale	- aye
Commissioner Phil Dudley	- absent
Commissioner Mandy Johnson	- absent
Commissioner Dennis Miller	- aye
Commissioner Dick Shoemaker	- absent
Commissioner Clay Smith	- aye
Commissioner Darlene Starman	- aye
Commissioner Dara Troutman	- aye

General Manager Bates next introduced NET Senior Producer Joel Geyer who reviewed the *WalkOns: Huskers' Edge* program and gave background information leading up to the production of this video. This program tells the story of the University of Nebraska's football walk-on program following young men raised with Nebraska values and dreaming of becoming a Husker and playing in Memorial Stadium. This program was produced by Joel with support from senior videographer Pat Aylward and production associate Jody Frazier.

AGM-Content David Feingold also presented promotional information regarding another program recently produced by NET staff, *The Beef State*. The August promotion highlight was the creation and national distribution of a promotion kit for this production. The purpose of the kit was to make local station programmers aware of the national feed and to encourage them to record and schedule the program.

AGM-Administration & Finance Randy Hansen presented the 4th quarter budget report for period ending June 30, 2009 for both the Television and Radio Divisions. It was moved by Smith and seconded by Starman to approve the 4th quarter budget reports as presented and attached to the minutes. Following discussion, roll call vote was recorded as follows:

Commissioner Ken Bird	- absent
Commissioner Roger Breed	- aye
Commissioner Stan Carpenter	- absent
Commissioner Kim Dinsdale	- aye
Commissioner Phil Dudley	- absent
Commissioner Mandy Johnson	- absent
Commissioner Dennis Miller	- aye
Commissioner Dick Shoemaker	- absent
Commissioner Clay Smith	- aye
Commissioner Darlene Starman	- aye
Commissioner Dara Troutman	- aye

AGM-Administration & Finance Hansen reviewed the DTV project expenditures through June 30, 2009 per the lease-purchase agreement between the NETC and the NETC Facilities Corporation. The Commission is required to review and approve on a periodic basis the acquisitions by the Facilities Corporation of structures, equipment, furnishings and related items for the DTV Project. The purchases of such items to date as of June 30, 2009 are provided for review. It was moved by Starman and seconded by Smith that the Commission approve the acquisitions of items from April 1, 2009 through June 30, 2009 related to the DTV Project totaling \$165,537. Following discussion, roll call vote was recorded as follows:

Commissioner Ken Bird	- absent
Commissioner Roger Breed	- aye
Commissioner Stan Carpenter	- absent
Commissioner Kim Dinsdale	- aye
Commissioner Phil Dudley	- absent
Commissioner Mandy Johnson	- absent
Commissioner Dennis Miller	- aye
Commissioner Dick Shoemaker	- absent
Commissioner Clay Smith	- aye
Commissioner Darlene Starman	- aye

Commissioner Dara Troutman - aye

AGM-Administration & Finance Hansen and AGM-Engineering Stacey Decker presented information regarding the fiscal year 2010 Television capital purchase lists. Within the television operational budget is a line item for \$600,000 for capital purchase of systems required to either maintain or replace equipment in the television plant. The list is decided by a committee and agreed upon according to needs in the system. This year the priority for item selection was as follows: 1) items that need immediate replacement to keep the current level of service; 2) items that affect the enterprise as a whole; 3) items that will have a long term impact on operations within a specific department; and, 4) all other items. It was moved by Starman and seconded by Smith to approve the Television capital purchase lists as presented. Roll call vote was recorded as follows:

Commissioner Ken Bird	- absent
Commissioner Roger Breed	- aye
Commissioner Stan Carpenter	- absent
Commissioner Kim Dinsdale	- aye
Commissioner Phil Dudley	- absent
Commissioner Mandy Johnson	- absent
Commissioner Dennis Miller	- aye
Commissioner Dick Shoemaker	- absent
Commissioner Clay Smith	- aye
Commissioner Darlene Starman	- aye
Commissioner Dara Troutman	- aye

AGM-Administration & Finance Hansen and AGM-Engineering Stacey Decker presented information regarding the fiscal year 2010 Radio capital purchase lists. Within the radio operational budget is a line item for \$52,000 for capital purchases of systems required to either maintain or replace equipment of the radio plant. This list is also decided on by a committee and decisions are based upon prioritized needs in the system: 1) items that need immediate replacement to keep the current level of service; 2) items that effect the enterprise as a whole; 3) items that will have a long term impact on operations within a specific department; and, 4) all other items. It was moved by Miller and seconded by Smith to approve the Radio capital purchase list as presented. Roll call vote was recorded as follows:

Commissioner Ken Bird	- absent
Commissioner Roger Breed	- aye
Commissioner Stan Carpenter	- absent
Commissioner Kim Dinsdale	- aye
Commissioner Phil Dudley	- absent
Commissioner Mandy Johnson	- absent
Commissioner Dennis Miller	- aye
Commissioner Dick Shoemaker	- absent
Commissioner Clay Smith	- aye
Commissioner Darlene Starman	- aye
Commissioner Dara Troutman	- aye

AGM-Engineering Stacey Decker next reviewed the status of the Broken Bow translator. NET has applied to the FCC (Federal Communications Commission) for license application to resolve coverage issues. It will not be necessary to install a new tower as lease space is available.

AGM-Content Feingold reviewed various television productions, (*Walk Ons: Huskers' Edge, Homemade Astronaut-the Clay Anderson Story, Recipe Box*), in addition to future programs of Nebraska Volleyball, NOVA and Planet Forward. Radio activities include a combined television and radio journalism project utilizing UNL interns. A meeting was also held at NET with Lt. Governor Rick Sheehy and Dr. Joann Schaefer regarding a cooperative H1N1 plan with NET to distribute content to other radio and television stations. They want NET's help with access to people across the State.

Secretary Bates reported on two NASA application grants that NET will be submitting. Both grants are a result of recommendations from Susan Anderson (wife of astronaut Clayton Anderson). The first is a partnership with PBS (Public Broadcasting Service) and NDE (Nebraska Department of Education). It is a request for a live educational downlink with the Space Shuttle during the STS-131 mission. Clayton Anderson is scheduled to return to the Space Shuttle in the spring of 2010 and this could possibly be one of the last four shuttle missions before retirement of the shuttle program. This downlink would provide a broad educational experience to students across the Nation.

The second grant involves NET, PBS, NDE and the Strategic Air and Space Museum. The primary objectives would be to enhance secondary education using NASA content, improve teacher skills in STEM (Science, Technology, Engineering and Math), inspire students to pursue careers in science and engineering and use technology immersed curriculum through the website, learning objects and live links.

A meeting was recently held with Dr. John Owens (University of Nebraska Vice President and Institute of Agriculture and Natural Resources Vice Chancellor); Dr. Jack Oliva (Dean, Hixson-Lied Fine & Performing Arts and Professor, School of Music); Dr. Charlyne Berens (interim Dean, College of Journalism & Mass Communications); and, Dr. Steve Waller (Dean, College of Agricultural Sciences and Natural Resources). The meeting was held to explore the possibility of expanding the internship program in the area of agricultural journalism.

NET Director of Foundation Jeff Beckman reported on the recent successful television pledge drive surpassing their \$200,000 goal by \$40,000 and increasing members by 2,000. He also reviewed the restricted endowment fund in which only 5% per year could be withdrawn. He indicated that Jim Seacrest and Ron Hull have agreed to be co-chairs of the Inspire Nebraska fundraising campaign. He also thanked Commissioner Clay Smith (and his wife, Beth) for agreeing to be on the Leadership Team for the Southeast District.

AGM-Marketing Michael Winkle reported on additional grants that are being submitted to involve education. He also indicated that the sales staff continues to work in the area of acquiring underwriting for corporate investments.

General Manager Bates described a strategy for the NETC to consider. Bonds for DTV conversion and building renovation will be paid off in 2010. Therefore, with the support of Commissioners, he would like to approach the Legislature to re-invest money for annual operations. The nature of our business is changing and includes new media such as streaming, podcasting, video on demand, and software/web driven educational learning opportunities. There is a need to renew and expand educational services in the classroom, to improve education, reduce costs and reach smaller school districts. It is critical that NDE and UNL be supportive of this idea. Suggestions were for Rod Bates to: 1) meet with the State Board of Education; 2) work with staff to create a one page summary with strategy details; and, 3) send a separate newsletter to Commissioners with updates/meetings with Senators. He also indicated the necessity for some Commissioners to go to the Legislature to testify on NET's behalf.

Secretary Bates reviewed the proposed NET meeting dates for 2010. Commissioners were requested to check these dates with their calendars and contact the General Manager's office if there are conflicts. The meetings are usually scheduled from 9:30-11:30 a.m.

The Vice Chair called for Old Business. There was none. She then called for New Business. Commissioner Clay Smith indicated how pleased he was to hear that NET television membership has increased by 2000 members. Membership of television donors now totals 18,000 with 6,500 for radio.

The next NETC meeting will be October 15 (Videoconference meeting), 9:30 a.m., with no meeting scheduled for September.

There being no further business, Meeting #420 adjourned at 11:18 a.m. Meeting dates for remainder of 2009 are as follows:

October 15 – Videoconference Meeting
November – No Meeting
December 3 – Regular Meeting

Respectfully submitted,

Rod Bates
Secretary