

net

Television • Radio • Learning Services • Technology Services

Nebraska's PBS & NPR stations

Spring 2005, Issue No. 12

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Introducing

net

Our name has changed,
but our values remain the same.

NET's mission is to connect Nebraska.

Service • Vision • Mission • Values

Future • Treasures • Connection

Celebration • Investment

Mission • Values

Excellence

See
Pages
2 & 3
for stories
on NET's
logo change.

NET's mission is to connect Nebraska with stories and events that challenge and inspire every individual.

NET's mission is to connect Nebraska with services that honor the history, enrich the people and strengthen the future of every community.

NET's mission is to connect Nebraska.

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NET Foundation for Radio

1800 N. 33rd Street

Lincoln, NE 68583

For Information call:

800.634.6788 402.472.6788

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402.472.3611, ext. 217

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Web Address: netNebraska.org

Message

from the General Manager



NET is in the midst of an extreme makeover. Soon we will have a whole new look, both inside and out. You may have noticed an extensive building renovation underway at our headquarters at 1800 North 33rd Street in Lincoln. The two-year, \$14.8 million facelift was funded by the State of Nebraska in order to protect its investment in the technical infrastructure housed

in the building – namely, the new digital delivery system. When the renovation is completed in April, not only will we have a new garage to house the brand-new, high-definition remote truck, we'll also have a refurbished air handling system to protect the digital equipment in the building. Stop by and see for yourself – NET will be open to the public for tours soon. You'll be able to witness your favorite NET Radio announcers on the air live, in their new studios on the first floor, as well as get a behind-the-scenes look at the television studios where your favorite local programs, like *Statewide*, *Big Red Wrap-Up* and *Backyard Farmer*, are produced.

The building renovation is only part of our makeover. We've also launched a new logo. Since the first of the year, what you've long known as the Nebraska Public Radio Network (NPRN) has been sporting a new name: NET Radio. And in March you'll notice that what we once called the Nebraska ETV Network (NETV) will be renamed NET Television.

Although the organization's name is not changing – we are still NET, Nebraska Educational Telecommunications – we want to raise awareness of the many ways we serve Nebraska within our umbrella organization: NET Television, NET Radio, NET Learning Services and NET Technology.

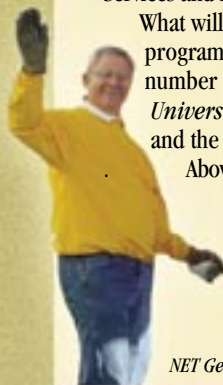
What will not change are our core values. NET is still about quality, educational programming – programs you can respect and trust. In fact, this spring we're airing a number of brand-new, locally produced programs that you're sure to enjoy, like *Frontier University Dreams* (see story on page 4), *Omaha's First Families* (see story on page 5) and the *Nebraska Connects* specials *Tax Tips* and *The Big Fat Question*.

Above all, we will continue to provide programs and services that connect Nebraska.

Sincerely,

Rod Bates, General Manager

NET General Manager Rod Bates and a host of NET staff members and their families led a giant Arthur balloon beneath the skywalks and around trees and traffic lights in the annual Star City Holiday Parade in Lincoln in December.



In the News

AMBER Alert Hits Nebraska Rest Stops

Attorney General Jon Bruning recently announced that Nebraska has received a \$368,000 U.S. Department of Justice Protect Act Grant that will be used to make communication upgrades in rest areas along Interstate 80. The upgrades will allow distribution of real-time information on child abductions (AMBER alerts) or other alerts (such as Homeland Security) to more than 20 Nebraska rest area travel information center kiosks.

AMBER Alert announcements are originated by NET for use by other media and law enforcement and are broadcast over the Emergency Alert System (EAS). As Nebraska's only statewide television network and originator of the EAS, NET is uniquely situated to assist law enforcement agencies in protecting the state's children. More than 150 commercial radio and television stations in Nebraska pick up NET's AMBER Alert message to help distribute the alert across the state.

Talk of the Towns

Here's what members across Nebraska are saying about NET Television and NET Radio:

"Your public TV and radio stations mean so much to us. They are an oasis in a vast wasteland."

– Mary Kite, Gothenburg

"NET Radio has become virtually my sole source for national and international news, presented in a comprehensive, coherent, balanced mode."

– George Sturgeon, Lincoln

"The intellectual stimulation you provide often makes my day!"

– Nathalia Zimmerman, Omaha

"When our old radio wasn't picking up NET Radio very well, my husband would drive around in his pickup just to listen to *Car Talk!* NET Radio is the only station we listen to at home and in the car."

– Beth Pracht, Broken Bow

"I love NET Television, and I'm proud to be a supporting member. Your programming is the very best on the air."

– Patricia Adams, North Platte

"We enjoy finding you as we travel across the state. Your positive attitudes, perky music and in-depth information are wonderful."

– Elaine Fuller, Stanton

Come On In! NET's Building Renovation is Nearly Complete

If you've driven by 1800 North 33rd Street in Lincoln during the past two years, you may have noticed the hustle and bustle of construction crews hard at work on NET's building renovation. A new parking lot and a garage to house the new high-definition remote truck are just the beginning. Step inside, and you'll see the results of a massive renovation.

The State invested \$14.8 million in the construction project in order to preserve its investment in the technical infrastructure housed in the building – namely, the new digital delivery system.

"The most important and most expensive part of the renovation is actually the least visible," says



Mike Farrell, NET Television production manager, who also served as a liaison between NET and the architects and construction company. "A complete overhaul of the air handling system was needed to protect the technical equipment housed in the building," adds Farrell.

Moving departments to different floors will also allow the more visible services of NET to be accessible to the public. The NET Radio studios will be housed on the first floor, along with NET Television studios and the satellite transmission facility. Beginning in April the building will be open to the public for free tours on an ongoing basis. For details contact (402) 472-9333, ext. 212.

Help us celebrate NET's renovated facility with a ribbon-cutting ceremony on March 23. Log on to the events page on netNebraska.org in the coming weeks for details.

Same Values, New Look

No, your ears haven't been playing tricks on you. You heard it right! Since Jan. 10, what you've known as the Nebraska Public Radio Network (NPRN) has been sporting a new name: NET Radio. It's all part of an organization-wide brand change. Though the organization's name is not changing – we are still NET, Nebraska Educational Telecommunications – we have launched a new logo and shifted our focus to the services

that fall within the umbrella organization: NET Television, NET Radio, NET Learning Services and NET Technology.

"In talking with people we've found that they are continually amazed by the number of services offered by NET," explains Rod Bates, NET general manager. "Our goal is to build recognition for these services, and in doing so, to build equity for the entire organization, and all that it is and all that it provides for the citizens of Nebraska."

Beginning in mid-March NET's four television stations will be called NET1, NET2, NET3 and NET-HD. And, in order to build on the national identity already established for television and radio, you may notice new taglines – NET Television: Nebraska's PBS station and NET Radio: Nebraska's NPR station.

In addition, we've changed our Web address to reflect the new philosophy: log on to netNebraska.org for access to all NET's services, including television, radio, learning services and technology, through one convenient portal.



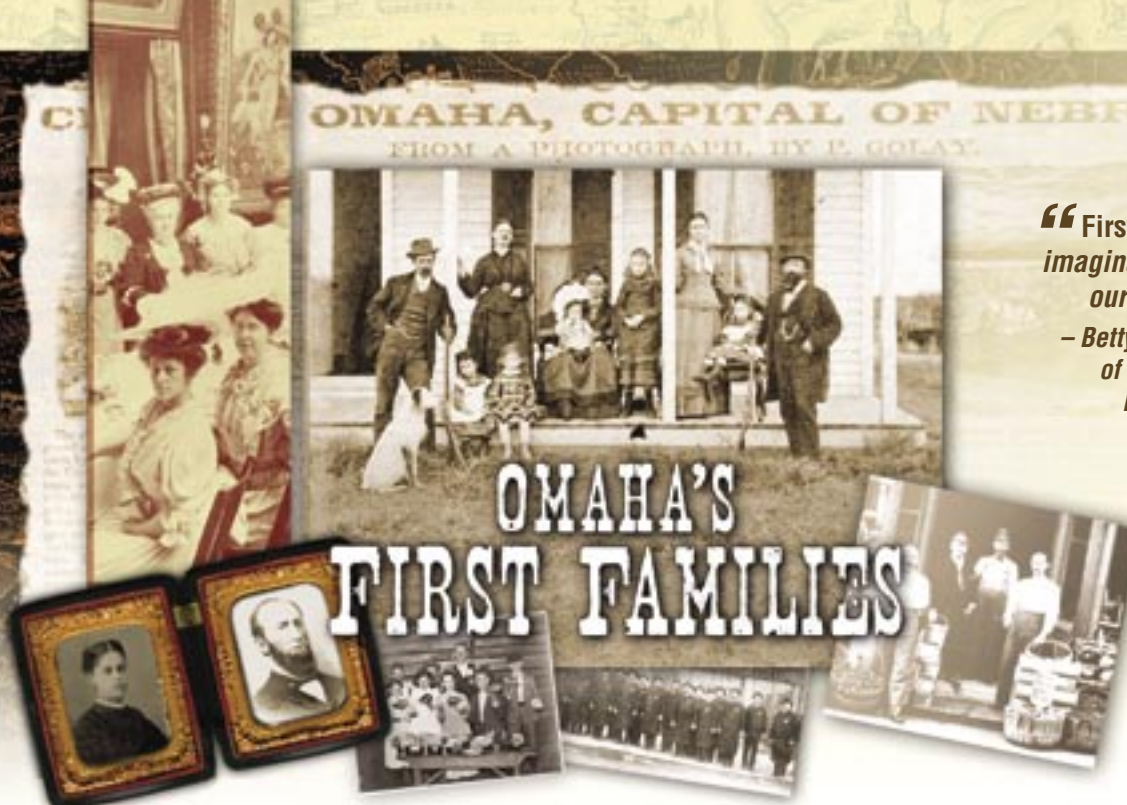
NET's renovated lobby

"Building a new brand takes years," explains Bates. "This is just the first step in creating stronger recognition for NET, which we hope will lead to enhanced support from Nebraska citizens, legislators, corporations and foundations."

Despite the transition, you can always count on one thing to remain the same: the quality programming you enjoy and have come to expect from Nebraska's public television and radio stations is consistent under any name!



Music director and announcer William Stibor inside NET Radio's new studio



“First Families will stir our imagination and certainly stir our pride in our state.”

– Betty Davis, executive director of the Douglas County Historical Society

The Faces Behind the Places: Omaha's First Families

You've driven down the Omaha streets and visited the attractions that bear their names – Creighton, Cuming, Lauritzen, Fontenelle, Kountze – but you may not have given a second thought to the families behind the legacies. Who were these men and women who took a big risk on a little river town? What compelled them to endure the hardships and challenges of life in a frontier town in the mid-19th century?

NET Television opens another chapter of Nebraska history on March 19 at 8:30 p.m. CT (7:30 MT) with the high-definition production *Omaha's First Families*, a look at a group of individuals motivated by idealism, enterprise, ambition and greed, who set down their roots in a settlement bordered by a raging river on one side and the vast frontier on the other, to stake a claim in the unknown.

“This program will stir our imagination and certainly stir our pride in our state,” says Betty Davis, executive director of the Douglas County Historical Society. “The founding families are still with us. Their influence has continued, not only through the early years of settlement, but to shape who and what we are today.”

Lawlessness reigns

In May of 1854 Congress signed the Kansas-Nebraska Act, establishing the territories of Kansas and Nebraska. A month later, with the Treaty of 1854, the Omaha and Otoe-Missouria tribes relinquished their land to the federal government. And on July 4, 1854, some of Omaha's earliest leaders enjoyed a picnic on what would later be known as Capitol Hill, toasting their good fortune and celebrating a vision of urban development.

Despite the civility of that afternoon, life in early Omaha was a time of chaos and lawlessness.

“This was definitely a time when men carried a gun on one side, and a flask in their back pocket,” says *First Families* producer Sue Maryott.

The first Nebraska governor, Francis Burt of South Carolina, held office for a mere five days before dying after making the arduous cross-country trip. Land acquisition was based on the “Claim Club,” a version of the “old boy network” that ensured members would receive 320 acres, rather than the 160 acres granted by the federal government. Wildcat banking, with no established system of currency, was the norm. Even discussions of where the capital would be established often ended

in drunken brawls (drinking was allowed during legislative sessions).

The visionaries

But by 1860, with the help of a few key visionaries, Omaha was becoming a more civil and stable city every day.

Under the leadership of General Grenville Dodge, Omaha became the eastern terminus of the Union Pacific railroad, while Irish immigrant Edward Creighton focused his efforts on building the 700-mile telegraph line from Omaha to Salt Lake City, which completed the trans-America communication link and ended the need for the Pony Express.

And with the Gold Rush well underway, Omaha became an outfit-

ting post for treasure seekers on their way to Colorado, which paved the way for more hotels, saloons and businesses to flourish.

Entrepreneurial women had a role as well. The documentary explores the business finesse of Anna Wilson, a brothel owner who bequeathed her life savings to the city, which used the money to found a hospital, and Mary Lucretia Creighton, who distributed \$25 every day to the city's poorest immigrants, and would later become known as Omaha's first philanthropist.

“This program looks at the people, not just the bricks and mortar of the city,” says Davis. “It examines the human element that shaped Nebraska and even the country.”

First Families will appeal to audiences young and old, taking viewers back to the “Wild West” of the mid-19th century and weaving the stories of Omaha's first families against the backdrop

of a city struggling to invent itself.

“*First Families* will hold a discovery for everyone,” continues Davis. “And it will remind us to look into our own families and our own stories in order to not let history escape us.”

You're invited to attend a free premiere screening of *Omaha's First Families* on March 10 at 7 p.m. at Central High School, Omaha. Or, catch the broadcast premiere of *Omaha's First Families* on March 19 at 8:30 p.m. CT (7:30 MT) on NET Television.

Banking on the History of Omaha

First National Bank of Omaha has been around nearly as long as the city itself. Founded more than 140 years ago by the Lauritzen family, the bank is now in its sixth generation of family ownership.

“We'd wanted to sponsor a NET Television program for a couple of years now, and, given our history, this program was a natural fit for us,” explains Fran Marshall, senior vice president of First National Bank of Omaha, which provided funding, in part, for *Omaha's First Families*. “*First Families* will capture the history behind Omaha's 150-year birthday and present it in a way that will educate the people of Omaha and Nebraska.”



Frontier University Dreams

A tale of botanists, bodysnatchers and bug eaters

Pioneering the harsh land of Nebraska was difficult enough in 1869. Pioneering a new university was almost beyond reason. Hardly any of the legislators who voted to establish the school had attended college, and once the University was founded, hardly anyone in the new state was qualified to attend – nor did they want to. The state's main population of farmers and ranchers felt that anything more than an eighth-grade education was a wasteful luxury.

Today the University of Nebraska-Lincoln enrolls thousands of students on two sprawling campuses comprising 624 acres. But in 1869 the University could boast of just a single, poorly constructed building surrounded by grazing cows. It was the perfect symbol for the new educational enterprise – a grand façade with a crumbling foundation.

Despite such obstacles, a few of the University's first founders shared a vision of what could be. Though they had no clear blueprints or guidebooks, they plowed relentlessly forward, building a university out of little more than hopes and dreams.

NET Television's high-definition production *Frontier University Dreams*, premiering March 19 at 7 p.m. CT (6 MT), travels back to the Nebraska Territory in the 1860s to trace the progress of the University of Nebraska from its humble beginnings in 1869 to its development, by the turn of the 20th century, into the sixth largest institution of its kind in the nation.

Tune in to NET Television on March 19 for this fascinating tale of landgrabbers, botanists, bodysnatchers and other dreamers of great things, and learn how the University of Nebraska came to be what it is today.

Education for everyone

The federal government's Morrill Act of 1862, which granted thousands of acres of free land to new states if a



University Hall as seen from 11th Street in Lincoln in 1871

university was established in the first five years, helped make the dream of a university in Nebraska a reality.

"In researching this program I was amazed to discover what a strong role land grant institutions had in changing the face of Nebraska and the nation," says *Frontier University* producer Joel Geyer. "A land grant university was for everyone, not just wealthy Christian gentlemen. When the University of Nebraska opened its doors, everyone was welcome – immigrants, African Americans, women, the poor. It revolutionized American culture."

Another key concept behind the land grant institution was its focus on practical subjects – agriculture and engineering, rather than just classical studies like Greek and Latin – a concept that would ultimately help win the support of Nebraska's farmers and ranchers.

A rocky road

But before its successes, the University faced years of obstacles, many of them unique. University Hall's crumbling foundation was just the

Frontier University Dreams will premiere on March 19 at 7 p.m. CT (6 MT) on NET Television. Or attend a free screening at the Mary Riepma Ross Media Arts Center in Lincoln on March 6 at 7 p.m.



Chancellor James Canfield

beginning; the school's academic reputation was shaky as well.

The medical school that was added in 1883 was particularly problematic. A shortage of corpses for anatomical study led to an unsavory spate of bodysnatching from local cemeteries. Two anatomy students were accused of stealing the body of a prostitute from Wyuka Cemetery, and shortly thereafter, the Regents terminated the College of Medicine. As the 1880s drew to a close, there was talk of closing the University, or at least moving it to Omaha, where a new medical college was being established.

But Charles Gere, founder of what is today the *Lincoln Journal-*

Star and president of the Board of Regents, hadn't given up on his vision of a "people's" university. In 1891 he hired James Canfield as chancellor, seeing in him a man who could speak to the people of Nebraska.

Convincing the citizens

And speak to the people he did. Canfield took to the road, crisscrossing the state with the University's best professors, who taught farmers' institutes on topics like the advantages of growing sugar beets and alfalfa. It wasn't long before the farmers and ranchers began to see the value of an agricultural school and rallied behind the cause. By 1895 Canfield had more than tripled the University's enrollment to nearly 1,600.

Above all, it was the dreams of the early students that helped the University come to be what it is today. The documentary highlights some of the University's most notable graduates, like novelist Willa Cather and John Pershing, commander of the American forces during World War I, as well as lesser-known students, like George Flippin, an African-American captain of the University's Bugeaters football team.

"I hope if viewers only get one thing from this program, it will be that the American way of life, including the American way of democracy, evolved to what it is today largely because land grant schools offered an affordable education to everyone," says Geyer. "Democracy demands an educated citizenry. Land grant colleges are part of what makes America great."



Funding for *Frontier University Dreams* is provided in part by the University of Nebraska Foundation, serving donors and managing private support to benefit the University of Nebraska's four campuses since 1936.

Volunteer Veteran Natalie Olson

Lincoln native Natalie Olson's connection to NET Television and NET Radio goes way back, long before she became a powerhouse member of the NET Radio Foundation Board. As a Junior League member in the '70s, she helped produce a half-hour documentary, *Does Nebraska Pass the Test? – An Environmental Report Card*, when the NET Television studios were still housed in the basement of the Temple Building. That production wedded two of Olson's strongest passions, environmentalism and public broadcasting (she's also been involved with Friendship Home, the Nebraska Art Association and Citizens for Environmental Improvement and was the first female president of the Lincoln chapter of United Way), and set the stage for her later involvement with NET Radio.



Flash forward three decades. Olson is now vice president of the NET Radio Foundation Board, where she is putting her many years of fundraising experience to work. Olson has been involved with three major fundraising initiatives so far – *A Prairie Home Companion* Church Basement Supper in August of 2003, the 2003 NET Fall Event at the Strategic Air and Space Museum and NET's 50th anniversary celebration, held recently at the Rococo Theatre in Lincoln.

"I was struck by the opportunity to broaden our outreach beyond the standard membership drives," explains Olson. "I figured, this is how non-profits raise money, and NET should be doing the same."

Olson's efforts, along with help from other board and NET staff members, have paid off. The Church Basement Supper attracted a crowd of 130, including Garrison Keillor himself, who later called the event in his online journal, "utterly pleasant... a retro supper, with tuna hotdish... and traditional weak coffee, the kind you can drink at 6 p.m."

"As a fundraiser the Church Basement Supper was small – it probably didn't even raise \$300," says Olson. "But it was a true 'a-ha' moment – the first attempt to familiarize the boards and staff with this type of fundraising."

This year's 50th anniversary celebration, featuring emcee Bob Kerrey, former Nebraska governor and U.S. senator, and a special premiere of the upcoming national program *Willa Cather – The Road is All*, was a phenomenal success. The sold-out event raised more than \$70,000.

Members of both boards were actively involved in organizing and attracting attendees to the \$100-a-plate event. "All of us worked together to get the job done," says Olson. "And it proved that we can indeed succeed at this type of fundraising."

In 2005 Olson will assume the role of president of the NET Radio Foundation Board, and with it, more fundraising responsibilities. "I'm energized to do more," she says. "I just get so much pleasure out of this process."

The NET Store

There's never been
a better time to shop online
for your favorite NET Television,
NET Radio and PBS products.

Maybe you just can't get enough of the golden years of Husker football. Or perhaps your child or grandchild delights in watching her favorite *Arthur* episode again and again.

Well you don't need to wait to catch a repeat airing of your favorite program. Just log on to the NET Store, at netNebraska.org, and check out the hundreds of PBS and NET Television and NET Radio products for sale. We have DVD and VHS copies of NET Television and PBS programs, including locally produced programs like *The Canteen Spirit*, *Husker Century*, *Barn Again!*, *Solomon Butcher: Frontier Photographer* and *Hear That Train A Comin'*.

If you're looking for a unique gift, the NET Store is the place to find it. How about a *Car Talk* coffee mug, or the one and only *Backyard Farmer* rain gauge? We also have books and a range of CDs, from Andre Rieu to Elton John.

And you'll save money, too! Members of the NET Television and Radio foundations are eligible for a discount on program-related products for sale at the NET Store. Just follow the directions posted on the Web site.

Shop online at the NET Store, and feel great about supporting your favorite Nebraska public television and radio stations at the same time!



Memorial Gifts

Memorial gifts are a lasting memory of your loved one's commitment to the mission of NET Television and NET Radio. This legacy becomes a part of our endowed Funds for the Future, which help ensure the future of public broadcasting in Nebraska.

Gifts were received in memory of:

Max Akers

Mary Ann Glinn

Richard Montgomery

Joe Rose

Paul Sautter

To learn how to make a memorial gift, contact Amanda Garner at agarner2@unl.edu or 800.634.6788.

Nebraskans Enjoy a Breath of *Fresh Air*

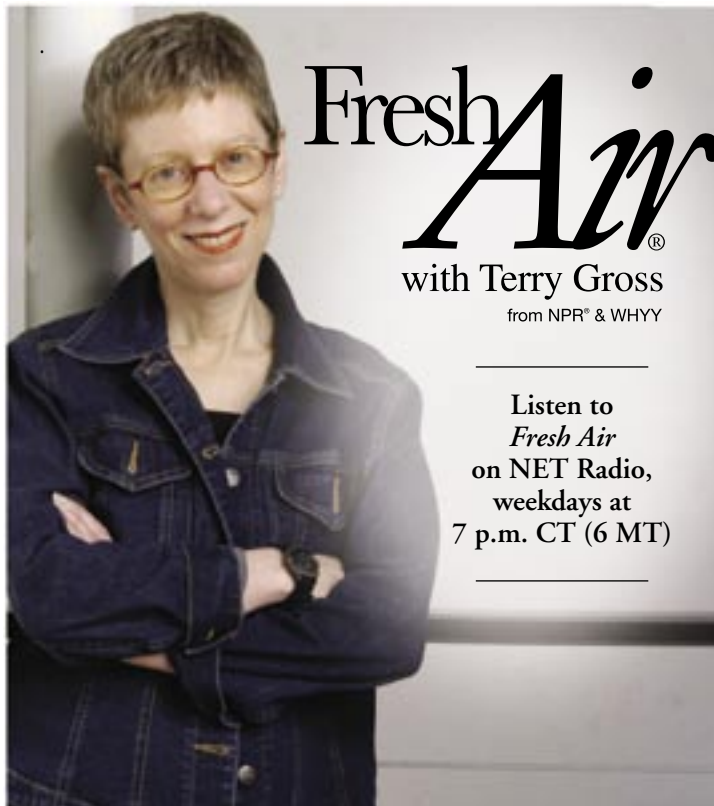
The Peabody Award-winning weekday radio magazine *Fresh Air* premiered on NET Radio on Jan. 17 at 7 p.m. CT (6 MT). Each week more than 4.5 million listeners nationwide tune in to the show's intimate conversations led by host Terry Gross. The one-hour program features in-depth interviews as well as reviews and commentaries on books, language, television, the arts and music.

"*Fresh Air* has been one of the most requested programs from NET Radio listeners," says NET Radio Program Director Nancy Finken. "We've been airing *Fresh Air Weekend* for a few years now, but nothing can compare to having the daily program on air. We are so pleased to be able to offer this to our listeners."

Fresh Air, produced by WHYY in Philadelphia and broadcast nationally on National Public Radio, has more than doubled its audience since 1989. Its subject matter has also expanded with the changing times. The show originally centered almost exclusively on interviews with popular cultural and entertainment figures, but in recent years, *Fresh Air* has included guests who speak about political and current events as well.

"If you want to understand a political conflict, it helps to understand the culture in which that conflict is taking place," says Gross. "When there is a crisis in a foreign country, for example, we sometimes call up that country's leading novelist or filmmaker to get that cultural perspective."

The show's cultural interviews continue to be a primary subject of *Fresh Air*. "I try to show the connections between the person's work and their life that led to that work," says Gross.



Listen to
Fresh Air
on NET Radio,
weekdays at
7 p.m. CT (6 MT)

Fresh Air on NET Radio was made possible in part by a gift from former Nebraska resident Barbara Epp Dessart.

"We are thrilled to have received this gift from Barbara to help support *Fresh Air*," says Michele Peon-Casanova, NET's marketing director for individual giving and member services. "We believe the program will attract significant listenership and membership, as well as additional underwriting opportunities."

NET Card

Show your support



If you are a member of the **NET Foundation for Television** or the **NET Foundation for Radio** you will receive the NET Card, which entitles you to special discounts with the businesses and organizations listed here, as well as discounts on program-related products when you shop online at the **NET Store** – netNebraska.org.

Abendmusik: Lincoln, Inc.

2000 D St., Lincoln, NE

402.476.9933

A community concert series founded in 1972. \$2 off any single ticket purchase during the 2004-2005 concert season (special event concerts excluded).

Ainsworth Inn Bed & Breakfast

400 N. Main, Ainsworth, NE

402.387.0408

Step back into the 1900s in this boarding house B & B.

10% discount on the rate of a regular room (Labor Day weekend and the week of the Country Music Festival in August are excluded).

Angels Company

Lincoln, NE

402.474.2206

A performance group consisting of actors, dancers, musicians and visual artists.

\$1 off admission.

Ashfall Fossil Beds State Historical Park

2 miles west and 6 miles north

of Royal, NE

402.893.2000

View hundreds of long-extinct animals frozen in time.

20% off gift shop.

Beatrice Community Players

412 Ella St., Beatrice, NE

402.228.1801

High-quality live theatrical entertainment including top-name plays, musicals and other events.

\$1 off admission.

Blue Moon Coffee House

635 W. 2nd St., Hastings, NE

402.452.5214

313 W. 3rd St., Grand Island, NE

308.398.5214

Your local coffee house serving standard and specialty coffee drinks with a full lunch menu.

\$1 discount on any specialty drink (cannot be combined with any other offer).

Cambridge Bed & Breakfast

606 Parker, Cambridge, NE

308.697.3220

An artistic and historic home with modern amenities.

10% discount on the rate of a regular room (excluding Hunting Packages).

The Coffee House

1324 P St., Lincoln, NE

402.477.6611

1010 Lincoln Mall, Lincoln

402.483.9132

Offering Fair Trade and organic coffee by the cup or whole bean, specialty drinks and desserts.

Buy one select specialty drink, get one select specialty drink free (cannot be combined with any other discount or gift certificate).

Edgerton Explorit Center

208 16th St., Aurora, NE

402.694.4035

The mystery and fun of science come to life through interactive exhibits and science demonstrations.

\$1 off regular admission price, 20% off the Explorit Gift Store purchases, 50% off meeting room rental plus free electronic sign promotion, 20% off Edgerton On The Move (traveling science demonstrations) at your events.

Friends of the Mary Riepma Ross

Media Arts Center

313 No. 13th St., Lincoln, NE

402.472.5353

Experience the new Mary Riepma Ross Media Arts Center – committed to screening a wide diversity of high-quality film and video.

10% discount on all levels of membership in the Friends of the Mary Riepma Ross Media Arts Center (NET Card holders must show card to get a discount).

Hastings Symphony Orchestra

Hastings, NE

402.462.8389

Hastings Symphony Orchestra's 77th Season brings "Music for us all!"

\$1 discount on each ticket sold at the door for individual subscription concerts.

Lincoln Community Playhouse

2500 So. 56th St., Lincoln, NE

402.489.7529

Enriching the cultural life of our city for 57 seasons. Join us in celebrating the power of community involvement in live theatre.

\$2 off any regularly priced ticket in the Main Stage season (any other discounts excluded).

Lincoln Friends of Chamber Music

Lincoln, NE

402.435.5454

Devoted to providing southeast Nebraska with superior-quality chamber music in the unique and intimate setting of the Sheldon Art Gallery. \$5 discount on regularly priced LFCM concerts.

Lincoln Symphony Orchestra

Lincoln, NE

402.476.2211

Experience the finest in classical music, including an exciting family series.

10% off regular single ticket prices to any Lincoln Symphony Orchestra Concert in the 2004-2005 season (discount cannot be combined with any other discount or offer).

Morrill Hall University

of Nebraska State Museum

14th & U St., Lincoln, NE

402.472.2646

Nebraska's largest natural history museum. \$1.00 off family admission.

(Continued on other side)



NET Card

Museum of Nebraska Art (MONA) 2401 Central Ave., Kearney, NE 308.865.8559

Experience 175 years of great art from the 19th century to the contemporary scene.
10% discount on museum shop.

The Nebraska Brass Lincoln, NE 402.477.7899

Combinations of classical and popular music, Dixieland and jazz. Performing in Lincoln, Omaha and various locations throughout Eastern Nebraska.
\$2 off single admission ticket price for any Concert Series concert.

Nebraska Discount Travel 5400 S. 56th St., Suite 6, Lincoln, NE 800.869.0356

Full service travel agency.
\$50 off per cabin for 5-day or longer cruise.

Nebraska Golfing Green Card 800.401.7888

The Golfing Green Card is your passport to a fun-filled, golf-filled summer. Enjoy a free or highly discounted round of golf at 174 area golf courses.
Save \$5 on each Green Card when you include your NET Card number with order. Family of two saves \$10.

Nebraska Jazz Orchestra Lincoln, NE 402.477.8446

One of the Midwest's premier big bands, the ensemble presents legendary compositions by jazz masters such as Woody Herman, Duke Ellington and Count Basie.
\$2 off single admission ticket price for any Concert Series concert.

Nebraska Trumpet Ensemble Lincoln, NE 402.477.7899

Performing trumpet ensemble literature and commissioning new works for trumpet ensemble.
\$1 off single admission ticket price for any Concert Series Concert.

Norfolk Arts Center 305 N. 5th St., Norfolk, NE 402.371.7199

The Norfolk Arts Center specializes in "Bringing People and the Arts Together!" through exhibits, performances, classes and other special events.
Enjoy one complimentary adult single admission when you purchase one adult single admission at regular price.

Omaha Children's Museum 500 S. 20th St., Omaha, NE 402.342.6164

Providing hands-on interactive exhibits and programming to introduce young people to the arts, humanities, science and technology.
\$1 off each admission (limit 6 per group).

Omaha Symphony Association 402.342.3560

The Omaha Symphony... a canvas for your emotions!
25% discount on single ticket purchases to 2004-2005 SuperPops or MasterWorks Series concerts (excludes Premium concerts. Discount not valid with any other offer).

Opera Omaha 877.346.7372

Opera Omaha, bringing world class artists and productions to the historic Orpheum Theatre.

Discount up to 30% off regular ticket price. Offer good only for advance ticket sales, special order form must be used.

The Petrified Wood Gallery Ogallala, NE 308.284.9996

The Gallery is a showcase of natural history specializing in ancient woods, fossils, Indian arrowheads and artifacts.

10% discount on gift shop purchases, excluding books, memberships, art from Visiting Artists Series, framing and other services. Cannot be combined with any other discounts.

Prairie Books & Gifts 641 W. 2nd St., Hastings, NE 402.462.6205

Your full service independent bookstore since 1976, featuring "The Nebraska Room" and a large children's department. Special orders always welcome.

10% discount on regular price items excluding magazines.

Sheldon Memorial Art Gallery 12th & R St., Lincoln, NE 402.472.2461

Located on the University of Nebraska-Lincoln campus, the Sheldon houses more than 12,000 works of art in all media.

10% on museum store purchases (excluding any other discount or offer).

Shepherd's Inn Bed & Breakfast, Inc. Ord, NE 308.728.3306

Enjoy a quiet escape tucked away in the heart of the country.

10% discount on the rate of a regular room (excluding holidays and area festivals, excluding all other discounts and specials).

Sisters' House 412 Garfield, Stuart, NE 877.773.3390

Formerly a convent, this bed & breakfast now features period décor on the upper floor and a rustic cottage style on the lower level.

10% discount on the rate of a regular room.

Stuhr Museum of the Prairie Pioneer Grand Island, NE 308.385.5316

Visit one of the nation's top ten living history museums.
\$1 off any regularly priced admission (discount not valid with any other offer).

Third Chair Chamber Players Lincoln, NE 402.429.8227

Take a journey through the genealogy of chamber music from early Baroque to the present.
\$1 discount on individual adult ticket purchases.

Trailside Museum of Natural History, Fort Robinson State Park 308.665.2929

Spectacular paleontology and geology exhibits.
20% off gift shop.

Whiskey Run Creek Vineyard & Winery 702 Main St., Brownville, NE 402.825.4601

Experience excellent wine and an engaging escape. Whiskey Run Creek works with varieties of grapes to locally produce distinct and flavorful wines.

10% discount off wine and gifts from Whiskey Run Creek Vineyard & Winery (excluding any other discount or offer).



Members from across the state turned out to the dozens of events hosted by NET this fall and winter, from the 50th anniversary gala to an intimate gathering with NPR correspondent Juan Williams.

Upcoming Events

The following are just a few of the many NET events scheduled in the coming months. For more information, please call 800.634.6788 or visit netNebraska.org.

Premiere Screening of *Frontier University Dreams*

March 6, 7 p.m. CT

Mary Riepma Ross Media Arts Center, Lincoln

Join us for the free premiere of the NET Television high-definition production *Frontier University Dreams*. See story on page 5.



Premiere Screening of *Omaha's First Families*

March 10, 7 p.m. CT

Central High School, Omaha

Join us for the free premiere of *Omaha's First Families*, a high-definition NET production. See story on page 4.



Premiere Screenings of *Willa Cather – The Road is All*

March 19, 7 p.m. CT

Johnny Carson Theater, Norfolk

April 19, 7 p.m. CT

Minden Opera House, Minden

Both premieres are free and open to the public.

St. Paul – Here we come!

September 2005 TBA

Once again we are planning a trip to St. Paul for a wonderful fall weekend of Minnesota exploration and a visit to Lake Wobegon. The highlight of the trip, of course, is attending a live performance of *A Prairie Home Companion*.



Thanks for Coming...

Here's a recap of some of the NET events held this fall and winter.



Old Man Winter may have brought chilly weather to Nebraska, but that didn't stop supporters statewide from turning out at NET events these past few months. NET's 50th anniversary was celebrated with panache in November, while fans enjoyed a December thaw to witness the giant Arthur balloon float through downtown Lincoln. Read on for a recap of these events and more!

Willa Cather – The Road is All

The high-definition documentary premiered in Scottsbluff at the Midwest Theater on Oct. 24. The event was co-sponsored by the Nebraska Alumni Association, Valley Bank & Trust, Platte Valley Companies and Friends of the Midwest Theater. NET General Manager Rod Bates presented NET Partner Awards to the sponsoring organizations. More than 400 people came to enjoy the program and meet program co-producer Christine Lesiak.



Celebrating Five Decades

More than 300 guests joined Master of Ceremonies Bob Kerrey, former Nebraska governor and U.S. Senator, at the Rococo Theatre in Lincoln on Nov. 5, to celebrate NET's 50th anniversary. The special event included the Lincoln premiere of *Willa Cather – The Road is All*, which will broadcast nationally on PBS in September as part of the *American Masters* series.



NOVA:

Ancient Refuge in the Holy Land

NOVA executive producer Paula Apsell and NET Television producer Gary Hochman joined 200 guests at a special premiere showing of *NOVA: Ancient Refuge in the Holy Land* at the Mary Reipma Ross Media Arts Center on Nov. 21. The program, which was broadcast nationally Nov. 23, traces former UNO historian Richard Freund's discovery of ancient relics in a remote Israel cave that may be from the great Temple in Jerusalem.

Holiday Happenings

Live From The Mill Statewide made a grand appearance in Grand Island on Dec. 3, with guests from the Stuhr Museum, Hastings College, the Grand Island Players and Grand Island's Prairie Winds Art Center. Later that day and on Dec. 4 NET Radio announcer Lora Black joined members of the Grand Island Little Theatre and members from nearby communities in dramatic readings of *Going to the Christmas Tree*, which were recorded for broadcast on NET Radio.



Up, Up and Away

Crowds of delighted children and their parents lined Lincoln's streets to see the giant Arthur balloon as part of the Star City Parade on Dec. 4. Twenty-two handlers were required to help keep the balloon afloat, while a number of other NET staff members and supporters handed out Arthur stickers and bookmarks to fans along the street.



Broadcast Premieres of Upcoming Programs

Tune in to NET Television in the coming months for the broadcast premieres of the following locally produced programs (check local listings for specific broadcast dates and times, or log on to netNebraska.org).

March



Nebraska Connects: Tax Tips

March 3, 7 p.m. CT (6 MT)

This timely program helps viewers with their most pressing tax questions.

The Big Fat Question: A Nebraska Connects Special

March 17, 7 p.m. CT (6 MT)

Fifty-five percent of Nebraskans fit the definition of "obese," according to the National Center for Health Statistics. This call-in program will provide Nebraska families with support and information they need to deal with the problems of health, nutrition and the threat of obesity.



Frontier University Dreams

March 19, 7 p.m. CT (6 MT)

Frontier University Dreams, produced in high-definition, travels back to the Nebraska Territory in the 1860s to trace the progress of the University of Nebraska from its humble beginnings to its development, by the turn of the 20th century, into the sixth largest institution of its kind in the nation. Tune in for this fascinating tale of landgrabbers, botanists, bodysnatchers and other dreamers of great things.



Omaha's First Families

March 19, 8:30 p.m. CT (7:30 MT)

NET Television opens another chapter of Nebraska history with the high-definition premiere of *Omaha's First Families* – a look at a group of individuals motivated by

idealism, enterprise, ambition and greed, who set down their roots in a settlement bordered by a raging river on one side and the vast frontier on the other, to stake a claim in the unknown.

April

Nebraska Connects: Your Money

April 13, 6 p.m. CT (5 MT)

We all have questions about how best to handle our money – from how to get a good deal on a loan and what investments we should be pursuing, to the best way to save for college or retirement.

Tune in to this one-hour call-in program to get the answers from experts on the financial questions that matter most to you.

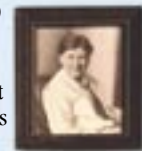


September

Willa Cather – The Road is All

(Check local listings for the specific broadcast date and time)

This 90-minute, high-definition biography of one of America's greatest authors, which premieres nationally as part of the acclaimed PBS series *American Masters*, interweaves interviews, rare photographs and scenes from Cather's novels to tell a story of the transforming magic of art. *Willa Cather – The Road is All* is made possible in part by a major grant from the National Endowment for the Humanities.



Introducing NET's New Remote Truck

NET's brand-new remote production truck has arrived! The 53-foot expandable truck is equipped with the latest state-of-the-art technology to produce widescreen, high-definition (HD) telecasts from the road. Tune in to NET Television's sports specials in March and April to see for yourself the results of this revolutionary technology.



Sound Partners FOR COMMUNITY HEALTH

NET Radio teams with the University of Nebraska to address mental health issues in rural Nebraska

NET Radio and the University of Nebraska (NU) Public Policy Center were recently awarded a \$15,000 grant to launch a comprehensive, community-based campaign around the issue of access to quality mental health care in rural Nebraska.

"We are so pleased to be one of 36 public radio and television stations in the nation selected to forge real alliances between com-

munity health care providers and public broadcasting," says Nancy Finken, NET Radio program director. "Together, NET Radio and the NU Public Policy Center aim to make a real difference in the way the public understands and influences mental health issues in the rural parts of the state."

NET Radio will produce up to a dozen in-depth news pieces that will be broadcast this

"The Sound Partners Project provides a great opportunity to tell real life stories about the effects of mental illness and help communities develop strategies to address behavioral health."

– Mark DeKraai, project director, University of Nebraska Public Policy Center

spring and summer during *Morning Edition* and *All Things Considered*. The grant will also allow NET Radio to work closely with the NU Public Policy Center on various outreach projects focused on rural mental health issues.

The program is part of Sound Partners for Community Health, a national project of the Benton Foundation funded by The Robert Wood Johnson Foundation.



Celebrating 50 years on television

with original TV show cast members Raina English, Big Tiny Little, Jack Imel, Ava Barber, Dick Dale and Mary Lou Metzger and the Champagne Music Makers

Monday, March 21 • 3 p.m. • Lied Center for Performing Arts

**Tickets are available at the Lied Center Box Office: 402.472.4747 or 800.432.3231
NET Card holders get a 10% discount!**

PARTNERS

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