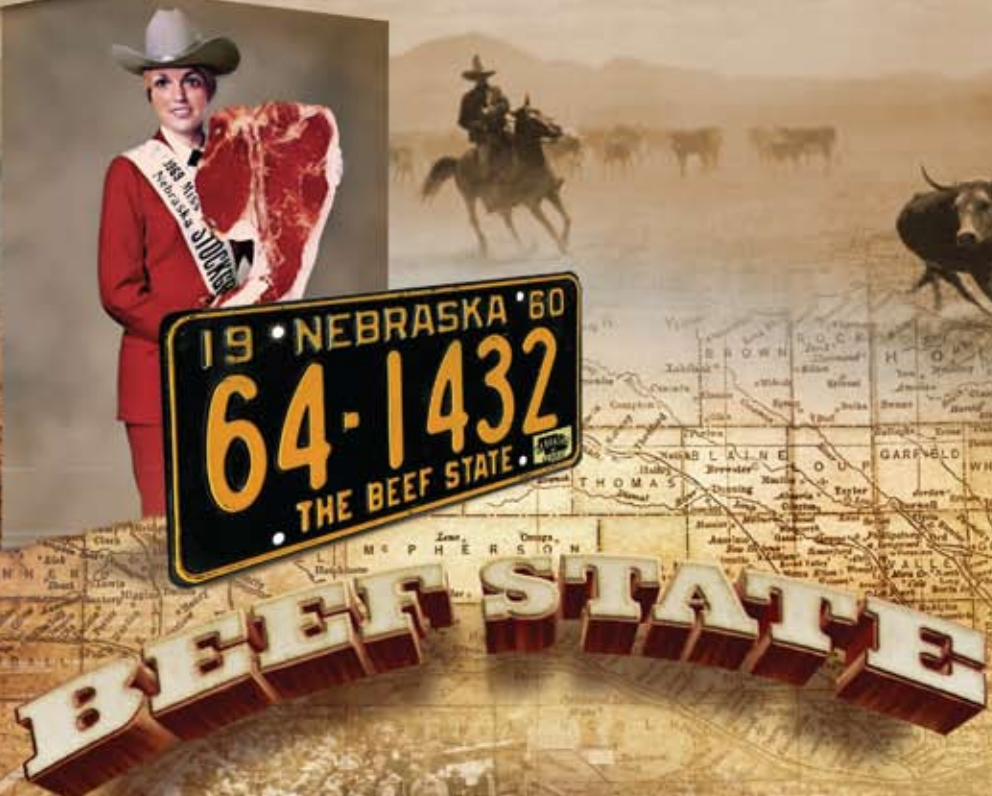


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Inspire Nebraska



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Nebraska's  PBS &  NPR stations



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The mission of NET is to enrich lives and engage minds by connecting communities and celebrating Nebraska with services that education, entertain and enlighten.

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NET Foundation for Television Foundation for Radio 1800 N. 33rd Street Lincoln, NE 68503 Web Address: netNebraska.org

For Information call: 800.634.6788 402.472.6788

For Programming Information call: 402.472.3611, ext. 217

Message from the General Manager

Nebraska and the rest of the nation are about to experience a whole new way to get TV. By February 17, 2009, broadcast television will change from its current format (called analog) to a new format: digital television (DTV).

Digital TV is a new way to broadcast television, offering a clearer picture, better quality sound and the opportunity to offer more TV channels.

This monumental change has been compared to the transition back in the '50s from black and white to color television – and I have to say from personal experience, this is one of the most interesting and exciting times in my broadcasting career.

Our top priority here at NET is to ensure that our viewers and members – you! – get the information you need to make the transition as smooth as possible. To guarantee that's the case, we've established a number of ways you can find detailed information and answers to your questions:

- Visit netNebraska.org/dtv.
• Call our Customer Service hotline, where we have experts on hand 8 a.m. to 5 p.m. CT to answer any questions: 800.868.1868.
• Watch the mail – check upcoming issues of Partners (also see the article on the next page) and other mailings for updates.

I know it can be a bit rough transitioning from old to new, but I can assure you that NET is here to help. Stay tuned!

Rod Bates



We're Here to Help!



Meet NET Customer Service Center Associate Jill Carvalho. She's here, along with other NET staff members, to take your calls and help answer any questions you might have about the DTV transition, happening by February 17, 2009. Don't be afraid to give her a ring – there's no such thing as a "bad" question. And if Jill and the other reps can't answer it, they'll find an NET technology expert who can!

Call 800.868.1868 between the hours of 8 a.m. and 5 p.m. CT. Or visit netNebraska.org/dtv.

NET is a proud member of Community Services Fund.



Short Takes

Digital Television is Coming NET will help you make the leap



By February 17, 2009, broadcast television will change from its current format (called analog) to a new digital television (DTV) format. In some areas of Nebraska, the transition may occur as early as October 2008! How will the switch affect you?

- If you receive your TV signal via cable or satellite, you will not be affected and can continue to use the televisions you have now, no matter how old they are.
- If you receive a TV signal "over the air" through an antenna (for example, on your roof or "rabbit ears" on your TV) you have three options:

- 1** Purchase a set-top converter box (from an electronics retailer) that plugs into your TV. Each household is eligible for two \$40 coupons toward the purchase of converter boxes (estimated cost \$50-70 each). Call **888-DTV-2009** or visit dtv2009.gov to request your coupons.
- 2** Subscribe to a cable or satellite provider, if one is available in your area.
- 3** Purchase a new TV set with a built-in digital tuner.

NET Television is here to help you during this exciting transition. Feel free to call us at **800.868.1868** or visit netNebraska.org/dtv for more information.



Meet Grant Gerlock

Pour yourself a steaming cup of joe and settle in with Grant Gerlock, NET Radio's new *Morning Edition* host. He'll serve as the Nebraska anchor for the NPR series, and he'll also work as a general assignment reporter in the NET Radio newsroom.



"I'm thrilled to have Grant on board and confident that listeners will quickly develop a nice rapport with him," says NET Radio Network Manager Nancy Finken.

Grant hails from Iowa, and he's spent a fair amount of time in Ohio, where he earned a master's degree in Mass Communications from Miami University. He worked as a reporter and producer at public radio station WMUB-FM in Oxford, Ohio, and also has commercial radio experience.

Wake up your mornings with Grant Gerlock on NET Radio's *Morning Edition*, weekdays from 5-9 a.m. CT.

Spring 2008

PARTNERS **3**

Cruise the Blue Danube

Travel bug gotcha? Well hit the road with NET! We are headed overseas September 22 - October 2, 2008, on a spectacular 11-day, professionally guided tour of the Imperial Cities.

You'll enjoy the sights, sounds and tastes of Prague, Vienna and Budapest – relax on a river cruise of the Danube; relish a classical music concert; experience the unique Hungarian cuisine; admire the spectacular architecture and more.

Visit netNebraska.org/imperialcities for a full itinerary, pricing and reservations information or call Michele Peón-Casanova at 800.634.6788 for details.





NEBRASKA: The Beef State



NET Television Producer Olive Bucklin takes a moment during a hectic day of shooting to befriend a young colt.

The American cowboy. His chiseled face and gritty demeanor are as quintessential to our history and lore as baseball and apple pie, yet what do we *really* know about this enigmatic figure? We've constructed a persona based on little more than Hollywood's John Wayne and Clint Eastwood, but the real cowboy is part of a much bigger story – the story of beef, a story rooted in the vast grasslands of Nebraska.

This is a multifaceted saga – one that weaves the innovations of industry and science, the steely fortitude of human determination, the lasting effects of war and the brute force of nature into one complex and fascinating history. NET Television's new high-definition documentary *Beef State* takes viewers on a panoramic sweep through a century of American history, showcasing beef like you've never before seen it and defining its seminal role in who we are today.

"The only thing I ever really wanted to be was a cowboy. But to be honest with you, my mother wanted me to be a piano player, seriously..."

***Melvin Nation,
Ranch Foreman,
Coffee Ranch, near Harrison***



Connecting with the west

Although *Beef State* is clearly grounded in history, it's the characters – the ranchers, cowboys and their families – that comprise the true heart of the documentary.

"I started making connections with the people in the summer of 2006 in order to get a sense of place, to begin to discover who these folks

are," says *Beef State* Producer Olive Bucklin. "I was thrilled to have the opportunity to turn off the highway onto ranch roads I'd driven by so many times over the years. Then to sit down over coffee and pie and get to know these families – who they are, where they came from – was a delight."



From far left to right: Steers are trailed from out of town into Bassett, Neb., to be sold at auction; Sally Haythorn is interviewed by the NET crew among mares and colts on the Haythorn Ranch near Ogallala; Jack Maddux (Maddux Cattle Co.) takes a moment from ranch work; Black Angus calves go to the highest bidder at the Bassett Livestock Auction in mid-July 2007; the Sibbitt family – Alice, Kem, Clay, John and Margaret – pose with NET crew members after a cold fall morning branding calves. Photos by Moni Hourt.

At home on the range

During months of filming at spots like the Coffee Ranch, near Harrison, NET's production crew occasionally had the opportunity to pitch in, getting a brief taste of life out west.

One morning before dawn the NET crew set out to capture scenes of the foreman and hired men moving cattle from winter to summer pasture along country roads. "We were perched on a steep bank next to the road, trying to remain invisible so we wouldn't spook the cattle," says Bucklin. "In the eyes of a cow, a person is a giant stop sign. Things don't go well if they see you."

After several hours in the sun videotaping obedient cattle plodding down the road, calm turned to chaos. Clusters of cow-calf pairs began turning around and splitting off from the herd. "This tends to raise the blood pressure of cowboys trying to get a job done," says Bucklin. While videographer Brian Seifferlein and audio engineer Erin Thomas kept shooting, Bucklin and others helped out by herding on foot, as cowboys on horseback chased errant calves. "Well, you pitch in because you're



NET Television videographer Brian Seifferlein quenches his thirst the old-fashioned way out on the range.

there and you're an extra set of hands," acknowledges Bucklin. "We tried to make ourselves not completely useless out there!"

Cultural complexities

There's plenty for the armchair historian to enjoy in this documentary as well. *Beef State* encompasses a century of American history, covering the impact of major milestones like the Homestead Act, World Wars I and II, the rise of the Omaha Stockyards and how ranchers and distributors put meat on the American table – offering insights into a culture and industry

that in many ways define this nation.

But as with any compelling narrative, it's the characters that bring the story home, illuminating the complexities, paradoxes and nuances of a profession, a culture, a life. In some ways the stereotypes hold true – the sleek horses, a mesmerizing sea of grass, cowboys in their chaps and boots chasing runaways or branding a bawling calf. And then, like sunlight shifting subtly over the horizon, another layer is revealed.

"You think you've 'got' the culture, got the cowboy figured out, and then you see something that doesn't quite fit," observes Seifferlein. "Here's one that sticks with me: the sight of a dozen cowboys – hats, boots, chaps, the whole thing – sitting astride their horses in the blazing noon sun contentedly munching ice cream sandwiches."

***Beef State* premieres Sunday, June 1, at 6 p.m. CT, on NET1. Visit netNebraska.org or check your local television listings for additional broadcast dates and times.**

Governor's Premiere Beef State

**May 29
6:30 p.m.
Cornhusker Hotel, Lincoln**

Enjoy a sumptuous dinner along with a sneak peek at NET Television's newest high-definition documentary, *Beef State*. Tickets are \$100 per person. All proceeds benefit NET Television and NET Radio. Call 800.634.6788 for reservations and event details.

Spring into Election Season with NET!

See the back cover of this issue for other exciting NET Television programs coming up this spring, including election coverage and the special documentary '68: *The Year Nebraska Mattered*.

"If there was ever divine intention, if you were going to create the Garden of Eden for ungulates, you would have conjured up Nebraska."

*John Carter, Senior Folklore Historian
Nebraska State Historical Society*



Education for All

A longtime teacher educates Nebraskans with a gift to NET.

Randall Smith may have traveled the world, but he always had one foot firmly planted in the Heartland.

The son of South Dakota homesteaders, he was born on his parents' ranch in 1914 and raised in a sod house nestled into the fields. When Randall returned from World War II as a Purple Heart veteran he dedicated his life to education, teaching high school math and Spanish first in South Dakota, and later in Valentine and Hebron, for 40 years.



town comforts of home and the straight-forward Midwest ways. And that included the programming he found on NET.

"I love public broadcasting because it's not sensational and you get real news," he told NET Director of Major and Planned Gifts Michele Peón-Casanova about a year before he died.

A loyal NET member for 25 years, Randall left a generous gift of \$30,000 in his will to NET Television and NET Radio when he passed away in September at the age of 92. His gift ensures that his appreciation for public broadcasting and his dedication to education will endure in the knowledge, delight and inspiration his fellow Nebraskans receive through NET.

Midwest values

Randall traveled extensively, even earning his master's degree in Spanish in Mexico, but he always returned to Nebraska, valuing the small-

One Gift Makes a Difference

You, too, can impact Nebraska public broadcasting. For more information about including NET in your will, please contact one of the NET Foundations' planned giving professionals:



Jeff Beckman
Executive Director
800.634.6788
jbeckman@netNebraska.org



Michele Peón-Casanova
Director of Major & Planned Gifts
800.634.6788
mpeon-casanova@netNebraska.org



Bridget Robbins
Omaha Development Director
402.699.7734
brobbins@netNebraska.org

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 recently received in memory of:

- | | | |
|-----------------|--------------------|-----------------|
| Barclay Bayley | Ray Dilley | Richard Mahloch |
| Bernice Beltzer | Harold H. Dinklage | Maxine Simbert |
| Rachel Blanch | Phyllis M. Loy | John J. Wiley |

To learn how to make a memorial gift, contact Dawn Amory at damory@netNebraska.org or 800.634.6788.



Snapshot

Meet Jenny Herstein, NET's New Director of Annual Giving and Membership.

Name: Jenny (Barr) Herstein

Birthplace: Norfolk

Education: B.S. in Business from the University of Nebraska-Lincoln

Role at NET: As Director of Annual Giving and Membership I'll oversee membership for NET Television and NET Radio, including pledge, annual giving and events.

Community Service: YMCA youth sports; First-Plymouth Congregational Church Women's Board; PEO (Philanthropic Educational Organization)

Dream Travel Destination: Ireland. My father's parents are from Ireland, so I would love to go back and see where my family's roots originated.

Life Philosophy: Life is good; be happy now; let it go. I learned that from Otis Young, former pastor of First-Plymouth Congregational Church in Lincoln.

If I had two hours of free time, I would: Spend it digging in the dirt. Sometimes I don't even know what I'm planting, I just plant!

Favorite NET Television or PBS program: *Antiques Roadshow* and *Backyard Farmer*

Favorite place to listen to NET Radio: In the car.

Favorite spot in Nebraska: My grandmother's farm in Stanton. I love the rolling hills – and you can see forever.

Out & About



Friday Live at the Lied

Host William Stibor took the NET Radio series *Friday Live* across town to the Lied Center for Performing Arts in Lincoln on October 5. Singer, songwriter and social activist Lorna Bracewell performed live on the acoustic guitar, as well as Lincoln's Symphony Orchestra Music Director and pianist Ed Polochick and violinist Anton Miller.



Wooded by Rieu

More than 600 NET supporters enjoyed a stress-free motor coach ride on a blustery October night to see Dutch violinist Andre Rieu perform with his orchestra at Omaha's Qwest Center. The weather may have been frightful, but the company was delightful!



We enjoyed meeting so many NET fans across the state this fall and winter.



All that Jazz

NET Radio presented a two-hour *Live Jazz Special* with the Darryl White Group on November 3 at The Loft at The Mill in Lincoln's Haymarket. More than 150 guests enjoyed the performance in person while thousands more listeners caught the live statewide broadcast on NET Radio. White also led a workshop for 25 high school students and their teachers that afternoon. Support for the *Live Jazz Special* was provided in part by the Elizabeth Rubendall Foundation and the Nebraska Arts Council.



Curious about Nebraska

Throughout the fall the PBS Kids character Curious George entertained hundreds of children at Omaha events held at Omaha Children's Museum, library branches, Union Pacific Railroad Museum, Durham Western Heritage Museum, Omaha Children's Hospital and more.

Upcoming Events

For more information call 800.634.6788 or visit netNebraska.org.

April

Vote Democracy! Film Series Free and open to the public.

Made possible in part by ITVS and *Independent Lens*.
Thursdays, 7 p.m. at Mary Riepma Ross Media Arts Center (313 N. 13th St., Lincoln)
Tuesdays, 6:30 p.m. at Film Streams (1340 Webster St., Omaha)

Please Vote For Me

April 10, the Ross; April 15, Film Streams

Iron Ladies of Liberia

April 17, the Ross; April 22, Film Streams

An Unreasonable Man

April 24, the Ross; April 29, Film Streams

'68: The Year Nebraska Mattered

May 1, the Ross; May 6, Film Streams

May

Governor's Premiere Beef State

May 29

6:30 p.m.

Cornhusker Hotel, Lincoln

Tickets are \$100 per person. See page 5 for details. Call 800.634.6788 for reservations.



June

Live Jazz Special with the Darryl White Group

June 7

7 p.m.

College Park, Grand Island

Free and open to the public!

August

NET Sports Partners Club Pre-Season Tailgate Party & Auction

August 7

5 p.m.

Embassy Suites La Vista

Mingle with your favorite Husker, Blue Jay, Maverick, Antelope and other Nebraska sports personalities! Enjoy a casual affair, great Nebraska food and entertainment, plus a unique sports memorabilia auction. Call 800.634.6788 for tickets. Hosted by the NET Sports Partners Club, all proceeds will benefit sports programming on NET Television.

It's a Wrap

Spring into election season with these NET Television specials.

Check netNebraska.org/television for airdates and times.

Nebraska's Senate Race: The Primary

Airing in May on NET1 and NET2.

This 60-minute program profiles each candidate registered in the race (including non-major party candidates) to fill U.S. Senator Chuck Hagel's seat, and considers such questions as why the seat is open and the importance of the seat nationally.



The Year Nebraska Mattered

'68: The Year Nebraska Mattered

Airing in May on NET1 and NET2.

No one realized it at the time, but the 1968 Presidential primary would be the last time Nebraska had an impact on the race to the White House. This 60-minute documentary looks back at the historic election and offers some insight into an idealistic and passionate group of young people who chose a life in public service.

Electing a President: Nebraska Voter Diaries

Airing Fall 2008 on NET1 and NET2.

NET has selected several thoughtful Nebraskan voters who have no clear preference for president and will be following them through the 2008 election season. The foundation for this 30-minute program will be the video diaries kept by the voters, each of whom is using a small-format camera to record his or her thoughts. The voters will also periodically post blogs on netNebraska.org and share stories on NET Radio.

Campaign Connection 2008 on the Web

Many more election-related programs will be broadcast on NET Television and NET Radio from now through the fall, including live debate coverage and television and radio specials. Visit netNebraska.org to keep abreast of election happenings, including unique Nebraska voter blogs.



PBS World Comes to NET2

In February NET Television began airing the PBS World channel on NET2, featuring documentary, public affairs and news programs. NET2 will continue gavel-to-gavel coverage of the Nebraska Legislature and will also broadcast NET's own Nebraska public affairs documentaries, including Campaign Connection 2008 specials.



PARTNERS

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