

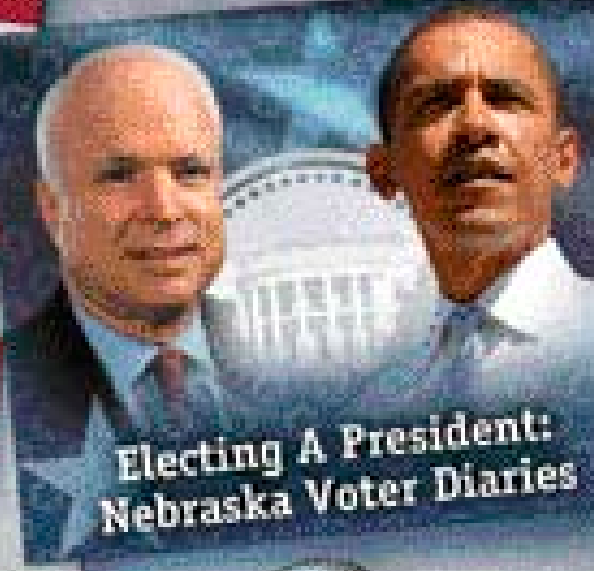
PARTNERS

CAMPAIGN CONNECTION '08

NET ELECTION PROJECTS



2008 Senate Race



Electing A President: Nebraska Voter Diaries



Annual Report Inside!



NET Radio Election Coverage

Inspire Nebraska

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

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CONTACTS

NET Foundation for Television
NET 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 Foundations Director

As the fiscal year closes in July I like to reflect on the year's milestones, and I'm always amazed by what's transpired. This year is no exception; here are just a few highlights from 2007-2008:

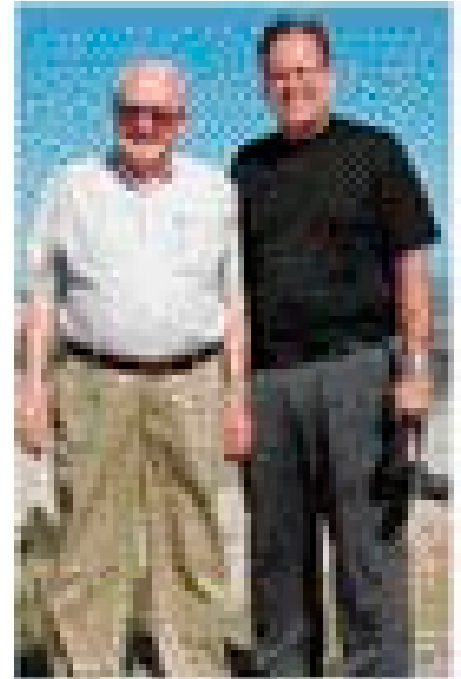
- Major Nebraska television productions *Beef State*, *Most Honorable Son*, *Murder House* and *Dream Like a Champion*, plus national PBS headliners Ken Burns' *The War* and *Carrier*.
- New radio initiatives *Great Plains*, *Great Books* and the *Live Jazz Special with the Darryl White Group*.

I am thrilled to report that it was a banner year for NET membership as well:

- More than 2,200 new NET Television and NET Radio members.
- More than 540 charter members to the NET Sports Partners Club.
- Launch of the annual Governor's Premiere fundraising event.

By far the most fulfilling part of my year, though, was the opportunity to meet so many of you. NET Foundations staff members and I traveled the state to meet the life of NET: you! After all, it's you who support our programming so generously, allowing music, history, science and sports to thrive on our airwaves.

On a sad note, NET lost a respected member of its family this year. NET founder and former General Manager Jack McBride died July 28. He was a constant presence here at NET until nearly his last days, and although he's gone, his enormous contributions to NET, Nebraska and public broadcasting will continue to make a profound impact. Please read more about Jack's legacy on page 7.



Donor Frank Balderson and Jeff Beckman

Thank you for your continued support in 2008 and 2009. Please don't hesitate to call me directly at 402.472.9333, ext. 380, or email jbeckman@netNebraska.org with any questions or concerns.

Sincerely,

Jeff Beckman
Executive Director
NET Foundation for Television
and NET Foundation for Radio

In the News



NET has been chosen to receive the 2008 Sower Award in the Humanities from the Nebraska Humanities Council.

"NET has been a strong friend of humanities education," wrote Keith Blackledge, of North Platte, in his nomination. "It is committed to cultivating an understanding of our history and culture by reaching into people's homes and cars, kitchens and barns with stories that help listeners and viewers consider what it means to be a Nebraskan and to connect them with our national cultural heritage."

NET will receive the Sower Award at the Lied Center for Performing Arts in Lincoln, in conjunction with the 13th Annual Governor's Lecture in the Humanities.

Short Takes



NET Begins the Switch to Digital this Month – September 2008!

Are You Ready?

NET Television needs to shut off its analog channels in many communities earlier than the national February 2009 deadline for tower and transmitter work. Will this affect you?

If you watch TV on an analog set using an antenna or rabbit ears (cable and satellite viewers should not be affected), you will need to choose one of the following three options in order to get digital TV:

- Purchase and attach an analog-to-digital converter box to your existing TV (coupons are available; see below).
- Purchase a new DTV or HDTV.
- Subscribe to a paid cable or satellite service.

Call NET at 800.868.1868 or visit netNebraska.org/dtv for assistance and details about how to request a converter box coupon.

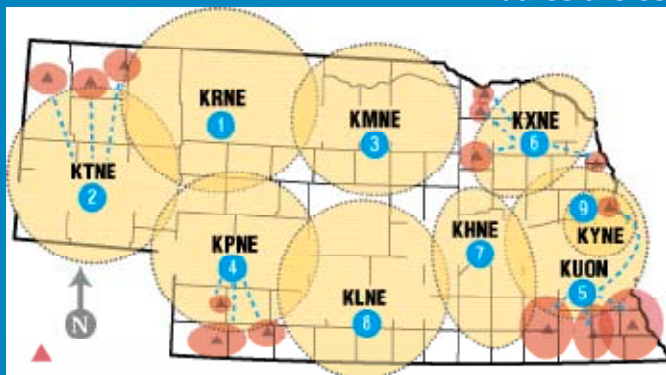
NET is Here to Help!

Our top priority here at NET is to ensure that our members and viewers get the information needed to make the transition from analog to digital as smooth as possible. Here's how to access the most up-to-date 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, Monday-Friday: 800.868.1868.
- Watch the mail – you should receive a postcard detailing shut-off dates for your particular area in the weeks prior to the shut-down.

NET Television and NET Radio Shut-Off Dates

All dates are estimates and may change.



1. KRNE/Merriman

NET Television Analog Channel 12 and NET Radio 91.5 FM
NET Radio & NET Television off the air: Mid-September
NET Radio & NET Television Digital Channel 17 return: Oct. 14
NET Television Digital Channel 17 becomes Digital Channel 12: Oct. 21

2. KTNE/Alliance

NET Television Analog Channel 13 and NET Radio 91.1 FM
NET Radio & NET Television off the air: End of September
NET Radio & NET Television Digital Channel 24 return: Oct. 21
NET Television Digital Channel 24 becomes Digital Channel 13: Oct. 28

3. KMNE/Bassett

NET Television Analog Channel 7 off the air: Oct. 1
NET Television Digital Channel 15 only: Oct. 1-8
NET Television Digital Channel 15 becomes Digital Channel 7: Oct. 8

Listen to NET Radio online at netNebraska.org/radio when NET Radio is off the air!

4. KPNE/North Platte

NET Television Analog Channel 9 off the air: Oct. 7
NET Television Digital Channel only: Oct. 7-15
NET Television Digital Channel becomes Digital Channel 9: Oct. 15

5. KUON/Lincoln

NET Television Analog Channel 12 off the air: Oct. 28
NET Television Digital Channel 40 only: Oct. 28-Nov. 4
NET Television Digital Channel 40 becomes Digital Channel 12: Nov. 4

6. KXNE/Norfolk

NET Television Analog Channel 19 off the air: Nov. 4
NET Television Digital Channel 16 only: Nov. 4-25
NET Television Digital Channel 16 becomes Digital Channel 19: Nov. 25

Analog Shut-Off Feb. 17, 2009

7. KHNE/Hastings

NET Television Analog Channel 29 becomes Digital Channel 28

8. KLNE/Lexington

NET Television Analog Channel 3 becomes Digital Channel 26

9. KYNE/Omaha

NET Television Analog Channel 26 becomes Digital Channel 17.

CAMPAIGN CONNECTION '08

Electing A President Nebraska Voter Diaries



The Presidential Race Gets Personal

Nebraskans talk about choosing the next president

Father and daughter Russel and Mikayla Iwan respectfully disagree – he describes himself as fairly conservative, while she is firmly in the Obama camp. Wife and husband SunHui and Dennis Snook are leaning Democrat, while Kristi and Mark Albrecht worry that Obama is too “big government” and McCain too “old school.” Single mom Deb Gaspard is posing provocative questions about religion and politics, while Tony Edmondson, a father of three, wonders what role agriculture will play.

All eight are still officially undecided on whom they'll pick for president, and their thoughts and musings are included in NET's Campaign Connection Web site – netNebraska.org/campaign08 – in the upcoming NET Television special *Electing a President: Nebraska Voter Diaries*, airing October 16 at 7:30 p.m. CT on NET1/NET-HD, and periodically on NET Radio.



Kristi and Mark Albrecht

The Web site and companion television program and radio pieces follow these thoughtful, independent voters as they navigate their way through the 2008 presidential election process. Each voter records his or her thoughts in a video diary format, which are then posted to NET's Campaign Connection Web site. Clips from the diaries are also woven into the 30-minute television program and the radio spotlights.

Voters' motives

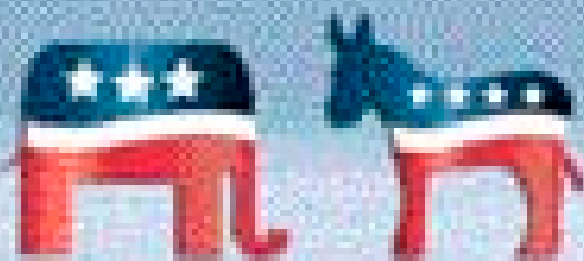
When asked about why they agreed to participate in the project, the voters spoke candidly. Kristi, who works as a special education teacher in Cozad, admitted that she too often relied on others' opinions during past elections, and hopes to learn how to become a better voter.

SunHui, a mother of three in Omaha who's working on a master's degree, aspires to serve as a role model to other middle class, working mothers. “I want to show how if someone like me... can take interest and really become involved in the election process, than anyone can,” she said.

And Deb, who teaches business at Southeast Community College in Lincoln, thought it would be interesting to analyze the process of how one decides to choose a candidate.

Decisions evolve

Nebraska Voter Diaries is as much about the evolving decision-making process as it is about the participants' actual choice for president; as the months pass, the diary clips trace the voters' transformations. Earlier in the season, for instance, Kristi noted bluntly that she didn't trust Hillary Clinton and felt more confident about McCain. A few months later, though, she seemed to be waffling,



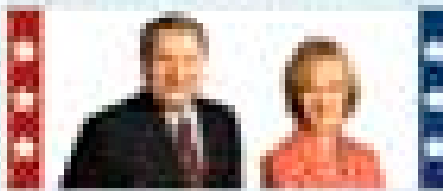
Online and On the Air

NET has this election season covered with news, information and documentaries on NET Television, NET Radio and online. Visit netNebraska.org/campaign08 for additional features and resources for each program listed below. Here's what's coming up this fall:

Meet the Candidates Nebraska's Senate Race

A one-hour program featuring one-on-one studio interviews with each of the candidates running for the U.S. Senate seat being vacated by Chuck Hagel. Airing Oct. 2 at 7 p.m. CT on NET1/NET-HD.

PBS NewsHour Debates 2008: A Special Report



Vice Presidential Debate: Oct. 2 at 8 p.m. CT on NET1/NET-HD.
Presidential Debate: Oct. 7 at 8 p.m. CT on NET1/NET-HD.

Your Verdict: Affirmative Action on Trial

Entities representing opposing sides on the affirmative action ballot initiative in Nebraska engage in a mock trial. Airing Oct. 9 at 9 p.m. CT on NET1/NET-HD.

Frontline: The Choice 2008



The national PBS series profiles John McCain and Barack Obama. Airing Oct. 14 at 9 p.m. CT on NET1/NET-HD.

Johanns vs. Kleeb Nebraska's Senate Race

A 30-minute documentary profiling the two major candidates. Airing Oct. 16 at 7 p.m. CT on NET1/NET-HD.

Electing a President: Nebraska Voter Diaries



Airing periodically on NET Radio, and a 30-minute documentary premiering Oct. 16 at 7:30 p.m. CT on NET1/NET-HD.

Ongoing Election Coverage on NET Radio and netNebraska.org/campaign08.

disenchanted by McCain's refusal to, as she stated, "take a stand" on key issues like alternative energy.

Her husband Mark, a farmer, was even more discouraged, joking that Ron Paul was looking more appealing. Kristi agreed. "I'm looking to see who might pop up as an independent candidate," she said, adding with a laugh, "Although I don't think Ron Paul is the answer!"

The Nebraska voice

While mainstream media follows the Presidential race from a national perspective, *Nebraska Voter Diaries* gets local, zeroing in on the race from a Nebraskan perspective.

"These are very real people with very real concerns about rising health care costs, the war in Iraq, the price of gas and food," says producer Mike Tobias.



Mike Tobias

"This program is a great way for anyone interested in the political process to get a sense of what matters to everyday Nebraskans, and what influences their decisions about who they are voting for."

Lee Booksellers and NET Radio: Partners from Page One

Twenty-two years and still going strong – that’s how long Jim McKee and Linda Hillegass, owners of Lincoln’s Lee Booksellers, have supported Nebraska public radio.

Do the math and you’ll realize that’s even longer than NET Radio has existed – Lee Booksellers was an underwriter when KUCV was still owned and operated by Union College in Lincoln. It wasn’t until 1988 that KUCV-Lincoln became the flagship station for the statewide Nebraska Public Radio Network, now known as NET Radio.

Bibliophiles

McKee and Hillegass share many passions, but chief among them is their love of books. It’s what brought them together, in fact.

A year after the two married they opened Lee Booksellers – coined from the middle name they share. Nearly 30 years later the store is still a Lincoln icon.

“We’re locally owned, so our emphasis is on what the customer wants,” says Hillegass. “Customer service is key, and that means a lot of special orders.”

Lee Booksellers takes special orders from across the country – customers value their attention to detail...and the fact that they ship free to anywhere in the United States.



Jim McKee and Linda Hillegass

It’s not all about books

“Independent booksellers everywhere are a dying breed,” admits McKee. “It’s a calling; you have to dedicate yourself to it to make it work.”

Although they have loyal customers around the nation and the globe, the local community matters most to McKee and Hillegass. Lee Booksellers partners with Lincoln schools to host book fairs each year and is instrumental in

Interested in Underwriting?

For more information about underwriting on NET Radio or NET Television, visit netNebraska.org/members and click on “Ways to Support NET.” Or call Susan Dinsmore at 800.634.6788, ext. 371 (Radio) or Shandi Petersen at 800.634.6788, ext. 765 (TV).

the successful Harvest of Books, which donates thousands of books annually to Lincoln’s public, private and parochial elementary schools.

Community is one reason the two are such dedicated supporters of public radio as well. “We are big believers in public broadcasting,” says Hillegass. “It’s statewide, it’s Nebraska. Plus intelligent, educated people listen to public radio, and they are readers, so it’s a good fit for us.”

Lee Booksellers
5500 South 56th Street, Lincoln
402.420.1919
leebooksellers.com



Who’s Who at NET

Jerry Johnston, NET Radio Senior Producer

local “noise band” The Mighty Vitamins – music he likens to impressionist painting. And that he’s fascinated by prehistoric burial mounds...and baseball...and birds.

“I like things that don’t fit into categories,” he says. He’s referring to his eclectic interests – everything from outsider art to Abraham Lincoln – but he could be defining himself. If there’s one thing for sure about Jerry, it’s that you can’t box him into a category.

Favorite NET Radio Assignment: “My favorite assignment is always the next one, because it satisfies my curiosity to know there’s more out there.”

You’ll See Me: “On Opening Day in Kansas City. I haven’t missed it for the last 15 years.”

Favorite Birds Spotted this Summer: Mississippi Kite, Summer Tanager

Best Hour of the Day: 5 a.m.

Favorite Composers and Musicians: Ravel, Stravinsky and Brahms; Dr. John, Professor Longhair (New Orleans rhythm and blues).

Best Spot in Nebraska: A tie: Victoria Springs State Recreation Area (near Broken Bow) and a wooded spot along the Rock Island bike trail in Lincoln that reminds me of my grandparents’ home in Kentucky.

Education: B.S. in religion from Nebraska Wesleyan; Master’s in Theology from Southern Methodist University in Dallas.

Family: Wife Pat Leach and two ancient cats.

In a Nutshell: “When curiosity is well-fed and watered, it leads to interests – and friends – all over the map.”

You might expect that NET Radio Senior Producer Jerry Johnston would appreciate classical music, literature and art. And he does. After all, much of his work is focused on producing humanities features for NET Radio.

What you might not anticipate, though, is that he plays a number of instruments himself – piano, accordion, guitar – “all of them badly,” he notes wryly. And that he’s a member of the

REMEMBERING

Jack McBride



REMEMBERING JACK G. MCBRIDE
FUND FOR TELEVISION AND RADIO

He was, in many ways, the classic gentleman: soft-spoken and reserved, a little bit Midwestern stoic, nearly always dressed in suit and tie – a jaunty bowtie in his younger days. But beneath that calm exterior was a steely resolve that fueled Jack McBride’s drive to build one of the nation’s first public television stations.

Humble beginnings

Born in Omaha, McBride graduated from Creighton and Northwestern universities and worked in Detroit before returning to Nebraska in 1953. He was hired by the University of Nebraska to produce educational programs on commercial stations, but after the University acquired Channel 12, he was charged with launching an educational television station. On November 1, 1954, the nation’s eighth public television station, KUON-Lincoln, was activated.

“We didn’t even own cameras or studio equipment,” recalled McBride in a 2004 interview, the year NET celebrated its fiftieth anniversary. “Our first three years we shared the KOLN Channel 10 studios and used their equipment.”

This was live television at its best. “There was no such thing as stop and start and do it with

“Jack McBride had all the zeal of a missionary, and his mission was to create an educational television network.”

– Late Nebraska Governor Frank Morrison, who signed the Nebraska Educational Telecommunication Act of 1963, creating the statewide network.

ease,” said McBride in the 2004 interview. “It was once you’re on, it’s all the way through to the bitter end.”

Balancing risk and strategy

McBride took risks, but he was a meticulous planner as well. “He was a strategist of the first order,” says his good friend and longtime colleague Ron Hull, who was hired by McBride as a producer in 1955. “Jack always worked ahead five, ten years – he had that special quality of being able to look ahead at how things can be.”

Highlights of McBride’s forty-plus year career at NET include the passage of the Nebraska Television Act in 1963, which authorized the development of the statewide network; construction of the current NET headquarters on North 33rd Street in Lincoln; the creation of GPN, which became one of the largest nonprofit distributors of educational video materials in the world; the launch of NET Radio (known then as the Nebraska Public Radio Network) in 1991; and the launch of a satellite distribution system (now called NET*SAT) for both broadcast television and distance learning.

He also contributed to dozens of national initiatives, including the launch of the Central Educational Network; the Satellite Educational Resources Consortium; the Public Television Outreach Alliance; AG*SAT (a satellite service for agricultural education); Native American Public Telecommunications and the Hispanic Educational Telecommunications System.

True visionary

The list of Jack McBride’s myriad accomplishments is long, and the list of those who respected and admired him is even longer.

“Jack McBride was truly a remarkable man who has left Nebraska a tremendous legacy,” said Rod Bates, who succeeded McBride as NET General Manager in 1996.

“He devoted his life to enhancing the lives of all Nebraskans through public media,” said Hull. “And his impact was felt far beyond our state’s borders.”

Although McBride officially retired from NET in 1996, he continued to serve the organization as a senior advisor. Until just a few weeks before his death he was as committed as ever to NET – dedicating his time and energy to the organization, still dressed impeccably, always looking forward with the eye of a true visionary.

Memorial Gifts

Jack McBride is survived by his wife Jean, his daughter Julie Olson, his son David and four grandchildren. We are honored that the family has designated NET as a recipient of memorial gifts made in Jack’s memory. For more information please contact Dawn Amory at: damory@netNebraska.org or 800.634.6788.

If you wish to mail a gift directly, please send it to: NET Foundations for Television and Radio; 1800 North 33rd Street, Lincoln, NE 68503. Please note Jack G. McBride Memorial Fund in the check memo line.



Nebraska Globetrotter Travels with NET

Isabella Threlkeld breathes new life into the old adage, “Think globally, act locally.” She’s traveled the world, and she’s planning to leave the NET Foundations a gift from her estate so that her fellow Nebraskans have the opportunity to experience a broader world view, beyond the borders of Nebraska and the shores of North America.

The art of travel

In her visits to Norway, Sweden, Spain, Morocco, Italy, North Africa and France, Isabella absorbed the nuances of each culture and wove pieces of each place into the fabric of her own life. As an artist she’s always been keenly aware and appreciative of her environment, so travel, as she notes, was “conducive to my betterment.”

In between her travels Isabella earned a bachelor’s degree in art from Wellesley College in Massachusetts; a master’s degree in art therapy from American University in Washington D.C.; and another master’s degree in art history from the University of Nebraska at Omaha.

Along the way her career took myriad turns, from art therapist at Walter Reed in Washington D.C. – where she worked with amputees back from the war – to art curator and art instructor at Duchesne and Bellevue colleges in Omaha. But she’s probably best known for Threlkeld

Art Studio in Omaha, a business she launched in 1977 following the death of her husband. Isabella ran the studio for 30 years, until just recently, when she moved to Mable Rose Estates.

**“One’s destination is
never a place, but a new
way of seeing things.”**

Henry Miller

Expand your world

“My interests are international rather than parochial; they’re not confined just to art and Nebraska,” says Isabella. “And my wish is for others to broaden their cultural views, too.” That’s one reason she watches NET Television and why she feels public television is the perfect vehicle for helping Nebraskans expand their world.

“We live in Nebraska, a state landlocked on the large continent of North America that acts like a giant blanket, comforting and protecting us,” she says. “Most of us turn away from anything new, anything different, but we need to embrace the new in order to grow.”

Think About Tomorrow, Today

Like Isabella you, too, can leave a legacy of culture, art, education and inspiration. NET’s planned giving professionals are happy to provide information and guidance in making a bequest or other gift to NET. Contact one today:

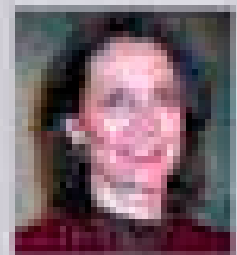


Jeff Beckman

Executive Director

800.634.6788

jbeckman@netNebraska.org

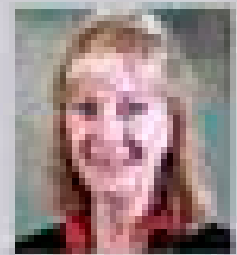


Michele Peón-Casanova

Director of Major & Planned Gifts

800.634.6788

mpeon-casanova@netNebraska.org



Bridget Robbins

Omaha Development Director

402.699.7734

brobbins@netNebraska.org

A Charitable Gift Annuity Benefits You Today, NET Tomorrow

If you've always wanted to make a gift to NET but felt you didn't have the income to do it, a charitable gift annuity (CGA) may be the perfect option for you.

A CGA works like this:

- You agree to donate cash, stock or other assets to NET.
- We invest it and pay you a fixed percentage of your gift every year for the rest of your life (and the life of another person, if you choose). See the chart for rates.

Payments from a CGA are fixed from the outset, so they won't vary, even when the stock market fluctuates. The rate you receive on your gift depends on your age at the time you make the gift.

Single Life Gift Annuity Rates

Age	Rate
60	5.5%
70	6.1%
80	7.6%
90+	10.5%

For more information, contact one of NET's planned giving professionals; see the contact box on page 8.

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 concert season.

Ainsworth Inn Bed & Breakfast

400 N. Main, Ainsworth, NE
888.237.0954

Step back into early 1900s in this boarding house B&B.
10% discount on the rate of a regular room (excluding Labor Day weekend and the week of the Country Music Festival).

Angels Company Lincoln, NE

402.474.2206

A performance group consisting of actors, dancers, musicians and visual artists.
\$1 off admission.

Art and Gift Gallery

516 N. Dewey, North Platte, NE
308.534.1946

A cooperative art gallery featuring a member artist each month.
10% discount on purchases.

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.

Bellevue Little Theatre

203 W. Mission, Bellevue, NE
402.291.1554

Providing award-winning live theater since 1969.
Enjoy one complimentary single admission when you purchase one adult single admission at regular price.

Blue Moon Coffee Company

635 W. 2nd St., Hastings, NE, 402.462.5214,
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, NE, 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
877.694.4032

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.

El Museo Latino

4701 S. 25th St., Omaha, NE, 402.731.1137

The first Latino art and history museum and cultural center in Nebraska.
Receive \$1 off admission and 10% discount in the museum's Gift Shop.

Fontenelle Forest Nature Center

1111 N. Bellevue Blvd., Bellevue, NE
402.731.3140

Experience nature first-hand. Listen to the sounds of songbirds; watch fireflies flicker; explore flowers, plants and trees — and much more.

\$2 off admission; 10% discount on a Fontenelle Nature Association membership.

Friends of the Mary Riepma Ross

Media Arts Center
313 N. 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 Museum/Lied Super Screen Theatre

1330 N. Burlington Ave., Hastings, NE
800.508.4629

Enjoy three huge floors of exhibits, the J. M. McDonald Planetarium with daily sky shows and five-story-tall Lied Super Screen Theatre.

Half-price museum/planetarium admission with each large-format film admission, 20% off in The Museum Store (not valid with any other discounts).

Hastings Symphony Orchestra

Hastings, NE
402.462.8389

Providing outstanding music for over 80 years.
\$3 discount on each ticket purchased at the door for individual subscription concerts.

James Arthur Vineyards

2100 West Raymond Rd., Raymond, NE
402.783.5255

We offer award-winning wines, from aged dry reds to sweet whites with everything in between.
10% discount on individual bottles of wine and a 15% discount on cases of wine (may be mixed).

Lincoln Children's Museum

1420 P St., Lincoln, NE
402.477.4000

The Lincoln Children's Museum offers three floors of hands-on exhibits for families and is recognized as one of the top 20 children's museums in the U.S.

10% discount on regularly priced items in the Museum Store.

Lincoln Community Playhouse

2500 S. 56th St., Lincoln, NE
402.489.7529

Enriching the cultural life of our city for 60 seasons. Celebrate the power of community involvement in live theater.
\$2 off any regularly priced ticket in the Main Stage season (any other discounts excluded).

Lincoln Friends of Chamber Music

12th & R St., Lincoln, NE
402.435.5454

Providing southeast Nebraska with superior chamber music. Performances in the unique setting of the Sheldon Art Gallery.

\$5 discount on regularly priced LFCM concerts.

Lincoln's Symphony Orchestra

Lincoln, NE
402.476.2211

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

10% off regular single ticket price to any concert this season.

Meadowlark Music Festivals Touring Nebraska

402.488.9555

Bringing world-class musicians to the Nebraska prairies.
\$2 discount for all concerts (children 16 and under free).

Morrill Hall University of Nebraska State Museum

14th & U St., Lincoln, NE
402.472.2642

Nebraska's largest natural history museum.
\$1 off family admission.



NET Card

Museum of Nebraska Art (MONA)

2401 Central Ave., Kearney, NE

308.865.8559

Experience more than 175 years of great art from the 19th century to the contemporary scene.

10% discount at the museum shop.

Museum of the Fur Trade

6321 Highway 20, Chadron, NE

308.432.3843

See the history of the first business in North America – the fur trade.

Receive one free admission per visit.

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 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.

Nebraska Jazz Orchestra

Lincoln, NE

402.477.8446

One of the Midwest's premier big bands, the ensemble performs 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.

John G. Neihardt State Historical Site

Bancroft, NE

402.648.3388

Honoring Nebraska's poet-laureate; featuring exhibits of Neihardt's life and work.

10% discount on books and gift shop items.

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.

North Platte Valley Museum

11th & J, Gering, NE

308.436.5411

Take a trip through time. Located on the Oregon and Pony Express Trails, the North Platte Valley Museum tells the stories of the Plains Indians and the first European settlers of the Nebraska Panhandle.

\$1 off single adult admission.

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

1605 Howard St., Omaha, NE

402.342.3560

See a variety of programs from classical to family concerts to world-renowned guest performers. Performing at the state-of-the-art Holland Performing Arts Center.

15% discount on single tickets to MasterWorks, Light Classics and Discovery Series concerts (not valid with any other offer).

Opera Omaha

409 S. 16th St., Omaha, NE

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.

Osher Lifelong Learning Institute (OLLI)

140 Home Economics

University of Nebraska-Lincoln, East Campus

402.472.6265

UNL's OLLI provides opportunities to members for ongoing development and personal enrichment through year-round, seven-week courses, field trips, volunteer groups and other special-interest activities.

\$10 discount off annual OLLI membership.

The Petrified Wood Gallery

521 E. 1st St., 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. Exclusions apply.

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 regularly priced 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.

RR 3 Box 108A, Ord, NE

308.728.3306

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

10% discount on a regular room (excluding holidays, area festivals and other discounts).

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.

Soaring Wings Vineyard

17111 S. 138th St., Springfield, NE

402.253.2479

International award-winning wines and spectacular views of the Platte River Valley await.

Receive a 10% discount on each bottle of wine and 15% off on all cases of wine.

Stuhr Living History Museum

3133 W. Hwy 34, Grand Island, NE

308.385.5316

More than a museum... a living history experience!

\$1 off any regularly priced admission (discount not valid with any other offer).

Third Chair Chamber Players

8th & P St., Lincoln, NE

402.429.8227

Take a journey through the genealogy of chamber music from early Baroque to the present.

\$2 discount on individual adult tickets (maximum of 4).

Trailside Museum of Natural History

Fort Robinson State Park

308.665.2929

Spectacular paleontology and geology exhibits.

20% off gift shop.

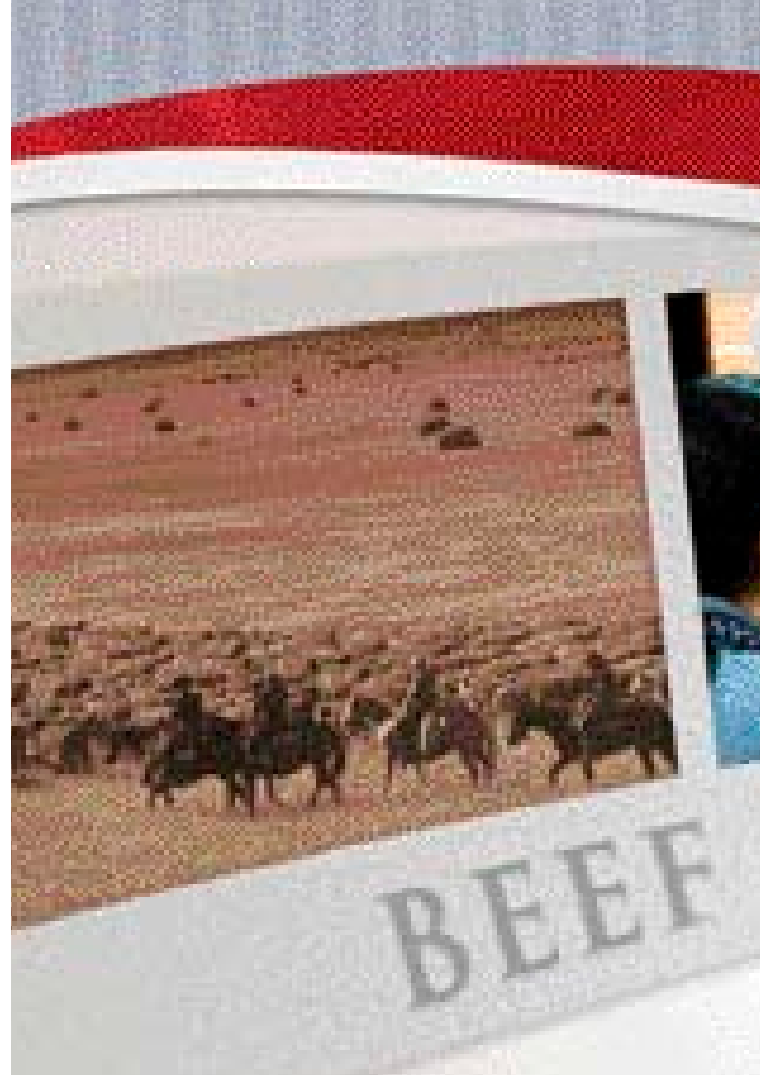
Whiskey Run Creek Vineyard & Winery

702 Main St., Brownville, NE

402.825.6361

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).



We crisscrossed the state from Omaha to Gering meeting listeners and viewers this spring and summer.

Lincoln

On March 28 *Friday Live* fans celebrated the opening of the **International Quilt Center** with a special live broadcast of NET Radio's weekly arts series from the new building on 33rd Street.

More than 500 supporters turned out for the **Annual NET Governor's Premiere** at the Cornhusker Hotel on May 29. NET Television premiered its newest high-definition documentary *Beef State* at the event, which raised more than \$150,000 to support future programming on NET Television and NET Radio.

In April and May the **Vote Democracy! film series** debuted at the Mary Riepma Ross Media Arts Center in Lincoln and at Film Streams in Omaha. The series included NET Television's production '68: *The Year Nebraska Mattered*.

Omaha

Curious George was on hand to greet canine lovers at the **Nebraska Kennel Club** dog show July 18-20 at the Qwest Center.

Foundations Executive Director Jeff Beckman tossed the first pitch for the **Omaha Royals** at NET

Out & About



STATE

Day on July 9 at Rosenblatt Stadium. Numerous fans stopped by the NET table to say hello.

More than 125 Omaha corporate and community leaders attended the **NET Sports Partners Club Leadership Tailgate Party** on August 7 at the new Embassy Suites La Vista. The Sports Partners Club was launched in 2007 with more than 550 charter members; the club is now moving into its leadership phase.

Clifford The Big Red Dog wagged his way through the **Omaha Children's Museum** on August 16 to greet hundreds of kids and parents. Dog from WordWorld visited the **Henry Doorly Zoo** on September 6.

Grand Island

Fifty birders boarded a bus bound for the **Rowe Sanctuary** in April to glimpse the Sandhill crane migration. The group enjoyed dinner and a talk by *Crane Song* producer Perry Stoner. The tour was part of a pledge package premium offered during the spring membership drive.

More than 300 jazz aficionados enjoyed a live performance by the **Darryl White Group** at the **Hornady-**

Marshall Theatre at College Park on June 7. The concert was also broadcast statewide on NET Radio. Special friends of NET Radio joined Grand Island Mayor and NET Board Member Margaret Hornady-David and her husband Donald David at their home for refreshments prior to the concert.

Kearney

About 70 photography and history buffs turned out for a **"Third Thursdays at MONA" event at the Museum of Nebraska Art** on May 15 to learn about life on a Nebraska homestead in the 1800s. NET producer Kay Hall shared insights and excerpts from NET Television's documentary *Solomon Butcher: Frontier Photographer*, while calligrapher Art Pierce talked about his personal experiences of being raised in a sod house.

North Platte

NET made a splash in North Platte on September 11 and 12 with a screening of the NET Television documentary *Beef State* at the Depot Restaurant and the live broadcast of NET Radio's *Friday Live* the following morning at the **Neville Center**.

Gering

More than 50 guests experienced the history of beef production in Nebraska at screenings of *Beef State* at the **Farm and Ranch Museum** as part of **Oregon Trail Days** in July.

Upcoming Events

For more information call 800.634.6788 or visit netNebraska.org.

September

NET at River City Roundup in Omaha

September 25-27
Qwest Center
455 North 10th Street
Omaha

Catch Clifford The Big Red Dog at the NET Booth in the Qwest Center main lobby:

Thursday and Friday:
9:30 a.m. - 12:30 p.m.
and 1:30-5:30 p.m.
Saturday: noon-5:30 p.m.
And in the River City Roundup Parade: Saturday at 10 a.m.

View *Beef State* in Room 212 of the Qwest Center:

Thursday: 5:30 p.m.
Friday: 3:30, 4:30 & 5:30 p.m.
Saturday: 1:30, 3:30, 4:30 & 5:30 p.m.

October

Meet Whyatt from *Super Why!*

October 26
10 a.m. - 3 p.m.
Henry Doorly Zoo
3701 South 10th Street, Omaha

November

NET Foundations Board Meeting

November 7
Lincoln

Meet DOG from *WordWorld*

November 29
10:30 a.m. - 3 p.m.
Omaha Children's Museum
500 South 20th Street, Omaha



January 2009

Third Chair Chamber Players Concert

January 23
8 p.m.
NET
1800 North 33rd Street
Lincoln
Tickets are \$20.

Coming This Spring

Annual NET Governor's Premiere

Stay tuned: details in the upcoming spring issue of *Partners*.

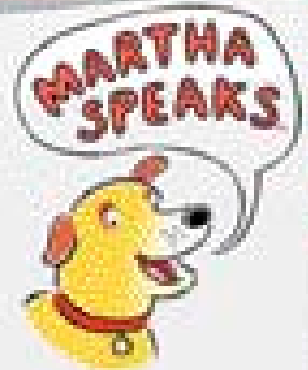
It's a Wrap



Sit! Stay!

For Sid the Science Kid and Martha Speaks

Two New Kids Shows on NET Television



Does your child ever wonder why bananas go bad? How the straw in a juice box works, or how a bird flies without being on a plane? Does your day consist of a constant barrage of “why” questions?

Five-year-old Sid tackles the ideas that preschoolers find fascinating in the newest PBS Kids series, *Sid the Science Kid*, airing weekday mornings at 8:30 a.m. CT on NET1 and NET-HD,

right after *Curious George* in the preschool block of programming. *Sid the Science Kid* also airs weekdays at 1:30 p.m. CT.

Another new show follows the adventures of Martha, a loveable dog whose appetite for alphabet soup gives her the ability to speak. Using her newfound talent, Martha gets jobs, wears disguises, foils bad guys, wins contests and talks on the telephone. *Martha Speaks* airs

weekdays at 7:30 a.m. and 3 p.m. CT on NET1 and NET-HD, as well as Sunday mornings at 7:30 a.m. CT on NET1 and NET-HD, beginning Sept. 28.

So, sit. Stay. And treat yourself to *Sid the Science Kid*, *Martha Speaks* and all your PBS Kids favorites this fall on NET Television! Visit netNebraska.org/television and click on “NET Kids” for a complete program schedule.

Don't miss

NET Radio's new series *Smart Investing*, airing weekly during *Morning Edition* and *All Things Considered* and on Saturday's during *Marketplace Money* at 3 p.m. CT. And catch the NET Television special *Smart Investing with Chris Farrell*, on Oct. 9 at 7 p.m. CT on NET1/NET-HD. Visit netNebraska.org/smartinvesting for details.

What's In Your Recipe Box?

NET Television wants to know your favorite recipe, as well as the story behind it. We are producing a new program called *The Recipe Box* that will explore the culinary heritage of the Cornhusker state, featuring homegrown Nebraska cooks sharing their favorite family recipes and the stories behind them. If you are chosen, you might be seen on the program preparing your recipe.

Submit your recipe and story online at netNebraska.org/recipebox, or pick up a submission form at your local Walmart store. You can also call NET Television at 800.868.1868 for a submission form to be mailed to you.

Deadline for submissions is Oct. 17, 2008.



PARTNERS

is published as a member benefit for the supporters of the NET Foundation for Television and the NET Foundation for Radio.

NET Foundation for Television
NET Foundation for Radio
1800 N. 33rd Street
Lincoln, NE 68503
800.634.6788
netNebraska.org

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U.S. Postage
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