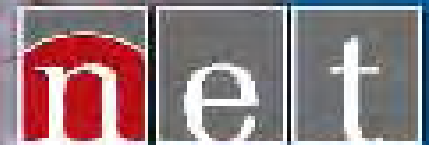


# PARTNERS

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## HOMEMADE ASTRONAUT THE CLAY ANDERSON STORY



television • radio  
learning services • technology services

Member since 1957  PBS & NPR affiliate



March 2009 PARTNERS

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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For Information call: 800.634.6788 402.472.6788

For Programming Information call: 402.472.3611, ext. 217

NET is a proud member of Community Services Fund.



Message from the General Manager

On behalf of the entire NET staff, I would like to thank each one of you for all of your support in 2008. The last calendar year was remarkable; we celebrated all-time high fundraising campaigns in both radio and television, and we have you, our members and supporters, to thank for that.

As we look ahead to the rest of 2009 we have several new opportunities to enjoy:

- In January we introduced our members to the brand-new NET Member Card, which offers two-for-one dining at more than 100 restaurants across Nebraska. Each week we add new spots to the already enticing list, so continue to check membercard.com for updates (see page 9 for details).
Don't miss the annual NET Governor's Premiere, which will offer a sneak peek at NET Television's upcoming documentary on Nebraska astronaut Clay Anderson. Enjoy cocktails and dinner and support NET on April 25 at the Strategic Air and Space Museum in Ashland (see page 4 for the feature story).
We look forward to a number of new programs this spring, including Homemade Astronaut: The Clay Anderson Story and Nebraska Stories, plus live college and high school sports, like the NSAA high school girls and boys basketball championships this month.
And NET Radio goes digital with the launch of NET Radio's HD-2, news during the day and jazz at night in the Lincoln area (see page 6 for details).

With each new initiative, program and event, we keep you and your interests front and center. After all, NET is here to serve you - we are public broadcasting for Nebraska. That's why I love to hear back from you; comments like this one help us keep our priorities straight:

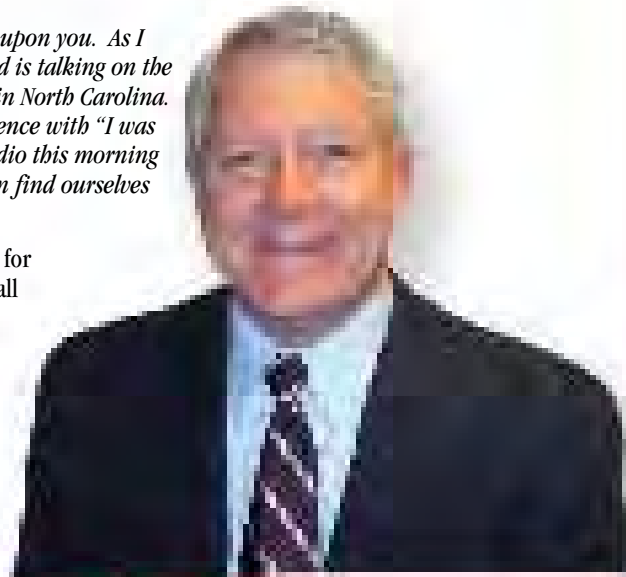
"We love and depend upon you. As I write this my husband is talking on the phone to his brother in North Carolina. He just started a sentence with "I was listening to public radio this morning and heard..." We often find ourselves saying that."

Thanks, Margot and Victor in Roca, for sharing that with us. And thanks to all of you, too, for everything you do for NET.

Sincerely,

Rod Bates (handwritten signature)

Rod Bates General Manager



In the News

NET Television's documentary Most Honorable Son, about Japanese-born Nebraskan World War II hero Ben Kuroki, was named the recipient of the 2008 Cine Golden Eagle award in the history category.

The film, which premiered nationally on PBS, made a profound impact on many Nebraskans, including Sharon Bishop's high school English students in Henderson. She wrote to NET General Manager Rod Bates and included some of her students' comments about the film.

"Ben Kuroki's story has deeply impacted my perspective on racism," wrote Conner, while Jennifer noted that "knowing Ben Kuroki's story may refuel Nebraskans' determination to keep going when the world says no." Now that's inspirational television!

## Troubleshooting Digital TV

Now that many NET viewers have switched to DTV, we want to know about any problems you may be experiencing. Here are some troubleshooting tips:

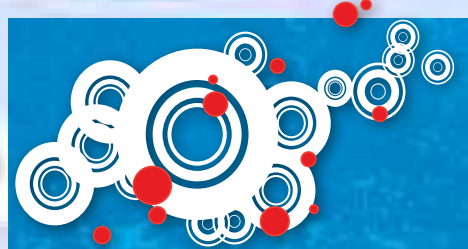


- If you are having reception problems, call the NET Help Desk at 800.698.3426. The Help Desk has helped hundreds of Nebraskans make the digital transition successfully, whether using a converter box with their old television sets or with a new digital television.
- Be sure to conduct a rescan for your digital channels. Many of NET's transmitters used a temporary digital channel and are now using the permanent channel. Rescanning will allow you to pick up the new digital channel.
- Be sure that you are changing channels on your converter box using your converter box remote control instead of on your television set. Program your converter box remote control to work with your television; instructions are included in the manual you received with the converter box.

- If your TV finds a channel while scanning but a picture does not appear, the picture freezes or you have distorted audio, it is probably related to the strength of the broadcast signal. Try re-aiming your antenna, or if you are using rabbit ears, place them near a window and as high as possible in your home. You may need to repair parts of an older outdoor antenna or check the antenna lead lines. Purchasing a signal amplifier may also help if you are splitting the line to multiple televisions. To find out which channels you should be receiving, enter your address at the web site [antennaweb.org](http://antennaweb.org).

One benefit of the new DTV system is that NET Television digital viewers are now able to receive three digital channels instead of the single analog channel.

In addition to NET1 (and NET-HD for those with high-definition televisions), digital viewers also receive NET2/PBS World, featuring live Nebraska Unicameral coverage and other national and local news, public affairs, history and science programs, as well as NET3/Create, which features popular how-to, travel and lifestyle series.



## NET Television Digital Channels

KTNE/Alliance Digital Channel 13  
KMNE/Bassett Digital Channel 7  
KHNE/Hastings Digital Channel 28  
KLNE/Lexington Digital Channel 26  
KUON/Lincoln Digital Channel 12  
KRNE/Merriman Digital Channel 12  
KXNE/Norfolk Digital Channel 19  
KPNE/North Platte Digital Channel 9  
KYNE/Omaha Digital Channel 17



## Call for DTV Assistance Today!

We can help you solve some of the DTV troubles you may be experiencing. Call the NET Help Desk at 800.698.3426 today!

Family lore has it that Clay Anderson first began to yearn for space when his mom made him a tin foil astronaut costume to wear in the Ashland “Stir-Up” parade. Anderson himself recalls another incident: Christmas Eve, 1968. His parents woke him and his siblings at midnight to witness a dramatic historical event: Apollo 8’s trip around the back side of the moon.

“This was the moment my life’s dream truly began to take shape and I set my heart on becoming an astronaut,” writes Anderson in an online journal he kept during his training and mission.



### Blast off

Fast forward four decades, to June 8, 2007. Anderson sits strapped into his seat aboard the Space Shuttle Atlantis as the final countdown wanes and the engines roar. Then liftoff.

“The ride was spectacular, the rumble of the engines and the solid rocket motors intense and rough,” writes Anderson. It smoothed out once they hit zero gravity, and as he experienced true weightlessness for the first time, Anderson paused for a moment to collect his thoughts. Then Clay Anderson, Nebraska’s first astronaut, unstrapped himself from the seat and floated into the next six months of his life, where he would live and work aboard the International Space Station (ISS).

# An Astronaut from Ashland

*NET Television tells the story of Nebraska’s first astronaut.*



### Reflecting

On board the ISS, Anderson worked diligently with other crew members, performing science experiments to research how plants and small animals function in zero gravity, venturing out on space walks, maneuvering the robotic arm and preparing for the arrival of the next space station crew.

He also took more than 17,000 photographs. Circling the Earth once every 90 minutes and flying at a speed (relative to Earth) of 17,500 miles per hour, Anderson witnessed 16 sunrises and sunsets each day and, when the weather cooperated, glimpsed spectacular sights like the snow-capped Rockies and undulating green Nile.

Despite the breathtaking scenery, Anderson did miss some of what he had once taken for granted on Earth – among other things, the smell of fresh-cut grass and the taste of a “nice, thick, Nebraska corn-fed, medium-rare steak with a loaded baked potato on the side.”

Above all, his months in space presented him with the rare opportunity to reflect on his life’s blessings.

“I have missed you all deeply,” wrote Anderson to his family in his final journal entry from orbit. “There has not been a day that’s gone by where I have not thought of you, prayed for you and smiled because of you. We have done this together as a family and we are stronger because of it.”

**Experience more of Clay Anderson’s journey to space in NET Television’s documentary *Homemade Astronaut*, airing in June on NET1/NET-HD.**



*Clay Anderson demonstrates weightlessness via teleconference for a group of Nebraska students back home. His props: a miniature basketball and a football from his beloved Husker team.*

### ...But you can’t take Nebraska out of the boy

NET Television’s latest high-definition production *Homemade Astronaut: The Clay Anderson Story* explores one man’s journey from dreamy-eyed child to driven college student to determined NASA astronaut, one of only a handful in the world chosen for an ISS mission. Woven throughout the program are anecdotes about Anderson’s Nebraska upbringing and his family, including his wife Susan and children Cole and Sutton, his friends, his mentors, and most especially his late mother Alice, who had a profound influence on him.

“This is really a very personal, very emotional story,” explains *Homemade Astronaut* producer Sue Maryott. “The story of an astronaut, yes, but also the story of a Nebraska boy at heart.”



Catch a sneak peek of NET Television's *Homemade Astronaut* and meet Clay Anderson in person at the 2009 NET Governor's Premiere on Saturday, April 25 at the Strategic Air and Space Museum in Ashland. See page 11 for ticket details.



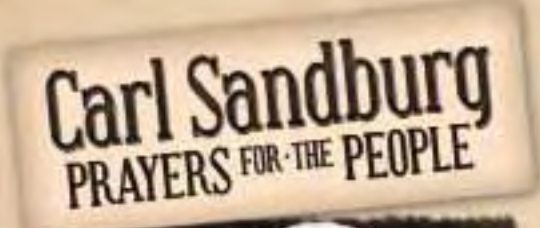
*NET crewmembers - audio technician Erin Thomas, videographers Dan Smith and Jim Underwood and producer Sue Maryott tag along with Clay at the Neutral Buoyancy Lab in Houston.*



*Videographer Jim Underwood looks on as Clay Anderson prepares for a flight in a NASA T-38 trainer jet at Ellington Field near NASA's Johnson Space Center.*



## More Spring Programs on NET1/NET-HD



**Carl Sandburg: Prayers for the People** – Enjoy this one-hour performance show celebrating the works of prairie poet Carl Sandburg, who was known not only as a writer but also as a collector and performer of American songs and ballads. Sandburg's anthology *The American Songbag* is a collection of lyrics and tunes to 280 songs. Filmed at the University of Nebraska at Kearney, the program features poems read by Ted Kooser and Charles Peek and songs performed by Mike Adams & the Sandtones. Airing in April on NET1/NET-HD.

**Planet Forward** – Co-produced by NET Television and the Public Affairs Project at George Washington University, this web-to-TV program examines the feasibility of alternative energy sources and debates their viability as near-future alternatives to fossil fuels. Airing Wednesday, April 15 at 7 p.m. CT on NET1/NET-HD.



**Nebraska Stories** – Dig deep into your home state to discover Nebraska's gems, from its art and music to its people and places. The first episode premieres in May, followed by more during the summer before the series airs monthly in fall 2009.

## Behind the Microphone

Fred Knapp, NET Radio News Reporter and Producer

**Y**ou may be familiar with his voice when he's covering the Legislature and politics for NET Radio, but there is probably a lot about reporter and producer Fred Knapp that you don't know. Read on to learn more about the man behind the microphone.

**Favorite spot in Nebraska:** A loop: up through the Sandhills to the Pine Ridge, then Toadstool Park enroute to the Black Hills. I also really enjoy walking through the corridor in the Capitol on the south side outside the legislative chamber, with the sun coming through the courtyard windows.

**Life Philosophy:** I wouldn't dignify it by calling it a "life philosophy," but I think there's value to putting aside one's own opinions and challenging political leaders by asking them questions from a "devil's advocate" point of view.

**Favorite Weekend Pastime:** Taking my kids to the Omaha Zoo.

**Most Interesting Assignment:** The story I did on Ernie Chambers' legislative career, trying to capture the highlights of his infuriating and inspiring rhetoric and actions.

**Pets:** I grew up in a household without pets, and now currently have two dogs, three cats, one hermit crab, approximately 12 fish and one parakeet. This is all the result of one wife and two boys.

**Dream Interview:** Barack Obama with his presidential persona turned off, after he leaves office.

**Most exotic and interesting place I've visited:** The Khyber Pass between Pakistan and Afghanistan. At the time I passed through, in the late 1970s, there were still visible signs of when it had been a border between two previous empires, as evidence by the concrete "dragon's teeth" that the British had implanted to deter any Axis tanks from invading what was then India.

**Education:** Bachelor's degree from Yale; Master's degree in Journalism from Columbia.

**Parting Shot:** I try to keep the communications business in perspective. In this, I'm helped by the wisdom of Henry David Thoreau, who said, "We are in great haste to construct a magnetic telegraph from Maine to Texas; but Maine and Texas, it may be, have nothing important to communicate."



NET Radio reporter and producer Fred Knapp at his office in the Capitol building.

### News by Day, Jazz by Night — Digital Radio Offers Expanded Programming

Want more NPR news? How about more jazz? Now you have even more program options from NET Radio with our new digital transmission service, called HD-2. HD-2 includes many programs not heard on our main service, with NPR news throughout the day and jazz at night.

HD Radio allows stations to broadcast digital audio, multiple program streams and traditional

FM, all on the same frequency. Right now HD-2 is available statewide online at [netNebraska.org/](http://netNebraska.org/) radio and is being broadcast on our KUCV/Lincoln transmitter as well. Lincoln-area listeners need an HD Radio to hear it over-the-air. (Radios capable of receiving the HD signal will display the HD Radio logo. You can learn more and even purchase an HD Radio by following the links on our Web site.)

A grant allowed us to add this new program service when we needed to replace the KUCV/Lincoln transmitter. We've also received grants to upgrade the transmitters at KHNE/Hastings and KLNE/Lexington, and work at those sites will begin later this year. We hope to extend HD Radio to our other sites as transmitters need to be replaced and/or funding becomes available.

## Underwriter Spotlight



*Rembolt Ludtke's Intellectual Property Practice Group; back row: Andy Pollock and Troy Kirk; front row: Tim Moll and Alan Slattery.*

## Rembolt Ludtke

As it approaches its fortieth year in business, one thing is certain about Lincoln-based law firm Rembolt Ludtke LLP: it's old enough to have proven itself as a top-notch firm, but young enough to be progressive.

In 1970 Rembolt Ludtke was founded in Lincoln with one attorney and a clerk. Today the firm's 19 attorneys continue to practice in the same location. In 1996 a branch office opened in Seward, and a second branch office opened in Grand Island in 2007.

Rembolt Ludtke not only strives for the highest standards in the business – in fact, the firm has earned an AV rating (the highest level) from the Martindale-Hubbell rating system – the firm and its attorneys also take great pride in partnering with the communities they serve.

That's one reason Rembolt Ludtke has been one of NET Radio's longest and most loyal underwriters, supporting Nebraska public broadcasting for more than 20 years.

"Our firm supports public radio because we believe that the people who listen to NPR are

our target audience, too. Our clients are active in their communities, informed on current issues, and like to get as much information as possible before making decisions – just the kind of people that enjoy the news and information programming on public radio," says Rembolt Ludtke partner Peter C. Wegman. "In this era of opinion-based reporting, we appreciate the opportunity to support balanced, intelligent broadcasting."

### Interesting in Underwriting?

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



## Food for Thought

### *The Splendid Table* offers tantalizing fare

"Tell me what you eat, I'll tell you who you are," said the 18th-century French gastronome Jean Anthelme Brillat-Savarin. For centuries our food has been inextricably linked to our culture, and gastronomes like Brillat-Savarin have long known that food, cooking and the act of eating often go hand-in-hand with drama, art, literature and music, as well as mathematics, physics, chemistry, biology, anthropology, history and sociology.

Each week American Public Media's *The Splendid Table* delves into many of these cultural facets of food as host Lynne Rosetto Kasper explores culinary landscapes from the vineyards of Provence to the diners of Philadelphia. As she uncovers hidden delights – like dandelion petal sorbet – along the way, Kasper also shares recipes and sage advice on cooking and getting food to the table, while guests like Arctic explorer Ann Bancroft reflect on the vital roles food plays in their lives.

"*The Splendid Table* can take you anywhere in the world – geographically and intellectually," says Kasper. "When it comes to the pure experience of eating, words and imagination take us far beyond the pictures."

**Tune in to *The Splendid Table*,  
Saturdays at 1 p.m. CT on NET Radio.**



Lois Kammerlohr of Beatrice enjoys a wide variety of interests, and strikes and strings – that is, baseball and classical music – top her list. The 76-year-old is loyal to the Kansas City Royals, but she also has another favorite: the Beatrice Bruins. She calls the semi-pro baseball team Beatrice’s best-kept secret, and every summer Lois hosts one or two players in her home. “They are great, polite boys, and they help me out around the house,” she says of the players.

Lois’ other passion is music, and she gets her fix every day from NET Radio. She has been a loyal supporter of the network for decades, and even worked as an assistant in the membership department in the 1970s and ’80s, a job she describes as a “labor of love.” Later she volunteered, answering phones for *Classics By Request*.

She loves all things musical on NET Television, too. “I’m a strong supporter of both NET Radio and NET Television,” she says. “The programs are refreshing, and you find a fairness on public broadcasting that you don’t get on commercial stations.”

## A Home Run NET donor’s endowment gift helps ensure that NET will thrive today and tomorrow.

### Public broadcasting strikes her fancy

Quality programming is one reason why Lois decided last year to make a substantial gift to the Foundations’ permanent endowment fund. “I always wanted to do it, but I didn’t always have the means,” says Lois. When she



was left an inheritance gift Lois decided the time was right, and making the gift at the end of the year allowed her to reap significant tax benefits.

“I’ve learned so much from public television and radio!”

Lois Kammerlohr  
Beatrice, NE

Supporting NET’s endowment also fits well with Lois’ dedication to community. Always active in her town and church, Lois still works as coordinator for the Beatrice Community Pantry, which provides food and emergency services to 4,000 people in need each year. She is also a supporter of Doctors without Borders and Habitat for Humanity. In fact, she first learned about Doctors without Borders from an episode of Charlie Rose on NET Television.

“I’ve learned so much from public TV and radio,” says Lois.

## The Gift that Keeps on Giving

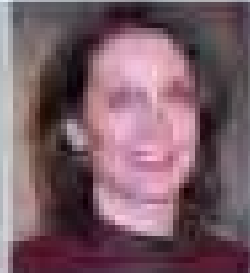
Gifts to NET’s permanent endowment are an integral part of our long-term fundraising strategy. It is this support that will enable Nebraska public broadcasting to thrive not only today, but tomorrow, too...and for generations to come.

Like Lois Kammerlohr you, too, can impact Nebraskans by ensuring that what you love and respect about NET Television and NET Radio will last. NET’s planned giving professionals are happy to provide information about making an endowment gift, bequest or other gift to NET. Feel free to contact one of us:



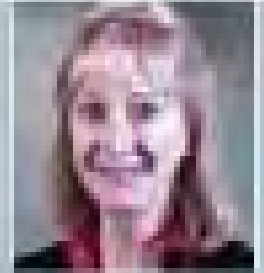
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**Bridget Robbins**  
Omaha Development Director

402.699.7734  
brobbins@netNebraska.org

# Leave a Legacy to Nebraska with a Bequest



You can ensure your appreciation for public broadcasting will endure to benefit generations of Nebraskans to come. A bequest – also known as a gift made through a will or living trust – to NET Television and/or NET Radio is a convenient option for people who would like to make a significant gift, but cannot readily give up the income right now.

You can make a bequest in the following ways:

- A percentage of your total estate;
- The remainder, or a percentage of the remainder, of your estate after you have made gifts to loved ones;
- A gift of a specific dollar amount;
- A contingent gift.

For more information about making a bequest to NET, please contact one of NET's planned giving professionals, pictured on page 8.



## Wine and Dine at your Favorite Restaurants

**NET has launched a brand-new member benefit: the NET MemberCard.**

As a thank you gift to new and renewing members at the \$80 level and above, the NET MemberCard will allow you to enjoy two-for-the-price-of-one dining at more than 100 restaurants statewide. The list of participating venues grows every day – visit [membercard.com](http://membercard.com) for the complete list and to check for updates.

We appreciate your support of NET Television and NET Radio. The new NET MemberCard is our way to say thank you! Call 800.634.6788 or visit [netNebraska.org/membercard](http://netNebraska.org/membercard) for more information.

**Here's just a sampling of participants from the more than 100 restaurants signed up as MemberCard partners statewide! Visit [membercard.com](http://membercard.com) for the complete list.**

**Enjoy two-for-the-price-of-one dining at these restaurants and more in Nebraska:**

Blue Orchid Thai Restaurant  
 Catfish Lake Restaurant  
 The Cheetah Café  
 Cheri O's  
 Come and Get It BBQ  
 Culver's  
 Danny's Downtown Deli  
 Delice European Bakery & Café  
 Dino's Eastside Grill  
 Don Carmelo's Pizzeria  
 El Rancho Authentic Restaurant  
 Erick's Enchiladas  
 Gambino's Pizza  
 The Garden Café  
 Hobb E's  
 Jack & Mary's Restaurant  
 LaPaloma Sola  
 Le Peep Restaurant  
 Legends Sports Bar & Grill  
 Maggie's Vegetarian Wraps  
 Mangia Italiana  
 McFly's Center St. Tavern  
 McFoster's Natural Kind Café  
 Merle's Food & Drink  
 Mia Latte Café  
 Newman's Pasta Café  
 The Oven  
 Peacock Indian Cuisine

Pizza Shoppe & Pub  
 Sher-E-Punjab  
 Sips & Subs  
 Spaghetti Works  
 Stauffer's Café & Pie Shoppe  
 Tandoori Fusion  
 Whiskey Creek Wood Fire Grill

**Plus enjoy a 10-20% discount at these online merchants:**

Amazingclubs.com  
 Cherrymoonfarms.com  
 Greatcoffee.com  
 Iloveallaccess.com  
 Lbvgallery.com  
 Maps.com  
 Proflowers.com  
 Redenvelope.com  
 Secretspoonsweets.com  
 Sharrisberries.com  
 Wisconsincheesemart.com

Plus when you travel just call 800.423.7645 or visit [membercard.com](http://membercard.com) for thousands of additional benefits nationwide and in Canada.

## A Lasting Legacy



Memorial gifts to NET Television and NET Radio are a lasting legacy in honor of your loved one's commitment to public broadcasting.

Such is the case with Lee Cyr, of Aurora, who died recently in an automobile accident. Lee's family sug-

gested that memorial gifts be made to NET Radio in memory of their son. "Lee enjoyed public radio," says his father, Jim. "He listened to *Morning Edition*; *Car Talk*; *Wait, Wait... Don't Tell Me* and especially liked *Classics By Request*. He was a loyal member of NET Radio and valued what they do."

In addition to the memorials made recently in memory of Lee Cyr, NET has also recently received gifts in memory of the following individuals:

<b>Dean Canada</b>	<b>Jack McBride</b>
<b>William A. Foster</b>	<b>Eileen Noonan</b>
<b>Donald Freyer</b>	<b>Walter S. Schaffert</b>
<b>Lewis (Chip) Hackley</b>	<b>Ben and Beatrice Schneider</b>
<b>Dr. Bob Manley</b>	

To learn how to make a memorial gift, please contact Dawn Amory at 800.634.6788 or [damory@netNebraska.org](mailto:damory@netNebraska.org).

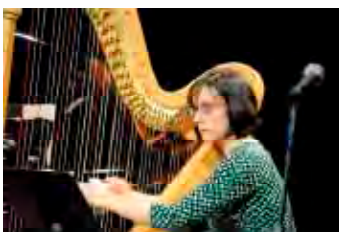
# Out & About



## NET has been across the state and around the globe in the last few months. Did we meet you along the way?

### Bellevue

About 100 *Farmer* fans visited the **Fontenelle Forest** this fall to go on location with NET Television's weekly gardening series **Backyard Farmer**. Supporters of Fontenelle and NET went behind the scenes with the cast and crew and served as the studio audience for the show.



### Lincoln

More than 120 classical music fans whiled away a winter evening when the **Third Chair Chamber Players** performed at NET for a live NET Radio broadcast in January. Guests enjoyed hors d'oeuvres and spirits and an elegant blend of harp, winds, strings, piano and percussion.

In January NET supporters learned about the history of the Bacardi family in Cuba when NPR correspondent **Tom Gjelten** visited NET to talk about his new book *Bacardi and the Long Fight for Cuba*.

History and film buffs alike experienced the premiere of the PBS documentary *Looking for Lincoln* at the **Mary Riepma Ross Media Arts Center** as part of the city-wide celebration of Abraham Lincoln's 200th birthday in February. More than 100 educators convened at the NET Studios on February 6 to participate in a free workshop about how to integrate the documentary into the classroom, presented by NET, WNET New York and the Nebraska Department of Education. NET supporters also enjoyed a cocktail reception with Pulitzer Prize-winning author Doris Kearns Goodwin, who spoke about Abraham Lincoln at the Lied Center.



### Omaha

Hundreds of kids shook paws with Dog from the PBS Kids show *WordWorld* in November at the **Omaha Children's Museum**, while thousands enjoyed seeing Clifford The Big Red Dog in the **River City Roundup** parade in September. Fans also stopped by the booth in the Qwest Center to meet Clifford and catch a screening of NET Television's *Beef State*.

### Scottsbluff

NET Radio fans gathered at the **Midwest Theater** for the broadcast of *Friday Live* in February. Host William Stibor showcased the films and film-makers at this year's Midwest Theater Film Festival.

### Statewide

In January semifinalist contestants for NET Television's upcoming program *Recipe Box* enjoyed a moment in the limelight. Cameras rolled as they shared the stories behind culinary delights ranging from "Platte River Pulled Pork" and "Rattlesnake Bryantini" (yes, a dish made from rattlesnake) to "Gramma Annie's Cinnamon Rolls" and "Elephant Ears." The filming occurred at **Walmart** stores (Walmart is providing funding for the program). Check out the dishes on [netNebraska.org/recipebox](http://netNebraska.org/recipebox), and tune in to NET1 this summer for the program broadcast.





### St. Paul, Minnesota

In October a group of NET Radio fans traveled with NET Foundations Executive Director Jeff Beckman to the land of 10,000 lakes for a Lake Wobegon Weekend. The travelers enjoyed Garrison Keillor and *A Prairie Home Companion* live from the Fitzgerald Theater, plus lots of sightseeing, wine tasting and good eats. "The trip was wonderful," said NET supporter Sharon Gaines. "My husband and I look forward to joining the NET group on another adventure."



### Prague, Vienna and Budapest

NET supporters and fans traveled to the Imperial Cities of Prague, Vienna and Budapest in October to take in the sights, sounds and tastes with Michele Peón-Casanova, director of major and planned giving at NET. Among the highlights were Hradcany Castle and the old Jewish Quarter in Prague; a concert of Mozart and a trip down the Danube in Vienna; and a horse show and Hungarian feast in Budapest.



## Upcoming Events

Visit [netNebraska.org/members](http://netNebraska.org/members) or call 800.634.6788 for details on the events listed.

### APRIL



#### Sid the Science Kid At the Omaha Children's Museum

Saturday, April 18  
10 a.m. – noon  
1:30 – 2:30 p.m.

Meet Sid the Science Kid at the OCM's "Week of the Young Child" festivities, and be sure to stop by the NET Booth from 10 a.m. to noon, too. Visit [netNebraska.org/members](http://netNebraska.org/members) or [ocm.org](http://ocm.org) in April for details.



#### NET 2009 Governor's Premiere Homemade Astronaut: The Clay Anderson Story

Saturday, April 25  
6 p.m.  
Strategic Air and Space Museum  
28210 West Park Highway  
Ashland, Nebraska

Don't miss NET's biggest fundraising event of the year! Enjoy an evening with Nebraska's first astronaut Clay Anderson, as well as Governor Dave Heineman, First Lady Sally Ganem and Honorary Chair Jeff Raikes, plus dinner and a preview of NET Television's upcoming high-definition documentary *Homemade Astronaut: The Clay Anderson Story*.

Tickets are \$100 each. Reserve your tickets today at 800.634.6788 or email Jenny Herstein at [jherstein@netNebraska.org](mailto:jherstein@netNebraska.org).

*All proceeds from the event support NET Television and NET Radio.*

### MAY

#### Sesame Street Exhibit: The Body

May 23-September 6  
Omaha Children's Museum

Explore healthy eating, exercise and how our bodies work with this special exhibit. Visit [netNebraska.org/members](http://netNebraska.org/members) or [ocm.org](http://ocm.org) in May for details.

### JUNE



#### At the Cottonwood Festival

Friday, June 19  
Brickyard Park  
Hastings

Catch *Friday Live* from Hastings and spend some time at the Cottonwood Festival, a three-day, family-oriented performing arts festival. Take in crafts displays, food and more. Visit [cottonwood-festival.org](http://cottonwood-festival.org) for the full entertainment schedule and ticket information. *Friday Live is free!*

# It's a Wrap

## NET Public Media: Expanding Community Partnerships

NET Public Media is a partnership between NET and non-profit, educational, government and community service groups to produce information and educational programs that will reach hundreds of thousands of Nebraskans via NET2 and the NET Public Media Web site.

### What Can NET Public Media Do for You?

Community groups invest significant resources on speakers and other presentations each year, but often the reach of these programs is limited to the immediate communities they serve or to professional or affinity groups. NET Public Media will help your organization reach a much wider audience.

NET2 is an established network for public discourse, with an emphasis on live coverage of the Nebraska Legislature and news and public affairs programming from PBS World.

Most programs can be viewed on the NET Public Media Web site as well. In addition, many of the partnership programs will be available on Nebraska cable television systems, which offer free video-on-demand service.

### Partnering with NET Public Media Produces Results

A partnership with NET Public Media will result in enhanced community impact. Multiple broadcasts on NET2 and other media platforms will reach thousands of individuals via innovative and cost-effective methods. The result is a dramatic expansion of the impact of your best work in the community. Partners will also own the right to sell or otherwise re-distribute and market the program. NET will receive unlimited rights to broadcast the program over its own media platforms and will also have unlimited rights to distribute the content to other digital platforms.

Visit [netNebraska.org/publicmedia](http://netNebraska.org/publicmedia) to see how local organizations are reaping the benefits of a partnership with NET Public Media. Or contact Ron Kallhoff in NET's Business Development Office at 402.472.9333, ext. 410, or [rkallhoff@netnebraska.org](mailto:rkallhoff@netnebraska.org) for details.



#### *PARTNERS*

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