



# 2021 Local Content and Service Report to the Community



Nebraska  
Public Media







## Media Made for the Moment

In May of 2021, we launched our new brand – a new name and a new look – and merged the Foundations for Television and Radio – all during a global pandemic.

While you see our new name on television, hear it on radio and find it when you open our app or click on our content, you can be confident we remain committed to bringing you the powerful programs and dedicated services you trust and depend on every day.

Nebraska Public Media is committed to fulfilling the three guiding pillars that measure our success – **public safety, civic engagement and education.**

Although things may look different, we are a trusted source for essential news, safe programs for your children and exciting local sports.

Watching television today isn't like it was when we first signed on the air in 1954. Throughout the years, we've added radio, a website, three more TV channels, on-demand programming, an app, digital content and social media accounts to serve our audiences in cities and towns, and on the prairies of Nebraska.

**We are media made for the moment.**

**1 million**  
people watch,  
listen and click  
each month.

**"Public media performs an important service to everyone, wherever they live."**

— Jim and Karla Powell,  
Chadron



# CIVICS 101



## Do you remember all that you learned in American history?

Our new collection of animated **CIVICS 101** television spots, available at [pbslearningmedia.org](http://pbslearningmedia.org), reminds citizens how our government works and serves as an educational resource for students and teachers across Nebraska.

Funded in part by Humanities Nebraska and the Nebraska Cultural Endowment.



## Hero Elementary Family Science Event

More than 40 parents and kids attended an online screening of the PBS KIDS series and performed simple science experiments led by Nebraska's Lead PBS Digital Innovator Allison Pontious of Oakdale Elementary in Omaha.



**"We LOVE Hero Elementary in our house! I love that Hero Elementary teaches so many STEM lessons. Great job exposing young kids to scientific concepts!"**

— Angela Holdren, Omaha



[nebraskavirtualcapitol.org](http://nebraskavirtualcapitol.org)

**14,800 users**

21% increase over last year

This interactive website is a resource for students and visitors of all ages, both here in Nebraska and around the world. Learners of all ages can take 360-degree virtual tours as they study the arts and architecture of our historic State Capitol building and experience the beauty of the Governor's Mansion.

Educators can link to a curriculum website with lesson plans and art lessons to use in their classrooms.

It's an important resource for students who cannot visit the building due to distance or cost.

NOW IN SPANISH!

[nebraskastudies.org](http://nebraskastudies.org)

**169,000 users**

16% increase over last year

Now available in English and Spanish, this website offers a rich history of the state from its very beginning to the 21st century. The site was specifically designed to meet the needs of teachers and is a primary source of content for students who are learning about Nebraska history and social studies.

**"I am a public school history teacher, and I love the resources that the American Experience series provides."**

— Chace Hutchison, Papillion

## Passion for the Past

As one of the first female paleontologists, Carrie Barbour's discoveries in the late-1890s helped show the world that Nebraska's landscape was teeming with prehistoric fossils. Though not afraid to get her hands dirty during expeditions and field work, she also painstakingly cleaned and pieced together hundreds of specimens for exhibition, many of which are still on display today at the University of Nebraska State Museum in Lincoln. [paleosleuths.org](http://paleosleuths.org)



## Education Made for the Moment

Preparing children for success in school and beyond is one of the guiding pillars of public television. Our PBS KIDS television series, online and digital educational resources, and community workshops prepare children for a bright future.



### Prairie Portrait Interactive Science Lesson

You can learn more about bees and how they survive in the world in our new student lesson, featuring photographs, observation notes and a blog.



More than 200 budding young authors from 57 Nebraska towns wrote and illustrated stories for our 2021 contest. Judges read and scored their creative entries, selecting first, second and third place winners in grades K-3.

### smart scoop

Over **5,000+** educators and parents subscribe to our weekly education newsletter.

[NebraskaPublicMedia.org/newsletters](http://NebraskaPublicMedia.org/newsletters)

### Virtual Workshops and Family Celebration

Presented in partnership with Nebraska Extension, our workshops for early childhood providers and a virtual family celebration promoted reading, writing and resilience.

**500+ Educators & Caregivers Attended Workshops**  
**110,000+ Family Celebration Views**





Hosted by Amanda Gorman, the country's first National Youth Poet Laureate, *PBS KIDS Talk About: Race & Racism* included real families having conversations about racial identity, anti-Black racism, and how it is incumbent on all of us to actively work towards building a more equitable society.

**103,443**  
Users  
visit [PBSKIDS.org](https://pbskids.org)  
each month

## Guidance for Learning Moments

Teachers, parents and caregivers count on us for the latest educational resources – whether that's 120,000+ teaching and learning assets at **PBS LearningMedia** or materials for young learners at **PBS KIDS for Parents**.

[pbslearningmedia.org](https://pbslearningmedia.org) [pbs.org/parents](https://pbs.org/parents)



This free website is a trusted place for K-12 classroom resources. Parents, teachers and curious students can easily access thousands of videos, quizzes, puzzles and content to create personal learning experiences. The site also includes a rich collection of local learning resources curated by Nebraska Public Media.



Explore resources to help you raise kind, curious and resilient children. Find parenting tips, hands-on activities, games and apps featuring your child's favorite PBS KIDS programs! Plus, milestones are searchable by age and topic, including emotions, character, science, math and literacy.

**25,127**  
Users  
play games on  
PBS KIDS Games  
each month

**28,720**  
Users  
access PBS KIDS  
Video Apps  
each month

**240 hours**  
of trusted educational  
children's television  
programs each week.



# We Keep Nebraskans Safe

We understand that safety for families and communities is important for all Nebraskans, and we are committed to fulfilling public media's role in protecting "them in times of emergency.

Nebraska Public Media's FM radio station is the state's primary dissemination point for the Emergency Alert System, originating both routine tests and actual alerts from the Nebraska State Patrol and the Nebraska Emergency Management Agency.

We relay information from the Federal Emergency Management Agency for nationwide tests and Presidential alerts to all Nebraska broadcasters and cable companies. During times of severe weather, our network relays tornado warnings from the National Weather Service.

Nebraska Public Media is also the primary origination point for Amber Alerts when the Nebraska State Patrol issues messages to the public as part of their efforts to find missing or endangered children. Amber Alerts are sent from our network to all other television and radio stations in Nebraska.

As part of a national plan, Nebraska Public Media has expanded emergency alert capabilities to mobile apps and digital platforms so that alerts can be heard and seen on phones, HD radios, car devices, Radio Data System (RDS) displays and online.

Through PBS WARN (Warning, Alert & Response Network), we serve as back-up for nationwide Wireless Emergency Alert (WEA) distribution between the Federal Emergency Management Association (FEMA) and mobile carriers.





### News Collaboration Brings 'Deep Dive'

Longtime journalist and editor Holly Edgell is the first managing editor of NPR's Midwest Newsroom, a journalism collaborative that includes Nebraska Public Media. The regional hub creates greater capacity for local, in-depth and investigative news reporting. Other partner stations in the Midwest Newsroom include Iowa Public Radio, St. Louis Public Radio and KCUR, the NPR station in Kansas City.

Selling carbon. Eating crickets. Rural infrastructure. Climate change. Swine Fever.

These are just a few of the top stories on the **Harvest Public Media** website. We are one of six partner stations reporting on food systems, agriculture and rural issues throughout the Midwest and Great Plains. In addition to radio stories, **Harvest Public Media** explores issues through social media, television documentaries and video.

## Serious News for Serious Times

Democracies depend on a well-informed public. Every day we strive to give Nebraskans the news they need for the moments that matter, sharing perspectives from all sides of an issue.

## SPEAKING OF NEBRASKA

Now more than ever, high-quality public media journalism matters. Our **Speaking of Nebraska** news series connects you to important news stories with accurate reporting and in-depth coverage. Our reporters dig deep for the facts on issues facing Nebraskans, such as the Black and Latino experiences, racial inequality, police and protests, and economic recovery.

Safety for families and communities is important to Nebraskans, and we are committed to fulfilling public media's role in protecting you in times of emergency. As the world faced the COVID-19 pandemic, we broadcast weekly town hall meetings with Gov. Pete Ricketts and a **Speaking of Nebraska** special about vaccine hesitancy.

## America Amplified

During the 2020 election season, radio featured **America Amplified**. Award-winning journalist Rose Scott from WABE, Atlanta's NPR Station, explored local perspectives, with a mission to foster dialogue, not debate; share experiences; and elevate diverse voices. Themes included showing up for your community, feelings about democracy and how we can learn to live with division in America.

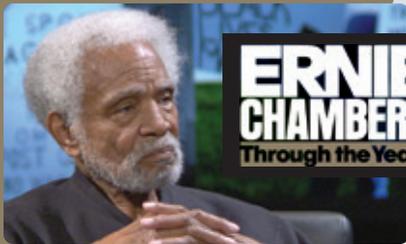
**"We listen to public radio daily. It is a great resource that helps keep us informed and entertained."**  
— Steven & Colleen Crawford, Lincoln



# 2020 CAMPAIGN CONNECTION

Public media mattered in the 2020 elections and Nebraskans accessed news on all of our platforms – television, radio, social media, our website and mobile app.

As part of our commitment to civic engagement, our live broadcasts of U.S. Senate and congressional debates and PBS and NPR coverage of the 2020 presidential and vice presidential debates offered perspective on the candidates and choices at the ballot box.



With intensity, humor and an occasional burst of song, Nebraska's longest serving legislator reflected on his life and career, including efforts to secure more Black representation and abolish the death penalty.

## MOMENTS FOR LISTENING

ON POINT



We tuned up the radio schedules on our news/classical channel (FM & HD1) and our news/jazz channel (HD2) to bring our listeners even more news and music. With host Meghna Chakrabarti, the popular radio news series **On Point** covers everything from breaking news to feature stories. **World Cafe** is the place to hear interviews and performances from essential and emerging artists.

# 15

stories from  
Nebraska were  
featured on NPR  
FY 2020-2021

## YOUR TOP STORIES

### Most Read

Iconic Classic Car Collection  
in Central Nebraska Up  
for Auction

Read 13,547 times

### Most Shared

A Moment of Zen featuring  
hummingbirds from *Nature*

Shared on Facebook 612 times

### Most Liked

Congratulating Nebraska  
Volleyball Head Coach  
John Cook on His 600th Win

4,945 Likes on Facebook

Nebraska  
Legislature coverage  
resumed July 20.

## DID YOU KNOW?

In addition to coverage of debate in the legislative chamber, we livestream from a dozen state government venues, including the Nebraska Supreme Court and Governor's Hearing Room.



## BACKYARD FARMER

The number of new gardeners blossomed during the pandemic. People just digging in relied on **Backyard Farmer** and partner Nebraska Extension for advice and valuable local resources.

Our **Backyard Farmer** Facebook Live broadcast on June 10 drew more than 2,200 participants.

**2.2K+**  
Viewers

**5.1K+**  
Minutes Viewed

**69**  
Likes/Loves

**3**  
Shares

**54**  
Comments



## your stories are Nebraska Stories

A new season of **Nebraska Stories** began with a trip to Jefferson County to see fossilized

dinosaur footprints on a rocky outcrop. It was just one of the stories about history, hidden places and interesting people in the series.

Other stories about art, nature, food, science, history and what makes Nebraska special followed amateur astronomers, Sudanese refugees sharing hope amidst tragedy, the conservation success story of Trumpeter Swans in the Sandhills and musical collaborations between two friends.

The **Nebraska Stories** special **When the World Changed** explored the pandemic, the history of infectious disease in our state and challenges schools are facing.

## We Tell Local Stories from Communities Across Nebraska



We collaborated with Omaha's Film Streams in Sept. 2020 to produce **Final Cut: Filmmakers Showcase 2**.

The local documentary about film as art offered statewide exposure to independent filmmaking.

Three of the local filmmakers and their films were featured in a live online event and discussion in Oct. 2020 on the Nebraska Public Media Facebook and YouTube pages.



## Dutch Hop!

The hammered dulcimer, accordion, trombone and bass blend to create unique polka melodies and the 100-year-old dance tradition of the Volga Germans. Dutch Hop is not the "ump-pa-pa" polka that is familiar to most people. Little known by folks outside the community, Dutch Hop dancers add a bounce to their steps and sometimes an extra hop or a stomp to the smoother traditional polka dance.

The television production of **Dutch Hop!** introduced musicians, dancers and families who treasure this cultural gem and keep the tradition alive in the Platte River valleys of Nebraska, Colorado and Wyoming.



Good ideas often start by asking a simple question, and Nebraskans are responding with creativity and innovation. Our **What If...** television series follows visionaries who aren't afraid to think outside the box. **Innovator Insights** at [pbslearningmedia.org](https://pbslearningmedia.org) offer short videos where big thinkers talk to the next generation of young innovators.



## Nebraska All-State Concert

We broadcast a recording of performances by the state’s most talented high school musicians on our World television channel in Dec. 2020.

Each year, the Nebraska Music Education Association provides an opportunity for high school students to participate in an all-state honor ensemble. They gather in Lincoln for the NMEA All-State Conference to rehearse and perform at the Lied Center, where we captured their talents.



# CONNECTS



An epic television road trip through Nebraska’s state historical parks let viewers ride in a covered wagon, dig for fossils, fire a cannon, explore thousands of years of indigenous history and discover mammal fossils dating back millions of years. In this *Connects* program, history reenactors also portrayed the everyday lives of citizens and soldiers who once lived in Nebraska.

**49 Likes/Loves**  
**9 Shares**  
**58 Comments**

A Facebook Live stream of the program drew 806 participants, with 73 percent of viewers from Nebraska and 26 percent from other states including Kansas, Iowa, Colorado, California and Missouri.



In the *Connects* program **Older Workers, New Opportunities**, experts talked about the Senior Community Service Employment Program and how it can benefit both the participant and the employer partners. Graduates of the program also shared their success stories, explaining how they found successful employment in the workforce.



During the 19th century, Nebraska was known as part of the Great American Desert because those migrating through didn’t realize there was a veritable ocean flowing beneath their feet. The *Connects* program **Nebraska: The Great American Water Machine** explored water’s role as the lifeblood of the state and looked at how we can work together to preserve, protect and manage our water for future generations.

# Together for Virtual Moments

The pandemic taught us that when we cannot gather safely in-person, a virtual event allows us to be together on screen. Connecting Nebraskans separated by miles, a few blocks or even in the same household, virtual events are another way to engage with our valuable content.



## WELL BEINGS

Four **WELL BEINGS** virtual events helped parents, teachers, counselors, caregivers, families and students understand ways communities can support each other and encourage compassion during times of anxiety and depression. Students shared their mental health journeys while mental health professionals and educators explained how they guide at-risk students to the help they need.

[NebraskaPublicMedia.org/wellbeings](https://NebraskaPublicMedia.org/wellbeings)

**25,000+ people** watched these on Facebook and YouTube.

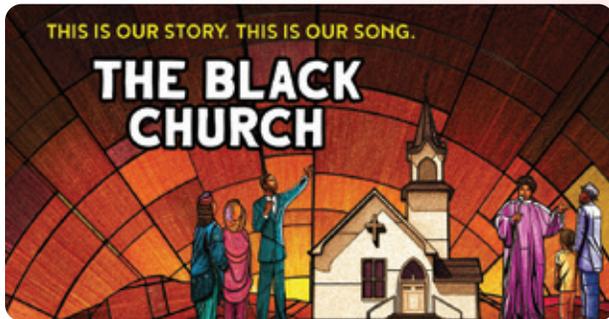
- *Mental Health in the Classroom*
- *Mental Health in Communities of Color*
- *You Are Not Alone: Youth Mental Health in Nebraska*
- *Preventing Youth Suicide in Nebraska*

In Nebraska, the youth suicide rate is higher than the national average, and a leading cause of death for 10 to 24-year-olds, according to the Centers for Disease Control and Prevention.





Nebraska native J Schwanke, host of the public television series *J Schwanke's Life in Bloom*, shared his favorite tips, tricks and hints for making flowers fun in a free online flower arranging event.



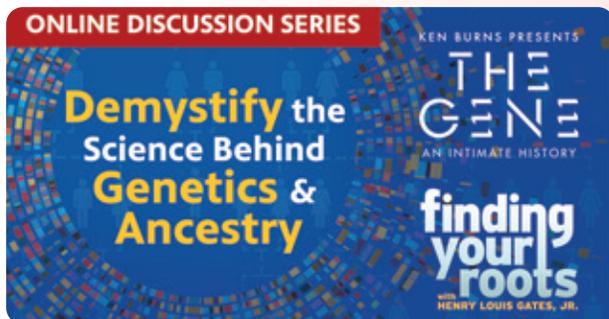
### ***The Black Church***

Nearly 120 attendees discussed how Omaha's Black churches grew faith and fostered social change.



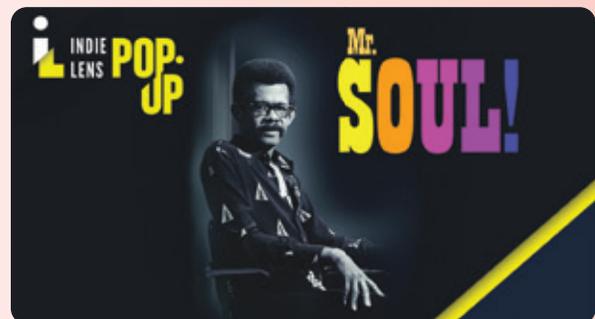
### ***Unladylike***

Highlighting Nebraskans Grace Abbot and Dr. Susan La Flesche Picotte, 2,000+ Facebook Live viewers learned about the unsung women who changed America.



### ***Finding Your Roots & The Gene: An Intimate History***

Virtual events featuring national experts and 900+ participants explored genetics and genealogy, focusing on ancestry testing and the latest developments in science and genetic medicine.



### ***Indie Lens Pop-Up***

With 500+ viewers, this virtual series touched on a broad range of topics. Community-driven conversations covered the women's and Black arts movements, as well as facial recognition software and civil rights.

# PBS Passport

With **PBS Passport**, qualified Nebraska Public Media members can watch their favorite shows or binge the latest new series when it's convenient for them.

The on-demand library features quality public television programming — including past and current shows — available to watch on a computer, tablet, or streaming device.

More than 1,600 episodes are available with **PBS Passport** and the library continues to grow.

**"I've always loved PBS shows, and I'm excited to use the streaming service!"**

— Kayla Hartley, St. Libory



**NEBRASKA  
PUBLIC  
MEDIA APP**

**28,000 users  
this year**



**PBS  
VIDEO  
APP**

**8,574 average  
monthly users**

**More than 1.1 million**  
clicked on [NebraskaPublicMedia.org](http://NebraskaPublicMedia.org)



**56,271 People**  
streamed our radio  
programs this year

**We Are More Social**



**↑ 3%**



**↑ 9%**



**↑ 16%**

**FOLLOWERS**

**275,000 likes**  
**40,000 shares**  
**40,000 comments**

Facebook, Twitter and Instagram  
(Combined)



## Media Made for You

The free **PBS Video App** and **PBS Passport** let you stream your favorites when and where it's convenient. And, with the Nebraska Public Media app, our radio and television networks follow you wherever you go.

### The Power of Podcasts

Subscribing to a podcast gives you a steady stream of stories, and there's something for everyone.

Our local podcasts include a recap of Husker games on **Big Red Wrap-Up**; arts and humanities on **Friday LIVE**; books and authors on **All About Books**; and every day, our news podcast covers issues important to you.

Podcasts from popular local series such as **Nebraska Stories** and **Backyard Farmer** enrich storytelling from our state, while more than 50 NPR podcasts cover parenting, politics, money and multicultural issues.

[NebraskaPublicMedia.org/podcasts](https://www.nebraskapublicmedia.org/podcasts)

### Morrill Hall Virtual Tour

Nebraska Public Media and the University of Nebraska State Museum are partners in the creation of a free virtual tour of the museum. Visitors can step into Morrill Hall from just about anywhere in the world and wander through the iconic Elephant Hall, explore the Hall of Nebraska Wildlife, learn about The First Peoples of the Plains and visit Cherish Nebraska.

[NebraskaPublicMedia.org/morrillhallvirtualltour](https://www.nebraskapublicmedia.org/morrillhallvirtualltour)



### Immerse Yourself

We are developing new technologies to enrich your viewing experience and put you in the center of the action. With a computer mouse or your finger on a smart device, you can move around to explore 360-degree video from cameras that record in multiple directions – with views that are “stitched” together to create a spherical video.

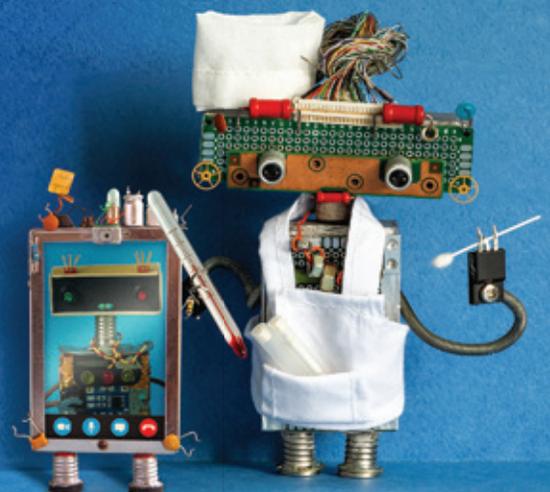
[NebraskaPublicMedia.org/labs](https://www.nebraskapublicmedia.org/labs)



# NOVA

## Science + Society

We partnered with **NOVA** to highlight issues that exist at the intersection of science and society. With support from the Corporation for Public Broadcasting, this new series of digital short-form videos debuted on our social media platforms with a story about telehealth during the pandemic.



# Carrying the Ball in a Pandemic

Our broadcast of the **NSAA High School Boys Basketball Championships** on March 14, 2020 became the last televised sporting event in the country. As everything shut down due to the pandemic, our team looked forward, researching ways to bring live sporting events back – safely.

In collaboration with Nebraska health experts, the Big Ten Network and ESPN, we developed protocols to protect our crew. We moved work outside our remote truck, and the use of hand sanitizer, masks, gloves, plastic dividers, air purifiers, social distancing and even shower curtains became part of our routine.

Just four months after the very **last** live televised sporting event before the pandemic, we broadcast the very **first** live televised sporting event – the **Nebraska Shrine Bowl Classic** football game on July 11, 2020. And, we kept up the momentum, producing or assisting in the safe broadcast of more than 50 sporting events between Nov. 2020 and June 2021.

## **Nebraska Shrine Bowl Classic**

6.2K+ Viewers

43.3K+ Minutes Viewed

147 Likes/Reactions

25 Shares

45 Comments

22% of the audience streamed from outside our state



## **BIG RED WRAP-UP**

A pandemic-shortened version of our sports series previewed on television Oct. 20 with highlights and analysis from host Mike'l Severe, former Huskers and other experts.

**Big Red Wrap-Up** was also broadcast live on Facebook throughout the season.

34K+ Viewers (Average 2.5K+ per show)

90K+ Minutes Viewed

500+ Likes/Reactions

93 Shares

200+ Comments



In a state where sports is more than a game, our partnership with the Nebraska State Activities Association (NSAA) results in television coverage of high school championships for football, volleyball, basketball, wrestling, soccer and swimming and diving.

We are a leader among a handful of public television stations in the country that produce high school sports, along with **NSAA Speech Championships** and **Nebraska Music Education Association All-State Concerts**.



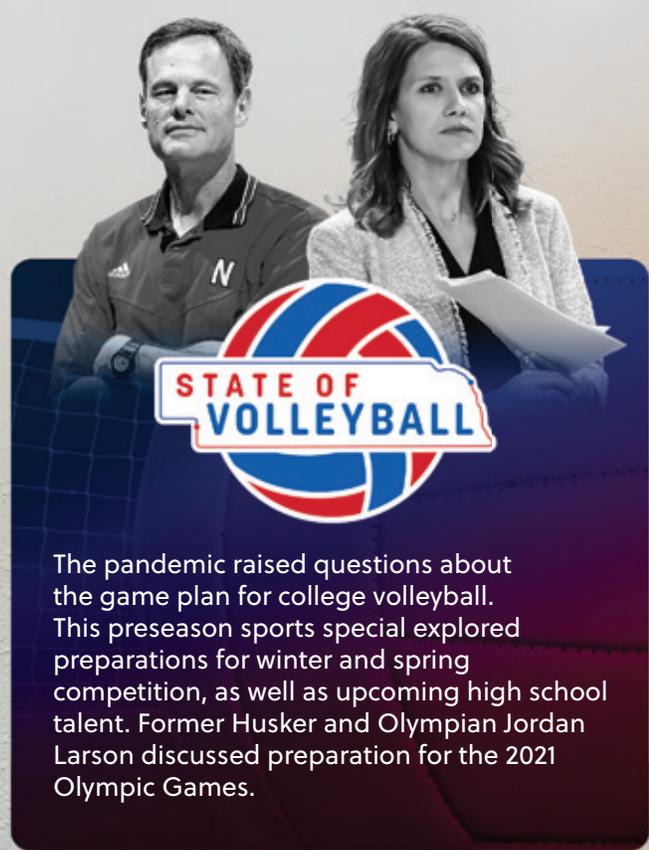
# Nebraska's Home for Sports

Our sports coverage is more than just a presentation of athletic games. The competitions are a series of community events that connect people in our entire state, and a tremendous way to focus on positive things happening with our youth and in our schools.

We were the first to bring Nebraska volleyball to a statewide television audience. Our coverage officially began with the Huskers' first game, and first win, against Concordia College in Seward on Sept. 20, 1975. Five years later, viewers across the state could watch the 3-0 win against Kansas on Oct. 25, 1980.

On the court, on the field and on the baseball diamond, our award-winning sports team delivers live coverage and heart-stopping college sports moments from Creighton University, University of Nebraska at Omaha and the University of Nebraska-Lincoln.

Our remote production facility is a 53-foot long semitrailer that expands to double its size, creating space for the directors, audio engineers and other professionals who produce our local sports coverage. And our new "super slow motion" technology allows sports replays to be crystal clear.



The pandemic raised questions about the game plan for college volleyball. This preseason sports special explored preparations for winter and spring competition, as well as upcoming high school talent. Former Husker and Olympian Jordan Larson discussed preparation for the 2021 Olympic Games.



Nebraska fans are passionate about Husker sports and the game day experience. This television documentary dug into the archives to explore how cheerleaders, dancers, mascots and the Cornhusker marching band contribute spirit and pride.





**"I listen every morning and am a huge fan. I can't tell you how many times I have had a 'driveway moment!' Thank you for providing Nebraska with quality programming."**  
– Caroline and Don Graham, Gothenburg

## News/Classical AND News/Jazz

Our **TWO** radio channels mean more choices for our listeners.

News/Classical offers classical music throughout the day, as well as NPR and local news and entertainment programs like **Fresh Air**, **This American Life** and **Wait Wait... Don't Tell Me!** The local series we produce are also on the schedule – shows like **Friday LIVE**, **Afternoon Concert** and **All About Books**.

Our News/Jazz channel is available online at **NebraskaPublicMedia.org/radio**, by downloading the Nebraska Public Media App to a smart device or on an HD-2 radio. The programming on our second radio channel includes a variety of unique programs not heard on our first channel, with NPR news throughout the day and jazz music at night. You can hear **Latino USA**, **World Cafe** and **Here & Now**.

# FRIDAY LIVE

Lively conversation on our weekly radio show highlights music, art, literature and the local artists who make it happen in every Nebraska community.

The show airs Fridays at 10:05 a.m. CT on our News/Classical channel and is available later in the day as a podcast at **NebraskaPublicMedia.org/podcasts**.

## Conductors Make Housecalls

During the pandemic, music can be good medicine. It inspires our listeners and Nebraska conductors. In our **Conductor Housecalls** radio specials, Nebraska's conductors shared the joy of music and their favorite pieces every Monday morning.



Host Raina Douris guides Nebraska listeners through two hours of music and discovery on **World Cafe** each Saturday afternoon. The music selection encompasses singer-songwriters, classic rock, indie rock, Americana, alt-country, blues, world music, R&B and soul. Plus, listeners enjoy interviews and performances with today's essential and emerging artists.



## Beethoven's Birthday Bash

We celebrated the 250th birthday of Ludwig van Beethoven with music, trivia and a live conversation with special guests Ed Polochick and Anton Miller from Lincoln's Symphony Orchestra.

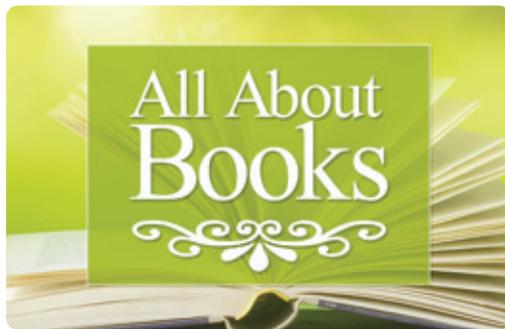
**1.6K+ Viewers**

**7.4K+ Minutes Viewed**

**109 Comments**

**12 Shares**

**103 Likes/Loves/Wows**



Our weekly book review and discussion program goes far beyond book reviews, inviting listeners who are passionate about books and reading to share stories and insights into the larger world of words and ideas. Hosted by Lincoln City Library Director Pat Leach, **All About Books** airs live each Thursday and is available later the same day on demand, or to subscribers of the podcast.



## An Award-Winning Network

Our news team won 30 regional and national awards during the past fiscal year, including a national Edward R. Murrow Award from the Radio Television Digital News Association for continuing coverage of the 2019 Nebraska floods.

The team earned four first place honors in the 2021 Midwest Broadcast Journalists Association Sevareid Awards and more than a dozen awards from the Nebraska Broadcasters Association.

**Winston, Young Composer**, a story that was part of our **What If...** innovation series received a regional Emmy award from the National Academy of Television Arts & Sciences Heartland Chapter.

The National Educational Telecommunications Association honored the network for Overall Excellence in Marketing and Communications, promotion of the **Sesame Street in Communities** family event in 2019 and for work in the new Podcast/Digital Media Content category.

The network also won one platinum and two gold awards in the AVA Digital Awards competition for digital creativity, branding and strategy. Animated **CIVICS 101** television spots won a platinum award for Web-Based Production in the Special Effects/Animation Category and a gold award for Web-Based Production in the Education Category. A television spot produced remotely at the beginning of the pandemic also won a gold award in the video production.

**"We appreciate the unique programming that can't be seen anywhere else. We also love to watch the variety of high school and university sporting events that are produced to the highest quality."**

– Michael and Karen Morris, Crete

# We are public media made for every moment this year, and in the future.

**Nebraska Public Media tells stories from city streets and the corner coffee shop.** In the middle of America, in the place that we call home, we share what happens here and around our nation and the globe. We are in the fields, on the sidelines of high school and collegiate sports events and on the frontlines of important news stories.

For nearly 70 years, we have served the state with education and entertainment, and been a calm, trusted voice in our fast-paced, sometimes turbulent world. On television, radio, online, social media platforms and our app, we help Nebraskans understand their world, connect to their community and grow.

Our work is essential – and support from our members and local business partners makes all of what we do possible. With community support, we are committed to bringing you the powerful programs and dedicated services that fulfill **our three guiding pillars.**

We are over **30,000** members strong.



## Public Safety

We understand that safety for families and communities is important to Nebraskans, and we are committed to fulfilling public media's role in protecting them in times of emergency.



## Civic Engagement

Our trusted content encourages conversations that empower us to seek out and understand the diverse voices that strengthen our communities.



## Education

Teachers, parents and caregivers can access free, research-based PBS KIDS television programs and classroom resources that are accessible, equitable and educational.





**Nebraska  
Public Media**



1800 North 33rd Street  
Lincoln, NE 68503

[NebraskaPublicMedia.org](http://NebraskaPublicMedia.org)

