It has been a year full of excitement, questions, concern, remembrance and joy. Nebraska Public Media is your partner, helping to provide meaning and inspiration as we face constant change and new questions. We help you understand our state and our world by telling important stories and revealing the moments of joy hidden beneath the surface.

Trust, depth, context, meaning and accuracy are some of the words that define our storytelling work. Others might be service, impact and quality – and we feature many examples in this annual report.

A month-long investigation for a radio documentary explored environmental issues related to the AltEn ethanol plant in Mead, Neb., and a live event at the Coliseum on the University of Nebraska-Lincoln campus capped our yearlong coverage of the 50th anniversary of Title IX.

We have significantly increased the amount of international news coverage with programs from the BBC on television and The World on radio. Along with coverage from PBS and NPR, the programming fills a growing void and provides perspective on events happening beyond our borders.

Emerging technology continues to advance our services beyond just radio and television. On multiple platforms, we provide immersive experiences such as the virtual field trip Expedition Nebraska: A Natural History VR Experience. In partnership with the University of Nebraska State Museum, our Labs team created this 3D interactive experience, featuring two levels of exhibits about Nebraska’s natural history.

Thanks to the generous ongoing support of donors like you, we can tell unique stories about Nebraska and their intersection with events happening around the world.

Our State. Your Stories. It is more than just a saying, it is our commitment to you.

We reached 5.7 million people on Facebook! (↑103.6% from last year)

Mark Leonard
General Manager/CEO

2021-2022 FISCAL YEAR FINANCIALS  July 1, 2021 – June 30, 2022

PUBLIC FUNDS
State Appropriations  43.7%  $10,845,000
Federal Community Support Grants  14.6%  $3,615,000
University Appropriations  8.1%  $2,015,000

PRIVATE FUNDS
Individual Contributions  20.5%  $5,085,000
Grants, Contracts & Underwriting  9.2%  $2,270,000

SELF-GENERATED
Other  3.9%  $970,000

TOTAL REVENUE  100%  $24,800,000
Paving the Way and Changing the Game: One Story at a Time

Sharing stories helps us make sense of our lives – preserving history, shaping values, sustaining cultures and making connections. In our yearlong, multimedia project about the 50th anniversary of Title IX, we told your stories about the landmark federal legislation and its revolutionary impact on women’s athletics in Nebraska, as well as education, wages, career opportunities and even campus safety.

We began with coverage of the 50th year of NSAA High School Volleyball Championships, followed by a special Title IX edition of our Nebraska Stories series and reporting by our news team. We wrapped up the season with an event featuring trailblazers from the world of women’s athletics and beyond.

Mothers and daughters, coaches, sports equity pioneers and young athletes in emerging sports shared their stories and we listened – stitching together their words and pictures – and connecting all Nebraskans to their experiences.

NebraskaPublicMedia.org/TitleIX
Beyond the Baton

a conductor’s journey

Teachers can access videos, lesson plans, demonstrations by musicians and 3D virtual reality allows students to explore instruments.

The learning resources supplement our television biography of Thomas Wilkins. He is the longest serving conductor and music director laureate of the Omaha Symphony Orchestra and the first African American to hold a conducting position at the Boston Symphony.

NebraskaVirtualCapitol.org

The history, art and architecture of the building at the heart of our government.

14,116 users last year

nebraska studies.org

History for students, teachers and history buffs of all ages in English and Spanish!

163,926 users last year

"As a soon-to-be Social Studies educator, Nebraska Public Media is something that all parents, educators, children, etc. should be able to access. I remember growing up and being obsessed with PBS KIDS and now I’m excited to be able to enjoy PBS as an adult."

Rachele Preston, Douglas
Gothenburg reading teacher Amy Harrison saw a Facebook post about *Expedition Nebraska: A Natural History VR Experience*, an interactive media collaboration between our Labs development team and the University of Nebraska State Museum.

“We were doing a unit about fossils and I knew it would be a great culmination activity,” she said. “It was empowering for my students to be able to learn on their own, at their own pace and explore what interested them most.”

Introducing animals that lived during the millions of years before humans migrated to the Great Plains, the virtual journey begins in a courtyard set within a landscape resembling Nebraska’s Sandhills at sunset. Visitors can move around this space and others, encountering photogrammetrically rendered animal models and triggering audio and illustrations.

Mobile versions are available in the Apple App and Google Play stores.

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**PASSION FOR THE PAST**

As one of the first female paleontologists in the United States, Carrie Barbour’s discoveries in the late-1890s showed the world that Nebraska’s landscape teemed with prehistoric fossils.

She cleaned and assembled hundreds of specimens, and defied early gender roles as assistant professor of paleontology at the University of Nebraska.

[paleosleuths.org](http://paleosleuths.org)
Nebraskans streamed 121,173 minutes of legislative coverage.

Republican Gubernatorial Primary Debate

Candidates vying for the state's highest office debated issues as part of our Campaign Connection 2022 primary election coverage on television and radio.

NPR broadcast 25 of our radio news stories to a national audience.
It began with a company’s promise for innovation and continued with the story of an environmental disaster that could have long-term implications for a small community.

Our months-long investigation revealed the history of the AltEn ethanol plant and examined what state officials knew about the company’s process for ethanol production using leftover seed corn. It was plentiful and cheap, but treated with pesticides that contaminated AltEn’s waste and created a smell so foul that residents feared it was making them sick.

We produced an investigative radio documentary that included perspective from area residents who worried about their own health when bees and fish started dying, and dogs got sick. It also followed years of complicated back-and-forth with state and environmental officials as the community searched for answers and ways to protect its health, water and future.

“It’s essential. Thank you for being here, especially now.”
Jennifer Rodin, Chadron

In the churn of today’s 24/7 breaking news cycle, public media news slows down the stories, connecting you to in-depth, accurate reporting.

A dozen episodes of our news series covered issues such as redistricting after the U.S. Census, agriculture, the pandemic, scams targeting Nebraskans, Afghan refugees, the state’s workforce and supply chain, the Native American experience, cybersecurity, diversity in education and the 50th anniversary of Title IX legislation.
My Garden of A Thousand Bees, an episode of NATURE inspired their local stories, and support from the PBS series funded distribution of a ‘bee-based’ activity booklet for families and wildflower seed packets. More than 1,800 citizen scientists of all ages attended engagement events at local libraries, taking part in hands-on educational activities and learning how to protect an essential part of our ecosystem.

With our local partners Nebraska Game and Parks Commission, Nebraska Statewide Arboretum and the University of Nebraska-Lincoln Bee Lab, we created pollinator events in Gering, Lincoln and Gretna. More than 600 people spent time making kid-friendly crafts, observing plants and insects, and discovering how to connect with nature in their own backyards!

Nature lovers submitted more than 160 images to Instagram in our Celebrating Nebraska Pollinators Photo Contest.
A First for Backyard Farmer

Our popular lawn and garden series visited Norfolk this season and for the first time in 70 years recorded an episode with an all-woman panel of experts. At Northeast Community College in Norfolk, more than 200 people came with samples and thorny questions about insects, turf, weeds, rots and spots, landscapes, vegetables and critters.

In Lincoln, the experts shared beauty and blooms at the Backyard Farmer garden during East Campus Discovery Days and Farmers Market at the University of Nebraska-Lincoln. In just 30 minutes, fans snapped up 100 Backyard Farmer rain gauges we created as a special commemorative giveaway.

“By the end of the event we had 16 children that realized that bees are not scary. That they are needed and help our planet thrive.”

– Amber Sweetland, Kimball Public Library

More than 40 libraries organized 55 free pollinator events.
Nebraskans supported women’s athletics at our recording of Title IX: 50 Years in the Making. At the Coliseum on the University of Nebraska-Lincoln campus, 200 people heard all-star athletes reveal how they and those who came before them broke barriers for young women.

More than 100,000 views of Title IX anniversary videos on our website, mobile app and social media.

Stories That Connect Us

Our Connects programs deliver valuable information. Nebraska Strong: Well-Being During Trying Times featured the Nebraska Strong Recovery Program and the need for support during stressful times. Connects: Parkinson’s Nebraska examined the degenerative neurological disorder that affects more than 16,000 Nebraskans. Patients shared stories about living with the disease and doctors offered insight on medical research.

In Nebraska, horses are part of history and Hollywood, racing, rodeos and ranches. Our television documentary told stories about all things equine and the people who bond with horses for work, therapy and play.

929,643 users clicked on NebraskaPublicMedia.org
Cameras Capture History

For the first time in program history, fans could watch the Nebraska volleyball spring match on television! Our cameras rolled at the Heartland Events Center in Grand Island as Nebraska defeated Kansas in four sets in front of a sold-out crowd. Sports is more than a game in this state and our fans are more than loyal. Our award-winning sports team delivers heart-stopping high school coverage in our partnership with the Nebraska State Activities Association (NSAA), as well as action from colleges and universities.

Cannabis in Nebraska: Medicine, Agriculture & the Law

Our free online educational event included clips from the NOVA film The Cannabis Question and a dynamic discussion with experts about cannabis science and data. We are a partner in NOVA's work to highlight issues that exist at the intersection of science and society.

You can tune into one of our podcasts on your way to work, while you're running, cooking, in the tractor, before bed or on a road trip. Whether you want to hear about books, more from Backyard Farmer, Friday LIVE or the game on Big Red Wrap-Up, our local podcasts complement all of the choices available from NPR.

Our newest podcast, Center of Gravity, explores sport, creativity and youth culture, as well stories that paint skateboarders as antisocial troublemakers, rabble-rousers and vandals. It reveals more about creatives – musicians, street artists, writers, photographers and filmmakers – who hide behind evocative and sometimes rough exteriors.

Hosted by South Omaha rapper and skater Brenton Gomez, also known as Conny Franko, the podcast takes listeners across Nebraska. It’s a journey to meet change makers searching for community and a non-traditional path to build a better world.

NebraskaPublicMedia.org/podcasts

876 people registered to attend

175,178 downloads of our local podcasts
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*Deceased

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

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