2022 Local Content and Service Report to the Community

OUR STATE.

Your Stories.
Sharing stories helps us make sense of our lives – preserving history, shaping values, sustaining cultures and making connections.

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 report.

In our yearlong multimedia project about the 50th anniversary of Title IX, we told 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.

A month-long investigation for a radio documentary explored environmental issues related to an ethanol plant in Mead, Neb., and we significantly increased our international news coverage with programs like The World on radio and BBC World News on television.

Our emerging technology continues to advance our services beyond just radio and television. On multiple platforms, we provide immersive experiences such as our virtual field trip Expedition Nebraska: A Virtual Natural History Experience.

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

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

“I love Nebraska Public Media. You are such an important voice in all of the noise out there. Your programming is excellent: educational, interesting, engaging and diverse. You are a public treasure. Please keep doing what you are doing!”

Susan & Joe Wortmann, Raymond
Teachers can access videos, lesson plans, demonstrations by musicians and 3D virtual reality that students can use 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

More than 140 budding young authors from 30 Nebraska towns wrote and illustrated stories for our 2022 contest. Judges read and scored their creative entries, selecting first, second and third place winners in grades K-3.
Gothenburg reading teacher Amy Harrison saw a Facebook post about *Expedition Nebraska: A Virtual Natural History 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 land we now call Nebraska, 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.

**‘Meet’ Prehistoric Animals**

We teamed up with Bright by Text to put expert tips, games and resources in the hands of parents, family members and other caregivers through a new text messaging service. Messages are available in English and Spanish.

We partnered with the Nebraska Department of Education and its Step Up to Quality program to develop content.

**ExpeditionNebraska.org**

7,700 unique website visitors

500 app downloads since its launch

**Bright by Text**

**smart scoop**

Over 5,200+ educators and caregivers subscribe to our weekly education newsletter.

NebraskaPublicMedia.org/newsletters
Telling More Stories

Our first full year in the four-state NPR Midwest Journalism Hub increased our capacity for local, in-depth investigative news reporting on our multimedia platforms. The network’s commitment to tell more local stories and increase diverse voices in our reporting also included placing a Report for America corps member in our newsroom.

From the Statehouse

Gavel-to-gavel television coverage on our World television channel and daily radio reports from our legislative reporter connect Nebraskans to their government. Plus, livestreaming is available from the floor and more than a dozen state government venues.

Around the World

Our world is changing, but we remain steadfast in our commitment to high-quality news. On radio, we added The World daily global news magazine to offer context and perspective on international stories. When Russia invaded Ukraine, we added an additional television broadcast of BBC World News to help you make sense of that situation, as well as other complicated international issues facing our nation.

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.

Nebraskans streamed 121,173 minutes of legislative coverage

NPR broadcast 25 of our radio news stories to a national audience.
MEAD, NEBRASKA’S FIGHT FOR ITS FUTURE

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.

TOP NEWS STORIES

<table>
<thead>
<tr>
<th>STORIES</th>
<th>PAGE VIEWS</th>
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<tr>
<td>For Sale: A Blast From the Past That’s Built To Last</td>
<td>12,990</td>
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<tr>
<td>Thousands Protest For Third Straight Night at UNL, Pleading for Change</td>
<td>12,671</td>
</tr>
<tr>
<td>Following Sexual Assault Allegation</td>
<td></td>
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<tr>
<td>Here’s Why Nebraska Isn’t Showing up on National COVID Case Maps</td>
<td>10,362</td>
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SPEAKING OF NEBRASKA

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.

“It’s essential. Thank you for being here, especially now.”
Jennifer Rodin, Chadron
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 and produced a digital short Legal Hemp and Illegal Cannabis in Nebraska: What’s the Difference?

NebraskaPublicMedia.org/cannabis

If you could see the future, how would you plan your story? Our online discussion included local experts who focus on caregiving and end of-life planning, as well as clips and producers from the PBS documentary Fast Forward.

NebraskaPublicMedia.org/engage

876 people registered to attend

828 people viewed our Facebook Live event

Our free neighborhood series brings people together for virtual film screenings and community-driven conversations. More than 100 people discussed Apart and mothers rebuilding lives derailed by drugs and prison.

Try Harder! explored class, race and opportunity through the eyes of high school seniors. One participant said, “Great advice. This documentary is causing me to reflect on my priorities as I plan to go to college.”
Communities across the state created a ‘buzz’ about pollinators and protecting native plants!

*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.

Nearly 2,500 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!

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

More than 40 libraries organized 55 free pollinator events.

Nature lovers submitted more than 160 images to Instagram in our Celebrating Nebraska Pollinators Photo Contest.

“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
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.

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.

Nebraska Stories

The 13th season of the award-winning, local television series Nebraska Stories began with a feature on rare San Clemente Island goats. Two Nebraska farmers started with just two of the goats with a mission to keep the species from going extinct. Their herd now numbers more than 250.

Other stories about art, nature, food, science, history and what makes Nebraska special followed 94-year-old twin brothers who collect and carve wood, a museum that honors the life of beloved late-night comedian Johnny Carson, Title IX legislation, a blind hitting coach, an animal whisperer and a whimsical roadside attraction.
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**

"Coaches from two of Nebraska's perennial powerhouse programs broke down schedules, previewed rosters and highlighted players."

Our sports series offers highlights and expert analysis by Nebraska football experts.

We are a leader among a handful of public television stations in the country that produce local sports, speech and music competitions.

Coaches from two of Nebraska's perennial powerhouse programs broke down schedules, previewed rosters and highlighted players.
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.

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Exploring Work of Public Health Officials

Weeks before the COVID-19 outbreak, local health departments were working to improve the health of people across Nebraska. The pandemic made their mission more essential than ever. This documentary took viewers behind the scenes with public health professionals in two districts, bringing them into the room as they investigated hotspots for the virus, provided testing and coordinated with first responders and overcrowded hospitals.

“Enjoy the family-friendly programming, especially shows about Nebraska!”
Marshia Grant, Arnold

Thousands Protest For Third Straight Night at UNL, Pleading for Change Following Sexual Assault Allegation

Read 12,440 times

Legal Hemp & Illegal Cannabis in Nebraska: What’s the Difference
Shared on Facebook 556 times

Husker Bowling Team Wins Championships, But Wants More Fans
9,119 Likes on Facebook

Enjoy the family-friendly programming, especially shows about Nebraska!“
Marshia Grant, Arnold

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.
Support during stressful times is more important now than ever. This outreach program, produced in partnership with the University of Nebraska Public Policy Center, features the Nebraska Strong Recovery Program and community-based support and education to help all Nebraskans during stressful times.

It’s estimated that there are over 1 million people in the U.S. with Parkinson’s disease, and that number is expected to rise to 1.2 million by 2030. This program, made possible by a grant from the Davis Phinney Foundation, examines 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.

Water is essential for successful agriculture. This program, produced in partnership with the Twin Platte Natural Resources District, discusses how a water management program combines new and existing technologies so farmers can better manage water during the growing season.

Like the U.S., Nebraska is grappling with a shortage of healthcare workers, educators and STEM professionals, all while the population is growing, becoming more diverse and rapidly aging. With added uncertainty coming from unknowns like climate change and global pandemics, it is difficult to predict and plan. This program, produced in partnership with the University of Nebraska Foundation, takes a look at new and innovative ways the University of Nebraska is recruiting and training the workforce of the future.
Dig dinosaurs? Wild for the West?
These virtual field trips put you in touch with captivating creatures and colorful characters. No need to book a bus or pack a lunch, these learning adventures are right at your fingertips.

A virtual field trip to Ashfall Fossil Beds State Historical Park offers a bird’s eye view of the original discovery site, the Hubbard Rhino Barn, bronze sculptures by artist Gary Staab, and much more, taking in 360 degree vistas along the way.

See where a living legend spent part of his life at Buffalo Bill Scout’s Rest Ranch. William F. Cody, known to the world as Buffalo Bill, built this ranch for retirement but never fully retired from his career as a showman and celebrity. This tour lets you explore the home occupied by the Cody family and their sometimes famous guests.

NebraskaPublicMedia.org/virtualtrips

Launched in 2020, Labs is Nebraska Public Media’s research and development department – devoted to the experimentation, exploration and incubation of new forms of public media.

We test new creative concepts, expand technology for all storytellers and develop content and products that have measurable impact while still reflecting our values. Nebraska is already a leader in the next generation of public media.
Our Podcasts Tell Stories

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 as 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

<table>
<thead>
<tr>
<th>TOP PODCASTS</th>
<th>DOWNLOADS</th>
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<tr>
<td>Nebraska Public Media</td>
<td>News</td>
</tr>
<tr>
<td>All About Books</td>
<td>28,409</td>
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<tr>
<td>Center of Gravity: A PlainStory Podcast</td>
<td>12,333</td>
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<tr>
<td>Humanities Desk</td>
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<tr>
<td>Big Red Wrap-Up</td>
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<tr>
<td>Friday LIVE</td>
<td>4,246</td>
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NebraskaPublicMedia.org/whatif

Innovator Insights at pbslearningmedia.org offer short videos where big thinkers talk to the next generation of young innovators.

Nebraska Public Media | News 111,264
All About Books 28,409
Center of Gravity: A PlainStory Podcast 12,333
Humanities Desk 11,194
Big Red Wrap-Up 6,990
Friday LIVE 4,246

175,178 downloads of our local podcasts
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 (EAS), 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 (FEMA) 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 persons. 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 FEMA and mobile carriers.
We began a live linear stream on our website of the World channel on Jan. 25, 2022.

Nearly 9,400 Nebraska teachers and students are registered to use PBS LearningMedia resources.

929,643 users clicked on NebraskaPublicMedia.org.

We Connect Nebraskans to the World and Each Other. One Conversation at a Time.

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

We Are More Social
We reached 5.7 million people on Facebook! (†103.6% from last year)

Nearly 9,400 Nebraska teachers and students are registered to use PBS LearningMedia resources.

We reached 5.7 million people on Facebook! (†103.6% from last year)
Our weekly book review and discussion radio 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 former 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.

We deliver a wealth of classical music and jazz, local talent, entertainment, news and information about upcoming arts and events and more on our two radio channels.

Our weekly arts and humanities radio program offered special programs from the Lied Center for Performing Arts in Lincoln and the National Willa Cather Center’s Red Cloud Opera House. The public was invited to these free events, and listeners were able to take in world-renowned talent from George Hinchliffe’s Ukulele Orchestra of Great Britain, along with local artists.

The show airs Friday mornings on our News/Classical radio channel and is available later in the day as a podcast. The program highlights music, art, literature and local artists from Nebraska communities.
We added new programs to our News/Classical radio lineup.

*Live Wire* gives you stories that make you feel good, as well as music and fun audience engagement.

*The World* is public radio’s longest running daily global news magazine.

Our two radio channels mean more choices for our listeners. Our News/Classical radio channel offers classical music throughout the day, including *Morning Concert*, *Classics by Request* and *Afternoon Concert*, as well as NPR and local news and entertainment programs like *Fresh Air*, *This American Life* and *Wait Wait... Don’t Tell Me!*

Our News/Jazz channel is available online at [NebraskaPublicMedia.org/radio](http://NebraskaPublicMedia.org/radio), by downloading the Nebraska Public Media App or on an HD radio. This channel offers a variety of programming not available on our first channel, with NPR news throughout the day. You can hear *Latino USA*, *Planet Money* and *Ask Me Another*.

Nebraska’s best known and emerging talent was featured in the second season of *JAM*. Filmed in the Nebraska Public Media studio, the program captured intimate performances from four homegrown artists playing original music.

This celebration unites public radio music stations, artists and fans to highlight the contributions of public radio to local and national noncommercial music.

Listeners enjoyed music by Nebraska composers, artists and more to celebrate the power of public radio in keeping Nebraska communities connected.

“Nebraska Public Media is one of our great cultural institutions,”

Ed Polochick, music director of Lincoln’s Symphony Orchestra

We produced

796 news stories through our local news and partnership with Harvest Public Media representing

92 communities.

36,299 users accessed our radio stream across multiple platforms
Our State. Your Stories.

Nebraska Public Media tells the state’s stories, first-hand, through the voices of the people who live here. With local content, plus trusted news from PBS and NPR, we share what happens here and around our nation and globe.

For nearly 70 years, we have served the state with education and entertainment, and been 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. On television, radio, online, social media and our app, we help Nebraskans understand their world and connect to their community.

Our work is essential – and support from our members and local business partners make all of what we do possible. With community support, we are committed to fulfilling three guiding pillars that measure the success of public media – public safety, civic engagement and education.

“Educational, intelligent and promotes the greater good for our Earth and humanity,”
Craig and Gina Long, Auburn

“We especially enjoy the sporting events that are covered so that we can watch them from the comforts of our home. As a retired teacher, I appreciated the various educational programs that I could use to enhance my students’ learning.”
Dale and Cindy Tranmer, Fremont

Our network won 37 local, regional and national awards.