During the past fiscal year, we developed our strategic plan. The lengthy process required us to reflect upon our past work, as well as identify significant changes and trends that require planning and consideration.

One thing that became overwhelmingly clear was the importance of storytelling. It is the core of what we do. It may seem obvious, but this important reflection will shape our future priorities.

Another result was a heightened priority for investment in the tools of content creation: our television and radio studios, remote production facilities, edit suites and cameras, as well as the talented employees who produce the work that you see and hear over the air, online, on our apps and in social media.

Creating valuable content for all Nebraskans has been central to our identity since our founding in 1954, and it will continue to be our North Star.

As you read this annual report, you will see our commitment to strengthening news reporting and amplifying diverse voices. You will see how we connected with Nebraska communities, addressed mental health concerns, supported education in families and schools, and explored discovery and innovation. We also continued to provide Nebraska Unicameral coverage both over the air and online from more than a dozen state government venues.

And, of course, you will see how we entertained you with high-quality PBS and NPR programs, our local sports coverage and new local documentaries.

All of this is possible because of generous, dependable support from our members. You have helped build one of the most innovative, resourceful and unique public broadcast partnerships in the country.

Thank you for supporting the work that so many Nebraskans rely on and expect from their statewide non-commercial media entity. We have so much to be proud of as Nebraskans.

Mark Leonard
General Manager/CEO

“I love how I can always learn something new about my home state when I watch, read or listen to Nebraska Public Media.”
– Monica Starr, Lincoln
Public media’s strength is its ability to deliver thoughtful and in-depth storytelling about our state and world, reaching Nebraskans on television, radio, online, social media and mobile apps. From providing compelling PBS and NPR stories to our award-winning local programming, we reach the state through the power of the human voice.

After a three-year hiatus, we went back On the Road and met many of you face-to-face to hear YOUR STORIES. We heard stories in our new Classic Car Love Stories documentary and in fresh episodes of Nebraska Stories. We explored innovation, creativity and invention stories in our What if... series, added a fifth channel devoted to Native American and World Indigenous content and explored mental health care resources across our state, especially in rural areas.
Kids ask questions in these new **Innovator Insights** educational videos.

This media collection, developed with teacher input, is a classroom resource with age-appropriate content for fourth graders and high school students.

Curious kids inquire about things like risk-taking, collaboration, innovation and learning from failure and success. The full collection is available in English with Spanish subtitles, along with resources for teachers.

**Ready To Learn**

We know how important developing early literacy and critical thinking is for kids. Our national Ready to Learn Planning Grant helped us develop a **Learning Neighborhood** to engage local partners and extend the reach and impact of PBS KIDS early learning resources where kids, families and caregivers need them most. The collaborative effort fosters a culture of learning at home, in the community and within local systems and spaces.

**MAKING MATH PART OF YOUR ROUTINE**

Families can find math everywhere in their daily lives – cooking, driving, grocery shopping, sorting laundry and even reading.

Our new **Family Math** resources, including a bilingual activity flipbook, are available in English and Spanish. The collection, including take-home activities, videos and interactive games, engages kids ages 2-5 and encourages conversations about math used in daily routines. Goals can be as simple as sorting laundry by color, identifying shapes of street signs or creating patterns with favorite fruits during a meal.

NebraskaPublicMedia.org/kids

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“I think it’s important to have a wide variety of topics and educational programming available to the public to learn, especially children.”

– Heather Busboom, Dorchester
Research shows that more and more families find our PBS KIDS programs and characters anytime, anywhere in digital spaces – watching on smart devices and the internet, in addition to traditional television. Our PBS KIDS programs prepare kids for school and lead them to a bright future. Teachers, parents and caregivers can access free, research-based PBS KIDS television programs that are accessible, equitable and educational. For nearly 70 years, we have served the state with education and entertainment.
“We love to listen to NPR. In the car, in the morning, on podcasts... wherever we are!”
– Rhonda Collins, Meadow Grove

Our gavel-to-gavel television coverage and daily radio reports from the Nebraska Legislature connect you to YOUR government.

Since 1980, we have broadcast from the Unicameral on our WORLD channel. In addition, you can livestream from the floor and more than a dozen state government venues.

YOUR TOP STORIES ON

MOST READ
Free Land, No-Strings Cash Aim to Tempt People to Small Midwestern Towns
Read 42,000 times

MOST SHARED
An announcement about I-80 being closed between North Platte and the Wyoming border due to a blizzard.
Shared 3,745 times

MOST LIKED
A post wishing NPR a happy birthday featuring Nina Totenberg, Linda Wertheimer and the late Cokie Roberts
Liked 31,300 times
Our partnership with Report for America and our collaboration with NPR’s Midwest Newsroom create greater capacity for investigative reporting.

From rising rent to rural grocery stores, our award-winning news team delved into topics important to Nebraskans, telling more local stories and increasing diverse voices.

We also offered updates from the December 2022 Keystone oil pipeline leak that spilled about 14,000 barrels along the Nebraska-Kansas border.

NebraskaPublicMedia.org/news

ANCIENT FISH, MODERN PROBLEM

For thousands of years, pallid sturgeon thrived in the Missouri River’s murky waters, but flood control and river navigation infrastructure are endangering the ancient fish’s survival.

Our digital story explored the struggle to protect pallid sturgeon, as well as manage flooding, as part of Climate Across America. The national initiative pairs local public media with the award-winning PBS science series NOVA.
LOCAL STORIES THAT MATTER

We tell stories through the voices of people who call Nebraska home.

Our long-running favorite Backyard Farmer went on the road to Vala’s Pumpkin Patch, the Nebraska State Fair and Lauritzen Gardens in Omaha to answer your lawn and garden questions.

Season 14 of Nebraska Stories featured stories about fast cars, fast feet, founding the South Omaha Stockyards and more.

Artists, artisans and craftspeople shared their journeys, revealing inspiration, unique talents and vibrant passion for the creative process in our local production of Heartland Handmade.

What If... brought stories of innovation and invention from the Sandhills to our cities. We explored a “ranch of the future,” Oglala Lakota artists at work, and rural and urban kids merging their worlds as they zipline, skateboard and create beats.
NEBRASKA’S HOME FOR SPORTS

We offer more than **200 hours** of local sports programming each year.

Our station is a leader among just a handful of public television stations in the country that produce local high school sports coverage.

Our award-winning sports team delivers high school coverage in our partnership with the Nebraska School Activities Association. Broadcasts are available on television and for streaming in-state and out-of-state on our website and app.

This year we added state boy’s baseball championships and are slated to offer girl’s state softball championships in fall 2023.

In addition to high school, we offer action from colleges and universities.

CONNECTS: WELCOME HOMES

Everyone has the right to fair housing – whether buying, renting or applying for a loan.

Our Connects program **Welcome Homes: Fair Housing in Nebraska** offers ways to combat housing discrimination and identify illegal practices.

 NebraskaPublicMedia.org/connects

“We enjoy Nebraska Volleyball and educational programming offered.”
– Gegetta and Laverne Brown, North Platte

Coaches break down schedules, preview rosters and highlight players.

Our sports series offers highlights and expert analysis by Nebraska football experts.
MENTAL HEALTH & WELL BEING IN NEBRASKA

386 people attended three virtual programs inspired by PBS documentaries focusing on mental health across Nebraska.

**Facing Suicide** featured personal stories from Nebraskans impacted by suicide, while **Home & School Connections for Youth Mental Health** and **Mental Health Resources Across Nebraska**, offered practical skills and information that students, parents, teachers and others explored to learn more about access to mental health resources across Nebraska.

We’ve had nearly 7,000 video views related to these virtual events.

NebraskaPublicMedia.org/mentalhealth.

STORIES FROM THE STAGE

In collaboration with Nebraska Public Media and Vision Maker Media, WORLD’s **Stories from the Stage** series recorded two episodes featuring Indigenous storytellers. For millennia, the Indigenous peoples of what now is Nebraska have been telling stories, both personal and sacred. Today’s Native storytellers continue this practice — as a way of reclaiming and passing on cultural knowledge while also facing contemporary challenges.

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2022-2023 FISCAL YEAR

**OPERATING REVENUE**

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>FY 2022-2023 Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PUBLIC FUNDS</strong></td>
<td></td>
</tr>
<tr>
<td>State Appropriations</td>
<td>44.6% $11,040,000</td>
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<tr>
<td>Federal Community Support Grants</td>
<td>14.7% $3,645,000</td>
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<tr>
<td>University Appropriations</td>
<td>7.8% $1,925,000</td>
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<td><strong>PRIVATE FUNDS</strong></td>
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<tr>
<td>Individual Contributions</td>
<td>20.6% $5,100,000</td>
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<tr>
<td>Grants, Contracts &amp; Underwriting</td>
<td>8.1% $2,000,000</td>
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<tr>
<td><strong>SELF-GENERATED</strong></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4.2% $1,040,000</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>100% $24,750,000</td>
</tr>
</tbody>
</table>
You shared important stories from your local communities during our On the Road trip to Northeast Nebraska.

Our On the Road trips are a chance to meet our viewers and listeners, and see the communities we serve firsthand.

We hosted a car show and free drive-in movie night featuring our local Classic Car Love Stories documentary, produced a live radio broadcast about local arts on Friday LIVE and hosted educational PBS KIDS events for families.

We also heard from community leaders at Town Talks, screened clips and talked to entrepreneurs at our What If... Live Event, tested your knowledge during Public Media Trivia Night and most importantly connected with you!

11 events
3 days
6 towns
771 people

NETWORK & STATION OPERATIONS
Engineering & Distribution 23.0% $5,585,000
Managerial & Administrative Support 11.4% $2,765,000
Building Maintenance & Utilities 5.4% $1,300,000
Information Technology Support 2.8% $690,000

PROGRAMMING & PRODUCTION
Television 32.1% $7,800,000
Radio 5.5% $1,345,000
Multimedia & Education 6.4% $1,550,000
Program Information & Communications 4.0% $965,000

REVENUE GENERATION
Fundraising & Development 7.9% $1,925,000
Business Development 1.5% $375,000

TOTAL EXPENSES 100% $24,300,000

OPERATING EXPENSES
We appreciate donations at all levels. Due to limited space within this publication, we are unable to list each of the thousands of members who generously support our network. Thank you.

FRIENDS OF THE FUTURE SOCIETY

The Friends of the Future Society recognizes donors who establish bequests and planned gifts to the Nebraska Public Media Foundation.

16,044 people streamed our radio programs this fiscal year

Nearly 7% increase from last fiscal year

nebraskastudies.org

337,796 pageviews

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The Jack G. McBride Society recognizes donors who contribute annual gifts of $1,200 or more to the Nebraska Public Media Foundation. These gifts enable us to achieve the highest standards for our local productions. It is named for founder and former general manager John “Jack” McBride who led the station for 43 years.

Thank you to our donors who wish to remain anonymous.

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~ Rebecca Puncochar, St. Paul
1.2 million users clicked on NebraskaPublicMedia.org
30% increase from last fiscal year

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