

Nebraska NETWORKS

Your quarterly connection to public broadcasting

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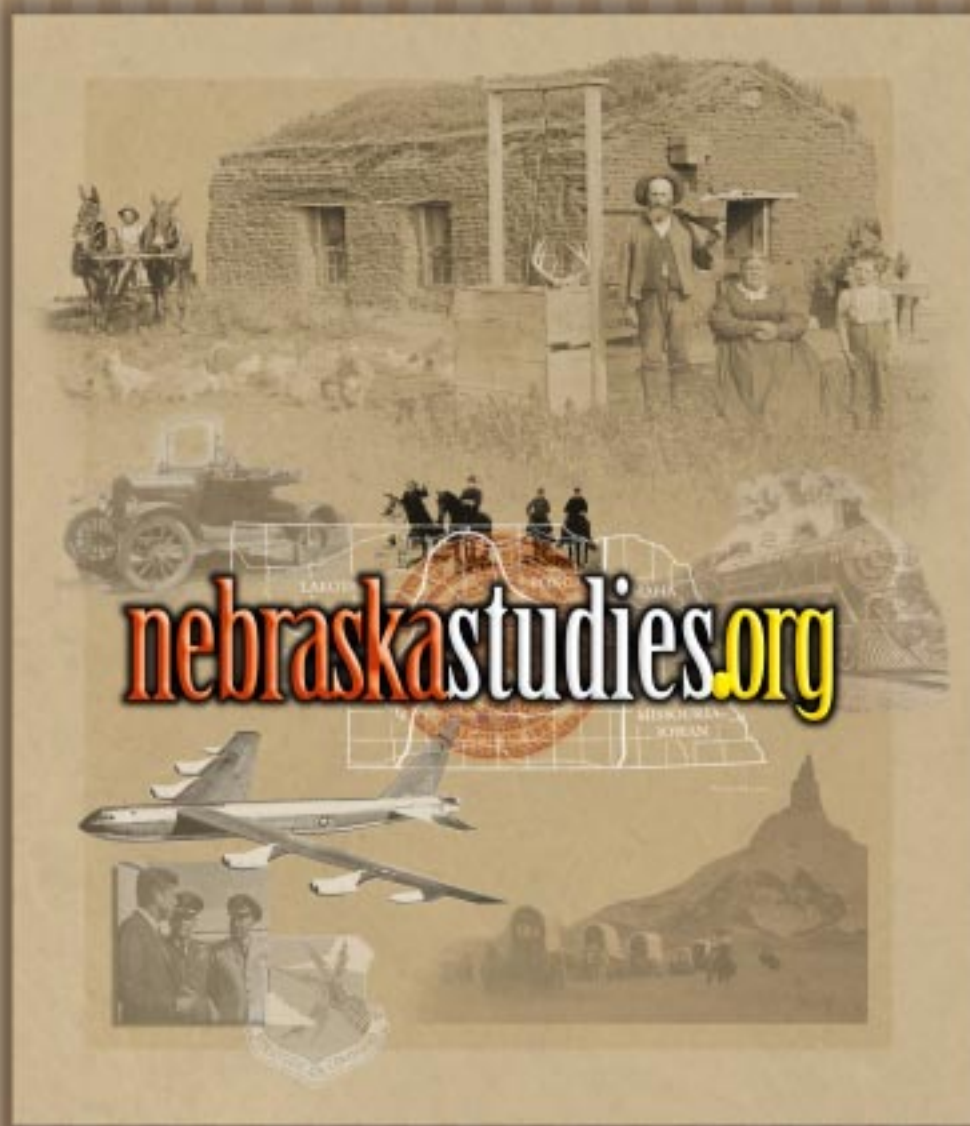
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PARTNERS

January 2003

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Web Address:
mynptv.org/members
nprn.org/members

Message

Message from the General Manager

Challenging Times

This has been one of the most challenging years in the history of Nebraska Educational Telecommunications (NET). Facing reductions in financial support from the State of Nebraska and the University of Nebraska, coupled with flat fundraising and a reduction in multimedia sales, NET has been forced to reduce or eliminate a number of programs and services, including: the elimination of 66.5 positions resulting in 39.5 personnel layoffs; the end of four local television series; the elimination of the monthly program guide *Networks* (in its place, we are launching a new electronic program guide this month that can be downloaded and printed from net.unl.edu); and the reduction of funding to UNO Television. These are just a few of the many reductions the organization has endured. NET has cut its annual operating budget by more than \$5.7 million, affecting every area of our organization and impacting those we serve throughout Nebraska.



As general manager, I have a responsibility to tell you and our elected officials that NET cannot sustain additional cuts without seriously jeopardizing our ability to fulfill our mission to "educate, challenge and inspire Nebraska, the nation and the world through excellence in non-commercial telecommunications." Because our intent was to make cuts in a way that would minimize disruption of our programs and services, I believe most Nebraskans would be hard-pressed to identify many of our reductions. While this strategy makes good management sense, it may also make us vulnerable, because our loyal listeners and viewers are probably unaware of the magnitude of the reductions.

At their recent meetings the board members of Nebraskans for Public Television and the Public Radio Nebraska Foundation voted to take decisive action to encourage communication with elected officials and the University of Nebraska, emphasizing the fact that NET cannot sustain further reductions without dismantling the finest public broadcasting system in the world. They invite you to join them. Together, we can protect this valued resource for the citizens of Nebraska.

Rod Bates
General Manager
Nebraska Educational Telecommunications



Memorial Gifts

Memorial gifts are a lasting memory of your loved one's commitment to the mission of the Nebraska ETV and Nebraska Public Radio Networks. This legacy becomes a part of our endowed Funds for the Future, which helps ensure the future of public broadcasting in Nebraska.

Gifts were received in memory of:
Richard Nelson, Phillips, NE
Becky J. Turner, Blair, NE
Lillian D. Eberhart, North Platte, NE

To learn how to make a memorial gift, contact Marti Baumert at mbaumert2@unl.edu or 1-800-634-6788.

Local Programming

Support

Coffee and Culture Meet at *Live From The Mill Statewide*

Glasses clink. Coffee's poured. The college crowd, suit-clad businessmen and the arts circle rub shoulders, as the sound of classical music drifts through the din. A Soho gallery opening? A Seattle coffeehouse? Guess

again...the scene is in Lincoln's historic Haymarket, where the Nebraska Public Radio Network's (NPRN) *Live From The Mill Statewide* broadcasts every Friday morning at The Mill coffee shop.

For nearly six years *Live From The Mill Statewide* has been a staple of the Friday morning routine at The Mill, where announcer William Stibor offers lively chat with writers, dancers, musicians, artists, actors and arts community members.

"It's really a unique program," says Stibor. "There's nothing like it on the air in Nebraska. It focuses solely on the arts and humanities, and in that way fills a need in the community."

Each hour-long show features the Nebraska arts calendar, guest interviews, "Poetry of the Plains" (a segment featuring Nebraska State Poet Laureate William Kloefkorn) and sometimes an arts essay or commentary, all interspersed with music selections — and occasionally a live performance.

One recent Friday morning, for instance, Mill patrons and NPRN listeners were treated to a live performance by Steven Rich and Cris Rook, cast members of *Jekyll and Hyde*. The performance finished to a round of impromptu applause, as patrons glanced up from their coffee and newspapers at the first notes of the lively voices.

"So often there's a distance between the audience and the performer," notes Stibor. "Sure, we're talking about 'heady' subjects, but we're trying to make art accessible, to bridge the gap between the artist and listener."

The program fills another need in the community as well. Every week dozens of arts community members, from

newspaper arts and entertainment editors, arts presenters and administrators and gallery owners to local poets and university arts faculty, gather at 9 a.m. to enjoy coffee and chat. "It's all about bringing people of

like minds together to talk about issues that are important to them," says Stibor. "We've created an occasion for them to do this."

Edward Williams, executive director for the Lincoln Symphony agrees: "I know quite a few people in the arts community who make a point to be there every week. *Live From The Mill* offers a sense of family within the arts community."

Live From The Mill Statewide isn't solely "Lincoln-centric" in its breadth and scope either. The show regularly travels to venues

across the state; in 2002 alone the program broadcast live from Scottsbluff, McCook, Norfolk and Kearney, in addition to the semi-regular outings to the Lied Center in Lincoln. Fort Robinson and Bancroft are next.

"Our 'on-the-road' programs demonstrate NPRN's commitment to serving the arts and building bridges between communities across Nebraska," explains Stibor.

And why The Mill? Besides being a hub for Lincoln's coffee and culture crowd, The Mill, and owner Dale Nordyke, have enjoyed a fulfilling relationship with NPRN for nearly 15 years.

"We go way back to the Union College days," says Nordyke, referring to when the KUCV license belonged to Union College over a decade ago. "When a member would pledge enough money for a mug, they'd say, 'Just come down to The Mill to pick it up.'"

Today Nordyke generously underwrites *Live From The Mill Statewide* — his support makes the program possible. "We don't do much else in advertising," admits Nordyke. "Public and community radio are the only thing we've done steadily for years. We find it's good for business."

So next time you're in downtown Lincoln on a Friday morning, and have a



HELP WANTED!

Need enthusiastic supporters of NPRN to send *Live from The Mill* to communities across Nebraska via project underwriting. Cost: Minimal. Rewards: Unlimited! Won't you please help us broadcast from a community near you? Contact Marti Baumert at mbaumert2@unl.edu or at 1-800-634-6788 for more information about future touring broadcasts and/or underwriting opportunities.

THANK YOU to the following individuals and businesses that already generously support our live broadcasts in communities across the state:

CHADRON
Dr. Thomas Krepel

KEARNEY
Black Sheep Coffee Roasters
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1st Inn Gold
Museum of Nebraska Art
Ten Thousand Villages

LINCOLN
The Mill
Lied Center for Performing Arts

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NORFOLK
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SCOTTSBLUFF
The Emporium
Garden Village Center of Scottsbluff
Dr. Stephen Johnson & Dr. Diane Gilles
Hod & Willa Kosman
Marilyn Phillips
Don & Nora Singer
West Nebraska Art Museum



hankering for a cup of joe, stop by The Mill, where you'll experience a new way to enjoy your morning coffee, with *Live From The Mill Statewide*.

Calendar of Events

Autumn was a busy time at Nebraska Educational Telecommunications (NET), chock full of events celebrating the year's accomplishments, the reuniting of friends and fellow members, and the rich diversity of our state's arts community.

Recognition Banquet

On the evening of October 25, over 170 Nebraskans for Public Television (NPTV) and Public Radio Nebraska Foundation (PRNF) supporters and NET employees gathered to celebrate the year's achievements at the sixth annual Recognition Banquet, held at **Lincoln's** Embassy Suites Hotel.

A video presentation recapped the highlights of the past year, including the Reading Rainbow Book Bonanza (which donated books to 200 of the state's smallest libraries), two recent Reading Rainbow Emmys and the successes of NPRN programming and NETV productions.

NET General Manager Rod Bates honored longtime employee Ron Hull with the Distinguished Service Award.

Keynote speaker Robert Coonrod, president and CEO of the Washington D.C.-based Corporation for Public Broadcasting (CPB), offered congratulations to NET supporters and employees, noting, "No public broadcasting agency has gone further than Nebraska in fulfilling the mission of educating, informing and enriching American lives."

Live From The Mill Statewide

In October Producer and Music Director William Stibor took *Live From The Mill Statewide* to **Kearney's** Museum of Nebraska Art (MONA), featuring interviews with new MONA director Audrey Kauders and University of Nebraska-Kearney (UNK) poet Charles Fort, as well as a live performance by UNK musicians. Later in the month Stibor spotlighted Charles Bethea, director of the Lied Center for Performing Arts, as the show broadcast live from the Lied Center in **Lincoln**.

Pre-Performance Chats

Stibor hosted a pre-performance chat with Lincoln Symphony Executive Director Edward Williams, prior to the Symphony's opening concert at the Lied Center in September. Likewise, NPRN announcer Dave Hughes led a pre-performance chat prior to the Front Porch Blues performance at the Lied Center later in October.

Local Events

The last weekend of September, PRNF co-hosted the arts organization booth at the second annual **Lincoln** Arts Festival, which featured 72 artists and attracted over 7,500 visitors.

In October, 60 **Lincoln**-area residents participated in an estate-planning seminar at Lincoln's Hillcrest Country Club, led by attorney John McHenry and Children's Hospital Foundation President Michael Geis.

In November, over 250 Nebraska public broadcasting and Husker fans gathered at **Lincoln's** Rococo Theatre to enjoy the premiere of *Husker Century III: Spirit of Champions 1973-2001*, the third chapter of the broadcast trilogy documenting 100 years of Cornhusker football. The event, which featured silent and live auctions, raised nearly \$10,000 to support Nebraskans for Public Television.



Upcoming

If you were unable to attend these events, NET has many others scheduled for the coming months, including

JANUARY

Lincoln Symphony Orchestra Pre-Concert Chat Hosted by William Stibor

January 21, Lincoln

Join NPRN Producer and Music Director William Stibor in a pre-concert chat discussing LSO concert "The Russian Experience." Discuss Tchaikovsky's works for violin and orchestra, with guest Anton Miller. To be held at Kimball Recital Hall from 6:45 – 7:15 p.m., with the concert starting at 7:30 p.m. Purchase concert tickets at info@lincolnsymphony.com or 402-476-2211.

KidzExplore

January 24-26, Omaha

KidzExplore is a family festival of fun and learning, offering hands-on educational activities and entertainment for children 12 and under, as well as valuable information for parents and grandparents. At the Omaha Civic Auditorium. Purchase tickets at the door or at any "No Frills" location in the Omaha metro area. Go to www.kidzexplore.com for more information and a coupon.

FEBRUARY

Lincoln Symphony Orchestra Pre-Concert Chat Hosted by William Stibor

February 18, Lincoln

Meet with William Stibor prior to t



Coming Events

LSO concert "Love: Opera Style." Discuss the influence of love's joys and heartaches on opera in such favorites as *La Boheme* and *Carmen*. The chat will take place at Kimball Recital Hall from 6:45 – 7:15 p.m., with the concert at 7:30 p.m. Purchase concert tickets at info@lincolnsymphony.com or 402-476-2211.

MARCH

NETV Member Drive
March 1-16

Reading Rainbow Young Writers & Illustrators Contest
Deadline: March 14, 2003

Calling all young artists and writers! Nebraska ETV's own national PBS series, *Reading Rainbow*, is inviting youngsters from kindergarten to third grade to write and illustrate their own stories and enter them in its Ninth Annual Reading Rainbow Young Writers & Illustrators Contest! For more information go to www.net.unl.edu, the PBS Kids web site (pbskids.org/readingrainbow) or call 1-800-698-3426. Entries must be postmarked by Friday, March 14, 2003.

NPRN Member Drive
March 28-April 5

For the latest information about NET events and programs visit our web site mynptv.org/members or nprn.org/members and click on Calendar of Events or call 1-800-634-6788.

Education Interactive Media

Beyond Big Bird: NET's Interactive Media Group Offers an Array of Services

When most people think of Nebraska Educational Telecommunications (NET), Big Bird, Bill Moyers or Bill Kelly may spring to mind — images associated with the Nebraska ETV Network and NPRN. But NET also offers a wealth of services in addition to television and radio — from distance learning to interactive web pages, CD-ROMs and DVDs — all produced by NET's Interactive Media Group (IMG).

One click on the Nebraska Studies website (www.nebraskastudies.org) offers a glimpse of IMG's wide-ranging capabilities. Begun in 2000 as a partnership between NET, the Nebraska State Historical Society and the Nebraska Department of Education, Nebraska Studies allows access to archival photos, documents, letters, video segments, maps and more — capturing the life and history of Nebraska from pre-1500 to the present.

"The site was conceived largely because teachers in the state do not have an adequate Nebraska history textbook, says Gwen Nugent, NET director of education. "But we agreed that we wouldn't simply call it 'Nebraska History.' We wanted to look at Nebraska history in the largest context."

Enter the Nebraska State Historical Society. "We have thousands of primary historical resources," says Lynne Ireland, the Society's assistant director for program development. "But they don't intrigue, they don't inform, unless people

have access to them. Nebraska Studies allows people more access than they've ever had before."

"Our aim is to offer students and teachers a window into day-to-day living within the context of larger historical events," explains IMG executive producer Bill Ganzel, who was responsible for editing the site after Michael Young, former head of social studies at Omaha Burke High School, wrote much of the content. So rather than merely memorizing the date of the Homestead Act, for instance, students explore Solomon Butcher's photographs of 1880s and 90s Nebraska sod houses. Or they experience life through the letters of Uriah Oblinger, who, in preparing his wife for the move from Illinois, described Nebraska as a "sea of grass."

Each segment in the timeline also supplies suggested classroom activities matching specific education standards. If additional funding becomes available, the site will include more digital resources and stories, as well as a way for teachers to post their own lesson plans and share ideas.

"The site is dynamic and ever-changing — much like history itself," observes Ganzel. Now that the final two timeline segments — "1950-1974: The Cold War," and "1975-present: The Farm Crisis," are completed, NET will seek funds to fill the gaps. "We haven't told every story there is to tell about Nebraska," says Ganzel.

Other educational web sites produced by NET's Interactive Media Group (IMG):

<http://pbskids.org/readingrainbow/> - Associated with the award-winning PBS series, co-produced by NET, the *Reading Rainbow* site is a resource for parents, teachers, librarians and kids and includes *Reading Rainbow* episodes, books and activities.

<http://net.unl.edu/education/> - *NET Educational Services* provides instructional resources to all Nebraskans, pre-school, K-12 and higher education.

<http://wonderwise.unl.edu/> - *Wonderwise Women in Science Learning Series* is an award-winning series produced in cooperation with the University of Nebraska State Museum and Nebraska 4-H Youth Development. Meet women who have chosen science as their career, and access instructional materials and activities that explore the world of women in science.

Across Nebraska and Beyond With Your *MemberCard*



Look for special offers and discounts with the following NPTV/PRNF MemberCard Partners in your community and throughout the state. Our newest member benefit, sent automatically to anyone contributing \$60 or more to Nebraskans for Public Television and/or the Public Radio Nebraska Foundation. For more information go to our web site mynptv.org/members and nprn.org/members or call 800-634-6788.



Current MemberCard Partners



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- The Great Platte River Road Archway Monument
- Hastings Symphony Orchestra
- Lincoln Children's Museum
- Lincoln Friends of Chamber Music
- Lincoln Symphony Orchestra
- Museum of Nebraska Art (MONA)
- The Nebraska Brass
- Nebraska Discount Travel
- Nebraska Jazz Orchestra
- Nebraska Trumpet Ensemble
- Norfolk Arts Center
- Omaha Children's Museum
- Omaha Symphony Association
- Shepherd's Inn Bed & Breakfast, Inc.
- The Sisters' House
- Stuhr Museum of the Prairie Pioneer
- Third Chair Chamber Players
- Trailside Museum of Natural History
- University of Nebraska State Museum—Morrill Hall



MemberStore

Visit the NPTV/PRNF MemberStore! As another way to say thank you for your generous support, NPTV/PRNF MemberCard holders have access to the newly opened MemberStore. Receive special discounts on program and station-related items.



Due to severe financial challenges facing NET, the December issue of *Networks* magazine was the last edition sent to members. However, as of January 2003, members may log on to net.unl.edu to access the new electronic program guide, which can be downloaded and printed from the web site.

Nebraska Public Television & Radio
 P.O. Box 83111
 Lincoln, NE 68501-3111
 1.800.634.6788

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