

Agency 47 - Educational Telecommunications Comm.

Statutory Authority:

Nebraska Educational Telecommunications Commission was created for three purposes: to promote and establish noncommercial educational telecommunications facilities within the State of Nebraska; to provide noncommercial educational telecommunications programs throughout the State of Nebraska by standard broadcast, by closed-circuit transmission, or by other telecommunications technology distribution systems, and to operate statewide educational and public radio and television networks and services. The Commission's duties and responsibilities are outlined in Chapter 79, sections 1313-1325 of the 1997 Revised Statutes of Nebraska.

Vision Statement:

NET's mission is to connect Nebraska with stories and events that challenge and inspire every individual. NET's mission is to connect Nebraska with services that honor the history, enrich the people and strengthen the future of every community. NET's mission is to connect Nebraska.

Mission Statement:

Nebraska Educational Telecommunications has adopted the following governing values:

- We are aware of and pursue excellence in the application of techniques, procedures, and technologies.
- We foster an environment that attracts and nurtures a diverse, motivated, and creative staff.
- We provide content and services that engage and educate the public and enrich their lives.
- We know that inside and outside of the organization, our highest value is service to others.
- We maintain the public's trust through the prudent use and management of public resources.
- We respond to the needs of our diverse communities.
- We foster an environment that invites, honors and responds to ideas from all external and internal sources.
- We earn and maintain the public trust by striving for the highest degree of editorial integrity and independence.

Goals:

As part of a strategic planning process, the Management Team of Nebraska Educational Telecommunications has identified five key strategies to support the organizational mission, as follows:

1. Increase impact and reach through programs and services.
2. Build new and strengthen existing relationships.
3. Improve internal and external communications.
4. Improve operating efficiencies and sustainability through increased revenues management of expenses.
5. Facilitate skill development and professional growth.

Financial Data:

	Actual FY06	Approp FY07	Request FY08	Recom FY08	Request FY09	Recom FY09
General Fund	9,313,762	9,668,882	9,957,970	9,780,666	10,236,337	9,949,912
Cash Fund	201,747	204,881	254,881	279,222	254,881	291,664
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	429,500	429,500	429,500	429,500	429,500
Total Agency	9,515,509	10,203,263	10,642,351	10,489,388	10,920,718	10,671,076

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Program 533 - Educational Telecommunications

Program Objectives:

To provide noncommercial educational and public service programming to meet the ascertained needs and interest of citizens of all ages throughout the state.

1. To administer and operate Commission licensed-network stations and the statewide interconnection system.
2. To provide instructional television for elementary, secondary, and postsecondary educational institutions.
3. To have principal responsibility for the Nebraska satellite telecommunications delivery system operations and technical delivery on behalf of all segments of Nebraska education.
4. To provide administrative and operational support for the Nebraska Information Technology Commission.

Financial Data:

	Actual FY06	Approp FY07	Request FY08	Recom FY08	Request FY09	Recom FY09
General Fund	8,876,322	9,101,204	9,464,372	9,301,911	9,725,524	9,455,093
Cash Fund	189,822	192,759	242,759	264,764	242,759	274,742
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total	9,066,144	9,293,963	9,707,131	9,566,675	9,968,283	9,729,835

Performance Measures:

I. Administration

PBS Disaster Recovery Project: Build new and strengthen existing relationships.

In the last report Michael Beach reported that we have begun negotiating with PBS concerning our role as the permanent Disaster Recovery Site (DRS) for PBS. Although NET was notified of the selection and we expected to begin working out technical and staffing issues with the PBS Technology department, no direct negotiations have yet taken place. PBS Technology announced a number of significant staff changes and also announced they were reviewing some key technology components that directly impact the project. We do not yet have a timeline on when the negotiations will begin.

Grant Awards: Improve operating efficiencies and sustainability through increased revenues and management of expenses.

First Quarter 2007 progress report: Last month NET was notified of two grants: a CPB Digital Radio grant which provided funding for an HD Radio upgrade to KUCV in Lincoln (award totaling \$85,000); and a Rural Utilities Service Digital Television grant to convert the last 7 TV translators to DTV capability (award total just under \$295,000). Contracts have been signed for both projects and we anticipate the bid processes for both will begin 4th quarter of 2007.

II. Distance Learning

Assisting the NITC: (Build new and strengthen existing relationships)

First Quarter 2007 progress report: Several NETC employees are assisting on the Statewide Synchronous Video Scheduling System and Video CODEC replacement project sponsored by the State CIO and the NITC. As a part of last year's legislation, LB1208, NET personnel assisted in writing specifications and will participate in the bid evaluation process in late October.

Agency 47 - Educational Telecommunications Comm. Program 566 - Public Radio

Program Objectives:

Nebraska Public Radio Network brings cultural, current events and educational programming to listeners across the state.

Financial Data:

	Actual FY06	Approp FY07	Request FY08	Recom FY08	Request FY09	Recom FY09
General Fund	437,440	467,678	493,598	478,755	510,813	494,819
Cash Fund	11,925	12,122	12,122	14,458	12,122	16,922
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	429,500	429,500	429,500	429,500	429,500
Total	449,365	909,300	935,220	922,713	952,435	941,241

Performance Measures:

1. Over the next twelve months, NET Radio will increase its core audience for all of its programming by a minimum of 5% by programming to the Core Values of Nebraska public radio listeners.

These general goals remain in place and have been greatly exceeded in the most recent audience studies. NET Radio increased its cumulative weekly audience by 16% in the last study period while nationally public radio listening growth has stalled or even declined slightly. NET Radio is now used weekly by over 80,000 Nebraskans.

2. Additionally unserved and underserved audiences sharing the Core Values will be studied and a plan will be developed to better serve them.

Recent program changes on Saturday and Sunday afternoons reflect the desire to continue to attract a broader and younger audience. The new schedule will be enhanced by locally produced content which is currently in the planning stages. The new content will be Nebraska-oriented lifestyle programming.

3. NET Radio will also enhance the impact of its programming by increasing its visibility in communities across the state and by maintaining both arts and entertainment programming and a news service which are relevant to all Nebraskans and which do not favor any groups or communities.

Since 2004 NET Radio has expanded its live remote programming with the assistance of foundation grants. The weekly arts and cultural programming, Live From The Mill, has visited Beatrice, Norfolk, Alliance, Kearney, Omaha, Falls City, Fort Robinson, Grand Island, and others. Additionally, again with the help of private funding, concert recordings intended for broadcast have been made in many of the state's performance halls and a number of outdoor venues. For the first time, in 2006, jazz from a major Nebraska festival was included in the schedule, adding to the depth of our arts and cultural local programming.