

Outreach Impact 2005:  
Project Review and Data Analysis

Prepared by:  
Michelle M Kosmicki, MA  
NET Research Manager

Marthaellen Florence  
NET Outreach Coordinator

January 17, 2006

## Outreach Impact 2005 Executive Summary

A total of 17 outreach projects were completed during the 2005 calendar year. These projects encompassed topics related to health, personal finances, gambling, education, diversity, eldercare, emergency preparedness, and preserving the heirlooms of Nebraska families.

Outreach conducted through NET Television and NET Radio broadcasts reached an estimated 378,000 Nebraskans (cumulative) over the past year. NET IMG provided valuable website components to NET outreach projects, creating a place for Nebraskans to go and find more information and links to resources. The web components were not included in the evaluation process during calendar year 2005. Public outreach events touched an estimated 3,500 Nebraskans through seminars, public screening and discussions, and informational flyers. See Table 1 and Graph 1 for individual outreach project totals.

Data collected by the NET Research Department reflects that the information delivered during outreach projects has had an impact in the lives of participants. The main short term impact was the change in attitudes and increased knowledge of participants overall. Longer term impacts were seen as viewers reported using the information gained to change their behavior in some way or seek help for current life situations. See the appendix for research reports on these projects.

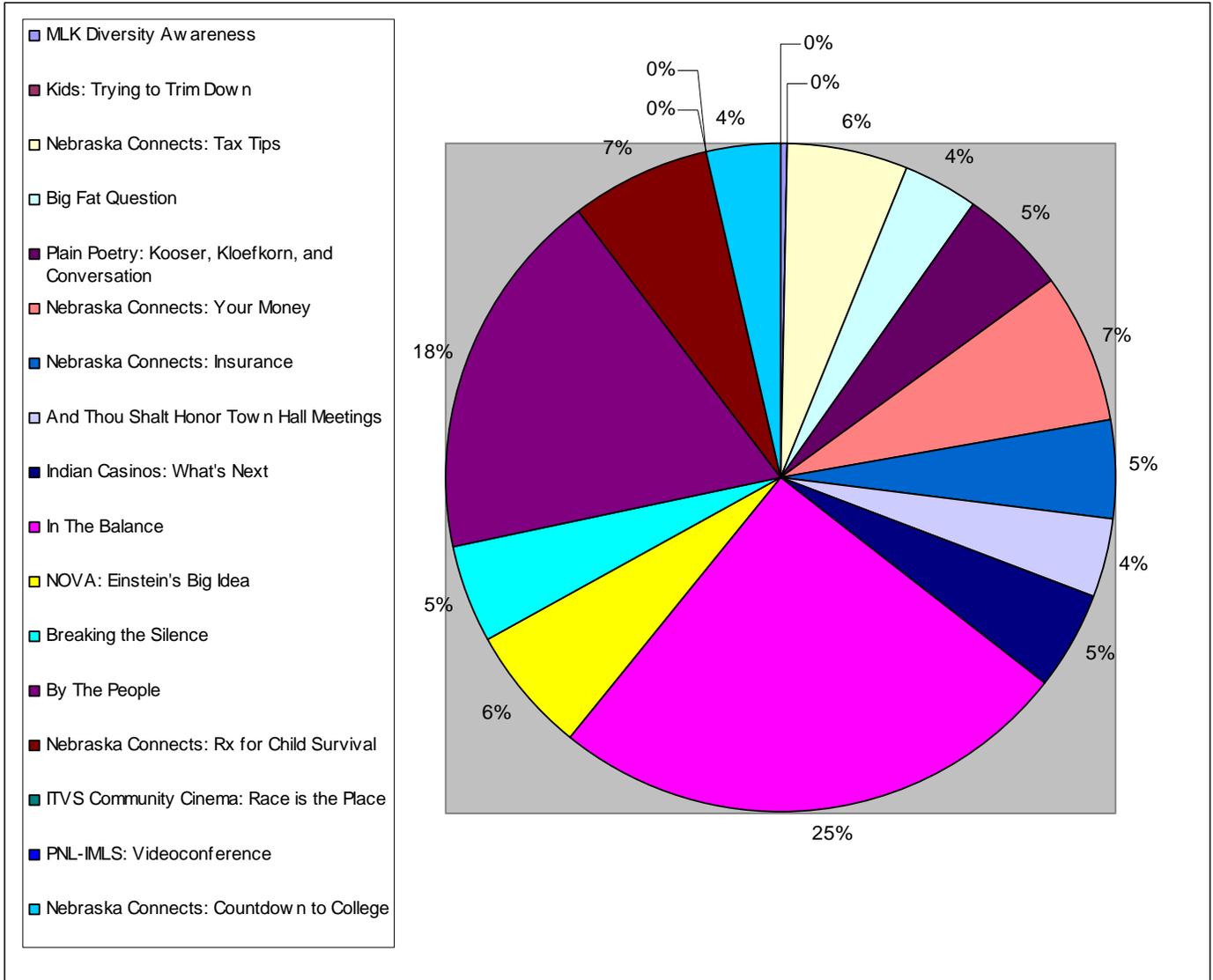
The NET Outreach efforts have helped NET build social capital and community connections. Outreach projects have enabled NET to collaborate with Nebraska State Agencies, University of Nebraska campuses and departments, non-profit professional associations, and various social service organizations.

**Table 1. Outreach Project Breakdown and Total Reach**

Project	Event Attendees	Broadcast Reach	Calls/Email Received	Flyers	Videos/ DVDs	Total Reach
MLK Diversity Awareness	40			575		615
Kids: Trying to Trim Down	32					32
Nebraska Connects: Tax Tips		25,000	70			25,070
Big Fat Question		15,000	33			15,033
Plain Poetry: Kooser, Kloefkorn, and Conversation	350	20,000			830	21,180
Nebraska Connects: Your Money	35	30,000	72			20,107
Nebraska Connects: Insurance		20,000	44			20,044
And Thou Shalt Honor Town Hall Meetings	500	15,000	63			15,563
Indian Casinos: What's Next	75	20,000				20,075
In The Balance	800	103,000		800	18	104,618*
NOVA: Einstein's Big Idea		25,000		350		25,350
Breaking the Silence	49	20,000			22	20,071
By The People	350	75,000				75,350*
Nebraska Connects: Rx for Child Survival	15	15,000	17	12,220		27,252
ITVS Community Cinema: Race is the Place	25					25
PNL-IMLS: Videoconference	35					35
Nebraska Connects: Countdown to College		15,000	38			15,038
<b>Totals</b>	2,156	378,000	337	13,945	40	384,478

\*These outreach projects had multiple broadcast components and reflect cumulative totals.

**Graph 1. Total Outreach Project Reach Percentages by Project**



## Outreach Overview 2005

This report is a compilation of outreach projects that NET Television and NET Radio participated in during the calendar year of 2005. While many of the projects had an evaluation component, there were some projects that either did not require an evaluation component or the sample size for project evaluation was too small to perform data analysis. This report will follow the timeline of the event dates, beginning with January 2005.

### January 2005

#### MLK Diversity Awareness

During MLK events held at the University of Nebraska-Lincoln campus, 575 flyers were distributed that promoted NET Television diversity related programming to be aired in February 2005. In addition to the flyers, 5 videos distributed by IMLS were screened during the MLK events, reaching about 40 faculty, staff, and students, during the 5 day event.

#### Kids: Trying to Trim Down

This project targeted teenage mothers. The program *Kids Trying to Trim Down* was screened and a discussion followed as part of the "Healthy Lifestyles" curriculum the young women were enrolled in. A total of 32 young women participated in the screening and discussion. The pre-survey and post-survey contained both quantitative and qualitative items.

### March 2005

#### Nebraska Connects: Tax Tips – NET Television

The annual personal tax advice program *Nebraska Connects: Tax Tips*, was broadcast live on March 3, 2005. This is a call-in program with a panel of tax experts and tax preparers who staff the phone bank to take calls and answer questions. Any of the calls that are not answered during the program were deferred to the appropriate agency for follow-up. Viewers were also able to e-mail questions to the program before and during the broadcast. This program was viewed by an estimated 25,000 people. A total of 58 calls and 12 e-mails were fielded during the live broadcast.

#### Big Fat Question– NET Television

The program *Big Fat Question*, was a live call-in program broadcast on March 17, 2005. This program had an expert panel of health professionals and a phone bank staffed with volunteers from local health agencies. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 viewers. A total of 33 calls were fielded during the live broadcast.

### April 2005

#### Plain Poetry: Kooser, Kloefkorn, and Conversation

*Plain Poetry: Kooser, Kloefkorn, and Conversation*, was held on April 7, 2005, in Kearney, NE, on the University of Nebraska at Kearney campus. This event was produced in conjunction with the Nebraska Arts Council and Nebraska Center for the Book. The event was attended by an estimated 350 people. In addition, a DVD was produced and distributed to 830 libraries and secondary schools in Nebraska. A one hour program was also produced and aired in December 2005, with an estimated viewership of 20,000 people. While the short term impact of this event can be clearly seen at this time. The long-term impact may not be apparent for some time. It is interesting to think that this event has inspired and encouraged some budding poets.

#### Nebraska Connects: Your Money– NET Television and NET Radio

The annual program *Nebraska Connects: Your Money*, was a live call-in program broadcast on April 13, 2005, on both NET Television and NET Radio. This program had an expert panel of financial advisors and a phone bank staffed with volunteers. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 20,000 NET Television viewers and 10,000 NET Radio listeners. A total of 66 calls and 6 e-mails were fielded during the live broadcast.

### June 2005

#### Nebraska Connects: Insurance– NET Television

The program *Nebraska Connects: Insurance*, was a live call-in program broadcast on June 21, 2005. This program had an expert panel of insurance professionals and a phone bank staffed with volunteers from the Nebraska Department of Insurance. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 20,000 viewers. A total of 43 calls and 1 e-mail were fielded during the live broadcast.

### "And Thou Shalt Honor" 2005 Town Hall Meeting on Caregiving Issues– NET Television

On June 22, 2005 NET hosted the premiere of the program "And Thou Shalt Honor" 2005 Town Hall Meeting on Caregiving Issues, a live call-in program. This program had an expert panel of caregivers, health professionals, and service recipients, and a phone bank staffed with volunteers from local agencies. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 viewers. A total of 63 calls were fielded during the live broadcast.

### **September 2005**

#### Indian Casinos: What's Next– NET Television

This program aired September 14, 2005. *Indian Casinos: What's Next* was distributed nationally and aired 90 times. This program was co-sponsored by the Native American Journalists Association and the Lincoln Journal Star. There was a screening audience of 75 Native Americans.

#### In The Balance– NET Television and NET Radio

The two programs for the *In the Balance* outreach project aired on NET Television on September 12, 2005 (*Bio Attack*) and September 19, 2005 (*City Under Siege*) at 9:00pm on both nights, reaching an estimated 50,000 viewers. These programs were preceded by an effort sponsored by the Nebraska Citizens Corp to get citizens in 15 Nebraska communities to pledge to watch these two programs. NET Radio created 4 features that ran twice during *Morning Edition*, reaching an estimated 53,000 listeners. NET Radio also hosted a panel of experts for a live call-in program addressing issues related to homeland security in the heartland. A total of 34 calls were fielded during the live call-in program.

The Nebraska Counties with Citizen Corps Councils cover a total population of 1,022,469 people. The 24/7 Campaign was a State Citizen Corps cross promotional activity with NET that began on National Night Out, August 2nd and ended with National Preparedness month activities in September. During National Night Out, local councils in 9 of the counties promoted the "In the Balance" program through a participation pledge. The same pledge was distributed to more than a thousand individuals through the Emergency Management booth at the State Fair along with an "In the Balance" promotion sheet. Additionally, the Bio-Hazard episode with the "In the Balance" program was promoted through the State Health Department networks-including those outside of the Citizen Corps Councils. The Lancaster County Citizen Corps Council, hosted by Volunteer Partners emailed the "In the Balance" information to more than 600 individuals. More than 200 individuals "pledged to prepare" during the campaign and approximately 21 groups. Finally, the "Redeem the Day" award was announced at the "First CERT" picnic in Lancaster County were a county CERT contact book (with more than 200 CERT individuals) was made available to CERT trained volunteers on September 25, 2005.

The Senior Companion Program through the Lancaster County Area Agency on Aging were recognized for the award for pledging to prepare more than 200 seniors in the community during September.

A DVD copy of the "In the Balance" series was distributed to Nebraska Health and Human Services bio-preparedness for health departments unit and HHS bio-preparedness for hospitals on utilizing programs for professional development after broadcast. DVD copies of the series was also distributed to 17 counties for future training purposes.

### **October 2005**

#### NOVA: Einstein's Big Idea– NET Television

NET Outreach had a booth at the UNL Chemistry Education Fair on October 9<sup>th</sup> and 10<sup>th</sup>, 2005. About 350 flyers promoting the broadcast of *NOVA: Einstein's Big Idea*, were distributed to educators and students attending the fair. This program reached an estimated 25,000 people.

#### Breaking The Silence– NET Television

On October 20, 2005, NET Television hosted a premiere party for *Breaking the Silence*, a program that chronicles the impact of domestic violence on the children. The lead partner for this event was the Nebraska Domestic Violence and Sexual Assault coalition, with the Rape Crisis Abuse Center, Friendship Home and the Mary Kay Ash Foundation.

There were 49 people who attended the catered event. The program reached an estimated 20,000 viewers. Several state policy makers were in attendance and a number of state agencies were represented. With an award of a 500 dollar grant from the Mary Kay Ash Foundation, toolkits were created, which included a *Breaking the Silence* resource handbook, education materials, facilitation materials and a VHS copy of the program. It will be used by 22 agencies throughout the state who work with domestic violence issues, to educate and train staff, volunteers, and victims of domestic violence.

By The People– NET Television

This outreach event was held on October 24, 2005, on the University of Nebraska at Kearney campus. This is the 3<sup>rd</sup> year for the event, which is held at a select number of sites around the United States on the same date, which is called “Deliberation Day”. The subject of this year’s event was “Your Schools”.

This project has a number of partners who work to organize and staff the event. The partners include University of Nebraska Public Policy Center (PPC), University of Nebraska at Kearney (UNK), UNK Political Science Department, UNK College of Education, Nebraska State Education Association, Nebraska School Board Association, Nebraska PTA, Nebraska Rural Community Schools Association, and Nebraska Humanities Council. Participants at this event included 125 Nebraskans who lived in a 100 mile radius around Kearney, Nebraska. The expert panel included Doug Christensen, Director Nebraska Department of Education, Marilyn Hadley, UNK Dean College of Education, Jim Griess, Director Nebraska State Education Association, Matt Schnell, President Elect Nebraska Association of School Boards, and State Senator Joel Johnson (Kearney).

Following the main “Deliberation Day” event, small group discussions were held in several communities around the state. Members of the Nebraska State Legislative Committee on Education participated in these small group discussions. The senators included Senator Ron Raikes (Lincoln, Chair of the Committee), Senator Vickie McDonald (St. Paul), Senator Ed Schrock (Elm Creek), and Senator Elaine Stuhr (Bradshaw).

Local newspaper, radio, and television covered the event. Excerpts from the event were also aired on NET Radio and NET Television’s *Statewide* and culminating in *Nebraska Connects: Your Schools*, which aired on December 1, 2005. Over the course of this project, an estimated 75,000 Nebraskans were reached.

Nebraska Connects: RX for Child Survival– NET Television

The program *Nebraska Connects: RX for Child Survival*, was a live call-in program broadcast on October 27, 2005. This program had an expert panel of Physicians, and a phone bank staffed with volunteers. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 people. A total of 10 calls, 3 e-mails, and 4 studio audience questions were fielded during the live broadcast.

In addition to the call-in program, there were 5 presentations to students, faculty, and staff at the University of Nebraska Medical Center (UNMC). These presentations were sponsored by the Student Alliance for Global Health. E-mails about global health issues and the program were distributed via e-mail by UNMC and Nebraska Rotary, reaching about 12,000 people. Flyers were distributed at the Minority Health Conference, reaching about 220 attendees.

**November 2005**

ITVS Community Cinema: Race Is The Place

NET Television screened *Race Is The Place* as part of the ITVS Community Cinema outreach project on November 16, 17, 18, and 21, 2005. The screenings were hosted by Southeast Community College (SECC) in Lincoln, NE. The screenings were free and open to the public. Each screening was followed by a discussion with two moderators; Marthaellen Florence, NET Outreach Manager and Jose Santos, SECC Vice President of Equity, Affirmative Action, and Diversity.

A total of 25 participants from the eastern metropolitan areas of Nebraska attended the screening and discussion. The ITVS Community Cinema program, *Race Is The Place*, produced a change in attitude for participants and helped them examine some of their own beliefs regarding ethnicity and cultural group relations.

PNL-IMLS: Videoconference

The PNL-IMLS Videoconference was hosted by NET. Thirty five representatives from museums, libraries, and historical sites across Nebraska were in attendance. The videoconference was the “kick-off” event for the PNL-IMLS grant project, which will help museum, library, and historical site staff learn about conservation of artifacts in their collections and artifacts that may be brought in by the general public.

**December 2005***Nebraska Connects: Countdown to College*– NET Television

The program *Nebraska Connects: Countdown to College* aired on December 15, 2005. This program is a live call in show sponsored by Education Quest. This program included a panel of experts who discussed college planning, including financial aid, campus visits, and what students and parents can expect. The phone bank was staffed by professionals from Nebraska Association of Student Financial Aid Administrators. Questions not answered on air received an answer off air. A total of 28 phone calls and 10 e-mails were fielded during this program. An estimated 15,000 Nebraskans viewed this program.

**Appendix**  
**Technical Research Reports by Date**

**January 2005**

*MLK Diversity Awareness*

During MLK events held at the University of Nebraska-Lincoln campus, 575 flyers were distributed that promoted NET Television diversity related programming to be aired in February 2005. In addition to the flyers, 5 videos distributed by IMLS were screened during the MLK events, reaching about 40 faculty, staff, and students, during the 5 day event.

*Kids: Trying to Trim Down*

This project targeted teenage mothers. The program *Kids Trying to Trim Down* was screened and a discussion followed as part of the “Healthy Lifestyles” curriculum the young women were enrolled in. A total of 32 young women participated in the screening and discussion. The pre-survey and post-survey contained both quantitative and qualitative items.

The first item appeared only on the pretest. Participants were asked, “How would you describe the lifestyle of you and your child?” Most of the participants felt that they lived a normal lifestyle. Some felt they could improve their eating habits in some areas and increase time spent exercising.

The next two items appeared on both the pre-survey and post-survey; “How much do you know about childhood obesity?” and “How much do you know about healthy lifestyles?” These were scaled items with a 4-point scale (1=Nothing At All, 2=Very Little, 3=Basic Knowledge, 4=Very Knowledgeable). Table 1 contains the items, their mean scores for pre-survey and post-survey, and if there was a significant change between the two surveys.

Table 1.

Survey Item	Pre-Survey Mean	Post-Survey Mean	Significant Change
Q03. How much do you know about childhood obesity?	1.9	2.6	Yes
Q04. How much do you know about healthy lifestyles?	2.6	2.8	No

The change in means indicates that there was some learning as a result of the screening and discussion. However, there was a significant increase in the knowledge related to childhood obesity after the screening and discussion.

On the pre-survey participants were asked “Have you heard of childhood obesity prior to today?”, 84% responded yes and 14% responded no.

The next item on the pre-survey and post-survey was “1 in \_\_\_ American children are obese (guess or estimate if you do not know for sure).” The pre-survey had answers ranging from 2 to 50. The post-survey had answers ranging from 3 to 6. Table 2 contains the responses to this item.

Table 2.

Q06. 1 in ____ American children are obese (guess or estimate if you do not know for sure).	Pre-Survey	Post-Survey
2	1	0
3	0	1
4	3	24
5	4	3
6	1	1
7	1	0
8	1	0
10	14	0
11	1	0
15	1	0
20	4	0
50	2	0

There was a significant change in the range of responses. While every participant didn’t remember the correct number (1 in 4), many had revised their answer to a number closer to the number presented in the screening.

Item Q07 “Which of the following is most to blame for childhood obesity?” was multiple response and appeared on both the pre-survey and post-survey. There was a shift in responses between the pre-survey and post-survey. Table 3 contains the responses to this item.

Table 3.

Q07. Which of the following is most to blame for childhood obesity?	Pre-Survey	Post-Survey
Advertising and the media	13	8
Parents	11	7
Schools	6	5
Misinformation	8	4
Poor health practices	20	24
Other (fill in the blank)	2	10

Other comments (fill in the blank) identified family history, family life, not enough exercise/activity, being lazy, and all of the above (referring to choices).

The next item allowed participants to select adjectives describing their expected experience (pre-survey) and actual experience (post-survey) learning about childhood obesity from watching the video; “Q08. Learning about childhood obesity from the video will be/was:” This item was a multiple response. Table 4 contains the responses to this item.

Table 4.

Q08. Learning about childhood obesity from the video will be/was:	Pre-Survey	Post-Survey
Boring	1	3
Worthwhile	4	24
Important	7	21
Interesting	9	20
Necessary	5	14
Unimportant	0	0
Unnecessary	0	0
Upsetting	0	4

Participants were not certain how to respond to this item on the pre-survey. However, the participants were much more willing to describe their experiences after the screening and discussion.

Item Q09 was an open ended question; “Do you think childhood obesity is a problem in America today? Why or why not?” Most of the participants felt that childhood obesity was a problem in America today. They cited the easy availability of fast food and unhealthy snacks as a cause. A few participants felt there was no problem. One participant felt drugs and alcohol were a greater problem than childhood obesity.

Item Q10 was an open ended question: “What changes, if any, have occurred in you as a result of seeing this video?” Participants expressed a need to pay attention to what they were eating more and develop healthy eating habits for both themselves and their children. Several participants also expressed wanting to exercise more or adding exercise to their daily lives. Some participants stated no changes.

Item Q11 was an open ended question; “Q11. If the video moved you or changed you in some way, what was the “turning point for you? In other words, what was it (something you heard, saw, or felt) that changed you?” Participants were able to identify with the people in the video. The participants didn’t want to experience what the obese people experienced or have their children experience it either. The different stories of real people helped each participant think about their healthy living habits.

Item Q12 was an open ended question; “Q12. Briefly describe one new thing that you learned from the *Kids: Trying to Slim Down*.” Participants learned about some of the causes of obesity in America. They learned something new about eating habits, society, and healthy lifestyles.

The next five items on the survey asked participants to rate different aspects of the video *Kids: Trying to Trim Down*. Three of these items (Q13, Q15, Q16) used a 5-point scale (1=Strongly Disagree, 2=Disagree, 3=Neither Agree Nor Disagree, 4=Agree, 5=Strongly Agree). Q14 was also a scaled item, but used a 3-point scale (1=Too Short, 2=Just About

Right, 3=Too Long). The final item, Q17, was an open ended question. Table 5 contains the responses for item Q14. Table 6 contains the means for Q13, Q15, and Q16.

Table 5.

Q14. The length of <i>Kids: Trying to Trim Down</i> :	
Too short	0
Just about right	18
Too long	12

Table 6.

Survey Item	Mean
Q13. <i>Kids: Trying to Trim Down</i> presented information in an unbiased and fair manner?	4.2
Q15. I think <i>Kids: Trying to Trim Down</i> was interesting.	4.4
Q16. The mini-series <i>Kids: Trying to Trim Down</i> gave me a new perspective on healthy lifestyles for me and my child?	4.4

The final item, Q17, was an open ended question; “Q17. Do you have any criticism or evaluation you would like to offer about *Kids: Trying to Trim Down*?” Participants thought there needed to be more diversity in the video: better race/ethnicity representation and gender representation. They also thought there should have been more information about how to lead a healthier lifestyle through eating a healthy diet and exercise. Participants also thought the doctors in the video were dull and talked funny.

Overall, it appears this outreach project had a positive impact on the young women who participated in the screening of *Kids: Trying to Trim Down* and discussion. Most of the participants indicated they learned something new and wanted to work at living a healthy lifestyle. The participants also expressed that they understood how difficult this could be for them, especially on a limited income.

### March 2005

#### Nebraska Connects: Tax Tips

The annual personal tax advice program *Nebraska Connects: Tax Tips*, was broadcast live on March 3, 2005. This is a call-in program with a panel of tax experts and tax preparers who staff the phone bank to take calls and answer questions. Any of the calls that are not answered during the program were deferred to the appropriate agency for follow-up. Viewers were also able to e-mail questions to the program before and during the broadcast. This program was viewed by an estimated 25,000 people.

A total of 58 calls and 12 e-mails were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 33 gave permission to contact them at a later date. A total of 30 agreed to receive a survey, and 18 surveys were returned. Survey participants resided in 12 Nebraska counties and one Iowa county.

The survey was two pages long and was printed on one sheet of paper (double-sided). A cover memo accompanied the survey and contained contact information and further explanation of the outreach impact study. A postage paid envelope was also enclosed in the survey packet.

### Demographics

There were a total of 18 surveys returned, resulting in a 60% response rate. Participants were 50% female, 44% male, and 6% chose not to reveal their gender. The average age of participant was 58 years old, with 39% age 35-49, 28% age 50-64, and 33% age 65 and older.

Nearly all the participants had attended some form of higher education. The data indicates that 22% had received a high school diploma or GED, 11% had attended college but not earned a degree, 17% had received an associates degree or technical/professional certificate, 22% had earned a bachelors degree, 11% had attended graduate school but not earned a masters or PhD, and 17% had earned their masters or PhD.

Annual household income data indicates that 28% of the audience had a household income of less than \$24,999 annually, 33% had a household income of \$25,000-\$49,999, 22% had a household income of \$50,000-\$74,999, 6% had a household income of \$100,000 or more, and 11% chose not to reveal their household income.

Marital status data revealed that 5% never married, 61% were married, 17% were divorced and 17% were widowed. Only 28% of respondents indicated children 17 years of age and younger in the household.

## **Survey Results**

### Quantitative Data

Of the 18 participants, 61% reported that their question had been answered; 5% by a phone bank professional and 56% by a panelist professional. Another 22% felt their question had not been answered and 17% chose not to respond to this item. On a one to five scale (with 1=strongly disagree and 5=strongly agree), participants felt it was easy to reach the phone bank (mean = 4.5).

Participants also felt that it was important that NET Television air this type of program (mean = 4.6) and that the information presented in *Nebraska Connects: Tax Tips* was presented in a fair and unbiased manner (mean = 4.6). Participants felt that watching *Nebraska Connects: Tax Tips* was Important (33%), Worthwhile (27%), Interesting (27%), and Necessary (13%). The majority of participants felt the program length was just about right (61%), while 28% felt it was too long, and 11% did not respond to this item.

### Qualitative Data

When participants were asked if they had learned any new information from watching *Nebraska Connects: Tax Tips*, about half of the participants felt that they had learned new information related to their tax-filing situation. Other participants stated they didn't learn anything new, but liked the overview. Several participants felt that their question was not answered or not answered correctly.

When asked about how the information was used by the participant and the impact the answer to their question had regarding their taxes, participants responded in a positive manner. Several cited that the information they received helped them prepare for their tax professional, file the appropriate forms for life changing events (death of spouse), and prompted them to seek further information from the IRS website.

When asked about the impact that *Nebraska Connects: Tax Tips* has on Nebraskans, participants felt that overall, this type of program helps provide general information. As one participant wrote, "They wade thru all the information." Other participants felt that the general information would be helpful to people who may be afraid to ask a tax professional in person. Another participant suggested that airing the program with different tax topics over the weeks before April 15<sup>th</sup> would be helpful as well, not only presenting information on tax filing, but acting as a reminder to get taxes filed.

## **Conclusion**

*Nebraska Connects: Tax Tips* was well received by survey participants. Overall, it was felt that the program had a positive impact on participants and Nebraskans as a whole. While not every participant learned something new, there may be other viewers who did learn something from the general overview of annual tax filing for individuals.

### Big Fat Question

The program *Big Fat Question*, was a live call-in program broadcast on March 17, 2005. This program had an expert panel of health professionals and a phone bank staffed with volunteers from local health agencies. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 viewers.

A total of 33 calls were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 12 gave permission to contact them at a later date. A total of 12 agreed to receive a survey, and 3 surveys were returned. This was not enough survey returns to compile any of the data.

## **April 2005**

### Plain Poetry: Kooser, Kloefkorn, and Conversation

*Plain Poetry: Kooser, Kloefkorn, and Conversation*, was held on April 7, 2005, in Kearney, NE, on the University of Nebraska at Kearney campus. This event was produced in conjunction with the Nebraska Arts Council and Nebraska Center for the Book.

The survey was distributed to all participants at the beginning of the event and was collected at the conclusion of the evening. Some participants chose to take the survey home with them and mail it to the NET Research Department.

The survey was double-sided and had a cover sheet explaining the survey and contained contact information for the NET Research Department. A total of 332 surveys were distributed at the event. Of these, 127 surveys were returned, resulting in a 38% response rate.

In addition, a DVD was produced and distributed to 830 libraries and secondary schools in Nebraska. A one hour program was also produced and aired in December 2005, with an estimated viewership of 20,000 people.

### Demographics

Participants were asked to give some basic demographic information on the survey. Participants indicated their gender as 65% female, 26% male, and 9% chose not to reveal their gender.

The average age of participant was 44 years old. Participants ranged across 6 age groups, 6% age 17 and under, 20% age 18 to 24, 10% age 25 to 34, 13% age 35 to 49, 30% age 50 to 64, and 17% age 65 and older. Four percent of participants did not reveal their age.

The participants were highly educated, with 66% of participants having at least a technical certificate/associates degree. There were also several high schools that had field trips to the event. The education levels of the participants were 5% 8<sup>th</sup> grade or less, 14% high school diploma/GED, 13% some college coursework, 6% technical certificate/associates degree, 22% bachelors degree, 13% some graduate school coursework, and 25% masters or PhD degree. One percent of participants did not reveal their attained educational level.

Income level of participant was also collected. Participants fell into all income categories, 22% \$24,999 or less, 21% \$25,000-\$49,999, 24% \$50,000-\$74,999, 5% \$75,000-\$99,999, and 8% \$100,000 or more. Twenty percent of participants did not reveal their income level.

Participants revealed their marital status as, never married 28%, married 53%, separated 1%, divorced 9%, and widowed 6%. Three percent of participants chose not to reveal their marital status. Participants indicated that 33% had children 17 and younger in the home.

Participants lived in 26 Nebraska counties, two South Dakota counties, one Iowa county, and one Illinois county. The participant from Illinois had read about the event in a local community newspaper and decided to change their vacation plans to attend the event.

Participants were asked to indicate if they watched NET Television and/or listened to NET Radio. Eighty-nine percent of participants reported watching NET Television, 62% reported listening to NET Radio, and 59% reported both watching NET Television and listening to NET Radio.

### Quantitative Data

There were four scaled items on the survey. Each item had a 1 to 5 scale with 1 being “Strongly Disagree” and 5 being “Strongly Agree”. Overall, the program was rated highly on educational and entertainment value. The items and their means are in the table below.

Item	Mean
I attended this event to learn more about poetry.	4.1
I feel the event was educational.	4.5
I feel the event was entertaining.	4.7
I understand the process of creating poetry better.	3.9

### Qualitative Data

Participants were given three short answer questions on the survey. These questions explored the participant’s perceptions of learning about poetry, Nebraska poets, and the poetry writing process at this event.

Many of the participants learned about the poetry “slam” at this event. Participants were not aware of these events and their impact on poetry. Participants also learned that writing poetry is hard for everyone, even poets who have been writing for years. Another concept was writing about what you know best; family, friends, and life events. In essence, poetry was presented as a means for preserving family memories and experiences.

Participants learned that there are many talented Nebraska poets from all walks of life. The participants seemed to enjoy all the poets and appreciated that their poetry came from the different cultures and generations.

Many of the participants felt encouraged to start or continue writing poetry as a result of this event. Participants were particularly struck by the fact that even seasoned poets felt that poetry is hard to write and that many poems are never considered “finished” or “perfect”. Also, the use of the internet by poets to connect to mentors and other poets was seen as a positive innovation in the poetry writing process.

Participants appreciated that this event was held in Kearney, NE. Participants also expressed a need for more events like Plain Poetry in Central and Western Nebraska.

### **Conclusion**

This event attracted Nebraskans from all across the state and a few visitors from out of state. The event seems to have encouraged and inspired participants who may have wanted to write poetry or who may have been struggling to write poetry. For other participants the event was educational, providing insight to the poetry writing process and different types of poetry. Some participants attended this event for the opportunity to be entertained by Ted Kooser, Bill Kloefkorn, and other Nebraska poets.

While the short term impact of this event can be clearly seen at this time. The long-term impact may not be apparent for some time. It is interesting to think that this event has inspired and encouraged some budding poets.

#### Nebraska Connects: Your Money

The annual program *Nebraska Connects: Your Money*, was a live call-in program broadcast on April 13, 2005, on both NET Television and NET Radio. This program had an expert panel of financial advisors and a phone bank staffed with volunteers. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 20,000 NET Television viewers and 10,000 NET Radio listeners.

A total of 66 calls and 6 e-mails were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 30 gave permission to contact them at a later date. A total of 30 agreed to receive a survey, and 2 surveys were returned. This was not enough survey returns to compile any of the data.

In addition to the call in program, Chris Farrell, host of *Right on the Money*, participated in a discussion with 35 faculty, staff and graduate students at the University of Nebraska – Lincoln’s College of Business Administration. The discussion targeted financial matters that faculty and graduate students were interested in knowing more about.

### **June 2005**

#### Nebraska Connects: Insurance

The program *Nebraska Connects: Insurance*, was a live call-in program broadcast on June 21, 2005. This program had an expert panel of insurance professionals and a phone bank staffed with volunteers from the Nebraska Department of Insurance. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 20,000 viewers.

A total of 43 calls and 1 e-mail were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 21 gave permission to contact them at a later date. A total of 18 agreed to receive a survey, and 8 surveys were returned. This was not enough survey returns to compile any of the data.

#### “And Thou Shalt Honor”2005 Town Hall Meeting on Caregiving Issues

On June 22, 2005 NET hosted the premiere of the program “*And Thou Shalt Honor*”2005 Town Hall Meeting on *Caregiving Issues*, a live call-in program. This program had an expert panel of caregivers, health professionals, and service recipients, and a phone bank staffed with volunteers from local agencies. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 viewers.

A total of 63 calls were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 55 gave permission to contact them at a later date. A total of 55 agreed to receive a survey, and 10 surveys were returned. This was not enough survey returns to

compile any of the data. Prior to the premiere, NET distributed program information through 17 mini town halls, which engaged approximately 350 Nebraskans.

## **September 2005**

### *Indian Casinos: What's Next*

This program aired September 14, 2005. *Indian Casinos: What's Next* was distributed nationally and aired 90 times. This program was co-sponsored by the Native American Journalists Association and the Lincoln Journal Star. There was a screening audience of 75 Native Americans. There was no NET evaluation component to this project.

### *In The Balance*

The two programs for the *In the Balance* outreach project aired on NET Television on September 12, 2005 (*Bio Attack*) and September 19, 2005 (*City Under Siege*) at 9:00pm on both nights, reaching an estimated 50,000 viewers. These programs were preceded by an effort sponsored by the Nebraska Citizens Corp to get citizens in 15 Nebraska communities to pledge to watch these two programs. NET Radio created 4 features that ran twice during *Morning Edition*, reaching an estimated 53,000 listeners. NET Radio also hosted a panel of experts for a live call-in program addressing issues related to homeland security in the heartland. A total of 34 calls were fielded during the live call-in program.

The Nebraska Counties with Citizen Corps Councils cover a total population of 1,022,469 people. The 24/7 Campaign was a State Citizen Corps cross promotional activity with NET that began on National Night Out, August 2nd and ended with National Preparedness month activities in September. During National Night Out, local councils in 9 of the counties promoted the "In the Balance" program through a participation pledge. The same pledge was distributed to more than a thousand individuals through the Emergency Management booth at the State Fair along with an "In the Balance" promotion sheet. Additionally, the Bio-Hazard episode with the "In the Balance" program was promoted through the State Health Department networks-including those outside of the Citizen Corps Councils. The Lancaster County Citizen Corps Council, hosted by Volunteer Partners emailed the "In the Balance" information to more than 600 individuals. More than 200 individuals "pledged to prepare" during the campaign and approximately 21 groups. Finally, the "Redeem the Day" award was announced at the "First CERT" picnic in Lancaster County were a county CERT contact book (with more than 200 CERT individuals) was made available to CERT trained volunteers on September 25, 2005.

The Senior Companion Program through the Lancaster County Area Agency on Aging were recognized for the award for pledging to prepare more than 200 seniors in the community during September.

A DVD copy of the "In the Balance" series was distributed to Nebraska Health and Human Services bio-preparedness for health departments unit and HHS bio-preparedness for hospitals on utilizing programs for professional development after broadcast. DVD copies of the series was also distributed to 17 counties for future training purposes.

## **October 2005**

### *NOVA: Einstein's Big Idea*

NET Outreach had a booth at the UNL Chemistry Education Fair on October 9<sup>th</sup> and 10<sup>th</sup>, 2005. About 350 flyers promoting the broadcast of *NOVA: Einstein's Big Idea*, were distributed to educators and students attending the fair. This program reached an estimated 25,000 people.

### *Breaking The Silence*

On October 20, 2005, NET Television hosted a premiere party for *Breaking the Silence*, a program that chronicles the impact of domestic violence on the children. The lead partner for this event was the Nebraska Domestic Violence and Sexual Assault coalition, with the Rape Crisis Abuse Center, Friendship Home and the Mary Kay Ash Foundation.

There were 49 people who attended the catered event. The program reached an estimated 20,000 viewers. Several state policy makers were in attendance and a number of state agencies were represented. David Feingold, NET Assistant General Manager for Content, welcomed our guests, gave an overview of upcoming outreach efforts and talked about the value of NET and statewide partnerships.

With an award of a 500 dollar grant from the Mary Kay Ash Foundation, toolkits were created, which included a *Breaking the Silence* resource handbook, education materials, facilitation materials and a VHS copy of the program. It will be used by 22 agencies throughout the state who work with domestic violence issues, to educate and train staff, volunteers, and victims of domestic violence.

### By The People

This outreach event was held on October 24, 2005, on the University of Nebraska at Kearney campus. This is the 3<sup>rd</sup> year for the event, which is held at a select number of sites around the United States on the same date, which is called “Deliberation Day”. The subject of this year’s event was “Your Schools”.

This project has a number of partners who work to organize and staff the event. The partners include University of Nebraska Public Policy Center (PPC), University of Nebraska at Kearney (UNK), UNK Political Science Department, UNK College of Education, Nebraska State Education Association, Nebraska School Board Association, Nebraska PTA, Nebraska Rural Community Schools Association, and Nebraska Humanities Council.

Participants at this event included 125 Nebraskans who lived in a 100 mile radius around Kearney, Nebraska. Using the “Deliberative Polling” methodology, participants were sent packets of information prior to the “Deliberation Day” to prepare them for the topic of discussion. Participants were divided into smaller, moderated discussion groups and came together for a larger discussion group with an expert panel later in the day.

The expert panel included Doug Christensen, Director Nebraska Department of Education, Marilyn Hadley, UNK Dean College of Education, Jim Griess, Director Nebraska State Education Association, Matt Schnell, President Elect Nebraska Association of School Boards, and State Senator Joel Johnson (Kearney).

Following the main “Deliberation Day” event, small group discussions were held in several communities around the state. Members of the Nebraska State Legislative Committee on Education participated in these small group discussions. The senators included Senator Ron Raikes (Lincoln, Chair of the Committee), Senator Vickie McDonald (St. Paul), Senator Ed Schrock (Elm Creek), and Senator Elaine Stuhr (Bradshaw).

Local newspaper, radio, and television covered the event. Excerpts from the event were also aired on NET Radio and NET Television’s *Statewide* and culminating in *Nebraska Connects: Your Schools*, which aired on December 1, 2005. Over the course of this project, an estimated 75,000 Nebraskans were reached.

University of Nebraska Public Policy Center performed pre and post evaluations of the event, using the “Deliberative Polling” technique. The key results are in the bullet points below:

- \*Participants give Nebraska K-12 public schools high marks for performance.
- \*Participants are trusting of Nebraska school boards and school administrators to do what is right and not waste much money.
- \*Participants are only moderately supportive of increasing their tax support for public schools, but more willing to make donations.
- \*Teachers and school administrators are significantly more supportive than citizens of a number of proposals to increase support for public schools.
- \*Participants are most supportive of a policy proposal for the state of Nebraska to assume more responsibility for funding K-12 public schools through an increase in state aid.
- \*Participants are not supportive of proposals to institute statewide academic achievement tests or deliver the services of Nebraska schools through larger, consolidated school districts.
- \*By participating in the By the People event, citizens, in particular, increased their knowledge about education policy issues. Teachers and school administrators already have a considerable amount of education policy knowledge and, therefore, did not increase their knowledge in the same way.
- \*Participating in the By the People event increased citizen awareness of the problems public schools face and, thereby, decreased their evaluation of public school performance.
- \*Participants give highly positive evaluations of their entire experience in the By the People community discussion.

### Nebraska Connects: RX for Child Survival

The program *Nebraska Connects: RX for Child Survival*, was a live call-in program broadcast on October 27, 2005. This program had an expert panel of Physicians, and a phone bank staffed with volunteers. Viewers were also able to e-mail their questions during the broadcast. This program reached an estimated 15,000 people.

A total of 10 calls, 3 e-mails, and 4 studio audience questions were fielded during the live broadcast. Each caller was asked to volunteer their contact information, so that the NET Research Department could contact them at a later date. Of these, 10 gave permission to contact them at a later date. This was not enough calls to perform a follow up survey.

In addition to the call-in program, there were 5 presentations to students, faculty, and staff at the University of Nebraska Medical Center (UNMC). These presentations were sponsored by the Student Alliance for Global Health. E-mails about global health issues and the program were distributed via e-mail by UNMC and Nebraska Rotary, reaching about 12,000 people. Flyers were distributed at the Minority Health Conference, reaching about 220 attendees.

### **November 2005**

#### **ITVS Community Cinema: *Race Is The Place***

NET Television screened *Race Is The Place* as part of the ITVS Community Cinema outreach project on November 16, 17, 18, and 21, 2005. The screenings were hosted by Southeast Community College (SECC) in Lincoln, NE. The screenings were free and open to the public. Each screening was followed by a discussion with two moderators; Marthallen Florence, NET Outreach Manager and Jose Santos, SECC Vice President of Equity, Affirmative Action, and Diversity.

### **Methodology**

Each person attending the screenings was asked to complete a survey prior to viewing *Race Is The Place* and a second survey following the program and discussion. The data from each survey was compiled and analyzed by Michelle M Kosmicki, MA, NET Research Manager.

### **Data Analysis**

A total of 25 participants from the eastern metropolitan areas of Nebraska attended the screening and discussion. A total of 22 participants completed both the pre-survey and post-survey, 2 completed only the pre-survey, and 1 completed only the post-survey.

Participants identified their gender as 44% female, 44% male, and 12% did not identify their gender. Participant age groups included 12% age 18-24, 8% age 25-34, 12% age 35-49, 56% age 50-64, 8% 65 and older, and 4% did not reveal their age. Marital status was indicated by participants as 24% never married, 48% married, 4% separated, 16% divorced, 4% widowed, and 4% did not reveal their marital status. Forty-four percent of participants indicated they had at least one child 17 and under living in the home.

The education level of participant was also assessed. Participants identified their educational level as 8% high school diploma/GED, 16% some college, 20% technical college diploma/certificate, 16% BA/BS degree, 4% some graduate school, 32% masters or PhD, and 4% did not reveal their educational level. Income levels was indicated by participants as 8% \$24,000 or less, 24% \$25,000 - \$49,999, 20% \$50,000 - \$74,999, 32% \$75,000 - \$99,999, 8% \$100,000 or more, and 8% did not reveal their income level.

Of all the participants, 84% indicated they had watched NET Television. Fifty-two percent indicated they had listened to NET Radio.

There were six items that were on both the pre-survey and post-survey. There were 3 items that experienced a significant change from the pre-survey to the post-survey. The first two items (Q10 and Q11) used a 4-point scale (1=No Differences, 2=Some Differences, 3=Big Differences, 4=Major Differences). The remaining 4 items (Q12, Q13, Q14, and Q15) used a 5-point scale (1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree).

A paired samples t-test was used to measure any significant differences in means between the pre-survey and post-survey. Table 1 shows the 6 items, their mean scores for the pre-survey and post-survey, and if the change in mean was significant.

**Table 1.**

<b>Pre-survey and Post-Survey Item</b>	<b>Pre-Survey Mean</b>	<b>Post-Survey Mean</b>	<b>Significant Change</b>
Q10. To what extent do you think people in Nebraska have different experiences depending on their ethnic or cultural group membership?	2.58	2.61	No
Q11. To what extent do you think people in the United States have different experiences depending on their ethnic or cultural group membership?	2.79	2.96	Yes
Q12. Recognizing the differences between ethnic and cultural groups, will help improve relations between groups.	4.29	4.09	Yes
Q13. Judging one another as individuals, rather than members of an ethnic or cultural group, will help improve relations between groups.	4.33	4.13	Yes
Q14. Recognizing that all people are basically the same regardless of ethnic or cultural group membership, will help improve relations between groups.	4.17	4.13	No
Q15. Accepting each ethnic or cultural group's positive and negative qualities, will help improve relations between groups.	4.33	4.30	No

There were six additional items on the post-survey. Five items (Q16, Q17, Q18, Q19, Q20) used a 5-point scale (1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree) and the final item (Q21) was an open ended question. Table 2 contains the scaled post-survey items and their mean scores. Table 3 contains the verbatim responses to Q21.

**Table 2.**

<b>Post-Survey Item</b>	<b>Mean Score</b>
Q16. I learned a lot about the experiences, beliefs, and attitudes of ethnic minority members in our society.	3.95
Q17. This program made me think about what my race means to me.	3.73
Q18. This program provided me with a new perspective of race relations.	3.61
Q19. This program helped me address diversity issues in my own life.	3.43
Q20. Addressing race and ethnicity through the arts makes it easier to understand people of another race and ethnicity.	3.83

**Table 3.**

<b>Q21. Briefly describe something you learned from the program and discussion.</b>
Everyone should treat each other with respect, then there would be no racial problems.
Humor is a mirror to the reality that we live.
I learned more about what minority groups think about everything they are categorized as, and the different ways that people view them.
I was exposed to arts and artists I had not previously encountered.
People were classified as different that I never gave it another thought that they were different, a program of this sort brings our prejudices that I never thought of before. So a program of this sort, would make me more prejudice than I was before viewing.
That while racism still exist, all examples they refer to as far as the entertainment industry are all pre 1970.
The anger of the Hawaiians. The "discovery" of nations already populated.
The use of humor to carry a message is a good idea.
We all have racist tendencies, regardless of our race/ethnicity.
What about racism within race? This would be something to look at.

## **Discussion**

The ITVS Community Cinema program, *Race Is The Place*, produced a change in attitude for participants and helped them examine some of their own beliefs regarding ethnicity and cultural group relations. The six items on both the pre-survey and post-survey were very revealing.

Looking at Q10 and Q11, there is an obvious difference in how participants rated the experiences of Nebraskans vs. people in the United States based on their ethnic or cultural group membership. While the mean score for Q10 (Nebraskans) remained nearly the same, ranking somewhere between “some differences” and “big differences” in experience, the mean score for Q11 went from ranking between “some differences” and “big differences” in experience to “big differences” in experience.

An interesting note is the mean scores for Q11 on both the pre-survey and post-survey were higher than the mean scores for Q10. The differences in mean scores between Q10 and Q11 may represent a perception of greater tolerance for ethnic and cultural groups in Nebraska for participants when compared to the perception of tolerance for people in the United States.

The means for Q12, Q13, Q14, and Q15 decreased from the pre-survey to the post-survey. This indicates that the program inspired a less positive attitude toward improving race relations using the techniques presented in the items (recognizing differences between cultural groups, judging one another as individuals, recognizing that basically all people are the same, and accepting positive and negative qualities). Further study would need to be performed in order to gauge the on-going impact of this change in attitude toward ethnic and racial group relations.

The means for questions only on the post-survey (Q16, Q17, Q18, Q19, Q20), indicated that participants felt they learned something from the program. The open ended question Q21, reveals some of the new information learned or ideas participants developed as a result of viewing *Race Is The Place*.

### *PNL-IMLS: Videoconference*

The PNL-IMLS Videoconference was hosted by NET. Thirty five representatives from museums, libraries, and historical sites across Nebraska were in attendance. The videoconference was the “kick-off” event for the PNL-IMLS grant project, which will help museum, library, and historical site staff learn about conservation of artifacts in their collections and artifacts that may be brought in by the general public.

## **December 2005**

### *Nebraska Connects: Countdown to College*

The program *Nebraska Connects: Countdown to College* aired on December 15, 2005. This program is a live call in show sponsored by Education Quest. This program included a panel of experts who discussed college planning, including financial aid, campus visits, and what students and parents can expect. The phone bank was staffed by professionals from Nebraska Association of Student Financial Aid Administrators. Questions not answered on air received an answer off air. A total of 28 phone calls and 10 e-mails were fielded during this program. An estimated 15,000 Nebraskans viewed this program.