

NET – New Series Asking “What If” to entrepreneurs, innovators and young up and coming talent in Nebraska

My name is Melanie Eirich and I am an Executive Producer | Project Manager for Emerging Media at NET. I work our department with educational content and work with teachers across the state in developing lesson plans, activities, viewer guides etc. We are in the process of producing a new series asking the question of “What If” to entrepreneurs, innovators and young up and coming talent in Nebraska about new ways of thinking about business, inventions, etc that may help students in thinking of career paths.

Example segment topics:

Storm Drones: UNL researchers are leading “the most ambitious drone-based investigation of severe storms and tornadoes ever conducted” to improve forecasting. (science)

Quantified Ag: Called a “FitBit for Cows,” high tech ear tags created by a Lincoln company and founder Vishal Singh make it easier for cattle producers to monitor animal health. (business)

iExcel: cutting edge 3D, VR and other simulation technology at UNMC is changing health education and improving the preparation of health care professionals. (health care/education)

More than Books: With Yoga (Chadron), Lego building (Seward), exercise and dance classes, pitch tournaments and more, Nebraska libraries are creatively embracing new directions as community centers. (community/economic development)

The structure:

Producer Mike Tobias will be an active host, introducing each show from a visually-strong segment location. “Walk-and-talk” style elements in some segments will also allow the host to more casually interact with subjects and explain complicated aspects of creations, especially when dealing with science/research topics. Segments will be connected by shorter hosted elements reinforcing the “what if” theme. Overall, use of an active host also celebrates our presence in a wide range of communities.

The six to eight minute length and self-contained structure will lead to segments that are also multi-platform friendly as stand-alone elements.

So we are looking for feedback, possible use in your areas and out to the schools or career academies etc and perhaps possible interaction or help with developing instruction, lesson plans, viewer guides or just resources around this content. The content will live on our website, YouTube channel and in the PBS Learning Media Library but may also have a presence on NDE’s site, the ESU portals or the OER Commons hub to name a few.

Here is a rough cut to give you an idea about the series. This will be a 30 minute program with segments (such as the examples above) of 4-8 minutes in length:

“What If...” Innovator Insights segments (Flywheel (Omaha) are changing how and where people work, from worksite game rooms to “untracked” time off. (business):

<http://netnebraska.org/media/media.php?bin=NETPREVIEW&vidgroup=50008360>

So again, feedback, interest and or suggestions are welcome here.

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