



“What if we tried this...”
“What if we could just...”
“What if we did it this way...”

“WHAT IF...”
A new NET Television project
about innovation and creativity
in Nebraska.

Coming in 2019

#WhatIfNebraska

“What If...” tells the stories of Nebraska people, companies and programs that asked that question. Then did it. Innovators with different ideas, approaches, inventions, discoveries.

Each 30 minute television show includes four segments taking audiences inside these “What If” creations and creators from the worlds of science, business, education, economic development, social services, health care and more. All with an eye on interesting characters from interesting backgrounds.

Each show incorporates original instrumental music by Nebraska composers, further extending the innovation theme of the project.

In addition to traditional broadcast, “What If...” content will be available on a “What If...” project web page, the NET YouTube channel, and NET Facebook and other social media channels.

“Innovator Insights”

What drives Nebraska’s innovators, big thinkers, risk takers, influencers? How do they think? What influences them? What have they learned from failure? How important are passion and curiosity? What’s next? We explore this in a separate “What If...” project component, designed for a high school/college age target audience, called “What If...Innovator Insights.” In a series of approximately five minute video segments, innovative/creative/entrepreneurial Nebraskans answer questions developed with input from a wide range of educators. Guests include some (but not exclusively) subjects from “What If...” program segments.

For more information contact:

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