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**Renaming of Section of 32nd Avenue to Honor Benny and Reba Benschoter**

**Omaha, NE** – On **Sunday, September 29, 2024, at 10:45 a.m.**, a section of South 32nd Avenue between Frances Street and Martha Street will be ceremonially renamed "Benschoter Avenue" in honor of the lasting impact that Leon "Benny" and Reba Benschoter had on the Omaha community. This commemorative designation was requested by the Benschoter family to recognize the couple's many contributions to the city and their professions.

With the assistance of the Omaha City Planning and Public Works Departments, friends and family of the Benschoters will gather at the **corner of 32<sup>nd</sup> Avenue and Francis Street** to memorialize their legacy and the lasting impact they have left on Omaha.

Benny Benschoter, a pioneer in television broadcasting and education, passed away on December 3, 2021. Originally from Algona, Iowa, Benny moved to Omaha in 1957 to join KMTV, the first privately-owned color TV station in the U.S. Later, he helped establish Omaha's first public television station, KYNE TV, on the University of Nebraska Omaha campus. Benny's career continued at Creighton University, where he founded the Biomedical Communications Department and eventually served as Vice President for Information Services, making significant contributions to the University's technological and educational advancements until his retirement in 1997.

Reba Benschoter, who passed away on January 1, 2023, was an influential figure in healthcare communications and telemedicine. A professor emerita and associate dean for the School of Allied Health Professions at the University of Nebraska Medical Center, she spearheaded the creation of the first two-way closed-circuit telemedicine system in the U.S. in 1964, bringing much-needed healthcare services to rural communities in Nebraska.

Throughout their lives, Benny and Reba were active members of Our Lady of Lourdes Parish and volunteered with numerous Omaha organizations, including the Lauritzen Botanical Gardens, the Stephen Center, and AARP. Their unwavering dedication to improving the Omaha community is commemorated through this street renaming. You can learn more about the couple's impact at [www.BenschoterLegacy.org](http://www.BenschoterLegacy.org).

For more information about the event or to schedule interviews with family members, please contact Brooke Benschoter at 515-202-1396 or [bbenschoter@afdo.org](mailto:bbenschoter@afdo.org).