



“SDPB makes a difference in the lives our state’s citizens every day. It’s a shining example of how public/private partnerships should work.”

– Matt Michels, former SD Lieutenant Governor



2018 Local Content & Service Report to the Community

**LOCAL
VALUE**

**2018 KEY
SERVICES**

**LOCAL
IMPACT**

- ▼ The only statewide multi-platform media resource owned in-state.
- ▼ South Dakota’s statewide source for comprehensive High School Achievement coverage with 100+ events broadcast and profiled across all platforms.
- ▼ State’s most accessible and extensive resource for South Dakota State Legislature, including live feeds, reports and broadcasts direct from the Capitol.
- ▼ State’s only source for local, in-depth documentary and history programming about South Dakota.
- ▼ Statewide source of all-ages programs on the culture, history, and issues from SD’s nine Indian reservations
- ▼ Only source of over-the-air TV for many remote & rural areas.
- ▼ The statewide EAS information provider.
- ▼ Only statewide source for over-the-air, commercial-free educational programming for PreK and up.

- ▼ Statewide Television, Radio, Digital & Educational platforms, including 9 television transmitters and 6 television translators; and 11 radio transmitters and nine radio translators.
- ▼ Comprehensive coverage via TV, Radio & Digital of South Dakota people, places, culture, arts & issues.
- ▼ Multi-platform resource on local & state office candidates & ballot issues for South Dakota voters.
- ▼ More than 200 hours of multi-platform State Legislative coverage.
- ▼ Complete, accessible, digitized archives of programming.
- ▼ 200+ of multimedia High School Achievement events.
- ▼ Online, localized tools for South Dakota educators with standardized content, including science & history, as well as national PBS content.
- ▼ Direct educational outreach to kids and families at events throughout the state.
- ▼ 32+ hours a week of local Radio programming.

- ▼ Statewide source of information from state officials and local experts for vital news and information.
- ▼ Provides South Dakota communities local coverage & civic engagement with coverage of high school events.
- ▼ SDPB.org has 811,624 active web users and 4,550,417 page views.
- ▼ Over 102,600 photos available on Flickr with 45.5+ million lifetime views.
- ▼ 2,600+ educators/parents subscribe to SDPB’s Education Update e-newsletter & 3,800+ educators & parents to SDPB/PBS LearningMedia service.
- ▼ More than 17,000 subscribers for SDPB e-newsletters and SDPB Magazine.
- ▼ More than 200,000 households regularly tune into SDPB TV & Radio.
- ▼ 751,766+ hits on SDPB science videos for classroom use, including 25,000 views for a math program.
- ▼ Social media monthly reach averages over 1.5 million.
- ▼ SDPB App downloads increase to 6,697. SD.net app has over 1,083 active users.
- ▼ Friends of SDPB fundraises to open new SDPB Black Hills & Sioux Falls Studios.

South Dakota Public Broadcasting
FY 2018 Local Content & Service Report

IN THE COMMUNITY

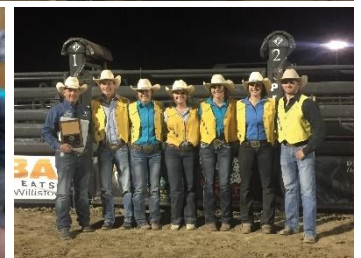
JULY 2017

- SDPB is a proud media and promotions partner for Sanford Underground Research Facility's **"Neutrino Day 2017: Discovery"** July 8.

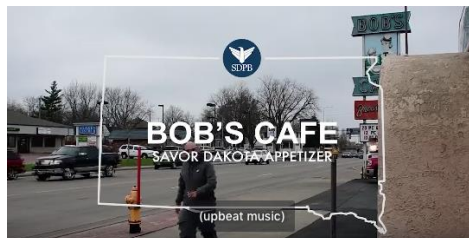
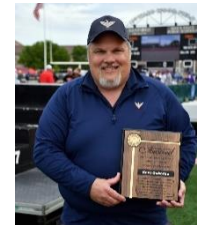
Neutrino Day is a yearly science celebration for the public produced by the Sanford Underground Research Facility (SURF) in Lead, SD. SDPB engineers, education, and marketing staff traveled to the Northern Black Hills to the former Homestake Gold Mine, site of the international underground research lab. SDPB Radio kicked off the event with a one-hour **In the Moment: Innovation** live broadcast from the lab, located nearly a mile underground. Interviews include SURF's Lab Director Mike Headley & Communications Director Connie Walter, and Yale University physics professor & neutrino oscillation researcher Bonnie Fleming (right). SDPB Education Specialist Steven "Science Steve" Rokusek (lower right) produces exciting science demos for over 1,300 kids and adults at the event.



- July 8 at Rapid City's SD Game, Fish & Parks Outdoor Campus, SDPB Marketing staff & Buddy the SDPB Bird attend Outdoor University. Over 720 kids and adults promote native bee populations in South Dakota by making a garden stick with native flower seeds to attract pollinators to their backyards as well as learning about the stages of development in honeybee hives
- In partnership with the South Dakota High School Rodeo Association, SDPB TV broadcasts a two-and-a-half-hour highlights special of the **2017 South Dakota High School Rodeo Finals** on July 6 & 9. Featuring event commentary by SD rodeo veterans Terri Kissack & Dale Christensen, the production showcases footage recorded live by SDPB staff during the five-day rodeo event in June in Belle Fourche. Additionally, SDPB Magazine and SDPB Social Media showcase high school rodeo students who enter South Dakota's collegiate rodeo programs with articles and digital shorts.
- SDPB records local and national musicians at the 26th Annual 2017 Sioux Falls JazzFest, July 13-15 at Yankton Trail Park. In September, SDPB TV airs a **"Best of JazzFest"** program on SDPB-TV performances are produced for **No Cover, No Minimum** radio and TV programs airing throughout the year.



- Buddy the SDPB Bird and SDPB Marketing staff engage with over 4,900 attendees for two days of learning and fun activities at the **Storybook Land Festival** in Aberdeen July 21 & 22.
- SDPB Television presents four, live one-hour **On Call with the Prairie Doc**, call-in programs hosted by Brookings-based Dr. Rick Holm (right) and featuring guest medical experts. July episodes focus on “Preventing Infectious Diseases,” “Aging Gracefully,” “Brain Trauma” and “Palliative Care.”
- SDPB Television broadcasts four, one-hour **No Cover, No Minimum** programs featuring musical performance in South Dakota.
- SDPB Digital webcasts the **Governor’s Agricultural Summit** live from Aberdeen, July 13.
- SDPB Radio offers 32+ hours of local programming each week, including local news reports every day during “Morning Edition,” “All Things Considered,” **In the Moment with Lori Walsh**, including a conversation with Sioux Falls-based historian Jon K. Lauck about Midwestern politics and literature (right).
- In July, SDPB Magazine features SDPB’s TV production manager Brad Van Osdel and Kent Osborne, Director of Digital (right) who were presented with 2017 Distinguished Service Awards from the South Dakota High School Activities Association for their work producing and broadcasting state high school activities across SDPB’s multiple platforms.
- SDPB Digital provides live streaming of SDPB Radio and SDPB Classical 24; live and archived presentations of live SDPB programming and national news events, and archives of original programming.
- In July, SDPB’s Social Media expands SDPB’s social reach to 1,380,061. Digital shorts on social media garner 423,676 views, including the Black Hills-based “Canyon Skating” (right), which is featured in PBS’s Online Film Festival, and shorts on Bob’s Café in Sioux Falls, fly fishing in the Black Hills and local fireworks stands in eastern SD.
- Over 17,000 members of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations. Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter, and 752 receive the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the Buddy’s Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.



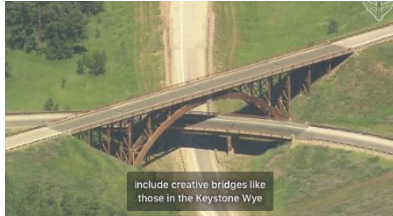
AUGUST 2017

- SDPB's Science Steve, Buddy the SDPB Bird and SDPB Marketing staff present children's and family activities on pollinator education to 3,670+ participants at the SDPB booth, August 5, at the SD Games, Fish & Parks "Outdoor University-East," at the Outdoor Campus in Sioux Falls.
- All hands are on-deck when SDPB Marketing, Engineering, and TV, with support from a WETA grant, bring **The Wall That Heals** to Chamberlain, SD, in conjunction with the release of **Ken Burns' The Vietnam War** documentary. Over 75 military veteran motorcyclists and others escort the Wall, a half-sized replica of the Washington, D.C. monument, along Highway 16 from Mitchell, through the communities of Mt. Vernon, Plankinton, White Lake, Kimball and Pukwana to Chamberlain. Residents greet the caravan along the 50-mile stretch. SD National Guard members and others construct the wall. An opening ceremony includes speeches from Larry Zimmerman, Sec. of SD Dept of Veterans Affairs, Lakota/Dakota song and prayer, as well as the reading of SD's war dead and missing, the playing of "Taps," and the laying of the wreaths. The Wall is on display near the Dignity Statue along I-90 24-hours-a-day from Aug 9-13, thanks to over 100 local volunteers, and is visited by over 6,200 people. Events include a preview screening of **The Vietnam War** at Chamberlain's State Theatre, where SDPB collects and shares interviews with SD's Vietnam War veterans.
- August 16, SDPB Marketing presents a screening of **The Vietnam War** in Pierre, to 78 County and Tribal Veterans Service Officers at their annual meeting. An additional public screening is offered in Pierre on August 17 at the Cultural Heritage Center, with Smithsonian Military History curator Dr. Frank Blazich.
- SDPB Digital and SDPB Magazine highlight **South Dakota's Lead PBS Digital Innovator**, Matt Christensen (right), Brandon Valley High School English Teacher and football coach who integrates tech into his classes and receives one year of professional development, compliments of PBS.
- SDPB Television presents 3 one-hour **On Call with the Prairie Doc** programs on cardiology for live, professional medical advice for South Dakotans. Topics this month include "Native American Health" and "Dealing with Anxiety."
- SDPB Television presents two, one-hour **No Cover, No Minimum** programs featuring musical performance in South Dakota.
- SDPB Television airs the PBS pledge special **Ethan Bortnick: Generations of Music** (right). Produced and recorded by SDPB TV and Engineering, the live concert is filmed at Sioux Falls' Washington Pavilion and features the Brookings High School Choir, SDSU Symphony, and SDSU Concert Choir, as well as Peter Yarrow of Peter, Paul and Mary fame.
- August 21-24, SDPB Radio's **In the Moment** broadcasts live from the new Black Hills Studio (right) in a renovated historic building in downtown Rapid City. A reporting and storytelling production center for original media content



created in Western South Dakota, the Black Hills Studio also serves as a public gathering space for public discussions, program tapings, premieres, art exhibitions, and other events. Four previously existing staff, including 3 content producers and 2 development staff, move into the new location.

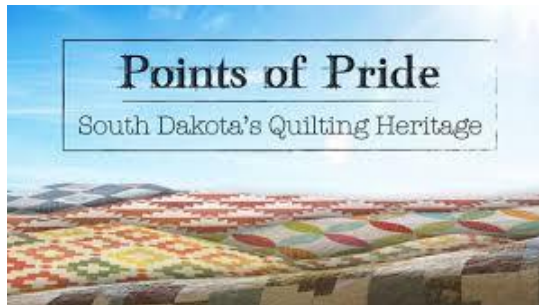
- SDPB Marketing holds three screenings and receptions for SD Vietnam War veterans and their families: Aug. 23 at the State Capitol in Aberdeen with 136 attendees; Aug. 25 at the Rosebud Veterans Building on the Rosebud Sicangu Lakota Reservation, with 75 attendees, and Aug. 29 at the Watertown VFW, with over 100 attendees. Each screening features Vietnam War veteran speakers, including Pastor John Hisel, Francis White Bird, and Niles Harris, respectively. SDPB crew also conduct one-on-one interviews with the veterans and their families, which are shared nationally on PBS, on SDPB.org/Vietnam and SDPB's social media.
 

- SDPB.org/Learn provides extensive educational resources for PreK-12 educators and home schoolers, including PBS LearningMedia materials, and thousands of SDPB-produced South lesson plans and classroom activities, like dissection videos, science experiments, Native American and South Dakota history resources, and more. The SDPB PBS LearningMedia site has 3,800 registered members, and over 2,600 South Dakota educators receive SDPB Education's weekly newsletter, highlighting new and tailored resources for our state's teachers.
- Community organizations like Vermillion's Lion's Club (right, with Peter Yarrow of Peter, Paul & Mary) answer phones during SDPB's TV pledge, Aug. 5-13.
 
- In August, SDPB's Social Media extends SDPB's reach to 1,435, 838 with posts and digital video shorts. Joint efforts by SDPB TV, Marketing and Engineering departments, digital shorts are shared on SDPB's Facebook pages and TV. This month, stories include landscapes of South Dakota; biking trails; safe solar eclipse viewing; the Sturgis Bike Rally, and a reunion for the USS Battleship South Dakota. Four shorts on **The Wall that Heals** garner 49,333 views.
 

- Over 17,000 members of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations. Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to "Living," the SDPB arts & culture e-newsletter; 820 to "SDPB Sports," the SDPB Sports and Rec e-newsletter, and 752 receive the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the Buddy's Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 560 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.
 

- SDPB Digital provides live streaming of SDPB Radio; live and archived presentations of live SDPB programming; and archives of original programming.
- SDPB Radio provides 40+ hours of local programming each week.
- Savor Dakota**, SDPB's program about local food, profiles the Black Hills Farmers Market and local food producers (right) in digital shorts deployed online and on SDPB social media.
 

SEPTEMBER 2017

- Throughout September, SDPB hosts and partners for community screenings of **Ken Burns' The Vietnam War** at the Black Hills Studio in Rapid City (52 attendees); Milbank High School (75 attendees); Sturgis High School (258 attendees), and at the SD Festival of Books in Deadwood (125+ attendees). SDPB also interviews SD's Vietnam War veterans about their experiences. Dozens of intimate interviews are shared on PBS and SDPB online and on social media.
- From Ft. Pierre on September 8, SDPB Television & Engineering celebrates Ft. Pierre's bicentennial with a live broadcast of *Rock Garden Tour*, a South Dakota music and gardening show, from the Bad River Boat Ramp (right).
- September 9, SDPB provides community screenings of **Points of Pride: South Dakota's Quilting Heritage** in Dell Rapids (75 participants) and Pierre (45 participants), and Sept. 10 in Hill City (55 participants); Sept. 23 in Deadwood (47 participants), and Sept. 30 in Burke. The original, one-hour documentary traces the history and artistry of quilts from the settlers' era and tribal lands to today.
- September 9, SDPB's Black Hills Studio hosts a live broadcast of the SDSO-Lakota Music Project. The South Dakota Symphony Orchestra's Dakota Wind Quarter plays music composed by Lakota high school youth during the SDSP Music Composition Academy at Crazy Horse Memorial (lower right).
- September 12 at the Vermillion Public Library, SDPB Marketing hosts a screening of **The Vietnam War** followed by a panel discussion "The Art, Music & History of Dissent in SD." Attended by 70+ participants, including Vietnam War veterans and Vietnam War protestors, the lively discussion engages civil dialogue around SD's legacy and lessons involving the war and protests (lower right).
- South Dakota Focus**, SDPB Television's live, one-hour public affairs viewer-interactive program, debuts its 23rd season on Sept. 14 from the SDPB Black Hills Studio with a discussion of military veterans' issues in SD.
- SDPB Television debuts the 16th season of the popular medical-advice program **On Call with the Prairie Doc**. Program topics include "Elder Dental Health" and "Ask Anything," a free call-in for watchers.
- SDPB Television broadcasts four one-hour **No Cover, No Minimum** programs featuring musical performance in South Dakota.
- SDPB Digital offers live streaming of SDPB Radio; live and archived presentations of SDPB programming; and extensive archives of original programming.



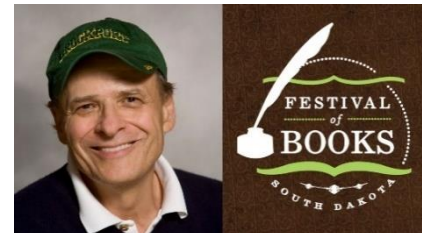
- SDPB Television premieres the 20th season of **Dakota Life**, SDPB's prime time documentary program about people and places in South Dakota. In conjunction with **Ken Burns' The Vietnam War**, viewers are introduced to South Dakota military veterans James Pollock of Pierre and Stephen Randall of Sioux Falls, who served in the Vietnam Combat Art program during the Vietnam War; fighter pilot Ed McGaa (Oglala Lakota) from Pine Ridge; Francis Whitebird (Sicangu Rosebud Sioux) combat medic, Purple Heart Recipient and descendent of WWII Lakota Code Talker Noah Whitebird, and Soi Tran, Sioux Falls, who served in the South Vietnamese Army and was a POW for nine years. McGaa had passed away one month earlier.



- SDPB Radio's **In the Moment with Lori Walsh** broadcasts 2 hours live from the SD Festival of Books, which takes place in Deadwood Sept. 22-24. SDPB Marketing promotes Ken Burns' **The Vietnam War** and also cohosts a community screening, as well as partners with the South Dakota Humanities Council to present author Tim O'Brien (*The Things They Carried*) (below right) as the Festival's keynote speaker. Over 3,550 people attend the Festival.



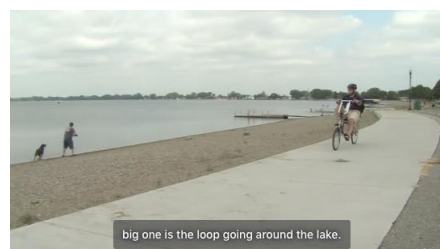
- SDPB Television, Digital and Social Media produce and broadcast over a dozen digital shorts showcasing South Dakota people and places, including Lemmon-based metal sculptor John Lopez (below left); chokecherry *wojapi* (berry sauce) with Mavis Two Bulls (below right); the discovery of Persistence Cave at Wind Cave National Park, live performance from the Sioux River Folk Festival in Newton Hills Park (below); Olympian Billy Mills; Good Earth State Park; the 1938 buffalo roundup, biking Watertown, among others. Many of these productions are multi-platform, shared both on TV and across SDPB's social media pages. SDPB Social Media posts reach 1,619,198.



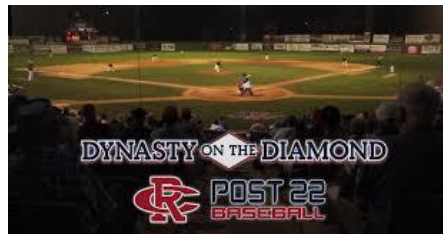
- SDPB Television, Radio & Engineering broadcasts "**Best of JazzFest 2017**," the popular summer fundraiser of the Sioux Falls Jazz and Blues Society at Yankton Trail Park.



- SDPB Radio provides 40+ hours of local programming each week, including a showcase for local musicians on Fridays with "**Moment in Sound.**"



- **Dynasty on the Diamond: Post 22 Baseball**, SDPB's documentary about Rapid City's dedicated American Legion program is pre-screened at the Black Hills Studio Sept. 27. The event attracts an all-ages crowd (right) and includes a discussion with producers and subjects in the film.



- Over 17,000 members of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations. Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to "SDPB Living," the SDPB arts & culture e-newsletter; 820 to "SDPB Sports," the SDPB Sports and Rec e-newsletter, and 752 receive the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the Buddy's Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 560 parents and educators receive "SDPB Learn," the monthly children and education electronic newsletter.

OCTOBER 2017

- Oct. 27, PBS President & Chief Executive Officer Paula Kerger visits South Dakota for the first time to help officially open SDPB's Black Hills Studio. The studio was made possible private donations, including Black Hills Surgical Hospital, Tim Dougherty & Karen E. Schreier, Drs. Ashok & Kaushalya Kumar, and the SD Community Foundation, and strengthens SDPB's ability to report on and interview citizens from West River.
- **Dynasty on the Diamond: Post 22 Baseball**, SDPB's documentary about Rapid City's dedicated American Legion program, debuts on SDPB-TV on Oct. 5.
- **South Dakota Focus**, SDPB Television's live public affairs program, tackles tough issues affecting South Dakotans. Program topics this month include "The Opioid Epidemic"; "Drought Impact Update," and "Meandering Waters Issues."
- SDPB's comprehensive TV, Digital, and Social Media coverage of South Dakota High School Activities championships and tournaments goes into full swing in October. In an important partnership with the South Dakota High School Activities Association and with funding from over a dozen community-dedicated underwriters, SDPB Television, Digital, Engineering, and Marketing provide professional, cost-free coverage of our state's high school student achievers at:
 - **Boys Golf Championships**, Oct. 2-3. Boys AA in Pierre and A in Dakota Dunes;
 - **Girls Tennis Championships**, Oct 5-7, in Sioux Falls and Brandon;
 - **Girls & Boys State Soccer Championships**, Oct. 7, in Aberdeen;
 - **Cheer & Dance Championships**, Oct. 20-21, in Rapid City;
 - **Boys & Girls Cross Country**, Oct. 21, in Rapid City, and **All-State Chorus & Orchestra**, Oct. 27-28 in Sioux Falls.



- SDPB Television, Radio, Digital and Social Media launch **SDPB's Uncertain Bounty: Drought 2017** -- a multi-platform report on the impact of the 2017 drought on South Dakota's agriculture, agribusiness, main streets, and families. The special coverage features dozens of conversations with farmers, ranchers, GF&P officials, Senator John Thune (top right) and many others affected by the drought.



- Dakota Life** airs October 5 to highlight people and places that are singularly South Dakotan. The latest episode features Sioux Falls' Orvin Olivier, who's been piloting hot air balloons for 40+ years (right); Yankton's Bash to the Colonies Sailboat race, a fundraiser for disabilities, and Yankton's bike trails.



- SDPB Television, Digital and Social Media produce and broadcast digital shorts showcasing South Dakota people and places, including profiles of Scotchman Industries (below right); Sioux Falls' Paul LeMair, a veteran male quilter (below left); Pierre biking trails, South Dakota High School Chorus & Orchestra selections (below right). Social Media videos for **Points of Pride: South Dakota's Quilting Heritage** reach over 1 million people on Facebook.



- Television presents four **On Call with The Prairie Doc** programs with topics including "Shoulder Problems," "The Mayo Clinic," "Diagnostic Physicians," and "Breast Cancer & Precision Oncology." The program airs each Thursday night at 7pm CT year around, with two repeats per week on SDPB 2.



- SDPB Television broadcasts four one-hour **No Cover, No Minimum** programs featuring musical performance in South Dakota.



- SDPB Radio delivers 32+ hours of local programming each week. Including **Jazz Nightly with Karl Gehrke**, (right) airing weeknights from 8 to 11pm CT. The only program of its kind in the Upper Midwest, JN spotlights music performed by South Dakota jazz musicians and ensembles.

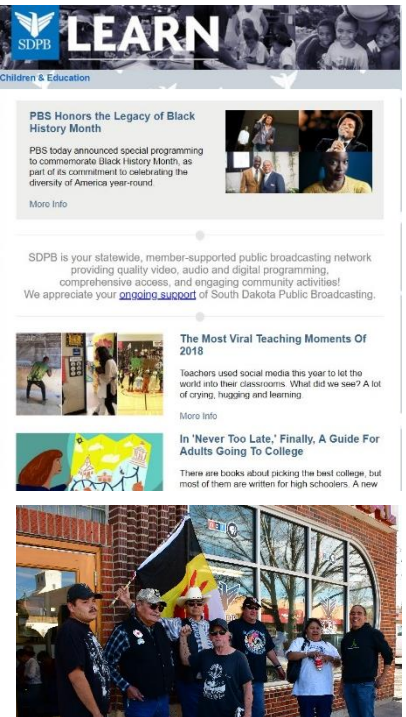


- SDPB Television airs the third annual **"Daschle Dialogues,"** held in support of the Senator Thomas A. Daschle Congressional Research Study at South Dakota State University in Brookings. The event features former Senator Daschle in conversation with South Dakota-born NBC anchor Tom Brokaw (right.)
- SDPB Digital provides live streaming of SDPB Radio; live and archived presentations of live SDPB programming; and archives of original programming.

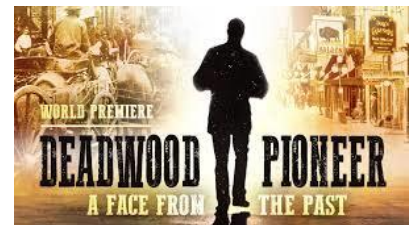
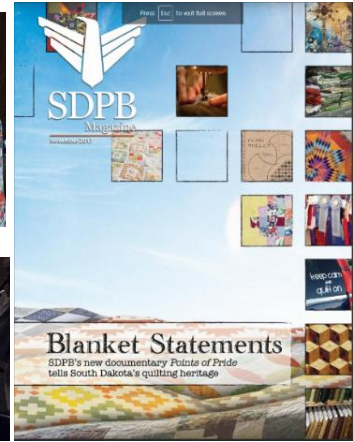
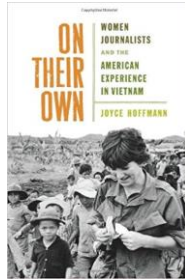
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- The 2017 SD Joint Committee on Appropriations tours SDPB’s newly opened Black Hills Studios in Rapid City Oct. 24.
- Vietnam War veteran Guy Dull Knife of Kyle, son George Dull Knife (right) and filmmakers hold a discussion and screening of **“On a Knife Edge,”** at Black Hills Studios Oct. 25. The documentary, airing on PBS nationwide and filmed in part in South Dakota, depicts the history of the Dull Knife family, descendants of Cheyenne Chief Dull Knife.
- SDPB Development holds a screening of **“Points of Pride: South Dakota’s Quilting Heritage”** at Westhills Village Retirement Community in Rapid City.

NOVEMBER 2017

- On **SDPB Television**, **SDPB Digital** and on **SDPB Social Media**, SDPB delivers cross-platform coverage of state high school championships:
 - **State Football Finals**, from Vermillion’s DakotaDome, November 9-11, including live broadcast of seven championship games. SDPB gives professional color commentary, graphics, school profiles and behind-the-scenes stories supporting the coverage and partners with high school media classes from South Dakota school districts to mentor student camera operators and producers.
 - SDPB Digital, Television and Social produce multiple **“Tales of the Gridiron,”** digital shorts that share intimate stories of the schools, coaches, players and officials involved in SD state football. These popular stories, deployed on SDPB’s social media, are shared globally.
 - Additionally, high school coverage is highlighted on social media, with photos, stats and live-tweets uploaded directly from the games onto SDPB’s Sports Facebook and Twitter feeds and high-resolution action shots uploaded to SDPB’s online Flickr Gallery. Parents, family, fans, and the media access these channels for photos, updates, scores and outcomes.
 - **All State Volleyball Championships** – All matches streamed on SDPB.org from Rapid City, beginning Nov. 18. Class AA, B and A championship sets are broadcast live on SDPB Television. SDPB Digital and Social Media Tweet photos, videos and highlights.
 - SDPB Marketing staffs a booth at football and volleyball, interacting with fans and families and selling DVDs of the games to help offset production costs.
 - SDPB Social Media’s live Tweet video of state football championships create Twitter reach of over 1 million people in 3 days of the championships.



- SDPB Television premieres **“Points of Pride: South Dakota’s Quilting Heritage,”** an in-depth documentary about the history and art of the state’s quilting communities. Over 200,000 South Dakotans watch programs like “Points of Pride” on SDPB TV.
- On SDPB Television’s **South Dakota FOCUS,** with host Stephanie Rissler, guests discuss opportunities and issues social media presents for South Dakotans of all ages.
- SDPB Radio presents special Veterans Day programming, (right) including the Vietnam War documentary **“We Gotta Get Out of this Place”** and the concert **“Dreams of the Fallen,”** music about the experience of war by an Iraqi war veteran.
- SDPB Television presents a new edition of **Dakota Life,** featuring Sioux Falls’ Center of Hope Bike Ministry (right), which provides bikes to the poor; a tour of Sioux Falls’ bike trails with Don Kearney Director of Parks & Rec; and a profile of former Volga dairy Farmer Jerry Nelson, whose farm accident resulted in an unintended career writing about farm life.
- SDPB Television and Social Media produce multiple digital shorts profiling people and places in South Dakota, like **“Statehouse Extra,”** about the history and work from the state capitol, including **“Mitakuye Oyasmin/We Are All Related”** (right) – the tradition of the Lakota prayer on the Senate Floor.
- SDPB Television presents two, one-hour **On Call with The Prairie Doc** programs about “Health Benefits of Pets” and “Infectious Diseases.”
- SDPB Television is nominated for four 2017 Upper Midwest Regional Emmy Awards, including two for the SDPB documentary “Deadwood Pioneer: A Face from the Past,” “Persistence Paying Off,” about a newly discovered cave in Wind Cave National Park; and for “Tales of the Gridiron,” stories behind the ways rural SD communities support their local football teams.
- SDPB Radio offers 32+ hours of local programming each week. That includes the SDPB Radio’s local Sci Fri programs that air at Noon. **Tech Radio,** hosted by SDPB Digital’s Kent Osborne, is an interactive program about developments in tech and cyber security. **Innovation,** hosted by SDPB Radio’s Cara Hetland, showcases innovative science and research occurring in South Dakota’s public and private sectors, including Thad Giedd with Zeal Center for Entrepreneurship, Vaney Hariri with Think 3D Solutions and Robe Nelson of Inanovate (right).
- In Aberdeen, SDPB Television screens **“Art Basics with Dick Termes”** (lower right) an all-ages online drawing course on Nov. 6 and **“Points of Pride: South Dakota’s Quilting Heritage”** on Nov. 7. Both events include a public Q&A with artists featured in the productions.
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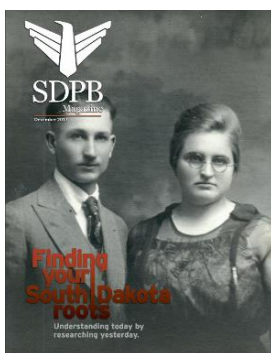


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- SDPB and Ipso Gallery at Fresh Produce host a fundraiser and premier screening of Rock Garden Tour's fourth TV special, **The Bad River Road**, (upper right) documenting a bus ride down Bad River Road from Philip to Ft. Pierre.
- Nov. 23, SDPB Television broadcasts the **SD High School All-State Chorus** and **South Dakota Elementary Honors Chorus** (right), so grandparents and friends from throughout the state can watch the performances of their young singers and musicians.

DECEMBER 2017

- SDPB's Digital and Social Media uploads up-to-the-minute photos and results from the **2017 State Oral Interpretation** championships held Dec. 1-2 at Aberdeen Central High School. The coverage is part of SDPB's commitment to covering achievement events of the South Dakota High School Activities Association so family and friends throughout the state and country can tune in. SDPB also creates digital shorts at the Oral Interp Festival, showcasing South Dakota's young talents on SDPB's social media.
- SDPB Television, Radio and Digital kick off SDPB's in-depth, comprehensive, and cross-platform **state legislative coverage** with a broadcast of Gov. Dennis Daugaard's Fiscal Year 2018 Budget Address (far right) on Dec. 6, live from Pierre. The broadcast includes the live address as well as comments from legislative leaders.
- In conjunction with the popular PBS series **Finding Your Roots**, SDPB Magazine (right) showcases family and tribal genealogy resources at South Dakota's state and public libraries.
- SDPB Engineering is the streaming media provider for sporting events at the 41st Annual **Lakota Nations Invitational (LNI) Education Conference** in Rapid City, Dec. 13-16. Additionally, SDPB's Education Specialist Steven Rokusek leads sessions on interactive science activities and the SDPB Booth at LNI highlights SDPB and PBS science, mathematics, social science and language arts resources.
- SDPB's Black Hills Studios partner with curator Ashley Pourier of the Heritage Center at Red Cloud Indian School to present the free, public exhibition "**Four: Works by Emerging Artists**" on the studio walls (right).



- SDPB Television presents seasonal programming featuring local content, including the **Mount Marty College Christmas Vespers** from Yankton and the **University of Sioux Falls Concert Chorale** (right).



- SDPB Television presents 3, one-hour **On Call with The Prairie Doc** programs, including “Ask Anything” and “The Mayo Clinic. Television also presents two one-hour **No Cover, No Minimum** programs featuring musical performance in South Dakota, including Alicia Olatujah, the Claudettes, 100 Watt Shine and the 2017 South Dakota Rock & Roll Hall of Fame awards.

- SDPB Television's **South Dakota Focus** presents three live programs, including a review of the 2017 SD legislative season (right) and a preview of the 2018 legislative season.



- SDPB Digital offers live streaming of SDPB Radio; live and archived presentations of live SDPB programming; and archives of original programming.

- In December, SDPB's Social Media posts reach 1,742,908 and a countdown of 2017 most popular videos garner 100,000+ views. These include stories on the Legion Lake Fire (far right); the history of one-room school houses (right); Tatanka Rez Tours, a business in Pine Ridge; snowy owls; woodworking courses, and many more.



- Savor Dakota** produces and shares digital shorts on food producers and businesses, including Centerville's beloved Royal Bake Shop, home of the “zebra donut.”



- Over 17,000 members of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations. Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “Living,” the SDPB arts & culture e-newsletter; 820+ to “SDPB Sports,” the SDPB Sports and Rec e-newsletter, and 752 receive the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the Buddy's Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 560 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.



JANUARY 2018

- SDPB Television, Radio and Engineering broadcast, report, stream and archive the moments and minutes of South Dakota's 2018 legislative session from Pierre.

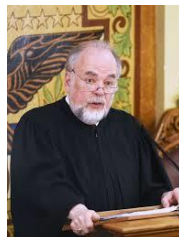


Partnering with the Legislative Research Council, SDPB offers the state's most comprehensive, cross-platform coverage, and is the only media organization in the state providing full-time staffing during the session. SDPB offers The South Dakota Channel, also known as SD.net, which provides direct access to live webcasts, news, and information from the South Dakota Legislature, state boards and commissions, and the South Dakota High School Activities Association. SD.net serves as a central hub for SDPB's coverage of the South Dakota Legislature, the 100+ South Dakota Boards and Commissions, the Legislative Research Council, and South Dakota high school activities. On **SD.net**, South Dakotans can easily access minutes, public documents, information on members, and agendas for scheduled meetings. SD.net includes a mobile app so users can access legislative and other meetings through iPhones, iPads and Android devices.

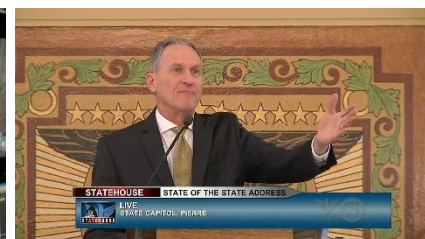


Your portal to South Dakota government, and more!

- SDPB reporters cover the session, beginning with a live broadcast of Gov. Daugaard's **"State of the State" Address** on Jan. 9 across all SDPB platforms, followed by the **"State of the Judiciary Address"** with Chief Justice David E. Gilbertson (right) on Jan. 10, and the **"State of the Tribes Address"** with Boyd Gourneau, Chairman of the Lower Brule Tribe (far right) on Thursday, Jan. 11.



- SDPB Radio News Political Reporter Lee Strubinger is stationed in Pierre to provide daily updates and reports throughout the 93rd legislative session. SDPB reporters cover hearings, floor sessions and legislative issues affecting South Dakotans, including interviews with citizens and lawmakers for SDPB Radio News, **In the Moment** and **South Dakota Focus**. All legislative coverage is accessible via broadcast and digital archives to South Dakotans and organizations – including smaller media organizations like hometown newspapers and freelance bloggers, while government proceedings, committee meetings and other legislative work is archived at SDPB.org and at SD.net.



- Each Friday, SDPB Television airs the one-hour program **Statehouse**, a wrap-up of the week's events from the legislature, on SDPB1 – SDPB's main channel. **Statehouse House**, with live coverage from each day's House session, and **Statehouse Senate**, recorded coverage from each day's Senate session, are broadcast on SDPB2. In addition, Democrat, Republican and gubernatorial press briefings are aired live on the last day of each legislative week on SDPB2.



- SDPB Digital provides live and archived audio of the State of the Judiciary, State of the Tribes, governor's speeches, floor sessions and all public committee meetings. In addition, listeners can opt-in to receive email updates for issues they want to follow.



- SDPB Marketing shares SDPB resources with state legislators and workers at Lobby Day.
- SDPB Television & Social Media produce and deploy **"Statehouse Extras,"** digital video shorts that take South Dakotans behind-the-scenes at the State Capitol, including **"First Ladies' Gowns"** (above right).

- **South Dakota Focus** with Stephanie Rissler broadcasts a discussion with state legislative leaders live from the State Capitol on Jan. 11. Other topics this month include “Preschool Levels of Excellence in South Dakota” and “Lake Oahe Fishing.”
- SDPB Television presents 4 one-hour **On Call with The Prairie Doc** programs, including topics like “Reducing Depression in the Elderly,” Hormonal Imbalance Problems,” “Shortness of Breath” and “Ask Anything.”
- SDPB Radio offers 32+ hours of local programming each week and celebrates one year of the weekday flagship program, **In the Moment**. The live two-hour program, hosted by Lori Walsh (right), features hundreds of local and national guests discussing news and issues of the day.



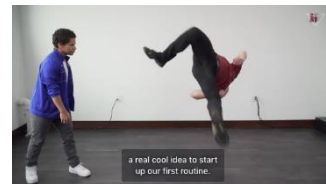
- **Dakota Life** travels to Pierre for the collection of first ladies' gowns, features South Dakota's largest model railroad display in Sioux Falls (right), and ventures to Chamberlain for the 8th Annual Art Expo, featuring local artists, including “Dignity” Sculptor Dale Lamphere.



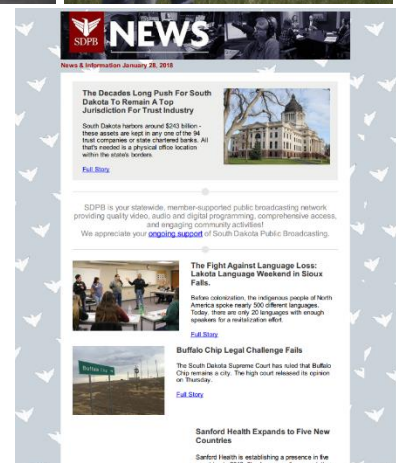
- January 15, SDPB Television premieres **Images of the Past: Settlement Stories**. This original documentary traces the history of the Henry Frawley Ranch, a National Historic Landmark, near Spearfish. The program also profiles ethnic German Russians from Ukraine, including Hutterite, Swiss and Low German Mennonites, who settled in and near Freeman. A partnership with multiple historical societies throughout the state, **Images of the Past** includes a website profiling South Dakota people, places and events throughout history.



- In January, SDPB's Social Media posts and digital shorts reach 1,656,015. The videos feature Youth Conservation Camps of SD Game, Fish & Parks (far right) and Rapid City high school dance and cheer performers (right).



- Over 17,000 members of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations.
- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter, and 752 receive SDPB News-- the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features (right). In addition, over 2,100 children receive the Buddy's Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.



- SDPB Television, Engineering & Digital premiere **Where Do We Go from Here?** on January 24. Webcast in front of a live public audience at SDPB's Black Hills Studios, the monthly noon-time discussion series features topics to foster thoughtful discussions on significant, and sometimes contentious, topics of interest directly impacting South Dakotans. The program is hosted by Chuck Parkinson. Originally from Kadoka, Parkinson served on staff in congressional offices, for President Reagan in the Customs Service, and as chief of staff in the House and Senate Appropriations Committee.

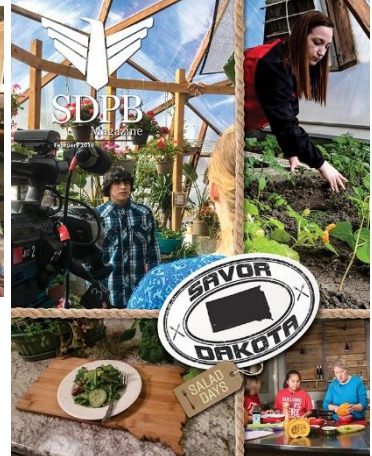


- Jan. 26, Black Hills Studio hosts “Dakota Horse Craft,” (right), an exhibit and discussion celebrating the craftsmanship and heritage of SD ranch and rodeo culture. Includes Pierre saddle master E.C. Lee, bull and bronc rider Catlin Clifford, K Bar J Leather of Newell, and musicians Eliza Blue and Jake Jackson.



FEBRUARY 2018

- SDPB's comprehensive state legislative coverage continues on Television, Radio and Digital.
- SDPB Digital covers the **South Dakota High School One-Act Play Festival**, (right), at Brandon Valley High School, Feb. 1-3, posting updates, photos and results online and across SDPB social media platforms.
- SDPB Digital and Television broadcast the **State Gymnastics Finals** with live webcasts from Watertown, Feb. 9-10, and the **State Wrestling Tournaments** from Sanford Premier Center, Feb. 23-24, with wrestling championships broadcast on SDPB-TV Feb. 24.
- SDPB Television's **Savor Dakota** and **SDPB Magazine** feature “Salad Days,” profiling Aberdeen’s tradition of serving pheasant sandwiches to hunters on the opening day of pheasant season (lower left); Rapid City master gardener Mary Trykoski, and Wagner Community Schools incorporation of food production into its school lunch and curriculum via an aquaponics system and geodesic greenhouse dome (lower right.) On Feb. 22, Savor Dakota and chef MJ Adams demos a South Dakota food recipe for a live audience at the Black Hills Studio, where a screening of the locavore program also shows.
- Now in its 23rd season, **South Dakota Focus** broadcasts three live, interactive one-hour panel discussions with area thought leaders and experts, available on SDPB Television and SDPB.org.
- SDPB's Education Specialist Steven Rokusek presents professional development workshops for teachers at the Math and Science Conference in Huron, Feb. 1-3.
- SDPB Television broadcasts four live, one-hour, viewer-interactive **On Call with The Prairie Doc** programs featuring topics on “Flu & Cold Bugs,” “Cancer Screenings & Treatments for Cancer,” “Health Benefits of Music,” and “Perils of Aging.”

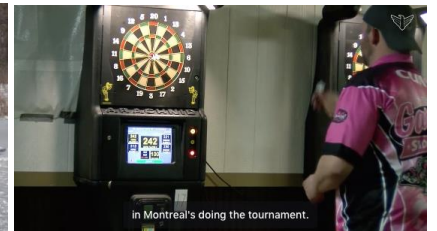


- **“Where Do We Go from Here?”** SDPB’s community solutions discussion program, tackles “The Future of Downtown Rapid City: Zoning, Public Investment, Parking & Helping the Homeless” at the Black Hills Studio, Feb. 21.



- In February, SDPB’s Social Media posts and digital shorts reach 1,871,120, including skiing in SD, fires in Deadwood, and the state dart tournament (below, right).

- SDPB Radio offers 32+ hours of local programming each week. That includes **On Record with Matt Weesner**, a one-hour music program that airs every Saturday, featuring adult alternative music, including artists from South Dakota, as well as **Jazz Nightly with Karl Gehrke**, which transmits from the Black Hills Studios Feb. 26-Mar. 2 and broadcasts live, in-studio performances from South Dakota musicians, like Les Singes Volants and the JAM trio (right.)



- SDPB Television presents four, one-hour **No Cover, No Minimum** programs featuring musical performances of local and national acts recorded live in South Dakota, including Hank Harris; Slim Man; the 2017 Sioux River Folk Fest, and Ted & Alice Miller, filmed at SDPB’s Vermillion studios (far right).



- **Images of the Past** profiles the Canton Ski Hill, once the home of world-class ski competitions that would draw as many 20,000 spectators (right).

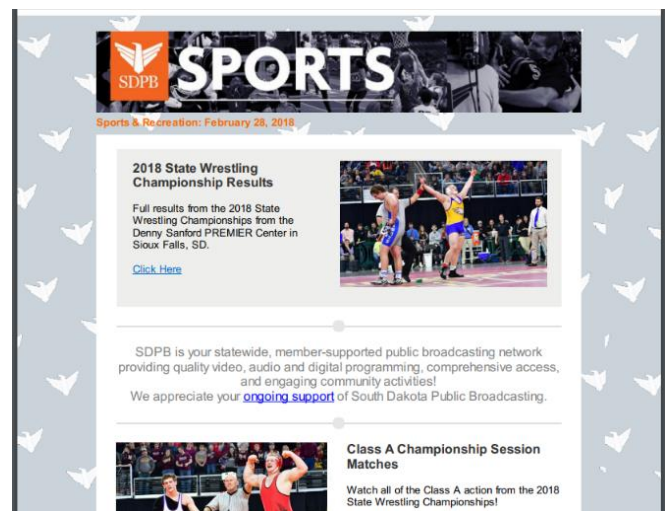


- SDPB Marketing promoted **PBS/SDPB’s “The Great American Read”** at the Frankenstein 200 Symposium at USD, Vermillion, Feb. 27 (right).



- Over 17,000 members of Friends of SDPB receive the monthly **SDPB Magazine**, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations.

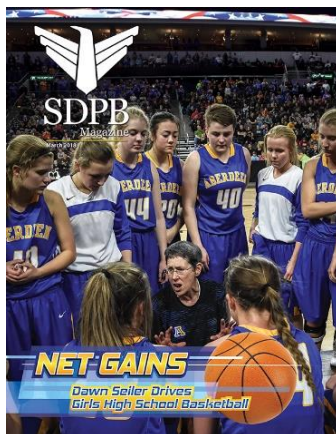
- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “SDPB Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter (right), and 752 receive “SDPB News” – the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the Buddy’s Birdhouse electronic newsletter, featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.



MARCH 2018

- All SDPB hands are again on deck for coverage of the **South Dakota High School Activities Association** events throughout the month, including:

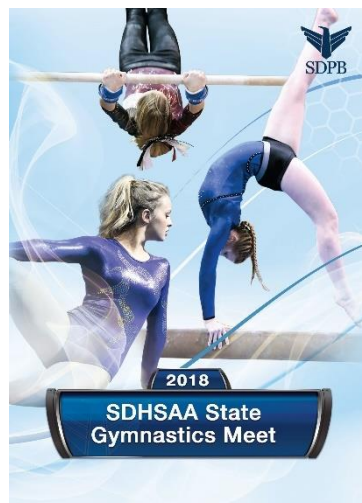
- On location at the **State Debate & Individual Events Tournament**, (far right), March 2-3 in Watertown. SDPB Digital uploads updates, photos and results from the two-day event online and on SDPB social media pages.
- SDPB covers every game in the girls and boys state basketball tournaments. Three classes of teams – AA, A, and B, based on school district size – play throughout the three-day class tournaments. Each class tournament takes place in a different South Dakota town – for a total of six towns – on two separate weekends. Viewers can watch all basketball games live online at SDPB.org. Meanwhile, SDPB Television live broadcasts every game of the Girls A & B Tournaments from Watertown and Aberdeen, respectively, over SDPB1 and SDPB3, March 8-10.



- One week and hundreds of miles later, SDPB covers **Girls AA and Boys AA Basketball Tournaments** in Sioux Falls; Boys A tournaments in Rapid City, and Boys B tournaments in Aberdeen – broadcasting simultaneously across all three channels, totaling 12 games per day, including all the quarterfinals and consolation games, throughout the weekend of March 15-17.



- SDPB Digital extends coverage of all the basketball tournaments with live webcasts and up-to-minute updates of photos, stats, and results. In addition, SDPB producers supervise high school media class students from local South Dakota school districts in camera operation and broadcast production skills from multiple venues.
- SDPB Magazine profiles Aberdeen Central all-time winningest girls basketball coach Dawn Seiler and her student athletes.
- SDPB Digital shares images and results of the South Dakota High School State Visual Arts Competition & Gallery, March 15-17, from Sioux Falls.
- SDPB broadcasts the South Dakota All State Band Concert recorded March 24 in Sioux Falls.



- In addition to basketball, debate, visual arts and All State Band coverage, on March 20, SDPB Television premieres the two-hour highlights program from the **State Gymnastics Championships**, filmed in February.

- SDPB Producers and Engineers edit and produce professional DVDs of SDSHAA state championships, like basketball, football, and gymnastics (above right). The DVDs are used in training by coaches, cherished by athletes' families, and help offset production costs.

- **South Dakota Focus** (right) airs two live programs. Topics include "Specialization in Youth Athletics," and "Ag Trends in South Dakota."



- In March, **Images of the Past** profiles Sioux Falls Stockyards (right) with blogs and digital shorts about the history of the meat-packing industry in South Dakota's largest city (right).



- March 5, SDPB Television airs the **South Dakota Symphony Orchestra Young People's Concert "American Roots"** from Sioux Falls' Washington Pavilion. Specially designed as educational, engaging arts experiences for schools, homeschools, and families, the production featured Antonin Dvorak, George Gershwin & Charles Ives from Paul Sanchez on piano, baritone William Sharp, banjo-player Jared Waln and SDSO percussionist John Pennington on spoons.

- SDPB Television presents **Savor Dakota: Main Courses**, showcasing the 777 Bison Ranch in Hermosa, Western Buffalo Company in Rapid City, Sioux Falls restaurateur Sanaa Abourezk (far right),



- SDPB Television presents three one-hour **On Call with The Prairie Doc** programs, covering the topics of "Handling Illness & the March to Wellness," "Handling Incontinence," and "The Exploding Cost of Health Care."
- SDPB Radio offers 32+ hours of local programming each week, including **In the Moment**, **Big Band Spotlight**, **Jazz Nightly Extra** and three new **No Cover, No Minimum Radio** programs, featuring live music performance recorded in South Dakota.



- SDPB Marketing's Dave Foote is honored by the National Education Telecommunications Association (NETA) for "excellence in community engagement, instruction, content creation and promotion" (right).



- In March, SDPB Social Media posts and digital shorts achieve a reach of 2,074,641. Shorts include the National Anthem sung in Lakota by a USD college student in Vermillion; Freeman's Schmeckfest; Mushy's Bowling in Centerville, and more.

- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to "SDPB Living," the SDPB arts & culture e-newsletter; 820 to "SDPB Sports," the SDPB Sports and Rec e-newsletter (right), and 752 receive "SDPB News" – the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the "Buddy's Birdhouse" electronic newsletter (right), featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.



- Over 17,000 Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations.

- SDPB Television premieres an all-new **Dakota Life**, focused on “**Winter Fun in South Dakota.**” Segments highlight snowshoeing at Adams Nature Preserve in North Sioux City and Good Earth State Park, as well as historic and modern-day “Lakota Woskate” or “Lakota Winter Games.”



- Where Do We Go from Here?** takes on “Planning for the Future: Rapid City & the Black Hills in 20 Years.” The community solutions series is open to the public and streamed on SDPB.org.



- SDPB Radio’s **In the Moment with Lori Walsh** broadcasts live from SDPB’s Black Hills Studio March 12-16 and features an array of live conversations with West River and Rapid City guests. Lori Walsh also hosts a Learning Forum at the Journey Museum March 11 with Black Hills journalist Denise Ross.



- SDPB Digital covers the **2018 South Dakota Outstanding Student Council Workshops and Awards** for student leadership in Rapid City (right) Mar. 25-26.



APRIL 2018

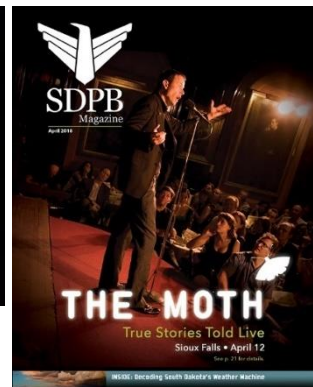
- SDPB Radio and Radio Director Cara Hetland (far right) launch SDPB’s first “interruption-free” fundraising and member drive. Pre-recorded messages played in promotional spots enable SDPB Radio to not disrupt listener programming.



- SDPB Digital covers state **Show Choir Competitions** (above) at Mitchell High School April 7 and airs **High School All-State Band** concert April 21, which SDPB Producers and Engineers record (and later edit) live at the Rushmore Plaza Civic Center March 24.



- SDPB Marketing and Television host Peabody Award winning and national story-telling organization **The Moth**, live at Sioux Falls’ Washington Pavilion April 12. The sold-out event features Vermilion storyteller Christina Wells (above right) and segments are recorded for future national broadcast. SDPB Marketing interviews attendees about their favorite South Dakota books in conjunction with **PBS’s The Great American Read**.



- SDPB Television broadcasts the **SD Rock & Roll Hall of Fame Induction Ceremony** April 14 (right). Recorded in Sioux Falls, the event showcases musical, broadcast and concert hall greats in the state.



- The latest episode of **Dakota Life** features veteran Rapid City photographer Bill Groethe (below), whose famous work includes photogating the last surviving Indian veterans of the Battle of the Little Bighorn. Another segment features Hermis Tall, the late champion horse relay racer (far right).



- SDPB Magazine, in conjunction with **NOVA Decoding the Weather Machine**, discusses climate and ag issues with SD State Climatologist Laura Edwards (right.)



- SDPB Radio offers 32+ hours of local programming each week, including the weekly one-hour **Big Band Spotlight with Karl Gehrke**. The Sunday night program features sounds and stories from 1930s and 1940s big bands.

- SDPB Marketing provides hands-on learning about “Simple Machines” as well as early-learning resources for kids at the Youth & Family Services (YFS) Kids Fair (right) in Rapid City, April 27-29. 9,800+ children and adults attend the three-day event.



- SDPB Television presents three one-hour **On Call with The Prairie Doc** programs. Topics include “Caring for Your Child or Grandchild,” “Cardiology Issues,” “Hormonal Imbalance,” and “The Broken Hip.” SDPB Television also presents four **No Cover, No Minimum** programs featuring musical performance in South Dakota.

- April’s Where Do We Go from Here?** community discussion series focuses on “Black Hills Resources: Assessing Economic Viability & Environmental Integrity.” The live issues program also streams on SDPB.org

- SDPB Digital provides live streaming of SDPB Radio; live and archived presentations of SDPB programming and archives of original programming. The site includes a topics menu that allows SDPB.org to select topics that fit their interests.



- In April, SDPB’s Social Media reaches 2,070,433. SDPB Radio and Marketing solicit and produce “SDPB Superfan” testimonial fundraising videos (above) from South Dakota individuals and families who use and rely on SDPB’s services.

- 17,000 Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations.

- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “SDPB Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter (right), and 752 receive “SDPB News” – the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the “Buddy’s Birdhouse” electronic newsletter (right), featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.

- SDPB Television's **Savor Dakota: Desserts** features flax from Clark County's Purity Seeds; Lakota Honey Lodge on Rosebud (far right) and Keya Café in Eagle Butte.



- SDPB Television record the **All-State Jazz Band Concert**, while SDPB Digital livestreams on SDPB.org and updates SDPB social media.



MAY 2018

- SDPB Television and Digital, in partnership with the South Dakota High School Activities Association, completes the academic year of state high school achievement coverage with spring events:

- Boys Tennis in Rapid City, May 17-19, with photos, updates, and results uploaded to SDPB.org and on SDPB social media.
- Boys & Girls Track and Field, May 25-26. Three classes (AA, A and B) compete in three meets in Rapid City.



- South Dakota Focus** hosts live election debates for major seats in the 2018 election, including the Republic US House of Representative Debate May 27 in Vermillion with Shantel Krebs, Neal Tapio, and Dusty Johnson (right). The Republican Gubernatorial Candidate Debate is live May 29 with Marty Jackley and Kristi Noem.



- SDPB Marketing and Development premiere three screenings of **Masterpiece: Little Women** at Sioux Falls Studio, Black Hills Studio and in Vermillion at the Coyote Twin Theatre, where USD musical theatre students perform songs from their recently staged musical.



- SDPB Television presents four, one-hour **On Call with the Prairie Doc** programs. Topics include "Memory Loss," Addictive Medicine: Opioids, Alcohol & Tranquilizers," "The Value of Rural Communities," and "Outside Activity & Health."

- SDPB Digital offers live streaming of SDPB Radio; live and archived presentations of live SDPB programming; and archives of original programming.



- SDPB Radio offers 32+ hours of local programming each week, including live reports on Health and Education from Jackie Hendry (near right) and Arts and Culture from Chynna Lockett.



- SDPB Marketing presents hands-on educational activities on the mechanics of simple machines as well as SDPB and PBS KIDS resources to over 140 attendees at the Yankton Kids Art Fair (right).

- May's **Dakota Life** from SDPB Television showcases South Dakota artists, including Flutter Productions, all-ability performers in Rapid City (far right); burlesque dancer Heather Wilson formerly of Vermillion; Joseph Ahuna and family, who specialize in Polynesian dance and Hawaiian ukulele music, and Belle Fourche bronze artist James Maher whose work includes the Trail of Governors and City of Presidents (right).



- SDPB Marketing highlights SDPB's Pre-K-6 educational resources to a capacity audience of kids and families at Wild Kratts Live in Sioux Falls May 13.



- SDPB Social Media posts and videos have a reach of 1,796,572, including digital shorts on training firefighters to fight wildland fires (right); the Rodeo Program at Black Hills State University, and a blind high school student who competes in state-sanctioned track events, among other stories.



- SDPB Social Media and SDPB Radio's **In the Moment** showcase **NPR's Tiny Desk Concert Contest**. Twenty-three local musical acts enter original music videos into the national competition. Several South Dakota musical groups perform on Moment in Sound, their videos are featured on SDPB's social media, and the musicians are profiled in SDPB Magazine.



- May's **Where Do We Go from Here** discusses "The Middle East, Tolerance, and Why it Matters in Rapid City" with retired Senator Stan Adelstein and developer Hani Shafai (right).

- **As SDPB Radio's "Moment in Sound" feature presents more local music, No Cover, No Minimum Radio** airs its final four episodes featuring live music performance in South Dakota.

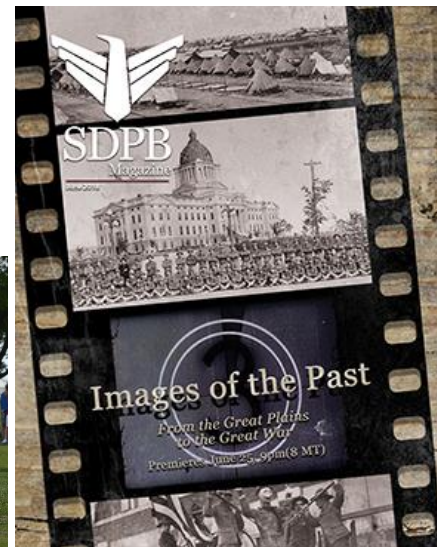
- 17,000 Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as local angles on national programming, such as a feature on Deadwood's Chinatown history and the Wong family (right) in conjunction with **American Experience: The Chinese Exclusion Act**.



- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “SDPB Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter (right), and 752 receive “SDPB News” – the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the “Buddy’s Birdhouse” electronic newsletter (right), featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.
- The Black Hills Studio hosts a CD-release live performance featuring Bison-area singer/songwriter Eliza Blue.

JUNE 2018

- SDPB wins 11 2018 Edward R. Murrow Awards from the national Radio, Television and Digital News Association. The awards include:
 - Hard News – “Women’s March” by Victoria Wicks (reporter/producer).
 - Excellence in Sound - "American Idol" by Victoria Wicks (reporter/producer).
 - Feature – “Letter Writing” by Victoria Wicks (reporter/producer).
 - Writing – “Oxford Comma” by Victoria Wicks (reporter/producer).
 - Newscast - "April 13, 6am CT" by Gary Ellenbolt. Newscast covering issues over recreation use of private land and non-meandering waters.
 - Sports – “Varsity Football Returns to Centerville” by Gary Ellenbolt (reporter/producer). A look at the rebirth of varsity football in Turner County.
 - News Series & Social Media (2 awards) – “The Shift” by All SDPB News Staff. In-depth, cross-platform coverage of how South Dakota’s changing populations affect schools, businesses and hometown life.
 - Video – “Mitakuye Oyasin/We Are All Related” by Paul Ebsen, producer. SD state senators Troy Heinert (above right) Kevin Killer, and Lt. Governor Matt Michels discuss the significance of using Lakota language on the senate floor.
- SDPB Television premieres **Images of the Past: From the Great Plains to the Great War**. The SDPB original documentary compiles the states WWI stories through fascinating photos, letters, diaries and intimate interviews.
- **SDPB Digital** provides coverage of **High School Girls Class AA, A, and B** June 4-5.
- SDPB Marketing staffs a booth at the **605 Summer Classic**, June 22-23 in Sioux Falls. SDPB Engineers are on-hand to record musical performances for future **No Cover, No Minimum** Radio broadcasts, and SDPB staff engages with attendees with book trivia promoting PBS’s The Great American Read.



- June 13-16, SDPB Television records **South Dakota State High School Rodeo Championships** in Belle Fourche. SDPB will produce a feature presentation of highlights from the finals that will air in July. The highlights are also available for purchase on a 2-hour DVD to offset production costs.



- Television presents two, one-hour **On Call with the Prairie Doc** programs (right). Program topics this month include “Great Mysteries of Life,” “The Mayo Clinic,” and “Ask Anything.”



- In June, SDPB Radio’s **In the Moment with Lori Walsh** and **Jazz Nightly with Karl Gerhke** begin broadcasting live from SDPB’s new **Sioux Falls Studios**. Located in the Phillips Lofts downtown, the studio is a reporting, production, and public space in the heart of the state’s largest city, enabling SDPB to reach more South Dakota communities. The studio offers 2 development positions and flexible working space for 6+ content producers.

- SDPB Radio continues to offer 32+ hours of local programming each week. From the new studio, **In the Moment** tackles a series of conversations on Opioid Addiction in SD, including discussions with health officials and people in recovery. Meanwhile, “**Moment in Sound**” features music from the South Dakota Symphony Orchestra and conversations with its music director conductor Delta David Gier, as well as live performances in the new space and Jazz Nightly hosts live public performances.



- In the new Sioux Falls Studio, SDPB Marketing and Engineering host a public screening of the documentary **Ohiyesa: The Soul of An Indian**, about Dr. Charles Eastman (right). Filmmaker and Flandreau native Syd Beane and his daughter Kate Beane provide an engaging Q&A.



- Meanwhile, **No Cover, No Minimum Radio** airs Saturday nights, featuring South Dakota performances recorded at venues throughout the state, including the Sioux River Folk Fest in Newton Hills Park and the 605 Summer Classic in Sioux Falls.

- Continuing with summer music in South Dakota, SDPB Television also presents three one-hour, **No Cover, No Minimum** programs featuring musical performance in South Dakota.
- SDPB Digital offers live streaming of SDPB Radio; live and archived presentations of live SDPB programming; and archives of original programming.
- In June, **Where Do We Go from Here?** tackles “Getting Proactive about Mental Health in Western SD.” The free panel includes Rapid City Police Chief Karl Jegeris, Dr. Stephen Manlove, and Pennington County Sheriff Kevin Thom (right).



- SDPB Marketing** engages with South Dakotans about their favorite books in conjunction PBS's **The Great American Read** at the **605 Summer Classic** in Sioux Falls, attended by 4,500. Additionally, Marketing staff engage with 300+ kids and families by building “simple machines” at Outdoor University West in Rapid City, as well as provide info on SDPB educational programming and resources. SDPB's Education Specialist Steve “Science Steve” Rokusek (above left) provides hands-on science demonstrations.



- In June, SDPB's Social Media posts and digital shorts reach 1,071,392. Digital shorts include multiple stories from the 2018 South Dakota High School Rodeo Championships, including horse therapy, as well as features on SD rhubarb and the Dalesburg Smorgasbord.
- SDPB Television and Marketing roll out **Vanished South Dakota: Towns of Yesterday**. The multiplatform history project, which includes a popular Facebook Group, engages history buffs and long-time residents from throughout South Dakota.



- Over 14,000 individuals receive the monthly e-SDPB newsletter, while 778 subscribe to “SDPB Living,” the SDPB arts & culture e-newsletter; 820 to “SDPB Sports,” the SDPB Sports and Rec e-newsletter (right), and 752 receive “SDPB News”— the SDPB News & Information e-newsletter – featuring SDPB News top local stories and features. In addition, over 2,100 children receive the “Buddy’s Birdhouse” electronic newsletter (right), featuring recommended books, healthy foods, and learning activities, while over 569 parents and educators receive SDPB Learn, the monthly children and education electronic newsletter.
- Over 17,000 of Friends of SDPB receive the monthly *SDPB Magazine*, featuring TV and Radio schedules as well as features on SDPB programming and profiles of South Dakota individuals and organizations.





**South Dakota Public Broadcasting
FY 2018 Local Content & Service Report**

STORIES OF IMPACT

Friends of SDPB Member Testimonials

**Janelle Toman, Director of Communications, SD Board of Regents
President of SDPB Friends Board**

"South Dakota Public Broadcasting is truly a statewide network; it reaches all corners of South Dakota with news, information, arts, entertainment and sports programming. No other broadcast entity has the reach and impact that public broadcasting offers. Now that SDPB is enhancing its Digital First platform and coverage online, everyone benefits from its quality programming."



**Tim & Barb Johnson
Retired U.S. Senator**

"As a newly married couple, we decided to 'invest' in SDPB. Our initial investments were small and we increased them as we could. Like all good investments, this one yields big dividends. Today, four generations of our family benefit from the rich diversity of educational, cultural and news programming that informs and inspires us."

**Paul McDonald
VP of Marketing, Dacotah Bank (retired)
Former President of SDPB Friends Board**

"I have been a South Dakota Public Broadcasting radio listener, TV viewer and online fan for decades but also enjoyed serving on the Friends board as a member and president. The new studios throughout the state will give each region a voice in news, awareness for local character portraits, and access to a global following online. Thank you."

