Hello Friends,

As a public broadcasting supporter, you’re well aware of the seismic shift in traditional journalism: our shrinking newspapers, the buying and selling of local commercial media stations by corporations outside South Dakota, and of course, the role of social media and its propagation of questionable content.

At SDPB, we take very seriously our responsibility to ensure that accurate, fact-based news and stories about South Dakota are available to South Dakotans wherever they live. At SDPB, we ask ourselves and we ask you, as media grows more global and less local, how can we sustain our quality and maintain your trust? How can we cover content from the state’s population centers, but make certain our rural, tribal, and ranching communities are not shorted?

You’ve not only seen our intentional adaptations, you’ve made it possible. Your financial support and faith in your investment in public media have enabled the opening of the SDPB Black Hills and Sioux Falls studios and gathering spaces; the enhanced smaller studios in Aberdeen, Brookings and Spearfish; the added content production to guarantee more and different voices are heard, and an increased digital presence, which is so essential to modern media. These initiatives are strategic movements years in the making and powered by hundreds of staff and volunteer hours that ultimately empower SDPB to be “hyperlocal” and even more accountable to South Dakotans.

With your support, SDPB continues to fulfill our mission of providing trustworthy news, high-quality entertainment, and education for life-long learning. You’ve helped SDPB play a critical role in democracy, delivering bill-by-bill, day-by-day coverage of the South Dakota legislature and state government. You’ve helped us televise and stream our high school athletes and achievers. You’ve helped us ready our young children for school. You’ve helped us maintain infrastructure to guarantee statewide, 24/7 reach for all South Dakotans – regardless of age, economy, or interests.

This report is a small snapshot of an eventful year, made possible with your ongoing trust and support. For this, we thank you directly, but we also hope we demonstrate our gratitude to you each day by delivering – doggedly, accurately, and respectfully – South Dakota’s stories.

Thank you for your support.

Sincerely,

Julie Overgaard
SDPB Executive Director
2018-2019 FISCAL YEAR FINANCIALS

Revenue Summary
Total Revenue: $10,197,862
41% Appropriations from the State of SD
24% Membership & Underwriting
17% Corporation for Public Broadcasting Grants
9% Specials Event Income & Other Income
9% Contributed Support & Bequests

Expenditure Summary
Total Expenditure: $10,426,651
49% Programming & Production
20% Engineering & Operations
10% Membership & Development
10% Administration
9% Depreciation & Amortization
2% Underwriting & Grant Solicitation

SDPB FY19 Year in Review

We’ve Got South Dakota Covered
The ways South Dakotans consume news and enjoy entertainment is evolving. We want to be where South Dakotans are, in every sense of the phrase. That’s why we maintain the SDPB studios in Vermillion, opened a studio in Rapid City, upgraded “boutique” studios in Aberdeen, Brookings and Spearfish and this year held the grand opening of the SDPB Sioux Falls Studios. Just as she had done for the grand opening of the Black Hills Studios in 2017, PBS President and CEO Paula Kerger made a visit to South Dakota for the ribbon cutting, and used the opportunity to speak with aspiring communications professionals at local universities.

Envisioning Our Future, Together
SDPB’s strategic planning implemented cross-departmental collaboration and workflows to bring content producers together by topic and need. Radio, Digital, TV, and other departments cross-pollinate in Journalism and Entertainment groups to develop local stories that go outside the state’s primary population centers and are shared on air, online and in communities across South Dakota.

Live from South Dakota
SDPB produced 1,600+ hours of local, original programming about politics and public policy, health, science and education, business and finance, as well as sports, music and the arts on flagship programs In the Moment with Lori Walsh, South Dakota FOCUS with host Stephanie Rissler, Dakota Life, and Jazz Nightly with Karl Gehrke, and No Cover, No Minimum.

Ballots & Bills
2018 was a significant year for state and federal elections. Because South Dakotans deserve to know who their candidates are and what those candidates stand for, SDPB Radio News conducted dozens of “Meet
the Candidates” interviews. We also hosted live debates for candidates for South Dakota Attorney General, Governor, and the U.S. House of Representatives, and we televised and streamed live the inauguration of Governor Kristi Noem, the governor's budget address and ag summit. In addition, SDPB provided customary comprehensive coverage from Pierre, with 200+ hours of live coverage, reports, and interviews on issues and actions from the South Dakota State Legislature.

**Made in South Dakota**
SDPB premiered the original documentary *A Century of South Dakota State Parks* and conducted the months-long, multiplatform reporting project “Before It Gets Better: Mental Health in South Dakota.” We received the National Murrow Award for Excellence in Social Media for “The Shift,” our reporting project examining how changing populations impact schools, businesses and hometown life. SDPB also received Upper Midwest Emmys for “The Art of War,” about Vietnam War soldier-artists James Pollock of Pierre and Stephen Randall of Sioux Falls and for *Dynasty on the Diamond*, about Rapid City’s legendary American Legion Post 22 Hardhats.

SDPB hosted and broadcast community conversations at our Sioux Falls and Black Hills studios with *Where Do We from Here?, Making a Living, On Call with the Prairie Doc®,* the Lakota Music Project, and the Nicholas Black Elk Symposium in association with the South Dakota Hall of Fame. Local musicians were highlighted on *No Cover, No Minimum, In the Moment* and on *Jazz Nightly*.

**High Achieving High School Students**
From basketball to debate, wrestling and fine arts, SDPB traveled West and East River to broadcast and share tournament action and artistic excellence from South Dakota students. SDPB was formally recognized by the South Dakota High School Rodeo Association Board of Directors for SDPB’s commitment to high school rodeo.

**South Dakota’s Classroom**
Led by SDPB Education Specialist “Science Steve” Rokusek, our Education Department produced curriculum, online videos and lesson plans, and provided fun science demonstrations at dozens of educational conferences across South Dakota.

**SDPB in Communities**
SDPB interviewed local writers and South Dakotans of all ages about favorite books and literature for PBS’s documentary project *The Great American Read*, hosted the Native POP film festival in Rapid City, featured scientists at Neutrino Day X in Lead, screened rough cuts of the original documentary *Vanished South Dakota: Towns of Yesterday* in Deadwood, Spearfish, Hot Springs, Rapid City, and Aberdeen. We held watch parties for *Masterpiece: Victoria* and the Fred Rogers’ documentary *Won’t You Be My Neighbor?* SDPB provided STEM and nature projects at family events throughout the state.

**You Are SDPB**
Countless individuals and community partners make SDPB possible. Thank you for another great year. More thoughtful conversations, fact-based journalism, intelligent entertainment and engaging events are happening in 2020. Find them all at SDPB.org
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