Hello Friends,

It is odd to write the SDPB 2020 Annual Report. The first quarter of the year had its accomplishments, but it feels like everything changed in March, 2020. The rest of 2020 was an intense period of accomplishments as SDPB has ever experienced.

On the following pages, you will see the highlights of the year. You can be proud of what your investment in the Friends of SDPB enabled our staff to do in the face of truly the most unique circumstances.

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 maintaining democracy, delivering bill-by-bill, day-by-day coverage of the South Dakota legislature and state government. You've helped us launch a historical retrospective of towns gone by. You've helped us ready our young children for school with the launch of the Early Learners Initiative. You've helped us reach K-12 students at-home and at-school, supplementing curriculum over-the-air. 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 a truly unprecedented 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 continued support. It is appreciated.

Sincerely,

SDPB Executive Director
Your committed support of SDPB has been essential to our ability to rapidly respond to South Dakotans' increased needs for trustworthy information, essential at-home educational services, and quality entertainment that offers a respite from the news cycles.

With your support in 2020, SDPB News and In the Moment with Lori Walsh provided daily updates on COVID-19, candid conversations with doctors, scientists, and health professionals as well as local and state leaders. South Dakota Focus provided in-depth coverage of the pandemic’s impact on South Dakota's communities.

In an election year that tested the mettle of Americans and the fabric of democracy, SDPB provided complete political coverage and the context required to analyze the results. We introduced you to local candidates and illustrated the initiatives. You responded with unprecedented support and voiced your appreciation for fact-based reporting and civil conversations. In fact, this year the Friends of SDPB celebrated its 12,000 member.

Your support helped us to act quickly to launch SDPB’s Early Learning Initiative, providing young children from Bison to Beresford with daily activities incorporating trusted PBS KIDS programs, and transitioning SDPB2/WORLD to broadcast At-Home Learning Blocks for K-12 students and teachers sheltering-in-place. Education Specialist “Science Steve” Steven Rokusek produced new dissection and social studies resources for classrooms that lack equipment and resources and presented to educators at Virtual Neutrino Day.

Mindful of everyone’s health and safety, SDPB’s programming and events went outside and online. Your support helped screen the national PBS documentary Prehistoric Road Trip with host (and Rapid City-born) Emily Graslie at
Roy's Black Hills Drive-in in Hermosa and recorded the Laura Ingalls Wilder Pageant's production of *The Hard Winter* in De Smet. With more folks staying home, *South Dakota Garden* guided us in nurturing flowers and vegetables within our Midwest landscape. You helped us celebrate the 100th anniversary of the passing of women's suffrage with live, online screenings of *The Vote*, SDPB's *Simple Justice: Suffrage in South Dakota*, and *UnLadylike 2020: Zitkálá-Šá*. You helped us recognize U. S. veterans like Tuskegee Airman Charles McGee and Navy Captain E. Royce Williams in *Old Guys and Their Airplanes*. And for the first time ever, SDPB live-casted the *Custer State Park Buffalo Roundup*, watched by thousands of people around the world.

Your support helped SDPB maintain our commitment to showcasing *South Dakota's High School Activities* with athletes, musicians, orators, artists and actors, and helped debut *In Play with Craig Mattick*, a podcast about the players, programs and legends in South Dakota sports.

Early in 2020, SDPB’s *Jazz Nightly with Karl Gehrke* hosted a premiere celebration of *American Master’s Miles Davis: Birth of The Cool with the JAS Quintet* in Sioux Falls and featured musicians Sophia Beatty at the Black Hills Studio and Jim Szana in Pierre. *In the Moment* amplified local musicians and writers and SDPB partnered with the South Dakota Humanities Council for the 2020 *Virtual SD Festival of Books*.

Although Dr. Richard Holm passed away in March 2020, *On Call with the Prairie Doc®* continued its legacy of service on SDPB-TV with a team of Prairie Docs mentored by Dr. Holm. In conjunction with the national documentary *Blood Sugar Rising*, SDPB provided special programming on diabetes care and prevention for South Dakotans.

With your support, SDPB won two national Edward R. Murrow Awards for coverage of the Stanley Weber trial and the *Buddy Red Bow* documentary and was nominated for five Midwest Emmys®. SDPB News reporters brought local expertise to national programs *On Point*, *Science Friday* and NPR’s national website.

Your support made possible the local SDPB productions that showcase the people, places and history that is singularly South Dakota. This year, *Dakota Life* ventured deeper in the state’s 77,000 square miles, with each episode anchored from host communities like De Smet, Hot Springs, and Canton, and produced the documentary *The Middle of Everywhere: Connecting Rural South Dakota*, tracing the history of essential services like electricity and broadband that connect our very rural state. Your support helped make SDPBI-TV available online, insuring SDPB continues to be available to all South Dakotans, wherever we are and where we need to be.

Your support is at the heart of public broadcasting in South Dakota.

It’s been an honor to serve you in 2020.

We look forward to continuing to do so.
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Dennis & Sue Navrat
Charles & Linda Nelson
Richard Neish
Jeffrey Nelsen & Karen Hall
James D. & Cheryl Nelson
Larry & Edith Nelson
Carlyle Nelson
Roger Nelson
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Rev. Mary Nelson & Keithahn
Larry F. & Diane Ness
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Angela Winchester
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THANK YOU 2020 SDPB UNDERWRITERS

JANUARY 1, 2020 - DECEMBER 31, 2020

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For more information about SDPB please visit SDPB.org or call 605-677-5861

Thank you for your support!