



South Dakota Public Broadcasting

FY 2012 Local Content & Service Report



SDPB presents South Dakota's youth at their best through the high school achievement series via Web and Television.

Our Mission is to challenge the mind and lift the spirit of South Dakotans through creative public broadcasting.



- ▼ State's most comprehensive source of democracy in action, including South Dakota State Legislature, candidate debates and forums on ballot issues.
- ▼ Only source for comprehensive South Dakota history and documentary programming.
- ▼ State's destination for in-depth conversations on local issues through TV and Radio.
- ▼ Only statewide source of programs about the culture and history of the state's largest minority, Native Americans.
- ▼ Only source of over-the-air TV for many rural areas.
- ▼ The statewide EAS information provider.
- ▼ The only state-owned statewide multimedia resource.
- ▼ Reliable programming for South Dakotans by South Dakotans.

In the past year, SDPB provided these key local services:

- ▼ Statewide Television, Radio and Online programming and resources to South Dakotans.
- ▼ Comprehensive coverage via TV, radio & Online of record 2011 flooding and 2012 drought in the state.
- ▼ More than 200 hours of multimedia State Legislative coverage.
- ▼ More than 200 hours of multimedia high school achievement events.
- ▼ Comprehensive educational tools online for teachers for local content and national PBS content.
- ▼ More than 40 hours of South Dakota issues programming on TV.
- ▼ 40+ hours a week of local Radio programming.

SDPB's local services have a deep impact in South Dakota.

- ▼ Offering communities throughout the state a source of local identity and pride through high school achievement series.
- ▼ Up to 42,000 people have tuned in to SDPB TV to see a high school achievement event.
- ▼ Nearly 2,000 educators subscribe to the Education Update e-newsletter.
- ▼ More than 200,000 households regularly tune into SDPB TV and Radio.
- ▼ More than 10,000 are on the subscriber list for the e-SDPB newsletter.
- ▼ More than 12,000 households are members of the Friends of SDPB.
- ▼ SDPB online has more than 5 million page views per year.



SDPB 2012 Local Content & Service Report IN THE COMMUNITY

July 2011

We partner with the Sanford Underground Lab at Homestake for three days of science at the NSF/Lawrence-Livermore facility in Lead, S.D. We present (and webcast) a Science Café attended by some 90 featuring the end of the space shuttle era; offer a one-hour SDPB Radio **Innovation** program broadcast from nearly a mile underground in the lab; and entertain some 600+ visitors to Neutrino Day activities with science experiments and demonstrations.

We cover the record Missouri River flooding in the state via SDPB Radio, TV and Online.

We present the two-hour highlights program from the 2011 High School Rodeo Finals in Belle Fourche (recorded in June.)

Staff and our mascot, Buddy, head for two State Parks areas in partnership with SD Game, Fish and Parks. Buddy stars, along with The Cat in the Hat, at our booth at Storybook Land Festival in Aberdeen, greeting 1,000+ visitors.

August 2011

Happy anniversary! We celebrate 50 years of SDPB Television with a fabulous open house showcasing sight, sound, photos and artifacts from the network's past, along with a reunion of former staff. Dozens of people from the area and far beyond stop by to learn and reminisce. The two-day celebration includes a standing-room only party featuring the Public Domain Tune Band and closes with a sell-out SDPB presentation (broadcast live statewide) of Brulé, a nationally recognized, South Dakota based, Native American music act.

We cover the record Missouri River flooding in the state via SDPB Radio, TV and Online.

We head for Lake Herman State Park to join in a nature event in partnership with the state Game, Fish and Parks.

September 2011

SDPB Television celebrates a regional Emmy Award for **The Stavig Letters**, a one-hour documentary about some 50 years of correspondence between a Norwegian immigrant to South Dakota and his brother in the old country. Via NETA, the program airs across the country.

We partner with Sioux Falls Jazz & Blues Society to present the two-hour **The Best of JazzFest**, from footage taped in South Dakota's largest city in July.

We start to wind down a long summer of flood coverage as the Missouri River levels finally began to go down. Some of the coverage is featured in **Dakota Life**, our monthly half-hour magazine-style program that covers interesting people and places across the state.

Dakota Life and **South Dakota Focus**, TV's one-hour public affairs program with 20 new programs in FY 2012, begin new seasons – the 17th for **Focus** and the 14th for **Dakota Life**, which had nine new programs during the year.

October 2011

Nearly 6,000 tune in to see our live broadcast of the High School All-State Chorus and Orchestra, and more than 240 purchase videos of the SDPB coverage.

We partner with the South Dakota Humanities Council for the annual Festival of Books, greeting hundreds of attendees at our booth. Our event, the live presentation of the SDPB Radio program **Rock Garden Tour**, draws a standing-room only audience of 150+ that extends out into the hall and up the stairs.

A Reception Reception, celebrating our new SDPB Radio transmitter in Spearfish is attended by some 200, who meet and visit with SDPB staff and board members.

We partner with the Freedom Forum to broadcast the Al Neuharth Award for Excellence in Journalism, presented annually at the University of South Dakota.

November 2011

SDPB TV and Online reach a statewide audience and especially 12 communities statewide with live coverage of six games of the High School Football Finals. Staff was on hand at the SDPB booth to talk with the live audiences and one of the games drew 27,060 viewers. Girls Volleyball drew 9,500 viewers and the Cheer & Dance competitions aired live during the month as well. In South Dakota, especially the rural communities, high school achievement is a source of community unity and pride. All together, we estimate well over 10 percent of the state's population tuned in at some point during coverage.

SDPB TV tapes and presents highlights from the Dakota Sky International Piano Competition from Sioux Falls and debuts a new season of **Nature Adventures**, a program aimed at fourth graders that focuses on the outdoors in our region.

Fundraising is underway for a new SDPB Radio transmitter in the Watertown region.

December 2011

SDPB Online, TV and Radio offer the state's only live statewide coverage of the Governor's Budget Address.

A local SDPB TV production, **University of South Dakota Holiday Concert**, premieres on Christmas Eve.



SDPB 2012 Local Content & Service Report IN THE COMMUNITY

January 2012

We announce a major coup, an **Antiques Roadshow** appraisal event for the state in the coming summer.

Statehouse, featuring the South Dakota Legislature, begins with the state's most comprehensive multimedia coverage of our local lawmakers.

Television extends our service to families by offering children's programming in the evening hours on one of our alternate television channels.

SDPB partners with Sioux Falls Jazz & Blues Society to sponsor a concert by Lavay Smith & Her Red Hot Skillet Lickers.

February 2012

Sid the Science Kid comes to the Children's Museum of South Dakota in Brookings for an exceptional museum-network partnership. We hoped for 600 at the grant-supported event and got nearly 2,400 attendees!

Statehouse coverage continues in Pierre, with comprehensive information via Online, Television and Radio.

High school achievement ruled as SDPB traveled to Aberdeen for Online coverage of the One-Act Play Festival; to Rapid City and Aberdeen for Television and Online coverage of Class B and A Wrestling Finals; and to Brookings for Gymnastics Finals on Television and Online.

March 2012

SDPB premieres two major local TV productions: **Over South Dakota**, a one-hour aerial tour of the state and a great favorite during pledge; and **Kings of the Court**, a review of the phenomenon of high school boys basketball tournaments in the state (which will go on to win a Regional Emmy®).

SDPB Television and Online feature live coverage of the Boys and Girls Basketball Tournaments, using all three Television channels to air three tournaments at once (Classes AA, A and B for each group) over two three-day periods. The effort encompasses 72 games, and travel to Huron, Brookings, Spearfish, Rapid City, Sioux Falls and Aberdeen. The crew returns to Brookings later in the month to present the All-State Band Final Concerts Online and record the two concerts for TV.

The weekend Radio schedule is revised, picking up several new offerings, including a new local program, **No Cover, No Minimum Radio**, featuring performance in South Dakota, plus national favorites like **Radiolab**, **Fresh Air Weekend** and **American Routes**.

April 2012

For the first time SDPB Television presents the "Short Go" events from the Jackrabbit Stampede. The college-level event features 5 hours of action with the top competitors from two rodeos in Brookings.

SDPB Radio celebrates the return of beloved host Jim "Uncle Jimmo" Clark to its **Jazz Nightly** program, adding 15 hours a week of local programming to the schedule.

The high school All-State Band Final Concerts, recorded in March, air on SDPB Television in a two-hour special.

May 2012

SDPB Radio celebrates 90 years of broadcasting. The station traces its roots to May 27, 1922, when University of South Dakota student E.O. Lawrence (of Nobel-Prize splitting-the-atom fame) and Professor Lewis Akeley got the state's first public radio station licensed in Vermillion.

The fundraising campaign for a new radio transmitter in the Watertown-Milbank area is successful and the network's 11th full-power transmitter goes on the air on May 17.

In high school achievement, TV and Online started the month with All-State Jazz Band from Aberdeen and end the month by presenting the track events live from the State Track & Field Finals from Rapid City. Online also features Boys Tennis and Boys and Girls Class B Golf from Rapid City; Girls Class A Golf from Hot Springs; and Girls AA Golf from Sioux Falls.

SDPB partners with the South Dakota Symphony to present a **Young People's Concert** with excerpts from Ravel's "Mother Goose." The educational concert for elementary-aged students includes a mix of music and explanation.

June 2012

SDPB commemorates the June 9, 1972, Black Hills flood that killed 238 people. Radio presents a four-day news series, plus two special one-hour **Dakota Midday** programs. Television offers the three-hour remembrance ceremonies live from Rapid City, plus a look back at the flood on the monthly **Dakota Life** magazine-style features program.

Radio presents a major five-part local series on the oil boom in northwestern South Dakota and western North Dakota.

TV premieres a special look ing back at the previous year's record Missouri River flooding, as well as the river's past challenges and plans to avoid disasters in the future.

Radio debuts the **Dakota Midday Book Club**, which will feature South Dakota authors on the fifth Fridays of the month.

“The Stavig Letters” – an Emmy-Winning Production from SDPB Television

A South Dakota family has long had a little-known treasure. In the 1800s, two brothers parted, Lars to America, where he eventually settled in Sisseton, South Dakota. The other brother, Knut, remained in Norway. Over the course of five decades, they wrote each other often. Families on both sides of the Atlantic saved those letters and they came together for an SDPB Television production that tells the story of immigration in a deeply personal way.

Reach in the Community:

The Stavig Letters drew some 280 people to a premiere party in little Sisseton (pop. 2,500). It got rave reviews. More importantly, it started a conversation across South Dakota about our roots, the effect of European settlement in the West, the hardships of the pioneers and the emotional trauma of separation from their homelands and extended families.

Partnerships:

The program was based on a readers' theater play produced by highly respected Humanities Scholar Dr. Wayne Knutson. The production and premiere party were supported by grants from the South Dakota Humanities Council. The Stavig Museum in Sisseton provided settings, photographs and advice for the production. The extended Stavig family provided more resources, including the film footage from Norway.

Impact and Community Feedback:

The program won a Regional Emmy®. Dr. Knutson and the extended Stavig family have become strong advocates for the network. The South Dakota Humanities Council is thrilled with the Regional Emmy® and has funded a new production on stained glass in SD. The museum has been selling the production to visitors. The community and the state have offered compliments. The program has been presented across the nation through NETA. A standards-based teacher's guide is available free at SDPB.org.



John and Jane (great-granddaughter of Lars Stavig) Rasmussen traveled to Minneapolis for the Regional Emmys. The couple, who taped sites in Norway for the documentary, were ecstatic over the win.



Mama T-rex, left, keeps a watch over the Children’s Museum of South Dakota. SDPB’s Science Steve, above, fascinated all ages with science demos throughout the event..

SDPB Makes Science Come Alive for Kids

SDPB partnered with the Children’s Museum of South Dakota in Brookings (with the help of a grant from the Jim Henson folks) to present a Super Science Sunday on Feb. 12, 2012, featuring Sid the Science Kid and a wide variety of hands-on science activities.

The Children’s Museum is a state-of-the-art hands-on science museum with exhibits, play areas, eco-systems and more. SDPB added to the mix with science demos by our own Science Steve, presentations with live animals featuring the hosts of a popular SDPB kids program, **Nature Adventures**, **Sid the Science Kid** screenings and photo ops and hugs from SDPB’s mascot Buddy and the star of the show, Sid the Science Kid.

Our free-admission day (the first for the museum) lasted five hours and was a huge success. We hoped for 600 and got 2,351 visitors.





Remembering Challenges of the Past

Forty years ago, on June 9, 1972, torrential rains in the mountainous Black Hills sent a wall of water smashing through Rapid City and other Black Hills communities. After it was over, 238 people were dead; more than 3,000 were injured; nearly 3,000 homes were destroyed or damaged; hundreds of mobile homes were swept away; some 5,000 vehicles were destroyed. It was one of the most devastating floods in the nation's history and an event that still haunts long-time South Dakotans.

SDPB marked the 40th anniversary of this traumatic event with special coverage on SDPB Radio and SDPB Television.

SDPB Radio's one-hour **Dakota Midday** program featured memories, facts and information about the disaster during the two programs immediately before the anniversary date. The **Dakota Digest** newsfeatures series (airing during weekdays **Morning Edition** and **All Things Considered**) featured the flood in a six-part series.

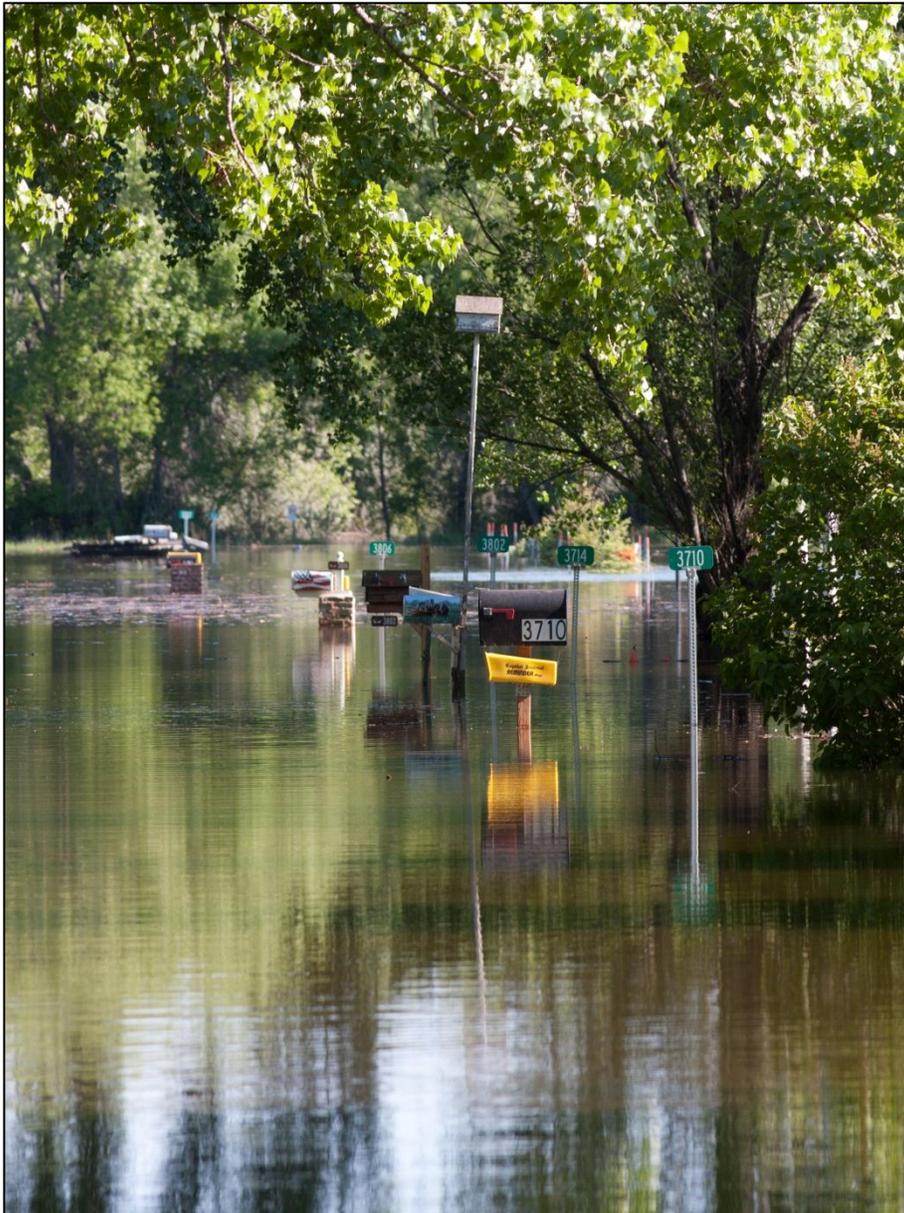
On Saturday, June 9, the anniversary day, SDPB1 Television broadcast the entire three-hour **The Black Hills Flood – Remembrance & Renewal** convocation event live, during prime time, from the Rushmore Plaza Civic Center in Rapid City. The event included presentations on the causes, the flood and the aftermath, as well as a tribute to survivors and remembrance of those who died. SDPB Television's magazine-style **Dakota Life** also looked back at the disaster with a program that aired the next week.

All the program is archived at SDPB.org.

The storm that led to the disaster was epic. Keystone recorded 15 inches of rain in 6 hours and more than 10 inches were recorded throughout a 60-square-mile area. Creeks all over the area, including Rapid Creek, turned into torrents, killing people throughout the Black Hills region.

SDPB joined the people of the Rapid City region and South Dakota by remembering South Dakota's past.





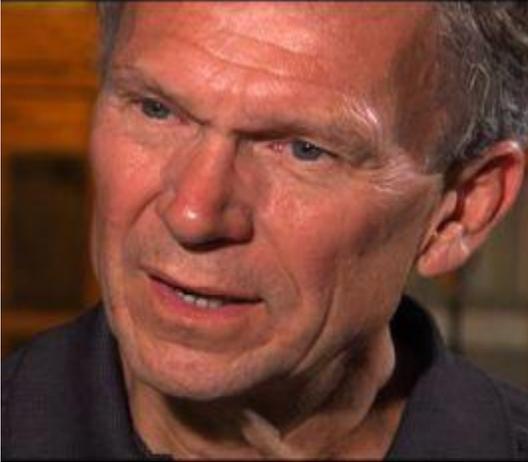
Missouri River – Past, Flood & Future

SDPB – Television, Radio & Online – provided one-stop information and coverage for South Dakotans throughout the record Missouri River flooding of spring and summer 2011.

In 2012, SDPB continued the story.

Television looked at human interaction with the Mighty Mo in past, present and future with **Challenging Waters**. The one-hour documentary on June 12 looked at the history of the uses and management of the Missouri River in South Dakota from pre-settlement through the present day. The documentary includes the development of the reservoir system and the master manual that dictates how managers are supposed to control of the river's flow.

SDPB Radio looked at **Challenging Waters** during a segment of the one-hour **Dakota Midday** and examined flood recovery one year later a two part **Dakota Digest** on series on May 31 & June 1.



“What I really like about South Dakota Public Broadcasting is now I can go online and I can access any of the programs and do all kinds of things I could never do before.

“This is an opportunity regardless of where you are. Whether it’s abroad or whether it’s around the country or right here in South Dakota.

“That in large measure is one of the greatest assets of the programs and the services provided through South Dakota Public Broadcasting today.

South Dakota Public Broadcasting is my source for connecting to our state, our communities and our people.

- Former U.S. Sen. Tom Daschle

- SDPB is the state’s most comprehensive source of Democracy in action, from elections to our state legislators to our national representatives.
- SDPB is your best source for South Dakota history, documentaries, in-depth news programming and conversations with thinkers and newsmakers.
- SDPB preserves the stories of the past, examines the present and looks at the future of South Dakota.
- SDPB encourages lifelong learning with science, nature, history, news, information and even laughter.
- SDPB gives a voice to all of South Dakota’s voices, with diversity coverage unequalled in this state.
- SDPB gives us the information we need – here and around the nation and the world – as we navigate through challenging and sometimes perilous times.