**South Dakota Board of Directors for Educational Telecommunications**

**Fall Meeting—November 16, 2018**

**SDPB Black Hills Studio, Rapid City**

**Board Members Present**: Julie Overgaard, Mark Shlanta, Dave Landry, Jerry Oster, Kay Jorgensen, Doyle Estes, and Pat Snow

**Board Members Not Present:** Janelle Toman and Julie Ashworth

**Staff Members Present**: Teri Roetman, Larry Rohrer and Ryan Howlett

**Guests**: Bob Mercer with the *Capitol Journal* via phone

**CALL TO ORDER**

The meeting was called to order at 1:39pm by Chairman Mark Shlanta.

**APPROVAL OF MINUTES**

A motion was made by Dave Landry to accept the July 27th meeting minutes as presented.

Second by Jerry Oster. Motion Carried.

**FINANCIAL REPORT**

Julie reported PBS and NPR programming fees are paid at the beginning of the fiscal year which is why programming costs look unusually high for the first quarter. We are on point with our budget. The only unplanned budget impact at this point is replacement of the Mt. Coolidge TV translator and backup generator. We’re estimating around $11,000 to resolve both issues.

A motion was made by Kay Jorgensen to accept the financial report as presented.

Second by Dave Landry. Motion carried.

**EXECUTIVE DIRECTOR REPORT**

Nationally the good news is full two-year advanced funding for CPB, interconnect and ready-to-learn passed the senate.

*Rural American Programming Initiative*—SDPB was one of eight rural public broadcasters invited to participate in a new initiative for CPB focused on rural American storytelling. CPB is looking to put additional resources into creating and disseminating more content from and about rural America. They are looking to established public broadcasting stations in rural areas with solid local programming strategies and output. CPB will continue to work with identified stations to further develop an implementation plan.

*School Administrators Program: Preschool Readiness*— SDPB has been invited to work with the SDSAA and other partners on pre-school education. SDPB has resources that can assist educators in professional development, training, curriculum support as well as targeted programming for pre-school audiences. There will be a meeting on November 19th to discuss this preschool readiness program. Julie Mathiesen, Director of Technology & Innovation in Education, will join these discussions as well. We will explore what resources we have available to assist.

The *Sound Vision Campaign* helped make possible the Black Hills Studio and Sioux Falls Studio. The next part of the fundraising campaign will help with programming goals and preschool education. These new locations will play a significant role in programming goals.

2020 State Budget Request Pending—SDPB is requesting two new FTE (local content producers) and $200,000 in other funds. Funding support for these positions and related expenses will come from the Friends of SDPB Sound Vision Campaign. A request for one full time employee and general funds to support expansion of SD.net is not included in the budget request but continues to be on the mind of administration.

2020-2023 Strategic Plan for Programming—We have received feedback from the Sound Vision Campaign and it suggests support for increased investment in local journalism and storytelling. There is a need for a better articulated local programming strategic plan. We will expand the Sound Vision Campaign. The programming strategic planning group will consist of the following:

ETB Representative-Mark Shlanta

Friends Board Representative—Tim Schorn

Content Director—Larry Rohrer

Executive Director—Julie Overgaard

TV Director—Bob Bosse

Production Manager—Brad Van Osdel

Radio Director—Cara Hetland

Sound Vision Campaign

Friends Board approved expanding the campaign to 8.5 million

1 million dollars facilities—Phase One, 100% of goal complete

1.25 million dollars for Programming—Phase two, 11% of goal reached

6.25 million dollars for Endowment—Phase Three, 26% of goal reached

We do have a contract with a grant writer that can help us out as needed

**FRIENDS OF SDPB REPORT**

Ryan reported the campaign goals are doable. Fiscal Year 18 was the biggest year, realizing the gifts for the studios are included. Fiscal Year 19 is a little behind but not too concerning. We will be taking a slower approach to allow time to create a programming strategic plan first.

We keep track of our donor numbers. We have 224 new donors in the Black Hills area, it has increased by 16% since we added the Rapid City Studios. Our West River Underwriting Manager, Michele Slott has resigned to become a minister. We have hired Rochelle Hagel for that position. Gayle Grothe, Membership Manager in Brookings recently retired. We have hired Twyla Olson to assist with duties. We will be changing the way we do some things in our membership department and will be stream lining some things.

Ryan thanked Julie for all her efforts and successes with the Sioux Falls Studio campaign. It was a slow start with Sioux Falls as we were just finishing up the Rapid City Studios. The Sioux Falls lease was not something we were planning to do so quickly but the opportunity came up and we had to lock in the location. Mark Shlanta thanked both Ryan and Julie for their efforts and achievements. We will need to make our programming relatable by creating more and better programming. These new studios are helping create content and more accessible to guests. These studios give us so much more visibility. The new LeVitt Center being built across the street from our Sioux Falls Studio will create unique opportunities and a new partnership for us. The LeVitt Center is required to have 50 free summer events. We will be able to capture their content, interview performers for *In the Moment*, provide donor event opportunities, and much more.

**BIT COMMISSIONER REPORT**

Pat Snow, BIT Commissioner introduced himself, this is his first ET Board meeting. He did not have a lot of content to report as Julie covered most everything in her report. Pat did mention the request for FTE’s has been approved and will now move onto the next step for approval. Kristi Noem will be the new Governor in January. BIT has put has much information out there as they can during this transition. He reports the new administration team is well organized and will make decisions quickly.

**CONTENT REPORT**

There are three employees that provide content from the Black Hills Studios. Mike Zimny creates digital content; Lee Strubinger reports the public affairs news stories and Chynna Lockett reports a lot of the Native American news. We are coming to the end of the year for high school activities. In December we will cover Oral Interp and One Act Plays in January. Coming up in late February and March will be gymnastics, wrestling, and basketball. SDPB coverage has been well received. All major projects in the works are listed in Larry’s report plus next July will be the 50th Anniversary of the Man on the Moon. PBS will have specials on this topic. Next fall a new Ken Burns special will be about country music. Of course, all platforms will be covering the Governor’s Budget Address, Inauguration, legislative session, and the State of the State Address. So much content will be available on SD.net. It is a very high compliment to hear that other radio stations are making use of our provided content.

FEMA and the FCC conducted a national test of the Presidential Alert using the Emergency Alert System and Wireless Emergency Alert systems. The message was sent to everyone’s cell phones.

SDPB received and forwarded those alerts to local state broadcasters and cable systems with no issues. SDPB plays a major part in getting those messages out as well as the Amber Alerts.

*The Great American Read* highlighted literature which created easy follow ups on the topics and provided great social engagement. SDPB successfully created outreach events associated with literacy and reading. Social Media continues to grow. Our total reach for October was 1,547,911 people, over 358,000 video views, and a total of 54,193 followers. This goes in spikes with the high school activities.

Science Steve takes SDPB resources on the road, provides curriculum value and shows how to use these components in the classroom. He is working on new Native American classroom content.

NPR is part of our radio content and we utilize some of their resources. They have statistical reports on their systems and able to capture our Google Analytics. We receive a comprehensive report that covers a 12-week average. Our web stream listening hours were up. Our TV ratings always go up during football and basketball tournament time. With all the social media activities, blog content, and tweets creates the peaks and grows the number of followers we have.

A lot of other public broadcasting stations cover important public affair programs but not all the fine arts and sporting activities like we do. We are in position that we have great program ideas but just can’t execute them right now with limited staff.

The SDPB Feasibility Study/Executive Summary of the 2018 Sound Vision Campaign has been completed. We have established our reputation. The focus has been on fundraising. Membership and campaigns will need to grow for it to work in that area properly. The ground work has been laid, now need the vision and capacity to do that. How people view SDPB is stellar. ESPN and the NFL have played the clip from the high school tournament coverage of one amazing touchdown play. It is trending on You Tube as well. Heather Benson, our social media person was working specifically within three to ten minutes to edit clips and flip out onto social media. We broadcast all high school activities which makes a lot of people happy.

**FUTURE MEETINGS**

Julie recommended we plan to set up a winter meeting in February via DDN sites. We should also consider coordinating our spring meeting at the same time as the Friends of SDPB Board of Directors meeting. Teri will email board members possible dates and times to set up the February meeting.

**ADJOURNMENT**

Mark Shlanta called the meeting to adjourn at 3:12pm.