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

**Fall Meeting**

SDPB Sioux Falls Studio & Zoom

**October 29, 2021**

**Board Members Present**: Julie Overgaard, Kay Jorgensen, Doyle Estes, Julie Ashworth, Janelle Toman, Dave Landry, Jerry Oster, Jeff Clines, and Tyler Tordsen

**Friends Board Members & Friends Staff Present**: Karen Mortimer, Ryan Howlett, Twyla Olson, and Eric Erickson

**Staff Members Present**: Teri Roetman, Larry Rohrer, Fritz Miller, Marcy Drew, Cara Hetland,

Brad Van Osdel, and SeVern Ashes

**BIT Finance Staff**: Lita Muhr

**CALL TO ORDER**

The meeting was called to order by Chair Kay Jorgensen at 1:35pm CT.

***APPROVAL OF MINUTES***

A motion was made by Janelle Toman to approve the March 31st meeting minutes as presented. Second by Julie Ashworth. Motion carried.

***FINANCIAL REPORT***

Lita Muhr reported the biggest item you will notice is some of the numbers are a little higher than last year. The network did receive Covid funds from the state covering some of the additional expenses. The biggest jump between 2020 and 2021 is for supplies. ($145,600 was covered by Covid funds we received and $5,000 was spent on regular supplies) We do have some other variances, but they are standard expenses every year. Another item you will notice is a little jump for longevity pay that was included. The auditors will be on site next week. Lita has notified DLA & BFM, they are aware of the delay compared to prior years; there are no extension forms that need to be filed for that. The audit should all be completed by the third or fourth week in November. Julie reported we will have to file a delay with CPB as we have a hard deadline with them for January 15.

A motion was made by Dave Landry to accept the financial report as presented.

Second by Tyler Tordsen. Motion carried.

***EXECUTIVE DIRECTOR REPORT***

Julie Overgaard reported there will be a bit of good news if the Build Back Better package gets Congressional approval. The Corporation for Public Broadcasting will have its largest budget increase in decades with an increase of 90 million dollars. SDPB will be the recipient of a share of that increase of funding if it comes through. We have been without infrastructure support for the past eight or nine years. If the bill is approved, we are unsure how they will lay out the restrictions and requirements around these grants.

We have been looking at some of our infrastructure priorities both short and long term and laying out what our needs will be in the next 0-7 years. That work has been done. In our budget request we do not expect to get everything we are asking, but we put it out there and identified what our needs are.

Julie said it feels good to see our strategic plan in action and to see the output of that plan. We are past the talking and very much into the doing. Julie is very proud of the staff for pulling together through what has been a difficult and challenging 18 month and getting us to where we are today.

***INFRASTURE UPDATE***

SeVern reported we were asked by the Commissioner to put together an infrastructure analysis of the entire SDPB network statewide including the operations in NOC, studios, and our infrastructure out in the field. We came up with the following list for our needs.

Network Infrastructure Request:

\*EAS Equipment Upgrade--$110,000

\*Network Operations Center Modernization--$300,000

\*KCSD to KESD to KDSD Interconnect Replacement--$405,000

\*TV Transmitter Replacement--$868,000

This proposal will take care of our eastern side of the state. We are sitting pretty good with the west side currently. We also looked at our tower infrastructure and determined the following needs:

\*KPSD-Faith/Eagle Butte tower replacement--$15,900,000

\*KESD-Hetland/Brookings tower replacement---$7,500,000 (most critical for replacement)

\*KTSD-Reliance/Pierre tower replacement--$7,963,000

These items were all included in our budget request. We have identified our top priorities as shown above. Barring what the outcome is of the budget process we will still endeavor to go forward with first three things in this list over the next two fiscal years.

Since this board holds our licenses, we started the licensing renewal process, we will be doing that for the next two quarters of the new calendar year. There is an FCC window coming open the first part of November to allow for new FM station license to be applied for. It’s been a longtime goal to fill the gap between Mitchell and central South Dakota region. We have done the engineering study and there are full power stations available. We are ready to apply for that.

We are doing a backend update to our Hiavision (our SD.net channel platform), we will start rolling out in the next 6-8 weeks. We will have it tested before we roll into legislative session.

***Friends of SDPB Report***

Ryan introduced Karen Mortimer—Friends Board Chair, Twyla Olson—Vice President of Membership and Eric Erickson—Vice President for Underwriting. It feels good on the Friends side to be concluding our capital campaign that was based on the strategic plan. For the past two and a half years we have been raising money for programming and endowment based on that. The results grew from a 7 million dollars effort to 13 million dollars final effort. As of today, we are just about to 14.2 million dollars raised. The capital campaign ends October 31.

The last year and a half have been fantastic. We had a great FY21 and have a good start to FY22. Part of that is due to the capital campaign and finally fully staffed in underwriting and membership. Twyla recreated a business module for Friends that is much more strategic and forward looking. The results are really paying off. Eric has presented an elevated vision for the whole underwriting process. Eric is taking on digital and local sponsorships. Ryan congratulated the Entertainment group for how well they work by giving much more lead times in programs that are coming up. We’re able to monetize that since we have more time available to sell. Twyla’s team is going to be working on refreshing the sustaining memberships (members that give monthly) by making a few tweaks and improvements to get more people into that system to generate a million dollars a year. Our focus for the next couple of years is to improve on what we are already doing.

Karen Mortimer thanked the Friends staff for the remarkable job they have done for the network. Our work is easy because we have a wonderful programming to offer the people in our state to invest in. The Friends Board has developed and is currently using a strategic plan that they are very happy with. It is aligned with major giving, membership, and underwriting. The Governance and Executive Committee with staff feels like a real coordinated effort. Thank you to the ET Board, staff at SDPB and the Friends staff for all their great work and efforts.

Julie introduced Marcy Drew our new Director of Education at SDPB. The money for her position is a direct result of the goals we set in the campaign to fund a rebirth of our focus and intent when it comes to Pre-K education. Marcy comes from USD with a degree in Pre-K education and has helped write standards for Pre-K education. There are some exciting things ahead of us now that we have the baseline to hire some education folks. This is one great example of how the campaign is helping reach tangible goals and outcomes.

***MANAGEMENT TEAM REPORTS***

***Director of Content****—* Larry wanted to point out two things. The first being a major redesign of a couple of signature programs; *In the Moment* on radio and *South Dakota Focus* on television. There was a wide staff participation in the redesign and how clearly it was pointed out that content producers all around the organization need to contribute to and be part of it really changed the thought process all over the building. The second item Larry wanted to mention was the way the content groups are being managed that is in direct credit to Cara, Brad, and Marcy in how they are working with people and sharing in that vision, and seeing things work according to the systems they put in place for people to operate within. It’s been a multi-year project and the benefit is very clear to our viewers and listeners and you can feel that within the organization as well.

***Entertainment Content Director-***Brad Van Osdel highlighted a few items: One of things we started doing last year was live streaming the South Dakota Symphony and Orchestra concerts, we are partnering with them again this year. To take it to the next level we are recording them to air on television along with doing interviews with the performers. High School activities kicked off in October and we have already had some memorable moments by witnessing a kid who got a hole in one. To be in the right place at the right time and the way we approach those sporting events that are not broadcast are great moments to share on social media. We ended up creating a radio story as well that got over 20,000 views on social media. Last weekend we were at Cheer and Dance competition, a lot of people tune in for the live stream of this event but the thing we do that takes it a little further is to take all the winners and place it on social media, people love to re-watch these kinds of things. Just putting up those short routines that the Brandon Valley girls won had almost 100,000 views. They all had great background stories, many got thousands of views. People really appreciate the extra things we do.

Brian Gevik is working on a documentary about the history of Civil War Veterans who helped settle South Dakota. This will be released in the spring. Another one slated to be finished by next summer is the history of the SDSU Marching Band. Next year is the 50th anniversary of the Title 9 in college and high school women’s athletics. Nate Wek and Kyle Mork are working on this project and the working title is *Pioneer Women in Athletics in South Dakota*. This program is slated for April.

*Dakota Life* program-We have had our struggles with how we engage with the audience and not just tell the stories we think are important. Here are the steps we are now taking for Dakota Life episodes:

\*The first step is to contact the community to find people who have an insight into the town’s history, culture, and why people choose to live there and call it home. During this step, we also travel to the community to interact, ask questions, and find the stories that make people proud of their town.

\*The second step is producing the stories and the show’s production.

\*The third step is to celebrate and screen the episode at a venue in the community and connect with people a third time to ask them about their thoughts on the program, what we missed and what stories are yet to be told.

We have been in Mobridge, Milbank, Flandreau, Eagle Butte, Custer, Murdo, and next week we will be in the community of Springfield. Last year we streamed the *Buffalo Round Up* during COVID to help them out. This year Larry announced it along with a representative from Game, Fish, and Parks. It was nice to have a play by play with a little history of the round up, and we added a couple more cameras for extra shots. It was a successful event. We have had 25,000 views on You Tube, 45,000 on Facebook, and a little over 5,000 on our streaming platform.

***Journalism Content Director***-

Cara Hetland reported the biggest shift we have done is teaching radio people how to record video with Brad’s assistance. We have been working hard to tell stories on multiple platforms. It has been a real challenge, but it has also paid off in the way we tell stories. We have a new content system management from NPR that has changed our entire workflow and changed the presentation of our work as well. It is a subtle change but an important change. We have adopted the digital first model. Our editor is a newspaper guy (Seth Tupper) and is really leading the way. Moving some of the staff into leadership positions has really paid off and adding Arielle Zionts & Richard Two Bulls to the team has really opened doors for diversity stories. We moved Josh Haiar to focus more on distributing content. He has built our content management system, and our sdpb.org/news page. We are fully staffed now. We have a new Morning Edition host, Stel Kline. Seth Tupper and Lee Strubinger are in New York City accepting their National Edward R. Murrow Awards. Seth won for *Investigating Reporting* about firework at Mount Rushmore. Lee won an award for *Writing*, a Covid 19 story, “why did he have to die” Lee’s story was a very powerful one and this was his second National Murrow Award two years in a row. Cara is very proud of these two as well as the great work her entire team is doing.

***Education Report***-Marcy Drew thanked everyone for their warm welcome; she has been a preschool teacher, grew up on a farm near Fort Thompson and sometimes the only thing on TV was public broadcasting. Marcy reported Science Steve has been working with Sanford Research Promise developing some units from their educational collection and now we have partnership where those are on PBS Learning Media which is accessible nationwide.

Steven’s newsletter goes out to over 3,000 people. Teachers are using these tips, tricks, and ideas to teach. Kevin Nelson and Amelia Meyer are helping young children and their caregivers/educators. There are people from all different settings that need help with teaching. We have great partnerships and collaborations with people already creating good content, but they are struggling to get their materials and resources out there. SDPB can help with that. Marcy has a text platform that is designed to take these same messages and make them a text message to send to caregivers and teachers for early learners called Bright By Text. Marcy’s team is building resources that can be used by parents, daycare providers or by preschools. Marcy and her team are working on an education strategi plan that will be ready for the fall school year in 2022. Another part of this is to fill in the educational learning objective holes especially where we can tie something South Dakota to the standard or the learning objective to make it more personal and relevant. We just green lit a couple of them to further work on special projects and video lessons in Lakota Learners. We can do a lot of work in this area that is underserved. A lot more work can be done on STEM and other areas as well. When we see holes in the curriculum that is where we will put our money and maybe bring in teachers over the summer to help us fill out the library. The starting point for all of this was SDPB4, our dedicated channel to kids programming 24/7. South Dakota does have optional early learning guidelines, like the content standards of K-12. We have made sure the programming, online games, and interactives are SDPB approved and aligned with SD content standards. The bulk of the work done by the education team is not to send kids to the screen but is to have them interact with parents, teachers, or daycare providers off the screen with these things. Their job is to take this program and make it interactive activities so they can work together.

***Programming & Communications Director***-Fritz Miller reported we did not renew the *Lawrence Welk* program for TV.

A few highlights to look forward to: There will be a season two of *All Creatures Great & Small* premiering in January, a new series *Around the World in 80 Days*, a season 11 of *Call the Midwife*, *Sanditon and The Watsons: Austen’s Unfinished Novels* by Jane Austen, and *Finding Your Roots* continues. Ken Burns will be on the scene with a documentary about Benjamin Franklin and a program about youth mental illness program titled*, Hiding in Plain Site.* The radio programming schedule has some unique opportunities coming up. We strive for consistency in the schedule. There will be a lot of holiday and Christmas programming to watch and listen to.

***ADJOURNMENT***

Julie mentioned Teri Roetman will be in touch with the board members regarding the next meeting. It will likely be at end of next legislative session.

A motion was made by Julie Overgaard to adjourn the meeting at 3:15pm. Second by Jerry Oster.

Motion carried.