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

**Vermillion—Al Neuharth Media Center**

**June 21, 2019**

**Board Members Present**: Julie Ashworth, Jerry Oster, Dave Landry, Julie Overgaard, Doyle Estes, Janelle Toman, and Kay Jorgensen via phone

**Board Members Not Present**: Mark Shlanta and Pat Snow

**Staff Members Present**: Teri Roetman, SeVern Ashes, Bob Bosse, Larry Rohrer, Fritz Miller, Kent Osborne and Ryan Howlett

**CALL TO ORDER**

The meeting was called to order by Janelle Toman at 1:31pm. The meeting is being live streamed on SD.Net. A verbal roll call was done by Teri Roetman.

**APPROVAL OF MINUTES**

A motion was made by Doyle Estes to approve the March 7th meeting minutes as presented.

Second by Jerry Oster. Motion carried.

**FINANCIAL REPORT**

Julie Overgaard reported its’ too early to have the end of the year numbers yet. Julie met with Deb Larson a couple of weeks ago to discuss the budget and financials. She is happy to report we will end the year in better shape than we anticipated, ending with a half million dollars. This may not be ideal, but it is a benchmark where we set ourselves.

In other news, Deb Larson retired from service with the state on June 8th. Financials for BIT (Bureau of Information & Telecommunications) will be handled by BFM. Julie does not believe this will change things for public broadcasting. However, when you get into things that are not normal for other state agencies like our relationship with Friends of SDPB, CPB, NETA, community service grants, and requirements for grant reporting it is more challenging. Deb has agreed to stay on with us on a part-time basis to help with the oddities of public broadcasting. She will help us transition some of the duties to NETA who also handles the Friends financials. She will be working around 10 hours a week to help us out

A motion was made by Dave Landry to accept the Financial Report as presented. Second by Doyle Estes. Motion carried.

**EXECUTIVE DIRECTOR’S REPORT**

Julie Overgaard mentioned most of her report will be on the integration of the strategic plan document. One note of funding, the requested budget for the Corporation of Public Broadcasting did pass out of the House this past week. It includes a 50 million dollar increase in funding for CPB which will trickle down to us in our community service grant. This is the first increase of any significance they have had in decades. With the House passing it out, Julie feels good the Senate will pass it as well. The Senate is where most of our supporters have been. She feels hopeful the budget will pass and we will see an increase in our funding from CPB. The new initiative CPB has been working on (rural storytelling) is moving forward. Julie talked with one of her colleagues who was put in one of the leadership roles for the advisory committee group, he expects grant announcements in early July. Rural stations can apply for some of the dollars from CPB. Julie feels confident and optimistic that we can apply for some of those dollars to create real robust content for rural South Dakota communities.

*SDPB Strategic Plan Overview 2019-2024*

Our vision remains the same. When we talk about media landscape nationally or on the local level, we continue to see the erosion local journalism and rural storytelling. We are wrestling with fast changes in new technologies and how consumers and younger people are interacting with that technology and media. We still have a robust audience for TV and radio but if we want to reach someone who is in their early 20’s, will we be able to reach them in 2033 with our current means of watching TV and listening to radio? The answer is no. The challenge is how are we going to set ourselves up to organize and strategically think about the things we are going to have to do to capture this audience. In South Dakota we know we have an aging population, a younger more diverse population, and a changing business climate with agriculture and tourism still dominating our state. There have been significate advancements in healthcare, banking, and technologies that impact the eastern borders of our state, and the changing demographics on the western side of the state as well. In the long term what are we going to do to combat the erosion of the Argus Leader, Rapid City Journal, and some of our long-standing traditional media sources.

We have had three working content groups and collapsed them in two groups. Cara Hetland, Director of Radio will head the Journalism group and Brad Van Osdel, a long-time production manager will head up the Entertainment Group. This will give greater accountability to everyone involved. Each of the different areas within Journalism and Entertainment has “beats” or key content areas as listed below:

*Entertainment* Beats: Rural Stories, History, Arts, Sports, Recreation and Culture

*Journalism* Beats: Business, Politics/Public Affairs, Health, Education, Diversity, and Rural Issues

We wanted to make sure every beat has someone assigned to it and then support staff within those groups for each beat. We want to ensure that content is done on the given timeline and focus remains on the content of each beat.

**Larry Rohrer** reported in the past couple of years we have had one staff person to work in one of primary topic areas to report on important things in the state on any given day. In the topics of rural issues that are policy type issues are topics that may be a *South Dakota Focus* style type program. Policy and Politics, it is about the work our legislatures do that impact our lives when a law is passed, or a policy is made. Business and Community Development goes hand in hand when the community drives the size and growth. Education and Healthcare are both important and with the size of our staff we have combined them into a single reporter. With the inclusion of diversity and breaking out some of the rural issues this is an evolution of what we have been doing the last couple of years. We will examine the process so we can take best advantage of enterprise reporting and ensure that each story can be distributed across all our media platforms; television, radio, and digitally. By digital we are talking about audio and visual stories ending up on our website for replay and in a couple other content management systems. We do versions of those stories on Facebook, Blog Content, Twitter and Instagram on the digital side. We have set up pilot projects of distributing content across platforms to refine those best practices and to make them universal. Every time we have a story idea staff will ask questions such as, how is this topic going to be approached for *In the Moment*, is there portion that can be used for the radio newscast, can it be presented as a short video on Facebook, are there photos available, if the topic is being discussed will it advance the issue if we were able to have a public forum or would it be better to have a deeper conversation like those on *South Dakota Focus,* oris the topic large enough that we should bring it to the whole group of content to further examine it for other points of view. We have been doing this in the past and there has been tremendous growth in our digital audience. Larry reports we have had great success and feels the process will better serve towards our mission and a process that is a little closer aligned with the way that audiences and corporate support may want to be involved and support what we do.

**Julie Overgaard** reported with these content groups we were granted two new FTE’s by the legislature and the Governor’s office last year. In theory we could hire July 1; we hope one of those positions will fill the diversity beat in the journalism group and the other one can provide much needed extra videographer support in the entertainment group. We will not hire either position until we have a year’s worth of salary in the bank, Ryan will explain better in his report. It is very important we ensure the money is there to support these new hires. While it is very important to provide local content and we how do that, there is many other items at play here that need to be taken into consideration. When you see something on TV or hear something on radio or watch it on Facebook, it is not magic, there are people behind the scenes that are figuring out workflows and all kinds of things that make all of it happen. Outside of television, radio and even the digital side there is PBS Passport, SD.Net, Google home, You Tube and all these other places where we need to strategize where it makes sense for us to be in and where it doesn’t. There are agreements PBS and NPR are working on for greater distribution that turn around and come back here and affect us even if it just an engineering kind of way. PBS is working on skinny buckles with these providers that will impact and affect us going forward.

Historically Bob made the television schedule and Cara made the radio schedule, and Kent, Bob and Fritz dealt with the online visual schedule. The online portion was not a coordinated and a cohesive type programming strategy across all platforms. Bob Bosse will be making a slight transition from TV programming and local production, to focusing on programming for all of SDPB. He will oversee the radio program schedule for the local and national standpoint, same with TV, and the strategies for all the digital pieces of this. Our programming department will consist of four staff focusing on content area, our audience analysis, and the underwriting portal for questions and issues that come in. July 1 will be the launch date; we will not be changing the organizational chart, changing people’s job titles or descriptions until around October/November. We want to see how things go or maybe we will decide we need to back up and take another run at this plan.

The digital department has been absorbed into one of the two working groups. Kent and Laura who have always provided the backend webs services, work with PBS and NPR when they update their websites, manage Google Analytics, and SD.Net. They will be moving into the engineering department which will be working more closely with the programming department to figure out how we can integrate better workflows. They will take over some of what has been on radio shoulders as in terms of the backend of how they operate and integrate that more down in engineering. This will allow people that make content to focus on making content. The rest of the staff can focus on the processes we need and make sure our strategic plan can happen. We will then look at the analytics and measurements to determine if we made good decisions. We will have good discussions about every good opportunity that comes our way if there is something we need to stop doing or say no to. Sometimes the challenge comes to us whether we say no we are not going to do this or maybe something that we have been doing for 20 years is great but maybe we will not continue to do it in the future.

The one thing left out hanging is the education piece. This person will be moving into the marketing department along with outreach for the time being depending on where we go on the education side.

The key lead staff for Engineering/Operations/Digital will be placed under SeVern Ashes. SD.Net has been handled on the digital side will be moved to the engineering/operations responsibility. The Boards and Commissions have been added on SD.Net in the past year. SD.Net could become your one stop shopping place for all your public information kind of needs. We could provide this need and it would put us exactly in the lane that public broadcasting should be in. There is more work that needs to be done on our side before this can happen.

Cara and SeVern plan to take a tour of some of the reservations, tribal colleges and have some conversations with them about getting some ideas for a possible Native American Diversity Reporter and possibly expanding one of our boutiques on the reservation.

We expect CPB to release their grant opportunities for their rural program and hoping we can apply for some of that money this fall as well. Carol Johnson was successful in getting a $6,500 grant last night which we can use for outreach staff or other purposes. The Friends Board voted this morning to approve a match to that $6,500 so we can move forward with hiring a part time person for an outreach coordinator in the Black Hills Studio, which is where we really need an extra person. This person will fall under Fritz in Marketing. The hope is this person will help contribute to membership and donor growth for Friends as well. They will serve a key marketing strategy from a point if we have events going on at these places, then let’s use social media to bring people in to interact with us and experience what we are doing. If you want to reach out to the millennials and engage with that audience; you have to offer them opportunities to physically engage with you. Julie believes this would be a huge move forward.

In the area of Education. Julie and Larry believe SDPB has a critical and important role to play in Pre-K education going forward. Neither Julie or Larry are the ones to make that plan, we are hoping in the short term to contractually bring somebody on board that would help us create that plan and what it might look like, so we can go out to sell it and promote it. We have done well in the past helping with curriculum in schools. We want to do something that can be digitally shared with schools. We have reached out to some statewide organizations and school administrators who are actively promoting preschool and improving the quality of preschool education. We would want to use national programs and create our own local content. Steve Rokusek is our current education and outreach person and primarily works with K-12. There is a huge library of content that PBS and partner stations have created that has been put together in a database for teachers to use in their classrooms, Steve helps coordinate this. He has built a contact list of nearly 3,000 educators in the state, and he speaks to education groups. Steve has created content particularly in the STEM area that we can add to that library and share it since we are a production entity and we have distribution capabilities. Steve is doing outreach as well and doing demonstrations that are helping teach teachers ways that they can demonstrate STEM. PBS has created one of the most vital media resources for the Pre-K demographics called PBS KIDS GO ONLINE and is one of the most popular online tools that is used. We have a channel now SDPB4, it is dedicated specifically to PBS Kids programming geared for the Pre-K area. We believe that if we have a person on-hand they can do that same modeling that Steve has done, coordinating the content to supplement Preschool and Headstart curriculum, and also build a list of things that only we can do and that is to make it available to the parents in the home who do not have kids in preschool or Headstart. We can both serve and fill that void. We feel there is an opportunity and need to take that next step for us to be involved with other organizations that are really trying to make a difference in the Pre-K area. We want to be a model and a resource in the process that professionals have designed for the parents of Pre-K children. Putting this together opens a lot of doors for other educational services and lifelong learning aspects.

The challenge for us, it is very hard to approach a grantor and ask for $200,000 so we can hire somebody to figure out what we want to do in preschool education. It will be on our backs to bring on an expert to help us put together something grant worthy. We don’t have the time and expertise to bring it to the next level.

**FRIENDS OF SDPB REPORT**

Ryan Howlett reported Friends has been going through a big transition over the past year. This new strategic plan is going to force us deliver more dollars to the network. Our mailings are looking outdated in language and approach, we decided we can’t afford to do this inhouse anymore. We went out and looked at four different firms to work with us and settled with one from North Dakota who will be handling our outgoing mailings and we paired it with Premier Lockbox service who will handle all the incoming checks. We will not handle the checks anymore, we had two staff in Brookings who handled that. We are going to reallocate our staff and work with the vendors in order to reach more donors. We are growing our major giving staff from one person to three people. We slid one person over to the major giving team, we hired one person to work half time working with the fundraising team and the other half working on some of Ryan’s duties so he can be out fundraising. Julie and Larry will be helping with fundraising efforts as well to help accomplish this strategic plan goal. We launched our capital campaign which the Friends Board agreed to last October, settling on 8.5 million-dollar goal. Friends needs to deliver 1.25 million dollars over the next five years to the network to fund the expansion plans. $250,000 a year in buckets, $600,000 in salaries and benefits, $250,000 for contractual labor, $125,000 for productions costs, and then for marketing and outreach efforts are nearly $300,000. This is the part of the campaign we have not started yet, we did the million dollars for the studios and now we are getting our printed materials into the final stage so we can go out and make solicitations, and the third part is the endowment portion, we are working to raise 6.25 million dollars which evaluates our total endowment holdings to 10 million dollars. This figure is critical as the 10 million dollars in perpetuity kicks off enough earnings in a typical year to fund the $250,000 increased cost in transfer to perpetuity and it pays our rent and operational costs in Rapid City and Sioux Falls. Ryan was happy to report that we have received expectancies for the campaign of about 3.3 million dollars, those are gifts that will come in as the donor passes. Our total of the 8.5 million dollars, we raised is 4.6 million in gifts and expectancies for 54% which we are very happy about and we were able to make our payments to the network in our current transfer schedule. We met our obligations for FY18 and 19.

**BIT COMMISSIONER REPORT**

No report.

**MANAGEMENT TEAM REPORTS**

*Television Director Report—*Bob Bosse pointed out recently we produced and aired the *Leaving Redfield* documentary. We have received so much feedback from this documentary regarding the deinstitutionalization of the Redfield School Hospital, it touched on a lot of issues as people were once housed there have made it out into our communities. It will air again in July and August. It was an extraordinary documentary, Paul Higbee (TIE office) was the driving force behind this production. He wrote the bulk of this project and we finished it up for him. Coming up in August we will have *Vanished South Dakota.* This is a documentary about some of the towns that have disappeared from the landscape of South Dakota over the years. This is one project we decided to experiment online with social media to raise the audience with it and to raise some money with it. We have had a lot of reaction from it with Facebook and other platforms. We had film screenings where 300 people showed up at events just to see a clip of it. It will premier as a pledge event on August 19th. *Buddy Redbow* is another project we are working on. He is a Native American country music singer from Pine Ridge. This will be in part of the Ken Burns documentary *Country Music* that will premier in October. We are working on a documentary of the expansion of the National Music Museum as it is easy to make content and access since it is right on campus here. They are in a three-year expansion and we will follow it closely. One of things Bob wanted to mention is the way we measure how many people are watching our programming. Our reports come from the Nielsen Reports. Nielsen has made a transition in our markets to do reporting through electronic devices which capture what people are watching on TV. An example of how these numbers can fluctuate our average weekly accumulative audience for January through April this year shows a big spike in March on SDPB1 and SDPB2, that is due to sports. When we got our list of the top 25 programs airing in March, 23 of the basketball games we aired are on the top 25 list. This shows how important our local content is whether it be sports or our local produced documentaries, they outperform a lot of the national content. When local content is good and compelling it will dominate. With the new electronic devices to track viewership, this will help us more accurately track the numbers of people watch our programs. SDPB Kids is our lowest watched channel on television but keep in mind it was designed as an online app. As people are cutting the cord from cable, this makes it a little harder to track as people are using mobile devices to watch our programming. Bob will be tracking these numbers across all media content the best he can.

*Engineering/Operations Report—*Severn Ashes reported his team has been very busy since we broke ground on Black Hills Studio. We are still finishing up loose ends in Sioux Falls. We have designed these studios to support all public broadcasting media, but in radio they use all three studios daily. We have been looking at Cara’s initiative to create boutique studios and we partnered with the universities in Brookings, Spearfish and Aberdeen. They have been using each of those studios on average of once a week to bring content from those rural studios into our programming stream during *In the Moment.* SeVern reports his team is building the technology and have the vision of what they want it to do. Another component of engineering to keep our towers legal, ESA test systems legal, and all our licenses are intact. We are seeing some changes in the public safety arena. We have made an agreement with the Department of Public Services to stream some of their media and their backend functions for them. SeVern is involved with the National Alliance of Public Broadcasting Public Safety working group. Part of our initiatives was to reach out to public safety entities within the state, local state emergency managers and see how we can use the resources the state already has to help them in the event of an emergency. We are building those partnerships throughout the state. Moving forward our main objective is figuring out technical wise where we can duplicate our programming on these different platforms.

Kent is on top of the apps; where they need to be and what apps are needed. Our challenge is how do we design the backend function, to where we are not duplicating to feed these different platforms, using the computer systems that are out there designed so we can feed multiple platforms with one input. We are close as things flow through the design process. It will be exciting to look for the next 2-3 and even 10 years out to see how we marry the internet of things to traditional broadcast of things to ATSC.3 television format. There are a lot of traditional broadcast opportunities out there to converge into the internet of things. We will keep looking ahead and merge the two to keep South Dakota on the map.

*Marketing Director Report*—Fritz Miller reported their job in marketing is to make sure people are aware of events and activities that are happening so people can attend. Many of these are happening in our new studios, but there are several activities that we participate in that take place away from campus. We want to be visible and pull people in, have a conversation with them, and direct them to where else they may find something of other interest whether that is other activities that are taking place in our studios, support of us financially or through being a volunteer or whatever the case might be. We have a couple of programming initiatives coming up. One is *Vanished South Dakota;* we are pushing out content and interacting with people on social media platforms to make sure they are aware of that programming. We have had some wonderful discussions. This is a topic people hold near and dear to their hearts because so many have parents or grandparents that lived in these disappearing areas and have memories of years past. We are helping them share their memories on social media. The second program coming up is Ken Burns documentary *Country Music* which airs in September. We are working with the National Music Museum on some presentations and we are getting close to having three events planned that will feature instruments from the museum being played by musicians that will be familiar to South Dakotans, Chris Gage will play a guitar that Johnny Cash used to play, and he will do a couple of songs with the instrument. We will have someone from the museum that knows the history of the instruments and will show a preview screening of the documentary along with a preview of Buddy Red Bow documentary. PBS has a program *Chasing the Moon* to commemorate the 50th Anniversary of landing on the moon. We are producing a local show from Images of the Past titled *Space Age South Dakota*. This will show the connections South Dakota has to the space program, we will do some film screenings and outreach with that program. The old Winnebago needs to be re-wrapped so we can brand it and use it as mobile educational unit for Science Steve. He takes a lot of material with him to these events and it will be a promotional billboard for education featuring Science Steve. Discussions will happen to figure out designing the interior. The name for the Winnebago is SDPB Explorer, the back of it will be blank and will feature sponsors and underwriters that want to support Science Steve community service events.

*Kent Osborne* mentioned today he was in the Sioux Falls Studio for the Tech Radio program and today was Joel’s last day on the show. He has been a part of the show for around 19 years, we will miss him, and we have a couple of months to find a replacement. Kent reported with all the apps and streams, we are trying to catch people with what they are using to watch us. The times are changing in the ways people are viewing media content.

*Radio Director Report*—Larry Rohrer reported when the radio format changed a couple of years after Owen DeJong retired, we changed the public affairs format and extended the local coverage, we promised we would take care of the fine arts and cultural reporting and looked at it as an opportunity to expand it. We have done more than the pay off in that area. Just this summer on *In the Moment* there are a dozen local authors who are being featured for an hour to talk about their work, we area also coupling that on Mondays with program featuring local musicians and classical music organizations from around the area. The one item Larry wanted to point out is the winning of awards from the regional basis of the Edward R Murrow Awards, there were five winning categories this year. This regional award is made up of North Dakota, South Dakota, Minnesota and Wisconsin. It combines commercial and non-commercial stations, our winning categories for the 5th year in a row are: Overall Excellence in Small Market, Excellence in Innovation, Feature Reporting, Hard News, and Excellence in Video. The staff members that were named on these were Josh Haiar, Brian Gevik, Chris Laughery, Chynna Lockett, Lori Walsh, Jackie Hendry, Steve Zwemke, Paul Ebsen and Katy Beem. They represent television, radio, marketing, digital, and one of them was an intern. The one who was the intern, we just hired him as an additional staff member on *In the Moment* program. Two of the four awards won were related to Native American issues, one was a feature on Myron Pourier, a great great grandson of Black Elk and the other was Rosebud Economic Development Corporation and how their program benefits the youth on the reservation.

Julie told the board members she can’t say enough about the terrific managers and leaders that she is blessed to work with. Strategic Planning can be very stressful and sometimes fighting goes on between managers, employees may not agree with the managers, when you start shaking up job titles, and moving people around, things can get sticky very quickly. It has not been easy, we have had to make hard decisions, have hard discussions, the group that Julie is aligned with have always risen above that, it exemplifies what good leaders and managers look like. Julie is over the moon happy how well and enthusiastic this has been received by our staff. This plan is not just strategic planning but succession planning. There is not anybody walking out the door tomorrow, but the next five years are going to bring some changes to this place. We not only need to plan for our future but for the next generation of SDPB staff and the SDPB Leadership will most likely going to be grown from within.

**FUTURE MEETINGS**

The next meeting will be held in Rapid City on Thursday, October 17th at 1:30pm.

Next meeting October 17 @ 1:30pm.

A motion was made to move into Executive Session by Doyle Estes. A second by Dave Landry.

Motion carried.

A motion was made to return to open session by Dave Landry. A second by Doyle Estes. Motion carried.

**ADJOURNMENT**

With no further business to discuss a motion was made by Doyle Estes to adjourn. A second by Julie Ashworth. Motion carried. The meeting adjourned at 3:49pm.