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

December 4, 2020 @ 1:30pm Central Time

Virtual Meeting via Zoom

**Board Members Present:** Mark Shlanta, Doyle Estes, Janelle Toman, Julie Overgaard,

Kay Jorgensen, Jeff Clines, Julie Ashworth, and Jerry Oster

**Staff Members Present:** Larry Rohrer, Deb Larson, Teri Roetman, Ryan Howlett, Lita Muhr, Bob Bosse, Brad Van Osdel, Cara Hetland, SeVern Ashes, Katy Beem, and Fritz Miller

**Friends Board Members Present:** Gene Ellenson, Karen Mortimer, Katrin Profilet, and

Jan Johnson

**Special Guests:** Dr. Shane Nordyke, Matti Jones, and Aaron Vlasman

**CALL TO ORDER**

The meeting was called to order by Chairman Mark Shlanta at 1:30pm Central Time.

**APPROVAL OF MINUTES**

A motion was made by Kay Jorgensen to accept the October 2nd meeting minutes as presented. Second by Jerry Oster. Motion carried.

**APPROVAL OF FY20 NETWORK AUDIT**

Deb Larson reported the audit was conducted in September. The final report was submitted to legislative audit and approved a few days later. Everything was presented fairly and with no problems.

A motion was made by Janelle Toman to accept the FY20 Audit as presented.

Second by Doyle Estes. Motion carried.

**CPB COMING HOME GRANT COMMUNITY ASCERTAINMENT REPORT**

Five or six years ago Julie met with other state broadcast executives who largely represent rural states operating public broadcasting systems. They began pushing on CPB and PBS to better represent rural America in their content and programming decisions. CPB did hear us and they put together some seed money. SDPB received just shy of $50,000 for community ascertainment around what’s happening in the lesser populated areas of our state, how people feel about their communities, what their concerns are, and what they consider their successes to be. The work is being wrapped up. It is important to Julie that the board members have a base line understanding what we found, what has come out of this and what we plan to do with these findings. We will use this as our next step and a place for thoughtful consideration of what new programming and new local content we may want to create over the next several years. This comes with the understanding we are one of six or seven states that are pursuing this same plan. We will apply for second grant to implement and create new programs based on the research Dr. Shane Nordyke and her group have done. We will be talking about programming in future board meetings so this information will be beneficial for everyone going forward with decision making. Katy Beem, who works in our Marketing Department will kick off this discussion.

Katy reported one of the deliverables required from CPB as part of this project is a deep environmental scan of our audience and potential audiences. To help carry out this we enlisted Dr. Shane Nordyke. She is a Political Science Professor at USD and her areas of expertise include public policy, research methods, and analytical techniques. She also directs the Chieseman Center for Democracy at USD which supports research and civic education activities. For those reasons we have partnered with the Chieseman Center. Dr. Nordyke and her research method students are joining us today. They helped us design and deploy several components of the deep environmental scan including a compilation of demo and economic issues, trends in South Dakota, a statewide survey, focus groups, and some other measurement tools which are providing SDPB with these essential qualitive and quantitative data from a wide swath of South Dakota communities and individuals.

Katy introduced Dr. Shane Nordyke and two of her students from Applied Government Research class. This is a class that gives students the opportunity to work on real world applied projects through the Chieseman Center or through the government research bureau. They will be presenting one prong of their three-prong strategy. Their strategy has been a collection of available data that had already been collected through the state, a study of focus groups with specific population types across the state, and all this will come together as one compilation and comprehensive overview with the picture profile of the people within our state. Dr. Nordyke introduced her two students, Matti Jones and Aaron Vlasman. They have been working on this project since the beginning and will be presenting most of the research.

The board members watched a presentation from Dr. Shane Nordyke and her two students on the CPB Home Coming Ascertainment Report. The final report will be provided in January or early February. One of the requirements of this grant is that all stations participating in this need to participate in monthly meetings to share and discuss their progress and findings as we work through this. All the information will be shared on the CPB resource website. They will give us a push on the best way to use this information to create national content out of these findings. Julie feels this research will be very informative and helpful to us as the comments extend beyond our own members feedback. Julie expressed her thanks to Katy Beem who has been the project manager on this. Julie feels this will make future board meetings more meaningful as we discuss more about programming in the future and to have this information will be beneficial. This information will be helpful in making our cases as we look for money to create new content.

**INFORMAL DISCUSSION**

As of today, Julie has not yet heard if the Governor is going to approve or disapprove our FY22Budget Request. We may not know until the Budget Address is given on December 9th. As a reminder we are asking for 1.5 FTE’s with authority to spend another 100,000 dollars from the Friends of SDPB to support these FTE’s and $60,000 in general funds to support them in the area of education. This will be for our Early Learning Initiative, support our K-12 efforts, and along with our life-long learning efforts. This will give us back a Director of Education. The state did approve our half-million dollars in COVID relief money to deploy datacasting for education support. It will make a huge difference to have someone that can manage all these education aspects. CPB will be investing money into datacasting to help with the design of interfaces with this project between the technical pieces, teacher pieces and the integration that will need to happen.

Larry led alongside with an online consultant (Jim Russell), Lori Walsh our host of *In the Moment*, and Cara along with her Journalism team for a month long process to take a deep dive into *In the Moment* as a program, our processes, and how we create radio content. We were given a long list of recommendations that we are now in the front end of implementing to improve our radio audience, our program flow, and how we share content around the organization.

SeVern reported that all our FM licenses have been renewed and received by the FCC. We are in the fourth week of post notification.

Julie informed the board that Mark Shlanta after many years of faithful service to SDPB has decided to retire. Julie presented Mark with SDPB’s Order of the Big Bird award. Julie reported the Board of Commissions will meet next week and we were asked to submit any recommendations for them to consider for Mark’s vacancy. Let Julie know if you know of anyone.

**ADJOURNMENT**

With no further business to discuss Chairman Mark Shlanta adjourned the meeting at 2:42pm.