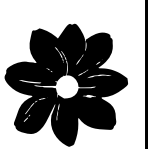


MOUNT RUSHMORE STATE
HAIL, SOUTH DAKOTA
 CAMP CROOK BUFFALO HOOVER
 CASTLE ROCK BUTTE
BELLE FOURCHE STONEVILLE
SPEARFISH ★ GEOGRAPHIC CENTER OF THE NATION MONUMENT
 CHEYENNE RIVER INDIAN RESERVATION
 LEAD
 DEADWOOD
 STURGIS
 BLACK ELK PEAK
 MOUNT RUSHMORE NATIONAL MEMORIAL
 MIND CAVE NATIONAL PARK
 HOT SPRINGS
 MUD REVA
 PINE RIDGE
 WALL HERMOSA
 WHITE RIVER
 ROSEBUD INDIAN RESERVATION
 VIVIAN KENNEBEC ARMOUR PARKSTON
 WOOD PRESHO
 WINNER
 COUNTIES PARKER LENNOX MORNING BRESFORD
 FAIRVIEW CANTON
 SHINDLER
 VERMILLION
 CLEARFIELD
 YANKTON
 SPRINGFIELD
 ELK POINT
 NORTH SIOUX CITY



LEMMON POLLUCK
MORRIDGE
 IPSWITCH MINA
ABERDEEN
 MELLETTE
 LA PLANT
REDFIELD
 DESMET
 VOLGA
 ARLINGTON
 WATERTOWN
 MILBANK
 MAUBAY



TIMBER LAKE
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PIERRE
 BLUNT
HURON
 MADISON
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 MENDIE
CHAMBERLAIN
 THE WORLD'S ONLY CORN PALACE
SIOUX FALLS
 HARTFORD DELL TRENT
 RAPIDS HOWARD
BRANDON



RAPID CITY
 MOUNT RUSHMORE
 MIND CAVE NATIONAL PARK

WOOD PRESHO
 WINNER
 COUNTIES PARKER LENNOX MORNING BRESFORD

66 TEA HARRISBURG
 SHINDLER
 FAIRVIEW CANTON



Friends
 of South Dakota
 Public Broadcasting

2022 ANNUAL REPORT

INSPIRE. CONNECT. ENTERTAIN.

We are South Dakota Public Broadcasting.

As citizens of South Dakota, we often talk about our state as being vast and diverse. And it is. But your gift to South Dakota Public Broadcasting helps build a bridge, bringing all South Dakotans a little bit closer together.

Your gift educated our youngest citizens through the innovative SDPB Early Learning Initiative. Your gift recorded history from our oldest citizens. Your gift brought the news to towns who no longer have their local papers. Your gift started community conversations about important topics. Your gift brought South Dakotans together.

South Dakota Public Broadcasting is raising the bar on what you come to expect from your public media station. On the following pages, you will find the Annual Report for the Friends of South Dakota Public Broadcasting's Fiscal Year 2022. Friends of SDPB is the non-profit fundraising arm of SDPB.

This report displays a commitment to being transparent with our financials while illustrating the enormous impact you are making as a donor to SDPB. I know that you will be impressed with what you read. Thank you for your continued support of South Dakota Public Broadcasting and Friends of SDPB. Your generosity raised the standard and pushed SDPB and Friends toward greatness.

Sincerely,

Ryan Howlett

Development Director, Friends of SDPB



Friends
of South Dakota
Public Broadcasting

A YEAR IN REVIEW

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07 EDUCATION

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LOCAL STORYTELLING

Anyone who has tried their hand at writing knows that a lot goes into a good story. And anyone can find the magic of a good story once or twice, but only the true greats can find a way to churn a good tale time and time again. SDPB is one of the greats. Not only do they weave a story that compels listeners, but they are also recognized with awards for their efforts.

Your gifts to Friends of SDPB ensure that great storytellers are working with SDPB over the airwaves and on television. **Here are some of the best of the best from this past year.**

Great storytelling is one thing, but SDPB also creates award-winning stories. Edward R. Murrow awards honor outstanding achievements in regional and national broadcast journalism. This means that the story demonstrates technical expertise and exemplifies the importance and impact of journalism as a service to the community.

In 2021, SDPB was recognized with an Edward R. Murrow regional award for overall excellence. SDPB won all but one of the regional awards for small-market radio. One of the awards is for excellence in writing for *He Didn't Deserve to Die: State COVID Policy Remains as Disease Surges*.

This story was written in October 2020, during one of the many fall COVID surges. It was before vaccines were available. Doug

Raysby was at-risk. He had underlying health conditions but was out of paid leave and had to go back to work. He caught the virus, and ten days later, he died. Doug represents the thousands of South Dakotans who lost their lives to the virus.

SDPB's reporting not only told Doug's story but put it in context with what leaders were saying about their response to the COVID-19 pandemic. It weaved together what the governor's office was communicating to a national audience with the realities of an individual struggle. That depth of storytelling led SDPB to be recognized for its quality reporting. **Scan the QR code** to experience the story for yourself:



RAPID CITY FLOOD

By far, the most significant documentary undertaking in 2021 was a retrospective on the 1972 Flood in Rapid City. Before the world of immediate news, or instant ways to contact your loved ones, it wasn't possible to get the word out to the community about the disaster unfolding. Torrential rain saturated the ground and put infrastructure to the test. Canyon Lake Dam eventually gave out, and the surge of water was more than anyone could imagine.

Surviving the '72 Flood documents the experiences of city leaders and residents as they tell their stories of survival and

tragedy. Fifty years later, the emotion is still palpable. "It was just a horrible situation," said Tom Haggerty, a Rapid City resident.

"When the sun went down, it was as dark as a cave, and all you could hear was the roar of rushing water from the creek and the screams of people floating past on the water."

The incredible amount of loss, property, and lives is heartbreaking. In total, there were 238 lives lost. You can watch the documentary online by **scanning the QR code:**



GIRLS GOT GAME

In *Girls Got Game*, the impacts of Title IX are showcased. Title IX is the most impactful law to drive equity in women's sports. But this doesn't mean that men's sports took a backseat. Allowing everyone access to sports created a culture where everyone was invested in sports.

"Once you get something started, then it keeps going," said Bob Winter, former

Yankton Women's Basketball Coach. This half-hour documentary shares the story of the growth in women's athletics—you will see highlights of growth in basketball, volleyball, dance/cheer, and gymnastics and hear the story of a woman sitting in the athletic director's chair. It is really clear that South Dakota is at the forefront of women's athletics. **Scan the QR code** to view the entire program:



VICTORY SONGS

The Lakota Music Project: Victory Songs highlights how the South Dakota Symphony partnered with various Lakota, Nakota, and Dakota people to create the Lakota Music Project. Starting in the mid-2000s, this important program introduced music to native students across the state.

"The idea was intriguing to me. I come from the theater world, so when the idea for this project was first articulated, I thought that's crazy, but I think this thing will work," Barry LeBeau Lakota Music Project liaison.

The group knew this project would take years to put together, with much work to build an understanding of each other's music and culture. A real example of music-making is friendship and collaboration. The goal was to have the music blend together seamlessly, not for it to feel like one type of music was just laid on top of the other.

The result of this work and commitment is nothing short of extraordinary. You can give it a listen by **scanning the QR code:**



SOUND VISION CAMPAIGN

It is not often that you get to say you were part of something truly transformational, but that is precisely what the *Sound Vision Campaign* did for SDPB.

Thanks to the Sound Vision Campaign, when a story happens across the state, there is a facility close by to create better television, radio, and online media to get that information to audiences near and far. In fact, 95% of the population of South Dakota lives within 1 hour of an SDPB regional facility. This transforms the manner we cover news and issues across the state.

Once a story is recorded, SDPB uses one or more of the long-standing hallmark productions of *In the Moment*, *Dakota Life*, and *South Dakota Focus* to get that information to listeners and viewers. What good is a story if it can't be shared with others? That is the very heart of SDPB - the people, programs, and stories.

While many newsrooms are shrinking, SDPB enhanced its ability to cover events by expanding its programming with new producers and reporters focusing on diversity, business and economic development, education, healthcare,

and rural issues. Another transformation for the organization and the people who rely on us.

Enhanced early education resources exist today because of your gifts. When cuts were made to the state budget during the 2008-2010 recession, it impacted the number of additional learning resources early learners were receiving and aware of. Through your gifts, this program is back and better than before. Through the Early Learner's Initiative, a child has a chance to learn through programming designed to be fun, engaging, and thoughtful. Having this infrastructure in place transforms the lives of generations to come.

But you didn't stop there; you know that an organization is only as good as its last innovation, so you made sure that SDPB can meet future opportunities through your gifts to the endowment. This ensures that future transformational ideas can be realized due to the seeds planted during the Sound Vision campaign.

**Your gifts are creating the future of reporting and programming for the organization.
We know that now, more than ever, good reporting and programming are crucial.**

EDUCATION

Teachers are under extraordinary pressure to find and employ resources that meet educational goals and standards set by the state. Children rely not only on teachers to provide the lessons they need to lead productive lives. Parents, caregivers, daycare providers, and home-schoolers need access to reliable, fact-based information.

To support the millions of children lacking the basic early learning skills to succeed in school, PBS Kids has developed educational television and digital media targeted at preschool and early elementary school children and their families, especially those living in low-income communities. These initiatives are privately funded through your gift.

Under the Ready to Learn program, Corporation for Public Broadcasting (CPB), and PBS KIDS work with producers, researchers, local public media stations, and other partners to develop, distribute and evaluate PBS KIDS multiplatform content. This includes television programs, video, interactive games, mobile apps, and hands-on activities – to engage children, families, and educators in learning experiences at home, in preschool, and in out-of-school settings. That’s where SDPB’s *Early Learners Initiative* (ELI) comes in.

SDPB’s Education team works to provide lesson plans that address the educational needs of children in South Dakota. Led by Dr. Marcy Drew, and assisted by Steven Rokusek, Kevin Nelson, Amelia Meyer, Danielle Flom, and Kayla Klein – all of whom have taught in public and parochial schools – the education team travels

across the state to communities large and small, to provide outreach to families, caregivers, and educators via workshop presentations, booths, events, and newsletters.

To ensure that they meet the needs of early learners, they collaborate with educational partners across SD, such as SDSU Extension, Early Learner SD, Statewide Family Engagement Center, SD Parent Connection, and more. As a result of this collaboration, we can make sure that programming and resources provided by national and regional producers are available locally.

The Education team also understands that our audience is made up of lifelong learners. To feed the curious minds of our viewers and listeners, we create materials that support the lessons presented in programs SDPB broadcasts. An example is the SDPB Homefront website: **[SDPB.org/Homefront](https://www.sdpb.org/homefront)**. Initiated in conjunction with the Ken Burns film *The War*, an intimate portrait of World War II told through the experiences of individuals, SDPB collected the memories of South Dakota men and women who fought on the front lines and supported the war effort at the Homefront. These stories continue to live on, even though many of those who originally shared them have passed away.

Providing extensive resources for children, before they ever step foot in a classroom and to people, long after they walk out of school for the last time, is made possible through the generous donations of our supporters. We feed the mind and lift the spirit with the knowledge that transforms the lives of people in South Dakota and across the globe.

YEARS OF GIVING

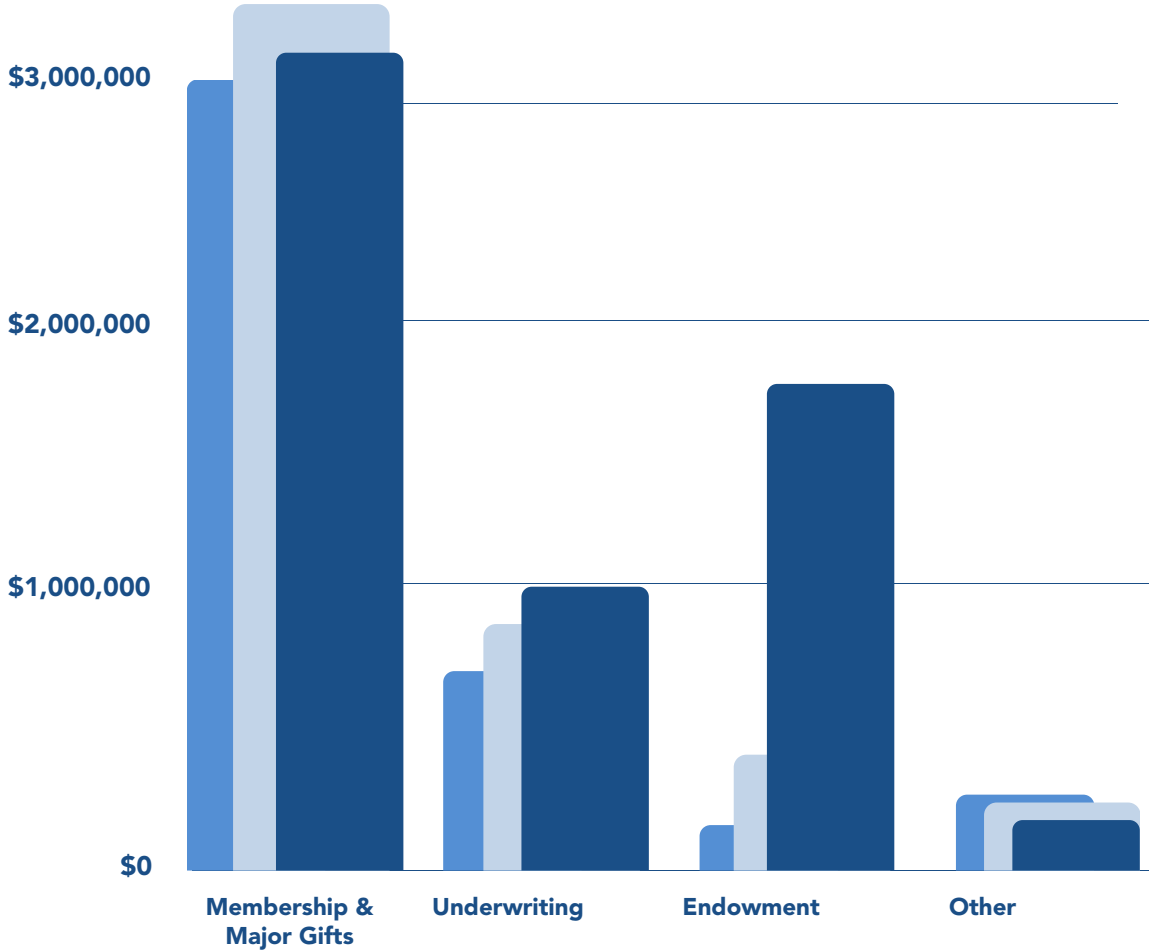
The overall health of the Friends of SDPB philanthropy program didn't happen by accident. This success starts with the vision of SDPB: for South Dakota to be equipped with information and education for an inspirational tomorrow. This vision is powered by donors- giving gifts of all sizes to support the quality programming on SDPB television and radio.

Remarkable is the only way to describe the past three years of giving. When many thought that

it would be harder to raise dollars, donors to **Friends of SDPB** showed their commitment to the mission of SDPB with gifts of support, an outpouring of devotion that increased the total dollars raised year-over-year.

There is much to celebrate when you look at a breakdown of support areas. Three key areas all saw growth: **membership, underwriting, and endowment.** Growth in these areas represents an overall healthy philanthropy program.

INCOME



2022	■	\$2,838,220	\$983,651	\$1,687,926	\$173,083
2021	■	\$2,861,645	\$812,237	\$380,380	\$222,249
2020	■	\$2,612,713	\$656,595	\$147,629	\$248,313

MEMBERSHIP

Membership growth indicates that **Friends of SDPB** is attracting new donors that make consistent month-to-month gifts. This is great news because these gifts establish a foundation for future philanthropy growth and show continued interest in investing in the mission of SDPB. Consistent giving helps **Friends of SDPB** in two ways: It helps with budget projections since these gifts are reliable, and it is the best indicator of future endowment gifts.

ENDOWMENT

The past three years have shown significant increases in this type of giving. Endowment gifts happen in mature organizations with mission longevity and become part of the perpetual endowment fund. Each year the organization only uses a portion of the earnings from the funds. Gifts given to the fund today will still impact the organization for generations. Growth in these funds means that **Friends of SDPB** can continue investing in SDPB's mission.

UNDERWRITING

Growth in underwriting sales shows that the business community supports SDPB. It is not a coincidence that this type of support is increasing simultaneously with SDPB increasing its offering of locally based programming.

EXPENSES

Friends of SDPB dollars are spent creating SDPB programming. There is a direct correlation between increased giving and an increase in the amount of local programming produced by SPDB.

Expenses for **Friends of SDPB** show that the organization is positioning itself for the future. New offices and studios have been established and additional staff has been hired across the state. They provide SDPB's reporters and producers a first-class working environment to create programming.

These expenditures create an organization ready to deliver high-quality programming and journalism for every South Dakotan.

FY22 EXPENSES

JULY 1, 2021 – JUNE 30, 2022

SUPPORT FOR SDPB

\$ 1,856,349

OPERATING EXPENSE

\$ 1,819,790



TRANSFER TO ENDOWMENT

\$ 1,687,926

LEGACY SOCIETY

SDPB's Legacy Society is composed of forward-thinking donors who support SDPB's long-term success through a planned gift or an endowment gift. This generous group of supporters leave their mark on SDPB through bequests, beneficiary designations, and trusts. The growing endowment funds are held by the Friends of SDPB Private Endowment, the Black Hills Area Community Foundation, the South Dakota Community Foundation, the Sioux Falls Area Community Foundation, and the Watertown Area Community Foundation.

James Aase
Delores Anderson
Donald W. Baker
Richard and Linda Bakken
Dr. Reuben Bareis
Dr. John Barlow
Donald Barnett
Alyce and Everett Bates Memorial
Donna Bauer
Ron and Jane Becker
Noel A. Belcher and Dr. Janice Lumnitz
Black Hills Area Community Foundation
Phyllis Blumer
Laura Boyd
David and Cathy Brechtelsbauer
Robert Bremer
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Susan Campo
Milt and Chris Carter
Greta Chapman
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Joan Clark
Marjorie Conrad
Dakota Charitable Foundation
Dakota Sturges Advised Fund
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John Walls
James Wassom
Sue White & Larry Landis
Terry Whiting
Diane and Thomas Zak
Anonymous (37)

Becoming a Legacy Society member ensures that we will remain South Dakota's most trusted news and entertainment outlet for generations to come. **Thank you SDPB Legacy Society!**

UNDERWRITERS

1880 Train
3M
Aberdeen Area CVB
Acupuncture 4 Health
Agtegra
Ameriprise Financial
Arts South Dakota
Augustana University
Bangs McCullen Law Firm
BankWest
Black Hills Energy
Black Hills Federal Credit Union
Black Hills Film Festival
Black Hills Information Security
Black Hills Orthopedic & Spine
Black Hills Playhouse
Black Hills Surgical Hospital
Black Hills Symphony
Boyce Law Firm
Brain Intercept
Bush Foundation
C.R.S.T Telephone Agency
Capital Services
Casey Peterson CPA & Financial
Cenex
Chamber Music Festival of Black Hills
Cherry County Tourism
Children's Museum of South Dakota
Chrisbro Hospitality
Community Health Care Association of Dakotas
Co-Op Architecture
Dacotah Bank
Dacotah Prairie Museum
Dakota Angler & Outfitter
Dakota Granite
Dakota Plains New Holland
Dakotaland Feed
Davenport Evans Lawyers
Deadwood History, Inc.
Delta Dental of South Dakota
Demersseman Jensen Tellinghuisen & Huffman LLP
Denny Menholt Auto
Elkhorn Golf Club
Farm Credit Service
Farmers Union Service Assn. Ltd
First Bank and Trust
First Dakota National Bank
First Interstate Bank
Fischer, Rounds & Associates
Flooring America
Four Bands Community Fund
Four Seasons Fabric
Gallery 613
Geofun Trex Tours
Golden West Telecommunications, Inc
Goss Opera House Foundation
Grand River Casino
Great Plains Zoo and Delbridge Museum
Hagg & Hagg Law Firm
Hands Around the World
Hay Camp Brewing
High Plains Western Heritage Center
Highmark Credit Union
Historic Homestake Opera House
Horton Incorporated
Hot Springs Chamber of Commerce
Hy-Vee Food Stores
Independent Insurance Agents of SD
Ingalls Homestead
Jade Presents LLC
John Lopez Sculpture Studio
Johnny Sundby Photography
Johnson, Eiesland & Rohl Trial Lawyers
Jolly Lane Greenhouse
Lake Area Technical College
Laura Ingalls Wilder Pageant Society
Lewis Realty
Lifescape - Rise Custom Solutions
Lutheran Social Services
Mahlander's
Matthews Opera House
McCrary Gardens
Midco
Missouri River Energy Services
Mobridge Regional Hospital and Clinics
Monument Health
Murdo Chamber of Commerce
Murphy Law Office, P.C.
NAMI SD
National Music Museum
New Idea Counseling, LLC
Northern Plains Indian Art Market
Northern State University
Northwestern Energy
OLLI
Outdoor Campus Sioux Falls
Park County Travel Council
Paul Horsted, Dakota Photographic LLC
Perfect Hanging Gallery
Performing Arts Center of Rapid City
Peterson Farm Seeds
Prairie Repertory Theatre
Rapid City Medical Center
Rapid City Rotary Club
Redfield Energy
Redlin Art Center
Reliabank
Reptile Gardens
Rocky Mountain ADA Center
Royal River Casino & Hotel
San Francisco Falun Buddha
Sanford Health
Sanford Underground Research Facility
Scul Construction Service, Inc.
SD Bar Foundation
SDN Communications
SDSU College Of Agriculture
SDSU Extension
Seam Services
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SFM Mutual Insurance
Sioux Falls Area Community Foundation
Sioux Falls Food Co-Op
Sisseton Promotion Board
South Dakota Agricultural Heritage Museum
South Dakota Art Museum
South Dakota Corn
South Dakota Dept. Of Education
South Dakota Ethanol Producers
South Dakota Hall Of Fame
South Dakota Magazine
South Dakota Retired School Personnel
South Dakota State Historical Society
South Dakota State University
South Dakota Symphony Orchestra
South Dakota CEO Women's Business Center
South Dakota Community Foundation
South Dakota Humanities Council
South Dakota Music Teachers Association
South Dakota School of Mines & Technology
South Dakota Shakespeare Festival
South Dakota Space Grant Consortium
Springfield Chamber of Commerce
Termosphere Gallery
The Center for Western Studies
The Monument
Touchmark Retirement Communities
Touchstone Energy Cooperatives
TSP
Turbak Law Office P.C.
University Of Sioux Falls
USD Department of Theatre
Valley Queen Cheese
Vance Thompson Vision
Vermillion Federal Credit Union
Visit Brookings
Visit Spearfish
Westhills Village Retirement Community
Wild Idea Buffalo Company
Woodbine Productions
Woodland Ranch & Resort
Zandbroz Variety

LISTING OF DONORS

Below are individuals and organizations who believe in the mission, vision, and values of South Dakota Public Broadcasting. Recognition is listed for donations made within Friends of SDPB Fiscal Year 2022: July 1, 2021 to June 30, 2022. Thank you to our supporters!

\$20,000+

Delores Anderson, Sioux Falls, SD
Mary DeJong and Tate Profflet, Sioux Falls, SD
Charles and Kathryn Hart, Rapid City, SD
Marjorie Haskins Estate, Madison, SD
Alan C. Johnson, Brookings, SD
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John T Vucurevich Foundation, Rapid City, SD

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Reliabank Dakota, Watertown, SD
George Sercl, Sioux Falls, SD
Edith Siegrist Foundation, Saint Louis, MO
South Dakota Community Foundation, Pierre, SD

\$5,000-9,999

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Max A and Nancy A Smith, Belle Fourche, SD
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Bobbie and Patrick Clark, Mitchell, SD
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Randal and Rebecca Fisher, Rapid City, SD
Kara and Leo Flynn, Rapid City, SD
Rod Fouberg, Aberdeen, SD

\$1,200-2,499

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Dale and Peggy Gibson, Huron, SD
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Sandra Kangas, Pierre, SD
Elaine Kleinsasser, Caputa, SD
Jason Knudtson and Tiffany Von Wald,
Sioux Falls, SD
Deborah Kuehn, Rapid City, SD
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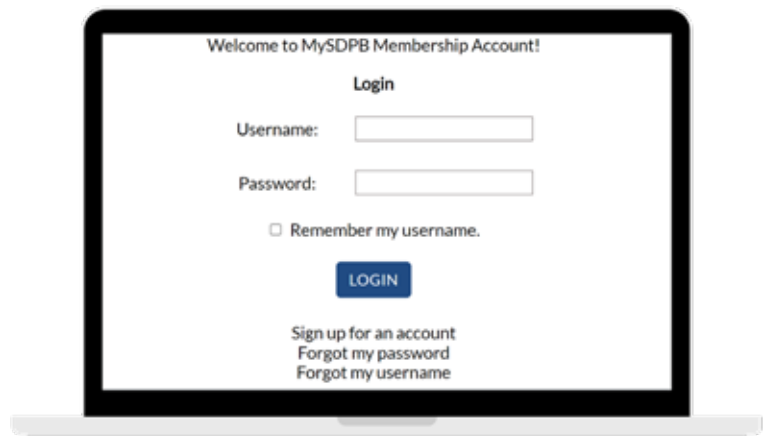
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