



Friends
of South Dakota
Public Broadcasting

sound VISION

A Campaign for the Friends of South Dakota Public Broadcasting



SDPB'S SOUND VISION CAMPAIGN
BUILDING COMMUNITY
ONE STORY
AT A TIME



Dear Friends of SDPB,

You did it! The **Sound Vision Campaign** is complete and exceedingly successful!

Together, you, the campaign volunteers, and those of us at SDPB have exceeded the **Sound Vision** fundraising goal! We have built new studios, hired staff, funded new programming, and created an endowment fund that assures the future of SDPB. Together, we are accomplishing the ongoing aspiration of bringing our state's people together. We are building the future and the community of South Dakota, one story at a time. And we did it as South Dakotans, together.

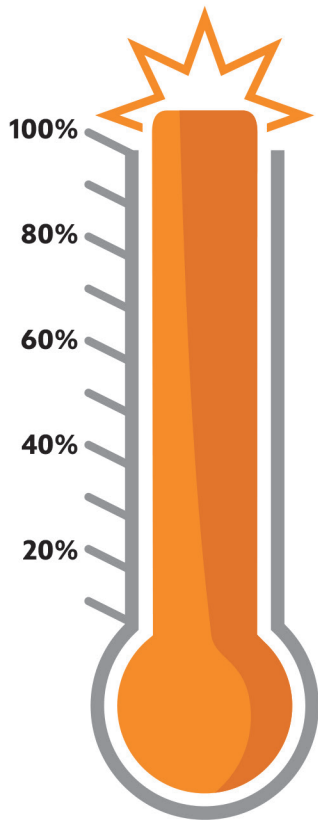
On the following pages, read about the exciting and far-reaching impact you and your support have on South Dakota citizens—young, old, and in between. Across our large and diverse state, your gift educates our children. Your gift informs us during a pandemic and shines a light on missing indigenous women. Your gift lifts spirits through a portrait of a medal-winning senior bowler in Milbank. Your gift breaks the story of the first-in-the-nation Covid super-spreader outbreak at a local meat production plant.

The impact of your generosity goes far beyond the dollars that were raised. SDPB and you are creating the strongest team of journalists and storytellers our state has ever seen. This success takes hard work, dollars, time, a sound vision, and a very intentional design. We so appreciate your confidence in the future of SDPB. Your investment inspires and motivates us to do even more!

SDPB and you -- a powerful partnership for the people of South Dakota. This successful campaign would not have happened without you. We look forward to continuing the journey with you. Thank you for your incredible support!

With the warmest regards and highest gratitude,

*The Sound Vision Campaign Committees & Volunteers,
the Friends of SDPB Board of Directors, and the Staff at SDPB
and Friends of SDPB*



\$14,105,397 Raised

\$13,000,000 Goal

Sound Vision by the Numbers

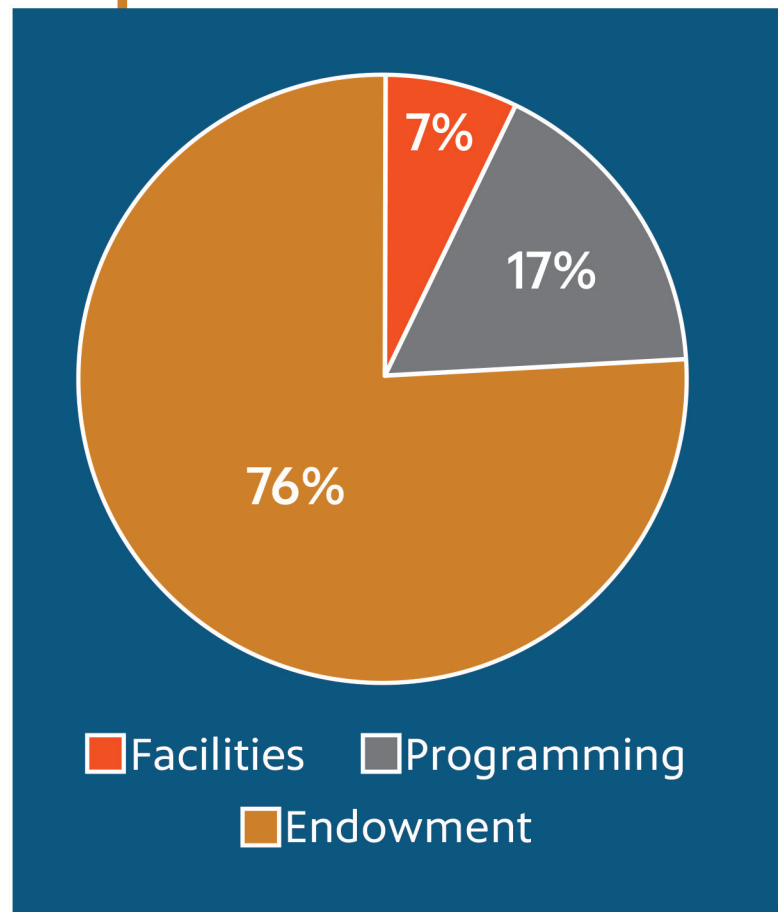


Sound Vision Initial Campaign Goal (2018):	\$7.5 Million
Adjusted Sound Vision Working Goal (2019):	\$10 Million
Sound Vision Campaign Final Goal (2020):	\$13 Million

SOUND VISION CAMPAIGN TOTAL RAISED:
\$14,105,397

1,535 donors made 1,988 gifts to **Sound Vision**.

- Donors were from 22 states
- 62 of 66 South Dakota Counties
- 166 South Dakota Cities



If you would like to be a part of the **Sound Vision Campaign**, you can contact the Friends of SDPB staff at (605) 677-5861 or at friends@sdpb.org.



Facilities

Goal: \$1,000,000

Raised: \$1,035,995

Stories happen all across our great state, not just in our home base in Vermillion. So we needed to establish new facilities where SDPB could record and tell stories for broadcast from all across the state; in the state's largest markets as well as regional hubs.

The first **Sound Vision Campaign** event was late in 2016 in Rapid City, where SPDB outlined the need for outreach and story collecting in the Black Hills region. This need arose from a 2016 strategic plan that identified the need for a stronger physical presence in both the Black Hills and the Sioux Falls areas.

In 2017, the Black Hills Studios were opened as a broadcast and performance space in downtown Rapid City – the first component of the **Sound Vision Campaign**. Then, we opened a companion facility in Sioux Falls in 2018, which became the home of “In the Moment” and “Jazz Nightly.”



These street-front presences enable SDPB to become a genuine part of the fabric of both communities. Local, regional storytelling was now possible in a way that was previously too difficult due to location. Reporters and videographers can use these spaces to create better television, radio, and online media for audiences across the state (and the globe!). In addition, staff use these facilities for outreach and create events that become live or recorded broadcasts.



Boutique radio studios were built in Aberdeen, Brookings, and Spearfish, plus a video-capable radio studio was opened in Pine Ridge. These four facilities complement an existing radio studio in Pierre. Today, over 95% of the population of South Dakota can drive less than an hour to have their story told through a regional facility.

This SDPB network of eight studios improves accessibility to tell everyone's diverse and unique story and build our statewide community.



Programming

Goal: \$2,000,000

Raised: \$2,349,711

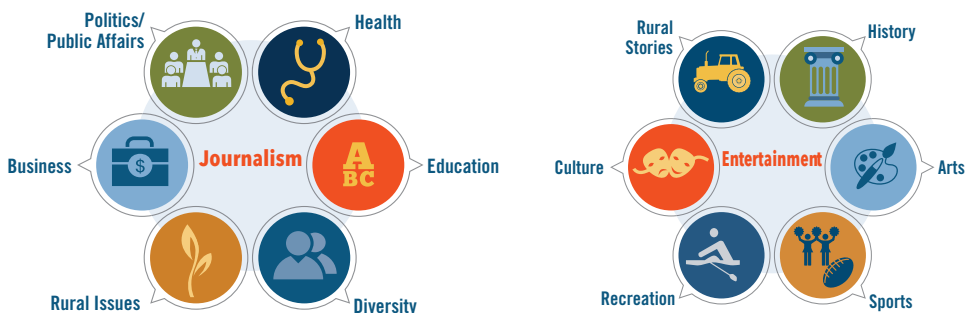
The heart of SDPB is our people, programs, and stories. Resources developed through the **Sound Vision Campaign** mean improving and expanding services all across the state and beyond.

The longstanding hallmark productions of “In The Moment” on radio and “Dakota Life” and “South Dakota Focus” on television were all reimaged with the dollars from your gift. In each case, the shows became more relevant and timely, telling stories that matter more to you.

The campaign meant increasing the amount of locally produced programming by hiring three full-time content producers and expanding the network of freelance reporters. In addition, diversity, business, and economic development beats were established, and reporters focusing on education, healthcare, and rural stories were added.

All of these advancements bring you more of the public radio and television on which you rely. Plus, these dollars allow SDPB reporters and producers to be present in local communities, asking you what stories are essential to be told.

SDPB also launched the Early Learning Initiative (ELI). This innovative program provides a free preschool curriculum to our youngest learners, parents, caretakers, and preschool providers. ELI’s lofty but straightforward goal is to ensure that all children enter kindergarten ready to learn. Preparation for ELI was ongoing before Covid, but the program launch was accelerated when the pandemic hit South Dakota. As a result, thousands of learners across South Dakota could continue learning despite the unprecedented disruption.



Endowment

Goal: \$10,000,000

Raised: \$10,791,691

A permanent endowment is an invested pool of money that provides an ongoing and perpetual source of revenue. Building and growing an endowment is not as noticeable as a revamped television show or a new studio. However, it is the endowment that will provide the long-term dollars to sustain SDPB programming for generations to come.

Growing the SDPB endowment was the most significant financial goal of the campaign. With commitments made and realized during the **Sound Vision Campaign**, the Friends of South Dakota Public Broadcasting now has over 175 individuals and families who have included SDPB in their estate plans.

With state and federal funding remaining flat, the endowment proceeds become a critical part of SDPB's annual operating revenue.

SDPB thanks and acknowledges the efforts of our community foundation partners. Their help in fundraising and consultation was a huge factor in the success of our campaign. Friends of SDPB hold endowments at each of these four foundations:

- *Black Hills Area Community Foundation*
- *Sioux Falls Area Community Foundation*
- *South Dakota Community Foundation*
- *Watertown Area Community Foundation*

“

“The enthusiastic and generous response to this campaign affirms the value people of this state place on SDPB, its programs and services. Our success was due to: 1) exceptional programming, 2) dedicated volunteers and staff, and 3) a clear vision of how we want to take SDPB into the future. The agility and resilience of SDPB, historically, proved to be the key to success of a pandemic-challenged campaign.”

- Mary DeJong, Sioux Falls
Sound Vision Co-Chair

“

“I was honored to be the co-chair of the Black Hills Sound Vision campaign and am thrilled we met our goal to improve and protect SDPB now and for future generations. This “sound vision” improves local news coverage, brings us together to listen, interact and learn in the studios, and transforms all of our beloved kids’ programming into curriculum so that every child can have access to qualified preschool. All of these things come together to help us celebrate the people and places of our great state.”

- Kara Flynn, Rapid City
Sound Vision Co-Chair



Thank you to our Sound Vision Donors.

Your support during this campaign was invaluable.

SDPB Legacy Society Donors

The following individuals included SDPB in their estate plans as part of the Sound Vision Campaign

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