

SDPB State Funding Response: KEY FACTS

The Facts:

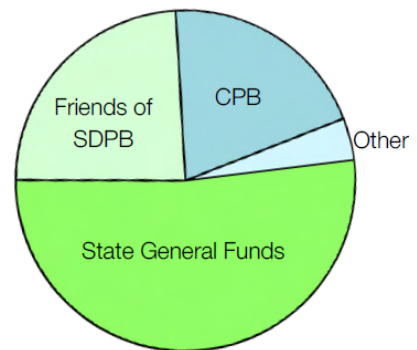
The Governor proposed a funding cut of \$3.6M of the state’s \$5.6M funding to SDPB.

- This is a 65% reduction in state funding.
- This cut would also result in a substantial reduction of the grant we receive from Corporation for Public Broadcasting, a likely additional loss of more than \$1 million dollars annually.
- This would also lead to a slow death in SDPB’s ability to fundraise private dollars as the majority of SDPB’s fundraising is for local programming, and SDPB would no longer be able to afford to produce.

Revenues & Expenses are expected to be as listed below. Almost 90% of our expenses are dedicated to infrastructure maintenance for the public safety of all South Dakotans, engineering, and the creation of local programs that highlight South Dakota communities and the people who make our state great.

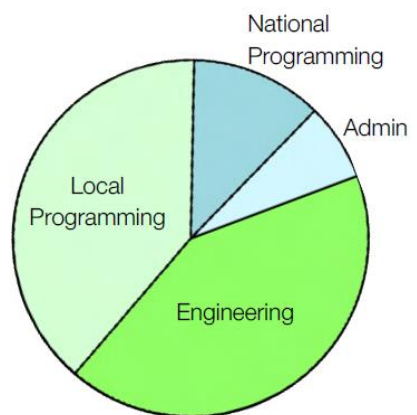
FY 2025 REVENUES

State General Funds	5,560,000	51.4%
Friends of SDPB	2,610,000	24.1%
Corporation for Public Broadcasting (CPB)	2,200,000	20.3%
Other	445,000	4.1%
Total Funding for SDPB	10,815,000	



FY 2025 EXPENSES

Engineering	4,890,000	42.4%
Local Programming	4,550,000	39.4%
National Programming	1,350,000	11.7%
Administration	750,000	6.5%
Total Expense by Program	11,540,000	



The Governor's Rationale for a Cut & Our Response:

The Governor said SDPB's funding is the 3rd highest per capita in the country (behind UT and NE).

- Only \$5.90 per citizen is spent on public broadcasting in South Dakota. SDPB is proud to serve every South Dakotan, and \$5.90 is a great value for all of the things you get!
- Every public media station is set up differently and SDPB's structure is unique. A more accurate comparison is looking at the seven other states that are structured like SD, where TV and Radio are combined and are operated across the entire state. Of these eight states, South Dakota is the **second lowest funded** trailing only West Virginia. Most of these states have double or more the funding, yet they don't operate more television, radio stations, nor do they have a larger geography to cover. SDPB is doing more with less and should not be punished for providing high quality service to all of our citizens, rural and urban across a vast expanse that is South Dakota.
- Most public broadcasting stations, TV or Radio, are one tower, licensed to serve a single community or university. They are not an entire statewide network with 11 TV stations, 12 radio stations, two websites and a 52-tower network. The per-capita comparison offered by the administration is not a fair comparison.
- History matters here. For better or worse, when the SDPB network was built out 40-60 years ago choices were made to establish an interconnected, statewide broadcasting system. To a large degree, those historical choices still determine the path the state has to take today, as the infrastructure cannot be walked away from without significant investment in other state agencies to take over the maintenance of the existing tower system.

The Impact of a Cut:

SDPB plays **critical roles in education, public safety & helps ensure open government** for all citizens of SD. A cut of this size will force significant reductions to services, disproportionately affecting rural services where SDPB is sometimes the only over-the-air signal that reaches these areas.

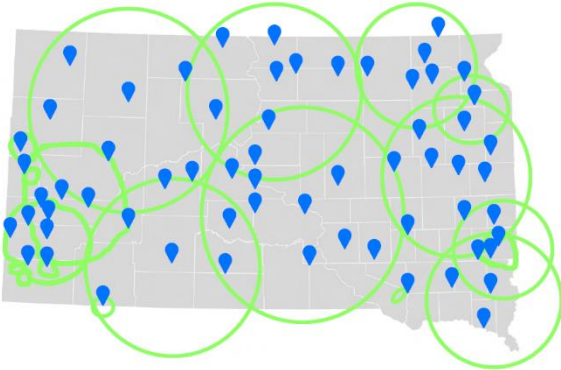
The Governor said in her address that "one of the core responsibilities of the government is to guarantee the safety and security of our people...." From a public safety standpoint:

- SDPB shares statewide infrastructure with State Radio for law enforcement, first responders
- Designated as State's primary **Early Alert System** (EAS) entry point for national and state alerts
- Fulfills federally mandated WARN Act – **Warning, Alert, and Response Network**
- SDPB network covers 98% of the state's 77,000 square miles

Conclusion & Next Steps:

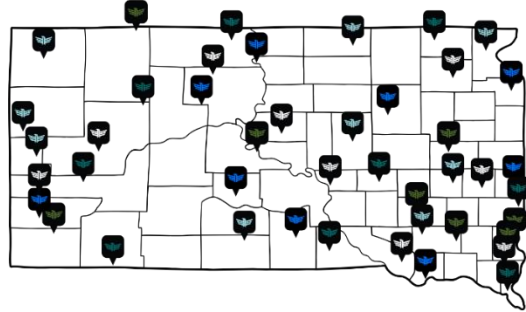
- SDPB has worked hard for 50+ years to earn the public's trust and support. Until now, we have enjoyed the support of every administration since the network was built.
- Our last big state budget challenge was in 2006, and with the help of our supporters, that funding was fully restored by the end of the legislative session.
- SDPB leadership will present SDPB's case at our own budget hearing on January 22.
- Beginning this summer, Friends has spoken with 65+ legislators, and those conversations will continue. Our goal is to reach every legislator and to activate our supporters to help tell our story.

Additional Points of Interest



SDPB: SD's only statewide network

Dakota Life FEATURED COMMUNITIES



Local Programming

These cuts would be crippling, hampering SDPB's ability to create the local programs about SD. Local programming would most likely be the first cut made, as the production of local programming is the most expensive thing SDPB does. The proposed funding cuts mean the likely elimination of *Dakota Life*, *In the Moment*, coverage of *High School Sports*, and local documentaries and podcasts that highlight the state's history and culture.

- SDPB produces 600+ hours of local TV programming and 2,000+ hours of local radio programming/year, substantially more than the national average for a mid-sized public station.

Championing SD's Youth (since 2002)

SDPB covers every SDHSAA sanctioned activity, sports and the arts, in some manner, not just the primary sporting events. SDPB is one of just a handful of states that do so. Without SDPB, only Football and Basketball would be covered. Wrestling and Volleyball would potentially be available on a \$9.99 pay-per-view model, and everything else would not be available.

2023-24 High School Activities Viewership: More than 1.2m total livestreams	
Soccer	18,000+
Cheer & Dance	5,100+
Football	150,000+ (33% increase)
Volleyball	241,000+ (47% increase)
Gymnastics	21,000+ (10% increase)
Wrestling	363,000+
Basketball	357,000+
Track & Field	84,000+ (17% increase)
Softball (AA)	2,300+
Rodeo	17,000+

Statewide Educational Resources & Outreach

- SDPB is committed to fostering lifelong learning at home and in the classroom. South Dakota is one of six states that does not provide funding for Pre-K education, and SDPB helps fill in the gap.
- 4,200+ teachers and parents subscribe to weekly e-newsletters
- Professional development to 750+ educators across the state (April 2023-April 2024)
- PBS LearningMedia = Free resources for educators, parents at home, and caregivers nationwide (106,000+ users last year)

Open Government

- SDPB provides easy and free access to live and archived legislative coverage through SD.Net. Every committee meeting and floor debate is available. The service fosters transparency, accountability, and civic engagement in our government.