



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Prairie Public brings us information from all over the country, but it also brings us information from some of the far-flung corners of our state. And I think that's really valuable."

- Nancy Guy, Member

Prairie Public provides quality radio, television, and public media services that **educate, involve, and inspire** the people of the prairie region.



Prairie Public is a valuable part of North Dakota, northwestern Minnesota, and the greater prairie region, offering in-depth documentaries and news coverage on the people and places that shape our region.

Prairie Public plays a vital role in keeping our region informed by hosting political debates and delivering fact-based news every day.

We are dedicated to providing free educational content for schools and families through our Education Services team and community outreach efforts.

This year, we launched a weekly newsletter that kept our listeners updated on North Dakota politics as we approached the election.

We took part in *America Amplified*, a national public media initiative which allowed us to engage directly with our listeners and answer questions they had about the election.

Our Education Services team launched the Prairie Public Learning Express mobile trailer, which has delivered hands-on learning materials to schools, libraries, and homeschool groups across the region.

Through the *America Amplified* initiative, our radio team focused its reporting and engagement efforts in Watford City, a small but growing city in northwest North Dakota.

Our reporters connected with listeners and city leaders in Watford City at the county fair, at an annual conference, and at city council meetings — providing resources about our election coverage, and building an understanding of how we can better serve their community.



IN THE COMMUNITY

A new initiative designed to extend the reach of our services to expanded audiences launched this year. The **Prairie Public Learning Express** is set of two mobile trailers that travel to childcare centers, schools, and libraries across our region — free of charge.

Nearly 500 community members gathered to celebrate kindness and what it means to be a caring neighbor at Prairie Public's inaugural **Be My Neighbor Day** in Fargo. Children and families had the chance to meet Daniel Tiger from the PBS KIDS series **Daniel Tiger's Neighborhood**, and community partners facilitated engaging, hands-on activities and crafts.

We launched **Prairie Preview**, a weekly radio and digital series that highlights weekly events around the state. This initiative has helped us reach new audiences, and helps our viewers and listeners feel connected and informed about their communities.

Prairie Public teamed with Tellwell Story Co. and the National Buffalo Museum to host a free screening of **The American Buffalo**, a new series from Ken Burns. This film preview was followed by a panel to discuss the film, and we gave away Buffalo-themed door prizes. The event sold out the 70-seat room at the Fargo Theatre.

We partnered with Minnesota State University Moorhead to host **Stars of PBS**, a free educational event for children and their families. Science clubs and organizations from MSUM, along with Prairie Public, had booths and activities set up for families to enjoy before watching the planetarium show, **One World, One Sky: Big Bird's Adventure**. We had an attendance of about 400.

To help encourage children's literacy and reading skills, Prairie Public hosted our annual **PBS KIDS Writers Contest**. Nearly 300 children in grades K-3 submitted original stories. All entrants received a certificate, and top stories won prizes, and had the opportunity to read their story aloud on our radio service.

Using funds from our **Leonardo da Vinci** grant, received from WETA, we hosted guided birding walks in Fargo, Bismarck, and Minot, in partnership with Audubon North Dakota. These **mindful birding walks** were designed to encourage observation of nature - a main theme of the documentary.

More engagement with Leonardo da Vinci included our participation in **Arts Day at the Red River Market**, where we hosted a community paint-by-numbers recreation of Mona Lisa, and a "write backwards like Leonardo" activity.



STORIES OF IMPACT

Prairie Preview meets community needs

We hosted a series of focus groups of current and lapsed radio members to determine ways we can better serve our community and expand our reach. We found our listeners had an overwhelming desire for news and updates about community events.

In response to this need, we launched **Prairie Preview**, a weekly radio and digital series that highlights weekly events around the state.



Nearly 500 learn about being a good neighbor at Be My Neighbor Day

Community members gathered to celebrate kindness and what it means to be a caring neighbor at Prairie Public's inaugural **Be My Neighbor Day** in Fargo.

At the free family event, children met Daniel Tiger from the PBS KIDS series **Daniel Tiger's Neighborhood**, and community partners facilitated engaging, hands-on activities and crafts.



Expanding access to election information

In the lead-up to the election, our news director launched a newsletter called **D'Ya NoDak**, a weekly roundup of statewide political news that gave context behind the headlines.

The **America Amplified** program gave us an online tool to answer listeners' election questions. Grant funds allowed us to focus **engagement efforts** in Watford City, ND. At community events and in one-on-one meetings, we provided resources about our election coverage, and built an understanding of how we can better serve their community.





Prairie Public's Learning Express mobile trailers travel the region with educational materials

At the beginning of the 2024-25 school year, Prairie Public's education services department launched the Prairie Public Learning Express, a collection of two mobile trailers that travel to schools, childcare centers, and libraries across the region—free of charge.

Reach in the community:

Since its launch, the two Learning Express trailers have been consistently reserved by libraries and schools across the region, with reservations filling up into the next semester as librarians and educators spread the word to their colleagues.

Partnerships:

Our inaugural partner, the Jeremiah Program in Fargo, is a nonprofit that helps single mothers and their children overcome poverty. The program's executive director, Laetitia Mizero Hellerud, said the partnership brought a "unique educational resource to our campus, providing JP kids access to fun, engaging, hands-on learning materials."

Impact and Community Feedback:

Each library or school that hosts a trailer receives an exit survey to share feedback. See below for quotes that show the impact of the Learning Express:

- "So many families thanked us for hosting, and we had many ask when we would be doing it again!"
- "This was such an amazing experience for the kids and their mentors."
- "Every student in our building from 3 to 14 years old had a blast!"



"This was an awesome resource for us ... we were able to teach children new things through resources that we didn't previously have access to."

- Educator in Bismarck



Evaluating Outcomes, Measuring Impact



*"Prairie Public gets to the right communities. It gets into the right ears. It's done so well and so professionally that **we also shine when we're working with Prairie Public.**"*

- Marnie Piehl, Communications Director at AARP North Dakota

During FY 2024...

15,028 individuals made contributions to Prairie Public

Original Prairie Public productions received **6** Telly Awards

We had:

- **1.2+ million** streams on YouTube
- **844,000+** people reached on Facebook
- **8+ million** streams of PBS KIDS shows
- **630,000+** visits to our website
- **380,726** radio streaming sessions



Prairie Public produces original, award-winning television and radio programming from its studios in Fargo and Bismarck.

Through our **free resources** for local educators, new initiatives that **meet community needs**, and **engaging events** for all ages, Prairie Public fulfills our mission of educating, involving, and inspiring the people of the prairie region.