

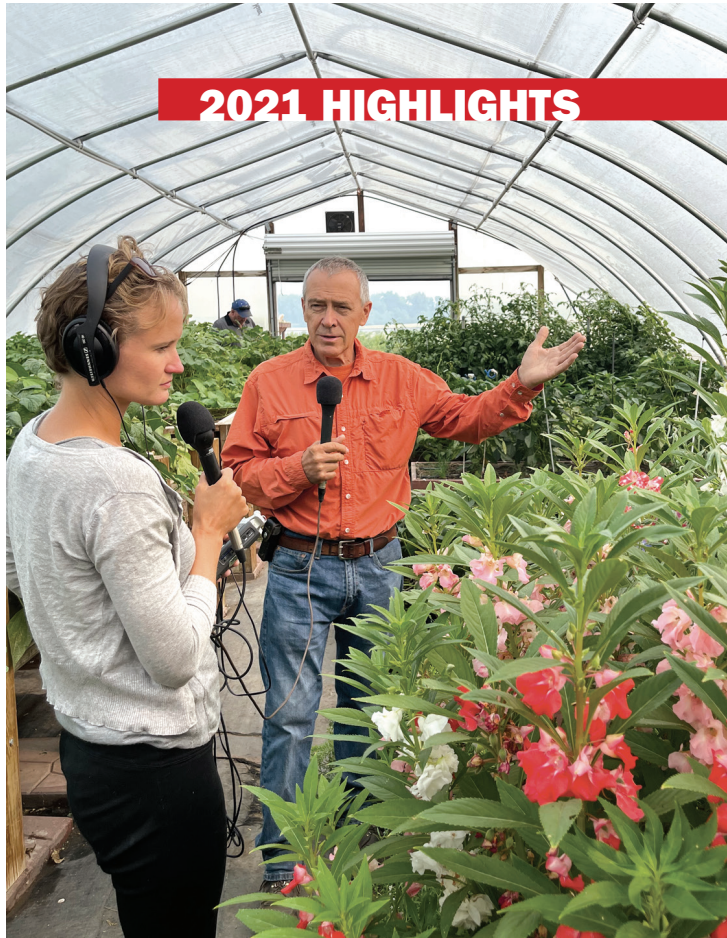


Prairie Public Broadcasting, Inc.

# COMMUNITY IMPACT REPORT

Fiscal Year 2021  
October 1, 2020–  
September 30, 2021

## 2021 HIGHLIGHTS



Ten years after the Souris River exceeded record flood levels, **Main Street** reported about Minot's displaced residents, the officials who had to make tough decisions, and city leaders who continue to lead the recovery.

Nature Cat said "Tally Ho!" to families on **Prairie Public Day** in Medora.



We established an innovative **Youth Media Literacy** project to offer resources for today's learners and tomorrow's journalists.



Season 12 of **Prairie Mosaic** introduced us to the area artists, musicians, exhibits, history, and destinations that shape our region.

**HIGHLIGHTS** continue inside



## 2021 HIGHLIGHTS



Hundreds of children wrote and illustrated their own stories for the **PBS Kids Writers Contest**—especially meaningful for kids who attended school virtually this year.

The Board of Governors of the State Bar Association of North Dakota honored news director Dave Thompson with a Liberty Bell Award for promoting an understanding of government and encouraging a greater respect for the law and the courts.



We invited our prairie neighbors to Facebook Watch Parties to enjoy, together, the classic Prairie Public productions **One Shining Moment**, **Winnipeg in Bloom**, and **Scandinavian Traditions**.

**Prairie Pulse** celebrated its 18th season of serving as a town square for our region—a place where we all can learn about public affairs, newsmakers, destinations, arts, and culture.



Eric and Jackie Hyden

In April, **The Great American Folk Show** celebrated its first tune-fest year on Prairie Public's radio network. Plans to expand this production are in the works for 2022.

Listeners were treated to a philosophical view of current events as **Philosophical Currents** with Jack Russell Weinstein became a new **Main Street** segment and podcast.

On September 25, Prairie Public celebrated the 40th anniversary of its first radio broadcast.



Poppy Mills

The **Prairie Public Presents** radio series partners with community to help us all experience the benefits of lifelong learning. The North Dakota Council on the Arts "Poetry Out Loud" competition and the "One Book One ND" and "GameChanger" events from Humanities North Dakota are just a few examples.



Prairie Public's board of directors established a diversity and inclusion policy to help us be better community members to everyone in our region and to help us consider ways in which we can engage a more diverse audience.

Radio intern Annie Praefcke's podcast series for Prairie Public, **Chinese Adoptees: Not Abandoned or Alone**, explores the complex identities of her own and three other adopted Chinese women.



Panel guests and 120 participants attended the much-anticipated premiere event for **Ésta Es Mi Casa – This Is My Home**, which was Prairie Public's contribution to the "Moving Lives Minnesota: Stories of Origin & Immigration" television and online initiative.

The popular series **Prairie Musicians** premiered season 13, turning the stage over to solo artists.

## PARTNERING ON THE PRAIRIE REGION

As a trusted public media station, Prairie Public significantly contributes to the rich fabric of life in our region—bringing us all closer together around shared cultural experiences.

As I reflect on Prairie Public's successes of 2021, I appreciate that our accomplishments are all thanks to the teamwork of our supporters, our community, and our staff. This collaboration is key and is a hallmark of the public media business model. We are simply responding to the community we serve.

Prairie Public is thriving, thanks to you, and that's what this community impact report is all about. You make it all possible. As always, thank you.



*John E. Harris III*

John E. Harris III  
Prairie Public  
President & CEO

## AWARD-WINNING MEDIA

In 2021, Prairie Public documentaries were honored with 42nd Annual Telly Awards and a Regional Emmy® Award.

### Wild Rice

Midwest Regional Emmy® Award

**Mandy Groom: Alcohol Ink Artist**  
Gold Telly

**The Northwest Angle:**  
**Minnesota's Best Kept Secret**  
Silver Telly

**Wild Rice**  
Bronze Telly

## COMMUNITY SUPPORTED MEDIA

Now more than ever, Prairie Public's work is a critical component for public health, safety, and social resilience. Member contributions support the voices that keep you company, the reporting that keeps you informed, and the conversations that keep you connected to your community.

### **Public television has established a reputation for trusted, ambitious media that educates and entertains.**

As storytellers and archivists, our television production crew collects the stories of our region and crafts them into video that's exceptionally watchable. Add award-winning programming from PBS, and the result is visual media that's valued and essential.

### **The unique power of public radio involves its listeners with their neighbors around the world and right outside their doors.**

Prairie Public's daily radio news coverage of our region is credible, fact-based, and respectful of the audience. Combined with trusted national and worldwide coverage from NPR and impressive music and entertainment programming, it's a vital public service for the prairie region.

### **Resources for educators strengthen our region's learning centers with tools that inspire students and their teachers.**

Public media is the nation's largest classroom—providing professional development and free classroom-ready lesson plans for educators, resources for parents and their children, and lifelong learning experiences for us all.



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

Prairie Public Broadcasting is a trusted public media service dedicated to building an exciting and productive future for our region and its people by offering a window on the world and creating a forum for discussion of important issues.

When you support Prairie Public, your contribution goes to work to make great television and radio programs happen. It works to secure the very best of PBS and NPR programming, along with high-quality, original productions created to meet your interests and needs.

Individual and community support is a crucial part of Prairie Public's success, and this annual report celebrates our dedicated partners and contributors.



Prairie Public is a member of the Public Broadcasting Service, a private, nonprofit corporation that provides quality television programming and related services.



Prairie Public is a member of NPR, a privately supported, nonprofit membership organization that serves its audience in partnership with independently operated, noncommercial public radio stations.