



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Prairie Public represents intelligent public service and no one else does that."

- Naomi Levine, member

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



Prairie Public is committed to respect for the individual and our audience, to lifelong learning, civil discourse, and our regional identity. Those who work at Prairie Public Broadcasting take pride in our programming and our service, expressing it through honesty and accuracy, a strong work ethic, teamwork, workplace diversity, effective stewardship of gifts and talents, and good humor.

Every day throughout the year, Prairie Public brings inquisitive individuals together—to help understand our world and to celebrate our shared humanity. Our viewers and listeners provide the stories that strengthen and transform our worldview—to help us all understand who we are, have been, and can be.

Prairie Public connects with audiences on television and radio, but also hosts community and statewide events with teachers, children, families, veterans, legislators, non-profits, and corporations.



2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Prairie Public produces award-winning original television productions that fulfill its mission to educate, involve, and inspire.

"Prairie Pulse," a weekly interview show now in its 17th season, hosts conversations with the newsmakers of our region. "North Dakota Legislative Review" airs during every legislative session on radio and television to keep the public informed and build an informed citizenry.

And Prairie Public is proud of a series of programs titled "Prairie Mosaic"—a trusted resource for information about the history, culture, and people of our region. The program features a wide range of artists and musicians, and it tours museums, cultural centers, and interesting businesses. These features about our communities and the people in them build partnerships and highlight the importance of diversity in our region.

In 2018, Prairie Public premiered "The Rise and Fall of the Nonpartisan League," a three-part television documentary, and "The All-Stars of the Nonpartisan League," a 30-minutes feature about the key figures of that time. Called the last of the great farmer's crusades, the Nonpartisan League is a story fraught with political intrigue, back room dealings, conspiracies, riots, red baiting, slander and libel. The political organization was founded in 1915 to advocate for state control of mills, grain elevators, and banks to reduce the power of corporate political interests. Today, North Dakota's Democratic party is known as the North Dakota Democratic-Nonpartisan League Party. North Dakota still has a state bank—in 2019 it's celebrating its 100th anniversary—that has helped the state weather economic storms. The Nonpartisan League laid a foundation of enriched public ownership, and this production helped generations of viewers understand, through history, our region's successes and struggles.

Prairie Public's radio network serves the entire state of North Dakota with regional news, national news from NPR, and a collection of award-winning entertainment programs.

In 2018, radio continued its expansion into podcasting to reach a wider, more diverse audience, and "Dakota Datebook," "Natural North Dakota," "Plains Folk," "Main Street," "Main Street Eats with Root Seller Sue," and "Matt's Movie Reviews" are now all available as podcasts via iTunes, Stitcher, Google Play, and many other platforms.

Special radio productions that went above and beyond to serve the public include an independent documentary about North Dakota's oil fields titled "Bakken Then & Now" and a radio documentary that focuses on issues surrounding women in the Native American community titled "Testimonies."

The mobile recording studio "StoryCorps" visited Bismarck and parked near the Heritage Center for a month to collect North Dakota's stories. Approximately 100 people attended the "StoryCorps" Listening Event to close out the visit, where we shared select audio and there was lots of good conversation and laughs.

There was also lots of good conversation at Prairie Public's "Ask A Native American" event at the North Dakota Heritage Center. This speed-dating type event encouraged people to have discussions outside their typical social circles.

2018 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

Sharing Voices

In conjunction with the PBS Native America documentary series, Prairie Public created online educational content that included the perspectives of indigenous people from OUR region—capturing video and offering opportunities for sharing.



Supporting Educators

For many years, Prairie Public’s Teacher Training Institute has attracted teachers who learn from each other and take away resources and teaching tools presented by “homegrown” area presenters and professionals. Ultimately, it is the students of these teachers who benefit from the professional development.



Building Community

Prairie Public hosted an event that encourages civil discourse. “Ask A ... ” is a model used to promote understanding among people with different life experiences. The “Ask A Native American” conversations had real, statewide impact in our communities when we shared them with our radio listening audience, and helped us all break out of our echo chambers.



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STORIES OF IMPACT

Share A Story Family Literacy Event

Prairie Public, United Way of Cass-Clay, and the Fargo Park District partner to host a free community-wide Share A Story event, which is committed to inspiring adults to help develop art, literacy, and language skills in their young children. The daylong event provides fun, “everyday” activities as specific ways for parents and early childhood educators to provide a stimulating environment around art, language, reading, and writing. Overall, the event aims to powerfully impact educational development, foster parental involvement, and encourage positive social and emotional growth. Storytelling, music, games, crafts, balloons, face painting, and a bouncy house help to make the event educational and fun.

Reach in the Community:

Prairie Public makes an extra effort to reach out to underserved families. Everything at the event is free—they’re even served a free lunch of hot dogs, chips, and fruit! Nearly 1,300 children and their parents attend each year.

Partnerships:

Share a Story is a partnership between Prairie Public, United Way, and Fargo Parks. The event is free and open to the public thanks to generous support from Crystal Sugar, Barnes & Noble, Altrusa International of Fargo, and from the cities of Fargo, Moorhead, and West Fargo through an Arts Partnership grant.



“Our whole family loves Share A Story! This year, I brought my mother and my children. For us, it truly is a FAMILY literacy event!”



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"I just love Prairie Public! Thank you for providing this programming and experiences for our children."

– Cynthia Stewart



Prairie Public Broadcasting offers a window on the world through national and regional television and radio programming; creates a forum for the most important issues facing our region with locally produced, topical programming; partners with others to foster education for all ages; and utilizes digital technology and Web services to expand those valued services.