



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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 far more than television and radio. In fact, we don't think of ourselves as being in the business of broadcasting. Our business, rather, is really about ideas, learning, arts and culture, and citizenship. Television and radio are simply the means by which we deliver these resources to our community.

2011 Television productions include 'Byron Dorgan in the Halls of Congress,' 'Chuck Suchy: Sure Am Glad to be Around,' and 'Fish, Mercury and Nutrition: The Net Effects.'

2011 radio highlights include 'Why: Philosophical Discussions About Everyday Life,' 'High Risk High: Youth Drinking in North Dakota,' and the German-Russian narrative series.

Since Prairie Public's inception, we have recognized that broadcasting is a powerful instrument. It can raise the level of discourse in our society. It broadens our horizons. It can bring us together. As a public service, we profit by improving the community on which we depend for support. We succeed to the extent that our children learn, our audience becomes engaged in topics that matter, and those within our communities join together for a common cause.

Prairie Public Broadcasting is a trusted public service dedicated to building an exciting and productive future for the prairie and its people and provides its valued service by offering a window on the world through national programming; creating a forum for the most important issues facing our region; partnering with others to foster education; being financially responsible and publicly responsive; utilizing digital technology to expand services; and sustaining a creative and rewarding work experience.

On Television

As broadcasters back away from covering local government and policy issues, Prairie Public continues to be the “town square” for North Dakota, providing a venue for the exchange of ideas, commentary, and discussions. Prairie Public’s television productions can examine local issues with breadth and depth that sound bites simply can’t. Prairie Public’s local productions leave lasting impressions viewers and the community partners it supports.

Partnering with The Dakota Institute of the Lewis & Clark Fort Mandan Foundation; Energy and Environmental Research Center – U.S. Department of Energy NETL Program; North Dakota Council on the Arts; the Tri-College International Watershed (NDSU), and many others, Prairie Public goes beyond the headlines of the day to offer solutions to our problems and to build connections that impact the economic and social health of our communities, with nearly 200 hours of local productions airing each year.

2011 Television Productions

Byron Dorgan in the Halls of Congress
Chuck Suchy: Sure Am Glad to be Around
Election Coverage
Fargo Film Festival Preview Show
Fish, Mercury and Nutrition: The Net Effects
Hydrogen: Nature’s Fuel
Minot: When the Waters Recede
North Dakota Legislative Review
Prairie Musicians
Read ND: S.D. Nelson
Salt of the Earth
Water: The Lifeblood of Energy
Wetlands: The Drain Game

Ongoing Television Series

Painting with Paulson, Season 12
Prairie Mosaic, Season Two
Prairie Pulse, Season Nine

Prairie Public belongs to the entire community and does not exist to market to audiences but to serve them, one individual at a time.

On Radio

Each year, more live broadcasts are added to the local radio broadcast schedule — from the state fair, from the capitol and from public forums, business summits, and even from a National Guard helicopter. Prairie Public rises to meet expectations daily. And in what is increasingly rare among 21st century media, Prairie Public prides itself not on having the answers, but in always having the questions. We have worked hard to build a reputation for accuracy, impartiality, and diligence, and consider your trust the bedrock of our mission.

Prairie Public's radio music programming continues to expand, with split feeds serving unique audiences in different areas of the state and alternative music programming added in for an eclectic mix.

Prairie Public is widely recognized for the excellence of its radio news broadcasts. But our greatest reward is the knowledge that Prairie Public is a trusted partner in the everyday lives of thousands of listeners.

2011 Radio Special Projects

Dakota Air: The Radio Show

Election Coverage

High Risk High: Youth Drinking in North Dakota

German Russian Food Traditions

German Russian School Memories

Minot: When the Waters Recede

Ongoing Series

Dakota Datebook

Friday Night Swing

Hear It Now

Hour 23

Into the Music with Mike Olson

Just Jazz

A Little Night Music

Natural North Dakota

Notas Latinas

Plains Folk

Prebys on Classics

Why: Philosophical Discussions

In partnership with NPR, PRI, American Public Media and independent producers, Prairie Public's music, news, and entertainment programs report not only what's happening in our world, but also why it's happening and what it means to the listening audience. We are not just a presenter, but also a representative and interpreter.

Concerned citizens appreciate public broadcasting's political and election coverage, with discussion of the process, live reports from national and regional events and vote tabulation sites, candidate biographies, debates and online voter guides providing the essential tools that voters need.

Prairie Public is a primary information source for thousands of listeners who appreciate national news coverage from **Morning Edition** and **All Things Considered** and regional coverage from the Prairie Public radio news team. Listeners have come to expect Prairie Public to provide the very finest in news and information radio programming whenever they turn to us—to go beyond the headlines to provide meaning and context to world, national, statewide, and local events.

In learning centers and homes across the region

Partnering with the North Central Council for School Television, Prairie Public Education Services provides libraries of visual resources, classroom plans and technology integration services, and gives teachers opportunities for independent study. We help our schools improve the way they do their jobs.

Of all the services we provide to our community, nothing surpasses Prairie Public's commitment to its youngest viewers. Prairie Public Television has long recognized the extraordinary influence television has on young minds and the responsibility we assume whenever they spend time with us—nearly 3,000 hours of this programming is available to children every year. Second only to parents, television is the young child's most influential teacher. Nothing else in our culture can match television's ability to influence how children learn, think, and behave.

So our special mission to children goes far beyond television. Prairie Public offers extensive outreach services—and has hosted hundreds of free workshops for parents, childcare providers and other early childhood professionals and free children's books and the *PBS Families/PBS para la Familia* magazine. Correlating Web sites for parents and caregivers and safe, educational online space for interactive stories, games and activities just for kids encourage a multi-media approach to learning.

Ready To Learn has a positive impact on parents and early childhood educators. After attending *Ready To Learn* workshops, studies show that the television viewing habits of families improved. As parents learn to become better television gatekeepers, their families spend more time together reading and doing education-related activities. Children watch less television overall, and the programs watched include more educational content.

Prairie Public offers thousands of educational programs design by educators for classroom viewing. Multimedia curriculum support, a lending library and taping service, digital video-on-demand, lesson plans and online resources enhance the service and make it easily accessible for busy teachers and home schoolers. The Prairie School web site lists video series for easy searching, offers standards-based curriculum connections, links programs to Web sites (in many cases with streaming video) and provides a monthly newsletter and schedules.

Together with PBS, Prairie Public also offers TeacherSource, an online Web site for educators that helps them incorporate digital media in the classroom. This valuable teaching tool offers free lesson plans, teachers' guides and online activities that meet state curriculum standards.

Prairie Public is also proud to partner with PBS to offer TeacherLine, high-quality professional development for K-12 teachers, with the goal of improving teacher quality and increasing student achievement. TeacherLine offers more than 68 online facilitated courses in reading, mathematics, science, curriculum and instruction, and technology integration.

Additionally, the Share a Story Family Literacy Initiative uses on-air, online programming, and outreach events to help children develop language and literacy skills. Nearly fifty Share A Story events across the region have helped thousands of children and their parents realize that learning can be fun in their daily activities, including reading, drawing, storytelling, rhyming and singing.

High Risk High: Youth Drinking in North Dakota

Underage drinking is a serious problem in the upper Midwest. In 2006, North Dakota ranked first in the nation for the number of self-identified college-age binge drinkers.

Prairie Public's radio network launched the project to explore the problem of youth drinking from many different angles, in a variety of formats, and with particular focus on solutions. The project traveled around the state to see what young people, parents, and alcohol prevention advocates are doing to reduce youth drinking.

Two years later, thousands of students have heard the project's message, and more will as teachers across the state use High Risk High online resources in an effort to battle North Dakota's grim statistic.

Partners who contributed to the project include the governor's Prevention Advisory Council, FM Area Foundation; Otto Bremer Foundation; and the Division of Mental Health and Substance Abuse Services of the North Dakota Department of Human Services.





The Prairie Energy and Carbon Teacher Training Institute

The Prairie Energy and Carbon Teacher Training Institute in November 2011 is just one of several institutes available to all teachers in the Prairie Public broadcast region. This institute presented model lessons to help teachers use technologies and instructional strategies to stimulate students' learning about the changing levels of CO₂ in the Earth's atmosphere, the major types of carbon storage, and human sources of CO₂ emissions.

Dozens of teachers have taken what they learned back to their schools—to share with their colleagues, and ultimately, with their students.

Teachers have reported much satisfaction with the institutes, such as “Excellent class. I would definitely take another class from Prairie Public,” and “Great to learn from leaders in their field. Provides us with knowledge and confidence to move into our classrooms.”

The Institute is the result of a partnership between Prairie Public Education Services, the Energy & Environmental Research Center, and the Plains Carbon Dioxide Reduction Partnership at the University of North Dakota.

