



Annual Report



Prairie Public Broadcasting, Inc.
Fiscal Year 2024

On January 19, 1964,
Prairie Public's first station—KFME in Fargo—signed on
as North Dakota's educational television station.

1959

The North Central Educational Television Association was incorporated by Dr. Ted Donat.

1964

KFME signed on as the first educational television station in North Dakota.

1981

KCND-FM in Bismarck signed on, the first station on North Dakota Public Radio.

1994

Prairie Online implemented an online service that provided access to information and discussion for North Dakotans.

2004

Dakota Datebook, a daily look at North Dakota history, premiered on radio.

2006

Prairie Public Television and North Dakota Public Radio merged brands to become Prairie Public.

2016

Members get extended access to PBS shows on-demand through Passport and the PBS app.

2024

Prairie Public celebrates 60!



A newspaper article from that year described our station as “provid[ing] televised material which can be used in classrooms ... but an equally large segment of its programming will be devoted to entertainment. Entertainment with a purpose, to be sure: it will encourage the viewer to use his mind as well as his eyes.”

In other words, we were set out to educate, involve, and inspire our viewers. Sound familiar? Our values then are still shining through in our mission today.

In the decades that have passed since that article was written, Prairie Public has grown to cover the entire state of North Dakota, northwest Minnesota, and Manitoba, introduced a statewide radio network, and become a PBS and NPR member station. We went from black-and-white to color, and have now entered the world of on-demand streaming with Passport, apps, and podcasts.

Through all the changes that Prairie Public has seen, there has been one constant—the unwavering support from people like you. Our members, listeners, and viewers have kept us going from day one.

Whether it's been through your membership or by simply enjoying our programs and advocating for our essential service, we thank you for keeping us going. Prairie Public wouldn't be here if not for your belief in our mission—those values we've held since our early days in 1964.

With gratitude,
John E. Harris III
President & CEO

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

BOARD OF DIRECTORS

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Vice Chair

Sandra Holmberg

Past Chair

Kjersti Armstrong

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Ex-Officio Members

Ken Zealand

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COMMUNITY ADVISORY BOARD

Mike Benson

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Ex-Officio Member

John E. Harris III

EXECUTIVE STAFF

President & CEO

John E. Harris III

Director of Development

Troy Davis

Director of Engineering

Jack Anderson

Director of Finance

John Gast

Director of Gaming

Gail Widmer

Director of Radio

Ann Alquist

Director of Television

Barbara Gravel

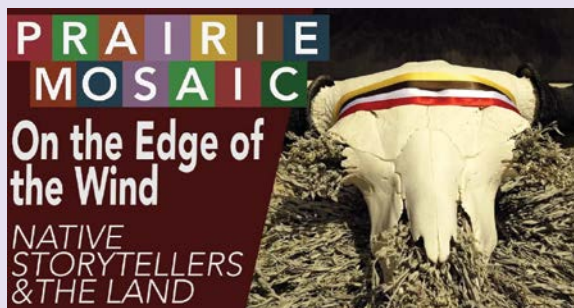
Fiscal Year 2024

October 1, 2023–September 30, 2024

IN THE STUDIO



Prairie Musicians Slamabama brought high energy country pop to the stage, Poitin explored Irish and Metis Red River traditional music, and so much more in this year's season of Prairie Musicians.



Prairie Mosaic Prairie Mosaic captured stories that offer a window into the arts, culture, and history of the prairie region.



Prairie Pulse Prairie Public's longstanding weekly affairs show, Prairie Pulse, tackled the social and political issues that matter most to viewers like you.

THE NUMBERS BEYOND THE AIRWAVES

15,028 People individuals made contributions to Prairie Public
5,710 Sustainers

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

Places
 Prairie Public members live in
Every county of North Dakota
48 states and Washington DC
6 Canadian provinces &
2 territories

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

IN THE NEWSROOM



Ann Alquist, Director of Radio

Prairie Public's longtime Director of Radio Bill Thomas retired, and in January we welcomed his successor, Ann Alquist. Ann brings more than 20 years of experience innovating public media at stations across the country. She is driven to provide trustworthy news and information, especially in rural communities.



Former Director of Radio Bill Thomas



D'Ya NoDak?

Prairie Public leaned into News Director Dave Thompson's extensive knowledge and deep political memory in a new e-newsletter, D'Ya NoDak. The newsletter

launched in April as a run-up to the June primaries and unpacks North Dakota elections and politics.

America Amplified

Prairie Public took part in America Amplified, a national public media initiative, to engage directly with communities and drive election coverage. Through this partnership,

Prairie Public hosted an online election information portal, where listeners submitted any question they had about voting or elections, and received accurate answers.



IN THE COMMUNITY



Prairie Public Learning Express

A new initiative designed to extend the reach of our services to expanded audiences launched this year. The Learning Express is a mobile trailer that travels to childcare centers, schools, and libraries across our region—free of charge! These services help us fulfill our mission to educate, involve, and inspire the people of the prairie region.

Be My Neighbor Day

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 PBS KIDS' series "Daniel Tiger's Neighborhood," and community partners facilitated engaging, hands-on activities and crafts.



Prairie Public is **listener and viewer-supported public media**, which means this belongs to you.



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, Bismarck, ND



While growing up, the world in pre-Internet rural North Dakota seemed limited. PBS opened the door to art, culture, music, movies, love and life in a way that radio and books couldn't.—Jeffrey Gion, Regent, ND



Charity Navigator, a nonprofit organization providing free access to data, tools, and resources to guide philanthropic decision-making, has given Prairie Public a four-star rating (with a score of 97%), meaning you can confidently support Prairie Public.

BEQUESTS

The following people honored Prairie Public with gifts in their estate. With deep regard, we remember these friends for their special commitment to sustaining Prairie Public for future generations.

Estate of Betty Mills
Estate of Joanne Ashley

Television

Prairie Public reaches households in North Dakota, northwestern Minnesota, and parts of South Dakota, Montana, and Manitoba with four program streams. Viewers who use a rooftop antenna receive all four, and viewers who use cable, dish, or satellite services receive Prairie Public's primary schedule and one or more additional streams. Prairie Public is available online and on the **PBS app, YouTube TV,** and **Hulu + Live TV.**

Radio

Beach **91.5 fm**
Bismarck **90.5 fm**
Bowman **91.9 fm**
Devils Lake **91.7 fm**
Dickinson **89.9 fm**
Fargo **91.9 fm**
Grand Forks **89.3 fm**
Grand Forks **90.7 fm**
Hettinger **91.9 fm**
Jamestown **91.5 fm**
Minot **88.9 fm**
Williston **88.7 fm**
Williston **89.5 fm**
Plentywood MT **91.9 fm**



Corporate office

Prairie Public
207 5th St N
Fargo, ND 58102

Contact

701-241-6900
info@prairiepublic.org
prairiepublic.org

Prairie Public Broadcasting, Inc

Tax ID: 45-0276899

Prairie Public Television (Manitoba), Inc

Charitable #: 119097913 RR0001

Our audited annual financial report for the year ending 9/30/2024 will be available in early spring 2025 at prairiepublic.org.



Annual Financial Report

for the Year Ending **9/30/24** • Prairie Public Broadcasting, Inc.

Sources	Television		Radio		Total
	Amount	%	Amount	%	
Membership	\$1,545,017	15%	\$525,091	16%	\$2,070,108
Underwriting	\$152,884	2%	\$129,836	4%	\$282,720
Corporation for Public Broadcasting	\$1,717,289	16%	\$233,068	7%	\$1,950,357
Local Production Funding	\$119,485	1%	\$76,625	2%	\$196,110
State of North Dakota ¹	\$1,296,225	12%	\$200,000	6%	\$1,496,225
State of Minnesota ¹	\$869,779	8%	\$0	0%	\$869,779
Grants	\$157,933	2%	\$0	0%	\$157,933
Fees, Rents	\$743,915	7%	\$319,711	10%	\$1,063,626
Charitable Gaming	\$1,198,945	12%	\$564,210	17%	\$1,763,155
Planned Giving ²	\$1,578,998	15%	\$732,990	23%	\$2,311,988
Other ³	\$1,057,604	10%	\$485,587	15%	\$1,543,191
TOTAL SOURCES	\$10,438,074	100%	\$3,267,118	100%	\$13,705,192
Uses					
Programming & Production	\$2,749,019	29%	\$1,427,399	39%	\$4,176,418
Engineering	\$1,283,225	13%	\$274,916	8%	\$1,558,141
Administration ³	\$1,596,043	17%	\$751,080	21%	\$2,347,123
Fundraising	\$362,922	4%	\$86,967	2%	\$449,889
System Upgrade & Other	\$1,695,336	18%	\$383,656	11%	\$2,078,992
Change in Prairie Public Endowment	\$1,863,513	19%	\$706,999	19%	\$2,570,512
TOTAL USES	\$9,550,058	100%	\$3,631,017	100%	\$13,181,075
EXCESS (DEFICIT) SOURCES OVER USES	\$888,016		(\$363,899)		\$524,117

Financial data provided from Eide Bailly LLP audited financial statements of Prairie Public Broadcasting, Inc.

1. Revenues include on-going and general revenue, and additional revenue from one-time funding available for capital projects; North Dakota, \$896,225 and Minnesota, \$147,260.

2. Planned giving includes contributions, realized gains, and unrealized gains to Endowment Funds.

3. Other sources include \$1,117,083 of revenue from insurance claims related to tower sites and the Fargo Building. Related expenses are recognized as incurred among the list of uses. Administration includes \$553,845 in repairs to the Fargo Building.

Local support composed of membership and underwriting is the largest source of unrestricted support for Prairie Public Broadcasting, Inc.