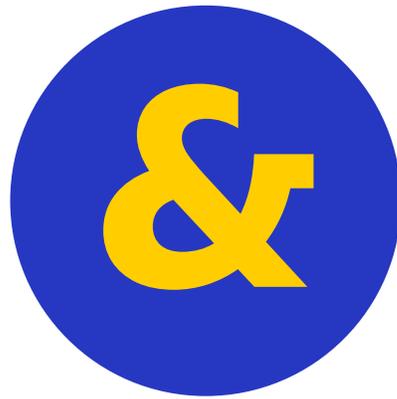


Pioneer  **PBS**

**Local
Content**



**Service
Report**

2019

Mission Statement

2019

Pioneer PBS fosters civil discourse and improved quality of life through thought-provoking and inspiring media productions and events that connect people to rural stories and shared values.

**LOCAL
VALUE**

Since 1966, Pioneer PBS has been serving small towns and farming communities by advancing our ability to share stories, discuss current events and our region's history and learn from each other.



2019 KEY SERVICES

In Fiscal Year 2019 (July 2018 through June 2019), Pioneer PBS produced the following local productions:

Minnesota 4-H: Growing True Leaders, Prairie Sportsman, Grassland Jam, Compass, LANDMARKS, Your Legislators and our award-winning arts, culture and regional history program, *Postcards*.

We sponsored screening and community discussion events around our *Postcards* and *Prairie Yard & Garden, Prairie Sportsman* and *LANDMARKS* programs in the communities of Luverne, Canby, Morris, Milan, Montevideo, Madison, Marshall, Willmar, Alexandria, Morton and Redwood Falls.

We also sponsored screening and discussion events around the release of *The Great American Read* by PBS in the communities of Granite Falls, Montevideo, Marshall and Redwood Falls.

We sponsored a very special poetry reading event and concert in Dawson featuring the work of Lauren Carlson.

We hosted two shareback events in Granite Falls with Obama Foundation Fellow Ashley Hanson.

We sponsored a special book reading event featuring the release of a new Dakota children's book by Upper Sioux Community tribal member Teresa Peterson.

We sponsored a special PBS Kids night at the Willmar Stingers baseball stadium in Willmar.

We participated in the Southwest West Central Service Co-op Career Fair at SMSU and Worthington.

We provided tours of our new studio in Granite Falls to hundreds of students and visitors of all ages from throughout the region.

We also staffed booths at events in the communities of Willmar, Fergus Falls and Long Prairie.

Pioneer PBS staff served as speakers and presenters to several civic organizations in our core broadcast area which includes more than 45 counties.



The Great American Read



Ashley Hanson



Postcards screening at Jackpot Junction Casino



Minnesota 4-H: Growing True Leaders



PY&G Barn Quilts screening

Local Impact

2019



Postcards screening event in Milan

Fiscal year 2019 was an impactful year for Pioneer PBS in that we produced and aired three documentaries that went on to win Upper Midwest Emmy® awards in FY 2020.

We also made significant progress in our move into our new studio in Granite Falls and this has had a positive impact on the local area economy.

During fiscal year 2019, Pioneer PBS also produced twelve new episodes of Compass, a public affairs program, which included stories about rural media, affordable housing, re-entry from prison, childhood poverty, higher education and small business development.



Postcards screening event at Jackpot Junction Casino



School tours

In FY 2019, Pioneer PBS produced and aired the thirty ninth season of *Your Legislators*. *Your Legislators* is the only televised live, call-in public affairs program broadcast throughout Minnesota. This hour-long, weekly program offers a significant opportunity, particularly for elderly or disabled viewers in isolated rural communities, to stay informed about legislative issues and present questions to their legislators without leaving home. For some viewers in the southwestern corner of Minnesota, Pioneer PBS is the only Minnesota-based station broadcasting programs about Minnesota legislative issues.



Prairie Sportsman screening event in Canby



Your Legislators

In the Community

2019

Through our local programs and website, Pioneer PBS connects a vast underserved region by providing a multidimensional media platform for local people to share their stories with the rest of the world. Many of our viewers are low-income families who cannot afford cable or satellite television. We also serve tens-of-thousands of elderly people living on fixed incomes who regularly tell us that we are their constant companion and best friend.

Pioneer PBS serves a higher percentage of underserved and low income viewers than most other television broadcasters in the region. Pioneer PBS's primary community of license (Appleton, Minnesota) has an average per capita income that is only 52 percent of the national average. Because of the audience composition and the distance to urban centers, Pioneer PBS is the only public television station providing service to many of our counties.

To assist local civic groups and nonprofit organizations, station meeting room facilities are provided free for public use. In FY 2019, organizations such as the Minnesota Humanities Center, Southwest Initiative Foundation, Granite Falls Riverfront Revitalization and the Yellowstone Trail Alliance of Western Minnesota all used our facility.



Finally, in fiscal year 2019, through a partnership with a regional foundation, Pioneer PBS continued work on a multi-year project to document the stories of local Native Americans and Scandinavian Americans in our small rural communities. These stories focused on cultural traditions and were developed in cooperation with the Upper Sioux Community, the Lower Sioux Community and the Milan Village Arts School. Related outreach events for this effort included four community screenings and discussions about how these cultural traditions are transferred from one generation to the next.

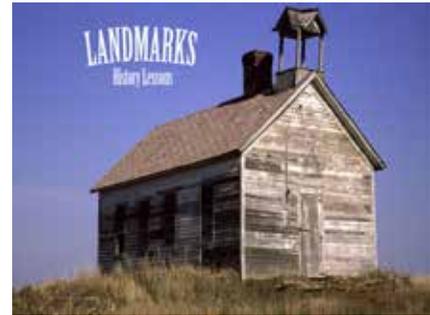


Programs of Impact

2019

LANDMARKS

LANDMARKS, hosted by Minnesota photographer and storyteller Doug Ohman, highlights the three most recognized icons of western and southwestern Minnesota: churches, barns and schoolhouses. Pioneer PBS sponsored two screening events for this new program in Luverne and Madison. The program has been rebroadcast several times and is used by Ohman in presentations he makes in libraries and historical societies throughout Minnesota.



LESSON PLANS

In 2019, Pioneer PBS began work to assemble a gallery of Pioneer PBS's broadcast and digital-first videos and accompanying lesson plans featuring Native American and Scandinavian American artists in our region for classroom use. The lesson plans and videos are available online to every teacher and student across the country and around the world through the PBS LearningMedia platform.



Collections > Intergenerational Art and Culture Traditions

In This Collection: Media Gallery (8), Video (8), Lesson Plan (8)
for Grades 5, 7-12

www.pioneer.pbslearningmedia.org

Evaluating Outcomes & Measuring Impact



In December of 2018, Pioneer PBS had 3,569 Facebook followers.

One year later, we had 4,506.



In 2018, our YouTube page had 451,200 views with 1,300 new subscribers.

In 2019, we had 591,100 views with 1,600 new subscribers.



In December of 2018, Pioneer PBS had 927 Twitter followers.

In January of 2020, Pioneer PBS has 1,013 followers.



In December of 2018, we had 533 Instagram followers.

By January 2020, Instagram followers grew to 743.

Twice a year, Pioneer PBS surveys our members to measure our impact. Here is a sample of just some of the hundreds of comments we receive:

“Pioneer PBS is my favorite of all TV stations. I depend on Pioneer PBS for all of my national news.”

-Andy, Alexandria, MN

“Best station on television. If it wasn't for Pioneer PBS, there wouldn't be much to have a TV for.”

-Kayla, Chokio, MN

“I support Pioneer PBS because I watch it so much. I like the selection of programs available and especially enjoy the local productions. Keep up the great work!”

-Maynard, Madison, MN

“We thoroughly enjoy the Minnesota roots feel that you have. It just feels right. As our main form of entertainment, we always look for quality programming and sincerely enjoy Pioneer PBS. Thanks so much for doing such a great job for us your viewers.”

-James, Morris, MN

“I enjoy shows about local places and events such as *Postcards* and *Compass*. Pioneer PBS is the main TV that I watch. Thank you for your programming.”

-Nancy, Kensington, MN

Reach in the Community

2019

Postcards is a weekly series highlighting the arts, history and cultural heritage of western Minnesota.

Two *Postcards* documentaries that were produced and aired in FY 2019 received Upper Midwest Emmy® Awards issued by the National Academy of Television Arts and Sciences.

A story about Dawson, Minnesota-based conceptual photographer Corina Kells was awarded an Emmy® in the Arts & Entertainment Feature/Segment category.



In 2019, Pioneer PBS's *Postcards* included stories about:

- Historic Preservation and Local Museums
- Small Business Entrepreneurs in Small Towns
- Emerging Student Artists and Historians at local Universities
- Small Town Artists, Sculptors and Musicians

Another *Postcards* story about ethnobotanist and restoration ecologist Linda Black Elk's work to pass on native plant knowledge to a younger generation was awarded an Emmy® in the Education/-Schools Feature/Segment category.

The programs were produced by Pioneer PBS's Dana Conroy with videography and editing by Pioneer PBS's Kristofor Gieske and Ben Dempcy.

Pioneer PBS's *Prairie Sportsman* received its first-ever Emmy® award for a story about pollinator-friendly solar arrays in the Business/-Consumer Feature Segment category.



The program was produced by Cindy Dorn with editors/videographers Dylan Curfman and Max Grabow, assistant producer/host Bret Amundson and voice artist Lisa Cownie.

This is the seventh year in a row that Pioneer PBS has earned Upper Midwest Emmys® for its local programs, adding up to a total of 11 Emmy® awards issued to Pioneer PBS.

Reach in the Community

2019

Partnerships:

In 2019, Pioneer PBS worked with dozens of local arts organizations, historical societies, businesses, nonprofits, educational institutions and civic organizations to find the stories and shine light on issues important to our viewers.

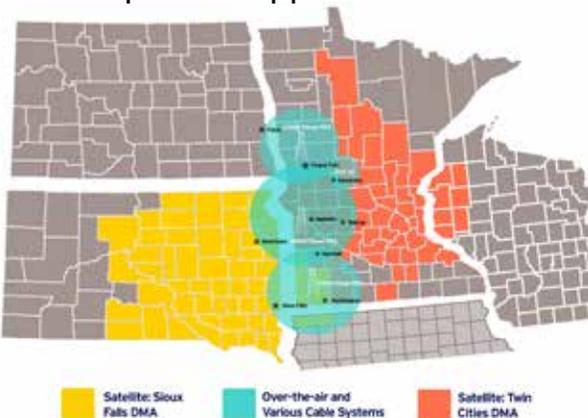
In FY 2019, Pioneer PBS collaborated with the Southwest Initiative Foundation to produce and air *Grow Our Own: Supporting Our Kids—From Cradle to Career* about the economic and social realities facing today's youth, and the role all community members play in equipping them for lifelong success.

Other regional organizations that Pioneer PBS has ongoing relationships with include: University of Minnesota, Morris, U of M Extension Clean Energy Resource Teams, Southwest Minnesota State University, Southwest Minnesota Arts Council, the Lake Region Arts Council, Southwest Minnesota Housing Partnership, The Minnesota Bluegrass & Old-Time Music Association, Minnesota West Community & Technical College, local chambers of commerce and historical societies.

Impact & Community Feedback:

Pioneer PBS knows it is having an impact because our viewers tell us so when we go out in the community and set up booths to meet with our members at local trade shows and events. In 2019 we staffed booths at trade shows in Alexandria, Willmar, Richmond, Marshall, Worthington and Granite Falls. We love hosting these booths because of the affirming messages we hear from our viewers. It is obvious that people love Pioneer PBS and that is reflected in the increased levels of membership and corporate support in 2019.

Pioneer PBS knows it is having an impact because our viewers tell us so when we go out in the community and set up booths to meet with our members at local trade shows and events. In 2019 we staffed booths at



Pioneer PBS's broadcast signal reaches a sparsely populated rural area served by few television stations. The stories of this region would not be told without Pioneer PBS's local programs. We also know that Pioneer PBS's programs have a long life after they are broadcast through our website, Facebook page and YouTube channel. Many of the artists and communities we feature on our programs share our videos on social media and post links to our videos on their websites.