



Local & Content



Service Report

Mission Statement



Pioneer Public Television's services and programs facilitate educational growth, support cultural opportunities and promote economic development for western Minnesota, eastern South Dakota, northern Iowa and beyond. Pioneer works to broaden, educate and sustain our rural communities through services that reflect our local values.

LOCAL VALUE

Since 1966, Pioneer Public Television 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.



Services



2018 KEY SERVICES

In 2018, Pioneer produced *Minnesota 4H: Growing True Leaders*, *Prairie Sportsman*, *Funtime Polka Party*, *Grassland Jam*, *Compass*, *Your Legislators* and our award-winning arts, culture and regional history program, *Postcards*.

We sponsored screening and community discussion events around our new *Postcards* series of Native American and Scandinavian art and culture documentaries in the communities of Milan and Granite Falls.

We also sponsored screening and discussion events around the release of *Little Women* by PBS in the communities of Elbow Lake and Granite Falls.

We organized a very special screening of the *Women Outward Bound* documentary in Marshall and honored pioneering outdoors educator Jean Replinger.

In 2018 we launched a series of public discussion events around the *Great American Read* in cooperation with libraries in Morris, Granite Falls, Montevideo and Marshall.

We staffed booths at the Southwest West Central Service Co-op Career Fair at SMSU and Worthington and met with hundreds of local students who were interested in careers as videographers, writers, producers and actors. We also made important connections with several area employers, educational institutions and fellow non-profit organizations.

We provided tours of our new studio in Granite Falls to hundreds of students from Worthington.

We also staffed booths at events in the communities of Willmar, Mankato and Madison.

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

Pioneer presented at the Minnesota History Whatever conference at the American Swedish Institute in Minneapolis.

Impact



LOCAL IMPACT

Fiscal year 2018 (July 2017 through June 2018) was an impactful year for Pioneer in that we produced and aired two documentaries that went on to win Upper Midwest Emmy® awards in FY 2019.

We began the move into our new studio in Granite Falls in February 2018 and this has had a positive impact on the local area economy.



During fiscal year 2018, Pioneer produced eight new episodes of *Compass*, a public affairs program which included stories about changes in rural dentistry, the accessibility of our court system and challenges facing sparsely populated agricultural communities.



Finding an active political audience on Twitter, the *Your Legislators* account saw a continued growth in FY 2018.

Your Legislators celebrated its 38th year on the air with a continued emphasis on allowing viewers to e-mail or call in questions about current Minnesota legislative issues. This hour-long live 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 is the only Minnesota-based station broadcasting programs about Minnesota legislative issues.

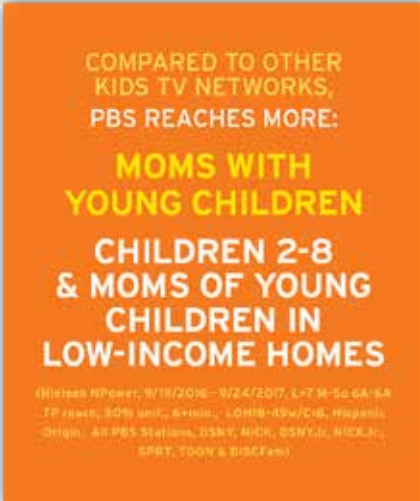


In the Community



TRUSTED. VALUE. ESSENTIAL.

Through our local programs and website, Pioneer 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 serves a higher percentage of underserved viewers and low income viewers than most other television broadcasters in the region. Pioneer'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 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 2018, organizations such as the Southwest Minnesota Initiative Foundation, Granite Falls Riverfront Revitalization and the Southwest Minnesota Housing Partnership all used our facility.

Finally, in fiscal year 2018 through a partnership with a regional foundation, Pioneer started 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 the first seven months of this effort included two community screenings and discussions about how these cultural traditions are transferred from one generation to the next. This first set of documentary productions were well-received by the communities involved, and set the stage for future work including the development of educational content for use in schools.



Programs of Impact



Prairie Sportsman

Prairie Sportsman celebrates our love of the outdoors to hunt, fish and recreate amid Minnesota's vast resources of lakes, rivers, trails and grasslands. The weekly half-hour show, takes viewers around the state. The Emmy®-nominated show has gained statewide appeal and is now aired on all Minnesota public television stations and throughout North Dakota on Prairie Public Television.



Prairie Sportsman is making an impact by broadcasting stories that show ways individuals and organizations can help protect and restore natural resources, from creating backyard monarch way stations to planting native forbs and grasses in massive solar arrays where beekeepers produce honey.

A grant from the Minnesota Environment and Natural Resources Trust Fund was renewed in FY 2018 and has enabled Pioneer Public Television to bring *Prairie Sportsman* out of a five-year hiatus and produce three new seasons of this popular series.

Vietnam Remembered: Western/Southwestern Minnesota

This documentary, produced and aired in FY2018 was nominated in the Historic Cultural/Nostalgic Category for an Upper Midwest Emmy® award by the Upper Midwest Chapter of The National Academy of Television Arts & Sciences.

Produced by Tim Bakken, the program featured interviews with local Vietnam War veterans including Dale Johnson of Underwood, Max Prinzing of Redwood Falls, Byron Higgin of Minneota, Wesley Smith of Madison, Jerry Eykyn of Worthington, Luverne Kortgaard of Willmar, Gerald Goetch and Jerome Parker—both of Ortonville.



Programs of Impact



Postcards

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 2018 received Upper Midwest Emmy® awards issued by the Upper Midwest Academy of Television Arts and Sciences.



"Maya Bdeg'a," won in the Historic/Cultural/Nostalgic – Single Story series category and featured illustrations by Tate Marshall. "Maya Bdeg'a" was also selected to screen at the prestigious St. Louis International Film Festival.

"At Home with Monsters" won in the Special Event Coverage (Other than News or Sports) category. The documentary is part of Pioneer's ongoing effort to capture nationally touring exhibits for residents of small towns and farming communities who may not have the resources to drive to the Twin Cities metro area to take in these exhibits.

The programs were produced by Pioneer's Dana Conroy with videography and editing by Pioneer's Kristofor Gieske and Ben Dempcy. This is the sixth year in a row that Pioneer has earned Upper Midwest Emmys® for its local programs, adding up to a total of nine Emmy® awards garnered by Pioneer.

In 2018, Pioneer'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

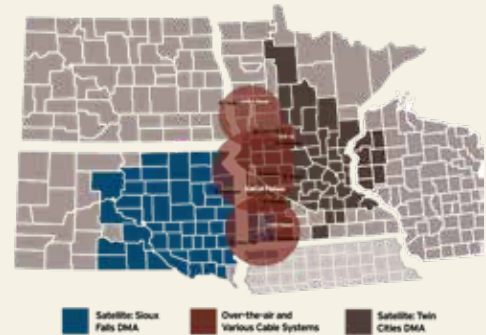


In FY 2018, Pioneer produced and aired the third season of *Grassland Jam* featuring artists who performed at the nationally significant Minnesota Bluegrass & Old-Time Music Festival near Richmond, Minnesota. By producing and airing these main stage acts, Pioneer helps young musicians get exposure and provides these often under resourced musicians with professional quality video to advance their careers.

Reach in the Community



Pioneer'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 Public Television's local programs. We also know that Pioneer'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 the program post links to our videos on their websites.



Partnerships:

In 2018, Pioneer 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 2018 Pioneer entered into an agreement with the Southwest Minnesota Housing Partnership to document the work of their Partnership Art Initiative that emanated from a grant the SWMHP received from Artplace America. A series of 10 videos were produced to be shared on social media.

Other regional organizations that Pioneer has ongoing relationships with include:

Southwest Minnesota State University, Southwest Minnesota Arts Council, the Lake Region Arts Council, Southwest Minnesota Initiative Foundation, The Minnesota Bluegrass & Old-Time Music Association, Minnesota West, local chambers of commerce and historical societies. One of our most enduring relationships is with the Instructional and Media Technologies Department of the University of Minnesota, Morris.





Impact and Community Feedback:

Pioneer 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 2018 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 and that is reflected in the sustained levels of membership and corporate support in 2018.

Reach in the Community



Evaluating Outcomes and Measuring Impact:

-  In December of 2017, Pioneer had 2,988 Facebook followers. One year later we had 3,569.
-  In 2017, our YouTube page had 314,400 views, with 738 new subscribers compared to 2018 where we have 451,200 views, with 1,300 new subscribers.
-  In December of 2017, Pioneer had 776 Twitter followers. In January of 2019, Pioneer has 927 followers.
-  In December of 2017, we had 311 Instagram followers. By January 2019, Instagram followers grew to 533.

In addition, in FY 2018, PBS President Paula Kerger made the trip from Washington D.C. to Pioneer Public Television in April to help Pioneer launch the public phase of our \$2.5 million *Coming Into View* Campaign to expand the capacity of the new Granite Falls television campus.

In FY 2018 more than 200 donors contributed \$1.3 million toward the \$2.5 million fundraising goal. To jump start the public phase of the campaign, Granite Falls Bank announced that they would match every dollar pledged to Pioneer for *Coming Into View*, up to \$200,000.



What People Are Saying



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

I'm a teacher and believe the children's shows on PBS are quality and the best available – it's important to have appropriate shows for children.

-Ashley, Milan MN

My kids are grown and grandkids are seldom here, but my kids always watched at least one hour a day. They are now working at great jobs after graduating from college. PBS helped.

-Jane, Lake Lillian MN

Enjoy the 'specials' – especially the music like Neil Diamond, Fleetwood Mac and 60s & 70s. Keep up the good work.

-Eleanor, Alexandria MN

We have no kids or grandkids but I am pleased that there are educational and entertaining programs for youngsters. The violence on TV these days is appalling.

-David, Milbank SD

This is getting to be our #1 station – we trust the news programs.

-John/Nancy, Lismore MN

After watching a fundraising special on improving our health, my wife's health dramatically changed by following the doctors advice and now that she is gone I am still following that advice and feel better than ever.

-Bob, Bloomington MN

I do love to watch the *Postcards* show and even *Compass* gets me thinking. I had spent some of my earlier years in central MN and miss most of it! I'm glad you're able to share so much of what I remember. Thanks for all you do!

-Michael, Shoreview MN

