



Pioneer Diversity Statement

Dated: September 28, 2022

Background: The Corporation for Public Broadcasting (CPB) requires public television stations to adopt formal goals for diversity, and to report annually on progress toward those goals. CPB also requires stations to choose from a list of initiatives for annual compliance. These actions are required for all stations receiving Community Service Grants funds (CSG). This document includes the formal goals for federal fiscal year 2023, and the steps Pioneer has taken during the past year.

Statement of goals: Goals were first approved by Pioneer’s Board of Directors in 2012, affirmed in 2013, and amended in 2014 and 2015. The goals listed below are slight tweaks of what were approved in 2016, 2017, 2018, 2019, 2020, 2021 and 2022.

Pioneer will work to support the diversity of our communities through programming and our workplace environment. We believe that it is important to understand diversity in different forms including but not limited to race, ethnicity, gender, age, religion, sexual orientation, culture, national origin and socio-economic status. Pioneer will work to:

- *Develop intercultural competence among our managers to provide leadership throughout the staff.*
- *Continue to provide formal diversity training for management and supervisory personnel to provide the tools necessary for developing a workplace that embraces diversity, inclusion and engagement.*
- *Seek diverse candidates for our Board of Directors and Community Advisory Board through the Board’s Governance and Nominating Committee process.*
- *Seek diverse candidates for staff positions and internships.*

Compliance with CPB requirements for annual initiatives

- For FY2022, Pioneer provided a diversity learning session for all staff on May 5 with Dakota/Dine filmmaker Leya Hale. Leya spent a portion of FY 2022 mentoring Pioneer PBS staffer and Dakota filmmaker Tanner Peterson on the documentary Saksanica about traditional Dakota Women’s Dress. Leya talked about her growth from a production assistant at Twin Cities PBS to a Sundance fellow and now a 3-time funded nationally distributed native producer of impactful native stories like People’s Protectors (Native Vietnam Veteran stories), Bring Her Home (raising the issue of missing and murdered Indigenous women). Pioneer PBS is also proud to continue the native to native mentorship by loaning Tanner to Twin Cities PBS for the upcoming year to work on the documentary of Ojibwe hockey player (Olympian/NHL veteran) Henry Boucha and his journey to reclaim his heritage.
- President and General Manager Shari Lamke continued regular meetings with SWIF’s Regional Coalition of Equity Allies along with regional business leaders. Working on best practices and exploring changing the narrative around social justice.
- Pioneer also maintains employment recruitment practices designed to comply with FCC EEO requirements.
- Pioneer also meets CPB requirements for harassment prevention training.

Pioneer’s progress beyond compliance toward diversity goals

- In the past year, Pioneer held an event in partnership with Native Arts and Granite Falls Yes House for the nationally distributed “Bring Her Home” documentary about missing and murdered Indigenous women. This saw a great mix across communities and a highly engaged audience ending with a question of Leya from a 13 year old native girl “What inspired you to make this film?”.

Without hesitation Leya responded “you did”. The importance of people from communities seeing their stories told by their communities is clear!

- Pioneer also produced Saksanica, a half hour documentary on traditional Dakota women’s dress led by native producer Leya Hale and native filmmaker Tanner Peterson.
 - <https://www.youtube.com/watch?v=iWVRh4nqD9U&list=UUCQZmEgBM-3D2UVDhIzgErw&index=62>
- Tanner also completed 13 digital shorts for Dakota Wicohan’s 20th anniversary celebration.
 - https://www.youtube.com/watch?v=bJz8h_se65E&list=UUCQZmEgBM-3D2UVDhIzgErw&index=1
 - <https://www.youtube.com/watch?v=qk8I6RAwiDk&list=UUCQZmEgBM-3D2UVDhIzgErw&index=2>
 - <https://www.youtube.com/watch?v=r1DgNgcgFH0&list=UUCQZmEgBM-3D2UVDhIzgErw&index=3>
 - <https://www.youtube.com/watch?v=cLHsn23U4qE&list=UUCQZmEgBM-3D2UVDhIzgErw&index=4>
 - <https://www.youtube.com/watch?v=4QEfEnOG5HI&list=UUCQZmEgBM-3D2UVDhIzgErw&index=5>
 - <https://www.youtube.com/watch?v=DZF6WvxGtno&list=UUCQZmEgBM-3D2UVDhIzgErw&index=6>
 - <https://www.youtube.com/watch?v=mWKCINsQYvw&list=UUCQZmEgBM-3D2UVDhIzgErw&index=7>
 - https://www.youtube.com/watch?v=PBZF_MXXjt8&list=UUCQZmEgBM-3D2UVDhIzgErw&index=8
 - <https://www.youtube.com/watch?v=U6huaWQTyIA&list=UUCQZmEgBM-3D2UVDhIzgErw&index=9>
 - <https://www.youtube.com/watch?v=H-yjkRYg8nU&list=UUCQZmEgBM-3D2UVDhIzgErw&index=10>
 - https://www.youtube.com/watch?v=fFvehQCWH_A&list=UUCQZmEgBM-3D2UVDhIzgErw&index=11
 - <https://www.youtube.com/watch?v=FynWyWfAOrI&list=UUCQZmEgBM-3D2UVDhIzgErw&index=12>
 - <https://www.youtube.com/watch?v=UM0fMsLZQKc&list=UUCQZmEgBM-3D2UVDhIzgErw&index=13>
- Some of the Diversity focused segments from Prairie Sportsman, Prairie Yard & Garden and Postcards this past year
 - Women's Wilderness Discovery: <https://www.pbs.org/video/womens-wilderness-discovery/>
 - Rick-a-Shay Riders: <https://www.pbs.org/video/rick-shay-riders/>
 - Little One's Learning Outdoors: <https://www.pbs.org/video/little-ones-learning-outdoors/>
 - Emily Ford at Glensheen Mansion: <https://video.pioneer.org/video/gardens-of-glensheen-mansion-qdroen/>
 - Fern Cloud: <https://youtu.be/6CFfile-HfS4>
 - Kandace Creel Falcon: <https://www.youtube.com/watch?v=7tvZj7QtOWI>
 - Nancy X. Valentine: <https://youtu.be/4ospIVn3Xxg>
 - Inkpa Mani: <https://youtu.be/scGQffR-qCw>
 - Dr. Jayshree Seth: <https://youtu.be/6Kmjk9GdScM>
 - Tiny Titanic/Jaxson Sequin: <https://youtu.be/nHkB84phv0s>
- Compass stories:
 - Dress Maker Beth O’Keefe: <https://video.pioneer.org/video/ignite-rural-artists-beth-okeefe-9dyzb5/>

- Regalia maker Priscilla Gruendemann: <https://video.pioneer.org/video/ignite-rural-artists-priscilla-gruendemann-djnedl/>
 - Focus on aging and alzheimer's: <https://video.pioneer.org/video/building-bridges-memory-choir-6d8kib/>
 - Juneteenth in Marshall: <https://video.pioneer.org/video/marshalls-first-juneteenth-celebration-m6gt6s/>
 - The Great Evil (Chris Mato Nunpa): <https://video.pioneer.org/video/great-evil-christianity-bible-native-america-aevh8l/>
 - Lawsuit against USDA relief aid for farmers of color: <https://video.pioneer.org/video/usda-lawsuit/>
 - The diverse healthcare employee recruitment video from our aging well series of videos: <https://video.pioneer.org/video/aging-dignity-health-care-employee-recruitment/>
- Pioneer's efforts for our boards and staff have been successful in maintaining gender, socio-economic and geographic diversity, but lost some progress on growing ethnic diversity in the past year and no growth in diversity on the Community Advisory Board. We need to do better on reflecting the diversity of our community and will continue to work toward stronger recruitment.
 - Pioneer's staff in the last year included a full-time Latino employee, three-quarter time and 2 full-time Native employees and 1 African American intern. For future years, we will remain committed to increasing diversity, and diversity understanding, through management, staff and board training.