

Pioneer  PBS

LOCAL CONTENT & SERVICE REPORT

TO THE COMMUNITY



'22

Pioneer  PBS

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A Note from Shari Lamke

PIONEER PBS PRESIDENT & GENERAL MANAGER



Fiscal year 2022 (July 2021 – June 2022) was my second year with Pioneer PBS. Having reflected on where we are as a station and within the industry, these are my reflections from this past year:

In the midst of a time of continued turbulence and change in our communities, we grow and become better citizens of the world when we work together, learn from our differences and truly listen to one another. Pioneer PBS is committed to thinking about how to advance innovation and audience-centric thinking so that we can bring the best of what our station has to offer into the changing future of media creation and distribution.

I truly believe in the mission of Pioneer PBS: to be a resource – whether it’s as a TV and content creation station or as a place to convene events – that promotes civil discourse by sharing stories of rural communities, that facilitates educational growth and that supports the uplifting of Minnesota’s diverse rural communities.

WHAT PIONEER PBS HAS TO OFFER IS MORE IMPORTANT THAN EVER.

We will always stay true to our rural values. We thrive when we are able to take time to invest in different ways of thinking and working, learning from the region that brought the country farmer cooperatives. We began our journey with the Digital Transformation Project in fiscal year 2022. We will begin to implement new digital strategies and work methodologies going into fiscal year 2023. We will continue to lift up the rural and diverse voices of our region and showcase this area’s strengths. We will continue to use multiple methods of collecting story ideas and feedback from the community we serve. We will overcome what may have held others back. We will continue to find ways to serve our community the way it deserves and asks to be served.

Shari Lamke

A handwritten signature in black ink that reads "Shari Lamke".

President and General Manager
Pioneer PBS



Pioneer PBS

Local Value

OUR MISSION. OUR VISION. OUR VALUES.

MISSION STATEMENT

Pioneer PBS fosters civil discourse and improved quality of life through thought-provoking and inspiring media productions that connect people to rural stories and shared values. Pioneer PBS's services and programs facilitate educational growth, support cultural opportunities and promote economic development for western Minnesota, eastern South Dakota, northern Iowa and beyond.

VISION

Our vision is to be a forward-thinking media and technology leader whose viewers are engaged and inspired to advance rural values of cooperation, resilience and innovation.

LOCAL VALUE

Pioneer PBS's programming and services are focused on the needs of our viewers. We tell stories about our region and the richness of its people. We value family as a cornerstone of our work. We engage and tell the stories of the diverse rural region we serve. We believe in fairness and justice for all people. We aspire to provide provocative inspiration and technological innovation. We help viewers of all ages learn and grow. We strive to keep Pioneer PBS a balanced and independent media voice. We provide excellent programming of enduring value.

Key Services

AT A GLANCE



Pioneer PBS's Matt Johnson and Mollie Londgren produce *Your Legislators*

During fiscal year 2022, Pioneer PBS continued to release content from Postcards, Prairie Sportsman, Prairie Yard & Garden, Compass, Your Legislators and LANDMARKS – all local productions produced from its studio based in Granite Falls.

January 2022 marked the start of the 42nd season of [Your Legislators](#). Your Legislators is a live talk show, featuring viewer-generated questions, hosted by Minnesota Supreme Court Associate Justice Barry Anderson. Every week a panel of bipartisan senators and representatives from the Minnesota Legislature make themselves available for viewer questions.

“Pioneer PBS is our best connection to what is going on in Minnesota via ... Minnesota-related programs such as *Your Legislators*.”

- John, Chandler

Pioneer PBS released the first special in the [WHEELS](#) series. [WHEELS: Classics & Collections](#) explores the history, developments and interesting connections that people have with wheels. **More on exploring rural places on page 12.**

The [Postcards](#) production crew traveled to the Sätergläntan Institute of Crafts in Dalarna, Sweden. They interviewed students and instructors at the institute as they taught and learned about traditional Scandinavian craft. **More on cultural learning on page 11.**



Timothy H. Bakken on the road for *WHEELS*



The Scandinavian Sunday screening and makers event

Pioneer PBS held an hybrid in-person and online sneak peek screening event of Ken Burns' documentary detailing the life of Muhammad Ali. This event is an example of one of the many ways that Pioneer PBS ties national conversations to our local audience.

“*[Pioneer PBS] broadens my knowledge of what's happening in the rest of the world and even with interests close to home.*”

- Denise, Sheldon, Iowa

In November 2021, in partnership with the Milan Village Arts School, Pioneer PBS hosted a [Scandinavian Sunday screening and makers event](#). Swedish dalmålner (Swedish folk painting) Pieper Bloomquist gave a demonstration of her craft. **More on cultural learning on page 11.**

In partnership with the Department of Public Transformation, Pioneer PBS used its event space to host a screening of the film “Ways of Being Home: Between Northfield and Mantrata.” The film is an intimate cinematic portrait of two small towns – one in Mexico and one in Minnesota – providing an evocative audiovisual meditation on the experience of Mexican immigrants living and working in rural America.

Mumu Aye, producer of the YouTube series Daily Karen News, visited Pioneer PBS to present during an all-staff meeting. She talked about Karen culture and current events happening in Myanmar. Her visit was a part of Pioneer PBS's diversity training efforts.

Pioneer PBS was selected to participate in the Digital Transformation Program, a virtual program developed by the Poynter Institute to educate, assist and coach public media senior leaders and their staff on the best strategies and tactics to transform their organization's digital operations and culture. **Learn more about Pioneer PBS's digital transformation on page 16.**

Pioneer PBS knows the power of polka! Pioneer PBS sponsored a performance of the Larry Olsen Band as part of the Willmar Lakes Area Life Connections event. The annual event draws people from around the region and has entertainment, seminars and exhibitions tailored to people aged 50 and over. Over 1,000 people attended this annual event.

“*Investing in our community is a high priority and Pioneer PBS has the best programming.*”

- Kristine, Granite Falls

Pioneer PBS hosted a world premiere screening event of its special [“Saksanica”](#) at Sisseton Wahpeton College in South Dakota. “Saksanica” traces the traditions underlying the dress-making culture of Lakota and Dakota communities. **More on cultural learning on page 11.**

Pioneer PBS’s horticulture and gardening program [Prairie Yard & Garden](#) (PY&G) launched a partnership with Minnesota Grown. The short video segments that will result from this partnership are known as “Live Local with Minnesota Grown.” **More on this partnership on page 14.**

A focus area of Pioneer PBS’s public affairs program [Compass](#) has been on solutions-based stories about caregiving and aging well in rural Minnesota. This work was informed by an event hosted by Pioneer PBS in October of 2021, featuring a screening of “Caregiver: A Love Story.” **Learn more about the Aging Well series on page 15.**



Leya Hale and Pioneer PBS's Tanner Peterson at the screening event for “Saksanica”



Pioneer PBS staff at the Caregivers event



“Rick-A-Shay Riders” on Prairie Sportsman

In April 2022 [Prairie Sportsman](#) hosted a screening of its [“Rick-A-Shay Riders”](#) segment. Pam Foshay, owner of Rick-A-Shay Ranch near Chisago City, is an exceptionally skilled rider who has won multiple championships and took third place in the U.S. National Arabian Show, but she had never participated in a horse drill team. Now there’s a drill team at Rick-A-Shay Ranch. Prairie Sportsman producer Cindy Dorn was at the event, which is an example of how Pioneer PBS’s promotes its programming and featured subjects in the community.

Prairie Sportsman, Pioneer PBS’s sporting, recreation and conservation program, is Pioneer PBS’s mostly widely broadcasted program. It can be found over the air on PBS stations in Minnesota, Wisconsin, North Dakota, South Dakota and Wyoming.



Behind the scenes of “The Making of Tuscaloosa in Minnesota”

Local Stories

RECOGNIZED NATIONALLY

[Pioneer PBS received 18 Upper Midwest Emmy nominations](#) for its Postcards and Prairie Sportsman programs. [Two Postcards nominations](#) went on to receive awards. One was “[The Making of Tuscaloosa in Minnesota](#),” which received an award in the Arts and Entertainment – Long Form Content category. The story features behind-the-scenes interviews with the film’s director, who made the film, which was based on a novel by Glasgow Phillips, in Minnesota.

“*Pioneer PBS has always been an important part of our lives from childhood to retirement. It’s just great! Love watching Postcards.*”
- Sandra, Battle Lake

“[The New Melting Pot of America](#)” received an award in the Lifestyle category. The story features Mateo Mackbee and Erin Lucas’ restaurant Krewe in St. Joseph and how they use their restaurant, bakery and farm to promote diversity and teach about food.

“We hopefully created a space here that people can come in and have some of those conversations around food, which makes everything easier, and also be able to sit across from people who may not look necessarily like them or have the same beliefs as them, but hopefully they’ll be able to come to an understanding that they both want basically the same things in life, they’re just looking at it through two different lenses.”

- Mateo Mackbee, Owner, Krewe Restaurant



The Emmy Award-winning Postcards team of Ben Dempcy, Dana Conroy and Kristofor Gieske

PIONEER PBS by the numbers

976,193 STREAMS

YOUTUBE: 908,008

Pioneer: 859,505

Postcards: 38,944

Prairie Sportsman: 6,788

Compass: 1,196

Your Legislators: 1,575

VIDEO APP: 59,185

14,431 SUBSCRIBERS

ON YOUTUBE

Pioneer: 11,614

Postcards: 2,001

Prairie Sportsman: 344

Compass: 354

Praire Yard & Garden: 70

Your Legislators: 48

17,468 FACEBOOK LIKES

Pioneer: 6,100

Postcards: 4,400

Prairie Sportsman: 4,700

Compass: 716

Prairie Yard & Garden: 1,100

Your Legislators: 452

3,169 MEMBERS

Pioneer  PBS

Pioneer PBS illuminates

CULTURAL LEARNING

MADE IN SWEDEN

In the fall of 2021, the [Postcards](#) production crew traveled to the Sätergläntan Institute of Crafts in Dalarna, Sweden. Their purpose was to produce a story about people's experiences at Sätergläntan, which has evolved from a weaving and boarding school to a contemporary meeting place where handcraft knowledge is shared with students from around the world.

The documentary "[Made in Sweden](#)" highlights traditional Swedish textile arts like sewing, blacksmithing and woodworking. Minnesota has a special relationship with Sätergläntan through the American Swedish Institute in Minneapolis and the North House Folk School in Grand Marais.

In April of 2022, Pioneer PBS and the American Swedish Institute co-hosted an event, showing the film and highlighting Scandinavian craftspeople who were on-site, demonstrating their work in woodworking, wire art, Dala horse carving and singing. Many of the demonstrators had studied at the Sätergläntan Institute of Crafts, which is celebrating 100 years of course offerings in 2023.

SAKSANICA

Pioneer PBS hosted a world premiere screening event of its special "[Saksanica](#)" at Sisseton Wahpeton College in South Dakota. In this film, award-winning filmmaker Leya Hale, from the Sisseton Wahpeton Dakota and Diné nations, traces the traditions underlying the dress-making culture of Lakota and Dakota communities. Pioneer PBS's Tanner Peterson, a member of the Upper Sioux Community, was the videographer and production assistant on this project. More than 75 people attended this event, hosted in partnership with South Dakota Public Broadcasting, the Sisseton Arts Council and Dakota Wicohan. Event attendees said:

“

*I enjoyed the Dakota perspective. It's not everyday we get to see our people. So thankful to have a publication that includes a **diverse perspective.**"*

“

*I loved the connections made between **art, love of place and our responsibility of acknowledging land and water and Indigenous-led and produced storytelling.**"*

POSTCARDS
by the numbers

1,000,000 STREAMS

4,400 FACEBOOK FOLLOWERS

2,000 YOUTUBE SUBSCRIBERS



Pioneer PBS at dusk

Pioneer PBS illuminates

EXPLORING RURAL PLACES

WHEELS

In May of 2022, Pioneer PBS released the first installment of a series exploring the wheel. What's its history? How was it designed? How has the wheel changed to serve the needs of people over the years? [WHEELS: Classics & Collections](#) brought viewers to Morris, Tracy, Buffalo and more to show the collections and museums created by local people, like one Montevideo man's experience as a stock car racer and another man from Pennock who has a collection of small dirt track race cars.

The throughline and purpose of the program is to shine light on the work of local people to preserve history for future generations.

“

*I started collecting stuff and then I realized that these older guys, they were dying off and retiring and their collections were sold. So I decided to start a **foundation** so mine could stay here permanently for years after I'm gone.”*

-Vaughn Veit, President of Viet Automotive Foundation and featured in WHEELS

WHEELS
by the numbers

2,000 STREAMS
9 TOWNS VISITED



LANDMARKS: Cemeteries of Minnesota with Doug Ohman

CEMETERIES OF MINNESOTA

Pioneer PBS released the fifth installment in its [LANDMARKS](#) series. LANDMARKS is a regular program hosted by Minnesota photographer and storyteller Doug Ohman. It features prominent places in Minnesota, with a special focus on rural places. [“LANDMARKS: Cemeteries of Minnesota”](#) highlights Minnesotans that have a passion for sacred burial grounds.

“*Cemeteries are the last visible vestiges of our past. These sacred places hold our history and are clues to the stories worthy of remembering. By honoring those who have gone before, this program celebrates life itself.*”

-Doug Ohman, Host of LANDMARKS

CEMETERIES OF MINNESOTA
by the numbers

3,500 STREAMS
17 TOWNS VISITED

Pioneer PBS illuminates AGRICULTURAL VALUES

LIVE LOCAL WITH MINNESOTA GROWN

[Prairie Yard & Garden](#) (PY&G) is a program that features researchers, nursery professionals, educators and ordinary backyard gardeners discussing horticulture, landscaping and a variety of gardening topics.

PY&G launched a partnership with Minnesota Grown, “Live Local with Minnesota Grown.” This collaboration provides instruction and inspiration for viewers to grow their own plants or visit a local grower, while encouraging healthy eating.



PY&G films a Live Local with Minnesota Grown segment



Michele Huggins with Pioneer PBS's Tracy Hanson

At the event Michele Huggins, owner of Doughp Creations in Granite Falls, shared samples of her homemade bread made from locally grown grains. Michele also prepared maple custard for the tasting event using ingredients from Minnesota Grown producers. Attendees also received a behind-the-scenes look at the filming of one of the “Live Local with Minnesota Grown” segments.

PRAIRIE YARD & GARDEN
by the numbers

1,000,000 PY&G STREAMS
31 FRIENDS OF PY&G

Learn more about Friends of PY&G at pioneer.org/friendsofpyg

Pioneer PBS illuminates

SOLUTIONS-BASED STORYTELLING

This partnership kicked off with a special tasting event at Pioneer PBS’s studio in Granite Falls in October 2021, where nearly 50 guests tried local foods.

AGING WELL

Pioneer PBS hosted a hybrid in-person and online screening event of “Caregiver: A Love Story,” a film that follows a man struggling to care for his dying wife. The event included a powerful discussion with event attendees and Dr. Jessica Zitter, filmmaker, and was facilitated by Cathy Wurzer, MPR News host and founder of the nonprofit End in Mind. The event was produced in partnership with the Southwest Initiative Foundation, End in Mind, Do No Harm Media and the Minnesota River Area Agency on Aging. The purpose was to talk about the growing struggles for caregivers in rural Minnesota and uplift their work. Pioneer PBS curated a list of resources available from event attendees and other people and organizations in Minnesota that offer resources for caregivers and their care partners.

A focus area of Pioneer PBS’s public affairs program [Compass](#) has been on [solutions-based stories about caregiving and aging well in rural Minnesota](#). In partnership with the Minnesota River Area Agency on Aging, Compass produced 10 stories within the theme of aging with dignity in rural Minnesota. The stories included topics on healthcare employee recruitment to home repair for people to age well at home to working and at-home caregivers to transport and laundry services.



[Aging with Dignity: Laundry Service](#)



[Meet the Building Bridges Memory Choir](#)

COMPASS
by the numbers

45,000 STREAMS
716 FACEBOOK FOLLOWERS
355 YOUTUBE SUBSCRIBERS



Watch Pioneer PBS program segments on TikTok

Pioneer PBS is Transforming

FOR THE FUTURE AT PIONEER PBS

This series was awarded a gold in the Online/Digital Resource | Home & Community Based Programs category in the National Mature Media Awards.

In December 2021, Pioneer PBS began a digital transformation journey. Pioneer PBS was selected as one of 75 public media stations across the PBS system to participate in a nine-month Digital Transformation Program, a virtual program led by the Poynter Institute and funded by the Corporation for Public Broadcasting.

Pioneer PBS has decided to focus on using new media platforms to engage with younger and more diverse audiences. Much strategic thought has gone into ways that Pioneer PBS can take our existing content and make it viable for an audience on TikTok. We've been analyzing data to better understand why things work, but more importantly, to understand why things don't perform the way we think they should.

It's important for Pioneer PBS to continually think about how we can remain viable now and into the future. This means allocating resources toward steps we can take to better serve our audience wherever they are –

Pioneer PBS

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