



Pioneer PBS Community Representation Statement

Dated: September 27, 2023

Background: The Corporation for Public Broadcasting (CPB) requires public television stations to adopt formal goals for community representation, 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 2024, 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 each year between 2016 and 2023.

Pioneer PBS will work to represent 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 to reflect our community in total with candidates for our Board of Directors and Community Advisory Board through the Board's Governance and Nominating Committee process.*
- *Seek to reflect our community in total with candidates for staff positions and internships.*
- *Continue to offer our air for free to rural audiences throughout our region, over the air and via livestream from our website.*

Compliance with CPB requirements for annual initiatives

- For FY2023; President and General Manager Shari Lamke continued regular meetings with SWIF's Regional Coalition of Equity Advocates along with other regional business leaders. Working on best practices and exploring changing the narrative around social justice and inclusion.
- Pioneer PBS provided two half day all staff trainings; Attitudes are Contagious and Solutions are my Superpower, aimed at helping staff understand their impact on others, recognizing their own prejudices and challenge them with new tiny habits as well as how to utilize their strengths to bring potential solutions versus just pointing to problems.
- Pioneer also maintains employment recruitment practices designed to comply with FCC and EEO requirements.
- Pioneer also meets CPB requirements for harassment prevention training.

Pioneer's progress beyond compliance toward diversity goals

- In the past year, Pioneer lent Upper Sioux Community staffer Tanner Peterson to Twin Cities PBS to continue a native to native mentorship with Leya Hale, Dakota/Dine. Tanner worked on the upcoming national documentary "The Electric Indian" about the life of native hockey legend Henry Boucha. Pioneer PBS will be conducting a screening event to share this work with our region this spring.
- Some of the Diversity focused segments from Prairie Sportsman, Postcards and Compass this past year include:
 - Schools on Target: <https://video.pioneer.org/video/schools-target-j49jo2/>

- Paynesville Pier: <https://video.pioneer.org/video/paynesville-pier-wwcyda/>
 - Foster the Outdoors: <https://video.pioneer.org/video/foster-outdoors-hgajht/>
 - Theresa Peterson shares a family recipe for pickles:
https://www.youtube.com/watch?v=TmonN_CRztY&list=PLS7kokbgLeyL6wG3dXpsBkkl9gMcnFD03&index=1
 - Building Bridges Memory Choir: <https://video.pioneer.org/video/building-bridges-memory-choir-6d8kib/>
 - A coaching dynasty: <https://video.pioneer.org/video/female-coaching-dynasty-celebrating-title-ix-lt8bbp/>
 - Pezihitazizi Oyate land return meeting: <https://video.pioneer.org/video/pezhutazizi-oyate-land-return-meeting-buwolg/>
 - Ortonville, Minnesota veteran acts for Ukraine: <https://video.pioneer.org/video/ortonville-minnesota-veteran-acts-ukraine-0ql5gf/>
 - Jordan Rodgers <https://www.youtube.com/watch?v=5IrEgisBbr8>
 - Jammie Niemeyer <https://www.youtube.com/watch?v=OaVjH8I9DbE>
 - Teresa Peterson <https://www.youtube.com/watch?v=728dcWtrcAQ>
 - Elijah Lanz (Lady Jah) <https://www.youtube.com/watch?v=JLg1tuLSYWY&t=533s>
 - Jonathan Thunder <https://www.youtube.com/watch?v=jkto6EnkErM>
 - Gene Murphy and Lyle Bowes
https://youtu.be/NnTPAP4ApLE?si=RwtVeoWS_Bm0eapU
- In the most recent census of our region, our cultural makeup was 89% White, 5% Hispanic, 4% Native, 4% BIPOC and 50/50 divide between women & men.
 - Pioneer's efforts to further diversify our boards and staff have had some success. In FY 23 the Board was made up of 79% white, 7% Hispanic, 14% BIPOC as well as 64% male to 36% female. The Community Advisory Board was entirely white, with one member disabled, we are currently recruiting new members. The staff was made up of 80% white, 9% Hispanic, 9% Native, 3% BIPOC and 50/50 men to women.
 - For future years, we will remain committed to increasing our representation of our community, reflecting their makeup through management, staff and board training.