



Pioneer PBS Community Representation Statement

Dated: September 04, 2024

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 2025, 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 2024.

Pioneer will work to support the representation 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 FY2024; President and General Manager Shari Lamke continued 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 began plans for an inclusive training with Strengths trainer Curt Biller. The staff training will take place in the fall of 2024.
- 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 community representation goals

- Through much of the last fiscal year, Pioneer lent Upper Sioux Committee 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 regional native as well as nonnative communities' this fall as the program premieres nationally.
- Some of the Diversity focused segments from this past year include:
 - Using the Oldest Form of Printmaking to Tell New Stories-Mai Tran.
https://www.youtube.com/watch?v=vuweyxzZiYs&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=1
 - An Influential Native American Painter-Honoring Oscar Howe.
https://www.youtube.com/watch?v=C5LanpuQST4&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=14&t=88s

- Sharing History Through Art.
https://www.youtube.com/watch?v=AvDb6iJJRk&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=15&t=232s
 - Deced Ecupi (This is the Way)-Raine Cloud.
https://www.youtube.com/watch?v=rnlAQcCU2tM&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=16
 - A Filmmaker Helps Raise Awareness of Missing and Murdered Indigenous Women.
https://www.youtube.com/watch?v=tpSf6CBucls&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=17
 - Photography Portraits the 170 year old Way-Carla Rodriguez.
https://www.youtube.com/watch?v=S0HCl0UhmWc&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=19
 - From Spain to Minnesota-David Sendros Dib.
https://www.youtube.com/watch?v=hUDDlh7gK5I&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=22
 - Designing a Stage Outfit-Ebony Evers.
https://www.youtube.com/watch?v=21mpLu1y2aY&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=24
 - From Haiti to Minnesota-Jean Louis Family.
https://www.youtube.com/watch?v=m39kH26Cn3Y&list=PLQA4qGyO83dkZyOP3Wbnf7LhdplsUD_g6&index=25
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- Pioneer's efforts to further diversify our boards and staff have have stagnated a bit in the last fiscal year. In FY 24 the Board was made up of 78% white, 22% BIPOC as well as 67% male to 33% female. The Community Advisory Board was entirely white, with one disabled member, we continue to recruit new members. The staff was 75% white, 13% Hispanic, 6% Native, 6% BIPOC with 47% men and 53% women.
 - For future years, we will remain committed to increasing diversity, and community representation, through management, staff and board training. For FY 25 we have added 2 paid holidays to the station. MLK Day and Indigenous Peoples Day.