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**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, May 04, 2018 11:22:30 AM  
**Last Modified:** Friday, May 04, 2018 11:43:43 AM  
**Time Spent:** 00:21:12  
**IP Address:** 216.47.40.114

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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Les Heen
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Page 3: Award Categories

**Q2** Select a category. **Philanthropy**

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Page 6: Philanthropy

**Q15** Project Title

New Pioneer Studio

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**Q16** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The goal was to raise funds to build the new studio that Pioneer had needed for a long time. The existing studio was a converted library room in a former small town city hall (built in 1895). The studio's small size, inadequate ventilation, and low ceilings made it impossible to have more than one set in place at once. It also did not have enough room for guests to watch productions. The HVAC systems were so noisy that heating and cooling was shut down during recordings. Because the station was approaching its 50th anniversary, and local legislators were supportive of a state funding match for construction, it seemed like the time was right to reach out to donors in a capital campaign. The architectural pre-design work was done for a new studio and office building, so we also had an estimated project cost of \$6.5 million.

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## 2018 Development Awards - Application Form

**Q17** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

With a new building pre-design plan in place, Pioneer contracted for a capital campaign feasibility study. After being interviewed in the study, two donors called Pioneer with their reaction. Ron and Diane Fagen said they had greatly enjoyed working with Pioneer production staff on a project, and their experience made them think about how they would like to have more people like that working in their community (Granite Falls, Minnesota population 2,757.) To make that happen, the donors offered to provide a new building site, and build the new headquarters facility Pioneer needed--if Pioneer would move to their community. The Pioneer board accepted the offer to move to a new community, and the donors put their family construction firm to work. 18 months later, Pioneer took possession of a new state-of-the-art headquarters facility. It includes a studio that will be more than adequate to meet Pioneer's future production needs. Staff started moving in earlier this year, and the move should be completed by early 2019.

**Q18** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The new donated facility is 18,000 square feet set on more than six acres of land along one of the region's busiest highways, with a nature preserve behind us. The combination of high visibility and natural beauty is extraordinary. We no longer have to worry about studio challenges because the space was designed by an acoustical engineer, with walls more than a foot thick and a quiet HVAC system. By accepting this gift and moving, Pioneer has also been able to refocus our development and legislative strategies. Instead of asking the state legislature for half the construction costs, we asked for—and received—nearly \$2 million in state equipment funding for the new building. Instead of asking donors for brick-and-mortar support, Pioneer has launched a comprehensive fundraising campaign to support programming, technology and reserve funds. We have raised \$1.3 million toward a goal of \$2.5 million.

**Q19** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Local production was the driving force that made this project possible. The Pioneer production staff worked with the donors four years ago on a documentary about the donors' World War II aircraft museum. It was that experience that moved the donors to think about how to have Pioneer's employees living and working in their community. After that first experience on a documentary, Pioneer worked with the donors on a second production about their establishment of Minnesota's first-ever, permanent Holocaust memorial of scale (in their World War II museum). That project resulted in a regional Emmy Award. More local productions are now in the works with these donors whose generosity, and dedication to preserving World War II history, have made them great production partners.

**Q20** Do you have any supporting materials or items to upload? (optional) **Yes**

Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

**Q33** The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Thank you for the opportunity to share this story.