



Be part of Season 18!

Season 18 is currently in production and will focus on the following non-profit categories:

Environment
Mental Health
Refugees & Immigration
Youth Development
Hospitals & Health Care
Executive Service Corps

If your organization works in any of these fields, we want to hear from you!
Please apply to be profiled for our 18th season.

[APPLY HERE!](#)

Coming Soon!

Visionaries Mobile Application

This free mobile application, which will be available on iTunes for iPhone and iPad, comes loaded with eight complete episodes from The Visionaries, which are sampled from eight non-profit categories. The application is a portal to all 160 Visionaries episodes, and users can browse the categories to view trailers or full episodes, upload their own videos, and download information on the organization profiled and music used in the documentaries. There is also an interactivity mapping feature, voting and comment features, and a reporting feature that allows your organization to measure user activity.

About The Visionaries

For 17 seasons,

[Visionaries, Inc.](#) has been producing The Visionaries, a documentary series for public television. The Visionaries host Sam Waterston (from *Law & Order*) highlights the rarely told stories of non-profit organizations all over the globe that are working to make a positive difference in their communities and beyond.

To date, more than 165 organizations have been profiled in 60 countries across six continents and in more than 70 U.S. cities. Some of the issues that have been covered include AIDS prevention, health care, economic development, education, environmental awareness, hunger relief, homelessness, and crisis intervention.



The Visionaries host Sam Waterston

**[Apply here to be profiled on
"The Visionaries!"](#)**

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"Good News" is a newsletter from Visionaries, Inc. PBS stations all over the United States are now airing [Season 17](#) of The Visionaries.

The Man Behind the Camera

It can't be overstated how important Director of Photography Bruce Lundeen is to The Visionaries. Since his first shoot for us in 1993, Bruce's skill, sensitivity, and tremendous instincts have all but made the series possible for the last 17 seasons. Ask any producer/director who has ever been on a Visionaries shoot, and they will tell you that there is no one they would rather have with them out in the field. The Visionaries Executive Producer Bill Mosher puts it most bluntly: "I don't think the series would still be in production if not for Bruce. I don't think I'd want to do it without him. It would be too hard."

"It's not in my nature to be a world traveler," adds Visionaries producer/director Jody Santos. "I'm a nervous flyer, and I worry about everything on a shoot. Something about Bruce - his sense of humor, his passion for his work, his ability to connect with people and see the beauty even in challenging situations - makes me keep going. I trust him on a professional and very personal level."



Bruce on location in Alaska

Bruce was a liberal arts major when he first picked up a video camera. That encounter helped him find his true calling, and he immediately switched his major to radio, television and film. Bruce says that the combination of technology and photography was very alluring, and he describes his work now as a melding of "physics and art and dance."

After college, Bruce says he "paid his dues" for many years in Bangor, Maine, with news station WLBZ Channel 2, first as a master control board operator, then working in production on audio, camera, and lighting. Eventually he became director of the 11 o'clock news. In 1993, when Bill Mosher was looking to hire a camera person for a shoot in Haiti about the work of Christian Relief Services, someone at a local production company suggested Bruce. This shoot would prove to be career-defining for Bruce, as it was completely different from his background in the traditional television news environment. He was going off to work in a place where, as Bruce puts it, "you had control over only two things -- your equipment and your attitude."



Bruce and Bill Mosher in Haiti in 1993

During this shoot, which coincided with the U.N. trade embargo against Haiti, the crew visited an orphanage, where Bill first introduced the concept to Bruce of never pointing the camera down at people. Bill believed that news-style photography often robbed people of their dignity by shooting down at them. He wanted Bruce to shoot at eye level or from below so that the people on the other side of the camera knew that they were peers - and not merely subjects. This approach has guided Bruce's work with *The Visionaries* ever since. He talks about what he tries to accomplish when he is on a shoot: "Mostly I'm trying to be friendly but also invisible. Low-key and low-impact. I want the action to unfold as naturally as possible on camera."



Bruce and a friend in
Haiti in 1993

It was also on the Haiti shoot that Bill knew that he had found the right cameraperson for *The Visionaries*: "Bruce spent a lot of time with kids while we were in Haiti - holding them on his lap and showing them the camera. I could see then that he was willing to open himself up to the experience, whereas so much of journalism is about remaining objective and detached. That's not what we do, and Bruce understood that from the beginning. He has an uncanny sense of capturing emotion, and the people in front of his camera understand that he has their best interests at heart."

Jody Santos also can remember a time when Bruce made an instant connection with people in the field. While traveling through the Accra region of Ghana several years ago, the crew heard a loud pounding noise in one of the villages. "When we arrived, we saw people using mortars and pestles to pound this root vegetable into a paste known as 'fufu,'" says Jody. "Well, Bruce walks up to a woman who was really pounding on the vegetable and asks, 'Can I try?'. He starts pounding away and, literally, a roar goes up in the entire village at the sight of this tall white guy making fufu." (Bruce was quite familiar with fufu, having read traditional folk stories from Ghana of Anansi the Spider to his daughter, Samantha, when she younger.)

Jody recalls another time when Bruce was nearly brought to tears in the field. They were at a school in South Africa, and a teacher was telling them that they had special red apples for the children who were HIV positive. These particular apples, she explained, were easier on their stomachs to digest.

It's with this same sensitivity that Bruce often uses humor to get people (including the crew) to relax. Bill refers to Bruce as "the funniest guy I've ever met," and it's not uncommon for Bruce to have host Sam Waterston laughing during the intro shoots for the series. Bill recalls how Bruce's "joie de vivre" and legendary "iron stomach" had him taking part in, and winning, a hot sauce-eating contest with a local man in China. Bill says the two were eating tablespoon after tablespoon of hot sauce that was far more potent than anything found in America.



The smile behind the camera

Bruce considers himself fortunate to be able to enjoy such rich experiences while also making a difference in the world and in media. He says that the combination of travel, photography, engaging with people from all walks of life, and rubbing shoulders with people who are trying to change the world has made *The Visionaries* a dream job: "I think I have visited more than 80 countries. This job is a boy or girl's dream come true. I get to be a photographer in these fantastic locations. I can't imagine anything better. We create media that's based on hope instead of fear."

Thank you, Sheila!

We want to say "thanks" to a loyal viewer and supporter. Sheila Jager, who lives in a suburb of Grand Rapids, Michigan, has been watching *The Visionaries* and purchasing our series DVDs since Season 1. A big fan of host Sam Waterston, Sheila learned about the series through his involvement and, as she puts it, has "been hooked ever since." Her favorite episode (though she says she's yet to see a bad one) was one that hit close to home, Season 14's "Flint, Michigan - Rebirth of 'Vehicle City,'" which focused on a group of

citizens who fought to reclaim the city from the grips of contagious blight. Sheila says that so much of television today often makes her feel that there are more bad people in the world than good. But when she watches The Visionaries, she says she always feels better about the world.

Thank you, Sheila! We are so glad that you enjoy the work we do, and we are grateful for your support season after season.

We would like to express our gratitude for the generosity of the following entities and individuals for their underwriting support of our 17th season.



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