



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

We watch PBS almost exclusively. What you are doing in a relatively rural area, with limited resources is amazing! Thank you!
Anonymous viewer comment

Lakeland Public Television will be the premier, trusted, indispensable public media resource. Empowering citizens. Serving and connecting diverse communities.



LPTV is the only television station providing local service in north central Minnesota. We report local news, civic discussions and debates. We provide a safe media haven for children. We provide a voice with which people can relate to, connect with and better understand the ever changing world.

Through commitments of our members, area foundations, local businesses, and government funding, we have been able to produce **Lakeland News**, the only nightly television newscast in northern and central Minnesota, since 1998. **Common Ground** is a locally produced weekly series that highlights northern and central Minnesota culture by exploring the unique people, places and events that are an important part of our region. Other locally produced programs include **Lakeland Currents** and **Debate Night**.

Lakeland Public Television currently reaches approximately 383,500 individuals over an estimated 7,500 square miles in northern and central Minnesota who view the station either off-air (antenna), via cable or via satellite. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.



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How does Lakeland Public Television serve the citizens of Minnesota?

As the only source for local news and local television programming throughout north central Minnesota, Lakeland Public Television is a beacon for our community that promotes our region and serves our citizens in the following ways:

- **Lakeland News:** Lakeland Public Television's Lakeland News is broadcast Monday through Friday at 10 p.m. and is the ONLY LOCAL television news program that serves the citizens of Bemidji, Brainerd, and all of north central Minnesota with news, weather, and sports that is relevant to them.
- **Televised Live Legislative Debates:** During state elections, Lakeland Public Television brings the candidates into citizen's homes by televising a series of one-hour debates for State House and Senate seats serving our viewing area. These live debates broadcast in primetime on our primary channel are the only widely distributed local debates where citizens throughout the region can learn about the various candidates' views on important area issues, helping them make an informed choice.
- **Local Arts, Culture, & History Programming:** Common Ground is a weekly half-hour local program that airs Thursday nights at 7 p.m. Common Ground seeks out and showcases the area's vibrant artists, events, and history.
- **Local Public Affairs Programming:** Lakeland Currents is a bi-weekly half-hour local public affairs program that originates every other Thursday at 7:30 p.m. from our Brainerd studio. Our host Ray Gildow brings in the area's local experts for a civil, in-depth discussion on the high profile issues of the day. Topics in 2014 have included: New Leadership Demands in Rural Minnesota, The Impact of Copper-Nickel Mining in Minnesota, The ACA and Rural Hospitals, and Preventing Fetal Alcohol Syndrome - The Brainerd Model.
- **Non-Commercial, Educational Children's Programming:** Serving children has always been a top priority for Lakeland Public Television. Every day we air over eight hours of high quality, non-violent, educational children's programming on our primary channel. In addition, as part of our digital television multicast service, Lakeland Public Television has dedicated an entire 24x7 channel to educational children's programming. We provide the only true safe haven for our kids where they can learn and grow in a safe, nurturing environment.
- **Live Televised State House and Senate Legislative Session Coverage:** Again, with our digital broadcast capability, Lakeland Public Television broadcasts gavel-to-gavel State legislative coverage free, over-the-air throughout north central Minnesota. This broadcast feed is being picked up by cable systems throughout northern and central Minnesota and is also being received throughout the region by people with digital televisions in their homes.
- **Community Service:** Lakeland Public Television provides service organizations and community's on-air opportunities to promote upcoming events, such as parades, festivals and bazaars. Our **Lakeland Calendar** airs several times per day and **Lakeland Happenings** airs each Wednesday night during Lakeland News at 10.
- **FNX Channel:** Lakeland Public Television is pleased to provide the local broadcast of this channel dedicated to telling the stories of Native Americans across the United States – FNX "First Nations Experience". Through Native-produced and/or themed documentaries, dramatic series and arts programming, the FNX Channel illustrates the lives and cultures of Native American and indigenous people around the world.



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- **WCHA Hockey on Lakeland Public Television:** Through an agreement beginning in the fall of 2010, all Bemidji State University Men's Hockey home games are broadcast on Lakeland's main channel "Lakeland Prime" in high definition. The games will also be available live statewide in standard definition on all Minnesota Public Televisions stations on the Minnesota Channel. The Minnesota Channel is a collaborative effort of all Minnesota's Public Television stations around the state. Minnesota Channel carriage will make all of these Men's Beaver hockey games available live statewide both over the air and on virtually all cable systems.
- ***Steam Power! In Dalton & Blackberry, MN***
People from across Northern Minnesota gather at Dalton & Blackberry to celebrate and preserve machinery that transitioned agriculture & industry from animal power, to steam power, to petroleum dependence. What lessons do the past hold for Powering Minnesota into the future? "Steam Power" premiered on Thursday, June 11th at 7pm.



- ***Common Ground #620 "Biking Bemidji"***
People from across Northern Minnesota gather at Dalton & Blackberry to celebrate and preserve machinery that transitioned agriculture & industry from animal power, to steam power, to petroleum dependence. What lessons do the past hold for Powering Minnesota into the future? "Steam Power" premiered on Thursday, June 11th at 7pm.



- ***Common Ground #702 "Peasants with Torches"***
Tom Page of Cohasset prepares paintings of artists & musicians for a 2014 multimedia event at the Timberlake Lodge in Grand Rapids, Peasants With Torches. Music by Clearwater Hot Club (Sam Miltich lead acoustic guitar, Mike Miller acoustic rhythm guitar, Matthew Miltich upright bass).



2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

We are proud to be the ONLY television station in our entire broadcast service area to provide local television news. **Lakeland News** is now in its eighteenth year of providing information that is local and relevant, serving as a means for showcasing the talents and stories of local individuals, and a place to promote the diversity of people, cultures and resources in northern and central Minnesota.

"I post segments on my Facebook wall so friends see how valuable the news is locally." Anonymous viewer comment

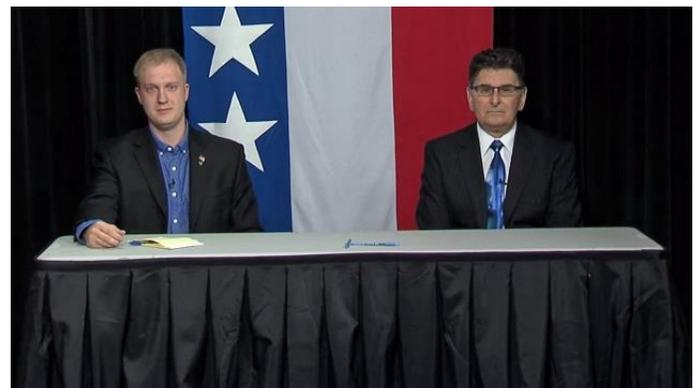


Lakeland Currents is a bi-weekly public affairs program broadcast from our Brainerd studio. Host Ray Gildow brings in high profile area guests for a civil discussion of the important topics of the day. Content ideas for Lakeland Currents have come from our Community Advisory Council, local area service organizations, and from our viewers. Topics from 2015 have included: Moving Oil to Market: The Minnesota Connection, Baby Boomers and the Rural Housing Supply, Water Conservation in the Mississippi Headwaters, and Brainerd Lakes Area Economic Development Corporation.



Debate Night

During state elections, Lakeland Public Television brings the candidates into citizen's homes by televising a series of one-hour debates for State House and Senate seats serving our viewing area. These live debates broadcast in primetime on our primary channel are the only widely distributed local debates where citizens throughout the region can learn about the various candidates' views on important area issues, helping them make an informed choice.





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Common Ground

Common Ground connects local artists to the outlying communities throughout north and central Minnesota. *Common Ground* introduced Chuck Durnan of the Park Rapids area carries on the knowledge he began learning from his father at an early age of faceting gems. Bob Carls of Deerwood, Minnesota takes us through his process of laminating various types of woods to create amazing patterns in his carefully turned wooden bowls. Bob then takes us on a tour of Ripple River Gallery where fine art and fine crafts from area artists are available for the public. *Common Ground* also features larger cultural events, such as when we Join chef Sean Sherman as he forages wild ingredients gathered for an RSVP fine dining meal prepared at Harmony Natural Foods Co-op's community kitchen then served at The Rail River Folk School in Bemidji. Sherman strives to bring these healthy, delicious indigenous foods into America's cuisine consciousness. Numerous arts, history and cultural organizations have been featured on *Common Ground*. These include the Headwaters Science Center, Nice Ride MN, Headwaters School of Music & Arts, and the Historic Clearbrook Depot. Funding for Legacy productions, including *Common Ground*, is provided by the Minnesota Arts and Cultural Heritage Fund.

Reach in the Community:

These Legacy-funded productions will expand Lakeland Public Television's ability to share the talents and stories of northern and central Minnesota's rural and culturally diverse people. Not only do we hope to ignite new interests and renew commitments to arts, history and cultural heritage amongst our viewers, but we look forward expanding the station's partnerships with artists, organizations and historians across the region. Through these new relationships that are fostered, we anticipate continued interaction and feedback regarding the impact of these new productions on their respective fields.

Partnerships:

Numerous arts, history, and cultural organizations have been featured on *Common Ground* and other Legacy documentaries. These have included the Bemidji Symphony Orchestra, North Central Minnesota Farm and Antique Association, and Leech Lake's Bug-O-Nay-Ge-Shig School.

Impact and Community Feedback:

"I just wanted to thank you again for the AWESOME job you did on the Bemidji Symphony Orchestra's Common Ground piece. We were so impressed with how you took all those disparate parts and wove them into a meaningful, cohesive narrative - great sound, images, interviews, etc. We couldn't be more happy with the result! Your Legacy project has done so much to make us all proud to live in our community... thank you for that!"

MaryAnne Wilimek, Exc. Dir. of Bemidji Symphony Orchestra



Lakeland Public TV hosted two Legacy Production focus group luncheons in June 2015. The Legacy Production Manager compiled a list of future segment ideas from the meetings. There were 21 community members in attendance for the session, 5 in Brainerd and 16 in Bemidji.





Educational and Online Opportunities

Educational services such as *PBS Learning Media*, a new on-demand media service for educators that provides easy access to classroom-ready, curriculum-targeted, multi-platform resources, is available via our www.lptv.org website. Also, all of LPTV's locally produced content is available for streaming via our website. In 2015, our Legacy productions logged 177,842 page views, with *Common Ground* alone gathering 42,397 views on our LPTV Youtube channel.

Annual Program Preference Polls

The information and feedback provided each year from the program preference poll is the most comprehensive and useful regarding our programming services. Based on the remarks and opinions our members provide, we are able to make well-informed decisions on the purchasing and scheduling of our programming.

"Public TV in north central Minnesota is a lifesaver. We watch more in summer than the winter!"

"We watch public TV as much as possible. Always informative and creative programs".

"Your MN Channel has so many interesting and important programs that you would never see on Commercial TV."

Anonymous viewer comments from 2015 preference poll.

While many stations use Nielsen ratings as key measures of success, LPTV's primary coverage area lies over 200 miles north of the Twin Cities (our designated market area) thus skewing accurate rating information. Therefore, we choose to focus on IMPACT, seeking to quantify not just how many people have seen a program, but how many people have become more informed, due to, been moved by, and have acted because of Public Television.

One means by which LPTV will measure the success of productions will be through feedback received from our Community Advisory Councils. These volunteer groups of LPTV viewers gather bi-monthly in both our Brainerd and Bemidji studios to provide programming feedback and inform staff of the general pulse of LPTV in their communities. In addition, we have documented website downloads, and unsolicited comments that come directly to the station via phone and email. We also distribute a survey to those individuals and organizations that have been featured or involved with Legacy Productions. Our goal is to gauge how much impact, if any, their involvement with LPTV Legacy Productions, has had on our local communities and economies.

Lakeland Public Television will be recognized as an integral part of the community, and its future will be ensured through growth, technology, community collaborations, and self-sustaining endeavors.
