



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

I really enjoy watching Lakeland News. It brings a great perspective of the news of northern Minnesota. It is very well done, from the anchors to the reporters.
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**, **Backroads**, 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. "Backroads" is Lakeland Public Television's new live music production featuring local musicians from across north central Minnesota.
- **Local Public Affairs Programming:** Lakeland Currents is a bi-weekly half-hour local public affairs program that originates Friday's at 8:00 p.m. from both our Brainerd and Bemidji studios. Hosts Ray Gildow and Bethany Wesley bring in the area's local experts for a civil, in-depth discussion on the high profile issues of the day. Topics in 2016 have included: Wills and Estate Planning, Regional Airport Authorities, Regional Drug Use and Enforcement Issues, and the Connections High School in Staples.
- **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.
- **"Resorts of the Northwoods"**
"Going to the resort" - a phrase that conjures so many memories and meanings for generations of Minnesotans. From the resort owners and workers who are passionate about their business, to the visitors who eagerly await their escape "up north", the story of the resort industry in northern Minnesota is one that has touched the lives of countless people. From the large all-inclusive destinations, to the small mom & pop seasonal operations, these "Resorts of the Northwoods" have made an indelible impact on our history and culture. "Resorts of the Northwoods" premiered on Thursday, June 23rd at 7pm.



- **Common Ground #803 "History of the Clearbrook Depot"**
In this follow-up episode to last season's tour with the late Randy Berger hear from those in the Clearbrook community responsible for saving and the preservation of the Historic Clearbrook Depot. They relate their memories of the railroad, the future of the museum, the significance of the depot's revitalization, the importance local history holds for their small rural community and their town's culture.



- **"Backroads"**
Lakeland Public Television's new live music production featuring local musicians from across north central Minnesota. Live original performances were recorded on location at the Rail River Folk School in Bemidji.



2016 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 nineteenth 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 always watch Lakeland News – very important to watch LOCAL news." Anonymous viewer comment



Lakeland Currents is our weekly public affairs program produced from both our Brainerd and Bemidji studios. Hosts Ray Gildow and Bethany Wesley bring 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 2016 have included: the 2nd Annual Bemijigamaag Powwow, 25th Anniversary of the Leech Lake Tribal College, a conversation with Laine Larson, Superintendent of Brainerd schools, and Highway Safety in Minnesota.



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. Follow some of the key people involved in Bemidji's Shaynowishkung Statue committee as they collaborated with living relatives of the great leader and peacemaker Shaynowishkung, "He Who Rattles". Hear from those who worked to create an aesthetically high quality, culturally sensitive, and historically accurate portrayal in bronze of the man who lived through a tumultuous time of war & colonization where the city of Bemidji would grow. Eileen Kulseth of Crosslake's The Cottage Place art school demonstrates how to create an aesthetically pleasing but fully functional work of art as she turns a large baking dish on her potter's wheel. Also, author Julia Lee takes us to her book release at Brainerd's Prairie Bay Grill and lends insight into the process of writing a novel that touches Celtic & Ojibwe connections. Numerous arts, history and cultural organizations have been featured on *Common Ground*. These include the Hazel Dell Library outside of Leader, Minnesota, Beltrami County Historical Society, 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 Pinetree Patchworkers Quilt Guild, KAXE/KBXE Northern Community Radio, Central Lakes College in Brainerd, and the Leech Lake Arts League in Walker.

Impact and Community Feedback:

"I just watched two videos I inadvertently checked out from the Kitchigami library system that were created by Lakeland. They were absolutely excellent! Thank you! The titles were Harnessing the Headwaters; First Dams on the Mississippi and Boardwalks to Bike Paths; Northern Minnesota's State Parks. WOW! What great films and even having been a lifetime (age 74) resident I learned so much! Oh THANK YOU!!!!!!" Carolyn Kile



Lakeland Public TV hosted two Legacy Production focus group luncheons in June 2016. The Legacy Production Manager compiled a list of future segment ideas from the meetings. There were 18 community members in attendance for the session, 6 in Brainerd and 12 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 2016, our Legacy productions logged 478,545 total combine page views and video 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.

"The programs that I do watch on PTV are excellent and much appreciated. The cost of PTV membership is nominal. The value of programming offered is a steal".

"Find myself learning more about native cultures on FNX. Thanks for the educational & refreshing programs to watch. Common Ground is another good one".

"I think you do a great service to the area! Thank you!"

Anonymous viewer comments from 2016 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.
