



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I regularly watch 10pm Lakeland News – EXCELLENT news coverage locally!"

Anonymous viewer comment from our Program Preference Poll.

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 2017 have included: Brainerd School District's Long Range Facilities Plan, Minnesota GreenStep Cities, and A Visit with US Congressman Rick Nolan.
- **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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- **“Insight” on Lakeland Public Television:** Insight, a co-production of mOppenheim.TV and Lakeland Public Television, is a series dedicated to strengthening nonprofits by drawing attention to leading nonprofit organizations, sharing lessons learned, and by engaging citizens in the sector's continued success and growth. Some of the local non-profit leaders featured on the series include Sandy Hennem from Village of Hope, Mary Mitchell & Hannah Klemm from Bemidji Community Food Shelf, Matt Varilek from the Initiative Foundation, and Paul Welle from the George W. Nielsen Foundation.
- **“Minnesota Remembers Vietnam”**
“Minnesota Remembers Vietnam”, a year-long collaboration of the Minnesota PBS Stations aimed at inspiring Minnesotans to remember and share stories, recognize bravery, and foster understanding around the lasting impact of war. Lakeland Public Television held a special screening event for the Ken Burns documentary “The Vietnam War”, and collected interviews with area veterans and those affected by the Vietnam War.



- **Common Ground #902 “Authors Carol Bowman and John Eggers”**
In this two-segment episode, Carol Bowman of Aurora photographs a family of loons raising a chick on a local lake. She photographs from her kayak as the feathery youngster grows to adolescence and self-publishes a book to share the beautiful life-journey. Then Bemidji area historian John Eggers turns the pages of his illustrated children's book detailing European explorer Count Beltrami's journey to lovely Lake Julia and to the top of Buena Vista's Continental Divide.



- **“Backroads- Season 2”**
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.



2017 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 twentieth 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.

"We very much appreciate the PBS alternative to the main network & talk news outlets" 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 2017 have included: *Brainerd School District's Long Range Facilities Plan, Minnesota GreenStep Cities, A Visit with US Congressman Rick Nolan, and ACT on Alzheimers.*



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. Adam Wegman, owner/operator of *W Designs and Stone House Jewelers* of the Pequot Lakers area demonstrates his process of creating a moose antler pendent and shares his thoughts of the personal importance of jewelry. Then father & son, Mark and Cole Bethel of the Park Rapids area, work together carving wooden ice fishing lures for use in a dark-house. Their work reflects generations of shared family knowledge. In another two-segment music episode of *Common Ground*, the band Crimson Wynter, John Murphy, Nathan Kelly, and Sabbastian Wilson-Webb perform at Nevis' music destination Terrapin Station with Guiding Light and share their experience of playing on stage. Then, jazz guitarist and guitar teacher Louis Samsa of Bemidji performs at Walker Minnesota's Lucky Moose and shares his lifetime of experience and dedication as a working musician. Numerous arts, history and cultural organizations have been featured on *Common Ground*, such as Brainerd's Central Lakes College Agricultural Showcase, Bemidji's First City Squares, and the Jacques Art Center in Aitkin. 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 Women of the Woods, TAD Talks at Bemidji State University, Walker Art Center in Minneapolis, and Green Island Preserve near Wadena.

Impact and Community Feedback:

"The community is fortunate to have public TV – we've supported it for many years... education and entertainment for all ages."

Anonymous viewer comment from annual program preference poll results.



Lakeland Public TV hosted two Legacy Production focus group luncheons in June 2017. The Legacy Production Manager compiled a list of future segment ideas from the meetings. There were 26 community members in attendance for the session, 8 in Brainerd and 18 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 2017, our Legacy Productions logged 678,043 total combine page views and video views, with *Common Ground* alone gathering 51,480 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.

"I appreciate my 6 channels of public tv – entertaining and informative. And when I need advice on shows/time I phone and you guide me. BIG Thanks!"

"We appreciate Public TV and all the different options. So many other channels have so much violence and sex. Public TV offers so many wonderful educational programs"

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

Anonymous viewer comments from 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.
