



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"Love our PBS station. So appreciative of it being offered and the local news here in Bemidji".

Anonymous viewer comment from our Program Preference Poll.

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



Lakeland PBS 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 PBS 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.

How does Lakeland PBS serve the citizens of Minnesota?

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

- **Lakeland News:** Lakeland PBS'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 PBS 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 PBS'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 2018 have included: Staples-Motley School Referendum, Northern Waters Land Trust, and Lakes Area Habitat for Humanity.
- **Non-Commercial, Educational Children's Programming:** Serving children has always been a top priority for Lakeland PBS. 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 PBS 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 PBS 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 PBS 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 PBS 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.

- **“Ojibwemotaadidaa! (Let's Speak Ojibwe)”**

The coverage area of Lakeland PBS (KAWE/KAWB) includes four Native American nations: Red Lake Band of Chippewa, White Earth Nation, Leech Lake Band of Ojibwe, and Mille Lacs Band of Ojibwe. Furthermore, the coverage area of KAWE serving northern Minnesota is roughly 25% Native American. Recognizing this important culture and history, Lakeland PBS partnered with several local Ojibwe language educators to develop a 30 minute pilot educational program geared toward young children.

“Ojibwemotaadidaa! (Let's Speak Ojibwe)”, is a children's show highlighting Ojibwe language and culture. In the program, we went on an adventure with the Waasabiik Ojibwemotaadiwin Immersion Program in Red Lake, met graphic design artist Jonathan Thunder, and visited kids from the Leech Lake Head Start and Cass Lake Elementary.



- ***Common Ground #912 “Biking in the Brainerd and Cuyuna Lakes Areas”***

Learn from founding members the history of Brainerd's road cycling club, The Paul Bunyan Cyclists, and then go along on their day-long biking event, The Tour of Lakes. This tour hosts over 1,000 cyclists each event in recent years, leisurely winding through the beautiful Brainerd Lakes area.



- ***“Backroads - Season 3”***

Lakeland PBS'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. Pictured above is the Minneapolis based band “After Memphis”.

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 twenty-first 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 just found out that Lakeland News is online. You may now add me to your viewing public!" 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 2018 have included: *Mid Minnesota Women's Center, Lessard-Sam's Outdoor Heritage fund, and the Brainerd Warrior Fishing Team.*



Debate Night

During state elections, Lakeland PBS 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.



Common Ground

Common Ground connects local artists to the outlying communities throughout north and central Minnesota. In a two segment episode, singer-song writer Dennis Warner shares his rich, storytelling style of guitar and vocals with our viewers. Then Olivia Skaja of Deer River, MN plays her violin outdoors at Veterans Park in Grand Rapids MN, and shares an interview on stage at The Reif Center. In another two segment episode, sisters Kathy and Lynette relate their family connection to the first US flag flown over Parkers Prairie, MN. They pay a visit to the Otter Tail County Historical Society's museum in Fergus Falls, MN to see firsthand and touch the faded Old Glory their ancestor helped make in the 1800s. Then, a Bemidji artist with a wood fired oven, Malissa of "A Grain of Good", shares her precise process of personal pizza.

Numerous arts, history and cultural organizations have been featured on *Common Ground*, such as Brainerd's Paul Bunyan Cyclists, Bemidji's Sculpture Walk Committee, 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 PBS'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 Ottertail County Historical Society, several Bemidji area churches, Cass Lake Area Boys & Girls Club, and the Hackensack Chamber of Commerce.

Impact and Community Feedback:

"LPTV is the most important channel we receive! Thank you for what you do".

Anonymous viewer comment from annual program preference poll results.



Lakeland PBS hosted two Legacy Production focus group luncheons in July 2018. The Legacy Production Manager compiled a list of future segment ideas from the meetings. There were 21 community members in attendance for the session, 9 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 Lakeland PBS's locally produced content is available for streaming via our website. In 2018, our Legacy productions logged 798,025 total combine page views and video views, with *Common Ground* alone gathering 39,137 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 have been thankful for Lakeland since it first aired because cable wasn't available then. Until then television, indeed, had been a wasteland".

"I appreciate especially the Native programs on 173. I watch several hours a week and am learning a lot about our Native neighbors. Friday night Almanac and PBS nightly news from 6 to 7 weeknights are essential for my learning about the state and the world".

"So glad to have Lakeland PBS. Thanks to all who make it happen!"

Anonymous viewer comments from preference poll.

While many stations use Nielsen ratings as key measures of success, Lakeland PBS'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 Lakeland PBS will measure the success of productions will be through feedback received from our Community Advisory Councils. These volunteer groups of Lakeland viewers gather bi-monthly in both our Brainerd and Bemidji studios to provide programming feedback and inform staff of the general pulse of Lakeland PBS 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 Lakeland's Legacy Productions, has had on our local communities and economies.

Lakeland PBS 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.
