



## 2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"We are so grateful to have the quality news and programming from PBS that we have. Thank you, thank you!"*

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 live music production featuring local musicians from across north central Minnesota.
- **Local Public Affairs Programming:** Lakeland Currents is a weekly half-hour local public affairs program that airs Friday's at 8:00 p.m. Our hosts bring in the area's local experts for a civil, in-depth discussion on the high profile issues of the day. Topics in 2020 have included: Riverfront Revitalization In Brainerd, Local Resorts Respond To Covid-19, National Loon Center, and Leech Lake Band Covid-19 Response.
- **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.

**Lakeland PBS & Legacy funding CELEBRATE THE DIVERSE CULTURES OF NORTHERN MINNESOTA.**

Through productions like *Curling Minnesota: Bemidji* and Common Ground’s *Delina White Fashion*, Lakeland PBS presents fascinating examples of the very diverse cultures represented in north central Minnesota.

**Common Ground #1113 “Delina White Fashion”**

Owner of IAmAnishinaabe and Ojibwe fashion designer & artist Delina White of the Leech Lake Band of Chippewa invites us to a Duluth area fashion show where she and her daughters work delights the Black Bear Casino audience and local media. Then, visit her Onigum studio where she creates a new look in traditional design for a Two-Spirit Fashion Show at the world renowned Walker Art Center in Minneapolis MN.

**Curling Minnesota: Bemidji**

Explore the history and tradition of this unique sport in northern Minnesota and the impact it has had on the Bemidji area. Through interviews with local curling enthusiasts, from past Olympic competitors to families who have embraced the sport as a valued tradition throughout generations, we'll gain insight into why Bemidji has been referred to as the "Curling Capital of the United States".



*Scene from the Bemidji Curling Club*



*Ojibwe fashion designer Delina White*



*“Backroads - Season 5”*



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 performing above are the Latelys and Corey Medina & Brothers.

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 23<sup>rd</sup> 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.

*The anchor person on tonight's broadcast (Destiny Wiggins, Dec. 29) is doing a wonderful job! Professional, poised and well spoken. Seeing her is a step in the right direction towards representing all Northlanders. Bravo LPTV!*  
Gina Kristufek



**Lakeland Currents** is our weekly public affairs program produced from both our Brainerd and Bemidji studios. Our hosts 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 2020 have included: Central Lakes College - Building Communities, Leech Lake Band COVID-19 Response, Riverfront Revitalization in Brainerd, and Cass County SHIP Program.



### **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 the two-part season 11 premiere episode, those close to the renovation of Brainerd's Crow Wing County Historical Society's Museum demonstrate the aging building's deficiencies and the pressing need to fix structural and envelope issues that threatened the historical and cultural collections inside. In another two-segment episode, artist Jane Swenson of the Walker Area and Leech Lake Art League member creates beautiful mosaic images from broken ceramic plates and other repurposed items. Then, author Richard Lane tells stories of growing up in the Brainerd area and tells of his book, *Richard is a Dreamer*.

Numerous arts, history and cultural organizations have been featured on *Common Ground*, such as the Crow Wing County Historical Society, Rasperry Island Folk School, and the Friends of Itasca. 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 MacRostie Art Center in Grand Rapids, Walker Art Center in Minneapolis, Sprout Growers and Makers Marketplace in Little Falls, and Clearwaters Life Center in Clearbrook.

### Impact and Community Feedback:

*"Overall, we love your programming, and could not go about our lives in this community without your contributions to our awareness of everything from world events to a local woodcarver or other such artisan."*

Anonymous viewer comment from annual program preference poll results.



Artist Duane Goodwin of the Cass Lake, MN area sculpts in stone a monumental work that tells a tragic tale of Minnesota's boarding school era, when native children were stripped of their cultural identities. Awarded the sculpting job at University of Minnesota Morris, Goodwin works with young Native apprentices from across Minnesota to bring more attention to this time of pain, loss & injustice.





## 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](http://www.lptv.org) website. Also, all of Lakeland PBS's locally produced content is available for streaming via our website.

### 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.

*"Thank you for your commitment to quality programming. I'm so thankful for the choices and sing the praises of PBS all the time."*

*"Thank you for all you do to keep the act of watching Television a positive based source of information and a good place to spend some time and attention on".*

*"We truly appreciate Lakeland's efforts on behalf of our area. Without that effort the area would have no way to publicize ourselves to a large audience. Keep up the great work!"*

Anonymous viewer comments from program 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.

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**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.**

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