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. Viewers can watch us via several different sources which include: off-air (antenna), cable, satellite and our most recent platform, internet streaming. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.

“As we are traveling through towns in our viewing area, we usually recall a story we heard on Lakeland News.”

“Always turn to Lakeland News when something occurs since it is really our major source of news or weather of LOCAL News – Good Job.”
Anonymous viewer comment from our Program Preference Poll.
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’ Lakeland News is a half-hour newscast produced Monday through Friday that broadcasts at 10 p.m. on Lakeland Prime. It is the ONLY LOCAL television news program that serves the citizens of Bemidji, Brainerd and surrounding communities of north central Minnesota with news, weather, and sports specifically relevant to them.

- **Televised Live Legislative Debates:** During state elections, Lakeland PBS brings the candidates into citizens’ homes by televising a series of one-hour debates for State House and Senate seats serving our viewing area. These live debates being 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 informed choices.

- **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, artisans, events, and history. Backroads is Lakeland PBS’ filmed music production featuring local musicians from across north central Minnesota. Backroads is a weekly half-hour local program that airs Thursday nights at 7:30 p.m.

- **Local Public Affairs Programming:** Lakeland Currents is a weekly half-hour local public affairs program that airs Fridays at 8:00 p.m. Our host brings in the area’s local experts for a civil, in-depth discussion on the high profile issues of the day. Topics in 2021 have included: Red Lake Charter School Initiative, PTSD and Veterans, Domestic Violence Awareness Month, and Wild Rice: The Legal Rights of Nature.

- **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:** With our digital broadcast capability, Lakeland PBS broadcasts gavel-to-gavel state legislative coverage, free to the public, over-the-air throughout north central Minnesota. This broadcast feed is 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 communities on-air opportunities to promote upcoming events, such as workshops, fundraisers, and group activities. Our Lakeland Calendar airs several times per day, seven days a week.

- **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 – First Nations Experience: FNX. 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 Give Minnesota History New Life & Light to Minnesotans Making Their Own History

Everyone and everything has a history and a story to tell. It’s just a matter of giving them a voice. The communities of north central Minnesota may be small and rural, but they are strong and thriving. Lakeland PBS is proud to help let their stories shine.

“Minnesota’s Oldest Rifle Artifact” Documentary and Screening Event:
Along with being able to tell the unique story of a rare piece of Minnesotan history, Lakeland PBS was able to partner with the Crow Wing County Historical Society to provide a special screening event of the documentary at the museum. Through this special screening event, Lakeland PBS was able to get valued feedback directly from community members while also pay tribute to historian & writer Ray Nelson for such invaluable insight and storytelling.

Common Ground #1203 “Moving Lives Minnesota: Fortuna Alexander”
In this special Moving Lives MN episode of Common Ground, we visit the home of immigrant entrepreneur Fortuna Alexander as she prepares an authentic African meal for her extended family. She speaks of her experiences as an immigrant, a business owner, and being connected to many communities. Her business, FAH Tea, sends some proceeds to fund a Liberian orphanage as Fortuna, herself an orphan, gives back while raising her African American sons in Minnesota.

Screening event at the Crow Wing County Historical Society
Fortuna Alexander preparing a meal for family

Boss Mama & The Jebberhooch perform at the RRFS
David Stoddard performing at Rail River Folk School

“Backroads - Season 5”
Lakeland PBS’ music production featuring local musicians from across north central Minnesota. Original performances were recorded (closed to audiences due to COVID-19 concerns) on location at the Rail River Folk School (RRFS) in Bemidji.
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 24th 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.

**Lakeland Currents** is our half-hour weekly public affairs program produced from both our Brainerd and Bemidji studios. Our host, Jason Edens brings in local leaders, citizens and experts for a stimulating conversation about the issues and events that affect north and central Minnesota. Content ideas have come from our Community Advisory Council, local area service organizations, and from our viewers. Some topics from 2021 have included, from season 14: *Food Security in the Leech Lake Reservation, The Minnesota DNR Fisheries Program, PTSD and Veterans, Climate Change in Northern Minnesota*; and from season 15: *Crisis Line and Referral Service, Crow Wing County Mental Health Services, and Wild Rice: The Legal Rights of Nature*.

**Debate Night**
During state elections, Lakeland PBS brings the candidates into citizens’ 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 informed choices.
“Minnesota’s Oldest Rifle Artifact” Documentary and Screening Event”:
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Common Ground:
Common Ground connects local artists to the outlying communities throughout north and central Minnesota. Season 12 showcased multiple talented artists, artisans, and cultural traditions. Some of these focus topics included a local log home builder based in Walker, a centenarian farmer in the rural northwest of Marshall County, and Bemidji’s own version of TED Talks, called “TedXBemidji”.

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 to 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 in 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, the historic Chief Theater in Bemidji, the Crow Wing County Historical Society and Museum, the Headwaters School of Music and the Arts in Bemidji and the Rail River Folk School in Bemidji.

Impact and Community Feedback:
“Tons of value. It shows what there is to do in northern Minnesota, the people up here, the culture, and the fantastic talent. Without this media, I don’t think the rest of the state or country would have any idea of what life is like in northern Minnesota.”

Anonymous viewer comment from annual MPTA Legacy Survey.
 Evaluating Outcomes, Measuring Impact

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 as a result, 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 the degree of impact their involvement with Lakeland’s Legacy productions has had, on our local communities and economies.

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.

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.

“As relative newcomers to Bemidji, we did not expect and would not have discovered the wealth of local artists nor heard the unique stories of native cultures if not for Lakeland PBS. We have become patrons of and participants with several local arts organizations thanks to Lakeland PBS, and feel more aware of limitations/disparities in our community that we can participate in changing.”

“It was nice to view arts and cultural programs when we could not experience them, or they were shut down because of Covid.”

Anonymous viewer comments from program preference poll.

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.