



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"We love the local sports coverage!
Everyone on Lakeland News, Weather &
Sports does a great job! Thank you."*

*"If the only channel I could get was PBS, I
would have no complaints."*

Anonymous viewer comments 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. 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.

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 the state of 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 and organization leaders to help viewers understand an event or organization's mission and goals which serve and aid the regions we live in. Topics in 2022 have included: Crow Wing County mental health services, crisis line and referral services, supportive housing project in Brainerd, Minn., and how different environmental agencies are working together to stop the spread of aquatic invasive species in Minnesota.
- **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 continue to highlight the rich cultural heritage our communities are preserving and passing on to future generations.

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 Roadside Attractions, Part 2

In this hour-long documentary, we continue to explore some of the unique landmarks that make our communities so special. Decide who has the best Paul Bunyan in the Northland and meet his girlfriend Lucette in Hackensack. We find several one-of-a-kind landmarks in west-central Minnesota. You can catch the largest Walleye in Baudette and visit Eveleth for their tribute to the great sport of hockey. This show was able to provide cultural awareness to viewers outside of the communities that are highlighted in this program. By doing so, it allows exposure for potential tourism and cultural opportunities, thus generating economic revenue and support.



When the Music Stopped "Covid-19's Impact on the Minnesota Music Scene"

In this hour-long documentary, Lakeland PBS Producer/Director Andrew Dziengel traveled across Minnesota to hear from artists, venue operators, and behind-the-scenes production crews to see how the Minnesota music landscape has changed since the state's lockdown and how they have navigated their careers in a mid-pandemic world. Capturing this provided a historical account of how the music industry as a cultural community was affected by the global pandemic and how they adapted with change and time. This documentation serves as record for other entities to reference and study for socio economic and cultural impact and recovery methods.

Backroads

Lakeland PBS' music production show, Backroads, features musicians from across the great state of Minnesota. Original performances and interviews are recorded on location at the Rail River Folk School (RRFS) in Bemidji. Backroads exposes viewers to local, lesser known musicians they might not otherwise be familiar with. Musicians featured on Backroads have noted that the exposure gained through the broadcasts has helped them promote their performances and increase awareness of their recorded work.





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STORIES OF IMPACT

Now in its 25th year, **Lakeland News** is proud to be the ONLY television station in our entire broadcast service area to provide local television news and report on local sports. Feature segments are also aired each week 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. During the school year, we air an educational segment called Golden Apple and a Fishing Tips segment during the summer. We also have feature segments highlighting area local businesses (In Business), an arts and cultural segment (In Focus), and an outdoors segment (Northwoods Experience) - all locally produced.



Lakeland Currents is our half-hour weekly public affairs program produced from both our Brainerd and Bemidji studios. Our host 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 2022 have included learning about the charter school, TrekNorth's innovative learning model, a supportive house project in Brainerd, MN, what Northern Waters Land Trust is, and how multiple different environment and government agencies are working together to fight against invasive aquatic species in waters across Minnesota.



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 and 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.





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STORIES OF IMPACT

Common Ground

Common Ground connects local artists to the outlying communities throughout north and central Minnesota, showcasing talented artists, artisans, and cultural traditions. Some of these topics included an Ojibwe snowshoe making class, the restoration of the historic Bemidji Carnegie Library, different materials such as concrete, wood, glass, and birchbark to create art, and following a round robin quilt group.

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 expand Lakeland PBS' 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 Mandioo Ogitigaan cultural center in Ponemah, the Carnegie Library in Bemidji, Crow Wing Viking Fest, Crossing Arts Alliance in Brainerd, Ottertail Historical Society, and the Croft Mine Community Committee.

Impact and Community Feedback:

Just want you all to know we absolutely appreciate your originality and we hope we can show these programs to our grandchildren one day! Thank you.

Love the arts on Common Ground and the music on Backroads. The shows look like they are shot and edited well. Particularly enjoyed the Charlie Parr episode of Backroads and the Covid Gap documentary of MN musicians and First Avenue.

- MPTA Legacy survey anonymous participants



Lakeland PBS partnered with the Beltrami County Historical Society to hold a screening for the Common Ground episode "Captain John Wheeler Remembered and Honored" (1312) on May 25, 2022 (above) and with the Sebeka Area Historical Society to hold a screening of "Sebeka's Finnish-built Log Schoolhouse Restoration" (1401) on October 19, 2022 (below). Both with great success.





Educational and Online Opportunities

Lakeland PBS is proud to announce that it has been able to partner with a local educator to create Educator Lesson Plans available to anyone wanting to engage student learning with activities using our locally produced programming. These Educator Lesson Plans can be found on our website along with *PBS LearningMedia* – an on-demand media service for educators that provides easy access to classroom-ready, curriculum-targeted, multi-platform resources – at www.lptv.org under the About tab followed by selecting Education.

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.

“[Locally produced programming] fosters an appreciation for our state, especially northern and central Minnesota.”

“I always learn from any shows about native culture/history.”

“We have made plans to visit some locations that were profiled.”

“Common Ground continues to inspire our own creative 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 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.

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.
