

KSMQ 40 years

2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"KSMQ produces exceptional work and finds interesting stories."

- Christopher Atwood

KSMQ Public Television offers four distinct broadcast channels free over-the-air to viewers in southeastern Minnesota and northeastern Iowa. KSMQ 15.1 features PBS and local programming. KSMQ 15.2 provides *Mhz/Worldview* with international news and opinion from a global perspective. KSMQ 15.3 is *Create*, with do-it-yourself programs. KSMQ 15.4 is *The Minnesota Channel* and carries unique regional content.



KSMQ-TV is a valuable part of southern Minnesota and northern Iowa. In 2016 a primary objective was to better serve the largest community in our viewing area, Rochester. The addition of a weekly topical program based in Rochester, *R-Town*, filled a void in the local television landscape. Every week *R-Town* features an array of local artisans, musicians, and civic leaders—many of whom are also neighbors. Our region is culturally diverse, and viewers tell us they value the variety of content that flows via our four program streams.

In 2016 KSMQ Public Television shared the important stories of nearly 500 people from its viewing area through its television productions. These stories were broadcast on our programs *Off 90* and *R-Town*, as well as on our documentaries and specials. These programs added up to approximately 40 hours of new, locally generated media content. Much of this content was shared with the rest of the state on The Minnesota Channel.

Today, KSMQ serves an estimated 655,000 people from Mankato to Rochester, Faribault to Mason City, Iowa, and every community in between. We partner contractually on programming with Riverland Community College and Rochester Community and Technical College. To add to our impact, KSMQ partners with other public service institutions on individual television programs and initiatives. Partners in 2016 included Austin Public Schools, Rochester Symphony Orchestra, Development Corporation of Austin and Mayo Clinic Health System Austin-Albert Lea.



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KSMQ is the only media entity in the area that has the capability of cutting across traditional jurisdictional lines and mindset patterns to open a dialogue between and among the people living in Albert Lea, Austin, Faribault, greater Mankato, Mason City, Rochester, Owatonna, Winona and surrounding areas.

Working closely with our region's educational institutions, businesses, government and community agencies, KSMQ provides a forum for discussing and resolving issues in southern Minnesota and northern Iowa. Additionally, KSMQ leverages the power of its medium to bring experts from all over our region right to the living room, making the sharing of valuable information universally available to everyone.

KSMQ took a significant step forward in 2016 with the creation and implementation of a new weekly 30-minute program entitled **R-Town**. The "R" in the title denotes "Rochester," an economic engine of the KSMQ viewing area and our largest population center. Dynamic local hosts make the show always interesting, providing fresh perspectives about local issues. Another unique feature of **R-Town** is its location. Instead of recording the program in a studio, **R-Town** produces the show remotely from inside Forager Restaurant and Brewery, a popular Rochester location. And with **R-Town**, KSMQ is filling a need. This kind of weekly current events program was not present in our market before. Art, history and culture are highlighted during the program alongside interviews with government and civic leaders. **R-Town** replaces 'On Q' as KSMQ's primary public affairs program.

KSMQ's **Off 90** is a familiar program to many viewers. **Off 90** documents the art, history and cultural heritage of our region in an accessible 30-minute television format. Via the KSMQ Facebook page, viewers can interact with subjects of a particular episode or seek more information. The funding for a portion of this program comes courtesy of a unique collaboration with the state of Minnesota. In 2008 Minnesota voters approved a constitutional amendment that dedicates a small portion of tax proceeds to celebrate the art, history and cultural heritage of our state. KSMQ receives funds to produce programs like **Off 90** which meet this objective. The programs are made available statewide for all citizens to enjoy via the KSMQ YouTube Channel and a state web link.

KSMQ Public Television created some unique community partnerships in 2016. The History Center of Olmsted County is working alongside KSMQ staff members to create historical stories and content for our weekly **R-Town** program. Separately, we are examining the human cost of past wars in the United States. John Haymond, Executive Director of the Mower County Historical Society, is working with KSMQ to document both the services of Minnesota's regiments at Gettysburg, Murfreesboro, and other battles, as well as the fighting against the Sioux Nation in 1862 and 1863.

In the present day, history is being made as a result of the \$6.2 billion Destination Medical Center project in Rochester. With Mayo Clinic as its centerpiece, this 20-year state and community initiative will completely transform the design of Rochester as well as its economy. KSMQ has documented several aspects of this remarkable growth as Rochester rebrands itself as "America's City for Health." To that end, KSMQ produced **The Importance of Place** by Dr. Thomas Fisher. Fisher is professor and director of the Metropolitan Design Center at the University of Minnesota and has spent more than 35 years as a teacher, writer, and urban designer. He shared his thoughts with KSMQ viewers about the importance of place as it relates to the entrepreneurial landscape of a community.



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KSMQ receives feedback from its viewers in many ways: by telephone, email, social media, membership renewals, and during personal interactions with station personnel in the communities we serve. For the first time in its history, KSMQ became a news source for members of the Rochester City Council via Twitter. A controversial issue was discussed during an episode of R-Town and viewers of the program included council members, who shared the KSMQ content with all of their followers on the Twitter platform!

KSMQ Public Television is governed by an independent Board of Directors. The board oversees station governance and long-range planning. Its present membership includes citizens who reside throughout much of the KSMQ Public Television viewing area: Austin, Albert Lea, Rochester, Owatonna and Mankato. The goal of our board selection process is to create a group that accurately reflects the demographics of the viewing area with respect to age, occupation, gender and ethnicity. The board is actively working on creating a more formal member screening and recruitment process for the purpose of securing a diverse board. Additional information about the KSMQ Board of Directors is located on the station website, www.ksmq.org.

The freedom of KSMQ staff members to make editorial decisions without undue outside influence is essential. Transparency between the governance of the organization and independence of programming decisions is crucial. The KSMQ Board of Directors has adopted the *Public Media Code of Integrity*. Developed by a group of public television stations, the Code exists in large part to protect the editorial process of a television station's program offerings from the fact or appearance of undue influence. The *Public Media Code of Integrity* is posted to the KSMQ website. We are proud to be among those broadcasters across the United States whose boards have made a public pledge of editorial non-interference.

In 2016 KSMQ's Board of Directors participated in an intensive, two-day strategic planning retreat. The station utilized the services of professional television consultant Kate Sandweiss who facilitated discussion between board members and KSMQ staff. Discussion material included survey results from station viewers and members. From this engaging process the board developed four areas of emphasis for KSMQ: 1. Increase Visibility, Develop Relationships; 2. Maintain Financial Stability, Increase Funding; 3. Maintain and Strengthen Regionally Relevant Programming; and 4. Strengthen Staff Capacity. It is hoped that attention paid in these four areas will result in better service to KSMQ Public Television viewers in southeastern Minnesota and northeastern Iowa during the course of the next few years.

R-Town

Rochester is the economic engine of the KSMQ viewing area. In 2016 we created **R-Town**, a weekly 30-minute primetime program specifically addressing the economy as well as lifestyle issues in Rochester and Olmstead County. No television program of this kind existed in the market, and it has received a sustained, positive response from viewers. Topics in the first season included public school challenges, expansion of the Mayo Clinic, and the public transportation needs of residents.



Nicole Asong Nfonoyim-Hara is the host of R-Town.

Drug Storm

Being locally-based allows KSMQ employees to take note of critical local issues as they emerge. The 30-minute program **Drug Storm** was a direct result of community outreach. KSMQ shared the stories of young people from Austin who are recovering from heroin addiction and explored why the shocking problem had grown in the region. Experts featured on **Drug Storm** provided sources for any viewer in need of immediate help. A local recovery group is using **Drug Storm** as part of its treatment regimen.



Minnesota Housing Summit

Approached by the regional economic authority, KSMQ created a television broadcast of the Minnesota state housing summit held in Austin in 2016. The lack of family and low-income housing is a serious problem throughout southeastern Minnesota. Highlighting state experts all on one television program has made this program a valued resource for many communities.



Teens and Self Expression:

In Rochester, art educators combined poetry with the hereafter in hopes of attracting young people to the joys of poetry. The “Day of the Dead Poetry Slam” attracted a wide array of participants, as seen in KSMQ’s **Off 90** Episode 706, who recited verse from a favorite deceased poet while dressed in a costume depicting death.



Reach in the Community:

Today, KSMQ serves more than 665,000 people in 20 counties located in southeastern Minnesota and northeastern Iowa. Through the introduction of its new High Definition signal in 2015 KSMQ also adds viewers of HD cable television services that were previously unreachable through a standard broadcast signal.

2016 Partnerships:

KSMQ has developed partnerships with many regional organizations including the City of Austin, Riverland Community College Foundation, The Hormel Foundation, Austin Vision 2020, Rochester Community and Technical College, Rochester Symphony Orchestra and Boys & Girls Club of Rochester.

Impact and Community Feedback:

“Thank you for the programs we receive on KSMQ. KSMQ is one of my top stations if not the best.” – Sue Bierly, KSMQ Member

“I’m a teacher and came across your program ‘Beyond the Bully.’ The resources you have are very helpful. I just wanted to thank you for making it, and thought you should know how useful it is!”

*Debbie Reynolds
The After School Center
Albuquerque, NM*



KSMQ's Eric Olson and Steve Mandel were among the station employees who participated in a public television educational event at the Minnesota State Capitol.

"Watching KSMQ I know there will be **no chaos.**"

— George Brophy, Austin Viewer

"THE SCREENING WAS A HIT! We had 65 people at the viewing of *Arrival: Finding Home* on Friday night and the discussion about the documentary went on for an hour afterwards. We talked all about lessons learned, surprises, and new topics the audience brought to the issue of immigration.

— Kathy Stutzman, Producer

"I think you do a wonderful service for the viewing public."

— Stanley M., Rochester Resident

Find Our Content @ ksmq.org



R-Town is KSMQ's new weekly program about Rochester.



School children visit Clifford the Big Red Dog during 2016 Minnesota Public Television Day at the Capitol. KSMQ participated in the daylong event.



The crew from *Off 90* produced a feature report about Mower County Sheriff Terese Amazi. Sheriff Amazi is the first female to be elected sheriff in the state of Minnesota.

KSMQ-TV enjoys the support of approximately 1,700 citizen members as well as many community businesses and non-profit groups. We encourage dialog regarding our local programming through regular meetings of KSMQ's eight-member Regional Advisory Council.