

KSMQ

PUBLIC
TV

2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KSMQ Public Television, based in Austin, Minnesota, serves over 709,000 people across a 24,806-square-mile region in southeast Minnesota and northeast Iowa. KSMQ inspires viewers to explore local connections, strengthen communities, and stay informed. Through diverse programming and compelling storytelling, KSMQ fosters meaningful connections within communities. It enriches civic, educational, and cultural life by presenting a broad range of ideas and perspectives while providing a dynamic forum for discussion and debate.

LOCAL
VALUE



2024 KEY
SERVICE
AREAS



LOCAL
IMPACT

KSMQ Public Television delivers exceptional value to the communities of southeast Minnesota and northeast Iowa by celebrating local heritage and fostering meaningful connections. Through its four over-the-air broadcast channels, KSMQ offers diverse programming that educates, informs, and inspires audiences across the region. Complementing its traditional broadcast reach, KSMQ's growing digital and streaming platforms bring high-quality content to viewers anytime, anywhere—expanding access, engaging new audiences, and ensuring a vibrant cultural and educational resource for all.

Legislative and Civic Engagement: Coverage of Minnesota's legislative priorities through highlighting budget forecasts, infrastructure investments, and key policy discussions.

Cultural and Artistic Enrichment: Programs explore arts, history, and creative storytelling, fostering a deeper appreciation for culture and heritage.

Educational Programming: Science and nature-focused content supports lifelong learning and raises awareness about environmental sustainability, engineering, and scientific exploration.

National and Global Issues: In-depth reporting on topics like immigration, U.S. foreign policy, and economic development, connecting local viewers to national and international conversations.

Community-Focused Initiatives: Locally produced stories engage the community by providing a platform for dialogue and local impact discussions.

KSMQ Public Television serves the Rochester, MN-Mason City, IA-Austin, MN designated market area (DMA), the 153rd largest media market in the U.S., reaching audiences in Iowa and Minnesota. Celebrating the heartland's traditions and blending local heritage with innovation, KSMQ fosters strong communities and shared experiences, enriching the region's cultural fabric.

KSMQ**PUBLIC
TV**

2024 LOCAL CONTENT AND SERVICE REPORT **IN THE COMMUNITY**

KSMQ shares the stories of our region, touching our communities with our locally produced programming in many valuable ways.



Off 90: Off 90 is KSMQ'S most popular program where we feature history, culture and art in our region. The magazine-style program features several short stories/videos within the episodic runtime of 30 minutes each. Every story showcases the hidden gems, underpublicized subjects from within our region.



Farm Connections: Explore the world of agriculture in our region with host Dan Hoffman. You'll learn about current issues, future trends, and our agricultural heritage. We also share a Best Practices segment from the University of Minnesota.



R-Town: As one of the economic engines of the KSMQ viewing area, Rochester is brimming with business, cultural and historical significance. What is Rochester talking about? Join Nicole Nfonoyim-Hara each week as we take a trip to "R-Town." We also feature businesses, culture, art and fun places to visit on the Spotlight segment.



KSMQ+: This is KSMQ's digital first short story series/videos that feature our area's points of interest involving arts, history and our rich culture in this region, which are exclusively shared on our Facebook and YouTube page.

KSMQ Music Specials

KSMQ has partnered with the Choral Arts Ensemble for over a decade, bringing their special Christmas concert to our viewers.

We love sharing ***Christmas With Choral Arts Ensemble*** for those who might not have been able to physically attend the concert and who can look forward to the broadcast featuring their spectacular holiday music.



KSMQ's own ***An Austin Christmas*** features several local music groups/musicians sharing their holiday spirit with our viewers, with some performing their very own original pieces.

Our viewers really have enjoyed seeing their friends and relatives on tv and also shared on our website for those who aren't in our local area to enjoy the broadcast.



As the online audience continues to grow, the digital series KSMQ+ was able to showcase activities that revolve around cancer research awareness and community support with our online audiences. These three stories are essential to show the engagement of supporting community projects, along with honoring and creating historic events.

The largest and longest event is the “Lyle Cancer Auction” which just completed its 44th year at the time of this story. People come from all over to attend this small-populated community event, to support the local businesses, the people who donated the items and to be a part of the history of this event. Since the start in 1979, this annual event has raised over 3.5 million dollars, donated to cancer research up to the year 2024.

“Plunging for Pink” has been going on in Austin for the past fourteen years at East Side Lake, where each team (business or personal based) obtains sponsors to jump into the frozen lake in the winter, where all proceeds are donated to cancer research. There are at least 100 participants from our surrounding communities.

“The Snow-plow Parade” features the Mower County Public Works Department who has volunteered for their 2nd year by decorating their plow blades in pink and other colors to support all cancers with intended designs. They drive a designated route in Austin in February, snow or no snow, to share their support for cancer research and to raise community awareness by engaging.



Open Mic Jam: KSMQ was given a special night at the Austin Art Center to record live musicians playing/singing their own original pieces to be used for a 30-minute concert. There were many talented people that participated, but not all could be selected for the program. We had a very entertaining evening, with a wide range of music genres represented. It was a packed house/2nd floor at the art center, and the audience enjoyed it. KSMQ loves the opportunity to be out in our communities, participating in events like this one.



What our viewers are sharing with us:

"PBS was a wonderful addition for my small children years ago when living out in the country. In North Dakota but I could never afford to donate. Now I'm older, and I still turn to PBS here in Minnesota, for interesting content and now I can afford to donate a little. Thank you for being there." - Bonita Ringuette-Rochester, MN.

"Thank you for the many wonderful programs we enjoy!" - Darlene Paape-Waltham, MN.

"Keep up the great work with DW programming, Orchestra concerts, mysteries from PBS and local programming like Off 90." - John Adolphson-Rochester, MN.

"Music programs, animals and nature, local features as well - TRAVEL shows!! "Comments:" Your STAFF, all employees, deserve a big Thumbs up!! You are "THEE BEST"!! Good health & fortune to all of you and your families!!" - Julie Portwood-Mason City, IA.

In 2024, KSMQ, the smallest PBS member station in the country, provided locally produced content to viewers in southeastern Minnesota that caught the interest of citizens statewide.