



# 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

*"I love the programming. The local shows are great and I learn something new every time I watch a program. Too many wonders!"*

- Melissa Bush, IT Project Manager, Mayo Clinic

**KSMQ Public Television inspires the viewer to discover local connections, build strong communities and become better informed. KSMQ Public Television offers four distinct broadcast channels free over-the-air to viewers in southeastern Minnesota and northeastern Iowa.**



**KSMQ is a valuable part of the southern Minnesota and northern Iowa area's advancement. KSMQ is a trusted, community-based catalyst and initiator for public dialogue regarding local and far-reaching issues and stories through its programming that reaches its viewing audience through broadcast (4 free over-the-air channels) and web-based shows.**

**In 2021, KSMQ provided these vital local services: KSMQ provided updates from local lawmakers. The effects of the COVID-19 pandemic on diverse populations were investigated. Programming brought attention to local issues, both urban and rural, and shared stories concerning areas of local interest. Musicians were showcased. KSMQ raised awareness of local businesses.**

**KSMQ's local services had deep impact in southern Minnesota and northern Iowa. Local lawmakers explained their actions during the Legislative session. Rochester residents, as well as the wider population in the KSMQ viewing area, were presented with programs that had strong local interest. Additional musical performances were featured during 2021, as many in our audience were stuck indoors and unable to attend a live show in 2021.**



## 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

KSMQ Public Television serves 709, 000 viewers in southeast Minnesota and northeast Iowa. It is our mission to tell the stories of our region in order to honor the past, engage with the present, and inspire the future. KSMQ takes great pride in being one of the only remaining locally owned and locally controlled media source in our region. Our public service mission also makes us unique in that even as we are nestled amid a great deal of commercial channel choices, only public television serves as the world's largest classroom and community cultural institution at the same time.

Over the past year KSMQ addressed area concerns in a number of ways through long-form, short-form, and digital web-based content:

*State Capitol Closeup:* Midway through the State Legislative session, KSMQ President and CEO Eric Olson interviewed southern Minnesota lawmakers to share with the KSMQ audience the actions of their elected officials during the Legislative session. The episodes were initially shared as on-line digital-first content and then broadcast as interstitials shown between regular KSMQ programming.

*Tripping the Poverty Trap:* In partnership with Jeremiah Program Rochester, KSMQ hosted a conversation with community members about combating generational poverty. The Jeremiah Program is a national organization with a mission to disrupt the cycle of poverty for single mothers and their children, two generations at a time. The conversation was a live web-based program that was then utilized as a broadcast special.

*COVID-19 Specials:* KSMQ produced four specials concerning the coronavirus and its effects on different segments of the population. Initially presented as live web-based conversations, they were then repurposed into broadcast specials.

*What COVID Took from Us: Mental Health Across Generations:* featured Rochester community mental health advocates from NAMI Southeast Minnesota and Family Service Rochester. This discussion was about growing mental health issues stemming from the pandemic across multiple generations.

*The COVID Gap: Addressing the Pandemic Racial Divide:* a short three-episode series featuring a special emphasis on communities of color.

*R-Town:* an ongoing current events broadcast program about Rochester. Local concerns, issues, and newsworthy events are covered in greater depth than in standard news programs. Segments of each program highlight a local business in an effort to bring awareness in the continuing climate of social distancing and social avoidance due to the pandemic.

*Off 90:* an annual broadcast magazine series showcasing, and in some cases bringing to light to, local noteworthy locations, artists, and historical events.



## 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

*Farm Connections*: an annual broadcast series covering topics and concerns of area farmers.

Music Specials: showcasing local musical organizations and allowing for a wider audience that might otherwise be limited during the COVID-19 pandemic.

*An Austin Christmas 2021*: a broadcast special featuring talented local high school and college musical groups performing Christmas music.

*Christmas with the Choral Arts Ensemble 2021*: In the past, Rochester's Choral Arts Ensemble has performed their annual Christmas concerts at the Our Lady of Lourde's Chapel at Assisi Heights in Rochester. This year, due to COVID-19 precautions, the concert was held at Gloria Dei Lutheran Church. The venue was smaller than usual, and seating was much more limited. By sharing this concert on KSMQ, a wider audience was reached.

## Mental Health During the Pandemic

Working closely with NAMI Southeast Minnesota and Family Service Rochester, KSMQ focused on issues that have arisen during the pandemic relating to mental health. During the coronavirus pandemic, isolation became more of a prominent issue especially for the young and the elderly. *What COVID Took from Us: Mental Health Across Generations* sought to bring to light this and other problems stemming from COVID-19.



---

## Generational Poverty

In *Tripping the Poverty Trap*, KSMQ spoke with representatives from several socially conscious Minnesota organizations with the goal of bringing to light the challenge of generational poverty and discussed ways rein in the issue. Organizations represented were: Jeremiah Program Rochester, Olmsted County, Minnesota Department of Housing, Olmsted County Child and Family Services, and Family Service Rochester.



---

## Legislative Session Updates

Midway through the State Legislative session, KSMQ interviewed lawmakers from the area to give their constituents an update on their activities. Seven Senators and Representatives were featured.



## The COVID Gap: Addressing the Pandemic Racial Divide

According to the CDC, COVID-19 has unequally affected many racial and ethnic minority groups, putting them more at risk of getting sick and dying from COVID-19. KSMQ initiated three conversations exploring the how COVID effects the population based on race.

### Reach in the Community:

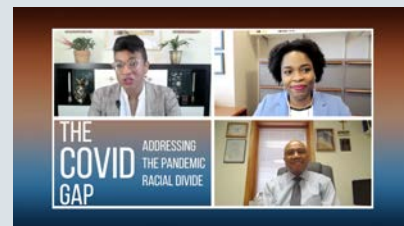
These conversations were initially web-based digital first programs presented on the KSMQ Facebook and YouTube pages. The specials were then aired over broadcast on our channel to a potential audience of over 655,000 people.

### Partnerships:

Episode 1 - Dr. LaPrincess Brewer, a cardiologist developing strategies to reduce health disparities in ethnic minority populations. Pastor Kenneth Rowe, Senior Pastor of Christ's Church of the Jesus Hour in Rochester.

Episode 2 - Dr. Stephanie Low, Community Health Services, Inc. in Rochester.

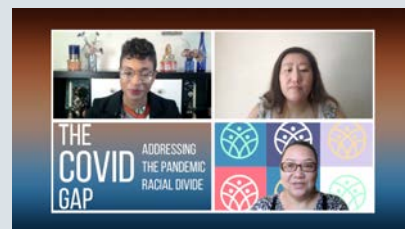
Episode 3 - Bo Thao-Urabe, Executive and Network Director of the Coalition of Asian American Leaders, based in St. Paul. Chao Yang, founder of the Hmong Public Health Association.



*Moderator Nicole Nfonoyim-Hara with Dr. LaPrincess Brewer and Pastor Kenneth Rowe*



*Dr. Stephanie Low*



*Bo Thao-Urabe and Chao Yang*



## 2021 LOCAL CONTENT AND SERVICE REPORT SUMMARY



*"I appreciate the features and all of the work you all are doing to promote health equity!"*

Our members have the last word: **health equity!**

*"I watch and support KSMQ because it is locally produced, no commercials, and has shows of interest."*

- Charles Voogd



*"We love to support local TV. KSMQ represents Austin and always is so supportive of our community. We love KSMQ and watch mostly the children's programming. We are proud to be members!"*

- Emerson Garbisch

The KSMQ Production crew prepares to record an interview in Rochester.

*"I grew up on KSMQ, it is more in-depth than commercial television."*

- Joe Roman

---

**In 2021 the smallest PBS television station in the country, KSMQ Public Television, provided locally produced content to viewers in southeastern Minnesota that caught the interest of citizens statewide.**

---