KSMQ PUBLIC TELEVISION TO ADD NEW BROADCAST CHANNEL

February 14, 2020 (AUSTIN, Minn.) — KSMQ Public Television viewers will soon be able to tune in programming from the heart of Europe. Beginning March 1, KSMQ is launching a service from the German broadcaster Deutsche Welle. The channel, referred to as “DW,” will be shown on KSMQ 15.2. The new channel will replace Mhz/Worldview, which is eliminating its service to public television stations.

“As one of the world’s largest international broadcasters, Deutsche Welle will provide KSMQ viewers the unique opportunity to see our world from yet another perspective,” said Eric Olson, KSMQ President and CEO. “It will be an exclusive service offering for the estimated 709,000 viewers residing in KSMQ’s over-the-air market,” said Olson.

Founded in 1953, DW is Germany’s international radio and television broadcasting service, based in Bonn, Germany.

Deutsche Welle (DW) has developed a reputation as a trusted source for reliable news and information, with offerings worldwide in 30 languages. The flagship channel DW provides news analysis and insights to viewers (in English). With news, special features and talk shows covering everything from business, science and politics to culture and sports, DW says it “brings people closer to what matters most to them.”

KSMQ’s other channel offerings are its flagship channel KSMQ 15.1; KSMQ Create 15.3; and KSMQ The Minnesota Channel 15.4.

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About KSMQ Public Television—Based in Austin, Minn., KSMQ Public Television is a non-profit organization that provides PBS and local programming over the air to 20 counties in southeastern Minnesota and northeastern Iowa. Through its FCC broadcast license, KSMQ Public Television serves residents of Austin, Albert Lea, Rochester, Owatonna, Mason City, Mankato and Winona. KSMQ Public Television produces a variety of topical, award-winning local television programs, operates three additional television channels of unique content, maintains a regional program website, www.ksmq.org, and operates two other multimedia portals.