

KSMQ 40 years

2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"KSMQ produces exceptional work and finds interesting stories."

- Christopher Atwood

KSMQ actively works to create a citizenry that is informed about the region, its cultural assets and inter-connections. We tell the stories of our region in order to honor the past, engage with the present, and inspire the future.



KSMQ-TV is a valuable part of the greater Mower County region. When our volunteers visit KSMQ to stuff envelopes or answer phones, they say they “feel like they are among family.” Our region is culturally diverse, and viewers tell us they value the variety of content which flows from our program streams. And KSMQ’s new local program “Off 90” is becoming well known throughout the region as a virtual gathering place where our viewers meet up with artisans and musicians who also happen to be their neighbors and friends.

KSMQ-TV tackled two important regional issues in 2013: immigration and cultural diversity. Our six episode special presentation “On Q: Latitudes” showed viewers how residents representing dozens of different world cultures today call southern Minnesota their home. Also, the documentary “Arrival” revealed the difficult living circumstances experienced by many immigrants prior to finding a new home in the United States. Issues such as human trafficking, starvation and political persecution were real life experiences for many of these new citizens before coming to America.

Today, KSMQ serves 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. For many years we have worked on a project-by-project basis on artistic initiatives with the Paramount Theatre in Austin, the Mayo Civic Center in Rochester, and several other regional entertainment venues.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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's **Off 90** is arguably our most recognized program. **Off 90** documents the art, history and cultural heritage of our region in an accessible 30-minute television format. Via the KSMQ Facebook page, or our YouTube channel, viewers can interact with subjects of a particular episode, or seek more information. From stained glass mosaics in Lanesboro, to civil war heritage in Wasioja, and fresh new fashion in Mankato — **Off 90** season three offers a glimpse into everything that's exciting about our part of the state! The producers of this award-winning program have added extra value for KSMQ viewers by creating longer-form programs from some of their topics, primarily music performances from regional artists.

Viewers of **Farm Connections** learn about the importance that agriculture has in our region. This KSMQ-produced program explores all aspects of the world of agriculture in our region with host Dan Hoffman. **Farm Connections** offers a surprising range of topics. Viewers learn about current issues, future trends, and our agricultural heritage. It's informative, enlightening and, sometimes, just plain fun. Dan Hoffman has hosted **Farm Connections** since its first season five years ago. He is currently the Executive Director of Minnesota Agriculture & Rural Leadership, or MARL. Dan has a passion for farming and in his position with MARL, he helps develop the skills of Minnesota agricultural and rural leaders so they may maximize their impact and effectiveness in local, state, national, and international arenas. **Farm Connections** is shared with a neighboring PBS television station, Pioneer Public Television, in Appleton, Minn.

What does it mean to be a fully engaged citizen in our region? KSMQ strives to answer that question on our weekly local series **On Q**. Every week, host Eric Olson examines issues critical to our lives—politics, the economy, cost of living, business trends, jobs, community vitality—and breaks them down to a personal, understandable level. Eric speaks with local experts, leaders and advocates—people making a difference in our region. Our goal is to support dialogue and understanding, help communities work together, and encourage individuals to become fully connected with the people and institutions around them.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

On Q (continued)—This program aims to introduce viewers to parts of the region they might not be all that familiar with. A special focus of the program is schools and education, from the perspective of the student. We talk with many students, including those who are excelling academically—a group not highlighted nearly as much as athletes, for example, in today's society. Through these programs it is hoped that KSMQ helps viewers better identify who we are as a region, where we want to go, and how we can get there. This past year, a significant special project was a 30-minute program focusing on an important school referendum question appearing before voters in Austin.

And we are very proud that our programs are beginning to attract attention beyond the borders of our viewing area. When word began to spread about our WW II Holocaust documentary, **The Typist**, KSMQ began receiving phone calls from groups and governmental agencies from California to Florida. The groups asked for more information, and in several cases invited our producers to address their groups at a screening of the program. **The Typist** was also selected for national distribution by NETA, the National Educational Telecommunications Association.

In just its second year, our annual **Christmas at Assisi** concert was praised for its high production value. Early in 2013, several other PBS stations sought out the concert producer to inquire as to whether KSMQ was again presenting the concert. These stations were interested in broadcasting the concert also. Ultimately, the 2013 **Christmas at Assisi** concert was broadcast throughout the state of Minnesota.

Arrival: Coming to America

"Arrival: Women's Visions for a New Home" explores Minnesota's ever-changing cultural landscape. Arrival shares the stories of four women who came to the United States as immigrants or refugees after surmounting intense personal challenges in their countries of origin.



"The Typist" Shares WWII History

"The Typist" follows the life and work of Larry Tillemans, the last living clerk-typist from the Nuremberg Trials. As a sergeant in the U.S. 3rd Army in World War II, it was Larry's duty to document the testimony of victims and perpetrators of the Holocaust – information that deeply affected the young Minnesotan. He shares that chapter of history with us.



A Rochester Tradition On KSMQ

Since the founding of Rochester's Choral Arts Ensemble by Rick Kvam in 1985, its forty voices have inspired audiences with performances of marvelous choral repertoire. For the first time on television, this holiday concert is shared with the KSMQ audience in a magnificent 60-minute concert.



Reading and Children

Besides providing the wonderful collection of television programming for children, KSMQ helps brighten the day of young students with in-person classroom visits. In 2013 KSMQ arranged classroom visits by famous PBS personalities like Curious George (right). By providing books to students, combined with a classroom visit, a young person's life can be transformed. Reading becomes exciting and the children remember the visit and the fun they had. Last year, KSMQ brought PBS characters to nearly 1,500 students in its viewing area.



Reach in the Community:

Today, KSMQ serves more than 665,000 people from Mankato to Rochester, Faribault and south to Mason City, Iowa.

Partnerships:

KSMQ has developed partnerships with many regional organizations including Riverland Community College, Mayo Clinic, The Diocese of Winona, Rochester Community and Technical College, Austin High School and the Minnesota Agriculture and Rural Leadership Program.

Impact and Community Feedback:

"Many viewers tell me they rely on KSMQ's local programming because they either can't afford or choose not to subscribe to cable or satellite service." --Stephanie Passingham, Host/Producer

"I enjoy all of your different programs. I am thankful for your KSMQ Fine Tuning Guide as I don't get any papers or TV Guides, etc. When I receive it I underline what I want to not forget to watch and the page is almost filled." --Virginia Anderson



“KSMQ has had such an impact on the artists in our region. Watching the pieces they create are very positive, emotionally moving experiences.”

"They do a really fine job at KSMQ!! Kudos."

- Cathy Wurzer, MPR

“I wanted to comment again on how much we have enjoyed watching the **Off 90** show. It's always informative and entertaining.”

- Marilyn

“I have enjoyed the recent **Off 90** productions. I think the quality of the productions get better and better. I loved the Stacia Lang feature. It was extremely well done. Now that I live in Winona, I appreciate your coverage of the Great River Shakespeare Festival, an entity that is near and dear to my heart and soul.

-Peter Flick, Winona



In 2013 KSMQ participated in non-broadcast community projects. “Leadership Austin” (above) is a city group devoted to the next generation of leaders. KSMQ also sponsored local music concerts like guitarist Charlie Parr (above left).