



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"By the way, I LOVE public television... To have your station here is wonderful. Keep doing what you are doing!!!"

- Brian H.



The mission of Lakeshore Public Television is to build a strong sense of community for the residents of Northwest Indiana by being a leading force in connecting people, ideas and information through multiple, ongoing media and outreach activities.



Lakeshore Public Television is committed to bringing our viewers local programming and services that affect their lives every day.

We strive to provide varied and flexible programming for our diverse audience, cultivate community partnerships, and expand our reach through multiple technical platforms.

In 2015, Lakeshore Public Television provided these key local services:

Free educational outreach events and professional development workshops.

Community engagement projects that helped build strong local communities.

Local on-air programming that educates, enlightens and informs our viewers about the region.

Lakeshore Public Television has the potential to reach over 9.5 million people living in Northwest Indiana and the Chicagoland region.

We maintain numerous partnerships with arts organizations, educational institutions, non-profit organizations and local businesses to help serve our community.



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Lakeshore Public Television signed on the air in November 1987 as WYIN Channel 56, broadcasting to 14 counties in Indiana and Illinois. Today, over 28 years later, we remain a trusted resource for public affairs and educational programming. From the rural areas and small towns to the major cities, it is our mission to be the leading force in connecting people, ideas and information throughout Northwest Indiana. We are proud to serve over one million Indiana residents as the area's only local television service.

Local Value

Working with community partners, we inform our viewers of the issues that matter the most to our region. Over the years, we have connected more closely with the community through outreach and events, enhanced our image through the Lakeshore Public Television branding initiative, grown our membership and created a premiere lineup of local and national programming. The acquisition of Lakeshore Public Radio has allowed us to impact an alternative audience in Northwest Indiana and bring regional information to a previously underserved population. Lakeshore Public Television and Radio remains a local, mission-driven nonprofit that sees the potential to educate and empower the residents of Northwest Indiana, through the strategic use of our media and outreach resources.

Key Local Services

As we strive to achieve our mission and realize our vision, we maintain a core set of values of excellence, integrity, accessibility, lifelong learning and community partnerships.

Throughout the past year we have provided several key local services to inform, educate and entertain our residents. We have helped empower women in the region through the Lakeshore Professional Women's Conference. We held educational events for children to help them learn and grow with programs such as Scramble on the Lakeshore and we covered local news and public affairs throughout the year with our weekly *Lakeshore Report* and *Lakeshore Focus*.



Local Impact

Lakeshore Public Television has had a deep impact in Northwest Indiana. We have partnered with numerous schools, business and foundations in producing over 100 hours of programming to educate, enlighten and inform the community of Northwest Indiana. Through feedback from our viewers and partners, it is clear that we are following our mission of educating and informing the community. Lakeshore Public Television will continue to strive to be a catalyst that makes Northwest Indiana a vibrant, informed and thriving place to live and work.

Professional Women's Conference

Lakeshore Public Television partnered with over two dozen organizations throughout Northwest Indiana who have been making strides to develop and empower professional women in the region. Approximately two hundred and fifty women attended the all day event featuring keynote speaker Paula Kerger along with professional development and networking opportunities for women at all levels of the business world. The event featured nationally acclaimed speakers, professional and personal development sessions, a panel discussion with local female business leaders, a networking reception that allowed participants time to relax and have fun with colleagues after the event.



Lakeshore Sports

Lakeshore Public Television takes pride in its extensive regional sports coverage. In 2015 we partnered with NIPSCO and Pinnacle Hospital to bring the community coverage of regional high school sports. In the fall we brought our viewers two weekly half hour series with *Prep Football Report* and *PFR Scoreboard*. In January we kicked off the New Year with another season of *Prep Sports Report*, bringing our viewers exclusive coverage on their favorite local high school teams.



Making the Grade

In 2015 Lakeshore Public Television produced the fifth season of Northwest Indiana's first and only high school quiz show, *Making the Grade*. This half hour series featured nine high school teams showcasing the best and the brightest students from around the region. With support from NIPSCO we were able to highlight the talented minds of area students, spark an interest in the pursuit of learning and provide scholarships for the winners.





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STORIES OF IMPACT

Lakeshore Focus

Lakeshore Public Television in partnership with NIPSCO is committed to bringing *Lakeshore Focus* to Northwest Indiana. Every week, interesting guests and significant leaders are interviewed with questions about key issues and fascinating topics. Host Keith Kirkpatrick brings our viewers challenging and thought-provoking shows, highlights stories of real people, and the profound effects the issues have on their lives. Kirkpatrick blends humor and compassionate understanding into each question and digs deep into the issues relevant to our viewers.



Lakeshore Report

Lakeshore Report, supported by NIPSCO and Indiana University Northwest, delivers accurate, in-depth analysis about the stories that affect the region. We share the diverse voices and unique insights to provide viewers the information they need to make informed decisions. Every Friday, host Kristyn Estes breaks down the top news stories of the week supported by a team of reporters and journalists. From education to the environment, politics to policy, *Lakeshore Report* will give you the information you need to understand what's happening and why in your local community.



Curious George Summer Safari

Lakeshore Public Television partnered with PBS, NIPSCO and Munster High School to host the Curious George Summer Safari Community Day. This event was a fun and educational event focusing on how children live and interact with their community, local history, social studies and geography. Kids were able to plant a flower, make a building out of a paper bag, create a scrapbook, paint a portion of a mural and decorate placemats for Meals on Wheels. There were also community members such as firefighters, electricians and nurses for the children to meet and goodie bags for the kids including a picture of themselves with Curious George.





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Scramble on the Lakeshore

Lakeshore Public Television is committed to hosting outreach events that focus on active learning and play through hands-on activities. With a generous grant from PBS, Lakeshore Public Television was able to host Scramble on the Lakeshore at Boys & Girls Clubs throughout Northwest Indiana. Scramble on the Lakeshore is a game that combines Indiana trivia with scrabble for a fun and educational challenge. Kids ages six to sixteen divided up evenly into four groups to try and answer the trivia questions by spelling out the answers before the other teams.

Reach in the Community

Approximately 500 children from nine Boys & Girls Clubs throughout Northwest Indiana participated in Scramble on the Lakeshore.

Partnerships

PBS

Portage Boys & Girls Club

South Haven Boys & Girls Club

Gary Boys & Girls Club

Duneland Boys & Girls Club

Lake Station Boys & Girls Club

Hammond Boy & Girls Club

East Chicago Boys & Girls Club

Cedar Lake Boys & Girls Club

Merrillville Boys & Girls Club

Impact and Community Feedback

We were overwhelmed by the response from the Boys & Girls Clubs and the children who attend their programs. Through our efforts, families in the community have become more aware of our mission and presence. Beyond sharing our love of learning and quality programming with those in attendance, we have created a lasting partnership with an organization who also strives to create a fun, learning environment for kids. We hope to continue our partnership with the Boys & Girls Clubs in the future and play the game with them and other community partners for years to come.



“Kart Kingdom was a great game, all the kids loved it and we can’t wait to work with Lakeshore again.”

- Jason Kegebein
Director of Boys and Girls
Club South Haven Indiana



"Our mission is to enrich people's lives and strengthen communities by educating, inspiring and connecting people through the power of public media."

- **Matt Franklin**

V.P. of Television Operations
Lakeshore Public Television

Lakeshore Public Television defines its success by:

- Providing vital information to our community, helping them be active and engaged citizens
- Establishing new and ongoing community partnerships
- Increasing community responses and positive viewer feedback
- Gathering community support through increased membership
- Maintaining financial viability to ensure our ability to continue our mission in the future



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