



## 2016 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 2016, Lakeshore Public Television provided these key local services:

Free educational outreach events and professional development workshops.

Community engagement projects that helped build strong 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.



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Lakeshore Public Television signed on the air in November 1987 as WYIN Channel 56, broadcasting to 14 counties in Indiana and Illinois. Today, almost 30 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 addition 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 our Dinosaur Train Screening events and we covered local public affairs throughout the year with our weekly shows

*Lakeshore Focus and CounterPoint with Garrard McClendon.*



### **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 three hundred and fifty women attended the all-day event featuring 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 and a networking reception that allowed participants time to relax and have fun with colleagues after the event.



## CounterPoint with Garrard McClendon

*CounterPoint with Garrard McClendon* offers in-depth interviews and discussions with community leaders and newsmakers representing different perspectives across Northwest Indiana and Chicagoland. Hosted by Emmy Award-winning Dr. Garrard McClendon, this half hour weekly series features viewers' comments and questions while covering topics that range from broad issues such as education and economy to subject matter that asks viewers to shed their assumptions and embrace alternative points of view.



## Making the Grade

In 2016 Lakeshore Public Television produced the sixth season of Northwest Indiana's first and only high school quiz show, *Making the Grade*. This half hour series featured a dozen 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.



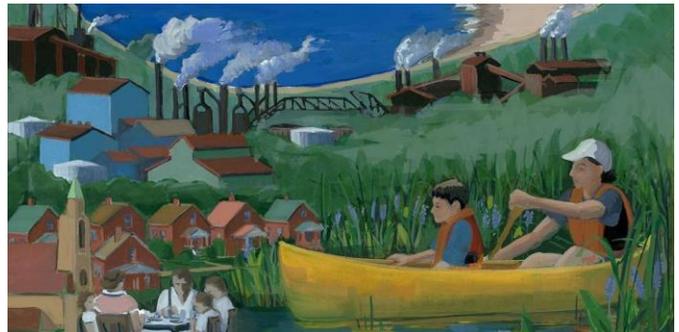
## Eye on the Arts

*Eye on the Arts* is a monthly television series designed to advance regional arts through exposure to a large and diverse audience by showcasing the high level of artistic talent in Northwest Indiana. Through our collaboration with South Shore Arts and the Indiana Arts Commission, host John Cain introduces viewers to regional artists and various art forms, demonstrating how art inspires and improves the quality of life for the community.



## Shifting Sands: On the Path to Sustainability

Lakeshore Public Television is proud to be the presenting station for *Shifting Sands: On the Path to Sustainability*. Produced by local filmmakers, *Shifting Sands: On the Path to Sustainability* tells the story of the creation of the Indiana Dunes National Lakeshore, from its ecological and industrial beginnings, to designation as a national treasure, toward a model for a sustainable future for the environment, economy, and communities along the southern end of Lake Michigan.



## Town Halls

Lakeshore Public Television collaborated with a team of community leaders representing local organizations across Northwest Indiana to present two community conversations taking place in Gary and Valparaiso on the topic of Race, Justice, Community and Policing. The meetings were a public dialogue open to community members, offering an opportunity to engage in conversations that challenge assumptions and improve understanding across Northwest Indiana. The panel represented law enforcement, government officials, judicial system, community groups and faith-based organizations. The forums were recorded live to tape and will then aired the following night and with additional re-airs.





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### Dinosaur Train Screening Events

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 The Jim Henson Company, Lakeshore Public Television was able to host two Dinosaur Train Screening Events at two local movie theaters. The events started with the screening and was followed by hands on sensory activities and informational booths. These events were designed for all children including those with sensory issues. Our goal was to raise awareness of autism and teach parents to learn the signs and act early. Organizations and information were at the events to help and inform caregivers of the resources available to them in the community.

### Reach in the Community

Approximately 12,000 people were reached via our Facebook event page and about 100 children attended the two events.

### Partnerships

The Jim Henson Company  
Family Voices  
Early Learning Connections  
Autism Society of Indiana  
In\*Source  
First Steps Early Intervention  
NorthShore  
AMC Showplace Schererville 16  
Goodrich Portage 16 IMAX

### Community Impact

We were overwhelmed by the response from the parents and children who attended the events. Based on feedback, we heard from two families that they received help in testing and treating their children for sensory issues after attending the events and speaking with our partners.

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 organizations who also strives to create a fun, learning environment for kids.



“My daughter is 3 and really enjoyed the event. Not only was it exciting to watch Dinosaur Train on the big screen, but they also had activities available after the show. From a parent point of view, the event was well planned and excellently executed! We are hoping another event like this is planned for the near future.”

- Elissa Dortmund



"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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