



2017 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 PBS 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 PBS 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 2017, Lakeshore PBS 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 PBS 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.

2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Lakeshore PBS signed on the air in November 1987 as WYIN Channel 56, broadcasting to 14 counties in Indiana and Illinois. Today, 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 PBS 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 PBS and Lakeshore Public 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, 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 Lakeshore PBS Star Party event and we covered local public affairs throughout the year with our weekly shows *Lakeshore Focus* and *CounterPoint with Garrard McClendon*.



Local Impact

Lakeshore PBS has had a deep impact in Northwest Indiana. We have partnered with numerous schools, business and foundations in producing over 75 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 PBS will continue to strive to be a catalyst that makes Northwest Indiana a vibrant, informed and thriving place to live and work.

STORIES OF IMPACT

Professional Women's Conference

Lakeshore PBS 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, table-top discussions with local female business leaders and a networking reception that allowed participants time to relax and have fun with colleagues after the event.



Lakeshore Focus

Lakeshore PBS, 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, highlighting 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 PBS Star Party

Lakeshore PBS partnered with Valparaiso University, People's Bank and Strack & Van Til to host the Lakeshore Kids Star Party. This event was a fun and educational event for the young children of Northwest Indiana. Kids were able to make and launch rockets, participate in space-themed yoga and explore like an astronaut with observation boxes. There were tours of the VU observatory, planetarium shows, goodie bags for the kids and the opportunity to meet Jet Propulsion from the PBS Kids series *Ready Jet Go!*

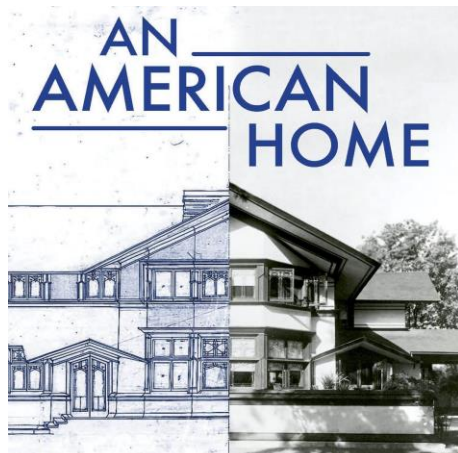


2017 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

An American Home

Lakeshore PBS is proud to be the presenting station for *An American Home*. Produced by a local filmmaker, *An American Home* tells the interweaving stories of the B. Harley Bradley House, its architect, Frank Lloyd Wright and the community in which it resides. All three have faced moments of great hardship, but have emerged from the struggle thanks to perseverance and determination.



Prep Sports

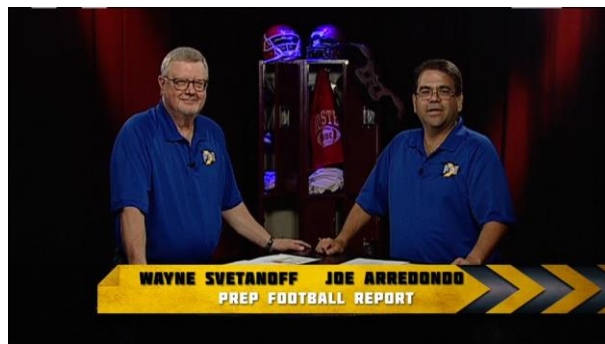
Lakeshore PBS takes pride in its extensive regional prep sports coverage. In 2017 we continued our partnership with NIPSCO, to bring the community coverage of regional high school sports. In January Lakeshore PBS kicked off the new year with *Prep Sports Report*, bringing our viewers exclusive coverage of their favorite local high school teams. In the fall, Lakeshore PBS brought viewers two weekly half hour series with *Prep Football Report* and *PFR Scoreboard*.



Prep Sports Report (PSR) covers basketball, wrestling and gymnastics in the region. Featuring quality highlights, timely analysis and in-depth features of player profiles on and off the court to the many fans of the sports. Hosts Joe Arredondo and Wayne Svetanoff bring winter athletics front and center every Thursday night.

Prep Football Report (PFR) brings unique insight to Northwest Indiana high school football through a preview of some of the best games across the region. Hosts Joe Arredondo and Wayne Svetanoff look at the players, coaches and communities surrounding local high school football. *PFR* prepares viewers for what to watch for in this week's contest, with features focusing on the PFR Fan of the Week and a mash-up of some of the best plays from the previous week with their hard-hitting PFR Rewind.

PFR Scoreboard brings fresh video from the field into your living room every Friday night, live at 10:30pm. Hosts Joe and Wayne bring insight to the night's match ups along with fan feedback from Tommy Williams (host of Lakeshore GameNight on Lakeshore Public Radio).



2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Lakeshore PBS Trunk or Treat

Lakeshore PBS is committed to hosting outreach events that focus on active learning and play through hands-on activities. With generous support from People's Bank and Strack & Van Til, Lakeshore PBS was able to host a large trunk or treat event in the parking lot of a local AMC Theater. The event started with trick or treating at 30 of our partnering organizations' 'trunks' followed by hands on STEM activities and a meet and greet with Peg and Cat from the PBS Kids series *Peg + Cat*. Our goal was to have a safe and fun place for children to trick or treat and provide local organizations an opportunity to give back to the community.

Reach in the Community

Approximately 44,000 people were reached via our Facebook event page and about 1,500 children attended the event.

Partnerships

Red Cross of Indiana	Lake County CASA
Culver's	Sylvan Learning Center
Skyline Construction	Theater at the Center Munster
SkyZone	HealthLinc
Edward Jones	Mental Health America
SouthShore CVA	Indiana Tech
Boys & Girls Clubs of NWI	Community Hospital Family Birthing Center
GratzOpus 118	AMC 16
Lange Windows & Siding	Centier
Bridges of Indiana	Excel Centers
In Good Company	The Performance Companies
TradeWinds	Napleton Auto
Humane Indiana	Habitat for Humanity of NWI
AAA	NWI Martial Arts
Phil's Friends	Schererville Suites

Community Impact

We were overwhelmed by the response from the community. Based on feedback, attendees had a great time and are asking for this to be an annual event.

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, we have created a lasting partnership with organizations who also strive to create a fun, learning environment for kids.



"Took my 7-year-old grandson, and it was a Blast! I was worried at first being the line was around the building, but the line moved quickly through and there was an event a participant that came to hand out candy to the kids waiting. Thought it was TOTALLY worth the wait! The participants were SO friendly and having fun with the kids! The cars were decorated so cute too! Thanks for a memorable night!"

- Kim Smith

Evaluating Outcomes, Measuring Impact



"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 PBS

Lakeshore PBS 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



The mission of Lakeshore PBS is to build a strong sense of community for the residents of Northwest Indiana by being the leading force in connecting people, ideas and information through multiple, ongoing media and outreach activities. As we work to achieve our mission, we maintain a core set of values including excellence, integrity, accessibility, lifelong learning and community partnerships.
