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 though 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 2019, 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.

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

- Brian H.
Lakeshore PBS signed on the air in November 1987 as WYIN Channel 56, broadcasting to 14 counties in Indiana and Illinois. Over, 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 Explore the Outdoors event and we explored the local art scene throughout the year with our show *Eye on the Arts*.

**Local Impact**
Lakeshore PBS has had a deep impact in Northwest Indiana. We have partnered with numerous schools, business and foundations in producing over 40 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.
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.

Traditions: Spirit of the Holiday

Lakeshore PBS is always reaching out to our community to bring our viewers stories a voice. Starting in fall, Lakeshore PBS asked for video submissions of viewer’s holiday traditions, to compile into a show to air during the month of December. Thirteen submissions were received and compiled into a half hour show. Traditions: Spirit of the Holidays aired eight times in December and was posted online via Youtube.

The Lively One: Dick Brannan's Rise to Drag Racing Fame

Lakeshore PBS was the presenting station for The Lively One. In 1962, a virtually unknown driver showed up at the Detroit Dragway in a Ford Galaxie. He was a car salesman who liked to tinker with cars and drive fast on the back roads of Northern Indiana. The man was Dick Brannan, and he was up against some of the fastest cars Motor City could muster. Through early film footage, photos and interviews with the people who were there, witness the unlikely story of one man who became a racing legend and would go on to lead Ford Motor Company during the “Golden Age” of drag racing.
Making the Grade

In 2019 Lakeshore PBS produced the ninth season of Northwest Indiana’s first and only high school quiz show, *Making the Grade*. This half hour series featured sixteen 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.

Money on Call

Lakeshore PBS was proud to produce a new series for financial literacy month. *Money on Call* was a live, call-in show that featured professors and professionals from the financial world discussing and answering questions on a variety of topics, providing viewers a better foundation to manage economic resources for a lifetime of financial well-being.

“Money and finance are things we deal with every day, so we all have a knowledge base,” said Matt Franklin, the show’s producer. “But for most of us, we know that they can do better and do more. *Money on Call* was a place where people can feel comfortable asking questions in a safe environment where no one is judged.” Franklin said.

The program’s format sought out viewer participation through live phone calls, social media posts or emails. The series featured topics such as Finance 101, Education: Savings and Loans, Credit Cards and Credit Scores and Retirement for Any Age.

The program connected with viewers of all ages with different backgrounds and different levels of financial knowledge. “Our goal is to give our viewers insight into some of the common areas of finance, to eliminate common misconceptions and to provide a solid financial foundation for our viewers and their families” Franklin said.

Multiple community partners contributed to the project including NIPSCO, Purdue University Northwest, Oak Partners, Tech Credit Union, Lithographic Communications, Lakeshore Wealth Management and First Merchants Bank.
Lakeshore PBS Explore the Grocery Store

Lakeshore PBS partnered with the Strack & Van Til, to host a Explore the Grocery Store Morning. Families enjoyed discovering different ways to look at the grocery store. Families participated crafts and Grocery Store Bingo. As a special treat each attendee received a goodie bag packed full of PBS Kids educational handouts.

Reach in the Community
Lakeshore PBS reached approximately 10,000 people through our Facebook event page with over 100 families in attendance.

Partnerships
NISPCO
People’s Bank
Strack & Van Til

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.

“Sometimes going to the grocery store with little ones is hard. This event really showed me how it can be a learning experience and still fun for my kids.”

- Carrie Morgan,
Crown Point, 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 PBS

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**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

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