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.

**Local Value**

Lakeshore PBS is committed to bringing our viewers local programming and services that impact and improve 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 distribution platforms.

**2020 Key Services**

In 2020, Lakeshore PBS provided these key local services:

- At-home learning initiatives in partnership with the Indiana Department of Education

- Multiple community conversations on race and justice across the region.

- On-air messaging and programming that informs viewers about the Coronavirus pandemic from the local, state and national level.

**Local Impact**

Lakeshore PBS reaches over 9.5 million people living in Northwest Indiana and the Chicagoland area.

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

Actively seek out and engage in viewer and community feedback to expand services.
Lakeshore PBS signed on the air in November 1987 as WYIN Channel 56, broadcasting to fourteen 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, we are proud to serve over 1 million Indiana residents as the area’s only local television service. It is our mission to be the leading force in connecting people, ideas and information throughout Northwest Indiana.

**Local Value**

Working with a variety of 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, state and national programming. The addition of Lakeshore Public Radio in 2009 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 - together as Lakeshore Public Media - remain a community-licensed, mission-driven nonprofit that strives to educate and empower the residents of Northwest Indiana and Chicagoland, 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: integrity, excellence, diversity, accessibility, lifelong learning and community partnerships.

In 2020, Lakeshore PBS brought viewers timely information about the Coronavirus pandemic; national and international programming to educate people about COVID-19 as well as ongoing on-air messaging and reports from the governor about the state's response to the spread across our region.

In addition, Lakeshore PBS partnered with the Indiana Department of Education and other seven Indiana public television broadcasters to offer at-home learning experiences for students in grades K-12 that align with Indiana curriculum standards, augmenting efforts to prioritize quality educational opportunities for viewers of all ages during the pandemic.

**Local Impact**

Lakeshore PBS works to be a resource for Northwest Indiana every day. We have partnered with educational institutions, business and foundations to produce over 40 hours of local programming to educate, enlighten and inform the communities of Northwest Indiana.

Through feedback from our viewers and partners, Lakeshore PBS will continue its efforts to be a catalyst that makes Northwest Indiana a vibrant, informed and thriving place to live and work.
Coronavirus Resources

Starting in March, Lakeshore PBS began compiling and building a resource page to educate viewers about COVID-19, sharing information gathered by the Lakeshore staff and partners, including PBS, NPR, IPB News, the Associated Press, the Center for Disease Control and the state of Indiana.

The station also presented Gov. Eric Holcomb’s stay-at-home announcement on March 23 and his ongoing addresses to Hoosiers about the Coronavirus, offering live updates from state government and health officials broadcast from Indianapolis.

Throughout the day, Lakeshore PBS began airing Coronavirus Updates, produced by The Health Channel and South Florida PBS. These one minute interstitials educated viewers on a variety of factors related to the outbreak, such as ‘Cleaning Away the Coronavirus’, ‘Talking to Children’ and ‘What is Social Distancing’.

Friends & Neighbors

Using new safety protocols during the pandemic, Lakeshore PBS produced a new season of the local series. The program featured segments on the people and groups working everyday to make Northwest Indiana a great place to live and work.

For the summer, the show's producers focused on stories that spotlighted what some volunteers and organizations across our communities were doing to help others during the Coronavirus pandemic as part of an #INThisTogether campaign.

Segments included a local distillery that transitioned from making whiskey to hand sanitizer, a region-based business that began using its 3-D printers to produce personal protective equipment (PPE) for frontline workers and how a food distributor partnered with one Northwest Indiana community to share expiring food products with needy families affected by the pandemic.

In Studio

In November 2020, Lakeshore PBS presented In Studio, a new local series that focuses on musical performance in an intimate setting that highlights the artists and their approach to songwriting.

The premiere episode featured Jeff Massey, lead singer and guitarist for The Steepwater Band for over 20 years. Massey and the band has grown as artists by constantly crafting new songs, and Jeff discussed his approach to the craft following a solo performance showcasing some of his original work.

Local bands Campdogzz and Cxptial also performed in the series first run while producers look to bring in even more local and national artists for upcoming shows in the months ahead.
As the area’s only local television service, Lakeshore PBS is committed to informing our Northwest Indiana residents about their communities, their state and their world.

**Indiana Week in Review**

Hoosiers from across the state are getting their answers from the show that does the talking: *Indiana Week In Review*.

Produced in Indianapolis, viewers can tune in for the news and information from the week that was. Statehouse reporter Brandon Smith hosts the discussion and debate, bringing together diverse points of view to some of the major issues facing Indiana.

Lakeshore PBS is proud to share this informative series that gives residents a deeper look at their state government, but also the policies that will affect the future of Northwest Indiana.

**Updates from Indianapolis: The State of Indiana Addresses**

Each year, key Indiana leaders provide updates on the state of Indiana in a series of televised addresses. Lakeshore PBS has made bringing these updates to viewers a priority for years.

Indiana Governor Eric Holcomb hosted his fourth State of the State Address on January 14, reporting on the current status of the state’s affairs, highlighting key accomplishments of the past year and key priorities for the year to come.

Lakeshore PBS aired Chief Justice Loretta Rush’s State of the Judiciary on January 20th. On March 1, the station broadcast Indiana Commissioner for Higher Education Teresa Lubbers as she delivered the 2020 State of Higher Education, outlining the state’s efforts to promote college completion and increase the education level of all Hoosiers.

“Lakeshore strives to bring programming that engages our audience – especially those in Northwest Indiana – where we were created to serve. This was a great opportunity to educate viewers as to what is going on with our state government.”

- James A. Muhammad
  President and CEO,
  Lakeshore Public Media
Even in the face of the challenges of the Coronavirus pandemic, the staff of Lakeshore PBS went out into our communities to continue to produce some of its long-running original series.

Eye On The Arts

Since 2016, this series showcases the diverse range of local artists and artistic organizations demonstrating the power of arts in people's lives, and how art and culture improve the quality of lives for residents throughout Northwest Indiana.

With schools closed during the pandemic, one 2020 segment showed how Summer Scharringhausen, the Director of Education at South Shore Arts, created downloadable art lessons that could be taught at home. Offering a range of art forms inspired by art masters, these kits offered a fun and creative experience for children and parents to share together.

Prep Football Report
Prep Football Scoreboard
Prep Sports Report

For over 30 years, Lakeshore PBS has been where Northwest Indiana turns for the best half-hour of high school sports highlights from across the Region.

In the fall Lakeshore PBS gets fans ready for the week's matchups with Prep Football Report. Friday night it's all highlights with Prep Football Scoreboard. For the spring sports of girls and boys basketball, gymnastics and wrestling, it's Prep Sports Report.

For generations of residents, Lakeshore PBS is home to high school sports.
Education in Crisis: At-Home Learning Initiative

With schools across Indiana closed in response to the Coronavirus pandemic, Lakeshore PBS and Indiana Public Broadcasting Stations (IPBS) across the state partnered with the Indiana Department of Education to offer at-home learning experiences for students in grades K-12 that align with Indiana curriculum standards.

Lakeshore PBS joined the seven other public television stations across Indiana to provide curriculum resource materials in conjunction to its programming schedule. Contextualized for educational use and align with Indiana curriculum standards, the resources include grab-and-go activities, lesson plans, interactive lessons, and media that illustrate specific topics or themes and support materials across subjects.

Focusing on math, science, social studies, literacy, and other subjects, the curriculum offered many resources from PBS Learning Media, a free online service providing thousands of educational tools.

In addition, Lakeshore PBS collaborated with local producers to offer three local documentaries for educators to stream for free, exploring the early work of one of America’s greatest architects, telling stories of our history and ecological efforts that have impact our local industries and our communities.

“Working with IPBS, we are doing our part to make a bad situation a little bit better and ensure that educational programming and resources are widely accessible to students in our region.”

- James A. Muhammad
President and CEO,
Lakeshore Public Media
Race and Justice: Here & Now

Lakeshore PBS produced a one-hour special engaged in a live conversation with community leaders, political figures and law enforcement through Zoom to discuss events related to the protests surrounding the death of George Floyd in Minnesota.

Hosted by Michael Puente, Northwest Indiana bureau reporter for WBEZ and host of Off Mic on Lakeshore Public Radio, the live event took place on Tuesday, June 9, 2020 at 6pm, within a week of Floyd's death.

Guests participated through Zoom included State Senator Lonnie Randolph, (D) East Chicago; Dr. Vanessa Allen-McCloud, President and CEO, Urban League of Northwest Indiana, Inc.; Lorell Kilpatrick, Organizer of Black Lives Matter NWI – Gary; Frank Mrvan, 1st Congressional District Democratic Nominee; Rev. Dr. John E. Jackson, Sr., Senior Pastor of Trinity UCC-Gary and former Lake County Sheriff Roy Dominguez.

Reach in the Community

Produced in the Lakeshore PBS studios, the live program was simulcast on Lakeshore Public Radio and the station’s Facebook page. The program reached thousands of people across our viewing and listening area, and was saved online for future viewings.

Community Impact

The program’s goal was to share multiple points of view on this topic and to start an open and honest dialogue to spark future conversations.

We were overwhelmed by the response from viewers and the community. Based on their feedback we held two more conversations in the weeks ahead. We held a second live event on June 24, exploring the topic of race and justice from a youth perspective. Lakeshore hosted a third community conversation on July 9, focusing on police reform.

“Excellent Conversation!!! You did a wonderful job.... and spoke directly to the heart of the matter. This topic encompasses SO much that I can see where it could get overwhelming..."

- Connie K.
  Schereville, IN
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.
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, positive viewer feedback and to be recognized by our peers for excellence in public media
- Gathering community support through increased membership
- Maintaining financial viability to ensure our ability to continue our mission in the future

"Our ongoing mission is to impact and enrich people’s lives and strengthen communities by educating, inspiring and connecting people through the power of public media. Even with the many challenges we faced in a challenging year, our team worked hard to accomplish many of our 2020 goals."

- James A. Muhammad
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