



## 2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**KSMQ Public Television inspires the viewer to discover local connections, build strong communities and become better informed. KSMQ offers four distinct broadcast channels to viewers in southeastern Minnesota and northeastern Iowa.**



**KSMQ is a valuable part of southern Minnesota's and northern Iowa's advancement.**

**KSMQ is a trusted, community-based catalyst and initiator for public dialogue regarding local and far-reaching issues and stories through its programming that reaches its viewing audience through broadcast (four free over-the-air channels) and web-based shows.**

**In 2023, KSMQ provided these vital local services:**

- **A showcase for the arts.**
- **A purveyor of history.**
- **A study of local culture.**
- **The sharing information and important trends in agriculture.**
- **An investigation into local current events.**
- **A platform for political debates.**
- **An examination and reporting of important legislative proceedings.**

**KSMQ's broadcast signal currently reaches approximately 709,000 individuals over an estimated 24,806 square miles, with the potential to reach thousands more over cable and satellite TV. Viewers throughout our region were presented with programs that had strong local interest.**

KSMQ serves the community with its locally produced continuing programming in many valuable ways:

**Off 90:** *Off 90* is KSMQ's showcase for area art, history, and culture. It's an ongoing magazine-style program that features several short videos within its episodic runtime of 30 minutes. Each story presents an unsung or underpublicized subject from our region.

**Farm Connections:** On some level, everyone is connected to agriculture. That simple fact is at the heart of KSMQ's continuing local series, *Farm Connections*. Join KSMQ to explore the world of agriculture in our region with host Dan Hoffman. You'll learn about current issues, future trends, and our agricultural heritage. It's informative, enlightening, and sometimes, just plain fun!

**R-Town:** KSMQ sets its sights on Rochester with its weekly program, *R-Town*. As one of the economic engines of the KSMQ viewing area, Rochester is brimming with business, cultural and historical significance. And, of course, there is also great change proposed as a result of the Destination Medical Center project. What is Rochester talking about? Join Nicole Nfonoyim-Hara each week as we showcase Rochester on *R-Town*. In the Legislative Rundown segment, correspondent Michael Wojcik updates us on how Rochester and Olmsted County are affected by actions of the Minnesota Legislature.

**KSMQ+:** Our newest digital initiative, *KSMQ+*, is a series of short video stories that feature art, history, and culture, which are shared exclusively on Facebook.



## Music Specials

Nearly a decade ago, KSMQ partnered with the Rochester **Choral Arts Ensemble** to share their Christmas performance with KSMQ viewers. KSMQ has kept that partnership alive since that first broadcast.



KSMQ annually produces a program called **An Austin Christmas** that features several local music groups performing Christmas songs. This year's program included the Austinaires, the Austin Big Band, and singer-songwriter Spencer Thury.



A performance by the **Minnesota Orchestra Brass Quintet** was streamed live on Facebook and YouTube from the KSMQ studio. Members of the orchestra spent a week in Austin and played at several locations. The series is known as Common Chords, in which the Orchestra immerses itself in a single community for a week.



## Documentaries

**Cannabis Connections** took a look at the legal, cultural and public safety dynamics of Minnesota's new recreational marijuana legislation.



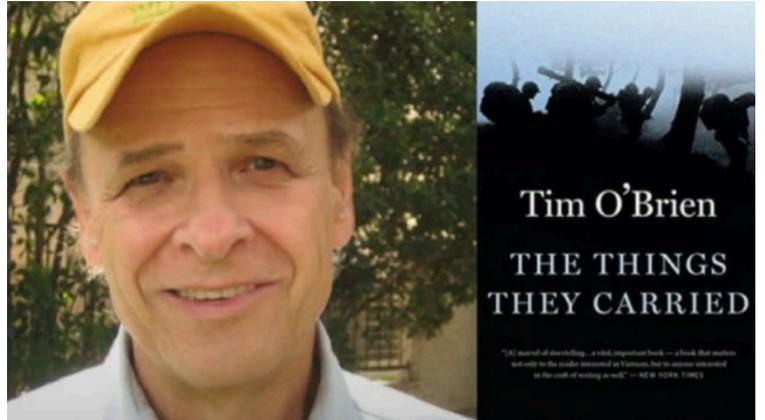
## Reading for Life

**Reading for Life** is a continuing program created by the Austin Public Library and centered around four book lectures annually and focused on the act of reading.

The experience is structured like a book group, but one skillfully facilitated to maintain the richest possible dialogue among the participants and the source text. The core idea is that works of literature offer precious resources of energy and vision for the creation and sustenance of healthy communities.

KSMQ live-streamed these presentations over social media outlets controlled by the station. The presentations were also recorded and later broadcast by KSMQ.

In one episode, we were honored to have author **Tim O'Brien** as guest. O'Brien was born in Austin and went on to write about his Vietnam experiences in the renowned novel, **The Things They Carried**. That book was the topic of the discussion on *Reading for Life*.



*Reading for Life* presenter  
**Michael Verde**

Michael is the enthusiastic presenter who facilitates the *Reading for Life* discussions. Along with an engaging personality, Michael brings to the table unique literary insights and brilliant observations.

## KSMQ & A

**KSMQ & A: Substance Abuse and Prevention** was the first program in our new series. As October was Substance Abuse Prevention month, KSMQ took the opportunity to learn how southeastern Minnesota is faring in the abuse of illegal drugs such as meth and street fentanyl.





KSMQ held a Halloween open house at The Broadcast Center — with games, candy and a chance for children to pose with Elmo on our green screen.



## Our viewers have the last word

"I appreciate your content and programming. Thanks for broadcasting into North Iowa."

— Mark L. from Mason City, IA

"My favorite KSMQ programs are: Historic ones, Off 90"

— Warren and Irene Michelson

"Thanks for getting me connected on KSMQ Passport"

— Rick Larsen from Clear Lake, Iowa

"My favorite KSMQ programs are: 'PBS Newshour, Democracy Now'"

— Catherine Ashton

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**In 2023, KSMQ, the smallest PBS affiliate in the country, provided locally produced content to viewers in southeastern Minnesota that caught the interest of citizens statewide.**

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