NORTHERN MINNESOTA PUBLIC TELEVISION:
A HISTORICAL PERSPECTIVE

DISSERTATION

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By

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Northern Minnesota Public Television is an independent, non-profit corporation operating as KAWE television on the campus of Bemidji State University in Bemidji, Minnesota. This study focuses on the lack of educational/public television in the northern section of Minnesota and develops a historical perspective of Northern Minnesota Public Television from an idea of two men until sign-on in 1980. The study describes the early beginnings, organizational structure, problems encountered, and educational philosophy. KAWE television operates on Channel 9 with a satellite station in Brainerd, Minnesota, operating on Channel 22.
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CHAPTER I

INTRODUCTION

Background of Public Television

Although colleges and universities had no direct involvement in the implementation of television as a medium, they were involved in the early use of television for educational purposes (Gibson, 1977). The State University of Iowa began broadcasting educational programs on W9XK in 1932. The station was licensed to the Engineering Department of the university. Using new technology of sending pictures via radio waves, the State University of Iowa "broadcast 398 adult education programs in the evening hours" (Gibson, 1977, p. 64).

After World War II, it became obvious that television was advancing at a rapid pace. The Federal Communications Commission, which was given authority by the Communication Act of 1934 to regulate radio and transmissions by radio of pictures, under pressure from various commercial and educational groups, maintained that certain standards needed to be established for black and white, color, and new channel allocations (Hiebert, Ungurait, & Bohn, 1988). Educators were concerned with channel allocations and the number of channels assigned to the VHF (Very High Frequency)
and UHF (Ultra High Frequency) frequency bands for educational stations. They surmised that if mandatory channels were not established by the Federal Communications Commission for educational broadcasting, then commercial broadcasters would consume all available frequencies. Once a broadcast station, either commercial or educational, is licensed on certain frequencies, it is difficult, if not impossible, to have the FCC change its rulings. In 1952, therefore, after the license freeze, the Commission assigned 242 educational channels (80 VHF and 162 UHF) (Busby, 1988; Gibson, 1977). The battle for space in the television frequency band for education television had been successful.

In 1953 KUHT-TV in Houston, Texas, signed on and became the first licensed non-commercial television station (Farrar, 1988). The growth of non-commercial stations continued, and by 1962 there were 75 facilities licensed and operated by educational institutions (Gibson, 1977).

In the early 1960s, National Educational Television (NET) was the primary source of educational programs designed for general viewing. NET had no production facilities of its own but paid to have programs produced by and purchased from the British Broadcasting Corporation and other sources. According to a Carnegie Commission Report, (1967), "For the average station, NET provides approximately
half the general programming; film supplied free of charge by large industrial and commercial companies and local production provide about one-sixth each" (p. 24).

The Educational Television Service (ETS) was also established to produce educational programs for distribution to other participating educational stations (Hiebert, Ungurait, & Bohn, 1988). The participating stations usually consisted of university supported educational facilities. Production and distribution of programs by these stations posed challenges and difficulties, however, because of the lack of adequate funding in both areas.

In 1965 the Carnegie Corporation provided funds for the formation of the Carnegie Commission on Educational Broadcasting and awarded ETS a $500,000 grant (Gibson, 1977). This Commission was given 18 months to make an appraisal of educational television and its financial requirements for proper operation. President Johnson endorsed the project because of his strong commitment to education. He felt that educational television had an important future in the United States. This strong support from the White House was crucial to increasing the possibilities of financial support for educational television.

After the study was completed, a report titled Public Television: A Program for Action was released by the
Commission (Carnegie Commission Report, 1967). It called for the establishment of an educational television system which would serve as a program distributor for stations throughout the United States. It would be important, the report noted, that local stations maintain control of their educational broadcasting by selecting programs from the distributor.

An outcome of the Public Television: A Program for Action report was the Public Broadcasting Act. In 1967, during the Johnson Administration, the Public Broadcasting Act was passed by both Houses of Congress. The Carnegie Commission, with the promise of substantial funds, helped to rush an educational bill through, establishing the Corporation for Public Broadcasting (CPB) (Frank & Greenberg, 1982; Gibson, 1977):

a non-profit leadership institution created by Congress and governed by private citizens appointed by the President [which] would receive federal and other funds, disburse them to stations and producers, and support a wide range of activities to strengthen and expand the system. (Carnegie Commission Report, 1979, p. 10)

The Carnegie Commission’s interest in television extended beyond the entertainment value offered; it saw television as an "innovative laboratory for the analysis of the
intellectual, artistic, and social substance of our culture" (Carnegie Commission Report, 1967, p. 33). The term public television was preferred by the Carnegie Commission over educational television because the Commission feared that educational television might have formal lecture connotations and appear forbidding to many viewers. The Carnegie Commission (1967) noted in its program for action "the importance of distinguishing between the two parts--public television, directed toward the general public; and instructional television, dealing primarily with formal instruction" (p. 15). The name public television was to imply that the new service had both general public and educational interest. The Carnegie Commission's program for action also recommended that federal, state, and local governments consider increasing their support for public television.

The establishment of Public Broadcasting by Congress posed competition to commercial broadcasters by splitting the potential audience. Because of this competition, public television has been unable to receive adequate funding to continuously produce quality programs. According to Farrar (1988):

Critics of public television charge that too much of its programming is dull and esoteric; that PBS stations devote too much air time to fund-raising appeals; and
that the documentaries are presented with a political bias that some viewers and members of Congress find disturbing. (p. 73)

Increasing difficulty in maintaining adequate funding led the Corporation for Public Broadcasting to establish the Public Broadcasting Service (PBS) in 1970 (Hiebert, Ungurait, & Bohn, 1988). The role of the two, CPB and PBS, was more clearly defined after a long battle for control. The result of the conflict between the two agencies resulted in the establishment of CPB as the program funder and PBS as the creative controller. CPB was to act as a buffer between the local stations and federal agencies. CPB would also provide general support grants to local public television stations across the country. These grants are used for operations and program production, and also give local stations more strength and opportunity to serve the local communities better.

PBS is independent of government control. Member public stations own and control PBS. The current licensees of PBS affiliated facilities are colleges and universities, school boards, and community organizations (Public Broadcasting System, 1985). Funding for PBS and CPB was tenuous in the early years, especially during the Nixon Administration. President Nixon believed that the electronic media, especially television, often portrayed him
in a negative manner. Thus public television, part of the electronic media, did not receive backing for large amounts of funding from the federal government (Busby, 1988).

In 1976 a change in the presidential administration also brought a change in federal support for educational/public television. President Ford's administration passed a $634 million appropriations bill, giving public broadcasting a reasonable financial base for the first time (Hiebert, Ungurait, & Bohn, 1988). The financing consisted of matching funds for five years.

The end of the five-year period of financing did not bring an end to the financial support offered by private and federal agencies. In 1981 Walter H. Annenberg donated $150 million to CPB, over a fifteen-year period, to create packaged programs of college-level courses and supporting materials (Hiebert, Ungurait, & Bohn, 1988). Annenberg's donation helped establish the Adult Learning Service (ALS) the same year. ALS enabled students to enroll in college courses broadcast on television and receive credits on their official transcripts. In 1984 the first programs under the Annenberg/CPB project were delivered. Public reaction to these new programs was positive and resulted in public financial support. The support provided an operational base for educational programs and college courses. It is estimated that over 180,000 students a year throughout the
United States are enrolled in college courses using the ALS system (Carnegie Commission Report, 1979).

ALS, along with the creative financing needed to sustain it, defined the challenges of public television. Because public/educational television stations do not rely on commercials for operating revenue, they have to generate funds from other sources. Money to support public stations is available through federal grants and matching funds, private foundations, private business, state grants and matching funds, and donations from viewers. Viewer donations are solicited at various times of the year during membership drives. There has also been some experimentation with the airing of commercials, shown between, and not during, programs to minimize negative viewer reaction (PBS, 1985).

In recent years the Reagan Administration decreased federal funding for both public radio and television. (Hiebert, Ungurait, & Bohn, 1988). To counter the funding reduction, stations were forced to become innovative in their fund-raising efforts to increase private donations.

Television in Northern Minnesota

The lack of terrestrial television broadcasters in north-central Minnesota denied that population television services available to many other population areas. For
example, there were no television stations, either public or commercial, located north of Alexandria, Minnesota. Figure 1 features a map of the state of Minnesota and the area referred to as north-central Minnesota. The low population base in north-central Minnesota made it unlikely that a commercial broadcaster could survive financially in the area. As a result, television reception has been available only to those choosing to erect high towers near their homes and place an antenna on top with hope of capturing a distant signal from Fargo, North Dakota, or Duluth, Minnesota.

In an effort to provide a more realistic option for television reception, at least in the Bemidji area, which is in the middle of northern Minnesota, a group of townspeople formed a non-profit corporation. According to Jon Langout, owner of Midwest Cable Corporation in Bemidji, their goal was to have a 2-channel translator system erected which would receive signals from television stations located 150-180 miles to the east and west (personal communication, January 15, 1989).

The non profit corporation, named Headwaters Translator Television Corporation (HTTC) determined that the installation and operation of the translator system required funding through voluntary contributions from the public. The HTTC initiated a fund drive in the communities of Bemidji, Wilton, and Solway, requesting contributions of
$50.00 to finance the initial cost of construction. The $50.00 would represent a one-time fee to cover the purchase costs and construction expenses of towers and related translator equipment. According to Jon Langout, the HTTC succeeded in raising $84,000, the amount required to commence construction (personal communication, January 18, 1989).

In the winter of 1959 the HTTC initiated the construction of the two-channel translator system. The system, consisting of three towers and related equipment, would relay into the Bemidji area channels 3 and 6 from Duluth, Minnesota via VHF band. Channel 11 from Fargo/Grand Forks, North Dakota, was also to be relayed through the translator system.

The original signals were fed from Duluth to Deer River, Minnesota, which was considered the first hop. A tower was erected in Deer River which received the Duluth station's signals and re-transmitted them to another tower located three miles south of Cass Lake, Minnesota. The antenna on the tower at Cass Lake received the signals from Deer River and re-transmitted them to an antenna mounted on a tower located on a small hill on the east side of Lake Bemidji. According to Roger Stubbins, HTTC board member, the three-tower hop was necessary to compensate for the low-power transmitters, since higher-powered translators were
Figure 1. Map of public television coverage in north central Minnesota.
restricted by the Federal Communications Commission (personal telephone interview, January 17, 1989).

Later the FCC rules were altered to allow translators to operate at 100 watts. The change allowed the signals to be sent from Duluth to Deer River to Bemidji, bypassing the Cass Lake tower. Charles Lyons, HTTC board member, reported that the power increase of the Bemidji translator allowed the city of Blackduck, approximately 20 miles north of Bemidji, to also receive television signals (personal telephone interview, January 20, 1989).

The signals received by the Bemidji tower were relayed to low-power transmitters (10 watts) to be rebroadcast at different frequencies on the UHF band. Thus, most people in the communities of Bemidji, Wilton, Solway, and surrounding areas could install a small UHF antenna either directly on their television sets or on their roofs and receive these low power-signals (J. Langout, personal interview, January 15, 1989). A realistic option for television reception had finally been provided for the local population.

The translator project was a complicated undertaking. The translator board had to make the necessary contacts and contracts for equipment, towers, land, and license applications from the Federal Communications Commission. According to Roger Stubbins:
We were in the Jaycees at the time and, although it was discussed, the Jaycees didn’t want to pursue the project by themselves. When they decided not to do it, those of us on the committee, initially Jim Hensel and me, decided we would. By then people all over the surrounding area had read about the project in the newspaper, and we were receiving phone calls like crazy from them asking for someone to pursue this endeavor. So, we developed a television committee and just started doing it. We made a big mistake, in a way, when we brought in a company called the Texas Tower Company, to build the towers for us. When they discovered we were putting in a translator system rather than a cable outfit, they asked if we were crazy. They said we could have gotten rich. Maybe we could have because at that time the demand for television was enormous. We were young and stupid and full of civic duty. (personal telephone interview, January 18, 1989)

The ordeal of financing and monitoring the construction and start-up of the translator system was over, funding sources were still needed to support the ongoing operation and to provide dollars for maintenance and repair. Again, voluntary contributions would need to be solicited. The HTTC calculated the approximate amount needed and determined
that the system could operate if every household in the viewing area contributed $5.00 a year. For the first two or three years of operation, the $5.00 contribution was not difficult to collect. Soon thereafter, however, it became more and more difficult to collect the necessary funds to keep the translator operating, because many people expected free service and refused to pay. In an attempt to make up the resulting deficit, the contribution request was increased to $8.00, then $10.00. Finally, when the funds were insufficient to keep the system operational, it was temporarily shut down. The Federal Communications Commission's rules relating to translators specifically stated that the translator system could not operate in a deficit. The rules also stated that if a translator shut down, the Corporation must re-file for a license. At that time, the FCC was lenient toward translator operations because they wanted translators to be successful. Therefore, when the translator was shut down, the FCC took no action and the HTTC did not need to re-file for a license for the short period it was off the air (R. Stubbins, personal telephone interview, January 18, 1989).

Even though reliance on voluntary contributions proved tenuous and risky, the HTTC had no other option, since there were no means of determining who was or was not using the service. The corporation continued to rely on the voluntary
contributions of the citizens for operational costs, maintenance, and utilities.

In 1964, the people of north-central Minnesota were provided with an additional option for television reception. KNMT-TV, a commercial VHF station, went on the air in Walker, Minnesota, forty-five miles south of Bemidji. The emergence of this new local VHF station did not replace the translator system, however. The television stations received via the translator system and the KNMT-TV station were all available to the households in Bemidji, Wilton, Solway, and surrounding areas.

Commercial television reception in north-central Minnesota had experienced growth and improvements through 1964, which seemed satisfactory to the public, and thus remained static for a period of approximately three years. In 1967 the technological advances being made in cable television captured the interest of the Langout family in Bemidji. The Langouts, proprietors of Midwest Radio Engineers, applied for a cable television franchise with the city of Bemidji. An agreement was negotiated and signed, and preparation began on a cable system called Midwest Cable Corporation. According to Jon Langout, owner of Midwest Cable Communications, the Langout family began work on the cable system in the summer of 1970, and in January of 1971 they connected their first customer (personal communication,
Once most of the households in the city of Bemidji were wired for cable television, it became difficult for the HTTC to collect enough money to keep the translator system operating. The people living outside the cable service area, however, wanted to continue using the translator system. In what may be described as total frustration in an effort to generate enough money to keep the system operating, the corporation scheduled several meetings with the owners of the three Duluth television stations. As a result of these meetings, the Duluth stations bought the Deer River and Cass Lake towers and translator systems and assumed the responsibility of proper maintenance and operation of the Bemidji translator. These translator systems continue operation to this date (R. Stubbins, personal telephone interview, January 17, 1989).

Although the Duluth television stations currently operate the Bemidji translator, it is still owned by the Headwaters Translator Television Corporation. The corporation is anxious to sell the system and the tower, but it also wants the system to continue operation. Although there are no supporting statistics, the board maintains that at least 6,000 people in the area still use the system. According to Charles Lyons, "The board feels there is still an obligation to the local people" (personal telephone
Once the combination of the translator system and the cable system were providing adequate commercial television reception to the Bemidji area residents, attention was turned to public television. Members of the Headwaters Translator Television Corporation, along with others in the community, realized that there was a V-shaped area in northern Minnesota that was not served by public television. Areas surrounding Duluth, Minnesota, to the east, Fargo, North Dakota, to the west, and Minneapolis/St. Paul to the south all had a public television station, but an extensive area of northern Minnesota was void of public television. Midwest Cable, a supporter of the concept of public television, wanted to assist in an effort to establish this service in the local area. Since the cable company had constructed a 500-foot tower to install the necessary antennas for cable service, they also installed an antenna which would receive the public television station, Channel 2, from Devils Lake, North Dakota. Midwest Cable provided Channel 2 to cable subscribers in an attempt to introduce public television to the community. By providing a sampling of the type of programming available through public television, Midwest Cable believed the community would be better informed and have more realistic expectations when considering the establishment of a local public television
station. It was the contention of Midwest Cable that financial support from the community would be greater if the community members had already had the opportunity to experience public television (J. Langout, personal interview, January 15, 1989).

Public television did become a reality in Bemidji, Minnesota. KAWE television, an independent station affiliated with National Public Television, was established in Bemidji and went on the air in 1980, beginning a new era of broadcasting in northern Minnesota. The station is housed on the campus of Bemidji State University which, during a renovation period in 1978-79, made provisions for television studio facilities in Deputy Hall. The plan also called for office space and engineering facilities, but that was later changed. After brief stays in Deputy Hall and Linden Hall, the offices of KAWE were moved to the third floor of Bangsberg Hall where they currently operate.

KAWE Television

The purpose of KAWE Television, according to the By-Laws dated March, 1986, was:

to furnish a non-profit and non-commercial public broadcasting service to north central and north western Minnesota, and to construct, maintain and operate, one or more television
stations and/or radio stations for educational and
cultural purposes (Bunyanland Educational Television,
1986).

Though the inception of KAWE began with Bunyanland
Educational Television, Inc., a non-profit corporation
established in July, 1970, the name was changed to Northern
Minnesota Public Television, Inc., (NMPTV) on July 29, 1976,
to reflect northern Minnesota as a region rather than to
suggest a focus only on the city of Bemidji. Because the
city of Bemidji had laid claim to being the home of folk
hero Paul Bunyan, it was felt that the name Bunyanland might
too regionally limit the name of the corporation and isolate
the population outside the Bemidji area. According the C.
Lyons, a public/educational television station should be
regarded as a regional facility associated with more than
one community (personal telephone interview, January 20,
1989).

The goal of NMPTV was to establish an educational,
non-commercial television station for northern Minnesota.
The proposed television station was to provide educational
programs for the surrounding school districts as well as for
Bemidji State University. The station was to be the PBS
programming outlet for northern Minnesota and was to be
considered the primary community access facility.
The development of a public educational, non-commercial television station demanded the thought, perseverance, and dedication of an organized group or consortium. In 1965, Ray Witt, who was the superintendent of schools for Bemidji Independent School District #31, had recognized the need for an educational television station in northern Minnesota. He expressed his thought and concern to the school board and suggested that an investigation be initiated concerning educational television (Yourd, 1981).

To further pursue the project, Witt was directed by the Bemidji School Board to gather available information about educational television (Yourd, 1981). From his research and travels to such communities as Duluth, Minnesota, and Fargo, North Dakota, Witt generated sufficient information about educational television to warrant the development of a non-profit corporation. The charge of the non-profit corporation, which consisted of educators and members of the local community, was to locate financial support for the project and to educate the local community and region on the benefits of educational television (Yourd, 1981). A 15-year process that led to sign on in 1980 had begun.

Purposes of the Study

The purposes of this study were: (a) to trace the development and growth of KAWE-TV, and (b) to describe the educational programming philosophy of the station.
Questions for Study
1. What events led to the establishment of KAWE-TV?
2. What were the television station's original objectives?
3. What plans were developed to accomplish these objectives?
4. What were the major obstacles to the development and continued operation of the television station?
5. What educational programs are offered by KAWE-TV?
6. What is the relationship between KAWE-TV and Bemidji State University?
7. What are the future plans for KAWE-TV?

Statement of the Problem
The problem of this study was the historical development and continued service of KAWE public television in northern Minnesota. This study consisted of historical research of KAWE television from the idea stage during the early 1960s to its sign on in 1980 as a full-power public broadcast station.

Significance of the Study
To date, little has been written about public/educational television in northern Minnesota. The study is an examination of Northern Minnesota Public Television and the efforts of the volunteers who made it happen. Although
funds are available from the Federal Government through grants from the Corporation for Public Broadcasting and other sources, an organized effort is required to establish a broadcast facility. The first part of the study examined the planning era of Northern Minnesota Public Television up to the early years of its existence. An in-depth analysis of the organized effort was a primary focus.

The second part of the study concentrated on the educational function of the station up to, and including, present-day activities. The information made available from an inspection of the start-up procedures and current activities of the unique facility will be of value to others interested in establishing a similar public/educational broadcasting facility.

Methodology

Since NMPTV is a relatively young organization, only 25 years old, many primary sources for research are still available. The concept of the facility originated from a need to improve the quality of education and to enhance the cultural environment of northern Minnesota. This historical study includes the motivations of the original organizers and their initial thoughts and goals relating to educational television.
This study of the historical development of KAWE-TV/Northern Minnesota Public Television also includes a brief history of public/educational television. It is essential to first understand the function of a public television facility and the existing needs which it fulfills in the local community and in the northern region of Minnesota. History consists of "events of the past, to the actual happenings themselves...[and] means a record or account of these events" (Shafer, 1969). The study of past events can have specific results. As R. J. Shafer (1969) points out, "Old norms and values are modified as a result of challenges; new norms and values appear in response to felt needs" (p. 8). These needs, as interpreted by several members of the Bemidji community, brought forward a new concept in education. As in any historical study, "What happened is supposedly an easy or elementary question; why it happened is much more difficult and challenging" (Shafer, 1969, p. 23).

The challenge of finding the why and how for this study required the study of newspaper articles, meeting minutes, grant applications, and recorded accounts of public meetings. Interviews with members of the original research and development council and leaders at Bemidji State University were also required. As Stempel and Westley (1981) note, "The historian works by accretion of evidence..."
from primary sources, and there is no substitute for painstaking culling of those sources. A primary source basically is eyewitness testimony" (p. 310). The ability to interview those involved in the initial effort of educational television in northern Minnesota authenticates the evidence generated. According to Louis Gottschalk, credible testimony "is not that it is actually what happened, but that it is as close to what actually happened as we can learn from a critical examination of the best available sources" (Hiebert, Ungurait, & Bohn, 1988, p. 122).

If History is "the story of the deeds and achievements of men living in societies" (Renier, 1961, p. 35), the developments and events consummating in the final product of public/educational television for northern Minnesota is a story of achievements against adversity. By present standards for developing a public/educational broadcast facility, KAWE has achieved a goal that appeared impossible. Although most historians will agree that historiography is more than establishing facts, it is also the ability "to weigh the "consequences" of those events" (Shafer, 1969, p. 280).

KAWE has been operating for eight years, and the impact and educational opportunities it has afforded the region must be considered. This study of Northern Minnesota Public
Television has attempted to undertake "the meaningful record of man's achievement, [which] helps him to understand the present and, to some extent, to predict the future" (Best, 1977, p. 358).
CHAPTER II

THE STORY OF NORTHERN MINNESOTA PUBLIC TELEVISION

Origin of Northern Minnesota Public Television

Ray Witt, from an early age, was interested in television. His first hands-on encounters, however, were in radio. In high school, his interest and curiosity led him into a project of building a radio receiving set. He, along with a friend, made coils from oatmeal cartons and formed condenser blades from discarded aluminum pie plates. According to Raymond Witt, they managed to get their radio receiver working well enough to receive the first broadcasts of KDKA in Pittsburg (personal interview, January 12, 1989).

Witt was motivated by his success and, as a result, enrolled in all the high school science and physics courses available to him. After graduating from high school, he attended North Dakota State University and majored in science and mathematics. He then attended the University of North Dakota for dual majors in science and business administration. After college, Witt served briefly as principal of Bemidji Junior High School in northern Minnesota. Then, with the beginning of World War II, he joined the Navy as a Lieutenant Commander. His science background proved to be an asset at this point, for his
first assignment was as an instructor at the Navy Air Navigation School (R. Witt, personal interview, January 12, 1989).

He continued his service in the Navy as an instructor until the end of the war and then returned to Bemidji. He resumed his career in educational administration as principal of the Bemidji Senior High School.

Witt's position and responsibilities as school principal brought him into contact with Harold Fleming, who was the chairman of the Education Department at Bemidji State College. The two men soon discovered their mutual interest in educational television, and from 1946 to 1948, their conversations often focused on this potentially new educational tool and what it could do for the high school and college (R. Witt, personal interview, January 12, 1989). Witt's technical background and Fleming's educational background provided a unique combination and resulted in a broad-based outlook at the total concept of Educational television. Fleming, who was looking for an outlet to expand the reach and service area of the college, considered television as a possible vehicle toward this aim. For the time being, however, the future of educational television in northern Minnesota remained a wishful dream of two men (R. Witt, personal interview, January 17, 1989).
Witt and Fleming remained interested in the project, but their enthusiasm was not shared by other residents in the community. Although Bemidji State College and the local secondary schools agreed it would be a good project, Raymond Witt explained that they were not able to financially support it (personal telephone interview, January 12, 1989). Thus, throughout the 1950s no advancement was made in providing educational television to northern Minnesota.

Despite a lack of community support, Witt and Fleming continued to pursue their interest through research of information and contacts. However, in 1962 Fleming's direct involvement was hindered. He had received a grant to do some work in the western part of the United States, and although his interest remained high, his relocation ended his participation at that time (R. Witt, personal telephone interview, January 12, 1989).

When Fleming left the Bemidji area, Witt discovered that Lowell Vaughn, a teacher at Bemidji State College, was also interested in educational television and would offer assistance. Witt and Vaughn began visiting communities west of Bemidji to attend meetings of school superintendents and school personnel regarding the concept of educational television. The meetings were attended by representatives from Crookston, Thief River Falls, Red Lake Falls, and other interested districts. According to Witt, "Although we had
no formal organization, people in the other schools were thinking about it, so we had no trouble calling a meeting" (R. Witt, personal telephone interview, January 12, 1989).

The meetings began at the Agriculture School in Crookston. According to Witt, "The reason we were meeting there is because some of us kind of had the idea that Crookston might become a center" (personal telephone interview, January 12, 1989). Many of the superintendents involved in the meetings felt that a larger area could be served by having an educational television station in the Crookston area. The meeting led to the formation of the Northwest Regional Development Commission, which was one of the forerunners of Educational Cooperative Service Units. The committee meetings proved interesting, but no progress was made in securing an educational television facility. Witt recalled "very distinctly Lowell Vaughn becoming very discouraged, and I said to him 'Well, I know were not getting anywhere really with what we are doing, but, Lowell, let's just keep this on the back burner and keep it simmering. Let's continue meeting because I foresee that it is very important and I'm sure you do too'" (personal telephone interview, January 12, 1989). The meetings were productive in one sense for they involved other issues in addition to educational television. According to Lowell Vaughn, former president and vice-president of Northern
Minnesota Public Television (NMPTV), the agenda covered items such as the "well being of the school, problems of staff development, sponsoring of workshops for both administrators and their staffs, and about school affairs in general" (personal interview, February 5, 1989).

Several of the larger schools west of Bemidji then suggested that the Bemidji Public School System become the site for the educational television project rather than Crookston. The Bemidji Public School System, however, did not have the space or funding; and there was no way to get the funding because the school system had no obligation to these other schools. The meetings continued. According to Vaughn "We saw the rural development growing and we knew it could happen in northern Minnesota; we kept it simmering even though it apparently wasn't going anywhere" (personal interview, February 5, 1989).

The lack of funds kept all activity at the discussion stage. Nevertheless, research and investigation continued, and it was discovered that the educational channel assigned to Bemidji by the Federal Communications Commission was on UHF Channel 32. The thought of having a station on UHF did not meet the expected standards of the school board. Since most of the televisions at that time only received VHF Channels 2-13, Witt and the members of the school board wanted the channel changed to the VHF band. This problem
was alleviated somewhat when Ray Witt, acting on behalf of the school board, petitioned the Federal Communications Commission to have the assignment changed from the UHF channel to a VHF channel. The formal petition was largely supported by the local community, but FCC rules required that any change of channel assignment be public knowledge and be filed under public notices in the local newspaper. According to John Yourd, former president of NMPTV, the Bemidji Pioneer, the local newspaper, simultaneously filed with the FCC a dissenting or negative response to the change, for it wanted a low-power commercial station on the VHF channel (Personal telephone interview, January 11, 1989). Gerald Willet, former Minnesota District 4 State Senator, said that those opposed "saw the low power station being used by the community for all kinds of community enhancement, coverage of the local events, city council meetings, and the county board meetings" (personal telephone interview, February 5, 1989). Because of the possible impact on the community, the Bemidji Pioneer supported a low-power commercial station rather than a non-commercial public station.

By mid-1966 the FCC made a decision to grant the frequency change and the proposed educational station was assigned to VHF Channel 9. In addition to making possible a wider audience, the frequency change proved to be
technically advantageous, for the lower frequency allowed the station to operate more efficiently by reducing the need for high-power operation.

As the next step, Witt decided that a study was needed to determine what would be involved in the complete establishment of the educational television station. Witt requested that the school board initiate a study of telecommunications in northern Minnesota. The school district applied for and received a federal grant of $7,419.00 to hire a consultant from New Jersey to study educational television. When the study was completed and the consultant, Louie L. Lewis, made his report, the financial realities of the project became clear. The school board realized that the educational television project was beyond their capabilities and that some other agency or group would have to bear the task of organization (R. Witt, personal interview, January 12, 1989).

While the study was being conducted and even after it was completed, an educational television station in Minneapolis/St. Paul, Minnesota, KTCA-TV Channel 2, showed interest in the project. The president of KTCA, John Schwarzwalder, indicated he would lend assistance to the northern Minnesota project. In fact he was willing to assist with grant proposals and he offered his engineer's services to help with the technical portion. John Yourd, a
new faculty member in the Education Department at Bemidji State College, became interested in the project, and had previous broadcast experience in the establishment of KFME-TV, in Fargo, North Dakota. During his tenure at Fargo, he had contact with Schwarzwalder and KTCA-TV. Because of the unfavorable results of this previous encounter with Schwarzwalder, Yourd felt that Schwarzwalder's offer of assistance would not be in the best interests of the project (J. Yourd, personal telephone interview, February 13, 1989). Yourd concluded that Schwarzwalder was more concerned with building a television empire than with assisting a small group of people in northern Minnesota (J. Yourd, personal telephone interview, March 8, 1989). According to Lowell Vaughn:

Their (KTCA-TV's) main interest was to create a satellite television station here, and of course none of the superintendents wanted this, and we at the college had no interest in having a station that was only a repeater of channel 2. We felt that we had two different types of schools to serve metropolitan versus very, very small rural schools. The types of programs to be aired would be different and we wanted channel 9 to be autonomously owned. (personal interview, February 3, 1989)
After the initial contact with KTCA-TV, the relationship remained formal and non-committal. Although little progress was yet being made toward the objective of funding an educational television station, strides were being taken toward the formation of an organized council. By the end of 1967, the North Central Educational Research and Development Council, consisting of school superintendents in the central part of Minnesota and a representative from Bemidji State College, was in force. When they tried to request federal funds, however, they found that their group was too small to receive consideration (R. Witt, personal interview, January 12, 1989).

In the western part of the state a similar situation occurred with a group of school superintendents. Since both groups seemed to have the same objectives but alone were too small, they decided to consolidate and form the Northwest Minnesota Educational Research and Development Council. The consolidation effort was cumbersome and, because the two groups wanted to establish a good working relationship, was slow in reorganization. The internal responsibilities and organizational procedures took over a year to establish. Vaughn reported that even though the period of establishment and organization was long and agonizing, the members were positive about future projects (personal communication, February 5, 1989).
The optimistic outlook was short-lived, however, for after the reorganization period there was still no movement towards an educational television station in north central Minnesota. The former members of the original North Central Council became disenchanted as they realized that the members from the western part of the state did not share their interests in educational television. Western Minnesota was already being served by an educational station from Fargo, North Dakota, and thus did not have the need that existed in north central Minnesota. According to Ray Witt, "They (Northwest Minnesota Educational Research and Development Council) almost killed us off because they were recruiting schools in the northwest area of Minnesota to join the North Dakota group. That split the group and made it difficult for members to remain enthusiastic" (personal telephone interview, January 17, 1989).

Members of the original North Central Educational Research and Development Council were concerned about the lack of movement of the Northwest Minnesota Education Research and Development Council. After a lengthy discussion, they came forward with some recommendations. Ray Witt surmised that, "Since we were cancelled out on the west, we determined that the area to be served by our organization would be almost identical to the service area of Bemidji State College (BSC). I became enthusiastic with
that concept" (personal telephone interview, January 17, 1989). It seemed logical to most of the council members that BSC would be able to provide the necessary leadership for the project and perhaps meet the necessary physical space requirements as well.

Some of the public school superintendents on the council were against the idea of involving the college. Their perception was that BSC, once formally asked to become involved in the educational television project, would take command and force out the originators. Witt argued that the group had reached an impasse, and involving the college might be the only workable solution to the lack of movement on the project. Witt's suggestion prevailed, and Yourd, who was the college representative to the council, was requested to discuss the issue with BSC President Robert Decker (R. Witt, personal telephone interview, January 12, 1989).

According to Robert Decker, former BSU President, Yourd met with President Decker, and requested support from BSC to develop a TV setup that would reach all the schools (personal interview, January 13, 1989). Witt reported:

Yourd was a good promoter and had much enthusiasm. I enjoyed working with him because we spoke the same language and he responded well to suggestions, and offered some. He was a good working partner, and I'm sure the fact that he came into the picture to work
with me on that was the thing that was absolutely necessary for its achievement. (personal communication, January 12, 1989)

After their discussion concerning a possible college role in the television project, Yourd reported to Witt that Decker was interested (J. Yourd, personal telephone interview, January 11, 1989).

The next step was to gain approval from the state legislature to locate the public TV station on campus. Since the TV facilities would not belong to Bemidji State College, permission had to be secured in the form of a legislative bill. State Senator Gerald Willet, who represented northern Minnesota, was sold on the idea of having the station on the campus of BSC: "We needed to get that channel nailed down before it got away. I persuaded the council to go ahead with the project and that I was going to support legislation to get the station established on campus" (personal telephone interview, February 5, 1989).

Decker did the majority of the testifying before the legislature, justifying BSC's interest in the project. When the bill passed, it authorized the Minnesota State University Board, which is the governing body of the state universities in Minnesota, to give permission to Bemidji State College to house the station on campus.
Even though the college would supply space for the facilities, some people were still concerned that the college would dominate the project. Witt noted that he was afraid of skepticism from schools like Park Rapids and Bagley, who might view the station as a college project that would operate independently of the desires and needs of the public schools. Some of the schools in the area thought Bemidji, as a community, was already dominating too many activities and projects. For example, Park Rapids sought action to have the technical school established in their community rather than in Bemidji. According to Witt, their justification was that "everything" was in Bemidji and other communities were not considered for projects (personal telephone interview, January 12, 1989).

Witt, who had already become active in the development of a technical school and special education facilities, as well as in the consolidation of the local high schools, had to limit his involvement in the public television project. In spite of the loss of Witt's input, however, the development of the television facilities progressed, with significant strides being made particularly in 1968. It was then that Decker appointed a college committee for television and named Lowell Vaughn as chairman (R. Decker, personal interview, January 11, 1989).
At the same time, another committee was organized to assist in planning. The planning committee consisted of college representatives, community members, and school board representatives. The college committee was able to lend support to the planning committee, but was not able to solicit funds on behalf of the college, because it was not, and still is not, a college television station. The school district also could not supply any money because it was beyond the realm of the school district's responsibility. When the planning committee met with the college committee, both groups realized that the project could not advance without increasing the current funding level (R. Witt, personal telephone interview, January 17, 1989).

Everything that needed to be accomplished, regardless of committee recommendations and actions, required funding. The college committee, in an effort to raise working capital, assisted the planning group in writing letters to various government agencies. Both groups realized the need to generate some grant money which could then generate matching funds from the Department of Health Education and Welfare (HEW) or some other federal or state agency. To further complicate matters, however, even if the planning group were able to gather funds from a particular agency, there would be the question of who would manage the money (J. Yourd, personal interview, January 11, 1989).
Bunyanland Educational Television

In an effort to answer questions concerning organization and money, the planning group decided to establish a corporation. As Lowell Vaughn put it, "We talked about whether it should be college owned or be a private corporation. The general feeling emerged that it should be a private corporation, but affiliated in some way with the college" (personal communication, February 3, 1989). The non-profit organization, which was established in 1970, was named Bunyanland Educational Television. The membership of the organization consisted of school superintendents and Bemidji State College faculty and administrators. Lowell Vaughn was elected president of the corporation. The emergence of this non-profit corporation took precedence over all other activities concerning educational television; the college committee was dissolved and the association with the Northwest Educational Research and Development Council was terminated (J. Yourd, personal interview, March 8, 1989).

The charge of Bunyanland Educational Television Corporation (BETC), according to the articles of incorporation dated July 31, 1970, was:

to furnish non-profit and non-commercial radio and television broadcasting services to the citizens of north central and northwestern Minnesota; and to make
available on contractual basis to educational and cultural institutions of Minnesota and to other individuals and organizations with recognized educational responsibilities, the necessary physical facilities and operational staff to enable such institutions, individuals and organizations to conduct radio and television programs relative to their broad educational and cultural responsibilities. (Bunyanland Educational Television Corporation [BETC], 1970, Article II) (See Appendix A)

The establishment of Bunyanland Educational Television as a non-profit organization did not guarantee any progress towards educational television, but it did provide the first organized effort towards securing a station.

Funding

The first challenge faced by Bunyanland Educational Television was a working budget. John Yourd reported that "The operating budget was about $600.00 a year. This money came from schools; we charged schools $35.00 a year to belong to Bunyanland Educational Television" (personal telephone communication, January 11, 1989). The $600.00 was then used for miscellaneous items such as paper, postage, pens, and long-distance phone calls. Although letters of inquiry were sent to several federal agencies, the initial effort to raise money was unsuccessful.
In addition to the budget problems, the corporation was also concerned with the licensing of the station. The two possibilities for license holder, as it appeared at that time, were Bunyanland Educational Television and Bemidji State College. By 1972, since there was no local agreement on who should be the license holder, further action was needed and Bemidji State took the lead. John Glas, administrative vice-president of Bemidji State College, saw an opportunity for the college and favored the idea of the college becoming the licensee. Although Bunyanland Educational Television also vied for the licensee status, the membership was willing to compromise. According to Lowell Vaughn, "We [Bunyanland Educational Television] were willing to let BSC be the licensee if they would recognize the scope of what the station should be in northern Minnesota" (personal interview, February 3, 1989). BSC President Decker then realized that there was no practical way BSC could hold the license without a significant financial commitment. Then, since Bunyanland Television was the only organized group left pursuing public television, it became the only plausible license holder. According to John Yourd, "We [Bunyanland Television] finally decided to approach the Legislature and let them decide who was to be the licensee" (personal interview, January 11, 1989).
Acting on the Bunyanland Educational Television decision, the State University Board office authored a bill which designated the college as the licensee. A group comprised of a representative from Bemidji State College, a representative from Bunyanland Television, a TV station manager from Duluth, and a school superintendent appeared for testimony at a state sub-committee meeting. Opposition to the state becoming involved in managing a station came from KTCA-TV, Channel 2 in Minneapolis/St. Paul (J. Yourd, personal telephone interview, January 11, 1989). The members of Bunyanland Television interpreted opposition as a move by Wilbur Donaldson, the manager KTCA-TV, to eventually include the proposed station in a network of stations under his control. If the station in northern Minnesota was licensed by the state, he would never be able to gain that control.

After the hearings, it became apparent that the legislative sub-committees were not going to approve the bill because of the pressure from KTCA-TV. Decker made a series of phone calls to the chancellor at the University Board Office in order to formulate a compromise. The compromise did not designate the licensee, but instead authorized Bemidji State College to make contracts with non-profit corporations for telecommunications purposes. The compromise seemed fair to KTCA-TV as well as to Bemidji
State College and soon became law (J. Yourd, personal telephone interview, January 11, 1989).

Bunyanland Educational Television was now moving forward. Although the budgetary problems had not been resolved, the agreement with the college had a positive effect on the group. Their next step was to generate funds from any source that might have an interest in the project. A representative from the Corporation for Public Broadcasting in Washington, D.C., was asked to come to Bemidji to advise the fund-raising effort. He, along with Lowell Vaughn and John Yourd, visited Bill Howe at the Northern National Bank. Bill Howe, a member of the Bemidji Chamber of Commerce with fund-raising experience at the local level, agreed to help raise funds. Lowell Vaughn recalled that:

Bill said I will do everything I can and I can assure you that we can raise $50,000 of local money and don't count on a dime more. As we walked out of the bank we wondered how we were going to convince Bill we needed more than that from this community. Well, as it turned out, a couple of years later we ended up with well over $200,000 from the community (personal interview, February 3, 1989).

Bunyanland Educational Television, at their annual board meeting in March, 1975, unanimously agreed that
getting the station on the air was top priority. Vaughn requested that John Yourd be elected president since he had experience in fund raising. Lowell Vaughn then assumed the position of vice-president. Yourd's first tasks as president were to secure seed money and establish an office location (L. Vaughn, personal interview, February 5, 1989).

Yourd received an offer of assistance from Jim Dale, who was then director of Northwest Telecommunications, Inc., to write a proposal to the Governor's Rural Development Council. After the proposal was sent to the Council, Dale and Yourd traveled to St. Paul to defend the proposal and the need for money. According to John Yourd:

We met with the council for five minutes in the morning and they said there would be time for questions after lunch. After our cool reception in the morning I wouldn't have bet a nickel on whether we would get any money or not. We were asking for $30,000 to hire a person who would manage things and be good at fund raising. The Council met with us after lunch and said they would give us $15,000. We said $15,000 wasn't enough and we had to have $30,000. We got the $30,000 and as it turned out it wasn't enough either. (personal telephone interview, March 8, 1989)

After some investigation, the board of Bunyanland Television discovered that it would take almost the entire
$30,000 to hire a person to raise funds, leaving no money for operating expenses. Bunyanland rejected the idea since some money was needed for clerical assistance, telephone and postage expenses, and other miscellaneous articles. A portion of the $30,000 was also needed for travel expenses for consultation with other agencies on federal government grant application procedures. The board then decided to hire an engineering consultant, on a part-time basis, to amass engineering data and search for a tower site. Kris Geisen, a faculty member at BSC and manager of the college radio station, was hired for this purpose. Because he was also a board member, he resigned his position on the board and became, in effect, the first paid employee of Bunyanland Television (L. Vaughn, personal interview, February 3, 1989).

Name Change

Early in 1976, Milan Davig, a board member from Bagley, Minnesota, expressed a desire to see the corporation's name changed. He felt that the name "Bunyanland" indicated a preference to Bemidji since Bemidji had always advertised itself as the home of Paul Bunyan and Babe, the Blue Ox, and since the proposed educational television station had to be a regional venture, not just a Bemidji facility. In support of Davig's suggestion was the fact that most of the educational stations nationwide were changing their
designation from *educational* to *public*. The board members were also aware that the Corporation for Public Broadcasting was favoring support to the broader area of Public television (J. Yourd, personal telephone interview, January 11, 1989).

To initiate the name change, the board devised a friendly contest in which members could submit suggested name changes. After much discussion during board meetings, Northern Minnesota Public Television, Inc., (NMPTV) was selected as the new name. Other names submitted included North Country Public Television, Northland Public Television, Lake and Woods Public Television, and Northwoods Public Television, but the committee preferred NMPTV and the motion was carried. At this same meeting it was determined that the station construction could begin by the summer of 1977 and that broadcasting could start early in 1978 (Bunyanland Educational Television Committee, [BETC] 1976a).

After the official name changes were executed on June 29, 1976, the activity of the NMPTV and associated volunteers began to strengthen. It became apparent that one person, rather than a board, was needed to coordinate the various activities. The executive committee contacted the Minnesota CETA program and found a qualified person to fill this position. John Yourd said, "We hired an excellent person by the name of Tom Holter. He served as a full-time
research assistant to help us" (personal telephone interview, February 3, 1989). An additional half-time staff position was created, and Martin P. Luber was hired as a coordinator. His duties were to coordinate the efforts of the paid staff members and oversee the hiring of a consultant engineer. "He was," according to Yourd, "the kind of guy who wanted to get things done now and this wasn't that kind of project. He felt frustrated in the lack of progress and his blood pressure was high". (personal interview, March 8, 1989). He resigned soon thereafter for health reasons.

Kris Geisen, previously hired as an engineering consultant, became the technical facilitator. He developed equipment lists for various types of operations and tried to locate available land for possible sites to locate the transmitting tower. He also researched and recommended the hiring of Donald Markley as an engineering consultant. Further, Geisen was examining the aspects of microwave links, which would be needed to transmit a PBS signal to Bemidji from Duluth, Minnesota (BETC 1976b). In March 1976, Geisen submitted a report to Yourd containing his findings as they related to the stations technical needs. (See Appendix B.)

In June of 1976, Ketchum, Inc., Fund-Raising Council was hired by NMPTV to conduct a "preliminary service/study
program." Ketchum, Inc. was charged with the task of projecting matching funds for capital construction by determining the attitudes of community leaders toward the proposed fund-raising program. They would also identify the necessary requirements for matching federal funds and began by pinpointing the elements necessary for a successful fund raising campaign (see Appendix C). After surveying the attitudes and interest levels of the board and key community leaders, estimating community support and giving potential, calculating business economic trends, and determining the availability of community leadership, Ketchum's report indicated that $125,000 could be raised locally. Of the amount raised, $65,000 could be committed to finance construction costs and the remaining $60,000 would be used for the first-year operating budget. Ketchum's recommendations were as follows:

1. The board of directors must be strengthened and emphasis must be given to attracting representatives from the business and financial institutions within 50 miles of Bemidji. It is axiomatic that successful fund-raising campaigns are led by "persons of influence and affluence."

2. It is important in its public relations activities, that involvement of key community leaders be attracted to the Board of Directors thereby projecting this concept as a community project.
3. A program of informational meetings with selected individuals must be initiated and continued.

4. A serious effort must be made to identify and then cultivate relationships with a few selected prospects—individuals, foundations or corporations—who could ultimately provide gifts as projected in the "Standards of Giving" guideline. This is the major opportunity for realizing the program.

5. A program of participation and involvement be developed to raise the level of interest and commitment on the part of those individuals presently listed on the board. (Ketchum, Inc., 1976, p. 3)

In November of 1976, Dale prepared a "Proposal for Legislative Action Concerning Public Television in Northern Minnesota." The proposal had an added addendum dated January 26, 1977. The purpose of the proposal was to assist the state legislators in proposing a bill before the Minnesota Legislature requesting a $640,000 grant for NMPTV. The proposal presented the differences in coverage from a 500-foot tower and a 1000-foot tower with a full-power transmitter. By increasing the height of the tower to 1,000 feet, it was discovered that the station would reach 31% more people and approximately 44% more land area (see Appendix D). The additional height would then increase the coverage from just north of Brainerd to International Falls.
and from west of Thief River Falls to east of Grand Rapids, as shown in Figure 2. The proposal also presented financial figures for both the 500-foot and 1000-foot towers along with the state funding request and justification (see Appendix E). The legislators, both house and senate, from northern Minnesota supported the proposal. Representative Art Braun from Greenbush was the principal sponsor of the bill. His support for the legislation was intense, and he arranged a meeting of the Governor, Kris Geisen, and James Dale to discuss the project (L. Vaughn, personal interview, February 5, 1989). According to John Yourd, "Art Braun told me twice after he got out of the legislature "the most important piece of legislation that I sponsored when in the Legislature was this public television." (personal telephone interview, March 8, 1989).

The Minnesota House Committee on Appropriations did not support the bill requesting $640,000. However, the committee conceded to give consideration to the bill if it passed the Senate. Because of intense pressure from the senators representing the northern portion of the state, the bill was passed unanimously by the Senate. The House Committee on Appropriations then heard supporting arguments from District 7 Representative St. Onge concerning the bill. These arguments proved to be less than helpful, however. As John Yourd put it, "The presentation was terrible...it was
Figure 2. Proposed coverage area of KAWE with increased height. Source: State Planning Commission, 1976.
nothing. Members of the committee were kind of laughing up their sleeves at us because [St. Onge] obviously didn't know what he was talking about on a lot of things" (personal telephone interview, March 8, 1989). Although Representative St. Onge had been a constant supporter of the project, he was apparently not up to date on the details of the project at the time he spoke before the House Appropriations Committee.

After the presentation and discussion, the committee reached a compromise. Instead of the requested $640,000, the committee recommended $440,000. The bill, which was approved on the last day of the legislative session, was signed by the Governor a week later. The approval of the grant was the first positive financial gesture towards major construction. The Governor also suggested that NMPTV prepare an application for funding from the Upper Great Lakes Regional Commission (J. Yourd, personal interview, March 8, 1989).

In 1976, NMPTV applied for and received another $30,000 grant from the Governor's Rural Developmental Council. The money, along with the $30,000 received in 1975, was used as working capital while the committee focused on developing other means of funding. On March 17, 1977, the assets of NMPTV totaled $26,481.03, and with the addition of the final payment from the Governor's Rural Developmental Council
fund, the balance stood at $41,481.03 (Northern Minnesota Public Television Committee [NMPTC], 1977a).

At the executive committee meeting held on April 13, 1977, a motion was passed to request $150,000 from the Upper Great Lakes Regional Council. The money would be designated for the purchase and construction of an antenna, tower, and transmitter, and to provide for engineering services (NMPTV, 1976b).

Frustration was beginning to mount concerning a local fund drive. Members of NMPTV were disappointed that the local fund drive to generate the necessary local revenue was not yet established. Delays in the funding effort were caused by a pending fund drive for the local hospital (J. Yourd, personal telephone interview, February 3, 1989). Since the hospital fund drive was not progressing, however, the NMPTV board members decided to proceed with their fund raising efforts (NMPTC, 1977c).

During the September 8, 1977, executive board meeting, Wayne Canine, campaign director from Ketchum, Inc., who was hired by the board as a consultant, made a presentation. His suggestions included "a fund drive program, formation of a group of solicitors; and emphasis on media coverage"; It was also announced at the meeting that NMPTV had received what was to be the last $30,000 grant from the Governor's Council (NMPTC, 1977d).
Mr. Canine's recommendations were adopted by the board and the campaign chairman was to be selected in September. Information would be provided to the public with a series of news releases, organized by the campaign chairman. The goal of the fund-raising campaign was $200,000 (J. Yourd, personal telephone interview, March 8, 1989).

William Swartz of Bemidji, who was named general chairman of the fund-raising campaign, selected a steering committee of Jon Baer, Les Harmon, and Wayne Dondelinger. The campaign commenced with a flourish of activity and high hopes for raising a substantial amount of money. By the end of November, 1977, however, when the campaign was to terminate, they had raised only $22,500. The fund-raising campaign had fallen short of the projected goal by $177,500 (J. Yourd, personal communication, March 8, 1989).

At the November 29, 1977, Annual Board of Trustees meeting, a report of the fund-raising activities was presented. The report, although disappointing, was received with a resolve to finish the fund-raising program recommended by Canine. Yourd also reported that a federal agency, the Department of Health, Education, and Welfare (HEW), was 16 months in arrears in granting money to educational broadcasting facilities. Timing thus became critical for the station as 19 signatures were still
required to finalize funding from their HEW grant. Also, Yourd discovered that a construction permit had to be submitted to the Federal Communications Commission by December 6, 1977, in order to meet the funding guidelines established by HEW. A motion was passed to make the board president (John Yourd) the legal, authorized representative of NMPTV. He could then file the construction permit with the FCC. Yourd had previously reported to the executive committee on the status of the construction permit (NMPTC, 1977e).

Tom Holter, Kris Geisen, Nat Chumley, and other board members worked together to gather the necessary information for the FCC license application. The technical data and community ascertainment survey had to be completed and a narrative had to be written. On the weekend prior to the December 6 deadline, Yourd, Geisen, and Holt were still gathering information. Yourd had airline reservations for Monday, December 5, 1977, to fly to Washington D.C. so he could hand-carry the application to the NMPTV lawyers. After working practically non-stop all weekend, John Yourd left at 3:30 that Monday afternoon for Washington, D.C., with the completed application. The following day the NMPTV lawyers presented the license application to the FCC (L. Vaughn, personal interview, February 3, 1989). NMPTV had beaten the deadline for submission of the application for
construction, making them eligible for the yearly rotation of HEW grants.

1978 began with the executive board committee meeting on January 3 to examine a proposed grant application to the Blandin Foundation, associated with the Blandin Paper Company of Grand Rapids, Minnesota. The committee hoped that a foundation located just 70 miles from Bemidji would be interested in a project that would serve their community as well as most of northern Minnesota.

A response from the Blandin Foundation was received by the NMPTV board on January 24, 1978. Blandin had decided to contribute $100,000 to the television project providing NMPTV received other funding, particularly from the HEW grant, which was for $640,000. Most major contributors felt that if NMPTV received the HEW grant they would then be able to follow through and build the station. When notified of the Blandin decision for $100,000, the board immediately increased the request for funds from the Upper Great Lakes Commission from $150,000 to $212,000 (NMPTC, 1978a).

The other agenda item was the Board's consideration of the formulation of the HEW grant, which had to be submitted by March 6, 1978, to be considered in the current funding cycle (NMPTC 1978b). The grant proposal requesting $640,000 was submitted on March 6, 1978. NMPTV board members felt confident that the proposal was in proper order and would
be accepted and approved (NMPTC, 1978c).

Also on the agenda was the issue of local fund raising. The 1978 pledges had reached $40,000, which was $160,000 short of their goal. Since efforts to date had been relatively unsuccessful, Yourd recommended that a series of radio and television commercials be developed to promote the project (NMPTC, 1978c).

April 24, 1978, was the scheduled date of commencement for the next fund drive. After the disappointing results of the previous fund-raising effort, more publicity was organized, beginning with a kickoff dinner for public officials and charter members. A charter member was anyone who had contributed at least $300.00. The guest speaker for the dinner was State Secretary of Agriculture Bill Walker. To publicize the pledges received, Bemidji Sign Company placed a thermometer-type sign in the shape of a television tower in the parking lot of First National Bank. The thermometer was continuously updated as money was received (NMPTC, 1978c). With the assistance of several businesses and other contributors, the pledges exceeded $175,000 by the end of June, 1978. In addition to the local efforts, on June 7, 1978, a proposal requesting $225,000 was submitted to the Bush Foundation.

The Department of Health, Education, and Welfare now became the primary key for the funding of Channel 9 Public
Television, since the Blandin and Bush foundations, along with other smaller foundations, were committed to the NMPTV project if it received the HEW grant. The focus towards the end of 1978 was the approval of the HEW grant and the letting of bids for equipment.

In late September, 1978, the board received word from HEW that their project would not be funded. Their request, however, would be considered during the next funding cycle. One positive aspect of this rejection was the possibility of obtaining deobligation funds from HEW. Deobligation funds are monies that have been returned to HEW because the projects they were intended to fund in 1974-75 did not materialize. Actually, deobligation funds originate from the educational broadcast facilities account and are then returned to the HEW general account. John Yourd contacted Congressman Arlan Stangeland requesting assistance in acquiring the money (NMPTC, 1978e).

In October of 1978, the Executive Board members were anxious about the status of the HEW grant. Because other monies depended on a favorable report from the HEW, Yourd was in constant contact with HEW officials. In the meantime, the Bush Foundation, which offered support contingent on the HEW grant, deferred its decision on the NMPTV proposal until February of 1979 (NMPTC, 1978f). It seemed that everything NMPTV was working towards hinged on the HEW grant.
Yourd then traveled to Washington, D.C., to meet with Stangeland's congressional aides and representatives from HEW. He explained how imperative it was for NMPTV to get this money and how much grant money they stood to lose if HEW did not fund the project. The next day, after meeting with the HEW attorneys, he was informed that Congress had passed a law putting a two-year limit on deobligation funds. The indication was that no funds would be made available. The next day Mary Denata, the Minnesota regional representative for the facilities program, discovered that five other programs had been approved for deobligation funding from applications filed in 1974-75. The question of how these programs could be funded and NMPTV denied funding needed to be answered. NMPTV had its attorneys in Washington, D.C., pursue the issue and contact HEW. After several calls and inquiries the HEW attorneys revealed that it would, in fact, be legal to fund NMPTV. However, further obstacles were met when, on October 1, 1978, the broadcast facilities program was transferred to the Department of Commerce. The transfer of facilities and delegation of funds caused confusion between the two departments. Through the efforts of Congressman Arlan Stangeland and Senator Irv Anderson, however, and a contact with Vice-President Mondale, the $600,000 HEW grant, reduced from the original request of $640,000, was finally approved on December 12, 1978 (J. Yourd, personal telephone interview, March 8, 1989).
On November 2, 1978, Yourd presented a report on the progress of the Midwest Educational Television member stations, which were preparing a proposal for the upcoming session of the Minnesota Legislature requesting a block grant, that would give each public television station $100,000 in addition to available matching grants. If approved, a yearly grant could be made to all public stations, or a rotating grant made between member stations (NMPTC, 1978h).

Towards the end of January, 1979, $440,000 in state appropriations had been received in one payment. The NMPTV executive committee approved $200,000 be invested in Northern National Bank and $200,000 in First National Bank at 9 1/2% interest over a nine-month period. The savings account had $40,000 to cover immediate construction expenses (NMPTC, 1979c).

To complete the funding gap of $350,000, other sources for money were being investigated. Yourd reported that he made contact with several foundations and was attempting to get a commitment for funds (NMPTC 1979a).

In order to glean more local money, fund-raising became the order of business. Yourd reported that at the end of January, 1979, the fund drive was $32,000 short of its $200,000 goal. Should the application to the Bush foundation be approved for $252,000, the operating funds would still be $100,000 short (NMPTC, 1979d).
Discussions about possible funding sources continued through the month of February, 1979. It was apparent to the board that more money would be required to purchase equipment to have a completely operational studio operation. The bids they had received for equipment were to expire on March 2, 1979. The board was authorized to expend $120,000.

During this time a public television bill, which would provide $40,000 a year funding for all public television stations each year of the biennium, was passed by the state Legislature (NMPTC, 1979k).

President Yourd proposed that another local fund drive be launched before the end of September, 1979, to raise $30,000 to $50,000. If some advance giving could be established and generate at least 50% of the goal, the public campaign would then be in its second phase (NMPTC, 1979bb). At the next board meeting, it was suggested that an informational mailing be sent to the rural community members asking for additional support, emphasizing the point that due to limited reception of other channels, said members would most likely utilize the services of Channel 9. The board also suggested placing ads in the newspaper and using news releases to plead their cause. By December 11, $6,000 in pledges had been generated in advance solicitations (NMPTV, 1979z).
In January of 1979 the board decided that it was time to hire a station manager, a chief engineer, and a school TV coordinator. A search committee was established to write job descriptions and advertise the positions. President Yourd received a salary report from PBS member stations that was used as a guideline for NMPTV salary structure (NMPTC, 1979b).

Once the job descriptions were approved, ads were placed in appropriate professional journals (see Appendix F). The board decided to advertise for station manager and chief engineer, whereas the school coordinator might come from the MinneCEP program. After MinneCEP was provided with a description of the in-school television coordinator position, Bobbie Kuchta was recommended. She was hired and placed in the position at the end of March. At first her position was funded by the MinneCEP program, but she was later added to the regular payroll of NMPTV when the MinneCEP funding was exhausted (NMPTC, 1979).

By March 1, 1979, 25 applications for the station manager position and three applications for the chief engineer position had been received. The search committee reviewed each application and recommended five manager and three chief engineer candidates to the board. Since construction was not scheduled to begin until June, 1979, the board did not consider the immediate hiring crucial.
The resumes of the five candidates were circulated among the board members and three were selected for an interview for the station manager position and two for the chief engineer position (NMPTC, 1979g). The interview process was tedious because the board felt the selection of chief engineer and station manager would be critical to the success of the station. A list of questions was prepared for all candidates so they could be evaluated fairly and meet EEO requirements (see Appendix G). The interviews were held on April 16, 1979 (NMPTC 1979k). After the interviews the selection committee unanimously recommended Jim Landes as chief engineer, who was subsequently approved by the board. His salary was set at $22,000 plus fringe benefits. He would commence his duties on June 15, 1979.

The hiring of the station manager took longer because the committee could not reach a consensus on the candidates. The committee felt additional candidates should be interviewed but that the board should make the final decision on such an important issue. The issue was tabled until a final recommendation was received from the committee (NMPTC, 1979m). A month later the selection committee was still not convinced that any of the candidates were suitable for the job. They considered rejecting all candidates and re-advertising for the position, but past experience in these matters showed that the second round of candidates was
often less desirable than the first. So, after much discussion, the committee decided to choose from the three candidates still under consideration. The written ballot vote was unanimous for Don Checots, for in the opinion of the committee he had "youth, energy, and drive...had worked with other universities...had local station experience...had experience in every aspect of station operation...and had an optimistic outlook which was good for PR" (NMPTC, 1979o). The board accepted the recommendation of the search committee and voted to hire Don Checots at a salary of $22,000. Checots indicated he would accept the position and begin the duties on July 2, 1979. The board planned a welcoming reception for the new manager and chief engineer at the Bemidji Holiday Inn on July 17, 1979 (NMPTC, 1979o).

Fund-raising activities continued. The plan of approaching several different foundations was discussed. A future proposal was made with the Surdna and Blandin foundations, and Yourd considered approaching Jeno Pallucci in Duluth. He asked Senator Gerald Willet to contact Pallucci in support of the NMPTV project. Senator Willet agreed to make the contact, but wanted a complete update of the project (NMPTC, 1979v). Also, foundations such as Blandin could be approached as other sources of money. If another $400,000 could be raised from various sources, the studio could be fully equipped making a "bare-bones"
unnecessary (NMPTC, 1979s). A plan to raise local funds was reviewed and some dollar goals were discussed.

Paul Olson of the Blandin Foundation called and suggested that NMPTV submit proposals similar to the one submitted to Blandin, McKnight, Bush, and Northwest Area foundations. Other proposals were also submitted to Burlington Northern, Dayton Hudson, and General Mills Foundations, but no word had yet been received (NMPTC, 1979aa). On November 2, 1979, after visiting the station, Rod Thole, a consultant from Dayton Hudson Foundation, gave a positive report concerning the grant application. The proposal to Dayton Hudson requested a videotape recording system. Thole indicated that NMPTV would receive a notification about the proposal sometime in December.

Checots reported that Linda Nyvall of the Bush Foundation had telephoned and requested that a full-blown proposal be submitted prior to the June, 1980 meeting of the Bush Board (NMPTC, 1979cc). Yourd contacted the Pallucci Foundation through their executive secretary, Bob Heller. The Pallucci Foundation made no commitment for funding, but indicated they would consider the proposal and try to give NMPTV some indication within a week.

The McKnight Foundation request was mailed November 19, 1979, a response from the Dayton Hudson Foundation was expected late November, and the Burlington Northern grant
reply was expected at any time (NMPTC, 1979dd). No word had been received from the Dayton Hudson Foundation, but efforts to work with the Bush foundation seemed to be going smoothly (NMPTC, 1979gg).

Don Checots reported that 1980 was beginning in a positive manner, at least concerning money, as the station had received a $58,103 grant from the State Arts Board. The money was contingent on KAWE obtaining program test authority from the Federal Communications Commission by the end of April, 1980. Because of tower problems, however, it appeared that an April test was not possible. Checots contacted the State Arts Board in writing and informed them of the status of the project (NMPTC, 1980a).

Senate file 2190, which was introduced in the Minnesota Senate by Senator Gerald Willet and in the State House of Representatives by John Ainley, and referred to the Senate Education Committee, requested $175,000 for the station to purchase equipment. The request was for the approximate amount that had been cut from the original funding request three years previously (NMPTC, 1980e). The legislators of northern Minnesota were in favor of the bill and felt that the best strategy was to include it in a supplementary appropriation bill (garbage bill). The House of Representatives later passed the supplementary appropriations bill, but it did not include the $175,000.
However, Senator Willet notified NMPTV that he planned to introduce an amendment to the bill to include the $175,000. At the end of March it was learned that another $500,000 request would be added for a public television station in Appleton, Minnesota. NMPTV feared that the additional request for money would hinder their plans, but the conference committee approved both projects. Then, in mid-April it was learned that the NMPTV and Appleton requests were combined as one request for $675,000. NMPTV feared that the governor would "red line" or reject this large amount, so they wanted their request listed separately. Senator Willet and Representative Anderson worked with the conferees who agreed to separate the projects and, if approved, distribute the money through the State University Board. On April 25, the Governor signed an appropriations bill which included the $175,000 for NMPTV. The studio could now be equipped and KAWE would be able capable of local origination. As a side note, the Appleton request for $500,000 was not approved (NMPTC, 1980h).

Plans were discussed to have a promotion with the local McDonald's Restaurant outlet to raise funds. Tim O'Keefe, owner of the local McDonalds Restaurant, proposed to have a McHappy Day on April 27, during which money would be donated to NMPTV for each Big Mac sold. Radio commercials were produced in support of the effort, as were printed news
releases (NMPTC, 1980g). The McHappy promotion appeared to be successful with a total of $204.00 received, and with eleven new members were added for pledges of $420.00. Although the amount of money received was small, the public awareness of KAWE afforded by the event was beneficial (NMPTC, 1980i).

As the station personnel made preparations to go on the air the first of June, program goals were established. By 1980 the priorities of the station had changed and educational programming became their second and fourth priorities (see Appendix H). By June 1, 1980, NMPTV had either received or would be receiving grants of $100,000 from Blandin Foundation, $100,000 from Upper Great Lakes Regional Commission, $600,000 from HEW, $76,200 from Dayton Hudson Foundation, $5,000 from Burlington Northern Foundation, $85,000 from McKnight Foundation, $85,000 from Bush Foundation, and $615,000 from the Minnesota State Legislature. KAWE-TV signed on the air and began regular programming for the first time at 8:50:54 A.M. on June 1, 1980.

Equipment/Technical Challenges

Of the many challenges were faced by those committed to educational television in northern Minnesota, the obstacles encountered involving the tower and technical equipment may have been the most difficult to overcome. The first dilemma
came with discussions related to the height of the tower. Tower height, coupled with operating power, would determine the range of the station's signal, and since northern Minnesota is a sparsely populated area, most of the members wanted the tower to be as high as possible for maximum coverage. Some members suggested that the tower be 2,000 feet high, but most members suggested a height of between 500 and 1,000 feet. The focus of the argument, however, was overshadowed by budgetary constraints, which at the time of discussion, hindered the construction of a tower of any height. Nevertheless, the discussions continued, and finally a motion was made to have a station with a signal radius of 50 miles, which could be provided by a 500-foot tower.

The motion was reluctantly passed, but the vote did not end the tower controversy. Irv Anderson of International Falls, who was the majority leader in the House of Representatives in St. Paul, was thoroughly against the motion by Bunyanland Television because the signal would not reach International Falls. In fact, there was so much dissatisfaction with the tower decision that in August of 1976, State Representative for District 4-A, Doug St. Onge, organized a meeting for all the representatives in northern Minnesota. The representatives were invited to attend a dinner at the Bemidji Holiday Inn, during which the TV
station and the tower situation would be discussed. At the
dinner meeting, John Yourd, the president of Bunyanland
Television, explained to the group of distinguished guests
that Bunyanland Television was unable to generate enough
money to build a 1,000-foot tower. The expenses of such a
project were well beyond the reach of Bunyanland Television
(J. Yourd, personal interview, February 3, 1989).

The legislators, after hearing the problems, agreed to
put a bill before the legislature to call for additional
funds to allow for construction of a 1000-foot tower. To
have the bill presented to the legislature, Bunyanland
Television would have to write a proposal and deliver it to
the legislators before November of 1976 (J. Yourd, personal
interview, February 3, 1989). As former District 4 State
Senator Gerald Willet put it;

We were able at that meeting to get a consensus of
agreement, among all the legislators, that we would go
with the tall tower. We had all agreed at the
legislative level to go with the taller tower and that
meant a significant larger commitment. We needed that
kind of consensus from both the house and senate to get
that. (personal interview, February 5, 1989)

Discussions also focused on the proposed tower site.

Martin Luber reported that the Federal Aviation
Administration had approved the 500-foot tower site at
Tenstrike, Minnesota. Although the FAA was currently gathering information concerning the request to extend the tower to 1,000 feet, the committee members were anticipating a denial from the FCC on the additional tower height and requested that Geisen search for another site that might be acceptable. A site was located three miles southeast of Blackduck, Minnesota. At the May 31, 1977, meeting the board voted to acquire a purchase option on 15 acres of land owned by Norman Wahnschaffe. The purchase price would be $15,000, and provisions would have to be made to place one of the tower anchors on federal land. The option was conditional, based on FCC and FAA approval of a 1,000-foot tower on that land (NMPTC, 1977c).

At the 1978 NMPTV Annual Meeting, the board decided to enter into a contract with Don Markley, the consulting engineer. By hiring a consulting engineer, the board did not need to immediately hire a chief engineer. The consulting engineer, who would be responsible for providing information and suggestions about the transmitter building and installation of the engineering part of the facility, quoted a fee of $55,000 for his service. The board accepted the quote and gave the executive board permission to hire a chief engineer and station manager (NMPTC, 1978i).
The events of July, 1978, almost spelled disaster for NMPTV. The board was in the process of making site preparations for the tower installation and bid specifications for the initial phase of construction when NMPTV received correspondence from the Federal Communications Commission stating that they were in violation of the FCC spacing rule concerning the location of the tower. The FCC rules required 190 miles between stations on the same VHF channel. The development came completely by surprise because the engineering study by Geisen and follow-up study by Markley and Associates had not revealed any rule violation. The violation involved a television station on Channel 9 in Dryden, Ontario, 167 miles from the proposed NMPTV tower site in Blackduck, Minnesota. This engineering oversight could have put a stop to the entire project (J. Yourd, personal telephone interview, January 11, 1989).

After emergency meetings with engineers and other sources, the board established the following options: they could scrap the project; they could change the location of the tower; or they could request an exemption from the Canadian Government. The idea of abolishing the project was eliminated; the NMPTV board felt it had made too many promises and obligations to relinquish the dream of a public television station. Moving the tower site was considered,
but was impractical for several reasons. First, because of
the spacing requirements for Minneapolis/St. Paul and
Winnipeg, Ontario stations, moving the tower would only
create spacing problems in other directions. Second, if the
tower was moved further west, the signal would then go into
areas already served by public television. Third, FCC
height restrictions and FAA airplane restrictions created
only a narrow corridor in which a tower could be placed.
Because the Federal Communications Commission had approved
the site near Blackduck, Minnesota, and because the site was
at least 20 miles from the Bemidji airport, in keeping with
Federal Aviation Administration rules, the Blackduck site
seemed the only logical location to place the tower (J.
Yourd, personal interview, January 11, 1989).

The only alternative the NMPTV board could consider was
to request a special ruling from the Canadian Government for
short spacing. NMPTV contacted their consulting engineer
and the Federal Communications Commission. They needed an
official request from the United States to the Canadian
Government to allow for the short spacing. Using normal
channels, it would take approximately six months to get an
answer. NMPTV did not have six months to wait, for if a
decision to allow NMPTV to operate was not approved by
August 10, 1978, NMPTV would lose their opportunity for the
HEW grant. NMPTV had three weeks to get an answer from the
Canadian Government. In an effort to speed the governmental
process, John Yourd contacted his friend and fellow Rotarian, Dick Smith, who lived in Winnipeg, Ontario. Smith told Yourd to call John Shanski in the Canadian Telecommunication Commission. Shanski told Yourd to call the manager of Mid-Canada CBC, who in turn told him to call an official in Ottawa, Canada. Yourd felt that he was making no progress but remained persistent. In a matter of days, the CBC requested additional information about the project. Reasonably assured that they had taken all measures possible to get the Canadian Government to respond by August 10, 1978, NMPTV waited for a response from the Canadians. However, on the morning of the last day for approval, August 10, 1978, NMPTV had still received no word on its request. Then, that afternoon the board finally received a telegram from the Canadian Government stating that there would be no objection to the short spacing on Channel 9 (J. Yourd, personal telephone interview, March 8, 1989).

The bidding procedure for equipment and associated tower construction, which continued during the site dilemma, was complex and time-consuming. Kris Geisen and Al Evans had made trips to other stations to view equipment. They had also attended the National Association of Broadcasters Convention as guests of Harris Corporation, a manufacturing leader in broadcast equipment, which was anticipating
receiving acceptance on their equipment bid. Harris stood to gain over a million dollars in sales by securing the NMPTV equipment order. NMPTV had planned to have specific equipment advertisements released to manufacturers by September 1, 1978, and bid opening on October 2, 1978. NMPTV was anxious to start the bidding process so they could lock the manufacturers into a solid price for their equipment, as equipment prices seemed to change and increase frequently. In most cases, equipment manufacturers were only willing to guarantee their prices for 30 days. However, NMPTV stipulated in the specifications that the quoted prices must be honored until word was received from HEW (NMPTC, 1978d).

On October 10, 1978, bid review/contingency sheets for the equipment were distributed for examination by the NMPTV Executive Board. Because the technology of broadcast equipment was complicated, the committee decided to have people who were technically knowledgeable about television equipment assist with equipment decisions. Tom Holter and Roger Paskvan, instructor of television at Bemidji State University, reviewed the equipment brands and models to be sure they would meet the performance standards. In addition to the local examination, telephone calls were made to other television stations for input and advice (NMPTC, 1978e).
At the October 31, 1978, board meeting, President Yourd summarized the need for the corporation to secure a short-term loan to pay the 5% advance payment to contractors that was due on November 10, 1978. Because the HEW grant had not yet been awarded, board members were adamant that the wording in the contracts explicitly state that any advance payments would be returned to NMPTV should funding not be available (NMPTC, 1978g). It was announced at the November 22, 1978, meeting of the Executive Committee that a loan for the initial 5% payments to contractors had been negotiated. Included in the loan was money to exercise the option to purchase the tower site. A total of $53,799 was borrowed at 9.50% interest (NMPTC, 1978h).

Approval of the HEW grant made the beginning the year of 1979 most comforting for NMPTV. Before dispersing the money, however, HEW wanted "a projected construction schedule, including all major purchases, request for grant reimbursements, on-air date, final inspection, and identification of the individual responsible for maintaining all project records" (NMPTC, 1979a). This was not a problem as NMPTV had anticipated the request and preparations had been made for accurate record keeping and accounting. More pressing demands included designing the transmitter building, meetings with local architects, meetings with Minnesota state architects concerning the remodeling of
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Deputy Hall on the BSU campus, meetings with the tower contractor concerning tower construction, writing and rewriting job descriptions for station manager and chief engineer, and gaining a special use permit to install the satellite dish on the BSU campus.

In January, 1979, NMPTV received word from the Federal Communications Commission that their construction permit had been granted. NMPTV now had permission to build its television station (NMPTC, 1979b).

Although the construction permit was anticipated, the issue of call letters had not been established. The FCC indicated that the call letter request had to be made by January 19, 1979, or the FCC would make an arbitrary assignment. Prior to receiving notification from the FCC, the board, anticipating the construction permit, had placed an advertisement in the local newspaper requesting call letter suggestions (J. Yourd, personal telephone interview, February 3, 1989). The executive board instructed the secretary to telephone some board members for their suggestions. Kris Geisen had suggested that priority be given to the call letters KJLY as a "testimonial" to John Yourd's leadership. The JLY of the call letters would stand for John L. Yourd (NMPTC, 1979b). A special committee was appointed by Board President Yourd to submit call letter suggestions. After considering several suggestions, and
because the FCC required the submission of five possible call letter combinations, the board submitted the following combination in order of preference: KNCP, KAWE, KKNC, KBJI, and KBMJ (NMPTC, 1979c). All of the submissions had to begin with the letter K because of the geographic location of the station. Although the preferred call sign was KNCP, the FCC assigned the board's second choice, KAWE, which had been recommended by Earl Nyholm, a professor at Bemidji State University. It was an Ojibwe Indian word meaning "top priority" or "first in a sequence" (J. Yourd, personal telephone interview, March 8, 1989).

Don Markley, the consulting engineer, came to Bemidji the week of January 20, 1979, to oversee engineering activities. Al Evans and Tom Holter assisted the consultant in staking the tower base and several of the anchor points. Although they found the snow too deep to get an accurate site on exact locations, the markings were adequate enough to begin the clearing of the land. Holter was authorized to accept bids from loggers to clear the land. He was also instructed to meet with the Summit Township board to gain permission to cross a township road with one of the guy wires. Holter also worked with the district engineer concerning the clearing of forestry service land for the one anchor point that was on federal land (NMPTC, 1979c). The option on the land for the tower site was exercised, and by
February 8, 1979, Yourd reported that NMPTV now owned the tower site in Blackduck and work could commence to clear the land (NMPTC, 1979e).

Summit Township, where the tower is located, requested a contract with NMPTV allowing NMPTV to cross the township road with one of the guy wires if "NMPTV agreed to pay for the cost of the culvert, if needed, should the township need to upgrade the adjacent road" (NMPTC, 1979j). Even though permission from Summit Township was not required for the guy wire to cross the road, John Yourd thought it would be politically sound to attend a township meeting and explain what was happening. After the first meeting, Yourd learned that the chairman of the board was opposed to the tower and did not want it in Summit Township. When Yourd attended the second township meeting, 32 people attended and were "very opposed to putting this junkyard 1,000 feet high in their area [asking] "Why can't you put it someplace else?"" (J. Yourd, personal telephone interview, March 8, 1989).

The other issue concerned constructing power lines across private property to reach the tower site. The township board had decided they would convince landowners not to allow an easement. However, the power company representative was at the meeting and told them they were going to be running power through that area in 1990 anyway, so it wouldn't make any difference if lines were run sooner.
Also, one of the land owners said that he would allow the power lines to cross his land if he desired and that the board would have nothing to say about it.

The only remaining objection the township board owners had regarded the issue of power. Because such a powerful station would be close to their homes, Channel 9 would interfere with all other station reception. Yourd explained that radio frequency (RF) traps were available to take that would take care of those problems. Prior to the meeting, Yourd had had a contract prepared in which NMPTV would have permission to cross the road and would provide RF traps if necessary. Since all the questions had been answered satisfactorily, the contract was signed by the township board (J. Yourd, personal interview, March 8, 1989).

The designing and building of the transmitter building at the tower site then became a high priority. Because the building would be located in a sparsely populated area, certain aspects of its construction required careful consideration. While discussing power and telephone requirements for their transmitter with Beltrami Electric Cooperative and Paul Bunyan Telephone Cooperative, NMPTV also raised the issue of vandalism. On several occasions, Paul Bunyan Telephone had had their equipment destroyed or damaged, and it was likely that NMPTV would also have this problem. NMPTV had also been warned by other broadcasters
that a secure building would be essential to house the transmitter and associated microwave equipment. NMPTV had contacted Architects 2 of International Falls and Bemidji to submit a proposed contract for designing such a transmitter building (NMPTC, 1979d).

Requests for proposals (RFPs) were also submitted to several other architects, and the contract eventually was awarded to Architects 2 after changes were made to reduce costs. The changes included reducing the size of the building and foregoing any interior wall construction until a later date (NMPTC, 1979g). Additional considerations in the construction specifications included bullet-proof walls to avoid damage from deer hunters and vandals, and a reinforced roof capable of withstanding an icicle falling from the top of the 1000-foot tower. These two considerations alone would, of course, add to the cost of construction.

At the end of March, the board of directors met with the architects to discuss the floor plan of the building. To meet the specifications of construction concrete panels and concrete roof planks were required. According to the March 29, 1979, minutes of NMPTV, "The built-up roof would be covered with 12 inches of sand, topped with brick pavers to break up falling ice from the tower. The estimate for the building, (excluding mechanical, electrical, HVAC which
are not part of the Architects contract) is $53,000” (NMPTC, 1979k). The consulting engineer estimated the heat, ventilation and air conditioning (HVAC) electrical work would cost $21,500 (NMPTC, 1978c). The bid for electrical work in the building was $16,984 from Turtle River Electric. Only one bid for HVAC was submitted and that was from Lockner Sheet Metal. The board recommended that these bids be put into writing and accepted (NMPTC, 1979t).

From the time the bids were received and ready to be accepted, the building costs had escalated to a point that the Board of Directors had to consider a new building design and new bids. Because of time constraints, a higher bid was accepted in order to get a guaranteed completion date of September 1, 1979. A bid of $70,966 was accepted for building construction from Hensel Construction, providing that be the maximum cost for completion (NMPTC, 1979q). Because of the power requirements of the transmitting equipment, it was necessary to have three-phase electric source to the building, with cables that would have and it would have to be buried. Beltrami Electric Cooperative informed NMPTV that the distance to be covered was approximately three miles and that the down payment of the installation would be $32,000. The NMPTV board recommended that President Yourd contact the cooperative about donating the cost of the installation to the non-profit organization
(NMPTC, 1979d). Yourd contacted Earl Larson of Beltrami Electric regarding the donation, and Larson indicated that they would waive the $32,000 advance construction deposit in exchange for tower space for a 2-way radio antenna. After further negotiations, Beltrami Electric elected not to place their antenna on the tower and NMPTV had to pay the $32,000 (NMPTC, 1979q).

Much of the equipment for the station operation had been let for bid and some bids were accepted. The equipment began arriving, but there was no storage available because the transmitter building had not yet been constructed and the area in Deputy Hall at BSU was not ready to be occupied. The first shipment of transmission line for the antenna had arrived and was stored at the school bus garage in Blackduck. Other pieces were stored wherever space could be located throughout Bemidji.

Although equipment was arriving, the matter of the construction of the 1,000-foot tower had not yet been resolved. The contract to build the tower had been awarded to Advance Industries with a completion deadline of July 28, 1979. But by July 28, 1979, not one piece of tower steel had been delivered to the Blackduck site. At the July 26, 1979, executive committee meeting, Don Checots reported that he had talked with Robert Conrad of Advance Industries, who promised a crew would be on site by August 7 or 8. Once
the crew was on site, Advance Industries projected they would have the tower up in three weeks. The board, however, was not convinced that Advance Industries could perform as promised. Yourd then contacted Advance Industries who agreed to have the steel on site by August 8, 1979, and who agreed "that they would be fined $100 a day from September 17 to September 23, and $500 a day thereafter until the tower was completed" (NMPTC, 1979x).

By September 1979, the tower was still not erected and the Executive Board was considering legal action. At the September 3rd meeting, Checots reported that a tower crew was now on site, that but it was a small crew and not the full crew needed to erect the tower. Sheldon McRae, the local attorney for NMPTV, advised the board to keep a record of any extra expenses and losses incurred while waiting for the tower to be erected. Don Markley, the consulting engineer, was due to arrive on the following Monday to begin work on installing the transmitter (NMPTC, 1979x).

The erection of the tower began after the first week of September. The first 350 feet of tower went up quite quickly; however, it was discovered that the tower was twisted and had to be taken down to the 100-foot level. While taking the tower down, the first anchor point was also discovered to be twisted and had to be either x-rayed for cracks by an independent engineer for cracks, or be
replaced. Advance Industries was undaunted, however, and remained confident the tower could be quickly erected (NMPTC, 1979w). By the last week in September, the tower was being rebuilt and had reached the 500-foot level. Advance Industries was now in the penalty clause of their contract and NMPTV was considering legal action (NMPTC, 1979z).

On a routine inspection of the tower site to review the progress of the transmitter building and tower, Checots noticed that the tower appeared to be leaning to one side. Markley, who was immediately called to Bemidji to survey the tower with a transit to check alignment, found the tower to be out of alignment between the legs, which did not meet construction specifications. During the same inspection Checots noted that the tower steel was being spot painted with aluminum paint instead of liquid galvanizing. It also appeared that some of the tower welding was being performed by a non-certified welder. Markley notified Advance Industries that the tower did not meet specifications and would have to be taken down to ground level and rebuilt again. Also, Advance Industries would have to bring new fabricating steel to the site for the new construction. The time delay for new materials to arrive and construction to commence would be six to eight weeks, and that would be to complete the tower to just to the 580-foot level (NMPTC, 1979y).
William Chesen, President of Advance Industries, did not ask for relief from the penalty clause, but indicated he would be sending a proposal. He presented a schedule that stipulated the re-erection of the complete tower with the antenna mounted on the side by November 15, 1979. Sheldon McRae, NMPTV attorney, was appraised of the tower situation and the possible submission of a proposal (NMPTC, 1972z).

In the meantime, Checots talked to the station manager of KMOS in Sedalia, Missouri, who had also used Advance Industries for their tower at the recommendation of Markley Engineering. KMOS-TV reported that they had had severe problems completing their project. Since Markley appeared to have some association with Advance Industries, which was to begin the tower erection the next day, the executive committee was not certain if they wanted them to begin the work. The Consensus of the committee was to contact their Washington, D.C., attorneys to update them on the problems and ask for a contract review (NMPTC, 1979aa). The attorneys recommended that Advance Industries continue with the project, for the alternative was to contract with another company which would cause severe delays.

Markley notified the executive committee that the northwest tower anchor which had been twisted, was not being repaired. Rather, a new anchor, would be located directly in front of the twisted anchor (NMPTC, 1979cc). By November
15, 1979, however, rather than being completed as promised by Mr. Chesen, the tower had reached only 380 feet. Gussets on the tower legs were welded in incorrect positions, and the tower had to be taken down again. This time 280 feet of steel were removed and the first 100 feet of tower remained intact. The other sections of the tower had to be returned to the factory in order to have spatial struts welded to replace the short struts that were originally installed (NMPTC, 1979ee). The fabrication problems had been traced to the welding team who built the tower. Advance Industries proposed to build a new tower with all new steel. The tower would be built and assembled in 20-foot sections at the factory and then shipped to Bemidji. Also, Advance Industries, because of their delays in construction, offered to build a 270-foot tower to be used as a temporary tower until the 1000-foot tower could be constructed. NMPTV was not interested in this alternative, however, and wanted the 1000-foot tower constructed as soon as possible.

At this time NMPTV considered exercising the performance bond and investigated other alternatives (NMPTC, 1979ff). NMPTV requested, rather adamantly, that the president of Advance Industries come to Bemidji to meet with a representative of the board, Board Attorney Sheldon McRae, and the consulting engineer. The meeting date was set for January 22, 1980.
The board wanted legal action taken against the tower company because of the problems and delays. Sheldon McRae was of the opinion that if the board took legal action and exercised the penalty section of the contract, Advance Industries would walk off the job. He suggested that the board try to negotiate a settlement since the main objective was to get the tower up and the station on the air. Also, Advance Industries had been involved in labor disputes with various unions, and their contract specified alterations of time if a labor dispute interrupted time schedules. McRae was positive that Advance Industries would plead labor dispute problems as the cause of the tower problems if they were taken to court. Knowing it would be difficult, if not impossible, for NMPTV to dispute that claim, McRae was requested to notify the bonding company holding the performance bond of the forthcoming meeting (NMPTC, 1980b).

A log of various activities and revenue losses was submitted to Advance Industries by Don Checots (see Appendix I). The purpose of the log was to show Advance Industries that NMPTV had, in fact, suffered real losses because of the delays in erecting the tower.

Because Advance Industries agreed to come to Bemidji to discuss the tower problems at their own expense, McRae felt they were willing to negotiate in good faith. McRae also made his position clear that if NMPTV still wanted to use
Advance Industries, some concessions would have to be made in regards to the penalty clause. If Advance Industries declared default and NMPTV turned to the performance bond, it would be difficult, if not impossible, to have the tower completed by the spring of 1980.

After discussion on the issue, the board decided that Advance Industries had to give a definite answer regarding completion time during the meeting scheduled for January 22, 1980. John Yourd noted that the tower contract was for $272,398 and that 5% has already been paid (NMPTC, 1980c).

On January 22, 1980, at 9:15 A.M. President Chesen of Advance Industries and their legal council met with the NMPTV Board of Trustees and their legal council. John Yourd, in the opening statement, clarified the urgency of the need to have the tower erected by spring. Chesen then explained their labor problems, inadequate guy wire anchor points at the tower site, and lack of cooperation by the owner of the land adjacent to the tower site. The dispute with the land owner focused on the company's need for space outside the NMPTV property lines to operate the tag lines necessary to raise the tower sections. The owner of the adjacent property, Mr. Wahnschaffe, did not want anyone or anything on his property. This issue was later resolved by Yourd when he offered to let Wahnschaffe farm the land at the tower location. By 3:00 P.M., an agreement had been
negotiated. Advance Industries agreed to forego $30,000 for liquidated damages and agreed to an April 30, 1980 completion date. The term completion was defined as allowing KAWE to become operational. Don Checots then projected an on air date of June 1, 1980 (NMPTC, 1980d).

The 100 feet of the old tower that had been left intact was removed and the first 100 feet of the new tower was ready to be constructed. The tower sections arrived pre-assembled, and Jim Landes, the KAWE engineer, projected that the tower should be assembled well before the deadline of April 30 (NMPTC, 1980f). By mid-April, the tower, all 1,000 feet of it, was standing, and the antenna was installed on April 21. The antenna had been previously inspected by the Harris Corporation and was so close to specifications that Mark Tey approved its installation. The strobe lights were mounted on the tower, as required by the FCC and FAA, and checked for proper operation. The tower installation finally appeared to be progressing smoothly (NMPTC, 1980i).

Although the tower ordeal caused a delay in the project and some loss of money, it also had a positive side. Because of the tower fiasco, according to John Yourd, "we were on the front page of the Minneapolis Tribune and other newspapers all over the state. People who had never heard of KAWE before suddenly became sympathetic to the project."
Although it was a lot of trouble, it also proved very beneficial in terms of exposure" (personal telephone interview, March 8, 1989).

By the middle of May, the transmitting equipment had been installed and tested for proper operation. The microwave link between Deputy Hall and Blackduck was functioning for both programming and remote control of the transmitter. The emergency diesel generator located at the transmitter was checked for proper operation, and the satellite receiver was locked on the proper satellite to receive the PBS signal. There were many miscellaneous engineering items that needed attention, but the major items were in place and ready to commence broadcasting (NMPTC, 1980j).

**Satellite Receiver Installation**

Since the PBS signal would be coming to the station via satellite signal rather than microwave from Duluth, Minnesota, a location was required for the 10-meter dish. The recommendation from Cliff Hall, of the Corporation for Public Broadcasting, was to have the satellite dish located on the campus of BSU. President Yourd met with BSU President Decker and Ray Carlson and selected a site west of Bangsberg Hall on the BSU campus next to the parking lot. The decision met with objection and another site was selected on a grassy knoll area nearby. Then, because of a
dilemma as to who would do soil borings, the site for the satellite dish was moved back to its original location (NMPTC, 1979aa).

More trouble was encountered with this site, however, for while boring holes for foundation drilling in the parking lot the satellite installation crew hit a water main. The water main was not registered on any of the maps, but it did have to be repaired. The university then agreed to move the satellite dish into the Bangsberg parking lot. Building and foundation pouring at the new location appeared to be going well and the satellite dish was in place and ready for testing by October 31, 1979. The consulting engineer was expected to begin transmitter installation that same day (NMPTC, 1979bb).

Once agreement on the placement of the satellite dish was established, a legal long-term lease, which would be contingent on successful negotiations on other contracts with the university, was necessary. The cost to install the 10-meter satellite dish was $150,000, $20,000 for which NMPTV was responsible. The bulk of the cost was paid by the Corporation for Public Broadcasting through a grant from the Kresge Foundation (NMPTC, 1978h). Prior to the installation of the satellite dish, KAWE needed to deposit $5,000 and have at least a 10-year lease agreement with the university (NMPTC, 1979p).
Housing At Bemidji State University

Even though President Decker and the legislature had previously authorized the new television facilities to be housed on campus, the actual space for these facilities required consideration from the original Bunyanland Educational Board. In 1976, Yourd and other board members approached Ray Carlson who was then vice-president for research and development and chairman of the space committee at BSC. According to Carlson, "They wanted some assurance that after all the work they were going through they would have a place to call home" (personal telephone interview, February 5, 1989). At that same time, the state architect was pursuing an idea of demolishing two buildings on the BSC campus, Sanford and Deputy Halls, and constructing a new administrative building. Carlson and the university building committee opposed the measure and concluded that remodeling those two buildings would save the state money and provide more square footage than a new building could provide. Raymond Carlson remembered:

The state architect immediately asked what we were going to do with all that space that we obviously didn't need. One of the obvious things we could include in the remodeling was space for public television. Yourd and the group had approached me before asking for space and I didn't know where to put
them. Now we could make room for them in Deputy Hall. (personal telephone interview, February 4, 1989)

Not until 1978, however, due to the time-consuming funding efforts, did serious negotiations push forward with Bemidji State University concerning housing of the station. Some members of the university community felt that the school should capitalize on the in-house location of Channel 9. The university radio station was in the process of considering an upgrade of its facilities, and the radio station manager and other communication media faculty members felt the proposed Blackduck tower presented an opportunity that could not be ignored. A proposal was submitted to NMPTV by Robert Smith, chairman of Communication Media Department, to authorize use of NMPTV facilities by the university. Specifically, he proposed that the executive committee of NMPTV recommend to the corporation's board of directors the following:

That NMPTV is willing to allow the Bemidji State University KBSB-FM radio to locate an antenna at the 900-foot level on the NMPTV tower, and permit installation at the time of erection of the tower to allow for coaxial connections into the transmitter shack and provide room for a transmitter, allow microwave interconnection between Bemidji State
University and the tower, AND FURTHER That all the foregoing is contingent on NMPTV concluding a satisfactory contract with BSU for on-campus housing of studio, control rooms, offices including work room and space for a satellite earth terminal, if applicable and microwave equipment. Motion carried. (NMPTC, 1978b)

Bemidji State University's role in the television project was still a point of concern. Even though the state legislature had passed legislation allowing the station to be housed on campus, it was not clear what the university's relationship would be with the proposed station. Members of the executive committee were committed to the idea of remaining "autonomous in ownership, and in control of management and operation, and that all working agreements and contracts reflect this position" NMPTC, 1978i). It was decided that if a task force, which consisted of three members from the university and three members from the Board, could not resolve the matter with the university by January 15, 1979, they should disband. The board president could then deal directly with the president of Bemidji State University and resolve the contract.

In July, 1979, a basic contract was prepared and distributed to the NMPTV executive committee for review. Based on the legislative ruling of 1973 and BSU President Decker's willingness to have the station on campus, NMPTV
felt that a contract could be negotiated rather quickly. The contract called for space, heat, and lights for the station in Deputy Hall on the BSU campus. In return, NMPTV would provide space in their transmitter building and on their tower for an upgrade of the university's radio station and microwave facilities, and allow limited student access to their facilities. The university, especially the Communication Media Department, was pleased about the prospect of having some quality equipment accessible for student and faculty use. NMPTV however, was not prepared to allow students access to their facilities when they were not in use.

The concern over who would control the studio and associated equipment became a central issue. In an effort to resolve the dispute and finalize the contract, Decker agreed to a contract with NMPTV with specific issues to be addressed in later agreements (NMPTC, 1979f). "Bob Decker said that we were arguing over something that could not be decided right now. Let's just say that some of these issues will be settled by a letter of agreement at a later time" (personal interview, March 8, 1989). Bob Decker did not want the details of the agreement in the contract. He felt that if all the details were in the contract, it would prove to be too limiting and rigid. A future letter of agreement could be made in the form of an in-house document between
NMPTV and BSU, and changes would therefore not have to be approved by the state (personal interview, March 8, 1989). (see Appendix J.)

The contract stated that the university agreed to lease earth term plot (satellite), and studio and offices in return for part-time use of the studio and KAME equipment. The state required a cancellation clause with cause. The clause read: "This contract may be cancelled by the State or NMPTV at any time, with cause, upon two years written notice to the other party" (NMPTC, 1979r). Yourd later reported that the Corporation for Public Broadcasting (CPB) had rejected the cancellation clause: "A CPB attorney cited the precedent for no cancellation clause in the Minnesota law and also cited the number of leases without cancellation clauses that Minnesota Public Radio has with the state" (NMPTC, 1974h). John Yourd and Carl Long, administrative vice-president of Bemidji State University, scheduled a meeting with the Minnesota State Real Estate Management team. The meeting was scheduled to negotiate the cancellation clause in the contract (NMPTC, 1979r). After meeting with the Real Estate Management team, the State Executive Council gave their blessing to a 20-year contract between Bemidji State University and KAME television, providing satisfactory terms could be reached between the two parties (NMPTC, 1974w). The final draft of the BSU
contract was received from the Chancellor's office the first week in January, 1980 (see Appendix K). It had taken more than two years to finalize a workable contract with BSU and the State to house KAWE on the campus (NMPTC, 1980a).
CHAPTER III

EDUCATION AND KAWE TELEVISION

The original objective of Bunyanland Educational Television was to establish an educational television station to serve northern Minnesota. The term educational television was later changed to public television. The programming originally envisioned was instructional television (ITV) that would be used in the public schools, and educational television (ETV) for viewing by the general public. ITV programming would be scheduled during normal school hours and the ETV programs would be offered in the late afternoon and some evenings. The station, with adequate tower and transmitting power, could reach all or part of 21 counties in northern Minnesota with a potential of 200,000 ETV viewers and 50,000 ITV viewers. (see Appendix L.)

Another part of the original plan was to establish a point-to-point multi-channel microwave system with two-way transmission capabilities, which would allow communication between communities with vocational schools, public schools, junior colleges, and various government units. The four channels could then maintain four different events happening simultaneously.
One final part of the plan was a two-way video network, which could be used for educational purposes, interconnection of state offices, and data transmission of medical information (Governor's Rural Development Council, 1975). The plan met the criteria established by the state of Minnesota for educational television.

By 1979, however, the goals of NMPTV, and public television in general, had changed. As stated in the new approved program goals:

The first priority in programming shall be to select and broadcast general public informational and cultural programs which attract a significant audience in the viewing area.

The second priority in programming shall be to provide instructional television to area students in primary, secondary, and post secondary educational levels.

The third priority in programming shall be to provide a diversity of programs, designed to meet the needs of those with special interests.

The fourth priority in programming shall be to serve continuing education in various academic, vocational and professional fields. (Northern Minnesota Public Television [NMPT], 1980a)

With the charge of cultural programming as first priority and education second, some members of the Board of Trustees
were not pleased. But after the long struggle to overcome the many obstacles to get the station on the air, most members were pleased just to be finally on the air and broadcasting.

The educational goal of NMPTV first focused on instructional television (ITV), which consisted of programs on science, mathematics, spelling, reading, and various other subjects produced by people outside the classroom who had expertise in these areas. These programs would be used to supplement classroom instruction. Gene Kjellberg, superintendent of Blackduck schools, supported ITV programs: "I knew from talking to superintendents and school teachers from other areas in Minnesota that it was good programming. We, in the northern part of the country, were the last to have any educational television" (personal telephone interview, March 14, 1989).

To begin the process of providing ITV through KAWE Channel 9, a group of school superintendents gathered and formed the Ad Hoc Public School Committee, which consisted of Gene Kjellberg from Blackduck, Daniel Skoog from Baudette, Fred Bettner from Park Rapids, Ralph Christofferson from Mahnomen, Erwin Ostlund from Walker, Lou Wangberg from Bemidji, and Theodore Olson from Clearbrook. The initial charge of the group was to recommend programs for in-school television (NMPTC, 1979g).
In February of 1979, Dennis Falk, manager of the PBS station in Fargo, made a presentation to the Public School Committee concerning ITV. He recommended that:

A separate corporation be set up with a board of directors composed of superintendents from member schools.

$1.50 per child K-12 be the cost per district.

Money should be spent mainly on three items: programs; 1 1/2 persons to work with schools (including in-service on utilization of the instructional TV etc.); and miscellaneous items such as telephone, postage, etc.

A Curriculum Advisory Committee composed of selected teachers and principals of member schools make program and scheduling recommendations to the Board of Directors.

Teachers in member schools provide direct input by means of surveys and personal contact.

The station used to charge for time on the air but in recent years the station has absorbed this cost. (NMPTC, 1979c)

To provide the recommended in-school programs NMPTV estimated the cost at $40,000. The Public School Committee considered charging each participating school district $3.00 per child to pay for the programs. However, they surmised
that it would be politically impossible to charge $3.00 because other school districts in Minnesota and throughout the United States were being charged $1.00 to $1.50 per child. The committee then decided that the first priority item was to provide allocations in the school budgets to pay the membership fees and to purchase the equipment needed to participate in the program.

The Public School Committee suggested to NMPTV that a person be hired through the Minnesota CETA program to coordinate the educational programming, determine equipment needs for the school districts, and make the necessary school contacts. The person would need to have prior knowledge of equipment and program information. Gene Kjellberg from Blackduck was nominated by the Public School Committee to interview the person recommended by CETA to fill this position (NMPTC, 1979c).

Bobbie Kuchta, who was hired as the Instructional Television (ITV) Coordinator in August 1979, met with the NMPTV Board of Trustees to explain the ITV function. She distributed sample ITV guides of other public television stations and explained how teachers used them. She also reported that there were 33 school districts in KAWE's coverage area, of which 14 were members. Her goal was to have 22 of the 33 districts as paying members of the ITV service.
This membership fee for the school districts, which had been set at $1.50 per student per year, was paid from the schools' general funds just as they paid for film rental or any other teaching aid. In addition to the ITV programs, member school districts would receive teacher schedules, teacher guides, workshops, and video-taping rights (NMPTC, 1980c).

Part of Kuchta's duties was to contact school districts to explain the ITV program. If a contact was successful, she then generated contracts between KAWE and the school districts. Kuchta also established an ITV committee, which consisted of superintendents of participating school districts, chaired by Gene Kjellberg from the Blackduck School District. The committee worked with Kuchta to determine program needs and broadcast schedules. KAWE held a meeting once or twice a year in Bemidji to present available programs. The superintendents soon realized that they needed the classroom teachers' input. According to Kjellberg, "after about one meeting or so the superintendents quit attending and sent people who were more in the main stream" (personal telephone interview, March 14, 1989). By the beginning of November, 1979, the "ITV Schedule 7" program had been printed and made available for program selection (see Appendix M). A month before the station was to commence broadcasting, the ITV committee
approved the programming for the 1980-81 school year. By the middle of May, 1980, Bobbie Kuchta reported four signed contracts for ITV use and had scheduled nine visits to school districts (NMPTC, 1980b).

By December, 1980, Don Checots, as part of his manager's report, stated that 16 school districts plus an alternative school were using the ITV service. The ITV service represented 14,000 students and $21,000 in revenue for the station. The ITV programming schedule consisted of 24 different series broadcast from 12:30 P.M. until 2:30 P.M. every weekday. By the second year of operation, ITV was being used by 15,244 students in 16 school districts and one alternative school.

Currently, there are some areas in which ITV is being used as the primary provider of a course, particularly in the area of language. According to Emily Lahti, Learning Services manager at KAWE Television, "The Northome High School uses ITV for students to learn French and then it is up to the school if they want to give the student credit or not" (personal interview, March 15, 1989). At one time, a number of schools were interested in KAWE producing their own language program. The idea was to originate the programming from KAWE studios and then transfer it to video tape. Lahti said, "We did a work-up on the costs of this type of program and it was almost $65,000 not including the
instructor fees" (personal interview, March 15, 1989). The schools could not afford the cost and the idea was therefore not implemented.

One problem with ITV programming in the beginning was the time of day the program was offered. According to Gene Kjellberg, "For example, if a science program was on at 1:00 P.M. and the teacher did not want to focus on science at that time, it caused a lot of rescheduling of subjects" (personal telephone interview, March 14, 1989). More recently, the availability of VCRs has helped with this scheduling problem because the teachers can have the programs taped and view them at a time more conducive to classroom discussions.

Although it might seem that the use of VCRs would encourage free ridership, the ITV membership did not drop with the increased use of VCRs. KAWE, through meetings and personal contacts, made certain that the schools understood that, through the honor system, the rights to use the programs had to be purchased each year. "In fact", according to Emily Lahti, "we encourage the schools to tape the programs, because we could not schedule every program where every school wanted it. So, the advent of VCRs was good for ITV" (personal interview, March 15, 1989). KAWE allows schools to keep the programs on tape as long as two criteria are met: one, that the schools continue to
purchase their membership; and two, that because the
programs are copyrighted, KAWE continue to purchase the
program rights (E. Lahti, personal interview, March 15,
1989).

The state of Minnesota pays for a portion of the ITV
programs which they buy for the entire state. The money
goes directly to the vendor. Because the state was
purchasing programs, KAWE was able to budget their money to
buy additional programs. There was a period of three to
four years during which funds were also available from the
Department of Education through the Media and Technology
Department that could be devoted to ITV. Then, in 1986
there was a major decrease in funding from the state of
Minnesota and funds for programs were cut. A meeting was
held in 1988 with the area superintendents, and the
financial problems were explained. Lahti explained, "They
were faced with a dramatic increase in fees or cuts in
programming, and to my surprise they elected to take a
dramatic increase in fees. Nevertheless, KAWE had to cut a
position" (personal interview, March 15, 1989). The
Learning services position, which was funded through the
KAWE budget, had to be reduced to half-time, and was
eventually eliminated. Membership dues were also raised
from $1.50 per student to $1.85 per student in 1988, and to
$2.25 in 1989. According to Lahti, "We may have made a
mistake by not raising our dues gradually over the years, but we were trying to keep the service as affordable as possible" (personal communication, March 15, 1989).

The General Education Development (GED) educational service also offered through KAWE, is funded by foundation money provided by the Adult Literacy Consortium. According to Ronald Daugherty, Operations Manager at KAWE Television, "The Literacy Consortium is located in Minneapolis/St. Paul and is a quasi-state organization using private money" (personal interview, March 31, 1989). Kentucky Educational Television owns GED and produces the programming. According to Emily Lahti, KAWE is the only station in the state of Minnesota that has offered GED consistently for the past eight years (personal interview, March 15, 1989). The first two years KAWE was on the air, GED programming was provided at no cost. The state supplied the video tape to KAWE, and also paid KAWE to run the program. Students interested in the GED programs contacted the community education program through their local school districts which were in charge of coordinating registration and testing (E. Lahti, personal communication, March 15, 1989).

In 1988, 150 people tested at the Extension Learning Center in Bemidji for their GED certificate. June Jarpy, Extension Learning Center Examiner, reported that "Our survey showed that of these 150 people, five had watched the
offered the first class in the fall of 1980, and over the
pre-recorded programs on the station. Gerisch said, "We
first consideration of the university was to offer
at B5U, was interested in taking advantage of KAME. The
the university. Edward Gerisch, director of Extended Learning
university, it seemed logical to offer college courses over
because KAME was located on the campus of Bemidji State
Bemidji State University

additiona1 courses.

However, to develop and promote
student teaching orientation, cooperation with B5U needed
instruction in science methods, children's literature, and
considered through Bemidji State University? Those included
education. Some new course offerings were also being
college credit which might be used for adult continuing
KAME about the possibility of broadcasting their courses for
secondary education. The University of Minnesota continued
KAME also offered substantial opportunities for post-
GED examination (personal communication, March 21, 1989).
others who viewed the programs but who did not sit for the
taken the test, JarpA said that there may also have been
the survey was only administrated to those people who had
preparation" (personal telephone interview, March 21, 1989).
145 participants in local classes, offered for GED.
GED programs on KAME television. A majority of the other
next three years we offered seven or eight courses" (personal communication, March 15, 1989). The programs were purchased from PBS and later from the Adult Learner Services (ALS), which also provided the lesson plans. The instructor or facilitator on the BSU campus would meet with the students two to three times a quarter. When the course was completed, the BSU facilitator would administer the test and assign a grade. The courses were self-contained in that everything was provided; the instructor served in an advisory role only (E. Gersich, personal interview, March 15, 1989).

The ALS programs were made available through PBS, and ALS generally charged $400.00 per program. An additional $15.00 fee was charged per student and paid to KAWE (E. Gersich, personal interview, March 15, 1989). This charge allowed the university to reproduce the tape and place a copy in the library for use by any student who may have missed a program. BSU paid a license fee to PBS, and KAWE received a small portion of money the back from PBS based on the number of students enrolled in the course (E. Lahti, personal interview, March 15, 1989).

The first class or program on KAWE offering BSU credits in the fall of 1980 was called "Connections." Other programs offered were "Shakespearian Plays," "Cosmos," "It's Everybody's Business," "Programming for the Gifted and
Talented," "Personal Finance," and "Vietnam, A Television History". A BSU faculty member was the coordinator/facilitator but was not the teacher of the class (E. Gersich, personal interview, March 15, 1989). The BSU professors were compensated on a teaching overload basis for providing this service. Ed Gersich explained, "It became apparent that more people viewed the programs for general interest than registered for the class, but it was a tremendous public relations tool for BSU" (personal interview, March 15, 1989).

The programs, however, were discontinued after three years for several reasons. First and foremost was the lack of funding. In 1983 the Minnesota State University System suffered severe budgetary problems, and cuts had to be made throughout the entire system. All academic units at BSU experienced reductions in both staffing levels and course offerings. Secondly, even though some of the classes offered over television could substitute for other classes taught at BSU, they were not required for a student to complete a program. Not enough classes were offered via KAWE to affect any one student's academic program. The third factor was lack of adequate enrollment. The number of students enrolling in the classes for credit over the three-year period was not sufficient to justify the expenditure. Contributing to the enrollment problem was the fact that the
population base was not large enough to provide the number of students required to maintain constant class offerings. As Edward Gersich pointed out, "Television, therefore, did not provide a viable tool for learning, which meant we should stop for a while" (personal interview, March 15, 1989).

University of Minnesota

In 1983 the University of Minnesota again contacted KAWE and inquired if the station would be interested in offering University of Minnesota courses for credit. The personnel at KAWE were concerned about a conflict of interest with BSU. BSU indicated that such an undertaking would not constitute a duplication of their services and would cause no problems. Students would register for the courses through the University of Minnesota, and the courses would be aired in conjunction with the University of Minnesota quarter system. The programs were actually produced at the University of Minnesota and distributed to various stations. The University of Minnesota then provided the tapes plus $5.00 to cover postage for KAWE to return the tapes, but they were unwilling to pay a fee for KAWE's service. The potential viewing audience for credit generating courses is small, and the University of Minnesota indicated that enough students were not being served. According to Gene Kjellberg, "We continue to broadcast the
programs because we feel we are providing a service and it is appropriate for us to provide as many different kinds of programs as possible" (personal interview, March 14, 1989).

There was some displeasure expressed by the public, however, as to the tuition costs for these programs. Kjellberg said, "I used to get a lot of calls from people wanting to take these courses until they found out how much they cost" (personal interview, March 14, 1989). Since the courses offered were University of Minnesota courses, the students had to pay regular University of Minnesota registration and tuition fees.

Some school districts also expressed concern with the University of Minnesota courses being offered as continuing education credits for teachers because such course could lead to eligibility for pay raises. According to Emily Lahti, "Some of the superintendents were upset because a practicing teacher could take a course that counted toward a lane change by watching television" (personal interview, March 15, 1989). Most of the KAWE personnel found it ironic that a superintendent would pay for and support instructional television for public school students, but found the same type of programming apparently unacceptable for teachers. Since 1984, the University of Minnesota has offered several courses with varying degrees of success in enrollment, as shown in Figure 3. According to Ann
Friedman, Extension Program Director at the University of Minnesota, "Enrollments haven't been large, but it is part of our outreach program at the university" (personal interview, March 21, 1989).

Further educational programming made available through KAWE includes adult learning courses which are sent to KAWE via satellite or video tape. Even though KAWE airs a certain program that may be eligible for college credit, however, that program cannot be used for credit unless BSU purchases the license for it. The costs are passed on to the students. The university has to show that the course is offered for credit and must have an instructor available to the students. Emily Lahti said, "I pursued this four or five years ago but we had nobody at the station to work with this, and it also requires the involvement of a university person" (personal interview, March 15, 1989).

Another type of programming offered includes "how to" programs, aired primarily for the adult audience. A "how to" program provides instruction in a variety of techniques and skills. According to Emily Lahti, "Right now KAWE offers a program called 'Sewing with Nancy.' It demonstrates for the viewer a variety of sewing techniques. Also offered is 'Joy of Painting,' which is a water color painting program" (personal interview, March 15, 1989).

Also part of the educational offerings of KAWE are
<table>
<thead>
<tr>
<th>When Offered</th>
<th>Name of Class</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1984-1985</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 1984</td>
<td>Hort 1010 Home Landscape and Gardening</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>PSY 5604 Understanding Behavior Disorders</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>PSY 1003 The Changing Physical World</td>
<td>2</td>
</tr>
<tr>
<td>Winter 1985</td>
<td>PubH 5642 Child Abuse and Neglect</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>FSos 5240/SW 8203 Family Stress and Coping</td>
<td>4</td>
</tr>
<tr>
<td>Spring 1985</td>
<td>Geology 1001 Physical Geology for Teachers</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Ling 1001 Nature of Human Language</td>
<td>2</td>
</tr>
<tr>
<td><strong>1985-1986</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 1985</td>
<td>COMP 1031 Introduction to Technical and Business Comm</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Hist 3841 American Business History</td>
<td>2</td>
</tr>
<tr>
<td>Winter 1986</td>
<td>Epsy 5690 Survey of the Gifted and Talented</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>HSU 5008/PMR 5445 Social and Psychological Aspects of Physical Disability</td>
<td>4</td>
</tr>
<tr>
<td>Spring 1986</td>
<td>YoST 5333 Understanding and Working with Adolescents</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>AmST 3920/5920 The Meanings of Place</td>
<td>0</td>
</tr>
</tbody>
</table>

*Figure 3. Courses offered by the University of Minnesota on KAWE-TV.*
<table>
<thead>
<tr>
<th>When Offered</th>
<th>Name of Class</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 1986</td>
<td>GCB 3008 Biology of Cancer</td>
<td>0</td>
</tr>
<tr>
<td>Winter 1987</td>
<td>GCB 3008 Biology of Cancer (Part 2)</td>
<td>1</td>
</tr>
<tr>
<td>Spring 1987</td>
<td>EPsy 5400 Career Development and Planning</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Hist 5200 Modern Scandinavian History</td>
<td>0</td>
</tr>
<tr>
<td>Fall 1987</td>
<td>CPsy 5305 Multidisciplinary Perspectives on Aging</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>ArtH 1001 Introduction to the Visual Arts</td>
<td>0</td>
</tr>
<tr>
<td>Winter 1988</td>
<td>PubH 5609 Towards Understanding of Child Sexual Abuse</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Anth 1002 Introduction to Social and Cultural Anthropology</td>
<td>2</td>
</tr>
<tr>
<td>Spring 1988</td>
<td>ESos 5200 Family Relationships</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>AmST 3920/5920 Arch 5956 The Meanings of Place</td>
<td>0</td>
</tr>
</tbody>
</table>

children's programs such as *Sesame Street* and *Electric Company*. These programs are considered children's programs because there are no specific course goals and objectives. Emily Lahti explained, "They teach the children the alphabet, numbers, and how to get along with each other, but that is secondary, whereas instructional programs have specific goals and objectives" (personal interview, March
15, 1989). KAWE-TV was also considering special memberships for day-care centers to utilize programming designed for younger children (NMPTC, 1980c). Memberships from day-care centers did not materialize, however.
CHAPTER IV

SUMMARY AND FUTURE TRENDS

KAWE Television

KAWE has grown in membership since its beginnings and has also expanded into the Brainerd, Minnesota area. The expansion was actually an outcome of funding problems. After KAWE had been on the air for five years, they were suffering from financial problems. The problems in funding were a result of cutbacks in federal monies and dwindling contributions on the local level. KAWE felt that it could not secure enough support to continue operating at the current level; thus, cuts needed to be made in service staffing levels, on-air time, or service. An alternative to cutbacks, however, could be to expand the reach of the station, either to the north or to the south. According to Paul Stankavich, Manager of KAWE Television, "Those two options were realized at the same time. We needed to either expand or contract, and expansion was the more positive choice" (personal interview, March 21, 1989). The recommendation was presented to the NMPTV board, and they approved the action.

The funding for the expansion would require a capital campaign. The station did not have the resources to build
another station; the expansion would have to be funded from external resources. The first action taken by the KAWE management was to survey the interest in public television in the Brainerd area. In addition to surveying the people's interest, it was also necessary to identify people who would be interested in working towards the goal of public television in Brainerd (P. Stankavich, personal interview, March 21, 1989).

After an investigation, KAWE found that the Brainerd community was interested in having a station, and that there were people willing to cooperate towards the effort. Even though the people in the city of Brainerd could view public television on KTCA, Channel 2, broadcasting from Minneapolis/St. Paul via the cable system, the rural area had no access (L. Vaughn, personal interview, March 21, 1989). The Blandin Foundation provided a $70,000 grant to initiate the fund-raising necessary to establish a satellite station in Brainerd. The money was used to set up an office and hire a person to coordinate the fund-raising activities (P. Stankavich, personal interview, March 21, 1989).

At that same time, Minnesota Public Radio was also interested in establishing a radio station in the Brainerd area. KAWE was concerned with their effort, as it would mean that there would be two fund-raising efforts going on simultaneously. Rather than have the two campaigns, KAWE
formed an agreement with MPR, and they conducted a joint campaign. An ad hoc organization was formed that was actually a wholly-owned subsidiary of NMPTV called Pine to Prairie Public Broadcasting (P. Stankavich, March 21, 1989). Pine to Prairie was established for the sole purpose of raising funds from the Brainerd area for the two stations. The fund-raising effort generated $200,000 in local contributions. The money was used to leverage other grants, and by the time the campaigning had concluded and the grant money was counted, the total reached $1,200,000. This was enough money to build both stations (P. Stankavich, March 21, 1989).

The agreement with MPR was a three-quarter/one-quarter split, except for some specific grants for which NMPTV had applied separately. The agreement meant that NMPTV received three-quarters of the money raised, and MPR received one-quarter. The campaign lasted one year, the construction phase took four months, and the station went on the air as scheduled on March 1, 1988 (P. Stankavich, personal interview, March 21, 1989).

The station operates on Channel 22 as KAWB. The "B" of KAWB represents Brainerd and also indicates that KAWB was the second station. The station operates at 10,000 watts with approximately 1,300 members in the Brainerd area, 300 members above the first-year projection. The outlook for
increasing memberships in the future is not as optimistic, however. According to Stankavich, "one of our problems in Brainerd is that the local cable system does not carry our signal. This is a major problem for us" (personal interview, March 21, 1989). If the local cable system would carry Channel 22, Stankavich implied, the 5,000 cable subscribers would be exposed to KAWB and become potential members.

KAWB is currently supplying ITV service to the Brainerd area. They have given the schools a one-year grace period to use the service, hoping the schools will become members after the one-year period. Currently there are no schools in Brainerd that are members. Four school districts, however, have expressed interest in the ITV service (P. Stankavich, personal interview, March 21, 1989).

NMPTV currently has an application pending with the FCC for a translator in Thief River Falls, Minnesota. NMPTV does not have the resources to build a facility in Thief River Falls and has no plans to conduct a capital campaign. Legislators in that area, however, are trying to generate capital through the Minnesota Legislature to fund the project. Paul Stankavich estimates that $1,000,000 will be needed to fund the project (personal interview, March 21, 1989).
Role of Educational and Public Television

KAWE can be considered a success in providing educational and diversified programming through its cooperative ventures with the public schools, the University of Minnesota, and Bemidji State University. A further example of a KAWE's success in providing educational programming is the capability of KAWE to offer college credit classes available from PBS.

In spite of the evident success of educational television, however, the educational function of KAWE is diminishing, as it is on public television stations nationwide. Currently the use of the ITV service by school districts is being replaced by other educational services. According to Gene Kjellberg, Superintendent of the Blackduck School District, "Our teachers are now using other teaching aids in classes. We have a large film (video tape) library, and teachers have access to other materials" (personal telephone interview, March 14, 1989).

Kjellberg noted that "realistically, in the state of Minnesota I say ITV will be gone. Why? Because there isn't any money" (personal telephone interview, March 14, 1989). With so many demands and needs facing the school districts, ITV will most likely suffer from budget constraints. Paul Stankavich said "I don't see ITV being here five years from now. Without state support, it just cannot survive"
An example of the lessening demand for ITV is evident in the Minneapolis/St. Paul area, which has the largest student population in the state; ITV is not used in their districts. Instead, the metropolitan school districts purchase instructional programs that fill particular needs of their school districts. ITV will remain in northern Minnesota only as long as the school districts believe it is worthwhile enough to continue to provide funding (E. Lahti, personal interview, March 15, 1989).

The future of Bemidji State University course offerings through KAWE is also uncertain and raises some questions. If, in the future, BSU decides to offer through KAWE some of the same classes that they offer on campus, the question exists of whether that option would be available to all students. For example, if a regularly enrolled student wanted to take an ITV course, would they be allowed to enroll or would the course be restricted to students only registered through external studies (E. Gersich, personal interview, March 15, 1989).

Another question is whether the classes would be offered elsewhere or only on KAWE. This question introduces the most current consideration for the future of electronic education, that being interactive television. Interactive television (two-way audio and video) is being developed in
Minnesota to link various schools and school districts. Interactive television could possibly be considered a technological advancement of ITV and might replace current ITV programming. Gene Kjellberg said, "I see interactive TV serving a need as long as it is not used to provide basic skills because the state is going to frown on that and I would too. The school ought to be big enough to have a science teacher" (personal interview, March 14, 1989).

As far as extended learning is concerned, Edward Gersich has said that "I see us using interactive television to expand to other campuses and offer unique courses. It is closed circuit and more secure" (personal interview, March 15, 1989). It appears that if BSU is going to get involved in television as a delivery system, it will be through interactive television. Bemidji State University does not have the resources to invest in full-scale production of video courses. Gersich explained, "The use of KAWE for offering classes would be more of a PR function of BSU" (personal interview, March 15, 1989).

National public television programming, however, may be diminishing. This is due, in part, to the increased availability of programs like "NOVA" from other sources such as the Discovery Channel and through satellite feeds. In fact, National Geographic programs can be obtained through video rental outlets. Consistency in the programming
schedules of national public television may help to sustain viewership, however. Paul Stankavich has said, "In the future I would like to see us improve the national service in such a way that we have a schedule that can be clearly identified anywhere in the country. For example, whether you are in Arizona or New York, NOVA is aired at 7:00 P.M. on the same day of the week. This, of course, follows the format of commercial network programming" (personal interview, March 21, 1989).

The first priority of public television in northern Minnesota in the future is going to remain community service, particularly local and regional programming. Community service programs include features on social problems, drug education, literacy, and so forth, which are presented in an educational/informative style rather than in an instructional format. Also part of community service broadcasts are programs featuring local activities, whether they are festivals, civic events, documentaries about people active in the community, and a variety of similar topics. Stankavich explained, "I would like to see the localism expanded to the extent that KAWE is recognized as a viable community interest, information, and news resource" (personal interview, March 21, 1989). As Lowell Vaughn has put it:

KAWE began as an idea and a dream to provide
educational television to northern Minnesota. During the planning stages the focus of educational television changed to public television and eventually the educational function of KAWE will be phased out. This does not, however, diminish the importance of public television, nor the importance of the perseverance of those who were instrumental in bringing public television to northern Minnesota. To put this station on the air we bucked against odds you would not believe. People pointed out to us that stations with similar markets to ours, like in Montana, started and failed. Others wondered why we thought we could ever succeed. I don't know why, but in those years I was an eternal optimist, and I felt that there was a place for not only terrestrial broadcast of ITV, but eventually for cable and satellite transmission of educational programming. I believed this was a part of our future. (personal interview, March 21, 1989)

KAWE has determined that their educational function will soon cease to exist. Now that schools can receive educational materials from other sources and the use of interactive television is on the rise, KAWE will concentrate on broadcasting culturally diversified programming not available from other sources.
APPENDIX A

ARTICLES OF INCORPORATION OF BUNYANLAND EDUCATIONAL TELEVISION CORPORATION
ARTICLES OF INCLUSION
OF
MINNYLAND EDUCATIONAL TELEVISION CORPORATION

We, the undersigned, for the purpose of forming a corporation under and pursuant to the provisions of Chapter 317 Minnesota Statutes, known as the Minnesota Nonprofit Corporation Act, do hereby associate ourselves together as a body corporate and adopt the following Articles of Incorporation:

ARTICLE I.

The name of this corporation shall be

MINNYLAND EDUCATIONAL TELEVISION CORPORATION

ARTICLE II.

(a) The purpose of this corporation shall be to furnish non-profit and non-commercial radio and television broadcasting services to the citizens of North Central and Northwestern Minnesota; and to make available on a contractual basis to educational and cultural institutions of Minnesota and to other individuals and organizations with recognized educational responsibilities, the necessary physical facilities and operational staff to enable such institutions, individuals and organizations to conduct radio and television programs relative to their broad educational and cultural responsibilities.

(b) In furtherance of the foregoing purpose, the corporation shall have, in addition to such other powers as are now or may hereafter be conferred by law on a corporation organized for such purpose under the Minnesota Nonprofit Corporation Act or necessary or incidental to the powers so conferred, the power, subject to such limitations as are or may be prescribed by law, to obtain and hold appropriate Authorizations from the Federal Communications Commission or other governmental regulatory body; to construct, operate and maintain a non-commercial educational radio and television stations to be used primarily

-1-
for transmitting, educational, cultural and entertainment programs and for
serving the educational needs of the community pursuant to the rules and re-
gulations of the Federal Communications Commission or other governmental
regulatory body governing non-commercial educational radio and television
stations; to enter into contracts with individuals, institutions, corporations
and other organizations for the purpose of carrying out a regular program of
non-commercial educational radio and television broadcasting; to acquire by
grant, gift, purchase, lease, devise, bequest or otherwise and to hold (in
trust or otherwse), use, enjoy, manage, sell, deal with, lease, pledge, hypo-
theeate, mortgage and otherwise dispose of or encumber in such manner, on such
terms and for such considerations as its Board of Trustees may determine, any
property, real or personal, to be used in connection with the construction,
operation and maintenance of radio and television stations; to invest and re-
invest its funds in such mortgages, bonds, debentures, stocks and in such
other securities and property, real and personal, as its Board of Trustees
may deem advisable, subject to such terms, conditions and limitations as may
be contained in or imposed by any gift, devise, or bequest; to borrow money
and contract debts or other obligations in connection with the acquisition of
property or otherwise, in aid of any of the purposes of the corporation; and
to issue or dispose of its obligations for any amounts so borrowed, and to
mortgage, pledge or hypothecate all or any part of its property to secure the
payment of its obligations, or of any debt contracted as aforesaid, all as its
Board of Trustees may determine.

ARTICLE III.

The period of duration of the corporate existence of this corporation
shall be perpetual.

ARTICLE IV.

The location of the registered office of this corporation in this State
shall be Bemidji, Minnesota.
ARTICLE V.

The members of this corporation shall be such persons as from time to time constitute the Board of Trustees of the corporation and shall have no property rights and, as members, no voting rights. The members of this corporation shall not be liable for any obligations of this corporation of any nature whatsoever nor shall any of the property of the members be subject to the payment of the debts of this corporation to any extent whatsoever.

ARTICLE VI.

This corporation shall not afford pecuniary gain, incidentally or otherwise, to its members. No part of the net income or net earnings of this corporation shall inure to the benefit of any member or any individual and no substantial part of its activities shall consist of carrying on propaganda or otherwise attempting to influence legislation.

ARTICLE VII.

The general management of the affairs of the corporation shall be vested in a Board of Trustees consisting of not less than nine (9) or more than thirty-six (36) individuals, who (Except for the first Board of Trustees) shall be elected by the Board of Trustees.

One-third of the Trustees (as nearly as possible) shall be elected each year for a term of three (3) years at the annual meeting of the Board of Trustees; provided, however, that any vacancy in the Board however occurring may be filled at any meeting of the Board of Trustees for the balance of the term in which such vacancy exists and provided further that any additional Trustee elected upon an increase in the Board of Trustees shall be elected for such initial term as the Board of Trustees may determine at the time of such election. All Trustees shall remain in office until the election and qualification of their successors.

The number of Trustees constituting the first Board of Trustees shall be
nine (9) and their names, addresses and original terms of office shall be as follows:

Stuart A. Blackorby
Superintendent of Schools
Warroad, Minnesota 56763

Harold Fleming
2020 Birchmont Drive
Bemidji, Minnesota 56601

Ray H. Witt
1510 Bixby Avenue
Bemidji, Minnesota 56601

who shall hold office until the annual meeting of the Board of Trustees in 1971,

Kris O. Gelsen
109 Westwood Court
Bemidji, Minnesota 56601

Irwin C. Gatlund
Superintendent of Schools
Walker, Minnesota 56484

John L. Yourd
1725 Birch Lane
Bemidji, Minnesota 56601

who shall hold office until the annual meeting of the Board of Trustees in 1972,

John S. Glas
1609 Birch Lane
Bemidji, Minnesota 56601

Vern R. Thomas
2521 Minnesota Avenue
Bemidji, Minnesota 56601

Lowell A. Vaughn
824 Donald Avenue
Bemidji, Minnesota 56601

who shall hold office until the annual meeting of the Board of Trustees in 1973.

Each member of the Board of Trustees shall be a representative of the public at large and not a representative of some institution or group of citizens with which he or she may be affiliated. All members of the Board of Trustees shall serve as such without compensation.

The Board of Trustees may act by and through any committee, the appointment of which shall be authorized and approved by the vote of a majority of the whole number of Trustees.
ARTICLE VIII.

The officers of this corporation shall be a President, one or more Vice Presidents, a Treasurer and a Secretary. All of said officers shall be elected by the Board of Trustees at their annual meeting and shall hold office until the election and qualification of their successors. The Board of Trustees may employ and appoint such other officers, agents and representatives as may be necessary to conduct the affairs of the corporation. Any two offices, except those of President and Vice President and President and Secretary, may be held by the same person.

ARTICLE IX.

The name and address of each of the incorporators are:

Lowell A. Vaughn, Bemidji State College, Bemidji, Minnesota 56601
Andrew J. Wells, Bemidji State College, Bemidji, Minnesota 56601 (also known as Andy J. Wells)
Vern R. Thomas, Bemidji State College, Bemidji, Minnesota 56601

ARTICLE X.

This corporation shall have no capital stock.

ARTICLE XI.

Subject to the provisions of the Minnesota Nonprofit Corporation Act, in the event of dissolution or liquidation of this corporation, the property and assets remaining after the payment of its debts shall be distributed in such a manner as the Board of Trustees shall determine for purposes similar to those for which this corporation was organized as set forth in Article II of these
Articles, and, to the extent that this is not practicable, for general educational purposes; and in no event shall any property or assets of the corporation be distributed to any members of the corporation.

IN TESTIMONY WHEREOF, we have hereunto subscribed our names this

31st day of July, 1970.

[Signatures]

LOWELL VAUGHN
VERN R. THOMAS
ANDREW J. WELLS

STATE OF MINNESOTA )
COUNTY OF BELTRAMI ) ss.

On this 31st day of July, 1970, personally appeared before me LOWELL VAUGHN, VERN R. THOMAS and ANDREW J. WELLS, to me known to be the persons described in and who executed the foregoing Articles of Incorporation of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION and they acknowledged that they executed the same as their free act and deed, for the uses and purposes therein expressed.

STATE OF MINNESOTA
DEPARTMENT OF STATE

I hereby certify that the within instrument was filed for record in this office on the 14th day of Oct., A.D. 1970 at 6 o'clock 4 M., and was duly recorded in Book 23 of Incorporations, on page 16-0.

Joseph L. Dayton
Secretary of State

[Notary Seal]
OFFICE OF REGISTER OF DEEDS,
Beltrami County, Minnesota

I hereby certify that this instrument was
filed in open office, recorded on the
22nd Day of October, 1970
at 9:00 A.M., and was
only recorded by inspection.
No. 22099

Martin R. Sathre

[Signature]

Register of Deeds

[Signature]

Deputy
To All To Whom These Presents Shall Come, Greeting:

Whereas, Articles of Incorporation, duly signed and acknowledged under oath, have been recorded in the office of the Secretary of State, on the --14th--
day of October, A. D. 1970, for the incorporation of

Bunyanland Educational Television Corporation

under and in accordance with the provisions of the Minnesota Nonprofit Corporation
Act, Minnesota Statutes, Chapter 317;

Now, Therefore, I, Joseph L. Donovan, Secretary of State of the State of Minnesota,
by virtue of the powers and duties vested in me by law, do hereby certify that the said

Bunyanland Educational Television Corporation

is a legally organized Corporation under the laws of this State.

Witness my official signature hereunto subscribed and the Great Seal of the State of Minnesota
hereunto affixed this --fourteenth-- day of

October, in the year of our Lord

one thousand nine hundred and seventy

Joseph L. Donovan
Secretary of State.
WITNESSES:

Ann M. Demunin

Joseph A. Stetemar

STATE OF MINNESOTA  
COUNTY OF BELTRAMI

On this 16th day of July, 1976, before me, a Notary Public within and for said County, personally appeared JOHN YOUNG and JAMES DALE, to me personally known, who being by me first duly sworn, did depose and say that they are the President and Secretary, respectively, of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION, the corporation named in and which executed the foregoing instrument; that the seal affixed to said instrument is the corporate seal of said corporation; and that said instrument was signed and sealed on behalf of said corporation by authority of its Board of Directors; and they acknowledged said instrument to be the free act and deed of said corporation.

212123

OFFICE OF COUNTY RECORDER

Beltrami County, Minnesota

I hereby certify that this instrument was filed in this office for record on the 6th August 1976 at 9:00 o'clock A.M., and was duly recorded by

Microfilm No. 242123

Martin R. Sathre

COUNTY RECORDER

Notary Public

STATE OF MINNESOTA—DEPARTMENT OF STATE

I hereby certify that the within instrument was filed for record in this office on the 30th day of July, 1976 at , and was duly recorded in Book No. Incorporations, on page 1147.

Secretary of State
ARTICLES OF AMENDMENT OF ARTICLES OF INCORPORATION

KNOW ALL MEN BY THESE PRESENTS, That we, the undersigned, the President and Secretary respectively of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION, a corporation organized under the provisions of Minnesota Statutes, Chapter 317, and acts amendatory thereto, do hereby certify:

That on the 29th day of June, 1976, pursuant to Notice the Board of Directors of said corporation adopted a Resolution amending the Articles of Incorporation of said Corporation as set forth in the following Resolution:

WHEREAS, it is necessary, expedient and advisable that a certain amendment be made to the Articles of Incorporation of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION, filed in the Office of the Secretary of State of the State of Minnesota,

NOW, THEREFORE, BE IT RESOLVED, that Article I of the Articles of Incorporation of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION, be amended in the following particular, to-wit:

ARTICLE I

That Article I be amended to read:

The name of this corporation shall be

NORTHERN MINNESOTA PUBLIC TELEVISION, INC.

That thereby, the Amendment to the Articles of Incorporation proposed and contained in said resolution was duly adopted by majority vote of the Board of Directors of BUNYANLAND EDUCATIONAL TELEVISION CORPORATION.

Dated this 16th day of July, 1976.

[Signature]
JOHN YOUNG, PRESIDENT

[Signature]
JAMES DALE, SECRETARY

(Corporate Seal)
No Corporate Seal in existence
ARTICLES OF AMENDMENT OF
ARTICLES OF INCORPORATION

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Dated this 16th day of July, 1976.

(No Corporate Seal in existence)

JOHN YOURLD, PRESIDENT

JAMES DALE, SECRETARY
APPENDIX B

TECHNICAL UPDATE
March 29, 1976

Dr. John Yourd, President
North Country Public Television, Inc.
Bemidji, Minnesota 56601

Dear Dr. Yourd,

A list of the technical accomplishments for the past six month period would include the following:

1. Research of co-channel and adjacent channel FCC mileage separation requirements completed and mapped.

2. Topographical survey of potential antenna sites completed.

3. Two antenna sites located by research data and ground observation. Sites measured and marked.

4. Landowners contacted and have agreed to terms of option for rent or purchase.

5. Preliminary floor plans and cost for transmitter building completed.

6. Preliminary estimates and equipment specifications for the microwave system, transmitter and tower system and studio equipment are completed and in the process of refining.

7. Negotiations and approval from Channel 10, Hibbing and the Bemidji Translator Corp. for the use of microwave tower space at no cost. Also with Midwest Cable Communications Co.

8. Preliminary first year operating cost completed.

9. FCC Application for Authority to Construct a Non-commercial Educational Television Station is in progress.

10. HEW Broadcast Facilities Grant in progress. Other grant applications being investigated.

11. Community Acertainment Survey forms completed. Procedures for completing this survey discussed and outlined.

12. Fact-finding and data gathering for future planning is in continual progress.

Sincerely,

[Signature]

Kris Geisen
Technical Facilitator
North Country Public Television, Inc.
Bemidji, Minn.
APPENDIX C
REPORT OF A SURVEY OF FUND-RAISING POTENTIAL FOR
BUNYANLAND EDUCATIONAL TELEVISION, INC.
Dear Mr. Yourd:

We of Ketchum, Inc. consider it a privilege to be associated with Bunyanland Educational Television in conducting a Preliminary Service/Study Program for the projected matching fund capital construction of a Public Broadcasting television station.

SERVICE/STUDY PROGRAM

The primary purpose of this Service/Study Program was to determine the attitudes of community leaders toward the proposed fund-raising program to qualify for matching federal funds to construct a public television station. Throughout the Study we sought to identify those leaders capable and willing to assume key positions in structuring an organization for active solicitation in a fund-raising campaign to support this matching fund program. Additionally, we sought to determine the optimum dollar objective obtainable in such a campaign, as well as an indication of the best timing and strategy for developing a viable campaign plan of operation.
ESSENTIAL ELEMENTS

The experience of Ketchum, Inc. in more than half a century of campaign direction, has brought about an awareness of significant factors for successful fund-raising. Our community type campaigns have demonstrated seven fundamental elements which must be present for reasonable probability of campaign success.

They are:

1. The organization seeking funds must have a good public profile.

2. A high degree of understanding and acceptance of the program must exist throughout the constituency.

3. The Case for Support must have appeal and justification for the required financial support as projected.

4. Solicitation is carried out by volunteers, therefore, the campaign organization requires influential and interested leaders in both quantity and quality.

5. The dollar objective must be available and attainable within the logical constituency. This implies a standard of giving in keeping with the size of the objective and, of course, must begin within the family.

6. Campaign timing is important and it should not conflict with other major fund-raising programs.

7. The responsible inner group must be willing to lead, work and give to accomplish the campaign objectives and bring total success.
OBJECTIVES

The objectives of this Study Program were to determine:

1. The attitude and interest of the Board membership who are more closely identified with the needs and plans for the construction program than any other segment of the community leadership.

2. The attitude of a substantial number of known and potential key leaders throughout the Bemidji area toward Public Television. More specifically, their opinions were sought with regard to matching fund program and plans for construction of a Public Television station.

3. The effectiveness of the Bunyanland Educational Television's case for attracting major community support.

4. The giving potential of the community at the present time, with particular reference to major prospective donors.

5. The business and economic trends in the Bemidji area.
6. The availability of community leadership:
both quality and quantity being vital to
structure and conduct a major capital fund
program.

PRELIMINARY SERVICE/STUDY PROGRAM

With these essential elements in mind, the Service/Study was
initiated by our director, Mr. Fred S. Branston, on May
17, 1976.

Preliminary to the actual interviews a series of informational
lunch meetings were held. A total of fifty-seven invitations
were extended, thirty-eight accepted and twenty-five appointments
were scheduled with the Study Director. Each of those inter-
viewed had attended the informational luncheons, viewed the
edited film on Public Television and were presented with the
proposed plan for funding the establishment of a Public
Television station to serve the Bemidji area. A brief summary
of this material and a chart outlining the "Standards of Giving"
needed for a successful campaign in the range of $125,000 was the
basis of discussion in the confidential interviews.

The in-depth interviews held with twenty-five persons reflect
a sampling of business and community leaders.
SURVEY FINDINGS

1. THE IMAGE OF EDUCATIONAL TELEVISION

Twenty per cent of the respondents had a firm enough knowledge concerning Public Television programming to answer positively. The majority indicated too little awareness to define an attitude.

The actual tabulation of these evaluations are as follows:

- Good: 2
- Average: 3
- Bad: --
- Unaware: 20

"It seems to me we already have a lot of TV."

"I think this could be an asset to Bemidji."

"I don't think the public has any knowledge of their plans and program. It is going to need a great deal of explaining and educating the people before you can have a campaign."

"This will be a good thing for our area."

"I have children and I would like to have these programs available."
2. **RESPONSE WITH REGARD TO THE PROJECTED PROGRAM**

At the outset of each confidential interview the scope of this plan and program was presented to the interviewee in preparation for the subsequent discussion and survey. Each respondent was asked to appraise this project and relate it to his personal evaluation with regard to community priorities. Sixty per cent of the interviewees considered the plan of first or second community priority.

To this specific question the responses were as follows:

<table>
<thead>
<tr>
<th>Priority Rating</th>
<th>Number</th>
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<tbody>
<tr>
<td>(1)</td>
<td>11</td>
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<tr>
<td>(2)</td>
<td>4</td>
</tr>
<tr>
<td>(3)</td>
<td>8</td>
</tr>
<tr>
<td>Unnecessary</td>
<td>2</td>
</tr>
</tbody>
</table>

"I will do whatever is necessary to make this a success, I want to see this station become a reality."

"The city and county are in trouble financially. There are things we need much more than this."

"I'm supporting this now by paying taxes."
3. AVAILABILITY OF QUALITY LEADERSHIP IN SUFFICIENT QUANTITY TO ACHIEVE SUCCESS IN A CAPITAL FUND EFFORT

The single most important element of every successful campaign is the quality and quantity of leadership available and their willingness to work for the achievement of any institution's campaign objective.

In response to a question on whether they would work in a fund-raising campaign for a Public Television station, the replies were as follows:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
</tr>
<tr>
<td>Perhaps</td>
<td>5</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
</tr>
</tbody>
</table>

Sixty-eight percent of those interviewed indicated that they would or might participate actively in the campaign organization.

A major weakness relates to the responses on the part of the interviewees with regard to a willingness to assume a leadership role in this projected fund-raising program.

Only two individuals indicated positively that they would accept leadership in a fund-raising campaign for Bunyanland Educational Television, Inc.
Other responses on this point are reflected as indicated:

Yes 2
Perhaps 2
No 21

Approximately 8% indicated any degree of willingness to assume a campaign leadership role. This is considerably less than the 50% generally considered to reflect a positive campaign climate.

"If they are properly organized and do a good job of telling their story, they can raise the money."

"It will take a super sales job to accomplish it."

"They have a real selling job to do."

"This will be a tough thing to sell but I think it can be done."

4. RESPONSE WITH REGARD TO THE PROJECTED GOAL

To the specific questions with regard to the attainability of the local goal of approximately $125,000, the following answers were given:

Attainable 11
Perhaps 6
Unattainable 7
No Response 1
Interviewees who felt the $125,000 goal was "unattainable" or "perhaps attainable" were asked to suggest what they thought would be an attainable goal.

The responses with regard to the attainability of any objective must be weighed in relationship to the respondents' ability to support the financial commitments in keeping with the Standards of Giving projected, particularly as it relates to the "top ten" gifts.

Those who felt qualified made the following suggestions:

- $60,000 to $75,000: 3
- $25,000 to $50,000: 2
- Under $25,000: 4

5. POTENTIAL FOR ATTRACTING SUPPORT FROM INDIVIDUALS

Although the level of gifts was not identified, each person was asked whether he would make a personal investment in the projected program as presented.

The responses were as follows:

- Yes: 13
- Perhaps: 3
- No: 9
"If I am convinced that others will support it, I will give."

"We will give it all the support we can."

5. POTENTIAL FOR ATTRACTING CORPORATE SUPPORT

Of those who could make decisions or recommendations affecting gifts of companies or institutions, 85% indicated that their firms would make a gift to the program.

Actual responses were as follows:

Yes 12
Perhaps 2
No --
Not Applicable 11

Although no indications of the levels of giving were sought there were some thoughts registered pointing to token gifts.

"I will give only because we are expected to—not because I believe in it."
7. BUSINESS AND ECONOMIC TREND IN THE POTENTIAL FUND-RAISING AREA

The economic outlook and the campaign mood are closely associated and generally reflect the climate for the conduct of a capital campaign.

Interviewees were asked how they projected public responsiveness to a campaign by Bunyanland Educational Television, Inc.

Eleven of those interviewed believed that the community would be receptive to the fund-raising campaign required to establish this program.

The replies were:

- Receptive: 11
- Unreceptive: 9
- Indifferent: 4
- No response: 1

"They must come up with a lot of answers before they campaign."

"Their program is not clear to me."

"Why can't we get these programs from another source on our translator hookup?"

"Community needs to be educated as to the benefits of the program."
An analysis of the quotes and responses garnered during the fact-finding phase of the Service/Study revealed a general feeling of incomplete knowledge concerning Public Television and its potential effect upon the community. As a result the responses tend to focus upon the "difficulty" of a campaign and the need to, "clarify" the program and, "educate" the general public as to the benefits of public television.

The interviewees response to a question on the economic outlook of the Bemidji area resulted in twenty-four responses of, "Good" or "Improving."
RECOMMENDATIONS

On the basis of the findings of this survey and of the experience of our firm in managing over 6,000 successful capital campaigns, we make the following recommendations:

1. We recommend that priority be given to strengthening the Board of Directors from the fund-raising point of view. Emphasis should be given to attracting representatives from the business and financial institutions of the expanded area within the 50-mile radius of Bemidji and also persons of prominence and personal wealth. It is axiomatic that successful fund-raising campaigns are led by "persons of influence and affluence". Bunyanland Educational Television needs to include representatives from a larger geographical area on its Board.

2. It is important that in its public relations activities, emphasis should be placed on the involvement of such key community leaders as can be attracted to the Board of Directors thereby projecting this concept as a community project.

3. The analysis of the fact-finding study and the experience of our firm make clear the necessity for continuing a vigorous program of Informational Meetings with selected individuals. The effectiveness of the meetings held between May 19th and May 26th indicate that the format is an appropriate one.
We believe its value will not be diminished by omitting the serving of meals in order to reduce the cost of this valuable program.

Planning for the continuation of these Informational Meetings should include the research to determine guest lists on the basis of the opinion leaders in each community within the total service area of the proposed Public Television viewing region.

4. We recommend that serious and continuing efforts be made to identify and then cultivate relationships with a few selected prospects -- individuals, foundations or corporations -- who could ultimately provide gifts as projected in the "Standards of Giving" guidelines. This process will require time and determined effort but appears to us to be the major opportunity for realizing the program as presented.

5. Additionally, we recommend that a program of participation and involvement be developed to raise the level of interest and commitment on the part of those individuals presently listed on the Board.
CONCLUSION

Although some of the findings of this survey are not those which your Board would have preferred, we have reported as accurately as possible the opinions of twenty-five leading citizens about the fund-raising potential for Bunyanland Educational Television. While our recommendations do not call for a capital campaign at this time, we firmly believe that they offer the best approach to the long-range financial support.

We deem it a privilege to have served your Board in this study and will be glad to confer with your leadership in the future on other occasions when our advice can be useful.

Respectfully submitted,

KETCHUM, INC.

Howard E. Hamilton
Vice President
Manager, Midwestern Region

June, 1976
HIGHLIGHTS FROM INTERVIEWS

"I will do whatever is necessary to make this a success. I want to see this station become a reality."

"It seems to me we already have a lot of TV."

"They must do a real promotion job before they have a campaign. We need a local station but it must be sold."

"If I am convinced that others will support it, I will give."

"We must tell our story and get people interested."

"They must stress that this is not being run by the college. That it is a community project. Spell out the advantages to the citizens and the area."

"I think this could be an asset to Bemidji."

"They must convince people that once they become operational, they will be able to support themselves."

"I think this would be a good thing for our community -- I hope they can do it."

"The city and county are in trouble financially. There are things we need much more than this."

"I don't think the public has any knowledge of their plans and program. It is going to need a great deal of explaining and educating the people before you can have a campaign."

"If they are properly organized and do a good job of telling their story they can raise the money."

"Community needs to be educated as to the benefits of the program."
"This will appeal only to a small percentage -- not the average man."

"I will give only because we are expected to -- not because I believe in it."

"This would be very good for this area. Selling it is another thing -- they must really get out and tell their story to the entire community in a convincing manner."

"We will give it all the support we can."

"We need this type of TV in Bemidji."

"I doubt very much that they can do it. Why can't they tie in with the facilities that are now available."

"They must come up with a lot of answers before they campaign."

"Their program is not clear to me."

"Why can't we get these programs from another source on our translator hook-up?"

"They have an educational job to do before they try to have a campaign."

"I think this program can be sold if it is presented to the community properly."

"I'm supporting this now by paying taxes."

"I think it is going to be tough to raise this kind of money."

"It will take a super sales job to accomplish it."

"This will be a good thing for our area."
"They have a real selling job to do."

"Their program needs a lot of clarification and many questions must be answered before they have a campaign."

"This will be a tough thing to sell but I think it can be done."

"I have children and I would like to have these programs available."
Exhibit "B"

PERSONS INTERVIEWED

John W. Baer
Vice President
Security State Bank
4th Street & Beltrami Avenue

Richard Baumgartner, Partner
Baumgartner Insurance
210 Beltrami Avenue

W. C. Baumgartner, Partner
Baumgartner Insurance
210 Beltrami Avenue

Lyle Caughey
1729 Birch Lane

Dr. Robert Decker
President
Bemidji State University

Leonard Dickinson, Owner
Dickinson Lumber Co.
219 Bemidji Avenue

Wayne Dondelinger, Owner
Dondelinger Chevrolet-Buick, Inc.
3rd & Irvine

Russell Eggers
Birchmont Drive

Walter Fankhanel, President
Dave Walters, Inc.
Highway 2 West

Dr. James Ghostley
Dentist
Dental Arts Building
1311 Bemidji Avenue

Dr. Frank Goodell
Dentist
Stubbins & Goodell Chartered
E. 26th Street

William Howe
President
Northern National Bank
201 3rd Street

Dr. Franklin Labadie
Urologist
Bemidji Clinic Ltd.
522 Beltrami Avenue

Garph Lords, Publisher
The Pioneer-Bemidji Newspaper
Neilson & Pioneer Streets

Roland Patterson, Owner
Patterson's Menswear
200 3rd Street

Harry Pihl
Birchmont Drive

Vernon Schanilec, Owner
Glass Block Rexall Drug
500 Beltrami Avenue

Clarence Smith, Attorney
Smith, Hilligan & Carpenter
115½ 5th Street

Clinton Torfin, Owner
Cal Hegstrom
516 Beltrami Avenue

Lowell Vaughn
Chairman, Dept. of Sec. Ed. BSU
Bemidji State University
Jack Ward
Birchmont Drive

Robert Welle
Vice President
First National Bank
502 Minnesota Avenue

George Williams, Partner
Holiday Inn
Northern Inns, Ltd.

Lyle Wolter, Owner
Morrell's Chippewa Trading Post
102 2nd Street

John L. Yourd
Professor
Bemidji State University
BUDGET FOR PUBLIC TV STATION

Following is a summary of costs for constructing a Channel 9 public TV station. These represent recent quotes from vendors with the lowest prices we could get.

A. Microwave system from Duluth to Bemidji $156,000.00

B. VHF transmission equipment for projected 50 mile FCC grade B coverage. Includes 18 Kw transmitter, 500 ft. tower and antenna combination, transmitter building, site improvement, input terminal and monitor equipment, test equipment and installation. $558,000.00

C. Economy studio. Includes control equipment, studio-transmitter-link, filmchain, 3 videotape recorder, timebase corrector, two color cameras, color monitor and installation not including studio construction or remodeling. (For full-fledged professional studio add $185,000) $107,000.00

D. Estimate first year operating cost. $100,000.00

Total $3,901,000.00
STANDARDS OF GIVING

It has been the experience of Ketcham, Inc., Fund-raising Counsel, that capital campaigns require predictable standards to insure accomplishment of the objective.

In comparable successful campaigns, approximately 50 percent of the objective has been achieved through the top ten investments.

$125,000 Goal

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<th>Gift</th>
<th>Total</th>
<th>Cumulative</th>
<th>%</th>
</tr>
</thead>
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<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
<td>16%</td>
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<tr>
<td>2</td>
<td>$10,000</td>
<td>$20,000</td>
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<tr>
<td>3</td>
<td>$5,000</td>
<td>$15,000</td>
<td>$55,000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>$3,000</td>
<td>$12,000</td>
<td>$67,000</td>
<td></td>
</tr>
</tbody>
</table>

Top 10 Investments

The next 75 to 150 investments generally reflect 25 to 35 percent of the total objective.
APPENDIX D

A PROPOSAL FOR LEGISLATIVE ACTION CONCERNING
PUBLIC TELEVISION IN NORTHERN MINNESOTA
A PROPOSAL FOR LEGISLATIVE ACTION CONCERNING PUBLIC TELEVISION IN NORTHERN MINNESOTA

Prepared By

Northern Minnesota Public Television, Inc.
Box 188 - Bemidji State University
Bemidji, Minnesota 56601

November 11, 1976
GENTLEMEN:

AS REPRESENTATIVE ST. ONGE HAS STATED, MY NAME IS JIM DALE FROM BEMIDJI WHERE I AM THE EXECUTIVE DIRECTOR OF NORTH CENTRAL WORKSHOP — A TRAINING FACILITY FOR THE HANDICAPPED. I AM ALSO A MEMBER OF THE EXECUTIVE COMMITTEE OF NORTHERN MINNESOTA PUBLIC TELEVISION, INC. AND IT IS THIS POSITION WHICH BRINGS ME HERE TODAY.

I WOULD LIKE TO SHARE WITH YOU THE FINDINGS OUR CORPORATION HAS BEEN ABLE TO ASSEMBLE IN RESPONSE TO YOUR REQUEST. AS YOU REMEMBER, LAST AUGUST 23RD, OUR CORPORATION MET WITH SEVERAL LOCAL LEGISLATORS OF NORTH-WESTERN MINNESOTA AT THE HOLIDAY INN IN BEMIDJI TO DISCUSS THE DEVELOPMENTS IN ESTABLISHING AN EDUCATIONAL TELEVISION STATION FOR NORTHWESTERN MINNESOTA. WE SUBSEQUENTLY MET AGAIN ON NOVEMBER 23 AT THE SAME LOCATION TO DISCUSS THIS MEETING WE ARE HAVING TODAY.

I WOULD LIKE TO PRESENT OUR FINDINGS TO YOU IN THE FOLLOWING MANNER: FIRST, I WILL PRESENT A BRIEF RESUME OF THE ACTIVITIES WHICH HAVE LED TO OUR PRESENT POSITION; SECONDLY, TO SHOW VIA VISUALS THE PROPOSED AREAS WE ARE CONSIDERING WITH THE TWO MEANS OF PRODUCTION AND TRANSMISSION; THIRDLY, TO PRESENT THE FINANCIAL AND STATISTICAL DIFFERENCES BETWEEN THE TWO SYSTEMS; LASTLY, I WOULD ENCOURAGE QUESTIONS WHICH I WILL ATTEMPT TO CLARIFY FOR YOU. IF THIS FORMAT APPEARS AGREABLE WITH YOU, I WILL BEGIN—

SUMMARY OF EVENTS

FOR MORE THAN A DECADE THERE HAVE BEEN ATTEMPTS TO PROVIDE EDUCATIONAL TELEVISION, WHICH IS NOW CALLED PUBLIC TELEVISION, TO A HUGE UNSERVED AREA IN NORTHERN MINNESOTA. PRESENT PLANS OF NORTHERN MINNESOTA PUBLIC TELEVISION ARE TO BUILD A 500 FOOT TRANSMITTING TOWER 12 MILES NORTHEAST OF BEMIDJI WHICH WOULD BROADCAST A GRADE B SIGNAL OUT 50 MILES. (REMEMBERING THAT A GRADE B SIGNAL ASSURES DEPENDABLE COVERAGE WITH AN OUTSIDE
This plan was presented at an August meeting in 1975 which included seven area legislators. From this meeting, a critical question was asked: why not double the height of the tower and then provide translators for the still unserved area beyond the range of the 1,000 foot facility? The answer to this question was simple: there does not appear to be enough money available. You then requested that we do a comparative study of these systems and to present this along with financial projections.

As you may remember from our previous meetings, Northern Minnesota Public Television has grown out of a desire of those who live in northwest Minnesota to have educational television. These statistics resulted from a professionally operated poll done in 1975 under the auspices of Northwest Minnesota Telecommunications. As you can see from the projected map in front of you, the only really large area of Minnesota not supplied with a public TV signal is in northern Minnesota. Ironically, gentlemen, not only is most of the rest of Minnesota covered by public television but a recent national publication on public television stated: "Public television is almost everywhere - the U.S., Puerto Rico, the Virgin Islands, Guam and American Samoa." Priorities are priorities, we realize, but we also feel that with the efforts which have preceded this presentation today, it is time for those of us in Northern Minnesota to gain the benefits of such a system.

You may be wondering about past efforts to gain such a television system. As early as 1965, Public School District 31 in Bemidji asked to have an educational TV station located in the Bemidji area. A study was completed in 1966, and although it was determined from the study that such an effort was too large an endeavor for one school district, 170
IMPORTANT EVENTS RESULTED - NAMELY: A BASIC STUDY HAD BEEN DONE AND THE
FEDERAL COMMUNICATIONS COMMISSION APPROVED CHANNEL 9 AS AN EDUCATIONAL
TELEVISION CHANNEL TO BE LOCATED IN THE BEMIDJI AREA.

IN 1968, THE NORTHWEST EDUCATIONAL RESEARCH AND DEVELOPMENT COUNCIL
INVESTIGATED THE USE OF TELECOMMUNICATIONS IN CONCERN WITH PROVIDING EDUCA-
TIONAL TELEVISION IN NORTHEASTERN MINNESOTA. THIS STUDY EVENTUALLY LED TO
THE PRESENT NORTHWEST TELECOMMUNICATIONS PROJECT IN THIS AREA.

IN 1970, BUNYANLAND EDUCATIONAL TELEVISION, INC. WAS ESTABLISHED TO
PROMOTE THE CAUSE.

IN 1972, PRESIDENT DECKER OF BEMIDJI STATE UNIVERSITY, AUTHORIZED
HIRING A PERSON FOR A LIMITED TIME TO HELP PLAN FOR A SYSTEM BUT THIS WAS
DISAPPROVED IN THE STATE OFFICE.

IN 1973, THE LEGISLATURE AUTHORIZED BSU TO HOUSE SUCH A TELEVISION
STATION BUT SPECIFIED THAT THE MANAGEMENT OF SUCH A STATION WOULD BE DONE
BY ANOTHER ORGANIZATION OR COMMUNITY GROUP. THE IDEA WAS THEN, AND STILL
IS, TO DEVELOP A JOINT USEAGE STUDIO FOR TRAINING PURPOSES BY THE UNIVER-
SITY AND TO PROVIDE STUDIO SPACE FOR LIVE PROGRAMMING TO BE AIRED ON THE
NEW STATION.

DURING 1975 AND 1976, THE FOLLOWING SIGNIFICANT EVENTS HAVE TAKEN
PLACE: (1) THE APPROVAL OF A $30,000 GRANT FROM THE GOVERNOR'S RURAL
DEVELOPMENT COUNCIL TO HIRE PERSONNEL, RAISE MONEY FOR A STATION AND TO
PREPARE TECHNICAL PLANS FOR A STATION, (2) KETCHUM, INC., A NATIONAL FUND-
RAISING AND PUBLIC RELATIONS FIRM, COMPLETED A SURVEY IN THE BEMIDJI AREA
WHICH AFFIRMED THE VIABILITY OF A FINANCIAL DRIVE, (3) THE NAME OF THE
CORPORATION WAS CHANGED FROM BUNYANLAND ETV TO NORTHERN MINNESOTA PUBLIC
TV, THUS SHOWING GREATER SCOPE OVER THE BEMIDJI ORIENTED NAME, (4) LOCATION
OF A TOWER SITE WAS SECURED, (5) A FINANCIAL FIGURE WAS ESTABLISHED WHICH

(A-3)
DETERMINED THE SCOPE OF THE PRESENT PLANS FOR THIS STATION.

NOW I'D LIKE TO SHOW YOU THE AREA WHICH WE HAVE PLANS TO COVER WITH OUR 500 FOOT TOWER SYSTEM. THIS SYSTEM WILL COVER A 50 MILE RADIUS FROM THE TOWER SITE WHICH IS LOCATED 12 MILES NORTHWEST OF BEMIDJI. THE POPULATION TO BE COVERED BY THIS SYSTEM WILL BE OVER 60,000 PERSONS ACCORDING TO 1975 STATISTICS. THE PROJECTED COST FOR THIS SYSTEM IS APPROXIMATELY $850,000. AS I HAVE ALREADY STATED: THE AVAILABILITY OF MONEY IS THE MAIN DETERMINING FACTOR IN THE SIZE AND CAPABILITIES OF THIS SYSTEM. FOR AFTER LOOKING AT FUNDING AVAILABLE THROUGH HEW IN WASHINGTON, A LESS THAN $1,000,000 SYSTEM WAS THE MAXIMUM WE COULD DEVELOP. IN PRIORITIZING THE NEEDS OF SUCH A SYSTEM, THE RESULTS IN TERMS OF EXPENDING MONEY WERE AS FOLLOWS:

(1) WE HAVE TO HAVE A MICROWAVE LINK TO AN EXISTING PBS SYSTEM TO BRING US THE NATIONAL NETWORK.

(2) THE POWER WE COULD PURCHASE AND TRANSMIT.

(3) THE SIZE OF THE TOWER TO COVER THE AREA.

(4) THE LEAST EXPENSIVE STUDIO WE COULD GET BY WITH TO MEET THE BARE BONES NEEDS.

NOW YOU HAVE ASKED US TO SHOW YOU THE DIFFERENCE FROM THIS SYSTEM TO A 1,000 FOOT TOWER WITH MAXIMUM TRANSMITTER POWER. HERE ARE OUR FINDINGS: THE AREA COVERED WOULD BE: (1) FOR A GRADE B PICTURE, WE WOULD REACH 31 PERCENT MORE PEOPLE AND APPROXIMATELY 44 PERCENT MORE IN LAND AREA. DEEP FRINGE COVERAGE FOR THIS SYSTEM REACHES OUT APPROXIMATELY 90 MILES AND REPRESENTS OVER 200,000 PEOPLE AND AN AREA OF APPROXIMATELY ONE QUARTER THE SIZE OF THE ENTIRE STATE. IT SHOULD BE NOTED THAT OUR TOWER SITE IS ON THE CONTINENTAL DIVIDE SO THAT THE AREA TO THE NORTH OF US IS ON A DOWNWARD SLOPE FROM THE TOWER WHICH WILL PROVIDE FOR EASIER PICKUP OF THE
SIGNAL.

Once such a system was erected, coverage patterns could be determined and translators would be added to the outer fringe areas to assure total coverage. Our engineers feel that five 1,000 watt translators may be needed, but as I said, this cannot be determined until after the system is operational. (Exhibit 1)

As you can see, we should reach from just north of Brainerd to International Falls and from west of Thief River to east of Grand Rapids. As you can see, gentlemen, this greater void can be filled with public television!

You say, "Well, OK, that looks pretty good, but what is it going to cost?" Here are the figures shown in a comparative manner for your study. As you can see - the first set of figures represents the present goal by our corporation. The second column of figures represents the costs for the system you are interested in, and the third column shows the differences in costs between the two systems. (Exhibit 2)

If I may, I would like to go over the line items in the column listed "Goal with State Assistance" so that you might gain an insight as to the reasoning for the increased costs.
TRANSMITTING SYSTEM:

Requesting a total of $192,074.00

$185,000 for purchase of one additional 18,000 watt transmitter to boost power to maximum FCC legal output.

A. Will increase broadcast range to include a large portion of northern Minnesota now unserved by Public TV or even commercial TV.
   1. Add 4,400 to 8,700 square miles coverage.
   2. Add nearly 100,000 more population. (double)
   3. Provide primary signal near to deep fringe areas for possible translator systems.

$7,074.00 for purchase of additional transmitter accessory equipment needed to handle a dual transmitter system. (Wire, spare parts, cooling, interconnect hardware, etc.)

ANTENNA AND TOWER SYSTEM:

Requesting a total of $198,400.00

$46,400.00 for the additional cost of transmission line and fittings needed to handle the additional transmitter power and improve efficiency.

A. 500 ft. more line needed to reach to top of 1,000 ft. tower.

B. Line size must be increased from 3" to 6" to handle power and provide efficient transfer of power to the antenna.

C. Additional hardware required to support line.

$152,000.00 to increase tower height from 500 ft. to 1,000 ft. to increase broadcast range as indicated above. The increased transmitter power and tower height work in combination to produce the extended broadcast coverage.
LOCAL PRODUCTION STUDIO EQUIPMENT:

Requesting a total State Assistance sum of $234,403.80

$22,545.20 to extend the capabilities of the control room equipment to handle additional cameras, improve technical quality and dependability.

$153,017.50 for the upgrading of studio camera quality, the addition of a third studio camera and the purchase of one portable remote camera/recorder unit. (Possible alternative is the purchase of two remote units rather than the third camera to cover the outlying communities.)

$23,890.00 for the upgrading of the film chain and projectors system to insure reliability under consistent use.

$5,570.10 for the increase in capability of the audio equipment to permit additional flexibility in control of sound source mixing in studio and remote productions.

$24,381.00 for the upgrading of videotape recorders, the addition of dubbing and editing capabilities for studio and remote productions.

$5,000.00 for the improvement of studio lighting for multiple camera operation and the addition of dimmer controls.

A. Above system meets moderate standards set in Public Broadcasting Services guidelines. This is not a plush super-studio.

B. Increased broadcast service area will necessitate a higher commitment to producing locally originated programming and the capability of going out into the area (remotes) to produce programs on-location.

C. It is essential that the studio equipment be of sufficient quality as to insure dependability, at least minimal redundancy and maximum reliability to minimize maintenance costs and provide the very important local production capability.

D. With a quality studio we would be in a position to be able to produce programs from northern Minnesota for possible distribution to other Public Television Stations.
REQUESTING A TOTAL STATE ASSISTANCE SUM OF $15,000.00 TO HELP COVER THE ADDITIONAL COSTS OF THE ENGINEERING AND INSTALLATION OF THE EXTRA EQUIPMENT REQUIRED FOR FULL POWER TRANSMITTING PLANT AND HIGHER QUALITY/CAPABILITY STUDIO SYSTEM.

TOTAL REQUESTED STATE ASSISTANCE: $639,877.00
APPENDIX E

EQUIPMENT COST COMPARISONS
### EQUIPMENT COST COMPARISONS:

<table>
<thead>
<tr>
<th>Description</th>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRANSMITTER SYSTEM:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transmitter(s)</td>
<td>$135,000.00</td>
<td>$370,000.00</td>
<td>$235,000.00</td>
</tr>
<tr>
<td>Terminal and R/C equipment</td>
<td>$24,000.00</td>
<td>$24,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Monitoring equipment</td>
<td>$24,940.00</td>
<td>$24,940.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Test equipment</td>
<td>$7,505.65</td>
<td>$7,505.65</td>
<td>$0.00</td>
</tr>
<tr>
<td>Transmitter Accessory equipment</td>
<td>$11,000.00</td>
<td>$18,074.00</td>
<td>$7,074.00</td>
</tr>
<tr>
<td>Transmitter Building</td>
<td>$17,500.00</td>
<td>$17,500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Site Prep. and Initial Power</td>
<td>$6,000.00</td>
<td>$6,000.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Total (Transmitter System):**

($275,945.65) ($468,019.65) ($192,074.00)

<table>
<thead>
<tr>
<th>Description</th>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANTENNA AND TOWER SYSTEM:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antenna and Matching Network</td>
<td>$81,690.00</td>
<td>$81,690.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Transmission Line and Fittings</td>
<td>$9,750.00</td>
<td>$56,168.00</td>
<td>$46,418.00</td>
</tr>
<tr>
<td>Supporting Tower, Installed</td>
<td>$88,400.00</td>
<td>$240,000.00</td>
<td>$151,600.00</td>
</tr>
</tbody>
</table>

**Total (Antenna and Tower System):**

($179,458.00) ($377,858.00) ($198,400.00)

<table>
<thead>
<tr>
<th>Description</th>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MICROWAVE SYSTEM:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-way Link from Duluth, Minn.</td>
<td>$298,290.50</td>
<td>$298,290.50</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOCAL PRODUCTION STUDIO:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control Room Equipment</td>
<td>$11,934.56</td>
<td>$34,479.76</td>
<td>$22,545.20</td>
</tr>
<tr>
<td>Studio and Portable Cameras</td>
<td>$14,177.50</td>
<td>$167,195.00</td>
<td>$153,017.50</td>
</tr>
<tr>
<td>Film Chain and Projectors</td>
<td>$16,019.66</td>
<td>$39,909.66</td>
<td>$23,890.00</td>
</tr>
<tr>
<td>Audio Equipment</td>
<td>$4,492.65</td>
<td>$10,062.55</td>
<td>$5,570.10</td>
</tr>
<tr>
<td>Videotape Equipment</td>
<td>$14,750.00</td>
<td>$39,131.00</td>
<td>$24,381.00</td>
</tr>
<tr>
<td>Studio Lights and Drapes</td>
<td>$2,500.00</td>
<td>$7,500.00</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

**Total (Local Production Studio):**

($63,874.17) ($298,277.97) ($234,403.80)

<table>
<thead>
<tr>
<th>Description</th>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STUDIO/TRANSMITTER LABOR:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering and Installation</td>
<td>$35,000.00</td>
<td>$50,000.00</td>
<td>$15,000.00</td>
</tr>
</tbody>
</table>

**Total (Studio/Transmitter Labor):**

|$ 852,568.32 |

**Total:**

<table>
<thead>
<tr>
<th>Local Project Goal</th>
<th>Goal w/State Assg.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>$852,568.32</td>
<td>$1,492,446.12</td>
<td>$639,877.80</td>
</tr>
</tbody>
</table>

Exhibit 2
APPENDIX F

JOB DESCRIPTIONS
TITLE: Chief Engineer

Basic Function and Responsibilities:

To direct all technical aspects of the Television Station and serve as resident Chief Engineer.

To provide supervision and direction for skilled maintenance and semi-skilled operational personnel.

Responsible for the technical quality of the station's operations, for planning and revising broadcast systems and for supervising the maintenance and operation of these systems.

Engineer, specify, and supervise the installation of equipment systems for the production and transmission of the audio and video portions of television programming.

Provide long-range personnel and equipment planning including recommendations for capital purchase, replacement, retirement and maintenance.

Provide day-to-day supervision of technical personnel and equipment utilization.

Implementation of technical changes necessary to meet the needs of the variety of clientele using the TV station including long-range projections and coordination with Bemidji State University including the Communications Media Department, other University agencies and appropriate local, state and federal organizations.

Keep abreast of latest technology available in the field by engaging in personal professional development during the year and providing opportunity for personal and professional development on the part of the entire technical staff through arranging a coordinated ongoing professional development strategy.

Recommend capital and technical supply needs on an annual basis.

Establish and maintain technical specifications necessary to insure quality control in all technical aspects and to work closely with all technical personnel to insure a continually upgraded operation.

Maintain file on transmitter logs and other documents as required by FCC regulations and in cooperation with NMPTV Station Manager assist in preparation of appropriate FCC applications, documents, etc.
General Job Description:

Chief Engineer and complete responsibility for all technical aspects of the stations operations.

Specific Responsibilities:

Long-range personnel and equipment planning and implementation to provide service to NMPTV broadcast operation. This activity should include at least annual evaluations of all employees in the technical area; evaluation of capital and supply needs for each year; and design of such systems as are necessary for the continued operation of a high quality and capability production and broadcast operation.

Day-to-day supervision of personnel and equipment utilization through your Assistants and through frequent quality control measures.

Input into the ongoing revision of procedures to provide interface with an ever changing University and station policy; and into the solution of persistent problems within the operation.

This job description is subject to review and modification at the conclusion of the first year of employment.
Title: Station Manager

Basic Function and Responsibilities:

Primarily responsible for administration of all broadcast and non-broadcast Television activities of the Television Station. Major duties include:

1) Personnel management of all full time staff members, plus hourly part-time employees.

2) Development, review and administration of budgeted funds, contract production funds, and program revenue (cost recovery) obligations, as assigned by the Board of Directors.

3) Primary stewardship of the broadcast responsibilities in accordance with standards of the Federal Communications Commission and policies of the Board of Directors as licensee.

4) Overall responsibility for the development, supervision, and evaluation of total program efforts, broadcast standards, and the implied and obvious responsibilities of operating a high quality Public Television service.

5) Overall responsibility for the development, supervision, evaluation and coordination of a variety of non-broadcast educational Television services utilizing the production studios and equipment at the station in cooperation with Bemidji State University personnel and programs.

6) Representation and liaison responsibilities for television station matters with appropriate units of the University and other related professional and public agencies as assigned by the Board of Directors.

This job description is subject to revision in December 1979.
Job Description: School TV Coordinator

Initially (by May 1979)

1. Help council recruit members, including letters, phone calls and some travel.

2. Provide schools with a list (including costs) of items they will need for budget preparation in early spring. (per pupil fee, TV sets, stands and antenna system)

3. Coordinate the activities of the council.

4. Secure possible sources of ITV programming for use of the council.

5. Work with council and its curriculum advisory committee in determining programs to be recommended.

6. Schedule previews of program materials for the council and its committees.

7. Consolidate recommendations for programs and coordinate their scheduling in the schools.

Phase II (spring, summer)

8. Once program materials have been determined, coordinate scheduling of programs and trafficking of film or tape with the stations operation manager.

9. Arrange for in-service education of teachers for utilization of ITV. This may involve some demonstration teaching.

Phase III On-The-Air (late fall & winter)

10. Trouble shoot where there are problems.

11. Serve as resource person on print material and study guides provided with various programs.

12. Begin to obtain feedback from teachers using the programs.

13. Coordinate surveys to evaluate programs so that work of choosing programs for following year is facilitated.

General

14. Facilitate communication among council schools and with the public.

15. Person must be able to relate to school employees, especially school superintendents.

16. Coordinate work of council with station management.
Station Manager Interview Questions

You will notice that the job description is mostly set up for this year's operation before we go on the air, with the anticipation that a new station manager should participate in the formulation of job descriptions thereafter. Some questions, however, deal with expectations beyond this initial period.

(1) What is your greatest strength in considering the duties of station manager?

(2) What background (experience and education) has prepared you for effectiveness in this position?

(3) How do your career goals relate to the station manager position?

(4) What would you hope to accomplish if appointed to this position?

(5) How do you feel about using community human resources (including Bemidji State TV students) in the operation of the station?

(6) What kind of relationship do you think should be developed among the public, station staff, and the University?

(7) How do you see your involvement through the media and your own personal contacts in the solicitation of funds?

(8) Often new community operated public TV stations find operating money in short supply. What approaches, especially innovative ones, would you recommend to alleviate this problem?

(9) What advantages and disadvantages would you see to living and working in this area of northern Minnesota?

(10) What do you consider the most challenging part of the station manager's job?

(11) How do you envision developing programming in this north country?

(12) What should be the relationship between the station manager and chief engineer?

(13) What do you see as some of the most important recent developments in public television that would affect NMPTV in its first years on the air?

(14) What are your expectations regarding salary, fringe benefits, and length of contract?

(15) Based on what you know and assuming the negotiation of a suitable salary, are you definitely interested in the position?
Interview Questions for Chief Engineer

(1) What is your greatest strength in considering the duties of Chief Engineer?

(2) How do your career goals relate to the position of chief engineer?

(3) How do you feel about using students, part-time employees and volunteers in the technical operation of the station?

(4) How would you go about organizing these part-time workers?

(5) What advantages and disadvantages do you see to living in this area of Minnesota?

(6) What do you consider the most challenging part of the chief engineer's job?

(7) What should be the relationship between the station manager and the chief engineer?

(8) Universities from time to time have a tendency to hatch persons or small groups that attempt to influence or dominate an operation. What should be done if such an attempt were made concerning the technical operation of the station?

(9) What do you see as some of the most important new technical developments in station operation that may affect NMFTV during its first few years on the air?

(10) Since Bemidji State will have part-time use of the studio and production control equipment, how do you feel about working with people not directly responsible to NMFTV nor employed by it either?

(11) What are your expectations regarding salary, fringe benefits and length of contract?

(12) Based on what you know now and assuming the negotiation of a suitable salary, are you definitely interested in the position?
APPENDIX H

PROGRAM GOALS
PROGRAM GOALS FOR NORTHERN MINNESOTA PUBLIC TELEVISION, INC.

KAME-Channel 9 is licensed to Northern Minnesota Public Television, Inc., a non-profit citizens organization functioning to bring public television to the people of northern Minnesota.

The programs shall attempt to appeal to a broad range of interests as well as meet the specialized educational and cultural needs of the people of northern Minnesota served by KAME-Channel 9.

No program shall endorse or oppose any candidate for public office, the objectives or platform of any political group, or the views of any religious organization. KAME-9 shall not advocate use of any specific brand of commercial product, method or device through its programs.

The program schedule shall reflect a wide variety of interests and subject matter areas.

KAME will acquire, produce, and broadcast programs from different sources, including those provided by national sources, programs from other public television stations, and local production efforts.

The first priority in programming shall be to select and broadcast general public informational and cultural programs which attract a significant audience in the viewing area.

The second priority in programming shall be to provide instructional television to area students in primary, secondary, and post secondary educational levels.
The third priority in programming shall be to provide a diversity of programs, designed to meet the needs of those with special interests.

The fourth priority in programming shall be to serve continuing education in various academic, vocational and professional fields.

In order to assess and enhance the programming effectiveness, a Community Advisory Council will be maintained, representing the diverse make-up of the population in the viewing area. A function of the Community Advisory Council will be to review and evaluate the programs broadcast on KAMZ-Channel 9.

Suggestions, evaluations, and complaints made by the viewing public regarding programming may be channeled through the members of the Community Advisory Council, the Board of Trustees, or the station staff. Comments concerning programming will be logged and kept on file to be used as one of the indicators in evaluating programming. Program assessments will be made formally and informally as an ongoing function of the Community Advisory Council. The results of this review process will be presented to the board of trustees at least annually.

KAMZ-Channel 9 shall maintain a positive, responsive attitude toward its viewers, the people of northern Minnesota.
APPENDIX I

LOSSES DUE TO DELAY IN TOWER CONSTRUCTION
MEMORANDUM

TO: Executive Committee
FR: Don Checot
DT: 1/11/80
RE: Problems resulting from tower delay

The original date for sign-on was December 17, 1979. When I came on board in July, it seemed realistic given the normal pre-on-air activities that must take place at a public broadcasting station. Well, that date is long gone and we face some real problems that will not only cost us money, but are giving the project a bad image as well.

The following list shows some of the problems and expenses that KAWE will incur due to this delay. Some of these items cannot readily be referenced as to accurate losses for the station, but must be considered in the total overview of this problem.

1) State appropriations: KAWE has been awarded $58,301.00 to be disbursed through the State Arts Board. Receipt of this money is contingent upon KAWE providing the State Arts Board with a copy of our Program Test Authorization by April 30, 1980. If this information is not provided by that time, $58,301.00 will be disbursed among the other five PBS stations in the state. The end result - KAWE loses this money.

2) Dayton Hudson grant: KAWE was awarded a grant of $76,200 from this foundation for purchase of specific equipment for the station. Receipt is contingent upon a specific air date. The end result - considerable delay in ordering and installing this equipment.

3) Instructional Television Services Revenue: KAWE was to receive $16,551.00 in subscription fees for providing ITV services to the school districts in our service area. This service was contingent upon the December 17th air date. Also, this revenue was to be used to pay half the salary of the ITV coordinator. The end result - loss of this revenue, delay of our ITV service until September, 1980 and further burden of approximately $5,000 out of station payroll budget for ITV coordinator.

4) Community Service Grant: Public broadcasting stations receive, through a complicated formula, a grant based on the amount of non federal financial support the station has for a given year. According to the Corporation for Public Broadcasting, KAWE was to receive approximately $50,000 for FY 80. Receipt of this money is contingent upon being on the air. The end result - delay in receipt and a possible reduction in the total amount.
5) Tower Rental: KAWE estimated in its first year operating budget, approximately $4,000 in revenue from this. The end result - delay in receiving the revenue and the possible loss of renters due to their lack of confidence in the structure and the delay that is holding up their use of the facility.

6) Commerce Money: The Department of Commerce is withholding $140,000 of the facilities grant awarded KAWE. Receipt of this money is contingent upon completion of the project in accordance with the terms of the Commerce proposal. The end result - delay in receiving this revenue, therefore creating further burden on the station's operating budget. Also, we must have this project completed by 12/14/80 to comply with the Commerce grant.

7) Contract Strains: KAWE has current contracts with suppliers of microwave, remote control, test and antenna equipment along with our consulting engineering fees. Many of these vendors expected payment on their services in September. The end result - delay in paying these vendors and strained contract relations with them.

8) Local Revenue: Public Broadcasting stations receive a portion of their revenue from local fund raising appeals carried over the air. KAWE has estimated that during its first year on the air, approximately $6,000 might be raised through this method. The end result - delay in generating the revenue and missing the network scheduled special programming for these fund raising periods.

9) Station Program Cooperative: This is the PBS program market, through which a large percentage of PBS distributed programs are obtained. Maximum participation in the SPC is encouraged by PBS because the more stations that participate, the less each purchaser has to pay for programming. The end result - we will miss out on casting our votes on programming, therefore not having a say in what programs should be in the SPC.

10) FCC Construction Permit: This permit requires KAWE to have its construction completed by July 8, 1980. The end result - if construction is delayed to a point where the July 8 deadline is not met, the FCC will have to be notified and an extension will have to be asked for. This could then result in more legal and consulting engineer fees.

11) Other considerations:
   A) Transmitter site road - continuation of disrepaired status.
   B) Load limitations - these will have to be considered this spring.
   C) Continued operating expenses of station - non on-air.
   D) Agreement with National Forest Service - will need extension.
   E) Norman Wahnshaaffe land.
   F) Staff morale.
   G) Possible delay induced attorney and consulting engineer fees.
   H) Community image of station - Good will.

I think I've covered most of the problems that we will have because of this delay. If you recognize some other areas, please let me know.
APPENDIX J

KAVE AGREEMENT WITH BEMIDJI STATE UNIVERSITY
MEMORANDUM

TO: DR. JUDY MCDONALD
FR: PAUL STANKAVICH Q.S.
DT: SEPTEMBER 16, 1985
RE: MEMORANDUM OF UNDERSTANDING
AS AMENDED

This Memorandum of Agreement will establish procedures governing Article Three of the May 1985 Letter of Agreement between KAME and BSU.

Representing the interests of KAME in this matter, will be Bill Sanford, Director of Engineering, KAME TV. The President's designee Judith L. McDonald, Dean of Humanities and Fine Arts, will appoint an individual to represent the interests of BSU for these services. These representatives will deal with all requests for maintenance and repair, and will keep independent records detailing the service provided, the dates, and the amount of time spent on each project.

1. All requests for service must be in writing and include the following information:
   a. Date and time of request
   b. Area of service (example - KBSB, KBSU, etc.)
   c. Description of equipment needing maintenance or repair, including a description of the problem
   d. Location of the equipment
   e. The authorized signature of the BSU representative

   NOTE: A suggested form is attached to this letter, which may be used to fulfill this requirement.

2. All requests must be delivered to the Engineering Department at KAME. The date and time of receipt will be noted by the Director of Engineering and the problem will be acted upon within forty-eight (48) hours or less of receipt, excluding weekends or holidays.

3. KAME Engineers will investigate the problem. The Engineers will then repair the equipment and provide the BSU representative with a description of the repair, including a list of the parts used for the repair. In the case where KAME does not have the required parts to repair the equipment, the KAME Engineering Department will provide the BSU representative with a list of the parts required and a source for these parts. It will be the responsibility of the BSU representative to obtain these parts. When these parts are delivered to KAME's Engineering Department, the repair will be completed.

4. KAME will charge a minimum of 1 hour each time an Engineer is required to provide service for BSU.

5. KAME will provide the BSU representative with a complete description of the repairs, the date completed, a list of those parts used, and the amount of time spent on the repair.

6. Copies of each request and the resulting action will be forwarded to Dean McDonald, along with a monthly invoice for any parts and supplies provided by KAME.

cc: Bill Sanford
ENGINEERING SERVICE REQUEST

BSU

Request Date ___________________________ Area Requesting Service ___________________________
Request Time ___________________________ Specific Location of Equipment ___________________________

Description of Equipment ___________________________________________________________
Brief description of problem or symptoms _______________________________________________

Reported By: ___________________________ Service Requested By: ___________________________

KAWE

Request Received: Date ___________________________
Time ___________________________

Parts Needed __________________________________________________________
Description of Repairs _______________________________________________________

Date Completed ___________________________ Time Required ___________________________

KAWE Engineer ___________________________
AMENDMENT OF LEASE

THIS AGREEMENT, made this 22nd day of July 1985, by and between the STATE OF MINNESOTA, Department of Administration, hereinafter referred to as "LESSOR", and Northern Minnesota Public Television, Inc., 14th Street & Birchmont Drive, Bemidji, Minnesota 56601, hereinafter referred to as "LESSEE", and shall be considered as an amendment and addition to Lease No. I-6097.

WITNESSETH:

WHEREAS, the LESSOR and LESSEE entered into Lease No. I-6097 dated April 19, 1980, involving the rental of floor space in Linden Hall, Deputy Hall, and Memorial Hall, as described in Clause 2.2 of the Lease, on the campus of Bemidji State University.

AND,

WHEREAS, the parties to Lease No. I-6097 deem certain amendments and additional terms and conditions necessary for the effective continuation of said lease.

NOW THEREFORE, the LESSOR and the LESSEE agree to substitution and/or addition of the following terms and conditions which shall become a part of Lease No. I-6097, effective as of the date set forth hereinafter.

1. In order to facilitate a successful and mutually beneficial implementation of the general terms and conditions set forth in the lease, and to promote the specific objectives of Sections 2, 6, and 9 of the lease, the parties hereto agree that effective on May 1, 1985, changes in the allocation of floor space, and assignment of service responsibilities, shall be as follows:

a. The University agrees to lease without charge the following space in Deputy Hall (rooms 265, 263, 261, 259, 257, 59 and 57 totaling 3,203 assignable square feet) and the following space in Bangsberg Hall (rooms 303, 305, 307, 308, 309, 310, 311, 313, 314, 315, 316, 317 and 318 totaling 1,577 assignable square feet). If any remodeling is required, prior approval must be received from the University and expenses will be the responsibility of KAME-TV.

b. Bemidji State University assumes responsibility for relocating the KAME staff and its furnishings from Linden Hall to Bangsberg and Deputy Halls, including the installation of telephones.

c. KAME agrees to provide up to 360 hours of electronic broadcast equipment repair service to the University each year within 48 hours of notice, but not to include weekends or holidays. The University agrees to provide required supplies and parts. After 360 hours, KAME will charge per hour of service at current engineering hourly rates.

d. KAME agrees to provide the University with phased access to graphic arts services as through supervised use of equipment, internships, or professional consultation and conceptualization. Terms of the arrangement to be defined by the General Manager of KAME and the University's representative.

e. KAME agrees to increase its local programming to include at least three university events each year. The University agrees to give sole discretion to KAME in the choice of its local programming, however, KAME agrees to balance the programming with a variety of academic, cultural and athletic events.

f. KAME agrees each year to assist in the production of at least two public service announcements, not to exceed sixty seconds in length, and two non-broadcast public information programs, not to exceed fifteen minutes in length, to promote student recruitment or other public relations efforts of the University.
g. The University's representative and the KAWE General Manager agree to develop in writing the expectations and guidelines for student internships in all appropriate disciplines and fields of study and to implement those student experiences in a mutually agreeable way.

h. The University will reimburse KAWE professional staff at adjunct rates for credit generating instruction, except for communication labs and internships. KAWE agrees to provide communication labs and internships as described in the BSU Catalog and to make its professional staff available for instructional purposes at mutually convenient times.

2. Representing the interests of the University will be the President's designee, Judith L. McDonald, Dean of Humanities and Fine Arts. Representing the interests of Northern Minnesota Public Television will be Paul Stankavich, General Manager, KAWE-TV.

3. The terms of this Amendment shall be effective for a period of three (3) years, from May 1, 1985 and continuing through April 30, 1988. It is the intention of the parties hereto to extend this Agreement for successive three year periods, subject however to annual review of operating results, and revisions at any time reflecting desired changes as mutually agreed upon.

4. Except as modified by the provisions of this Amendment, said lease is ratified and confirmed as originally written.
IN TESTIMONY WHEREOF, the parties have set their hands on the date(s) appearing beneath their signatures.

LESSEE: NORTHERN MINNESOTA PUBLIC TELEVISION INC.

By: Paul Ostlund
Title: General Manager

By: James H. Olson
Title: President, Board of Trustees
Date: September 16, 1985

Above signatures attested to by:

By: Roger Jole
Title: Assistant Attorney General
Date: 10/4/85

APPRED: STATE UNIVERSITY SYSTEM

By: Mary E. Stahl
Title: Assistant Attorney General
Date: 10/4/85

Recommended By:
BEMIDJI STATE UNIVERSITY

By: Janet Weil
Title: President
Date: September 11, 1985

As to form and execution
Office of Attorney General
HUBERT H. HUMPHREY, III, ATTORNEY GENERAL

By: Janet Weil
Title: Legal Assistant
Date: 10/4/85

LESSOR:
STATE OF MINNESOTA
DEPARTMENT OF ADMINISTRATION
SANDRA J. HALE, COMMISSIONER

By: Joliet J. Lillehei
Date: 10/8/85

FINANCE:

APPROVED
DEPARTMENT OF FINANCE

By: John F. Johnson
Date: 10/16/85
APPENDIX L

POTENTIAL ITV USERS
### 65 Miles - Bemidji

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*Cass County Unorganized:* Includes students from Bena, Boy River, Federal Dam, Hackensack and Longville.

*Grand Rapids:* Includes students from Bigfork, Cohasset, Effie and Squaw Lake.

*Menahga:* Includes students from Wolf Lake.

*Park Rapids:* Includes students from Dorset and Osage.

*Red Lake:* Includes students from Ponesah.

*So. Koochiching - Rainy River:* Includes students from Mispah and Northome.

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