

MISSION

We are here to inspire and enrich lives for a more vibrant and connected community.

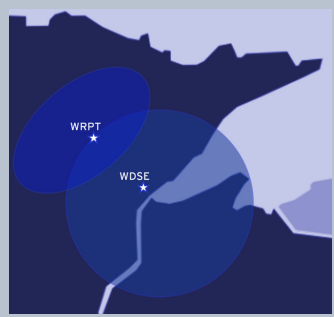
VISION

Through multiplatform offerings, DSAETC will contribute to a healthy community with a focus on children, students, and young people.

FACTS

BROADCASTING SINCE 1964

In 1953, shortly after the FCC reserved 162 channels for nationwide non-commercial educational television, Duluth Central High School principal George A. Beck formed the Duluth Citizens Committee for Educational TV. Due to the persistence and vision of Beck and the committee, on September 13th, 1964, PBS North (WDSE) sent out its first broadcast.



770,000 POTENTIAL REACH OVER THE AIR

Between its two transmitter signals – PBS North’s (WDSE in Duluth and WRPT in Hibbing) over the air signal reaches about three quarters of a million people across 23 counties throughout Northern Minnesota and Northern Wisconsin. Due to topography, our signal also reaches beyond the set signal boundaries, reaching parts of Northern Michigan and Canada.

13 WAYS TO WATCH

Watch programs provided by PBS North on one of our five channels: PBS North, Explore, Create, MN Channel, and PBS KIDS. [PBS North](#) and [PBS KIDS](#) are also available regionally to livestream. Those looking to watch programs on demand or outside of our region can find full episodes on PBS North’s [YouTube Channel](#) and [website, pbs.org](#) and the free [PBS App](#), and on [PBSKIDS.org](#) and the free [PBS KIDS Video App](#).



#1 IN PUBLIC TRUST FOR 20 YEARS RUNNING

PBS North is a proud PBS member station. For the past 20 years, PBS has ranked #1 in public trust, over government-supported services, as well as other media, including video streaming services, and commercial cable and broadcast television.

[Click here for more information](#)

FOCUSED ON EDUCATION FOR CHILDREN...

PBS KIDS programming on PBS North and the PBS KIDS Channel provide free, accessible, engaging shows for children ages 3-8 years old. 85% of parents agree that PBS KIDS programming is trusted and safe, with the majority of parents reporting that PBS KIDS is the most educational network for their children. [Click here for more information](#)



...AND LIFELONG LEARNING

PBS North feeds curious minds with lifelong learning opportunities. PBS North provides educational materials through our learning initiative, [Cardinal Learning Hub](#), as well as by resources from [PBS LearningMedia](#). In the community, PBS North partners with local educators and universities to create hands-on learning opportunities through productions and internships for college-aged students.

Adults enjoy weekly primetime educational shows, such as Antiques Roadshow, Nature and NOVA.

COMMUNITY SUPPORTED

PBS North is funded by our community, informed by our community, and focused on serving our community. One of the station’s largest sources of revenue comes from community support through our membership. The station is also supported by government funding, foundation grants, and local underwriting support.

