



May 24, 2023  
Meeting Minutes

In attendance

**Board Members:** Rob Hedburg, Dan Litman, Nicole Olson, Andrew Weisz, Ashley LaLiberte, Zachary Moder, Saul Melo

**PBS North/The North 103.3:** Ashlee Smith, Patty Mester, Tom Jamar, Brian Rickman

- I. Welcome & Introduction
- II. Emerging Leaders Board Goals
  - a. To bridge the gap between youth and older adults.
  - b. To understand new and emerging media trends.
  - c. To create our content in partnership with the community we are making it for
  - d. To discover new opportunities for partnership and engagement
- III. Overview of Production & Platforms (see attached documents)
- IV. Initial Discussion
  - a. Where do you consume media?
    - i. Snapchat stories
    - ii. News on Reddit, YouTube, and Instagram
  - b. How do you use YouTube?
    - i. This is a primary platform for many of the attendees, but it's used in a situational way – often looking for information.
    - ii. Attendees enjoy interview-based videos where they can learn but still be entertained. The personality of the host is key.
  - c. What makes you subscribe/share?
    - i. Subscribe messages on the videos as a reminder
    - ii. Attendees share content if its funny, useful, relevant, and/or relatable
    - iii. There are certain channels you trust – you know you will go there and get quality content and information.
      1. Attendees want quality coupled with authenticity
    - iv. “Follow for Part 2!” – and make sure to follow up on these videos later
      1. Ex: “when do I plant my plants?” and then follow up later on with an update on plant care
      2. When this tactic is used, attendees said they often go to the profile to “vet” it. They check out no more than 3-5 videos before making a decision on whether to follow.
  - d. What make you stop and watch?
    - i. Having a question right off the bat that is catchy
      1. “Find out why...”
      2. “You won’t believe...”
    - ii. All the words need to be captioned on screen – especially for parents. They are less likely to turn on audio.
- V. Next Steps

- a. 6-Month Passport Offer – you will be receiving an email from our membership department about this. Please use the next six month to review some of our content and offering on this streaming service!
  - b. Requests for next meeting:
    - i. Review & Reflect on our existing programming – key programs this quarter are Almanac North, Minnesota Historia, and The Great Minnesota Recipe
    - ii. Follow our social channels on Facebook & Instagram – subscribe to our YouTube! Reflect on what you're seeing on these channels.
    - iii. Fill out the doodle poll for our next meeting in August
- VI. Close