



August 9, 2023 – 12pm

Meeting Agenda

In Attendance: Ashlee Smith, Tom Jamar, Isaac Quick, Nina Fredrickson, Rob Hedburg, Andrew Weisz, Nicole Olson, Ashley LaLiberte, Zach Moder, Max Florestano

- I. Welcome & Introduction
- II. Review 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. Check in on Passport Access
- IV. Initial Thoughts (specific to Almanac North & Social Media Channels)
 - a. Almanac North:
 - i. It is a great resource to mention things to look forward to in Duluth on the weekends.
 - ii. Weans out the negativity of news (car accidents, etc...) and focuses more on positivity, which the group prefers over traditional news
 - b. Really enjoy Native Report
 - c. Great Gardening: The show stops in the spring and it would be nice to have more content. Perhaps an interim digital series that continues the conversation through the growing season?
 - i. Idea: How to harvest garlic
 - ii. The show answers questions they didn't even know they had
 - iii. Idea to expand the show online: shorter content that's "how-to" info. Ex: "How to save seeds for the next growing season".
 1. Then do part 2, part 3, of these videos so people continue to follow along
 - iv. After watching, where can I go to get more answers? Or to ask more questions? Let viewers know online that they can ask questions ahead of time. Do more social asks.
 - d. Social Media:
 - i. The group tends to follow content that is directly what they are looking for. They would be more inclined to follow a more specific account like Almanac North, rather than a full station account, because then they know exactly what they are getting.
 - ii. For Almanac North, we could create reels to accompany the show every Friday to break down the stories.
 - iii. To the group, it seems like our interaction on Instagram was pretty low for our follower count
 - iv. We could do more work using tags and collaborations on social platforms.

- v. Push to interact seems to be lacking as well. Calls to action. Young consumers need to be told to interact. “Tag your favorite plant buddy”.
- vi. We should try social campaigns about different ways people can watch – it can be free!
 - 1. The group had no idea that our content was available on YouTube for free. They would have said maybe satellite.
 - 2. When sharing about where they can watch, showcase top things that would be interesting to this audience.
 - 3. One member chatted with her friends about PBS North and noted that it’s an access issue. Not knowing what content we have or where to watch it.
- vii. On Twitter the posts didn’t necessarily have links to the segments. We should be sure to add those in.
- viii. Can we do things like “check out our favorite clip from Bob Ross?” Bring in national stuff as well. Throwback Thursdays, things people grew up with.

V. Discussion

- a. Do you watch news & public affairs programming? What channels/programs? What draws you to this programming?
 - i. Good Morning Northland is cheesy and funny
 - ii. Watches articles from Facebook
 - iii. Only turns on TV if watching Netflix
 - iv. News Tribune posts on Facebook with links might encourage them to click and watch a video
 - v. When following news accounts on Instagram, they quickly disengage if uninterested
 - vi. Some engage with the Instagram story content of the other stations (Fox21, WDIO), some don’t.
 - vii. People can be dissuaded from engaging when the entire story or article is already in the post itself. It’s better to bait people in.
- b. Thoughts on potential Almanac North segment ideas
 - i. Really like the political updates
 - 1. Don’t know a lot of the candidates, you can’t find this info. A one stop shop for this would be nice.
 - 2. All you see on social media is hateful, it would be nice to have unbiased information
 - ii. Some sort of show that would tap into the Iron Range?
 - 1. Very interested in the range, don’t know a lot about it.
 - 2. There are historical buildings and structures here – could do a travel series about these buildings, fountains, lighthouses, etc... Have somebody in the town talk about this history.
 - a. Bring history into today
 - 3. Hockey heritage of the region – WWII (how Duluth has an impact), Miracle on Ice (how Northern MN made an impact)
 - iii. Incline station – why it disappeared, what the journey was – transition into the new speed train.
 - iv. Have teachers come in and educate parents on what lessons could be brought into the home. Help with more consistency with children.

- c. Cardinal Learning Hub: How-tos really stick with kids. Things to do together (how to build a birdhouse with your kid, etc...). Activity based stuff.
- d. Entrepreneurship/Side Hustles – Financial tips/literacy (1-5 minutes). Would have to be someone really reputable. Monthly Money Minute?
 - i. How do you tackle credit card debt?
 - ii. Making Cents video series – National Bank of Commerce
 - iii. Create ones based on different ages. If you're 30, this is what you should be doing..., Did you just have a child? Here is how you should set yourself up for college spending..., Are you planning to quit your day job and make your side hustle full time....
- e. Minnesota Historia: Bluejackets vs Greyhounds – school nickname switches.
- f. What would draw you to watching new public affairs content?
 - i. Would probably see this on social media first. Watching it live would not be likely.
 - ii. If there was a way I was seeing it frequently, if it popped up I would watch it. Relevant, inside scoops into what is actually happening are great.
 - iii. Have a carousel on Instagram with a catcher headline with second slide as short snippet of video. Then copy would have the “to learn more...” call to action.
 - iv. Having a link in a story is a lot better than having a link in a bio.
 - v. Make sure they all have words on the starter image. The group doesn't stop to read the caption if it's just a picture/video.
 - vi. Having to swipe multiple times (carousels) makes people more interested.
 - vii. It's hard to catch attention with a video. Unless there is something intense like on fire.
 - viii. Less is more on Instagram – don't make fancy promo videos
- g. Do you watch any social media series? If so, what makes you keep coming back?
 - i. Come back if they are really funny or really interesting
 - ii. Morning Brew – every day I get a new piece of information, valuable resource
 - iii. Would increase engagement to know that there was more coming – it's nice to have this in the copy too
- h. What types of causes do you consider donating to? What strikes you about new causes that inspires you to donate?
 - i. Contribute a lot to Go Fund Me – knowing the direct reason or cause. The direct help you're making – you know the person. Considering your dollar and knowing where it's going.
- i. What could PBS North do to reach younger populations and make a case for supporting PBS North?
 - i. A lot of non-profits don't do a good job at showcasing their impact
 - ii. Second Harvest does well – “Every \$1 gets \$7 of food”
 - iii. A lot of others say the message broadly, but seeing is believing
 - iv. The how – what happens with the support people give you?
 - v. Don't have an understanding right now that PBS North helps the community.
 - vi. “When I think PBS, I think they're doing fine.”
 - 1. Break it a part a bit – we are self-sustained by Duluth people for Duluth people. Here is WHY we need your money.
 - vii. Have money goals that equal specific items.
 - viii. Kids Sell! “I can read at a 6th grade level because of PBS North”
 - ix. They were not aware of the value ad – Kids club, mobile app, etc...

- x. “I have a membership, but I’m not part of the PBS Community” – what does being a part of our community get you?
- xi. So many memberships will donate so many books to the local library. Could have stickers, “this book was donated by x organization”.
- xii. Had a very bummed 5-year-old when Clifford got cancelled at the Duluth Public Library – this could have been a real cornerstone event.
- j. Core Conversations: How do we encourage social interaction and questions?
 - i. Maybe post a video asking these questions?
 - ii. Use stories with question boxes
 - iii. Definitely ensure to use the call to action
 - iv. Might be less likely to comment directly because it’s still a taboo topic
 - v. Would not recommend doing a form to fill out via link
 - vi. Andrew would recommend doing a variety of types of posts. Could add a send message button on the post as well.
 - vii. Do a few Instagram stories with a few clips to get the engagement going before saying “what else do you want to know”
 - viii. Provide the panelists content to share to promote the show before and after.
- k. Historic Homes/Older Homes: This Old House Duluth addition. DIY content – fixing a leaky sink, replacing electrical wiring,
 - i. “Here is a quick 60 seconds, for more go to YouTube”
 - ii. Get businesses in this door this way.
- l. Lunch Box talks in new businesses – could do tours of things as they are building, cool new things happening in Duluth.
- VI. Next Steps
 - a. Continue viewing our on air and broadcast content
 - b. If you are not already, consider becoming a member of PBS North!
 - c. Consider asking your friends and colleagues their thoughts on these questions.
- VII. Close - Next Meeting in November
 - a. Please fill out the Doodle poll!

Upcoming Content:

August 12: In the Kitchen with PBS North

August 13: The Great Minnesota Recipe Jr.

September 8: Core Conversations

September 21: Great Gardening Fall Harvest Special

September 28 & October 26: Mayoral Debates