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.
   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
September 8: Core Conversations
September 21: Great Gardening Fall Harvest Special
September 28 & October 26: Mayoral Debates