



Community Representation Statement

September 30, 2024

In line with the Communications Act of 1934, the Corporation for Public Broadcasting (CPB) is tasked with supporting noncommercial programming that is both educational and informative. It also ensures the inclusion of diverse voices and perspectives, with a focus on underserved audiences. CPB ensures that public media's content reaches both rural and urban communities across the country, made possible through community service grants to stations like DSAETC, which delivers programming on television, FM radio, and digital platforms.

At DSAETC, our commitment to lifelong learning and contributing to create a vibrant and healthy community connection is central to everything we do. We engage and unite the Northeastern Minnesota region through trusted journalism, meaningful conversations, enriching educational experiences, and celebrating local musicians. By amplifying the voices of our neighbors and fostering open dialogue, we ensure a platform for shared stories and experiences. We achieve this through:

- **Building an inclusive team reflective of our community:** We actively use diverse recruitment resources and reinforce our equal opportunity and anti-discrimination policies. Our Director of Human Resources plays a key role in educating and guiding our workforce on these principles.
- **Uplifting diverse perspectives in our journalism:** Our editorial guidelines focus on reflecting the diversity of our audience. We strengthen the integrity of our work by integrating the wide range of backgrounds, cultures, and beliefs found within our communities and across the nation.
- **Showcasing diverse programming through partnerships:** We curate a wide variety of programming based on feedback from our viewers, listeners, and Community Advisory Board. Our content includes locally produced shows as well as programs from national public media partners like PBS, APT, NETA, NPR, and PRX.
- **Engaging with our community through inclusive events:** From screenings to forums where the community can meet our program hosts, to educational opportunities for learners of all ages, DSAETC hosts events that reflect the diversity of the people we serve. We also collaborate with local schools to provide educational resources, including internships for students in various departments.

For more details on DSAETC's programming, visit www.pbnorth.org or visit www.thenorth1033.org.