

## 2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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It is our mission to inspire and enrich lives for a more vibrant and connected community .

### COMMUNITY

**For nearly 50 years PBS North has remained committed to the advancement of those *we serve*.**

The community empowers PBS North to achieve our mission to inspire and enrich lives for a more vibrant and connected community. It allows us to dig deeper into subjects that matter to our community and gives our friends and neighbors from across the region to hear their stories told. The programs we created this year showcase stories of family, culture, food, history, and more – providing a value and a connection that our viewers can't find anywhere else. The results of the Annual MPT legacy survey found that 83.33% of people believe that PBS North helps them feel a greater sense of connection to Minnesota and their community.

### CONNECTION

**PBS NORTH continues to make efforts to meet viewers where they are.**

In 2023, PBS NORTH had 1.7 million online views, 14.4 million impressions, 3.5% click through, and an average and a view duration of 11.49 minutes. Our combined online subscriptions for the year totaled at 34,946. We pride ourselves with reaching people where they are with strong shows on both broadcast and digital. Our YouTube based *MN Historia* continues for a third season with 24,667 views on our social platforms doubling since the previous year. And the Great Minnesota Recipe Season 2 was seen over 24,500 times on PBSnorth.org, we also connected with the audience by having a screening event in town to encourage people to try the food right from the episodes.

### DIVERSITY

**Inheritance and custodianship of the Northern tiers of Minnesota and Wisconsin.**

The trust placed by the community upon PBS NORTH is reflected in our broadcast reach to diverse members of our population. From the celebration of traditions on Native Report to our durable and highly localized Doctors On Call, we are community taking care of each other. Comscore ratings tell us that, within our viewing area, 64% of the Native American population and 83% of the African American population tune in to PBS NORTH every week. PBS NORTH serves our community both as custodian and herald. We offer both a mirror of who we are in Northeastern Minnesota and Northwestern Wisconsin, and a portal to the world.



### Distribution & Reach:

*With our digital first approach for this series we had a lot of interaction.*

*YouTube: 9 videos posted - 10,000+ views*

*Facebook: 16 posts - 11,500+ views*

*Instagram: 14 posts - 2,500+ views*

### Minnesota Historia Season 2

Minnesota Historia is your guide to all things quirky in Minnesota's past. This 3 time Upper Midwest Emmy award winning, documentary series is hosted by Hailey Eidenschinck, a historian who loves telling stories that show how strange and interesting northern Minnesota can be. It's a fun fast paced history lesson on some of the lesser known events that shaped Minnesota into what it has become today.

**IMPACT:** Minnesota Historia's intention was to expose unique elements of our region's history, allowing viewers to see what makes this region special and to share what they have learned with others.

And one local teacher did just that, "I am a big fan of Minnesota Historia. I have even used some of the episodes in my college courses. They do a great job of highlighting unique stories in an upbeat and engaging way. Now my students are just as hooked as I am!" "VERY, well done. This is a great example of hyper local content"- YouTube watcher.

### Duluth Superior Symphony Orchestra

The intention of broadcasting the DSSO concerts is to give our community access to the arts. Music is one powerful element that connects everyone in the community. The partnership with the DSSO exposes different genres, composers, and themes that only a full symphony can provide. And for some, it may open their ears & eyes to something they've never experienced. Bringing culture, history and fun into people's lives through music. A viewer - "My mother is unable come to the concert in person, so putting this on TV is a way she can be there as she loves the symphony. Thank you."



## NATIVE REPORT

Showing the best of Indian Country by promoting understanding between Native and non-Native cultures, offering a venue for the stories of challenge and success coming from tribal communities. Native Report shares stories of the language and arts from around Minnesota through dedicated segments telling their stories through their own words.

**IMPACT** Native Report raises awareness and increase appreciation of our region's Native American artists and promotes efforts to foster Minnesota's Native languages.

Native Report this season was seen on over 100 broadcast stations with a potential audience of over 7 million, throughout the United States. Also over 4,000 views on our YouTube channel of our most recent season.



*“As a hunter, this makes me so happy to watch. Even if we are from completely different cultures, we are of the same community. I think those of us who immerse ourselves in our surrounding environment and responsibly harvest what we are given have a sort of mutual understanding and appreciation for each other and what it takes to successfully harvest an animal.” – YouTube user.*





## 4-H Incredible Exchange

We learned about a summer volunteer program in south St. Louis County for youth ages 13 to 15. The PBS North Education Engagement Coordinator and several PBS production staff mentors attended a 4-H training event, and youth interviews event, and held orientation sessions for the three youth volunteers we were matched with. In June 2023, we began teaching media production skills through hands-on creation of a digital video series showcasing volunteers, mentors at all 13 participating host sites.

*"I'm surprised at how hands-on it was; I was thinking I'd just be standing in the back ... actually trying it was really cool." -Bella, 4H volunteer*

*"It was a great learning experience working at PBS North. It helps prepare you for actually working somewhere, with a routine." - Blaze, 4H volunteer*

*"I'm surprised at how hands-on it was; I was thinking I'd just be standing in the back ... actually trying it was really cool." - Nissa, 4H Volunteer*

**IMPACT:** Our mission is to continue to empower children, youth, and students on their lifelong journeys of learning. With our multi-media capability, we aim to provide learning opportunities to broaden their knowledge base and life experiences. In this inaugural year we helped 3 students build skills in the media industry and to become confidence in their abilities as young leaders.

### Juneteenth Celebration

Capture, Cultivate, and Creat Greatness was the theme

We joined the non-profit, Family Rise Together for a Juneteenth celebration in Harrison Park. There was over 200 people that participated in the event with over 20 vendors. They had a children’s activity and games area where we volunteered! We engaged with youth and their parents, provide PBS Kids and Cardinal Learning Hub activities and games, and got to know the members of our community and how we can better interact with them and serve their needs. Parents and caregivers were very appreciative of our complimentary children's swag and take-home activities. We also had a character actor from Xavier Riddle and the Secret Museum. Children were enthralled by Xavier! From a full-on run of hugs to gentle, shy smiles, Xavier was well received by many, many children.



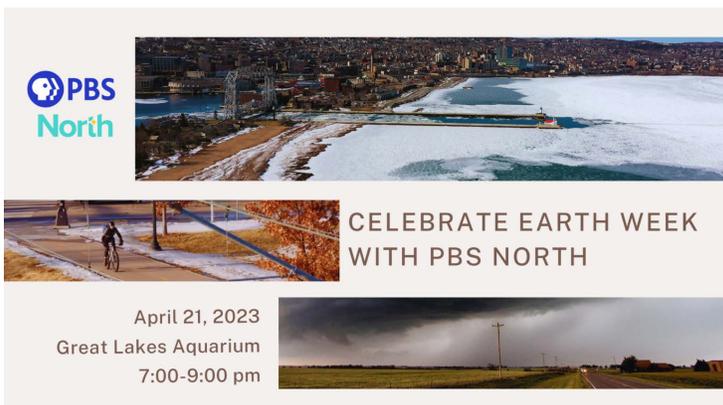
**"I love Xavier! He is my favorite character!" - 5 year old**

### Earth Week Kickoff

We premiere our short film produced as a part of our NOVA Climate Across America campaign, *Is Duluth Climate Proof?* At the event our 40 participants were able to pet a jellyfish at the Great Lakes Aquarium and to watch the films while sitting next to an endangered turtle species. Our community partners, Large Lakes Observatory, discussed their efforts to provide foundational science for managing Earth’s large lakes.

*"To be able to see the premiere of the newest Nova documentary in this unique atmosphere was truly amazing. I enjoyed learning about the Great Lakes from the Large Lakes Observatory and to touch a sturgeon was pretty awesome."* - Alina

**IMPACT:** Our goal for this project was to give community members the unique opportunity to learn about climate change while sitting on the edge of the world's largest lake. The participants were able to get into the Great Lakes Aquarium free of charge



**PBS North**

CELEBRATE EARTH WEEK WITH PBS NORTH

April 21, 2023  
Great Lakes Aquarium  
7:00-9:00 pm

**The Slice:** The Slice is a digital project from PBS North that captures the unique character, events, and experiences found in northern Minnesota and Wisconsin. For this season we did 156 episodes featuring different stories in Northern Minnesota & Wisconsin. The purpose of The Slice is to raise the visibility of Northland communities, highlighting art, community, culture and what makes our region unique. We aim to leave viewers feeling more engaged and invested in the community and its happenings. Over the years producing the Slice, our viewers have reported just that. "Lifelong teaching and learning!" "Gives us the slice of life we want to see."

**Great Minnesota Recipe:** Minnesotans wanted to hear the stories of 3 more cooks from the state of Minnesota, so with The Great Minnesota Recipe Season 2, we encouraged community members to share their diverse culinary backgrounds while coming together to realize a shared appreciation of Minnesota culture and the underlying similarities that bring us all together. We aimed to see an increase in community conversation around the culture of food, including interaction and discussion on social media. On Instagram we had 6 posts with 620 views, and 65 engagements

**Doctors on Call:** The 20-episode magazine show in its 42nd season, Doctors on Call remains our most durable, popular and appreciated legacy. Each week features a topic of specific interest and viewers call and email in to have their questions answered in real time. This season we had great participation with our episode on Indigenous health lead by the Director of the Center of American Indian and Minority Health.

**Great Gardening:** This call in show makes the viewing audience feel like they are in the greenhouse with their favorite gardening experts. They get their questions answered by Master gardeners who share their gardening expertise in exciting concise ways. Across platforms Great Gardening offers viewers quick tips and suggestions for issues and questions concerning their gardening needs.

**Legislative Report:** Also as reliable as the weather, Minnesota Legislative Report continues as the region's longest-running public affairs program. Hosted by local politician Tony Sertich the hour-long program is a weekly review of activity at the state capitol, featuring lawmakers from Northeastern Minnesota. Most importantly, it offers viewers an opportunity to call or email their legislative questions.

#### 92% of viewers

"trust PBS North to deliver arts, culture, and history programming that is well-researched and unbiased."

\*Annual MPTA legacy survey of PBS North members, donors, and community members

## Almanac North: Core Conversations



Core Conversations is a quarterly public service program that thoroughly discusses core issues impacting our community. With the primary goal to educate, enlighten, and alert our viewers about the big issues surrounding our region and impacting the state. By using the combination of having in person expert panelists in studio to answer questions as well as in-depth journalistic video segments, offers viewers the full scope of an issue. This project is to act as a trustworthy resource that our viewers can use for in-depth, civil, educational discourse on an issue instead of having a thirty second soundbite other news stations provide.

### IMPACT

The intention of this broadcast special was to offer opportunities for community members of different viewpoints to come together for an honest and open discussion around critical issues in our region. The special received incredible engagement and was shared by organizations that participated in the discussions on both their Instagrams and Facebook pages.

"It was an incredibly well thought out and inclusive segment. You and your team were absolutely top notch." – Pepin Young panelist

"They cover diverse subject matter with an in-depth approach, that you don't see anywhere else."

"Just wanted to say how much I appreciated your support in allowing us to speak about our experiences with everything cannabis. It has been a tough go and sometimes we feel the people are not being heard at the legislative level. Very much appreciate your guys interest in our operations and the future of cannabis."-Jeff Brinkman - subject for Hemp segment.