

2024



LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

Established 1964 - pbsnorth.org - Duluth, MN

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



COMMUNITY

For 60 years PBS North has been committed to sharing the stories of and connecting 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 over 80% of people believe that PBS North helps them feel a greater sense of connection to Minnesota and their community.



CONNECTION

PBS North continues to engage with emergent technology and viewing platforms to meet viewers where they are.

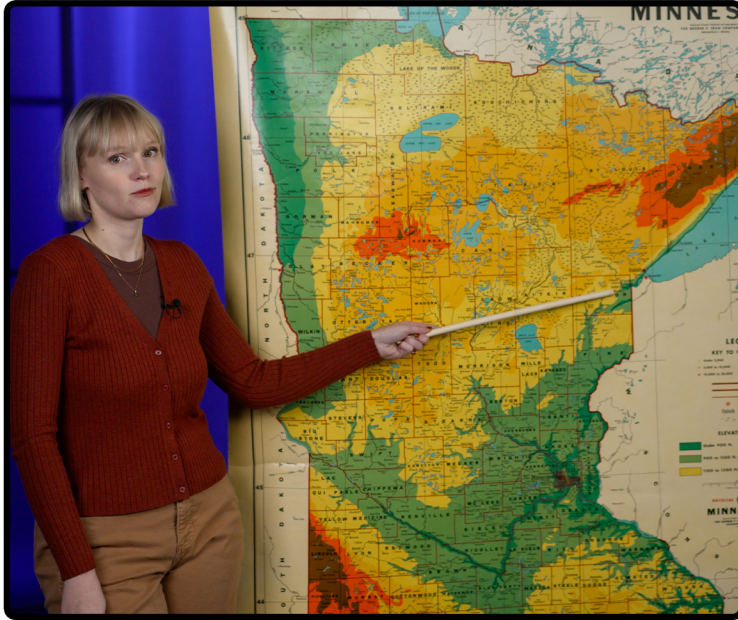
PBS North's content reached audiences across multiple platforms and expanded access to locally produced content. The Slice led the way in 2024 with an impressive 209,290 video views on Facebook and 74,838 on Instagram, as well as over 3 million views on YouTube, demonstrating strong engagement with bite-sized regional storytelling. Native Report and Almanac North also saw substantial impact, with Native Report garnering 83,503 views on Facebook and Almanac North securing 36,354 views on Facebook and 9,080 on YouTube. Meanwhile, Minnesota Historia Season 3 thrived on Instagram, with 59,020 video views, reinforcing the demand for engaging historical content.



DIVERSITY

Now, more than ever, it is important for PBS North to provide representation and a voice for everyone in our region.

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 insightful and highly localized Doctors On Call, we are community taking care of each other. Our combined 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.



2024 Distribution and Reach:

With our digital-first approach for this series, we continue to generate interaction.

YouTube: 6 videos - 29,060 views

Facebook: 19 posts - 4,241 views

Instagram: 24 posts - 29,060 views

Minnesota Historia Season 3

Minnesota Historia is your guide to all things quirky in Minnesota's past. This 5-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, gives a voice to Native American leaders and elders, and promotes efforts to foster Minnesota's Native languages in both native and non-native viewers.

Native Report will celebrate its 20th season in 2025. In 2024, it was seen on over 100 broadcast stations with a potential audience of over 7 million, throughout the United States. Digitally, the Native Report YouTube page has garnered over 3,200 subscribers and more than 300,000 video views.

“A BEAUTIFUL AND POWERFUL VIDEO”

- YOUTUBE COMMENTER

“LOVE THAT I CAME ACROSS THIS VIDEO SINCE I'M LEARNING TO MAKE REGALIA! I ALWAYS APPRECIATE SEEING A LOT OF OUR TRADITIONS BEING DEMONSTRATED SO THOSE OF US COMING BACK TO THE CULTURE CAN LEARN. MIIGWETCH FOR SHOWING THOSE OF US WHO ARE LOOKING.”

- YOUTUBE COMMENTER





INSIDE SENIOR LIVING

"Inside Senior Living" is a docu-series that offers an intimate look into the lives of seniors and their families as they navigate the growing complexities of aging and make crucial decisions about living arrangements. The series was created and hosted by Melissa Fritz, a senior living industry professional who was inspired by her personal experience when her father was diagnosed with early-onset Alzheimer's dementia. Recognizing a lack of accessible resources for families in similar situations, Melissa envisioned a platform that would demystify the senior living process and provide valuable insights. The series was distributed nationally by NETA, making it available to over 340 public television stations across the United States.

IMPACT: "Inside Senior Living" has been fostering open discussions about aging and senior care. The series has been instrumental in sparking conversations between caregivers and their loved ones, celebrating the contributions of individuals in senior care, and directing viewers to local resources. By highlighting real-life stories and providing expert insights, it has amplified the movement for an age-friendly world.

"Love this show!! Sparked awesome conversation in our family!"

-Viewer comment

"This information is so helpful for any family with older parents with different needs as they age."

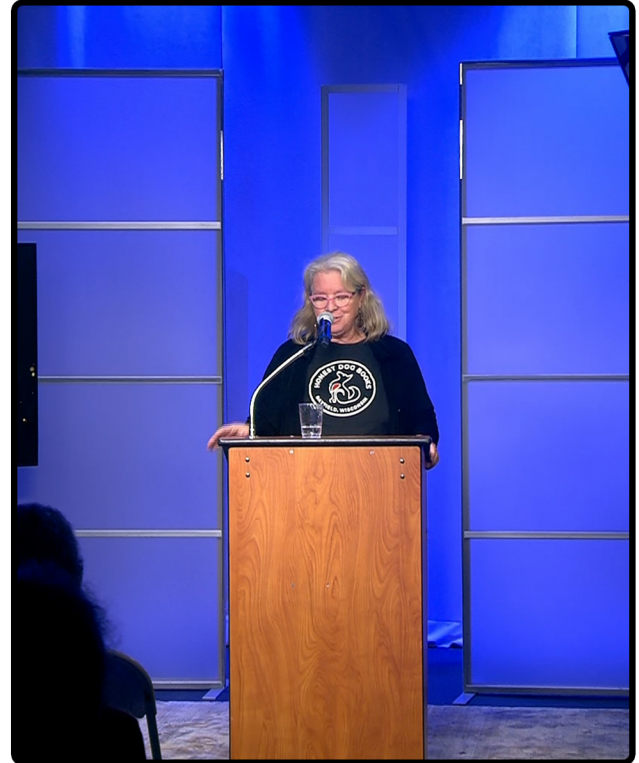
-Viewer comment

"Very interesting and informative. A very honest look at aging."

-Viewer comment

Northeastern Minnesota Book Awards

In 2024, PBS North hosted the Northeastern Minnesota Book Awards (NEMBA), strengthening its role as a champion of regional storytelling and literary excellence. By bringing together authors, readers, and literary enthusiasts, the event fostered a deep sense of community engagement, celebrating the rich cultural and historical narratives that define the region. The awards provided a platform for local and Indigenous voices, recognizing the importance of literature in preserving Northern Minnesota's identity and traditions. Through the online broadcast of the awards presentation, PBS North helped cultivate a dialogue between writers and the public, encouraging a love of reading and storytelling across generations. The event also connected regional authors with broader audiences, reinforcing the station's commitment to education and community-driven content. By hosting NEMBA, PBS North not only honored literary achievements but also inspired future generations of writers and readers, strengthening the region's literary and artistic landscape.



On July 30, 2024, PBS North hosted a community screening of PBS North's companion piece to NOVA's "Secrets in Your Data" at Zeitgeist Zinema 2 in Duluth, Minnesota. The event provided attendees an opportunity to mingle and discuss data privacy topics. The screening was followed by a presentation from Dr. Brandon Olson, a Professor of Data Analytics, IT, and Project Management. Dr. Olson's talk delved into the intricacies of data collection and its implications for personal privacy. The event was free and open to the public, aiming to foster community engagement and raise awareness about data privacy issues.



IMPACT: The "Secrets in Your Data" community screening event significantly heightened local awareness and understanding of data privacy issues. Valuable insights into data collection and its implications for personal privacy fostered meaningful discussions among attendees, empowering them to critically assess their digital footprints and make informed decisions about their online presence. By facilitating such engagements, PBS North reinforced its commitment to community education and dialogue on pressing contemporary issues.

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. In 2024, PBS North produced and aired 156 episodes of The Slice featuring an array of 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.

Doctors on Call: The 20-episode magazine show in its 43rd season, Doctors on Call remains one of our most durable, popular, and appreciated community-centered programs. 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 led 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 hourlong 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.



1,112,514

VIEWING HOURS OF PBS NORTH CONTENT

COLD WAR SECRETS OF NORTHERN MINNESOTA



"Cold War Secrets of Northern Minnesota" is a compelling documentary produced by PBS North that delves into the pivotal role northern Minnesota played during the Cold War era. The film uncovers the region's strategic significance as a frontline defense against potential Soviet threats through interviews with local heroes such as Ray Klosowski, Jim Chapman, and Ronald Hein.

The Veterans Day screening event at the St. Louis County Depot brought the community together in a meaningful way to honor local history and those who served during the Cold War era. Kicking off with a patriotic ceremony featuring the Duluth Women of Today, Veterans Memorial Hall, and remarks from Mayor Roger Reinert, the event fostered a deep sense of reflection and civic pride. The free public screening of Cold War Secrets of Northern Minnesota provided a unique opportunity for residents to engage with a critical but often overlooked chapter of their region's past. Attendees connected, shared personal stories, and participated in discussions about northern Minnesota's strategic role in national defense. By bringing together veterans, historians, and community members, PBS North created an event that was more than just a film screening—it was a space for education, remembrance, and meaningful dialogue about the past and its continued impact on the present.

IMPACT: The screening event had a profound impact on the community, sparking renewed interest in the region's Cold War history and fostering deeper connections between generations. Veterans and their families found a platform to share their experiences, while younger attendees gained a greater appreciation for the strategic role northern Minnesota played.



60TH ANNIVERSARY EVENT

In 2024, PBS North celebrated its 60th anniversary with a series of community-focused events that highlighted its longstanding commitment to the region. The festivities culminated in a grand celebration on September 14 with more than 2,000 members of the community at Chester Park in Duluth, featuring live performances by several artists such as the Okee Dokee Brothers, as well as appearances by beloved PBS KIDS characters. The event also showcased local artisans through the "Making It Up North" artist market, providing a platform for regional talent. These initiatives not only commemorated six decades of public broadcasting but also reinforced PBS North's role as a cultural cornerstone, fostering community engagement and celebrating the unique heritage of northeastern Minnesota.

