

Grantee Information

ID 1796
 Grantee Name WDSE-TV
 City Duluth
 State MN
 Licensee Type Community

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1 ▼

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000 - TV Only					1	1
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					3	3
Managers - 2000 - Joint						0
Professionals - 3000 - TV Only					1	1
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only						0
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only					0	0
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0

Laborers (Unskilled) - 5400 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="5"/>	<input type="text" value="5"/>

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: **1.1** ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Officials - 1000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="2"/>
Managers - 2000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Professionals - 3000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="5"/>	<input type="text" value="6"/>
Technicians - 4000 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Sales Workers - 4500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="3"/>
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - TV Only	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500 - Joint	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="13"/>	<input type="text" value="16"/>

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: **1.1** ▼

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000 - TV Only	<input type="text"/>
Officials - 1000 - Joint	<input type="text"/>
Managers - 2000 - TV Only	<input type="text"/>
Managers - 2000 - Joint	<input type="text"/>

Professionals - 3000 - TV Only

Professionals - 3000 - Joint

Technicians - 4000 - TV Only

Technicians - 4000 - Joint

Sales Workers - 4500 - TV Only

Sales Workers - 4500 - Joint

Office and Clerical - 5100 - TV Only

Office and Clerical - 5100 - Joint

Craftspersons (Skilled) - 5200 - TV Only

Craftspersons (Skilled) - 5200 - Joint

Operatives (Semi-Skilled) - 5300 - TV Only

Operatives (Semi-Skilled) - 5300 - Joint

Laborers (Unskilled) - 5400 - TV Only

Laborers (Unskilled) - 5400 - Joint

Service Workers - 5500 - TV Only

Service Workers - 5500 - Joint

Total

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: ▼

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers

Jump to question: ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: ▼

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text" value="3"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="3"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="5"/>	<input type="text" value="6"/>

1.2 Major Programming Decision Makers

Jump to question: ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: ▼

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: **1.3** ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="2"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="4"/>	<input type="text" value="6"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: **1.3** ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text"/>	<input type="text" value="2"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="5"/>	<input type="text" value="5"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="7"/>	<input type="text" value="9"/>

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: **1.3** ▼

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000

Managers - 2000

Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftpersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="0"/>

1.4 Part-Time Employment Jump to question:

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment Jump to question:

Number working less than 15 hours per week

1.4 Part-Time Employment Jump to question:

Number working 15 or more hours per week

1.5 Full-Time Hiring Jump to question:

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring Jump to question:

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring Jump to question:

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office / Service Workers - 5100-5500	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="1"/>

1.6 Full-Time and Part-Time Job Openings Jump to question:

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings Jump to question:

Number of full-time and part-time job openings

3

1.7 Hiring Contractors

Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7 ▼

Check all that apply

None

Development Activities

Legal Services

Human Resources Services

Accounting/Payroll Services

Computer Operations

Engineering

Comments

Question Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: 2.1 ▼

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only	1.00	\$ [REDACTED]	1
Chief Executive Officer - Joint		\$	
Chief Operations Officer - TV Only		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint		\$	
Publicity, Program Promotion Chief - TV Only	1.00	\$ [REDACTED]	2
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director - TV Only	1.00	\$ [REDACTED]	29
Programming Director - Joint		\$	
Production, Chief - TV Only		\$	
Production, Chief - Joint		\$	
Executive Producer - TV Only		\$	
Executive Producer - Joint		\$	
Producer - TV Only	3.00	\$ [REDACTED]	11
Producer - Joint		\$	
Director - (Television Production ONLY)	1.00	\$ [REDACTED]	22

Development, Chief - TV Only	1.00	\$ [REDACTED]	16
Development, Chief - Joint		\$	
Member Services, Chief - TV Only	1.00	\$ [REDACTED]	36
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief - TV Only		\$	
Membership Fundraising, Chief - Joint		\$	
On-Air Fundraising, Chief - TV Only		\$ 0	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief - TV Only		\$	
Auction Fundraising, Chief - Joint		\$	
Underwriting, Chief - TV Only		\$	
Underwriting, Chief - Joint		\$	
Corporate Underwriting, Chief - TV Only		\$	
Corporate Underwriting, Chief - Joint		\$	
Foundation Underwriting, Chief - TV Only		\$	
Foundation Underwriting, Chief - Joint		\$	
Government Grants Solicitation, Chief - TV Only		\$	
Government Grants Solicitation, Chief - Joint		\$	
Operations and Engineering, Chief - TV Only		\$	
Operations and Engineering, Chief - Joint		\$	
Engineering Chief - TV Only	1.00	\$ [REDACTED]	4
Engineering Chief - Joint		\$	
Broadcast Engineer 1 - TV Only	3.00	\$ [REDACTED]	4
Broadcast Engineer 1 - Joint		\$	
Production Engineer - TV Only		\$	
Production Engineer - Joint		\$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
Technical Operations, Chief - TV Only		\$	
Technical Operations, Chief - Joint		\$	
Education, Chief - TV Only		\$	
Education, Chief - Joint		\$	
Information Technology, Director - TV Only		\$	
Information Technology, Director - Joint		\$	
Instructional Services Director - TV Only		\$	

Parent / Pre-School Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - TV Only	<input type="text" value="1.00"/>	\$ <input type="text"/>	<input type="text" value="25"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - TV Only	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Cinema / Videographer - TV Only	<input type="text" value="2.00"/>	\$ <input type="text"/>	<input type="text" value="2"/>
Video Film Editor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Unit / Studio Supervisor - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - TV Only	<input type="text"/>	\$ <input type="text" value="0"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - TV Only	<input type="text" value="1.00"/>	\$ <input type="text"/>	<input type="text" value="27"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - TV Only	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - TV Only	<input type="text" value="1.00"/>	\$ <input type="text"/>	<input type="text" value="8"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Total	<input type="text" value="18.00"/>	\$ <input type="text"/>	<input type="text" value="187"/>

Comments

Question Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question: ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question: ▼

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection

Jump to question: ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)

3.1 Governing Board Method of Selection

Jump to question: ▼

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question: ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection

Jump to question: [3.1 ▼](#)

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question: [3.1 ▼](#)

3.1 Governing Board Method of Selection

Jump to question: [3.1 ▼](#)

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="13"/>	<input type="text" value="13"/>
Male Board Members	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="6"/>	<input type="text" value="7"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="19"/>	<input type="text" value="20"/>

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

Number of Vacant Positions

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

3.2 Governing Board Members

Jump to question: [3.2 ▼](#)

Number of Board Members with disabilities

Comments

Question	Comment
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No Comments for this section

4.1 Local Community Outreach

Jump to question: [4.1 ▼](#)

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

WDSE.WRPT, or Duluth-Superior Area Educational Television Corporation, was involved in several community activities for unserved and underserved. Three specific examples include a Kid's Club Festival, a community screening of the documentary Out North and three community events in support of the education of the Vietnam war. One: on April 29, 2017, WDSE.WRPT sponsored a children's education and entertainment event in Superior, Wisconsin for both members and underserved children from our local Boys and Girls Club. With over 400 children and their adults, we engaged children through three modalities of learning: auditory, verbal and kinesthetic. We combined it with tactile experience for well-rounded opportunities to learn. For example, we partnered with the Great Lakes Aquarium, The Lake Superior Railroad Museum, Superior Police Department and the Superior Fire Department. Each partner engaged the children in interactive educational activities with a host of activities including engagement with reptiles such as snakes, turtles and lizards. Children could learn about eating habits, environments in which they live and allowed to touch the reptiles. Police provided K-9 demonstrations, the Fire Department with fire safety and education on their trucks while the Railroad Museum and the Children's Museum provided history in an entertaining way on the experience of traveling a train through a simulated dining car. Our affirmation of the education provided by PBS Kids programming was experienced through the photo booth opportunities featuring Word Girl, Super Why, Wonder Red & Curious George. Two: WDSE.WRPT partnered with Twin Cities Public Television through a screening event of their documentary Out North. This program informs of the history of the LGBTQ+ community in Minnesota and specifically about the "Back to the Land Movement," just north of our community

Duluth. WDSE.WRPT was instrumental in reaching out to the underserved LGBTQ+ community and responsible for eighty-percent of the attendees at the event. We have plans to continue to reach out to this community by hosting another screening of Out North during the Duluth, Minnesota, Pride event which takes place on Labor Day weekend in 2018 at the Zeitgeist, Zinema Theater. Three: in September of 2017, as a PBS affiliate, WDSE.WRPT aired the ten-part Ken Burns documentary "The Vietnam War." WDSE • WRPT held three screenings of the documentary in the diverse communities of Hibbing and Duluth, Minnesota as well as Superior, Wisconsin. Through those screenings and events on the WDSE • WRPT properties, we complemented the PBS documentary with a rich collection of regional stories through interviews of over forty veterans. Our engagement of our honored veterans was a collaboration with our partners including veteran's organizations, the statewide Minnesota Public Television Association to gather untold stories of the Vietnam War and the Richard I. Bong Veteran's Historical Center. More than five hundred people gathered at these events not only to watch the screenings but to engage in healing conversation with other veterans and their families, to speak to the attendees by sharing their personal stories and to educate the students who were invited from area schools. We also provided a scaled down version of the Vietnam Wall to honor the soldiers. We continue our work as we will air new interviews from many soldiers in the coming months.

4.2 Production Activity

Jump to question: [4.2 ▼](#)

In what production activity has your station been involved that supports unserved or underserved audiences?

WDSE • WRPT engages in several production activities that supports unserved or underserved audiences including the American Indian. One example is our locally produced Native Report is a thirteen-week series of with a proven record of success working with the leaders, elders, community members and youth of Indian Country to approach topics from a Native perspective and tell stories with a strong indigenous voice, which represents an underserved and often unheard voice in our communities. We have collected a treasure trove of 475 individual segments featuring rare interviews, iconic stories of leadership, Elder wisdom, and inspirational narratives. Native Report is offered free of charge to PBS public television stations and has been picked up in 15 states, including Minnesota, North Dakota, South Dakota, Wisconsin, California, Alaska, Wyoming, Michigan, New York, Virginia, Utah, Pennsylvania, Oklahoma, Washington and Florida. Our Native Report website, www.native-report.org, offers links to our shows, which can be viewed online and includes an additional educational component with classroom friendly teaching materials. Our educational modules have been accessed over 1,500 times during the past two years. Various quotes indicate the impact of the show, including: "Never before have our tribes and nations had such a public, accessible venue for sharing our stories. We hope that Native Report is educational and entertaining, and that it brings about a greater cultural understanding for everyone." --Native Report founding producer Tadd Johnson "The importance and impact of the American Indian community on the region is often unknown or overlooked. Shows such as this are critically important to building bridges of understanding, so respect and value of our Indian neighbors can be understood and appreciated in a new way by all." --Robert E. Powless, Chair of the Duluth American Indian Commission City of Duluth "We plan to use cuts from all the Native Report seasons as we implement new standards in Minnesota American Indian Art. We have a workshop with about 40 teachers attending in August and it would be wonderful to have them as a resource for that day-long session." - Viewer Comment from Sally Nyrop of Anoka Public Schools "I so enjoy watching Native Report on KVIE PBS channel 6 in California every week 6:30 a.m. I usually record it. I've been watching for a few years and am grateful for the information and education that it provides. My Indian heritage was lost to me until I traced my ancestry and it is very important to me and am trying to pass this on to my 25 Great-Grandchildren. Thank you for all the wonderful work you do." -Facebook post Native Report is created by our team of producers and co-hosts who are members various tribes including the Fond du Lac Tribe of Lake Superior Chippewa, the Oneida Nation, the Bois Forte Band of Chippewa and the Grand Portage Band of Chippewa. We also endeavor to inspire a new generation of Native storytellers with our Native Report production internships. In fiscal year 2017, we engaged two American Indian interns who experienced the writing, filming and production aspects of this show. Another example of programming for the underserved would be WDSE • WRPT's production of two live broadcasts of the Duluth Superior Symphony Orchestra performances. April 1, of 2017 we aired Mahler's Resurrection Symphony No. 2. On May 6th, 2017, we aired Valentino Dances, Chopin's Piano Concerto No. 2 in F Minor and Tchaikovsky's Symphony Number 4. Our goal in providing our viewers this experience by to exposing our audience to classical music as an art form, broaden their inner experience through classical music and to bring the concert to those who are unable to attend such as those who are homebound for whatever reason, and to support those who are socio-economically challenged to attend such performances. A third example is WDSE • WRPT's locally produced program, Legislative Report. This thirteen-week program, produced each spring, assists our audience in understanding legislative issues. House of representatives and senators break down the discussions in clear, meaningful and interactive ways as our viewers can call in to ask questions of them directly. In addition, WDSE • WRPT continues to work with our Minnesota Public Television Association partners through the support of the "Minnesota Channel." We collectively provide programming to this channel that serves a diverse population including Hispanics, Hmong, Vietnamese and American Indians. This channel airs in each partner's viewing area providing an opportunity for learning and understanding in populations that may not otherwise have exposure.

4.3 Program Content in Other Languages

Jump to question: [4.3 ▼](#)

Do you provide program content in languages other than English? If so, please list your services in this area

WDSE.WRPT locally produces Native Report. This thirteen week series is a valuable resource for Native and non-Native communities, promoting understanding between cultures, tribes and reservations; offering a venue for the stories of challenge and success coming from our tribal communities; and educating public television viewers about the culture and traditions of native citizens. Some segments in this series are voiced in Ojibwe. WDSE.WRPT also continues as a partner and member of the Minnesota Public Television Association where we collaborate on the "Minnesota Channel." This channel provides collective voices for various races including American Indians, Hispanic, Hmong, Vietnamese and Somalians. Many of the programs are broadcast in their native languages providing our audience with a richer experience and broadening educational opportunities where they may not now be available.

4.4 Governance Structure

Jump to question: [4.4 ▼](#)

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

WDSE and WRPT are community licensed stations governed by a self-perpetuating board of community volunteers. Licensee Duluth-Superior Area Educational Television Corporation is organized under the laws governing non-profit organizations in the State of Minnesota and IRS regulations governing §501(c)(3) organizations. The Board consists of not less than 12 nor more than 25 Board-elected directors and three

ex-officio positions (the President/General Manager the Chair of the Community Advisory Board and the Chair of the Beck Foundation, the IRS §509 special purpose foundation that serves as the fiduciary for the station's endowment-like funds). Directors are elected for 3 year terms and may serve no more than 12 years in total. Officers of the Corporation are the Chairman Vice Chairman Secretary/Treasurer and President/General Manager; the President/General Manager is the only paid officer. Directors receive no compensation for their service. The Board meets five times a year – quarterly and for an Annual Meeting required by the organization's Bylaws, following public notice including notice broadcast on-air and posted on the station website. Meetings of the Board are open to the public. Much of the work of the Board is accomplished through its committees. Committees are appointed annually by the Chair with concurrence of the Board and include community volunteers other than current Directors. With the exception of the Executive Committee committees are empowered only to recommend actions to the full Board and cannot take action independently. Standing Committees of the Board currently active are: Executive – Consisting of the officers of the Corporation the Executive Committee is empowered to act on behalf of the Board in the event of emergency Audit/Finance – The Audit/Finance Committee is responsible for retaining the external auditor reviewing internal financial controls and establishing the organization's budget. In the course of setting a budget the Committee establishes personnel policy salary compensation and employee benefits including review of the President/General Manager's compensation Nominating – responsible for the selection and development of Directors The Executive Committee is required to obtain the assent of the full Board for its actions at the next regularly-scheduled meeting. The Board also receives advice from the WDSE and WRPT Community Advisory Boards. Organized consistent with FCC regulation and CPB guidance the Community Advisory Boards meet on the call of its Chair (but at least twice annually) in open meetings following public notice. The Community Advisory Board Chair is an ex-officio member of the governing Board (without voting rights) and reports out items on the Community Advisory Board's agenda directly to the governing Board. The WRPT Community Advisory Board is in its formative stages and has not yet elected a chair.

4.5 Community Outreach

Jump to question: **4.5** ▼

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

WDSE • WRPT is looking forward to engaging our current audience and new audience with new activities both on-air, online and through public convenings. WDSE • WRPT recently hired a new president and general manager. She is engaging viewers in seven of our communities in visioning and listening sessions. This includes Duluth, Superior, Ashland, Grand Rapids, Hibbing, Ely, and Grand Marais. She has held over 150 meetings in the last seven months with individuals for personal feedback about the station and what they want and need from our programming on-air, online and through public events. The individual meetings are diverse in nature as they include people of color, educators, parents, children, business owners and the unemployed. The goal is to engage community at a deeper level for greater impact in education and entertainment. These meetings will continue to take place. New ideas for the coming year include engaging in a five-part journalism piece focused on the opioid crisis. Per capita, our viewing area has the highest opioid issue of addiction in the state of Minnesota. We will engage regionally with politicians, doctors, lawyers, drug companies and viewers who are affected by opioid abuse and addiction. This five-part series will comprise of a multimedia approach including on-air, online made up of website, social media and podcasts, a public town hall convening and with outreach to individuals. Some aspects of this project will support the efforts of our partners through Minnesota Public Television Association. Our aim is to educate our viewers to the depth of the crisis and debunk the myth of how opioids are affecting only certain segments of our population. WDSE • WRPT produces seven local shows annually. Our local programs include Doctors on Call. This program allows viewers to call in and ask questions regarding medical issues. Lawyers on the Line, this too allows viewers to call in for free legal advice. Speak Your Mind, is a weekly program bringing awareness to mental illness and how it affects individuals, families, community and legislation around this issue. These programs will partner with us in the opioid crisis story. We will measure success through the number of attendees at our events, the number of calls we take through the various programs, the comments we get through membership services and from community feedback at community convenings such as the Community Advisory Board meetings held in Duluth and Hibbing. WDSE • WRPT is also engaging in a new locally produced series called Making It, Up North. As the fifth largest geographic media market in the US with the smallest of populations for that size geographic market, our economy struggles. This series features people making their way up north in Minnesota, who are making a living by following their passion. We will meet and highlight creative artists, artisans and entrepreneurs engaged in honing their skills to realize their dreams. From bike and coffee shop owners to emerging textile artists and musicians, this series can and will engage all viewers in the WDSE.WRPT community. We intend to employ musicians and hold a community kick-off screening at a local business. Our goal is to have 400 in attendance. We will interact with attendees through production of viewer comments we can put on-air and online. We will determine success through community feedback, member comments, website and social media interactions as well as Nielsen ratings. WDSE.WRPT is in the process of creating a new interstitial program for online and on-air. The name is "The Slice." "The Slice," will feature short video clips highlighting activities in the Northland that will air between programs. With endless topics available to cover, from WDSE-WRPT's entire viewing area, 'The Slice' will be an important part of our viewers experience as it reflects our community culture and traditions. While we engage viewers and community members at community events, we will create three new weekly installments with invitation to our viewing area to submit their "Slice" of life to share with the viewing community. A digital first focus, we will gauge success through Facebook likes, shares, as well as Twitter tweets and retweets as well as track anecdotal reports of use and impact. We will air these segments daily on PBS North, our main station and Create. Although WDSE.WRPT is a community licensed stations, we are situated on the campus of the University of Minnesota Duluth. We have a goal of creating a more meaningful internship program with several of the colleges on the campus. We are looking to employ juniors and seniors for a minimum commitment of one year. Our goal is to assist them by providing practical experience through research, content creation and growth in their intended study of focus. We will gauge success through student surveys and feedback, teacher feedback and tracking their employment status after graduation.

Comments

Question

Comment

No Comments for this section

5.1 Journalists

Jump to question: **5.1** ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

Jump to question: **5.1** ▼

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director											
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer	1			1						1	
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/Host		4		2	2			2		2	
Videographer											
Video Editor										0	
Other positions not already accounted for											
Total	1	4	0	3	2	0	0	2	0	3	0

Comments

Question Comment

No Comments for this section