



# 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*WDSE-WRPT is a non-profit community partner providing media and services for the public good.  
--Mission Statement*

WDSE•WRPT exists to serve and celebrate the 431,000 people who proudly call the vibrant communities of northeastern Minnesota and northwestern Wisconsin their home, delivering local, regional and national PBS programming, media services and online resources.



**WDSE•WRPT is a valuable part of the Northland thanks to the efforts of dedicated members, volunteers, business underwriters and granting organizations as well as state and federal lawmakers.**

**Our strength lies in our passion for serving our community and a tradition of excellent local productions that celebrate and challenge our region.**

**WDSE•WRPT is committed to lifelong learning and enrichment via our broadcast airwaves and on line now and for future generations.**

**WDSE•WRPT provides these vital local services:**

**We create regional documentaries and local series that share our history, our culture, and celebrate who we are and why we live here.**

**Locally produced teacher resources are easily accessible and free of charge via our website.**

**Arts and cultural programming celebrates the heritage and creativity of our citizens.**

**We broadcast 6,500 hours of educational, news, information and documentary programs to our community each year.**

**Our regional partnerships connect viewers to resources in the community including medical, behavioral, educational and legal services and positively affect our local arts community by showcasing events and performances in the region.**

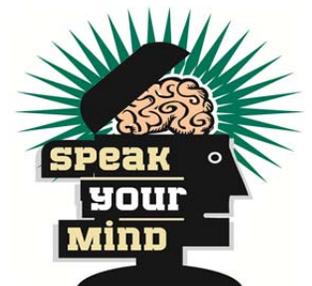
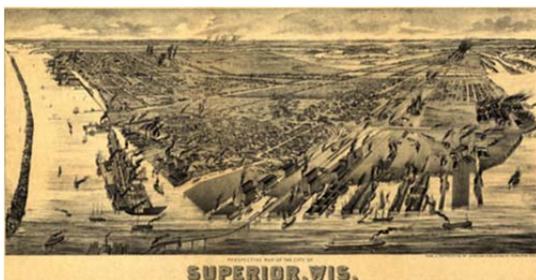
**WDSE•WRPT has touched young people’s lives by providing easy family access to national educational resources and creating teaching tools that bring our local productions into the classroom in an effective manner.**



# 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**WDSE•WRPT is committed to serving our community.** WDSE•WRPT is governed by a Board of Directors with 23 elected members, who serve on seven different committees. Additional input is sought every year from our Community Advisory Boards in Duluth, and Hibbing. Nineteen people are employed full time at WDSE•WRPT, an additional fifteen work part time. Each year we receive special help from a roster of over 450 volunteers, who do everything from answering telephones, to helping with our yearly “Kids Club Circus” for families who support our children’s programming.

**WDSE•WRPT focuses on meeting the needs of the people of the region to be informed and involved.**





## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



**News and Public Affairs:** WDSE•WRPT has a long standing commitment to our region's news. *Minnesota Legislative Report* is WDSE•WRPT's longest-running public affairs program. Each Sunday during the legislative session, viewers call in their questions and get direct answers from their representatives in the House and Senate. For more than 20-years our weekly public affairs program, *Almanac North* has provided a venue for discussion of our region's most important issues. Our election year special *Meet Your Candidates* allows our member/viewers to hear what

candidates in local and regional elections have to say both in broadcast format and in an easily searchable manner by race on our website [www.wdse.org](http://www.wdse.org).

*"Almanac North is a tremendously good program serving our community that I have watched for many years. I have appreciated the high quality level of journalism and the respectful exploration of tough issues when program topics are controversial."*

*-Viewer Feedback*

**Arts Programming:** *The PlayList* arts series showcases the work of artists, independent filmmakers, actors, playwrights, musicians, novelists, poets, dancers, composers and craftspeople; capturing the rich diversity of creative expression in Northeastern Minnesota, increasing awareness of artists and arts venues and inspiring the community to think about and participate in the arts in new ways. In 2016 *The PlayList* featured 140 artists and musicians from 37 communities, with the help of 55 partners and collaborators. The **Duluth Superior Symphony Orchestra** and WDSE•WRPT joined forces in 2016 to provide two live musical performances that showcased the work of hundreds of local musicians and vocalists.



*"The PlayList this evening was incredible! The insight, filming, editing...well...everything made it as good as anything in the "Crafts in America" series, which is my benchmark for accurate descriptions of the life of a contemporary craftsman. It was the best thing I've seen for a long time."* Mike Tonder - Two Harbors Glass Artist



## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



**Cultural Pride: *Native Report*** exists to promote understanding between cultures, tribes and reservations and to offer a venue for stories of success coming from these important communities. Millions of public television viewers can watch the program in California, Alaska, Wyoming, North Dakota, South Dakota Wisconsin, Michigan, New York, Virginia, Utah, Pennsylvania, Oklahoma and Florida. Thanks to support from our production funders, we are able to provide ***Native Report*** free of charge to all Public Television stations and the program is seen all over the country

*“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 and Michele Gordon, Vice Chair of the Duluth American Indian Commission City of Duluth*

**Bringing Resources to our Viewers:** For over 30 years, viewers of WDSE • WRPT have been tuning into our call-in programs for help, support and answers to some pretty important questions. ***Doctors on Call*** brings a panel of medical experts into our studio eighteen weeks a year to answer viewers’ questions about everything from



cancer to high blood pressure. A panel of experts on mental health does the same on ***Speak Your Mind***. From health care to our very popular call-in programs ***Great Gardening*** and ***Lawyers on the Line*** viewers of WDSE • WRPT can expect expert advice on important topics every week!



## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Heritage Programming:

WDSE•WRPT captures important stories from our region's past, interpreting them for our television audience, introducing these topics in local classrooms and then archiving this work for generations to come. In 2016 we told the story of **Glensheen and the Congdon Legacy** about Minnesota's most-visited house museum. It is much more than Glensheen's beautiful



landscaping, rich design, and historic status; it's a tribute to a family that put down deep roots in northern Minnesota, whose good works live on more than a century after their "home place" was built. Glensheen is a true Minnesota original, preserved intact for future generations. It is a story of hard work, fortunate timing and a life-long pursuit of knowledge. We tell the story of the Congdon family who lived at Glensheen, the staff who served them and the legacy of the Congdon's and their historic estate.



The documentary **Steamship America: A North Shore Legend** was also produced in 2016; it captures the story of Minnesota's North Shore on the cusp of modern connectivity. In this era passengers, fish and freight jockeyed for square footage aboard the package steamship SS America that made regular runs up and down the shore in the early 1900's. The America was a lifeline for the remote communities of the North Shore. The documentary, its web page and classroom ready lesson plans offers viewers and Minnesota students

a window to explore part of our state's history that is the bedrock of the region's culture, tourism, maritime commerce today.

*"There is no future without the past. It is important to not forget where we have come from and the Legacy funding helps current and future generations understand what was. Also, as the communities continue to change, these documentaries will also come to serve as historical references in and of themselves." --Viewer feedback*

### Educational Resources and Online Opportunities:

WDSE•WRPT has created and made available via our [www.wdse.org](http://www.wdse.org) website eighty four locally focused lesson plans. In 2016 our website, [www.wdse.org](http://www.wdse.org), logged 318,974 page views and 121,839 visits from 72,743 unique visitors. Our online videos have been viewed 987,028 times.



## 2016 LOCAL CONTENT AND SERVICE REPORT Summary

### BY THE NUMBERS:

The community-owned Duluth Superior Area Educational Television Corporation (WDSE•WRPT) is the primary source of Public Television programming for 172,250 viewing households in northeastern Minnesota and northwestern Wisconsin.

WDSE•WRPT broadcasts 6,500 hours of educational, entertainment, news, information and documentary programs each year-- and consistently ranks as one of the most watched public television stations in the country, per capita.

WDSE•WRPT is governed by a Board of Directors with 23 elected members, who serve on seven different committees. Additional input is sought every year from our Community Advisory Board in Duluth, and our regular Community Advisory Meetings in Hibbing.

Over 450 volunteers help WDSE•WRPT every year, doing everything from answering telephones, to setting up our yearly "Kids Club Circus" for the families who support our children's programming.

In 2016 WDSE•WRPT produced the following local programs: 46 episodes of Almanac North, 10 episodes of *The Playlist*, 18 episodes of Doctors on Call, 18 episodes of Speak Your Mind, 15 episodes of Native Report, 12 episodes of Great Gardening, 6 episodes of Minnesota Legislative Report, 2 live DSSO symphony broadcasts, two historical documentaries, and a performance documentary.

In 2016 *The Playlist* featured 140 artists and musicians from 37 communities, with the help of 55 partners and collaborators. More than 276,000 people have connected with featured artists through The Playlist's online resources. Programs can also be viewed online via [www.wdse.org](http://www.wdse.org) and on [www.playlistonline.org](http://www.playlistonline.org).

In 2016 our website, [www.wdse.org](http://www.wdse.org), logged 318,974 page views and 121,839 visits from 72,743 unique visitors. Our online videos have been viewed 987,028 times.

In 2016, 5750 families and individuals were members of WDSE•WRPT. Currently 92 businesses and organizations underwrite programming.

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