



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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 vital and valuable resource thanks to our dedicated members, volunteers, 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 27,000 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.

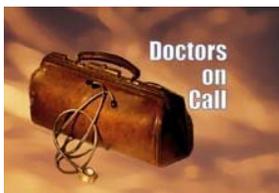
WDSE•WRPT has touched young people's lives by providing easy family access to national educational resources and creating teaching tools that bring our local productions into the classroom in an effective manner.



2017 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 eighteen elected members, who serve on three committees. Additional input is sought every year from our Community Advisory Boards in Duluth, and Hibbing. Twenty-three 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 200 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.





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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. We honored the 50th anniversary of the end of the Vietnam War with a special series of segments featuring interviews with local veterans, and also produced a two-part documentary *Remembering: The Vietnam War*.



"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, 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 2017 *The PlayList* featured 101 artists and musicians from 56 organizations, with the help of 42 partners and collaborators. The **Duluth Superior Symphony Orchestra** and WDSE•WRPT joined forces in 2017 to provide two live musical performances that showcased the work of hundreds of local musicians and vocalists.





2017 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!

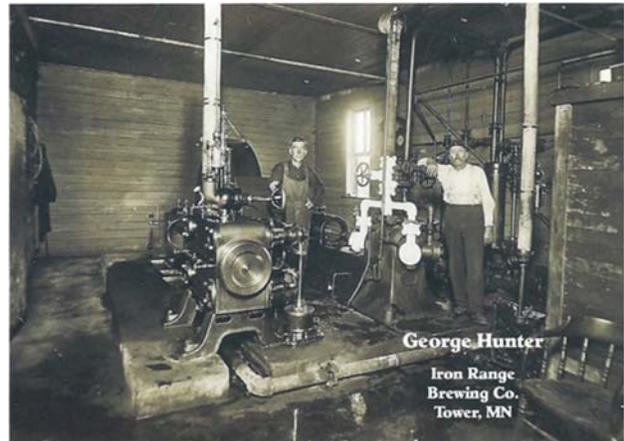


2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

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 2017 we told the story of northern Minnesota's tradition of brewing in **Brew North: A Beer Story** about our region's long forgotten breweries and current crafters revitalizing the industry.

The documentary captured the pioneering spirit and passion that laid the foundation for today's craft beer boom, using rare film, advertisements, radio commercials, vintage photographs.



Drive through just about any community in northeastern Minnesota during the winter and you're likely to find kids playing hockey. Hockey culture runs deep in the region, from the mini-mites learning to skate for the first time, to skilled high school and college players striving to take their game to the highest level. WDSE •WRPT's documentary **MN Hockey: Land of 10,000 Rinks**, produced in 2017, explores our region's historic love of hockey. And it recalls famous players and the games people still talk about decades later. From backyard rinks to world-class arenas, from hockey moms to legendary coaches, it's a hockey journey told by those who live it.

"We absolutely loved the documentary. Spectacular work! It was just a great view of why we all love hockey so much. Thanks for making our night. Just awesome." – Keith Halvorson, Esko Hockey Association



2017 LOCAL CONTENT AND SERVICE REPORT Summary

Educational Resources and Online Opportunities:

WDSE•WRPT has created and made available via our www.wdse.org website eighty-nine locally focused lesson plans. In 2017 our website, www.wdse.org, logged 332,599 page views and 129,642 visits from 75,368 unique visitors. Our online videos have been viewed 3,028,168 times.

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 27,000 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 18 elected members, who serve on three different committees. Additional input is sought every year from our Community Advisory Board in Duluth, and our regular Community Advisory Meetings in Hibbing.

Over 200 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 2017 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, a two-part documentary featuring local veterans of the Vietnam War and a performance documentary.

In 2017 *The Playlist* featured 101 artists and musicians from 56 organizations, with the help of 42 partners and collaborators. *The Playlist* content logged over 900,000 views, with 1,741,000 minutes watched online.

In 2017 our website, www.wdse.org, logged 332,599 page views and 129,642 visits from 75,368 unique visitors. Our online videos have been viewed 3,028,168 times.

In 2017, 6238 families and individuals were members of WDSE•WRPT. Sixty-two businesses and organizations underwrote programming.

Mission statement: WDSE•WRPT IS A NON-PROFIT COMMUNITY PARTNER PROVIDING PROGRAMMING AND SERVICES FOR THE PUBLIC GOOD.
