



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“WDSE•WRPT is essential to me and my family. We learn from the in-depth news programs and are entertained with quality productions.”

Dale Lewis, Bank Owner

WDSE•WRPT is a trusted nonprofit community partner providing media and services for the public good.



WDSE•WRPT is a valuable part of the northeastern Minnesota and northwestern Wisconsin area’s advancement.

In 2018, we produced 10 local shows both on-air, online, live and preproduced. These productions reflect the history, the current state of community and give a glimpse of the future. From documentaries to weekly magazine shows, we connect community highlighting newsmakers, artists, entrepreneurs and policy makers.

In 2018, WDSE•WRPT provided these vital local services:

Several local call-in shows providing free information and advice for audience members from medical to mental health, law, gardening and more.

WDSE•WRPT provides in-depth news services through national and locally produced programs.

Live community engagements from town hall meetings, arts and cultural experiences including live music, literary engagements and local artist events.

WDSE•WRPT local services had deep impact in the northeastern Minnesota and northwestern Wisconsin area.

Serving diverse audiences: WDSE•WRPT is teaching viewers about local Native American history and culture through *Native Report*.

Local history: A century after the greatest catastrophe in Minnesota history, WDSE•WRPT presented a new documentary exploring the Fires of 1918.



2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

It is the mission of WDSE•WRPT to be a trusted non-profit community partner providing media and services for the public good.

WDSE•WRPT serves nearly 500,000 people in nearly 200,000 households in Northeastern Minnesota and Northwestern Wisconsin. We know our reach is larger in scope due to the community engagement and feedback from people who live in Michigan and Central Wisconsin.

Over the past year, WDSE•WRPT has served the Northland community by creating award winning programming that reflects the lives of the people we serve. We have gone beyond the small screen, hosting panels and town hall meetings, held in studio screenings and partnered with our local movie theater. We leverage digital media to connect with new audiences in different ways.

Every day we work to fulfill our promise to the community. It is evident in the past year, through our productions as well as our outreach activities for both children and adults. This year was more than ever before. Top engagements include:

- Our annual Kid's Carnival had high engagement with well over 600 attendees. Children from the local Boys and Girls Club and the student lunch program recipients were side-by-side with children who are members of WDSE. As in prior years, we engaged children through three modalities of learning: auditory, verbal and kinesthetic. We combined it with tactile experience for well-rounded opportunities to learn, engaging children from ages two to twelve with local authors, musicians, and PBS characters. In partnership with the Children's Museum, we taught children about aero dynamics, gravity and air pressure. We continued our partnership with the Superior Police and Fire Departments. Each partner engaged the children in interactive educational activities with a host of activities including K-9 demonstrations.
- WDSE•WRPT partnered with the local movie theater, Zinema Theatre, to bring community together around the 50th anniversary of our beloved Mr. Rogers documentary *Won't You Be My Neighbor*. We filled the movie theater to capacity of community members who participated in our fundraiser for the local Second Harvest Food Shelf. Attendees did the neighborly thing and brought canned goods for our local food shelf. In return, they received a free bag of popcorn! Donations added up to over 200 pounds of food to serve area residents. It was a moving experience for these WDSE•WRPT viewers!
- WDSE broadcast two Duluth Superior Symphony Orchestra and choral concerts. This broadcast goes out to nearly 500,000 people. We have received many, many phone calls and emails about this service to our area viewers. For those who are home bound, elderly and infirm, this gives them a chance to experience this professional arts and cultural experience. One member said, "I am a caretaker for my mother. She loves the symphony! She isn't able to get out like she used to, so it is a wonderful thing to be able to watch a concert on tv. I appreciate the joy it brings to her. Thanks to the DSSO and WDSE for working together to bring this to our home."
- The PBS, *The Great American Read*, series prompted us to engage in a number of ways with our viewing audience including a screening of TGAR followed by five local authors who held a panel discussion to share how their favorite books and authors prompted them to pursue reading and how they were influenced. The Duluth Public Library set up a table at the event, showcasing their upcoming programs including a program directly related to *The Great American Read* and held a giveaway. The local, independent Zenith Bookstore also had a table at the event and brought in a supply of books to sell that were on the Top 100 list. They provided a discount to the attendees that brought in donations for the local United Way program *The Big Red Book Shelf* which distributes gently used books to children in need.



Documentaries

Fires of 1918

October 12, 1918 will be remembered as a date that didn't just make history, but erased history, when flames consumed over 1,800-square miles, destroying and damaging dozens of communities, and killing almost 500 people. A century later, WDSE•WRPT captured the stories from this devastating time to commemorate the greatest catastrophe in northern Minnesota. Due to its popularity, four screenings were held across areas affected by the fires.

"The program has really brought home to people what a tragic and major event the fire was."

-Marlene Wisuri, author of "Fire Storm: The Great Fires of 1918"

Duluth Parks: An Outdoor Tradition

This documentary celebrates the city's longstanding love affair with the outdoors in a one-hour film that explores Duluth's parklands through the stories of people passionate about building and preserving them.

"As an employee of the City of Duluth, I thoroughly enjoyed seeing this documentary. I appreciated the combination of history and present-day information on our large and unique park system." -Dale Sellner

Minnesota's Lost Mining Towns

Little, if anything, is left of old mining towns across northern Minnesota. But for every abandoned address, there are stories of people and communities that helped to build the Minnesota we know today. This documentary captures what's left of these foundational communities – sometimes only photographs and memories – before they are lost to history.

"I went [to the screening] and was impressed with the history of mining development and the amount of research that went into this project. Worth seeing again." -Arthur A. Lind, Hibbing, MN

Historic Trails in Northern Minnesota

We hike into history along two of northern Minnesota's greatest, oldest trails: The Gunflint and Mesabi. We learn about their fascinating pasts, multi-faceted modern uses, and explore what lies ahead for these winding paths.

"We appreciate that our story is being told." -Grand Marias resident

Original Series

Making It Up North

Get to know what it takes to make it in today's business climate from the creative entrepreneurs taking the risk and putting their passion on the line in this Emmy-nominated twelve-episode series, now in its second season.

"I like hearing the many rich experiences of artists and makers. Their strengths and perseverance help keep me motivated to keep creating as well." -Nina Preheim

Native Report

Celebrate Native American culture and heritage, listen to tribal Elders, and hear from some of the most powerful and influential leaders of Indian Country today. Native Report has been honored with the Touchstone Award for Inclusiveness from the Duluth Superior Area Community Foundation and is syndicated nationally in over 30 states and on over 100 PBS stations. This fifteen-episode series is in its fourteenth season.

"I just began watching Native Report and find it very interesting and educational...my favorite [segments have] been about Native culture. I believe so much can be learned by different cultures...Thank you for doing this show!" -Kris Wohdal-Bateman, Grand Forks, ND



2018 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Kids Club Carnival

WDSE•WRPT’s annual Kids Club Carnival surpassed its goals this year! Children from the local Boys and Girls Club and the student lunch program recipients were side-by-side with children whose family are members of WDSE•WRPT. The Kids Carnival engaged children from ages two to twelve with local authors, musicians, PBS characters and education; in partnership with the Children’s Museum, children learned about aero dynamics, gravity and air pressure!

“Once the WDSE Kids Club postcard comes in the mail for this event, that’s all my daughter talks about! She knows all the episodes for Pinkalicious and Nature Cat. This event connects her to your characters. Thank you!”

-Kids Club Carnival attendee



Won’t You Be My Neighbor? Documentary Screening

WDSE•WRPT partnered with the Zinema, a local theater, to bring community together around the 50th anniversary of our beloved Mr. Rogers and the documentary, “Won’t You Be My Neighbor?” The movie theater was filled to capacity with community members who also brought donations for the Second Harvest Food Shelf. In return for their neighborly thoughtfulness, they received a free bag of popcorn. It was a moving experience for these WDSE•WRPT viewers!

“I’ve always loved PBS, ever since I was a kid. I grew up watching shows like Mr. Rogers and obviously he made a big impact.”

-Artist Mary Plaster



The Great American Read Event

WDSE•WRPT invited five area authors for a screening of “The Great American Read” at the auditorium of our partner, The College of St. Scholastica. The authors and audience engaged in a discussion about the impact of their favorite books on their lives and their work. WDSE•WRPT hired local artist, Adam Swanson, to paint a Little Free Library for a winner from the audience. Pictured is just one side of the library!



“Thank you for inviting me! I hope the folks in the crowd got something from the evening. I know I did! I’m more motivated to read and write now! Inspirational evening.”

-Local Author, Eric Chandler





Opioids: Crisis in the Northland

This television and digital project addressed many facets of the opioid epidemic in our region. Throughout the six-part miniseries on TV and online, digital-only videos and six-podcast-series, the project highlights stories of those affected by opioids, including those experiencing opioid use disorders and their families, law enforcement, law makers and the medical community. Through their stories, this project works to de-stigmatize opioid use disorders, inspire communitywide conversation, and encourage discussion around solutions.

Reach in the Community:

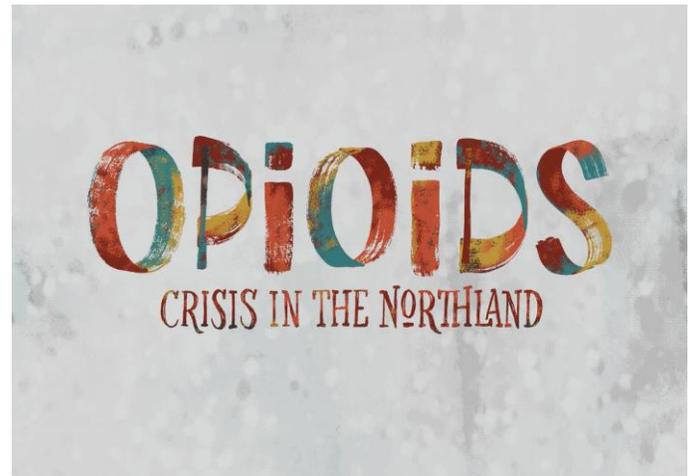
This series reached approximately half a million people both on-air and online and well beyond the Minnesota border, including 1,400 views on YouTube of the half hour episodes. This series has spurred multiple community discussions, from the Duluth Chamber leadership to our state legislators. The Minnesota Legislators are referring to this six-part series to further their work in legislation of opioids and other illegal substances

Partnerships:

WDSE•WRPT worked with several organizations through interviews, data collection, town hall meeting and interviews. We worked with University of Minnesota Medical School; our local hospitals – St. Luke’s, Essentia, Cloquet Memorial; area Native American groups including Natives Against Heroin Group; the NAACP; law enforcement including the DEA, Duluth Police Department, and St. Louis County Attorney Mark Ruben; Minnesota Legislators including Representative Liz Olson from Duluth, Representative Dave Baker from Spicer and Senator Amy Klobuchar; and OARS.

Impact and Community Feedback:

“[The series] does a great job at bringing this issue to the forefront. It showcases a number of community members both who are in the trenches trying to beat the problem and people who have struggled with addiction...the pieces are well researched and really show the impact opioids are having on the Northland.”
- Kati Anderson



Impact Statements in excess of 600 through Facebook, emails and phone calls...

“Excellent... you’re doing all the right things to get the word out about this opioid series.”

-House of Representative Liz Olson

“Thanks for doing this. Lost someone dear to me earlier this year. This is important.”

-Becky Sue

“Learned a lot in episode one. This is worth your time”

-Ed Newman

“Wow, miigwech (thank you) for this show.”

- Pum Ostby-Jackie Helms Reynolds

“Nice job...I look forward to the remaining parts...I’m living in Burbank, California!”

-Don Scribner

“Wow, way to go! What an important topic. Keep up the hard work!”

-Nichelle Rubash