

MINNESOTA PUBLIC RADIO

LEGACY AMENDMENT ARTS & CULTURAL HERITAGE FUND
FY 22 LEGACY PROJECTS REVIEW
FY 24-25 GRANT REQUEST

MN House Legacy Finance Division
Chair Leon Lillie
Wednesday, March 8, 2023



Duchesne Drew, President, Minnesota Public Radio

Rachel Roettger-Limp, K-6 General Music Educator,
College Prep Elementary, St. Paul

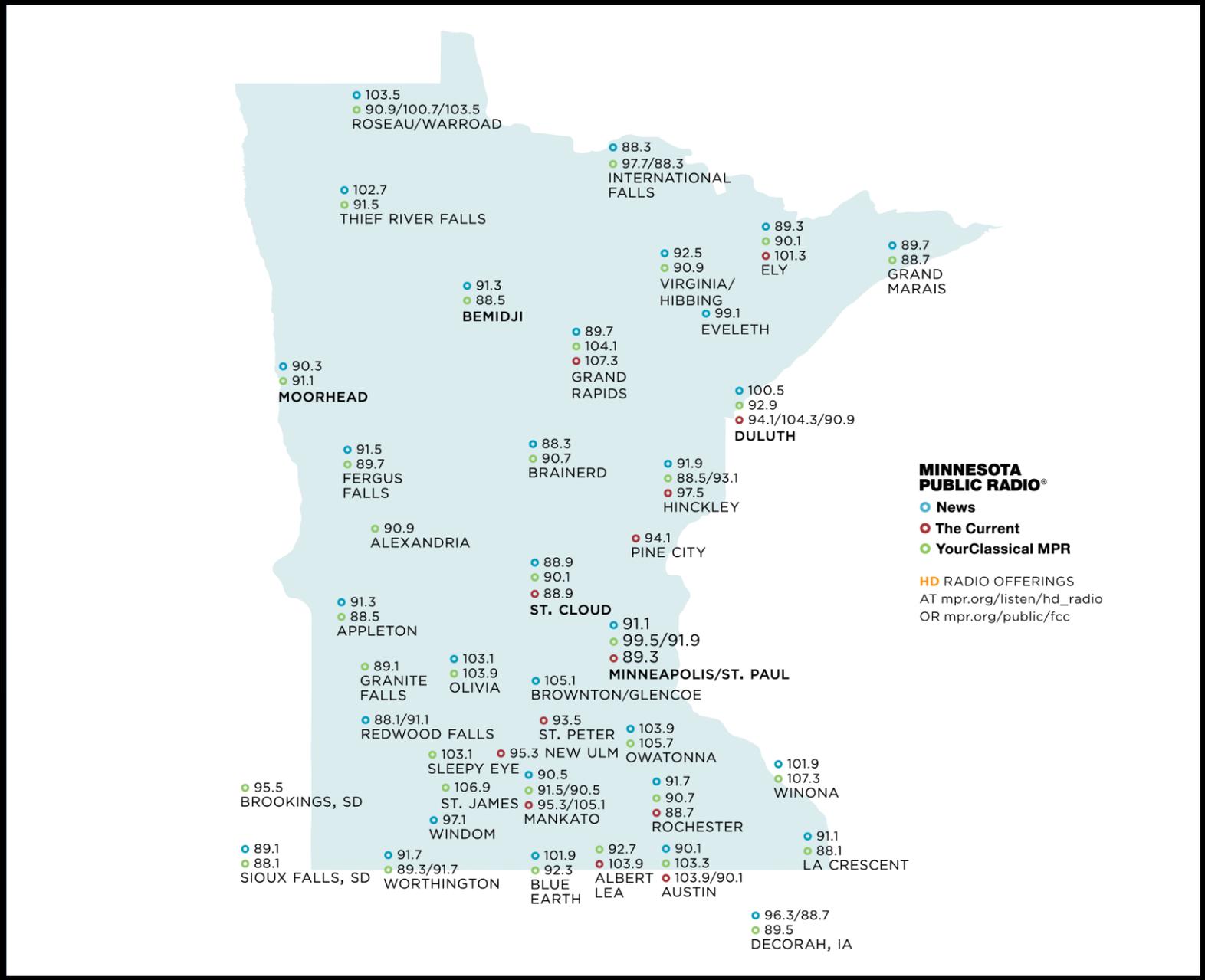
Minnesota Public Radio is one of the nation's premier public radio organizations, producing programming for radio, digital and live audiences. Operating a 46-station terrestrial radio network, MPR serves nearly all of Minnesota and parts of surrounding states. MPR's three regional services — MPR News, YourClassical MPR and The Current— reach nearly 1 million listeners each week via broadcast.

Our Mission: Creating the future of public media by amplifying voices to inform, include, and inspire.



MPR'S STATEWIDE REACH

With more than 80 stations and translators in its network, **Minnesota Public Radio reaches audiences statewide.** Our signal covers 95% of the state and nearly one million listeners tune in each week. With this reach, Minnesota artists have a venue to receive airtime, develop audiences and connect with each other at in-person and virtual events.



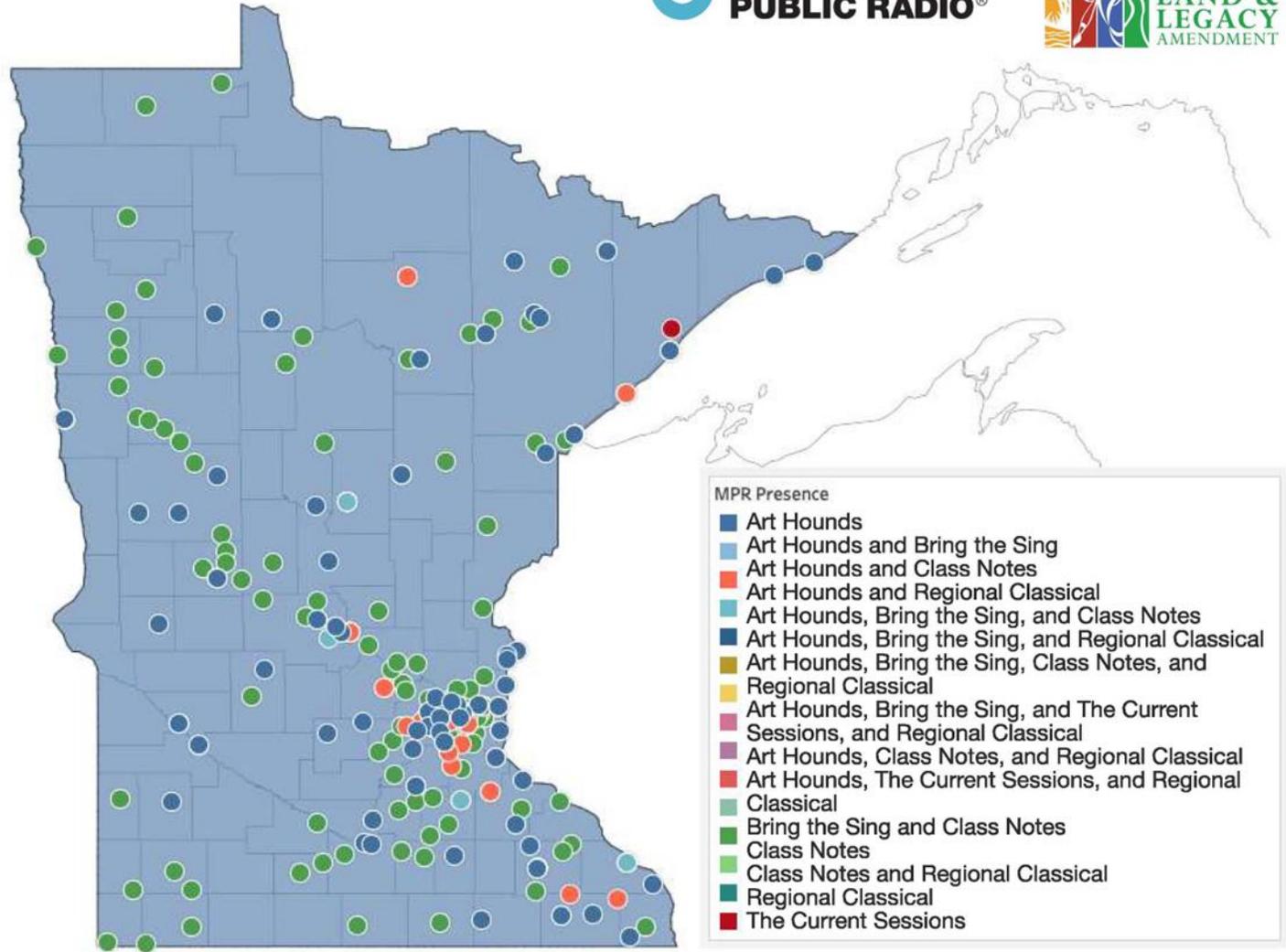
MPR'S COMMITMENT TO REFLECTING MINNESOTA

Our commitment includes:

- Reporters living and working in Bemidji, Duluth, Moorhead, Rochester, St. Cloud, and Worthington
- Regional Managers living and working in Bemidji, Duluth, and Rochester
- Regional Development Advisory Councils operating in Bemidji, Duluth, Moorhead, Rochester, St. Cloud, and the Twin Cities, providing direct connection between the community and our programming teams
- Increasing staff diversity to better reflect our state demographics

**ACTIVITIES
SUPPORTED
BY THE
MINNESOTA
LEGACY
ARTS AND
CULTURAL
HERITAGE FUND
FY 2018-2022**

MPR Legacy Projects in Minnesota FY18-22

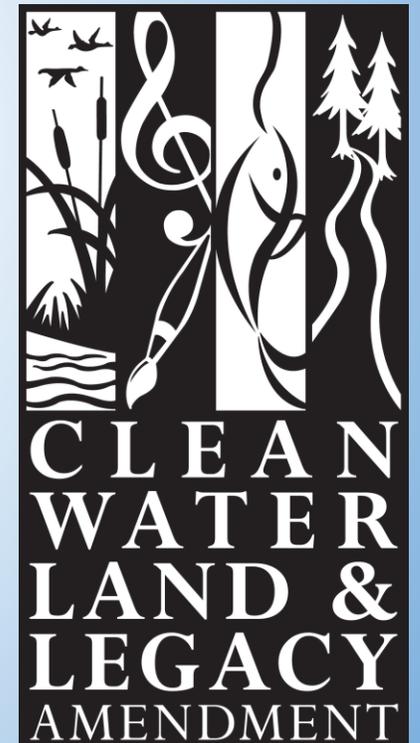


MPR: FY 2022-23 LEGACY GRANT

FY22-23: \$3,900,000

FY22: \$1,950,000

FY23: \$1,950,000



MPR: FY2024-25 LEGACY GRANT REQUEST

FY24-25: \$4,700,000

FY24: \$2,350,000

FY25: \$2,350,000



“Investments in public broadcasting should expand Minnesotans’ access to knowledge, information, and access to arts, and Minnesota’s history and cultural heritage.”

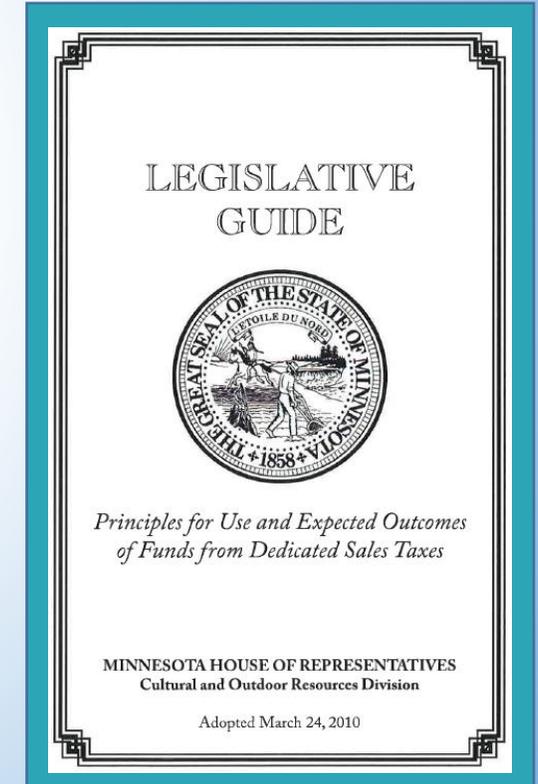
“Funding for arts education should include lifelong educational activities meant to impart knowledge, teaching a new creative skill, or further developing an existing skill in any arts discipline”

-From MN House Legislative Guide: Principles for Use and Expected Outcomes of Funds from Dedicated Sales Taxes

MPR: Meeting the State of MN's Legacy Principles

MPR achieves MN's stated goals through YourClassical MPR, The Current, MPR News, live events and community engagement, and archival work. Our work in service to the people of MN falls into four categories:

- Preserving MN's Cultural History
- Experiencing Arts Events Live
- Showcasing MN Artists
- Expanding Music Education in Minnesota



YOUR CLASSICAL MPR CLASS NOTES

Professional Artists in MN Schools

2021-2022 Class Notes Artists – 15 Groups/55 Artists

- 10th Wave Chamber Collective
- Artu Duo
- Border CrossIng Ensemble
- The Dream Songs Project
- Cantus
- e(L)ement
- Gaelynn Lea
- Heliopsis
- Kroehm Duo
- Lyra Baroque Orchestra
- Mill City String Quartet
- The Mirandola Ensemble
- The Paper Clips
- Riverside Winds



Standards-based videos with curricula and lesson plans.

CLASS NOTES

Minnesota cities served in 2021-22:

Albany	Golden Valley	Perham
Avon	Granite Falls	Proctor
Big Lake	Hills	Plymouth
Blaine	Holdingsford	Richfield
Blue Earth	Hopkins	Robbinsdale
Brooklyn Center	Inver Grove Heights	Shoreview
Brooklyn Park	Janesville	Slayton
Burnsville	Lake City	St. Paul
Cannon Falls	Lake Crystal	Stewartville
Chisholm	Lakeville	Stillwater
Cloquet	Laport	Two Harbors
Columbia Heights	Mahtomedi	Wayzata
Detroit Lakes	Maple Grove	West Saint Paul
Duluth	McGregor	White Bear Lake
Eagan	Minneapolis	Winona
East Grand Forks	Minnetonka	Wycoff
Edgerton	Minnetrista	
Faribault	Mound	
Farmington	New Prague	
Fertile	North Saint Paul	



CLASS NOTES

**During the 2021-2022 school year, Class Notes reached:
23,000 students at 94 schools.**

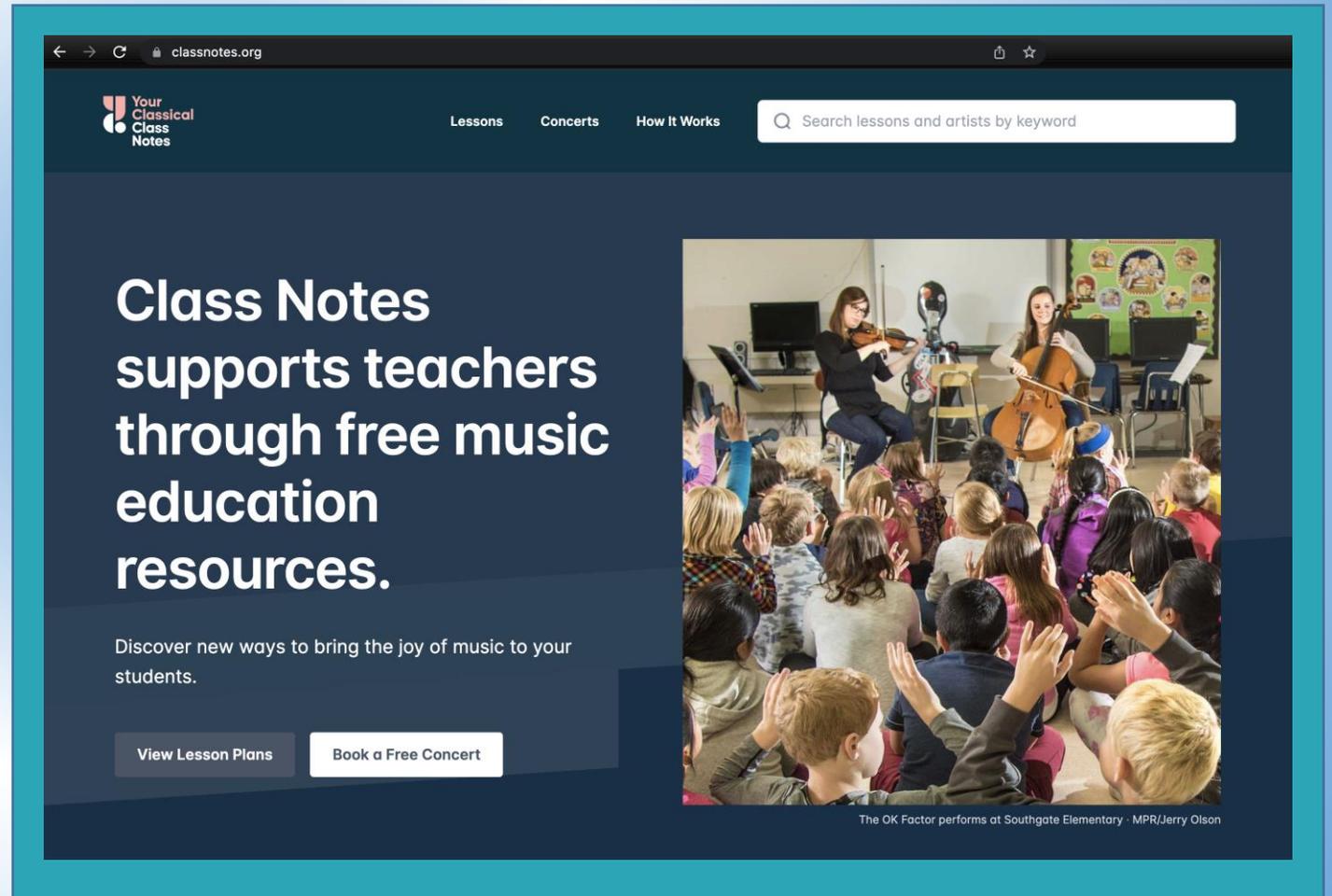
This is a wonderful program...Here in Little Falls, our students rarely get to see professional music organizations perform. It is such a benefit to the music in our schools when they get to experience live music by professionals. I hope MPR is able to continue to expand their offerings and bring other opportunities for performing groups to come perform outside of the metro area!
-Teacher, Little Falls

This is a phenomenal opportunity to expose my students to fantastic musicians and artists, and without the stress of navigating funding in order to make it happen...I heard so much positive feedback on the interactive nature of the performance by Afoutayi. My students and lots of the staff greatly appreciated that it wasn't an hour of "sit quietly, watch, and clap when they finish something". They were involved in the musicmaking process, and that is incredibly valuable.
- Teacher, Minneapolis Public Schools

CLASS NOTES TEACHER

Meet Rachel Roettger-Limp

K-6 General Music Educator
College Prep Elementary, St. Paul



The screenshot shows the homepage of the Class Notes website. The browser address bar displays 'classnotes.org'. The website header includes the logo 'Your Classical Class Notes' on the left, navigation links for 'Lessons', 'Concerts', and 'How It Works' in the center, and a search bar on the right with the placeholder text 'Search lessons and artists by keyword'. The main content area features a large white text block on a dark background that reads: 'Class Notes supports teachers through free music education resources.' Below this text is a smaller line: 'Discover new ways to bring the joy of music to your students.' At the bottom of this section are two buttons: 'View Lesson Plans' and 'Book a Free Concert'. To the right of the text is a photograph of two women performing in a classroom; one is playing the violin and the other is playing the cello. In the foreground, a group of young students are sitting on the floor, clapping their hands. At the bottom right of the image, there is a small caption: 'The OK Factor performs at Southgate Elementary - MPR/Jerry Olson'.

YOURCLASSICAL MPR



- Other YourClassical MPR projects include regional recordings of classical music groups such as the Minnesota Orchestra and the Winona Beethoven Festival, which make great local classical music accessible for all Minnesotans free of charge
- Bring the Sing, public choral events for singers of all ages.
- Project DJ brings young performers 14 to 24, to join Classical Host Steve Staruch as co-hosts on Friday Favorites.

YourClassical MPR helped Cantus to reach new ears and to grow its local audience. YourClassical MPR was an important part of Cantus' development, as the ensemble evolved from a talented student group to an established professional ensemble. We are immensely grateful for all the times we have been able to partner with YourClassical MPR.

-Cantus

YOUR CLASSICAL MPR

Increased Funding for FY24-25 will support:

- Increase Class Notes live concerts while continuing to offer a full virtual concert library
- Intentional analysis and targeted outreach from Class Notes to serve the schools that may be underserved
- Deeper partnerships with regional music partners



Classical MPR has been there to help me calm my mind, educate me about some amazing music and artists, and opened a world of wonderment and awe. I will forever be a huge fan. Thank you, thank you, thank you.

- Listener

THE CURRENT

- The Current features 800+ Minnesota artists, who receive approximately 15,000 spins for nearly 1,000 hours of MN music.
- We engaged dozens of artists for performances
- We added 700 new local songs to our playlist in FY22.
- We provided important conversations about the music business with local artists through Line Check.



Thank you for supporting local artists. It lifts the whole community, not just the individuals. We are lucky to have radio that wants to support local music - most places don't have that.

-Low

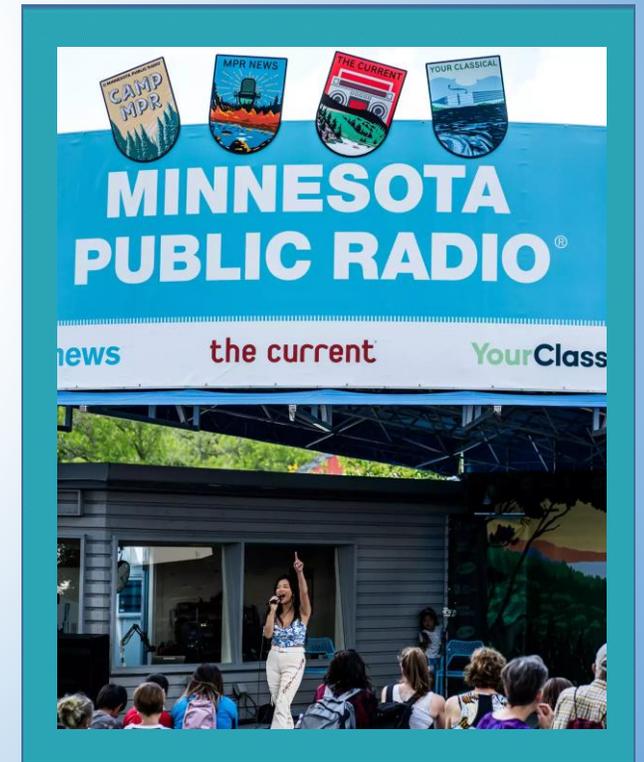
The Current represents and provides for a diverse community of people. The talk show hosts care about their listeners, demonstrating this through their concern for the challenges and victories of the people in their local community...and through celebrating a wide variety of music and culture. Thank you for being a personal, thoughtful presence on air, while also letting the music take the spotlight on your shows.”

- Listener

THE CURRENT

Legacy funding allows audiences to discover the best Minnesota-based musicians.

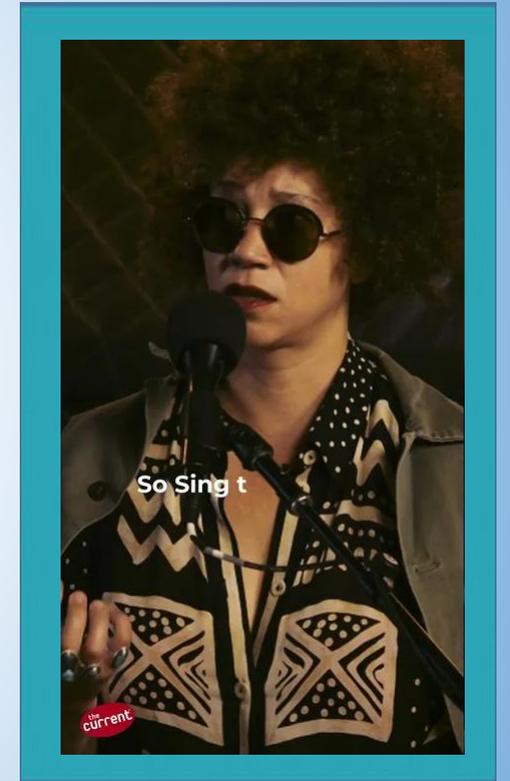
- Minnesota Sessions pairs Minnesota musicians with Minnesota outdoor spaces for unique video content, like Dave Simonette performing at Wolf Ridge Environment Learning Center
- Our weekly Local Current sessions highlight the best Minnesota artists, like legends Sounds of Blackness
- Live performances at a variety of spaces – like the Minnesota State Fair – allow audiences to discover and enjoy emerging artists like Hmong-American pop singer Ka Lia Universe



THE CURRENT

Increased Funding for FY24-25 will support:

- Public performances by local musicians as part of The Current's 20th anniversary celebration
- Increased production of video across platforms
- Expanded local community event engagement for Carbon Sound
- Increased artists commissions and contracts, strengthening the artistic ecosystem



CARBON SOUND

A dynamic new platform dedicated to the depth, breadth, and influence of Black musical expression, with an eclectic mix of genres like hip-hop, R&B, electronic, Afrobeat and local music.

- Launched in June 2022
- Designed to reach younger, more diverse audiences
- Ongoing collaboration with community radio station KMOJ
- Received a 2023 Anthem Award in the category of Diversity, Equity & Inclusion for Awareness and Media



MPR NEWS

Weekly content highlighting arts, culture and history from around the state.

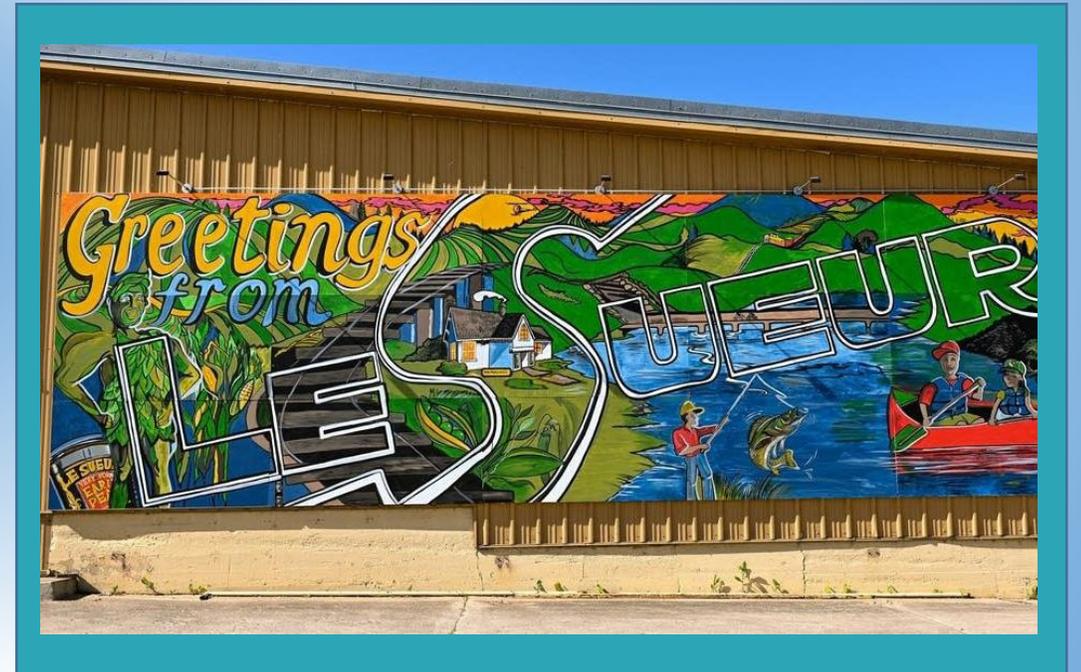


- Fosters Engagement
- Builds Community
- Spreads Enthusiasm
- Broadens Horizons
- Reflects Community Diversity

ARTS & CULTURE COVERAGE

MPR News' arts and cultural coverage includes both reporter driven news stories and citizen engagement.

- Our arts and culture reporters cover stories ranging from developments at Minnesota's big arts, music and theater institutions to pieces that help highlight a smaller innovative show.
- Citizen engagement through weekly Arts Hounds segments highlighted 128 different community-nominated Minnesota artists or ensembles last year, 36% of which were from Greater MN.
- Across our reporting, MPR featured work in 9 of the 11 Regional Arts Council Districts.



ART HOUNDS

The MN Arts community (both patrons/artists) is vibrant, supportive, and circular (not linear). Both artists and patrons are necessary to remain vital. **I love how this program provides art lovers a forum to recognize/highlight local arts/arts organizations.**

-Featured Artist

We had a wonderful turn-out for the release. A fantastic, successful day! **LOVED the piece on Art Hounds! Several folks mentioned they heard it!** I was so honored to be part of it. - Organization featured on Art Hounds. -Featured Organization

Being located in rural MN reduces our exposure. **Art Hounds gave us great exposure!**

-Featured Organization



NORTH STAR JOURNEY



A project highlighting Minnesota's history and culture throughout the state

- Launched as a pilot with strong audience response
- 40+ stories between March and June 2022.
- Untangled Roots podcast focused on Rondo Neighborhood
- Wide range of topics, from the origin of Minnesota place names to cultural foods to how our neighborhoods have evolved across the years
- Stories from across the state – Duluth, Rochester, St. Cloud, Worthington

MPR NEWS

Increased Funding for FY24-25 will support

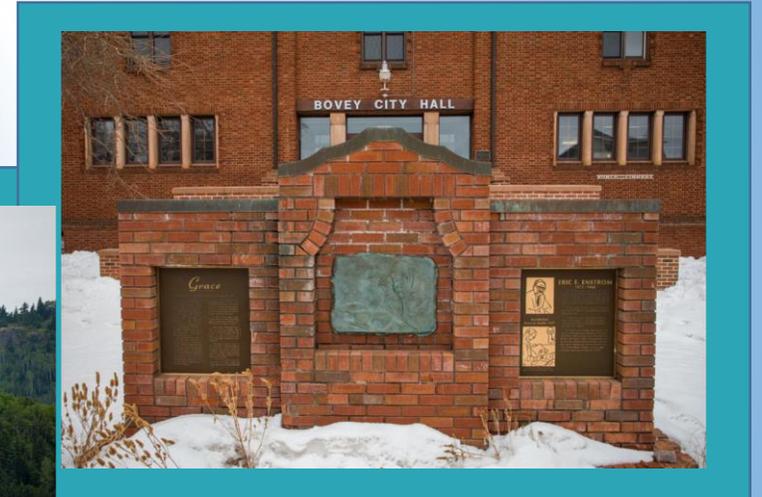
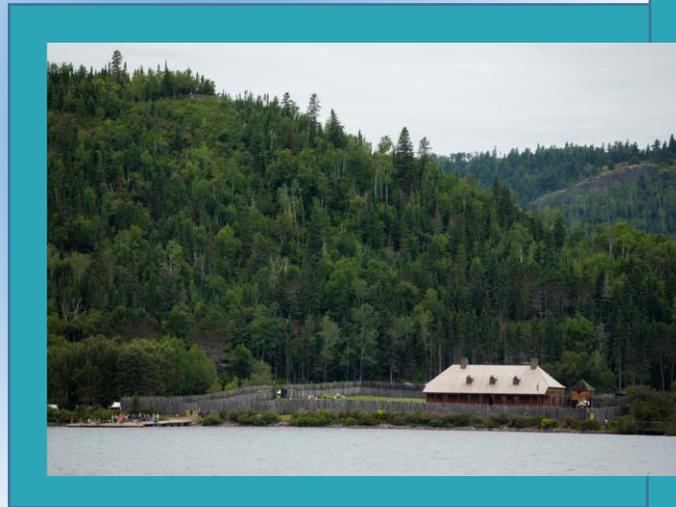
- Expanded coverage of arts and culture by doubling arts staff capacity.
- Increased contributions by visual journalists statewide.
- Focused recruitment of new Arts Hounds to expand reach and voices.
- Continuation of North Star Journey as on-going content and create a new podcast focused on American Indian Movement and Wounded Knee



MN MONUMENTS

New Project Engaging the Public in Documenting Minnesota History

- MPR, working with the public, will photograph and map every public statue, plaque, and marker in the state.
- The project will highlight Minnesota history and examine who gets honored and how.
- Accompanying the maps will be essays and digital and audio stories.
- The final project will live on our site and serve as a travel guide and an educational resource for the people of Minnesota.



MPR Archive

The MPR Archive features audio from the last 55 years of Minnesota's history.

- A rich and extensive collection of interviews and features of Minnesota's noted news-makers, politicians, authors, artists, inventors, athletes and everyday people.
- First-person reporting and sound-rich recordings of the local and national events that shaped our lives.
- An online portal preserving and presenting these stories to the general public.
- Daily preservation of all regional content broadcast on MPR's three services.
- Many thousands of hours of reel to reel, DAT and CDR still in need of digitization (yes, CDRs are archival now!)
- More born-digital content created every day, requiring new archiving skills and storage requirements

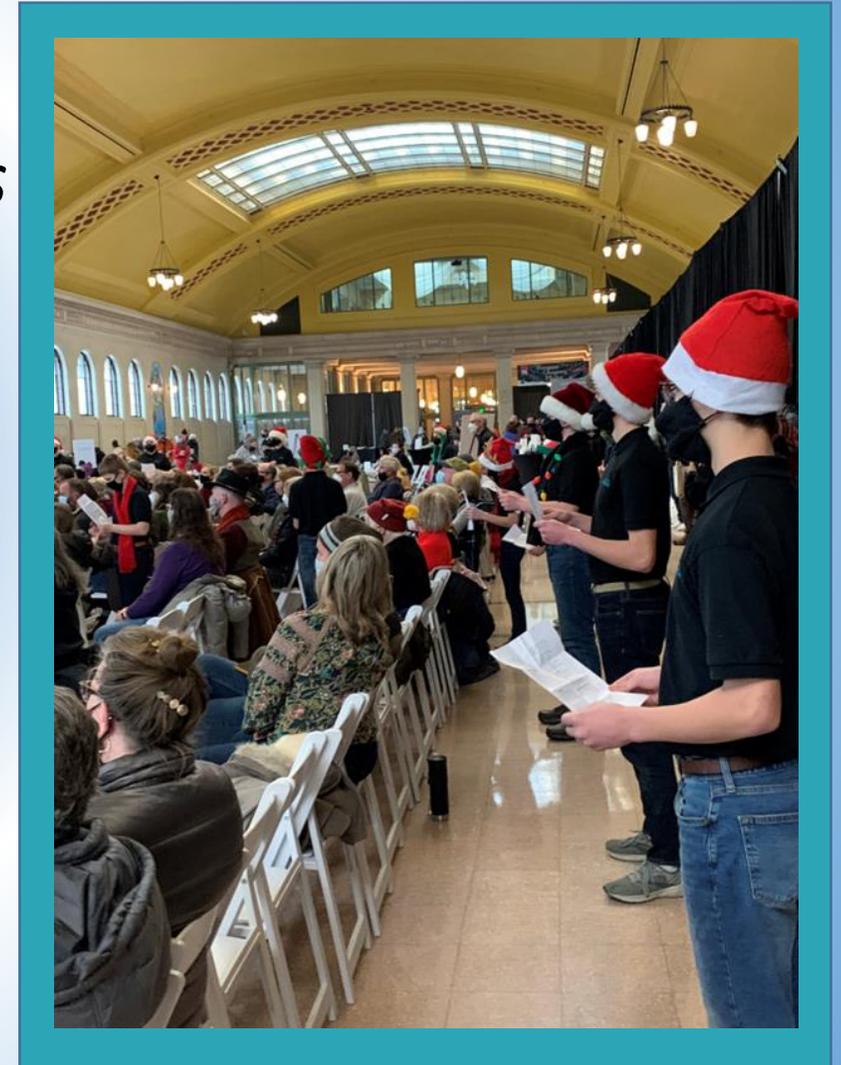
OTHER MPR LEGACY-FUNDED PROGRAMS

- *The Local Show*
- *Local Current Stream*
- *Radio Heartland Stream*
- *Rock the Cradle*
- *Indigenous Roundtable Series*
- *Community Listening Sessions*
- *Radio Camp*
- *Choral Stream*



INCREASED FUNDING WOULD ALSO COVER

- *Meeting audiences where they are with increased digital content across platforms, especially video*
- *Expanded programming to reach underserved audiences, including BIPOC and rural communities*
- *Increased costs due to inflation*
- *Contractors in Greater Minnesota*
- *Impact measurement*



Questions

FOR MORE INFORMATION ABOUT
MINNESOTA PUBLIC RADIO, VISIT MPR.ORG

 **MINNESOTA PUBLIC RADIO®**

Thank you!

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MINNESOTA PUBLIC RADIO, VISIT [MPR.ORG](https://www.mpr.org)

 **MINNESOTA PUBLIC RADIO®**

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MPR FY 2022 Legacy Report link: <https://www.mpr.org/public/legacy-amendment-projects>