

## MPTA Members

---

**Twin Cities Public Television**  
Minneapolis / St. Paul  
651-222-1717  
[www.tpt.org](http://www.tpt.org)

---

**WDSE-WRPT**  
Duluth / Hibbing  
218-788-2831  
[www.wdse.org](http://www.wdse.org)

---

**Lakeland Public Television**  
Bemidji / Brainerd  
800-292-0922  
[www.lptv.org](http://www.lptv.org)

---

**Pioneer Public Television**  
Appleton / Worthington  
Fergus Falls  
800-726-3178  
[www.pioneer.org](http://www.pioneer.org)

---

**KSMQ Public Service Media**  
Austin / Rochester  
800-658-2539  
[www.ksmq.org](http://www.ksmq.org)

---

**Prairie Public Broadcasting**  
Moorhead / Crookston  
800-359-6900  
[www.prairiepublic.org](http://www.prairiepublic.org)

---

## Our Communities. Our Values.

**Minnesota values:** Owned and operated by the community, public television reflects Minnesota's voice and values across the state and nation.

**Community values:** By being deliberately inclusive in what programs we create and acquire for Minnesotans, public television seeks to build social cohesion and tolerance through greater understanding.

**Democratic values:** Public television's commitment to news and public affairs supports Minnesota's civic life and public debate. We provide trusted and impartial news and information that helps citizens make sense of the world, and our state and encourages them to engage with it.

**Educational values:** By offering audiences of every age a world of formal and informal educational opportunities, public television helps foster a society strong in knowledge and skills. We prepare children for a lifelong journey of learning and offer Minnesotans definitive and rich programs in every discipline from art to literature to history as well as math and science.

**Creative and cultural values:** Public television enriches Minnesota's access to cultural life by bringing talent to audiences who may otherwise never walk into a symphony hall, hear an art lecture, or explore the roots of civilization.

# mpta

minnesota public television association

The Minnesota Public Television Association (MPTA) is a statewide association made up of Minnesota's six independent public television stations.

### Session 2011 Update

---

#### Public Television Facts

##### #1

Public television is the most trusted national institution. (Roper)

##### #2

Only "national defense" is thought a better investment by Americans than public television. (Roper)

Through over-the-air broadcast, cable and satellite, **100% of all Minnesotans** are served by at least one MPTA station.

Over **2 million Minnesotans** tune in to an MPTA station each week.

Our community depends on public television as a **safe-haven** for high-quality programs free of violence and explicit material.

## History of Public Television

Local public television stations have existed alongside commercial stations since the earliest days of broadcasting in the United States. In the 1940's an Act of Congress permanently reserved airwaves specifically for non-commercial educational stations. The intent was to "forever preserve" an opportunity for all citizens to have access to non-commercial media in order to provide for a free exchange of information and ideas essential to our democracy. In the early 1960's Congress enacted the Educational Television Facilities Act which provided major Federal funding assistance grants to public broadcasting stations.

In Minnesota, public television remains true to its roots. Owned by the communities it serves, public television features a variety of public affairs, educational and cultural programs that enhance the quality of life for all Minnesotans. Many of the programs are produced in partnership with Minnesota's finest nonprofits, state agencies and public service organizations.

What's more, as part of a state-wide service, public television programming also includes live gavel-to-gavel House & Senate legislative coverage including floor sessions and important committee hearings. Viewers from across the State can tune in and see first hand what's going on in St. Paul during the legislative session.

As the communities we serve continue to change in diversity and needs, public television remains true to its mission by using the power of media for the public good.

*Serving our local communities*

## Taxpayer Return on Investment

### Current State operating grants

Station grants for station operations, including matching and equipment grants have been dramatically reduced over the past four years. The current FY 10-11 biennial appropriation for operating and equipment grants for MPTA is \$2,619,000. FY11 was \$1,258,000 after budget cuts.

### Importance of Operating Grants

- Essential to basic station operations
- Necessary to put programs on the air
- Helps pay for staff, space, lights, etc.
- The matching grants process is identified in MS 129D
- Local contributions matched with state funds , federal funds and corporate and foundation funds

### Taxpayer's return on investment (ROI)

To increase the efficiency of the State's investment in public television, grants received by each station are matched by funds from other sources, including the Federal government, underwriting, membership contributions, and corporate and foundation grants. For example, one year of State operating support generates almost \$6 million dollars in Federal match:

1 Yr State funding	1 Yr Federal Match
\$1,258,000	= \$5,833,401

This investment along with private dollars is extremely efficient in producing high yield dividends for the public in the form of:

- **Free** non-commercial television for all
- **Free** on-demand programs online
- **Free** broadcast of public safety emergency communications
- **Free** children's programs

*Private-public partnership*

## Legacy Amendment Funding

State operating matching and equipment grants to public television has a direct impact on each station's ability to create Legacy programs and put them on the air.

Legacy funds are restricted and may only be used to produce arts, cultural and history related programs. Each station must raise funds through private and public partnerships to support the infrastructure that enables them to air these wonderful programs. That is, State operating grants support Legacy programming.

The arts, cultural, historic and environmental programs produced in the past year are truly public treasures and educational programs. They will be preserved in perpetuity and made available online for future generations to use and enjoy.

Below are our most recent Legacy accomplishments:

- 37 Jobs created
- 121 Hours Legacy programs produced
- 602 Hours Legacy programs broadcast
- 1161 Artists featured
- 674 Historians, educators & experts featured
- 200 Organizations featured
- 35 Partners and collaborations
- 84 Lesson and activity guides created
- 336,459 Web page views
- 106 Hours of Legacy program available online

Legacy grants have provided Minnesota's public television system the opportunity to further reinforce their mission to serve Minnesota's communities. With additional funding, we aim to do more.

*Minnesota Public Television*