

Minnesota Public Television Association 2024 Impact Report



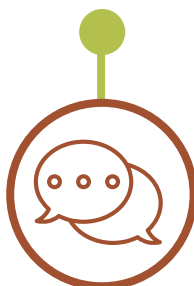
The six stations of the Minnesota Public Television Association (MPTA) harness the power of media to document, promote, and preserve the arts, culture, and history of our local Minnesota communities.

mpta

minnesota public television association

Through support from the Minnesota Arts & Cultural Heritage Fund in 2024, the MPTA:

Fostered learning



87% learned about something new related to arts, culture, or history.

65% talked with others about something they learned.

Represented Minnesota



73% of viewers said that their local station's arts, culture, and history programming adequately represents Minnesota's diverse communities.

Promoted trust



87% trust their local PBS station to deliver arts, culture, and history programming that is well-researched and unbiased.

Fueled economic development



28 full-time positions.

119 freelance and temporary jobs.



"It was an incredible opportunity to showcase our brand on a bigger platform, giving us valuable exposure and sparking conversations with new potential partners and customers." – MPTA Viewer

Supported local artists



Among community members who were featured in Legacy-funded programs:

91% have seen increased awareness or interest in their work.

58% have had new opportunities locally and nationally.



"I like how expansive it can be. From the short-form content to longer form documentaries, there is a lot for people to engage in." – MPTA Viewer

Sparked connection & engagement



71% feel more connected to Minnesota.

86% took some form of action in their community.

69% learned about new artists in their community,



"It is a window into my local community that, for me, only exists on PBS." – MPTA Viewer