

ampers

Diverse Radio for Minnesota's Communities



Minnesota House of Representatives
Legacy Finance Division
February 6, 2019



Presented By: Joel Glaser
Chief Executive Officer
(651) 587-5550
jglaser@ampers.org

About Ampers

The Association of Minnesota Public Educational Radio Stations

Ampers is not affiliated with MPR, TPT, or MPTA

We now have 18 radio stations serving Minnesota communities

17 of the 18 stations are eligible for state funding

About Ampers

Ampers stations serve primarily underserved communities

- **Communities of color**
- **Native American**
- **New immigrant**
- **Students**



About Ampers

Programming in 12 different languages

1,200 to 1,500 students work at the stations each year

Stations rely heavily on volunteers (some have as many as 300)

They are programmed by and for the communities they serve

The stations are not allowed to run commercials



Clearing Up the Confusion



- Licensed as public
- Can't air commercials
- An association of independent community stations
- Stations do not rebroadcast or retransmit programs from one main Twin Cities' station

- Licensed as public
- Can't air commercials
- A network of regional radio stations
- Stations outside the Twin Cities retransmit programs from the Twin Cities

Clearing Up the Confusion



- Stations licensed to a college, school, university, tribal government or to a community
- Approximate revenue FY16: \$9 million

- Stations licensed to Minnesota Public Radio (MPR) a subsidiary of American Public Media
- Approximate revenue FY16: \$100 million

**Ampers =
COMMUNITY RADIO**

**MPR = PUBLIC
RADIO**

Our Newest Stations Are...

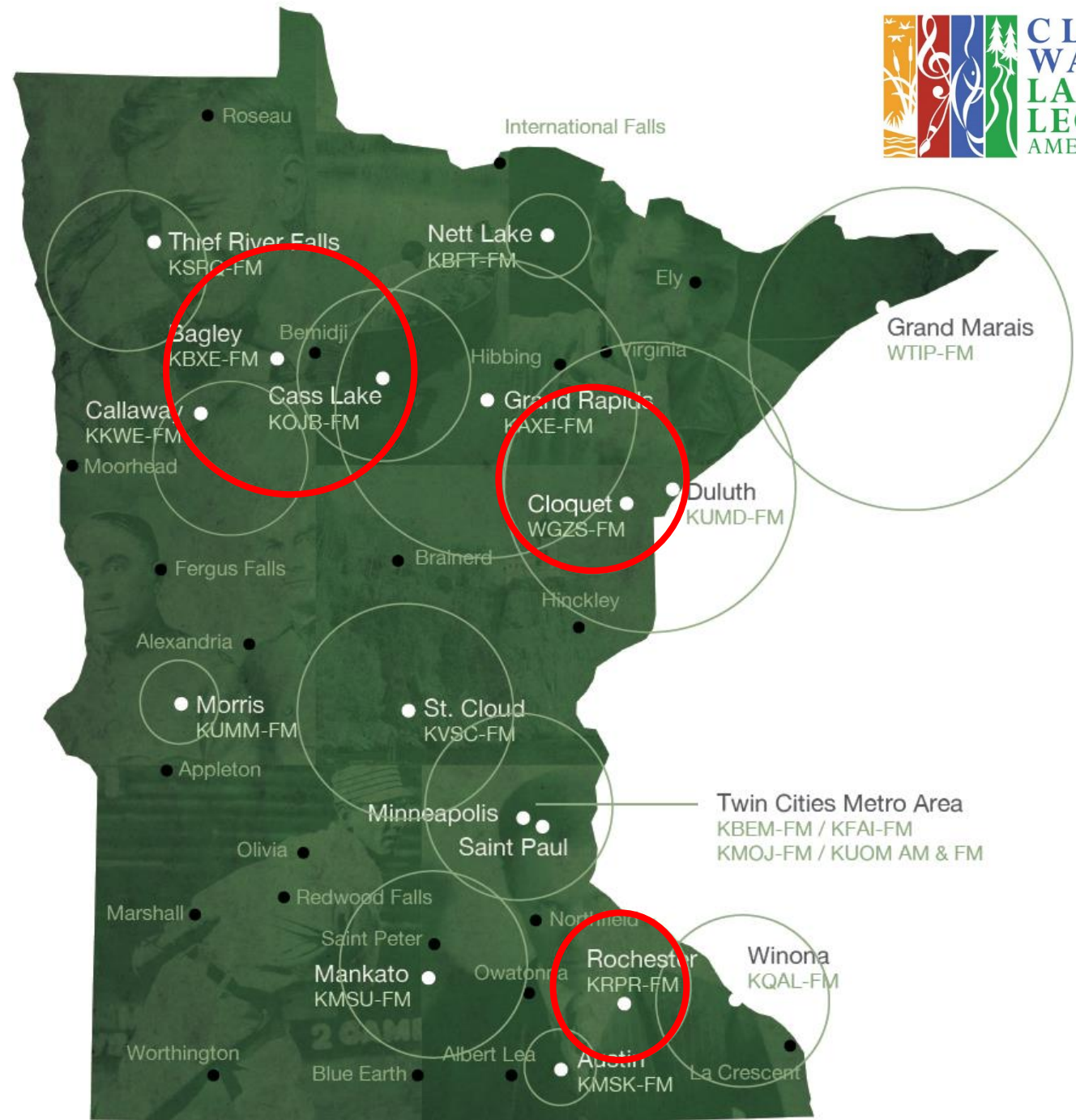
KRPR – Rochester

WGZS – Fond du Lac/Cloquet

KBXE – Bagley/Bemidji

**Ampers doe NOT buy, sell,
or build stations**

**All Ampers stations are full power
We are NOT affiliated with Low
Power FM Stations (LPFMs)**



Legacy Programming is Incredibly Diverse



**KSRQ's "Polkacast," a 24-hour streaming
polka channel (Thief River Falls)**



**KMOJ's documentary "Sex
Trafficking: The New Slavery"
(Minneapolis/St. Paul)**

Legacy Programming is Incredibly Diverse



**Bobb Fantauzzo
Minnesota Musician**



Legacy Programming Provides Access

Artists get more access to audiences



A Minnesota band performs live at Radio K (KUOM) in the Twin Cities



A winning entry from KBFT's Photo Contest in Bois Forte

Legacy Programming Provides Access

Student artists get more access to audiences



High school jazz vocalist Leila Lowry professionally recorded her own single



KSRQ (Thief River Falls) broadcasts school band and choir concerts.

Legacy Programming Provides Access

The public gets easier access to the arts



More than 1,250 people attended the WTIP Radio Waves Music Festival in Grand Marais.



KMSU (Mankato) records and broadcasts and archives the Mankato Symphony Orchestra concerts

Legacy Programming Provides Access

Students get more access to the arts



Performers in Bois Forte also went to the Boys and Girls Club



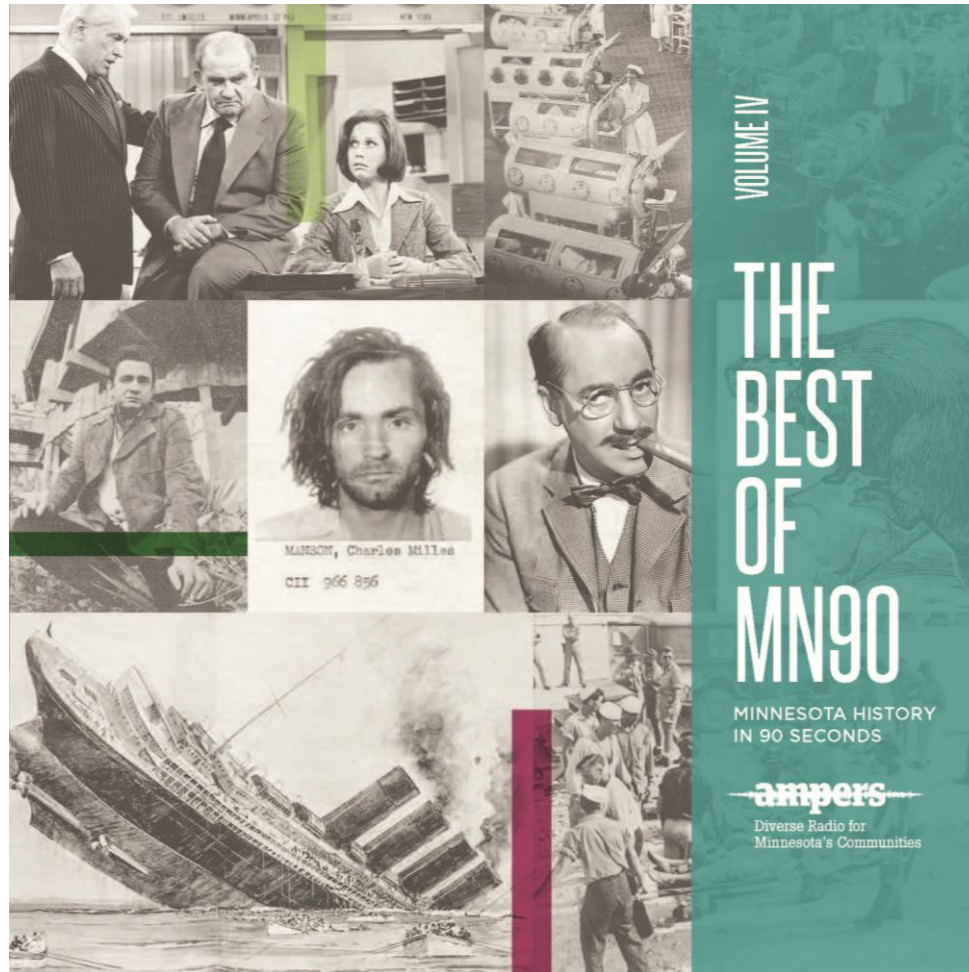
KMSU & Mankato Symphony Orchestra held a concert specifically for children

Legacy Programming is Educational



- Produced two Powwows
- More than 3,000 people attended each
- Created educational programs
- Red Lake Schools requested copies of programs for students

Legacy Programming is Educational



- We have produced more than 500 episodes of MN90
- We typically give away about 10,000 CDs each year at the State Fair
- More and more teachers are using them in their classrooms



Legacy Programming is Educational



WTIP listeners got to hear letters sent home from a Grand Marais resident serving in World War I.



In many cases like Radio K's "Real College Podcast" education means hands-on broadcast training.

Legacy Statistics

- **Ampers and its station have produced and archived more than 17,500 radio programs (does not include some live events)**
- **Ampers and its stations have produced more than 22,800 hours of on-air radio programming (does not include some live events)**
- **In FY18 more than 1,440 students played a role in creating and implementing Legacy projects**
- **In FY18 we paid 544 artists and 319 contractors**

Ampers FY2020 – 2021 Legacy Fund Request

\$3,400,000 for the biennium

\$1,700,000 per year (the same amount we received in FY2019)

Two of the newer smaller stations did not receive funding in FY2018



Diverse Radio for
Minnesota's Communities

Thank you for your continued support