

MINNESOTA PUBLIC RADIO

LEGACY AMENDMENT ARTS & CULTURAL HERITAGE FUND
FY 18-19 LEGACY PROJECTS REVIEW
FY 20-21 GRANT REQUEST

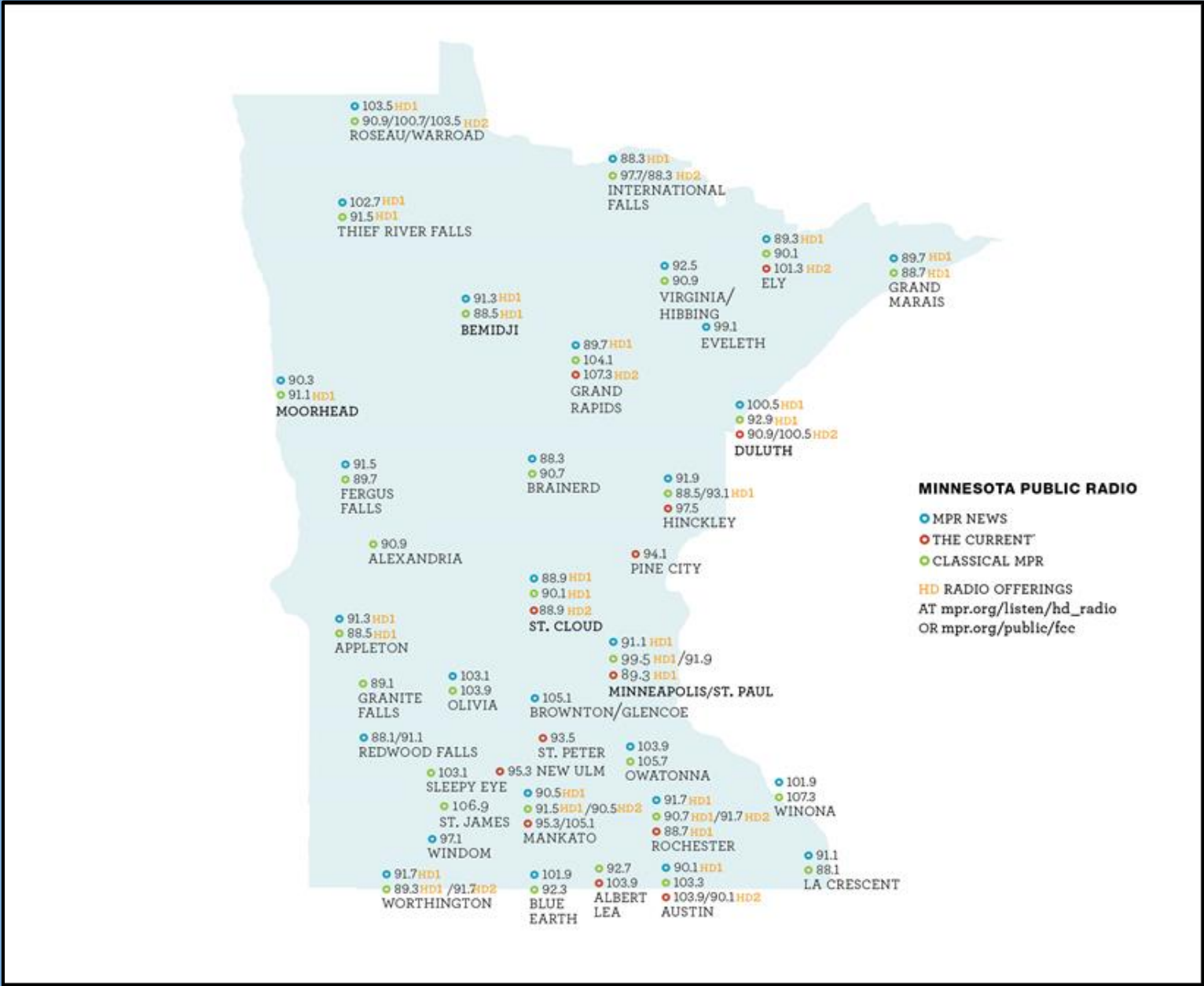
MN House Legacy Finance Division
Chair Leon Lillie
Wednesday, February 6, 2019



John Kavanagh, Public Affairs/Government Relations, Director

Garrett McQueen, Overnight Host/Producer, Classical MPR

Brian Newhouse, Managing Director, Classical MPR



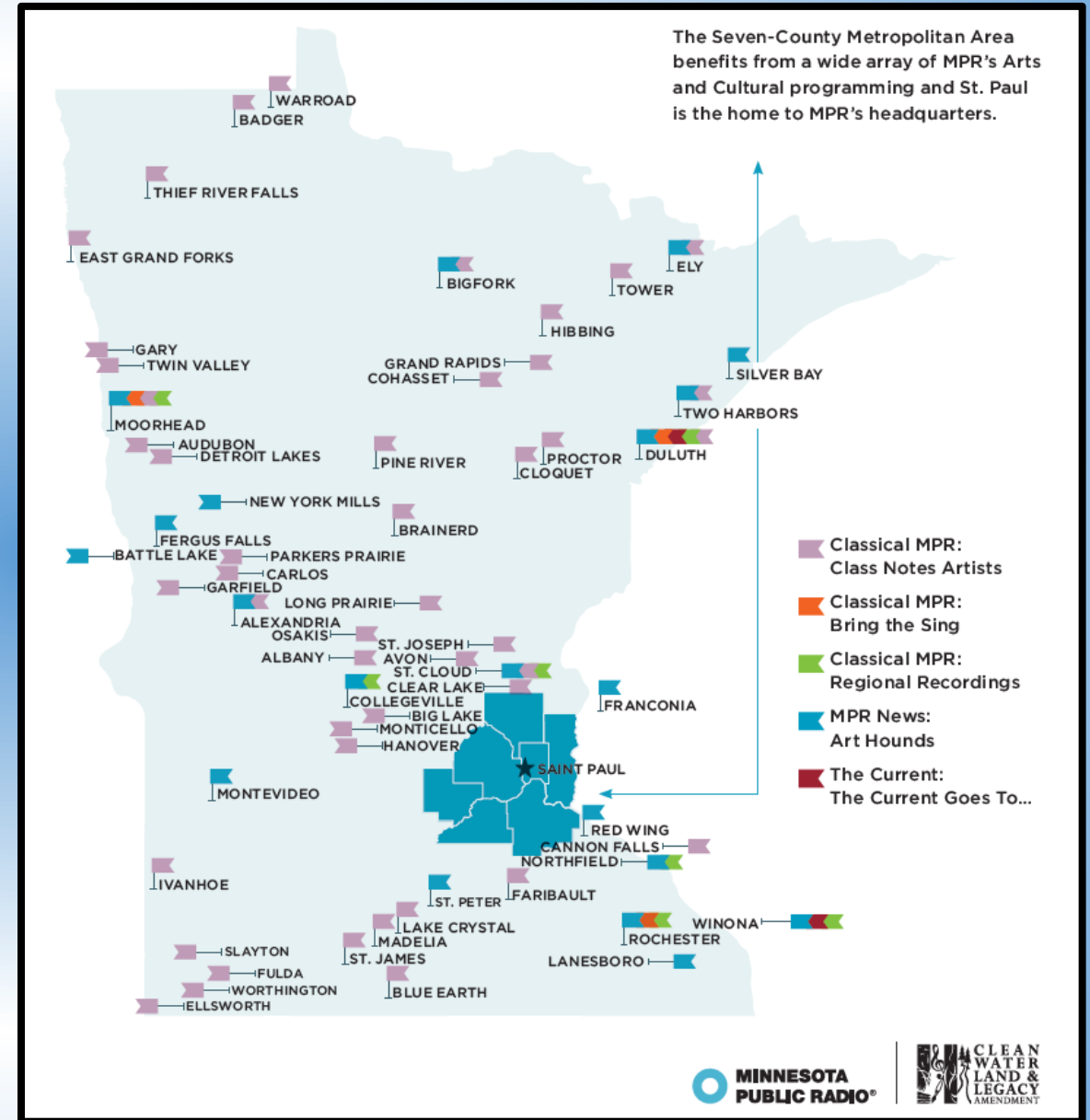
MPR's Statewide Reach

With more than 80 stations in its network, Minnesota Public Radio reaches audiences statewide. Its signal reaches 97% of the state and over one million listeners tune in each week. In turn, Minnesota's artists have a venue to receive airtime, develop audiences and connect with established and developing Minnesota artists.

ACTIVITIES SUPPORTED BY THE MINNESOTA LEGACY ARTS AND CULTURAL HERITAGE FUND JULY 1, 2017 – JUNE 30, 2018

Minnesota is a culturally rich and diverse state. MPR's goal is aligned with that of the Minnesota Legacy Amendment's Arts and Cultural Heritage Fund to create and showcase "arts, history and cultural heritage programs (that) will bolster Minnesota's reputation as a center for creativity, innovation and imagination, supporting the long-term vitality of our state."

MPR provides programming via special events, Classical MPR, MPR News, and The Current®.

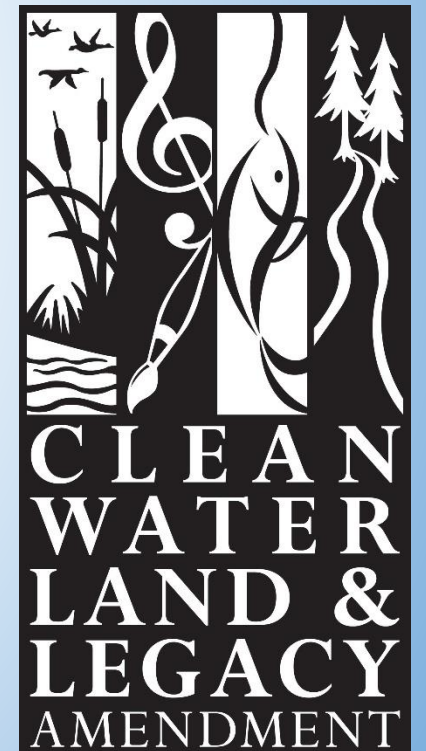


MPR: FY 2018-19 LEGACY GRANT

FY18-19: \$3,200,000

FY18: \$1,500,000

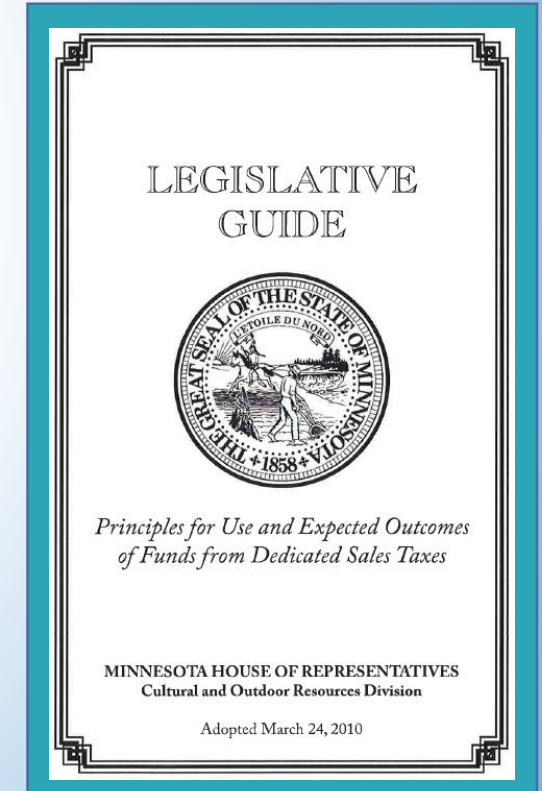
FY19: \$1,700,000



MPR: Meeting the State of MN's Legacy Principles

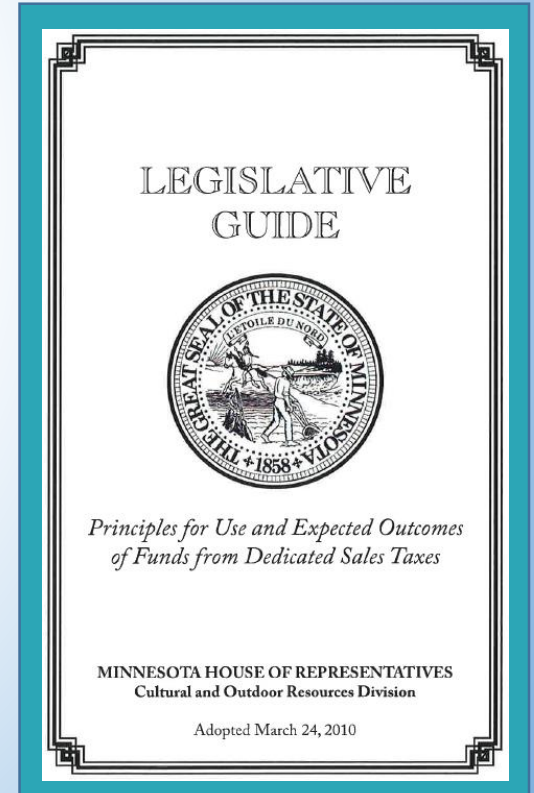
MPR achieves MN's stated goals through Classical MPR, The Current, and MPR News and our live events. Our work in service to the people of MN falls into four categories:

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



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

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



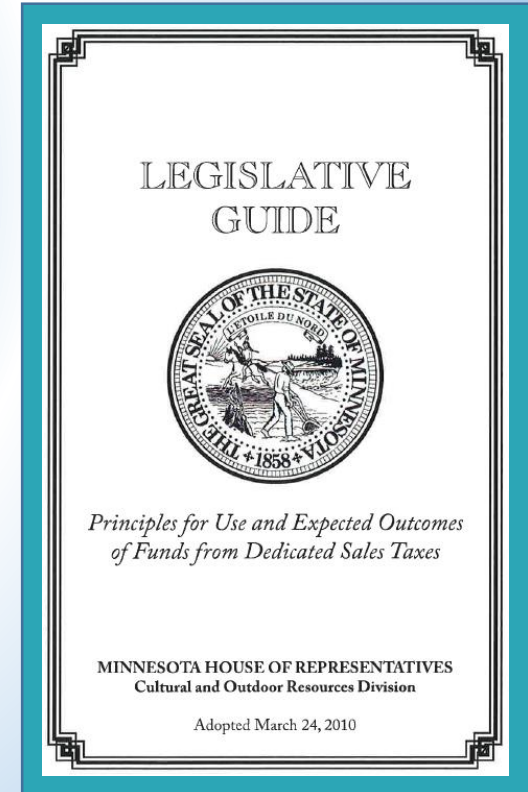
MPRarchive

The Best of *Midday* Collection: *Midday* was a daily two-hour news program covering politics, education, business, world affairs, and sports. Gary Eichten hosted *Midday* from 1971 to 2012.

- Publicly accessible public online and through partners like the Minnesota Historical Society and Minnesota Digital Library
- MPR is also dedicated to preserving audio recordings of MN music artists
- Archival audio digitized in past Legacy projects aired as part of Jim Bickal's *MPR50 series*. Bickal produced 49 stories broadcast during calendar year 2017 which highlighted MPR's 50 years of coverage of Minnesota.

“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”

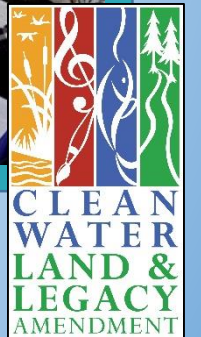
-From *MN House Legislative Guide:
Principles for Use and Expected Outcomes of Funds from Dedicated Sales Taxes*



BRING THE SING

Bring the Sing - Moorhead led by Joe Osowski (October 14, 2017)

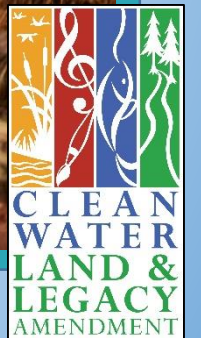
- **Vocalists Representing:** Concordia College, Minnesota State University (Moorhead), Minnesota State Community and Technical College (Fergus Falls), the Fargo-Moorhead Choral Artists, and Great Plains Harmony
- **Inclusive:** Bring the Sing is a free event for singers of all abilities



BRING THE SING

Other 2018-19 *Bring the Sing* events.

- Rochester
- State Capitol
- Duluth
- Como Park Pavilion
- State Fair



ART HOUNDS

A weekly program highlighting art events throughout the state

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

ART HOUNDS

In FY18, Art Hounds:

- Highlighted 136 different community-nominated Minnesota artists or ensembles.
- Represented more than a dozen different arts disciplines.
- Maintained its commitment to statewide reach with 30% of artists or ensembles featured from Greater Minnesota.
- Featured work in 8 of the 11 Regional Arts Council Districts.

ART HOUNDS

“If you're ever wondering why you go through all the work to dig up *Art Hounds* -- here is a photo with 70 (!) people at a poetry reading. Nearly all of them heard the piece [from *Art Hounds*].”

--Lucie Amundsen, Duluth author

“We talk about the ‘Art Hounds Bump.’ When an Art Hound talked about our kids’ matinee, we had a line out the door that weekend!”

- Jill Bernard, improv comedian



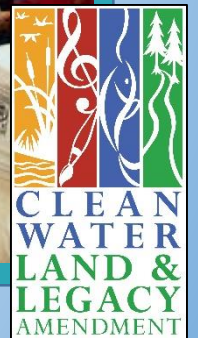
Photo courtesy Lucie Amundsen



CLASS NOTES

Professional Artists in Residence

- **Class Notes Artists:** regional artists and ensembles embedded in schools throughout MN.
- **Class Notes High School:** Pilot clinician program with multiple visits by Class Notes ensembles.
- **Class Notes Workshops:** hourlong, intensive music clinics led by guest artists.
- **Class Notes Video Library:** standards-based videos with curricula and lesson plans.



CLASS NOTES

Class Notes High School & Class Notes

Workshops



G. Phillip Shoultz, III and Tamara Gonzalez led workshops at high schools throughout Minnesota.



Mill City String Quartet and The Mirandola Ensemble piloted the Class Notes High School program, performing and providing feedback for student ensembles



CLASS NOTES

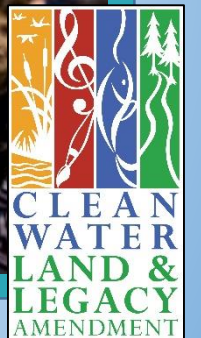
2017-18 Participating Schools:

Adrian	Chisholm	Grand Rapids	Maple Grove	Spring Valley
Albany	Clear Lake	Hayfield	Maplewood	St. Cloud
Alexandria	Cloquet	Hibbing	Minneapolis	St. James
Austin	Cohasset	Hinckley	Montevideo	St. Joseph
Badger	Columbia Heights	Holdingsford	Montgomery	St. Paul
Belle Plaine	Crookston	Hopkins	New Hope	Stillwater
Bemidji	Detroit Lakes	Houston	North Saint Paul	Tower
Bena	East Grand Forks	Hutchinson	Norwood Young	Tracy
Bigfork	Elgin	Inver Grove	America	Two Harbors
Bloomington	Ellsworth	Ivanhoe	Owatonna	Ulen
Blue Earth	Ely	Lake Crystal	Pine River	Vadnais Heights
Brainerd	Fairmont	Lake Park	Plainview	Warroad
Breckenridge	Finlayson	Lakeville	Proctor	Willmar
Brooklyn Center	Foley	Lanesboro	Rushford	Winnebago
Brooklyn Park	Franklin	Laporte	Saint Louis Park	Winona
Caledonia	Fridley	Litchfield	Saint Paul	Worthington
Cannon Falls	Garfield	Little Canada	Sauk Rapids	
Carlos	Gary	Madelia	Slayton	
Chaska	Golden Valley	Mahtomedi	South Saint Paul	

CLASS NOTES

2017-2018 Class Notes Artists:

- Afoutayi Dance, Music, and Arts Company
- Border CrosSing Ensemble
- Chione Quintet
- Concordia Wind Quintet
- Copper Street Brass
- Delphia Cello Quartet
- The Dream Songs Project
- Flying Forms
- Gaelynn Lea
- Lumina
- Lux String Quartet
- MatraMill City String Quartet
- The Mirandola Ensemble
- Riverside Winds
- Robot Rickshaw
- The Rose Ensemble
- Siama's Congo Roots Trio
- Zenith Contemporary Ensemble



CLASS NOTES

**During the 2017-2018 school year, Class Notes reached:
29,000 students
At 109 schools
60% of those schools were in Greater MN**

CLASS NOTES VIDEOS



Meet Garrett McQueen

- Overnight host/producer.
- Professional bassoonist.
- Advocate for the diversification of classical music and the advancement of black musicians in the field.

Listen to Garrett McQueen on from midnight to 6 A.M., Thursday to Sunday on ***Classical 24***



CLASS NOTES

Request Class Notes school visit:

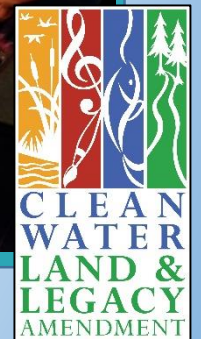
<https://www.classicalmpr.org/story/2017/02/21/request-a-class-notes-artist-visit>

Apply to be a Class Notes artist:

<https://www.classicalmpr.org/story/2018/03/13/apply-for-the-201819-class-notes-artists-program>

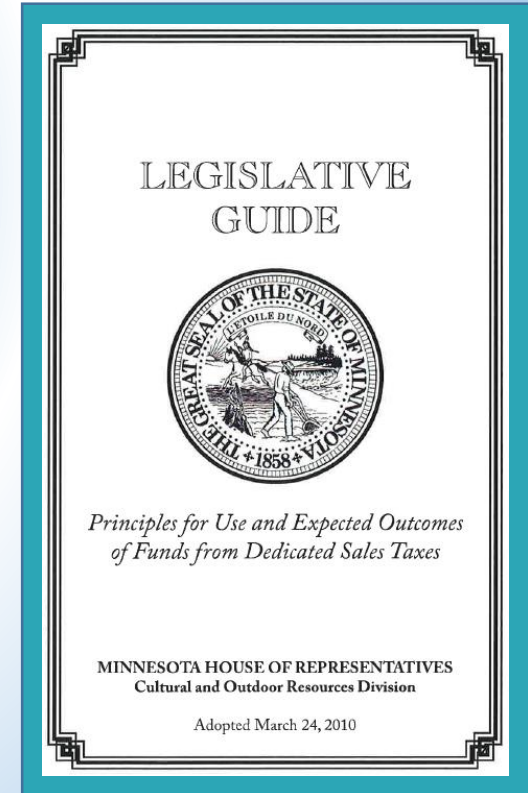
OTHER MPR LEGACY PROGRAMS

- *Choral Stream*
- *Regional Classical Broadcast Recordings*
- *The Current Goes to. . .*
- *Live Events*
- *Duluth Local Show*
- *Local Current Blog*
- *Local Current Stream*
- *Rock the Cradle*
- *Purple Current*
- *MPR News: Minnesota Arts Coverage*



“Funds for long-term activities should be allocated strategically so that the activity or organization funded can be successful beyond the life of the arts and cultural heritage fund.”

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



ESTABLISHED WITH LEGACY FUNDS IN 2011



Due to Minnesota Varsity's success, MPR no longer relies on Legacy Funds for its support

The purpose of **Minnesota Varsity** is to provide young musicians to make music and to be involved in the process of creating it.

The Minnesota Varsity process:

- Young musicians (instrumental and vocal) submit their performance recording
- Entries are reviewed and their performances recorded in MPR's Maud Moon
- Selected musicians are chosen to perform on stage in a live Minnesota Varsity show at the MPR Theater

MPR FY 2018 Legacy

Fiscal Year 2018 (July 1, 2017 - June 30, 2018)

FY18	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Salary & Benefits	185,881.46	211,699.99	357,343.33	317,269.38	1,072,194.16
Contracted Services	40,694.85	89,568.62	58,368.18	73,811.85	262,443.50
Marketing & Advertising	4,162.48	9,242.64	11,469.72	18,574.81	43,449.65
Production & Supplies	1,788.98	2,938.39	1,271.20	10,270.73	16,269.30
Digital Equipment	3,492.26	49,292.11	14,893.20	-	67,677.57
Travel	935.35	3,259.45	2,494.32	1,276.70	7,965.82
Total	236,955.38	366,001.20	445,839.95	421,203.47	1,470,000.00

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Highlighting Minnesota Artists	10.28 (FY18)	<p>Stream Requests</p> <p>Page Views</p> <p>On-Air Listeners (estimated weekly come for Legacy-funded shows only – does not include streaming)</p>	<p>Projected: 410,000 Actual: 655,742</p> <p>Projected: 1,720,000 Actual: 1,621,983</p> <p>Projected: 50,000 Actual: 51,000</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Supporting Music Education	1.48 (FY18)	<p>Students Reached</p> <p>Minnesota Artist Participants</p> <p>Schools Participating</p> <p>Minnesota Counties Served</p>	<p>Projected: 24,000 Actual: 29,128</p> <p>Projected: 15 Actual: 50+</p> <p>Projected: 45 Actual: 109</p> <p>Projected: 16 Actual: 39</p>

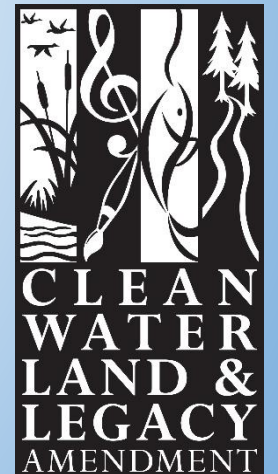
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Live Events	1.27 (FY18)	<p>Live Events</p> <p>Local Performers</p> <p>Event Attendees</p>	<p>Projected: 17 Actual: 15 (The Current Goes To... experiences are counted as one event but took place over multiple days at multiple venues)</p> <p>Projected: 150 Actual: 150</p> <p>Projected: 7,200 Actual: 7,200 (est.)</p>
Preserving Minnesota History	1 (FY18)	Stories Digitized	<p>Projected: 2,200 Actual: 1,473</p>

MPR: FY2020-21 LEGACY GRANT REQUEST

FY20-21: \$3,900,000

FY20: \$1,950,000

FY21: \$1,950,000



Questions

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

 **MINNESOTA PUBLIC RADIO®**

Thank you!

FOR MORE INFORMATION ABOUT
MINNESOTA PUBLIC RADIO, VISIT [MPR.ORG](http://mpr.org)

 **MINNESOTA PUBLIC RADIO®**

John Kavanagh, Director of Public Affairs and Government Relations

Phone: 612-805-1470

Email: jkavanagh@mpr.org

MPR FY2018 Legacy Report link: <https://www.mpr.org/public/legacy-amendment-projects>