

# MINNESOTA PUBLIC RADIO

## LEGACY AMENDMENT ARTS & CULTURAL HERITAGE FUND FY24 LEGACY PROJECT REVIEW FY26-27 REQUEST: \$4.7 M



MN House Legacy Finance Committee

March 19, 2025



1

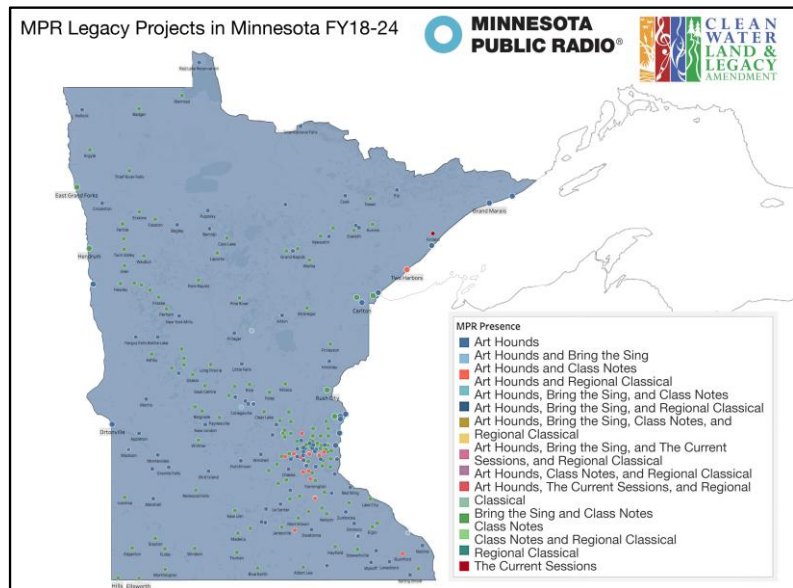
- ❖ Anissa Rogness, Director of Public Affairs & Government Relations, Minnesota Public Radio
- ❖ Megan Hadley, K-5 Music Specialist, Oak Grove Elementary School, Bloomington



2



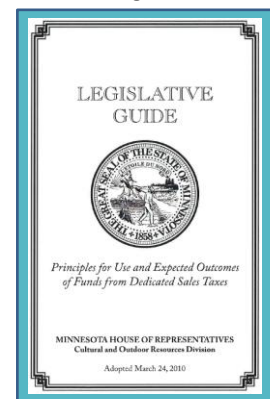
# ACTIVITIES SUPPORTED BY THE MINNESOTA LEGACY ARTS AND CULTURAL HERITAGE FUND FY 18-24



## 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 Minnesota falls into four categories:

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



## YOURCLASSICAL MPR

### Partnering with Minnesota's classical music community



- Broadcast 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.
- Minnesota choral music available 24/7 through **The Choral Stream**.
- **Multi-platform video of performances** of Minnesota musicians and organizations.
- **Bring the Sing**, public choral events for singers of all ages.

7



7

## CLASS NOTES Professional Artists in Minnesota Schools

- **School concerts** paired with **standards-based videos** with **curricula and lesson plans** available to anyone on the Class Notes website
- Class Notes Artists: **14 Groups/41 Artists participated last year**
- Reached **53,500 students** at **168 schools** in 2023-24 school year
- Nearly **20% of concerts in Greater Minnesota**
- **48.59% of Class Notes audiences qualify for free/reduced lunch**



8

# CLASS NOTES

## Minnesota cities served in 2023-24:



Albert Lea	Edina	Mahtomedi	St. Cloud
Alexandria	Elk River	Maple Grove	St. Joseph
Anoka	Ely	Maplewood	St. Louis Park
Apple Valley	Falcon Heights	Marshall	St. Paul
Ashby	Fridley	Miltona	Shoreview
Austin	Garfield	Minneapolis	Silver Lake
Belgrade	Golden Valley	Minnetrista	Stewartville
Belle Plaine	Grand Marais	Mound	Stillwater
Bemidji	Grand Rapids	Mounds View	Thief River Falls
Blaine	Ham Lake	Nerstrand	Waseca
Bloomington	Hastings	New Hope	Watertown
Brooklyn Center	Hayfield	North Saint Paul	White Bear Lake
Brooklyn Park	Holdingford	Northfield	Willmar
Broton	Hopkins	Paynesville	Winona
Burnsville	Hugo	Plymouth	Woodbury
Carlos	Inver Grove Heights	Randolph	Zimmerman
Clear Lake	Jordan	Rice	
Cottage Grove	Lake Crystal	Rochester	
Duluth	Lake Elmo	Rogers	
Eagan	Lakeville	Roseville	
East Grand Forks	Lindstrom	Savage	



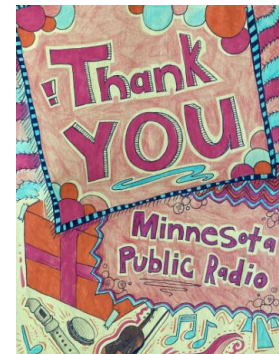
# CLASS NOTES

"The only thing I can do is Thank you. This was an incredible experience for me and my kids. They were able to hear and learn something that, honestly, I could not properly teach them. That gift is beyond words. Class Notes concerts was new to me this year, and I hope that it continues as I would love to bring more and more to my kids."

- Music Teacher, Maple Grove

"Music is important to me because it describes a whole different universe. It's like learning a whole new language."

- Class Notes student participant



List 3 things you noticed or learned about music from your Class Notes Concert.

1. I heard the music come  
2. they are from a different  
3. I felt the beat

Tell us something new that you learned during your Class Notes Concert.

To listen to the  
music I learned  
words in

What will you remember most from your Class Notes Concert?

I will let music  
into my heart.

"Please continue this program for our students. With the rising cost of busing and new time constrictions in our schools, many of our kids will not have these amazing cultural experiences unless they come to us. We need our kids to have these enriching, nourishing experiences so they can better connect with themselves and humanity."

- Music Teacher, Stacy





## YOURCLASSICAL MPR

Increased Funding for FY26-27 will support:

- Deeper partnerships with regional music partners
- Competitive compensation for artists engaged
- Multi-platform products to reach new audiences
- Increased Class Notes live concerts while continuing to offer a full virtual concert library
- Intentional analysis and targeted outreach from Class Notes to serve new schools



11

## THE CURRENT

Amplifying emerging artists alongside the legendary acts that inspired them

- Our weekly **Local Current broadcast** blends music and conversation with Minnesota artists from across the state.
- Our video sessions highlight notable artists in the studio, making their content available to all Minnesotans and beyond.
- Our streams including **Radio Heartland** and **Carbon Sound** provide 24-hour access to local tracks.
- **Performances in a variety of spaces** – like the Minnesota State Fair and Grand Old Day – allow audiences to experience the unique energy of live music together with other fans.
- **Minnesota Music Month** in April provides 30 days of focus on local talent.
- **The Giglist** provides a trusted daily guide for local music fans.



12

# THE CURRENT

Increased funding for FY26-27 will support:



- A multi-channel approach on The Local Show, increasing local content
- Expanded live performance opportunities across the state
- Artist development workshops
- Increased artist contracts with competitive compensation, strengthening the artistic ecosystem



13

"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

"[I] learned about composers I had not known about - and also about concerts that I had not known about - which lead me to buy tickets to some of the concerts."

- YourClassical MPR Listener

"This Minnesotan is so honored. Thank you to the DJ's and fans that are spinning and listening at @thecurrent for your endless support this year....To be recognized and heard in this way is so unexpected and kind and all I can say is thank you very very much."

- Ber

"I've attended concerts for artists I discovered on The Current and also introduced my teenager to new music and even he went to concerts for artists he discovered there."

- Current Listener

LEGACY  
FUNDING FOR  
YOURCLASSICAL  
MPR AND THE  
CURRENT HELPS  
AUDIENCES  
DISCOVER THE  
BEST  
MINNESOTA-  
BASED  
MUSICIANS



14

## MPR NEWS: ARTS & CULTURE

Pairing reporter-driven news stories with citizen engagement

- **100+ stories annually** about Minnesota's arts institutions, big and small, as well as individual artists and musicians.
- **Stories from Minnesota history shared regularly** on Minnesota Now.
- Content broadcast on **Morning Edition, All Things Considered, MPR News with Angela Davis** and **Minnesota Now**.
- Citizen engagement through weekly Arts Hounds segments; **129 different community-nominated events/shows/artists** last year, **39% of which were from Greater MN**.
- MPR featured work in **10 of the 11 Regional Arts Council Districts**.



15



## MPR NEWS: NORTH STAR JOURNEY

Highlighting Minnesota's history and culture throughout the state

- **30+ content pieces** annually featured on Morning Edition and All Things Considered as well as online.
- **Hour long interviews featuring Minnesota leaders** on MPR News with Angela Davis.
- **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

16



## SERVING NEW AND YOUNGER AUDIENCES



**Carbon Sound:** A dynamic digital service dedicated to the depth, breadth, and influence of Black musical expression, featuring 100+ local artist. Bi-weekly live DJ mixes feature local DJs.

**Project DJ:** Young performers aged 14 to 24 join Host Steve Staruch as co-hosts on Friday Favorites on YourClassical MPR. Co-hosts share their music picks.



**MPR News Radio Camp:** Annual camp for high school students designed to mentor the next generation of journalists. Offered in partnership with Three Sixty Journalism, KRSM Radio and MIGIZI.



17

"I've always viewed the MN creative community as connected, and Art Hounds is one of the reasons for that. Anyone in the arts scene can be featured and that feels unique in that it's a rare 'level playing field.'"

– Artist featured on Art Hounds

"Reading and listening to arts and cultural coverage from MPR News tremendously impacts my knowledge and engagement related to Minnesota artists."

– MPR News Listener

"Art Hounds consistently delivers great word-of-mouth for our small theatre that has an almost non-existent advertising budget."

– Organization featured on Art Hounds

"MPR is the best source for learning about interesting things to do in Minnesota."

– MPR News Listener

LEGACY FUNDING  
FOR MPR NEWS  
ENABLES WEEKLY  
CONTENT  
FOCUSING ON  
MINNESOTA'S  
UNIQUE ARTS,  
CULTURE AND  
HISTORY FROM  
ACROSS THE STATE



18

## MPR NEWS

Increased Funding for FY26-27 will support:



- Expanded coverage in underserved communities, including rural Minnesota
- Increased multi-platform storytelling to reach new audiences
- Focused recruitment of new Arts Hounds in Greater Minnesota to expand perspectives and reach
- Integration of Native News arts and culture stories into North Star Journey



19

## ARCHIVES Audio from the last 57 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**
- **More born-digital content created every day**, requiring new archiving skills and storage requirements
- Added **transcriptions of hours of interviews** including a new American Indian Movement collection.



20

## MPR EVENTS Bringing audiences together with local artists and each other



**Rock the Cradle**, annual collaboration between MPR, the Minneapolis Institute of Arts (Mia), and Children's Theatre Company (CTC), **brings families with young kids together for a day of exploring music, arts, and culture.**

**Music concerts** from The Current and YourClassical MPR **help musicians connect to new audiences.**

**Class Notes community concerts** that **bring the music of our extraordinary Class Notes artists out of the classroom and to a general audience around the state.**



21

## IMPACT

**Local content created: 1,000+ pieces annually**

**MN K-12 students served: 53,000+ annually**

**87%+ of audiences surveyed**

Felt that coverage of local artists on The Current and YCMPR helped to connect them to artists or groups they were not aware of before

**Local artists amplified: 1,200+ annually across the three services**

**Video views of local content: 1.2M annually**

**MN Stories added to the MPR Archives Public Portal: 900+ stories**



22

# Thank you!

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

 **MINNESOTA PUBLIC RADIO®**

 MINNESOTA  
PUBLIC RADIO®