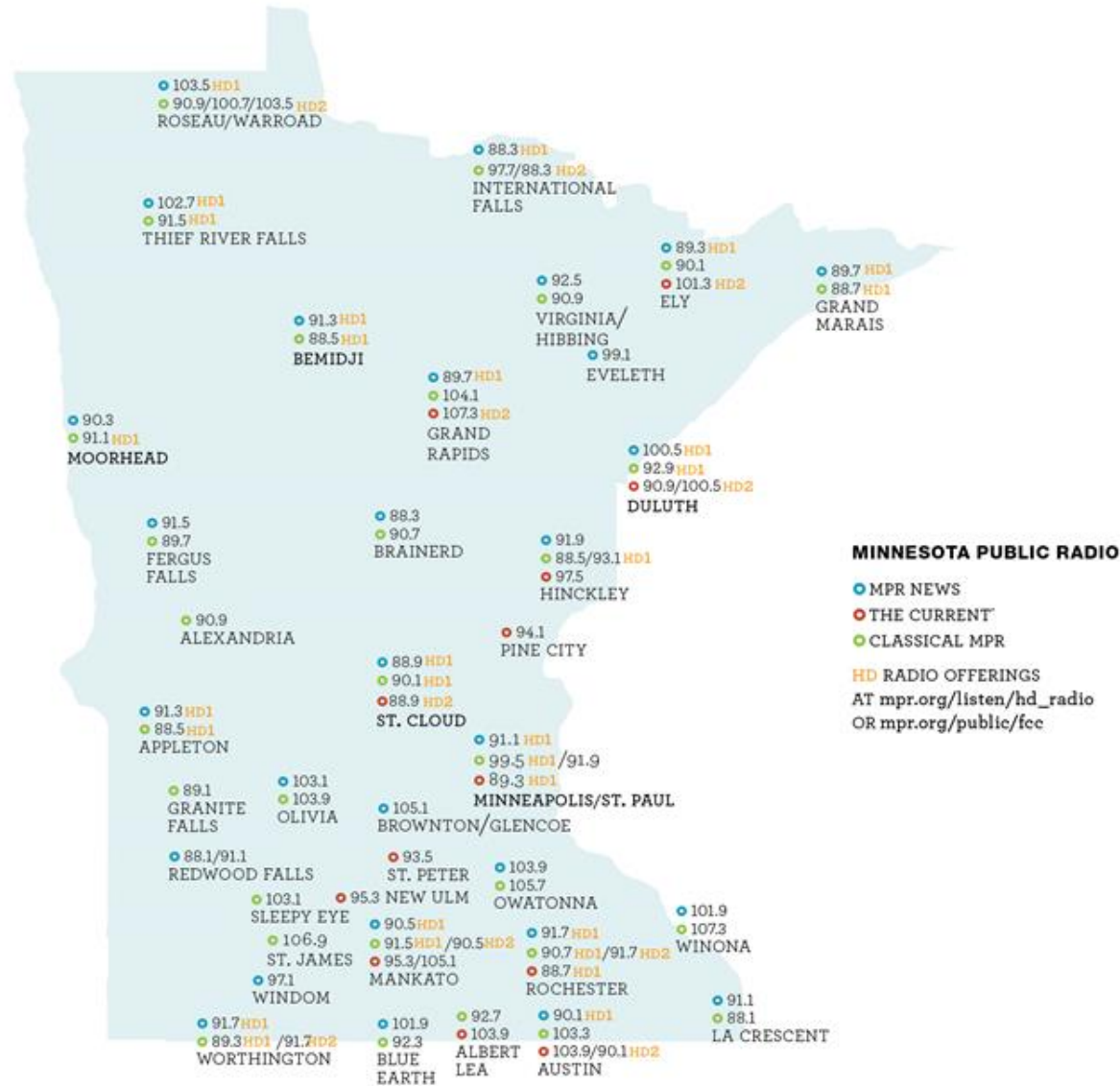


MINNESOTA PUBLIC RADIO

LEGACY AMENDMENT ARTS & CULTURAL HERITAGE FUND
FY 20-21 LEGACY PROJECTS REVIEW
HF 867: FY 22-23 GRANT REQUEST

MN House Legacy Finance Division
Chair Leon Lillie
Wednesday, February 17, 2021





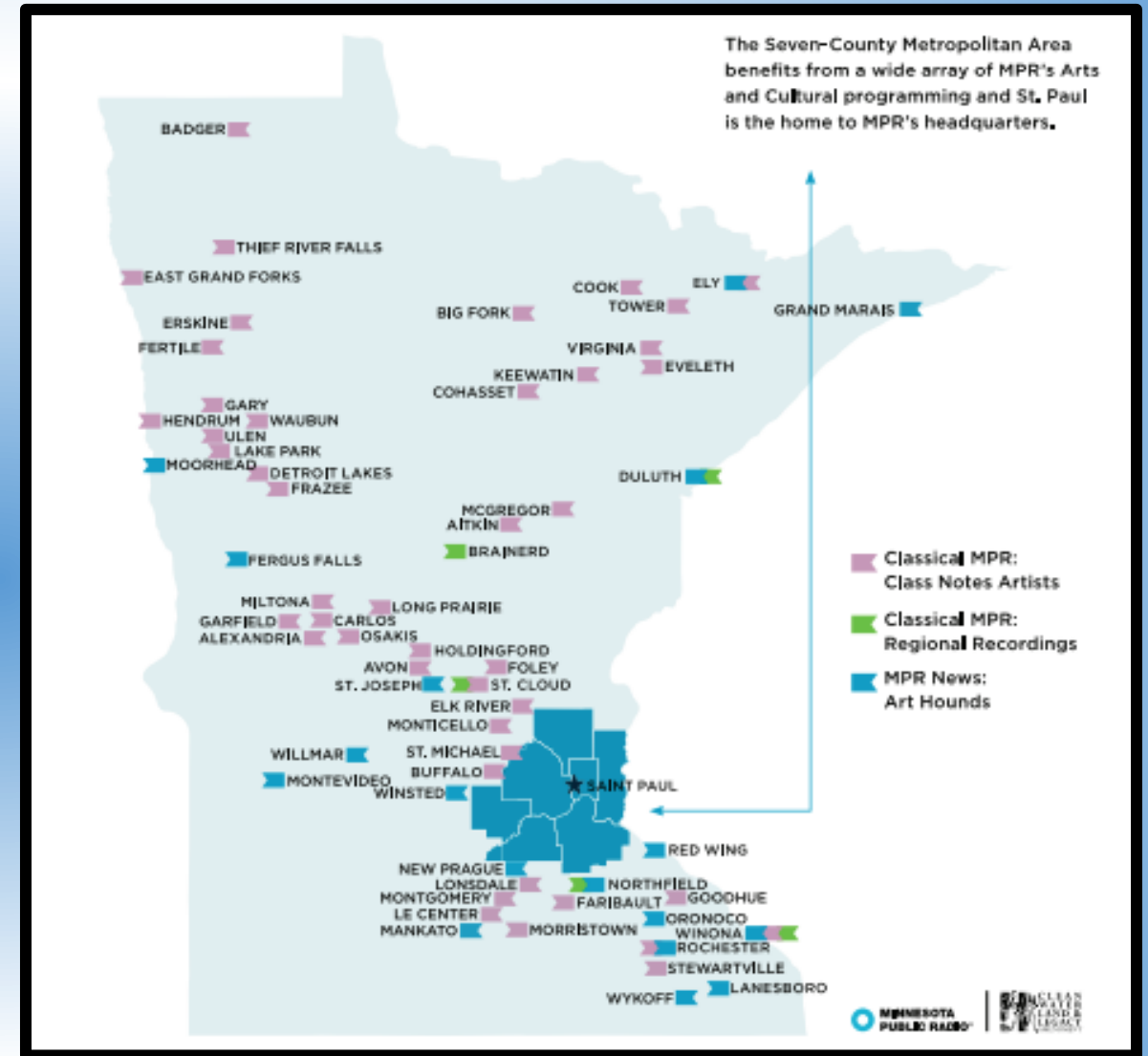
MPR's Statewide Reach

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, 2019 – JUNE 30, 2020

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®.

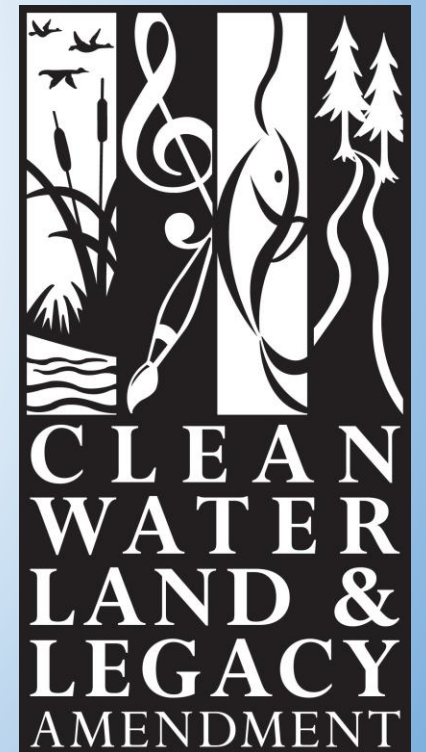


MPR: FY 2020-21 LEGACY GRANT

FY20-21: \$3,475,000

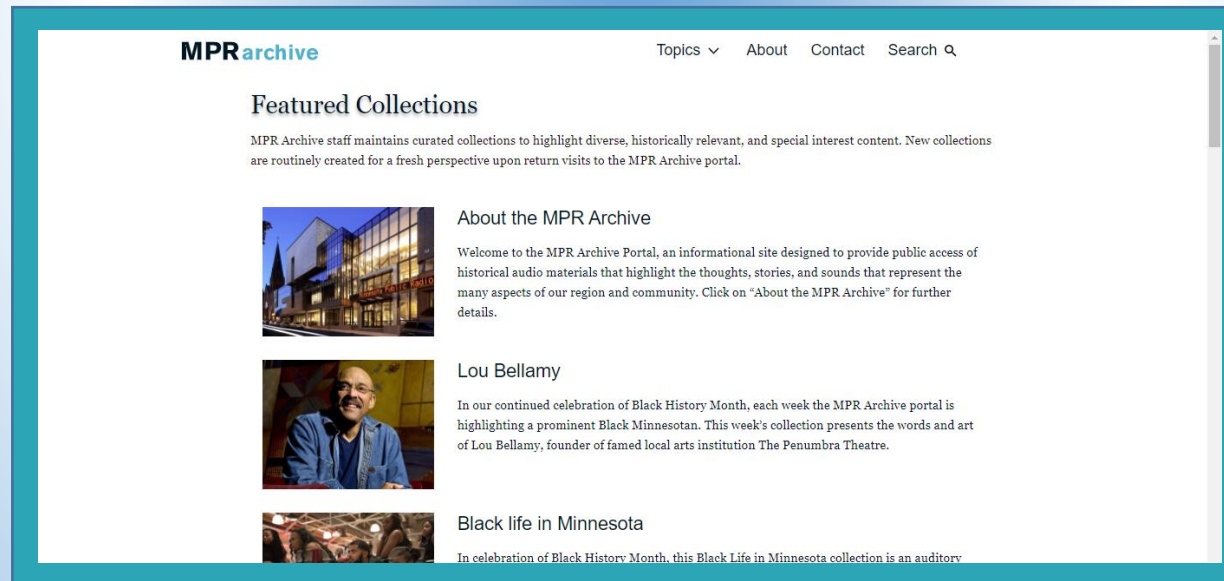
FY20: \$1,737,500

FY21: \$1,737,500



MPRarchive

- MPR redesigned its archive to make it more user friendly and to highlight its featured collections.
- MPR digitized over 2,000 new audio files in FY20.
- The files are publicly accessible 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.



MN Public Media Ecosystem

- In FY20 MPR held six (6) virtual training sessions involving 65 attendees representing 22 low power FM and AMPERS community radio stations.

MN's Diverse Communities

- MPR's APM Research Lab has launched an initiative to help MPR closely listen, build trust, serve diverse audiences, and create content that represents and resonates with them.
- APM Research Lab is surveying members of BIPOC (Black, Indigenous, and People of Color) communities to record how they are faring at this moment in history.
- MPR will share the information, hold virtual events on MPR News, and use it to direct our Legacy-funded programming for our music services and events.

LEGACY IN A PANDEMIC

MPR Shifts Its Legacy Programs to Accommodate Public Safety

As the COVID-19 virus hit MN, MPR shifted its Legacy programs to concentrate on our partners most impacted by the pandemic including:

- *Artists*
- *Musicians*
- *Bands*
- *Orchestras*
- *Venues*
- *Students and Educators*
- *Isolated Minnesotans*



BRING THE SING HOME

Bring the Sing - Statewide

Over the past year, Minnesotans everywhere stepped outside their front door or open a window to join their neighbors in mass renditions of:

- *Lean on Me*
- *You've Got a Friend*
- *This Little Light of Mine*
- *Here Comes the Sun*
- *What a Wonderful World*
- *You've Got a Friend in Me*

FARIBAULT.com | Daily News

Bring the Sing Home: All Minnesotans invited to join in moment of song on Friday, April 17

[Allison Miller](#)

Apr 16, 2020 Updated 2 min ago

ST. PAUL — Minnesota Public Radio invites everyone across the state to join in Bring the Sing Home, a moment of song, on Friday, April 17, at 5:53 p.m. Central Time. At that time, Minnesotans everywhere are invited to step outside or open a window to join their neighbors in a mass rendition of Carole King's "You've Got a Friend."



Sounds Like Home

Virtual performances celebrating
Minnesota musicians including:

P.O.S

Chastity Brown

Reina Del Cid

Kara Laudon

Kiss The Tiger

David Huckfelt

Sophia Eris

Charlie Parr

Yam Haus

MaLLy

Molly Maher

Bad Bad Hats

And many others

Gully Boys

Dwynell Rolland

Dave Simonett

26 Bats!

NUR-D

Remo Drive

Lady Lark

Har Mar Superstar

Mae Simpson

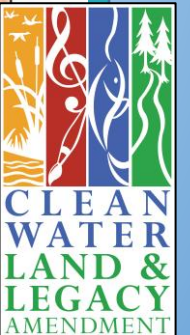
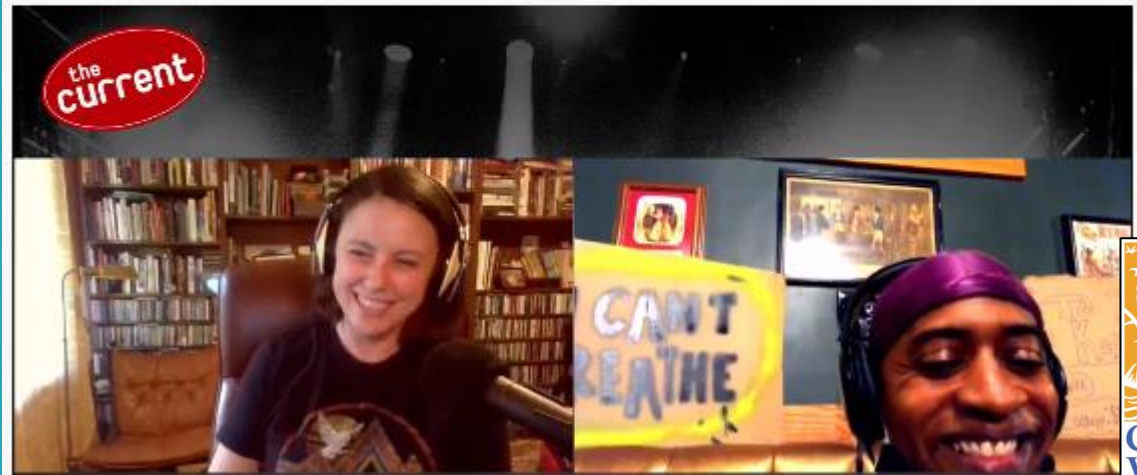
Ashley DuBose

Mayda

Lady Midnight

Longshot (Sounds Like Home III)

MC Longshot took the stage for his virtual session — the stage at Mortimer's, which was seeing success with its new music room when COVID forced capacity restrictions. It's a poignant reminder of the fist-pumping crowds the prolific artist would be electrifying IRL right now if he could. In the meantime, don't miss his Sounds Like Home performance.



CLASS NOTES

Professional Artists in Residence

- **Class Notes Artists:** regional artists and ensembles embedded in schools throughout MN.
- **Class Notes Residencies:** pilot clinician program with multiple visits by Class Notes ensembles.
- **Class Notes Video Library:** standards-based videos with curricula and lesson plans.



CLASS NOTES

2019-2020 Class Notes Artists:

Afoutayi Dance Music and Arts Company

Artu Duo

Border CrossSing

Bach Society

Chione Quintet

Concordia Wind Quintet

The Dream Songs Project

e(L)ement

Flying Forms

Gaelynn Lea

Kroehm Duo

Lux String Quartet

Mestifonía

Mill City String Quartet

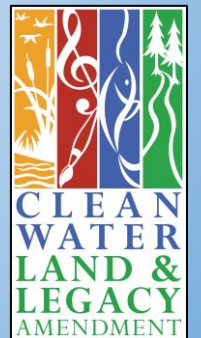
The Mirandola Ensemble

The OK Factor

Robot Rickshaw

Siama's Congo Roots

Sprig of That

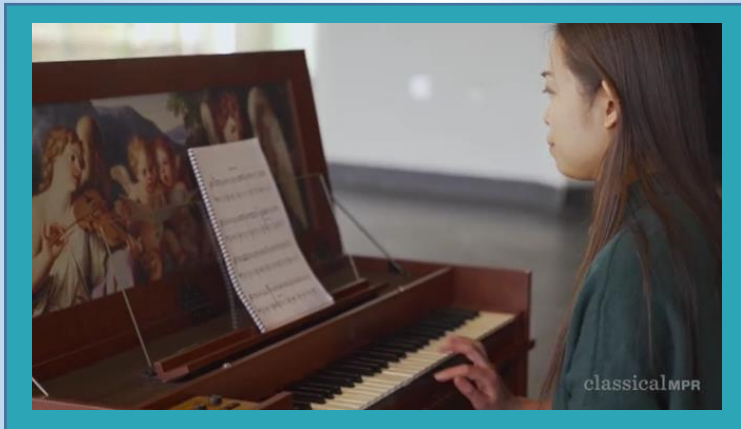


CLASS NOTES

During the 2019-2020 school year, Class Notes reached:
28,492 students
At 163 schools
60% of those schools were in Greater MN

VIRTUAL CLASS NOTES

Class Notes Concerts & Video Library



Educators have discovered the Class Notes Video Library as a valuable virtual classroom tool.



Due to pandemic circumstances, MPR adapted the Class Notes Artist content to provide virtual Class Notes Concerts to all schools throughout MN.

Class Notes: Teacher Tutorial

Vaughn Ormseth · Oct 3, 2016

Classical Music Features

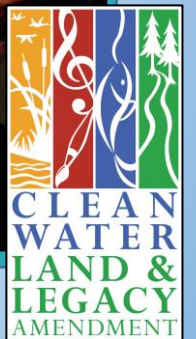


CLASS NOTES CONCERTS



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*
- *Art Hounds*



MPR: FY2020-21 LEGACY GRANT REQUEST

FY22-23: \$3,900,000

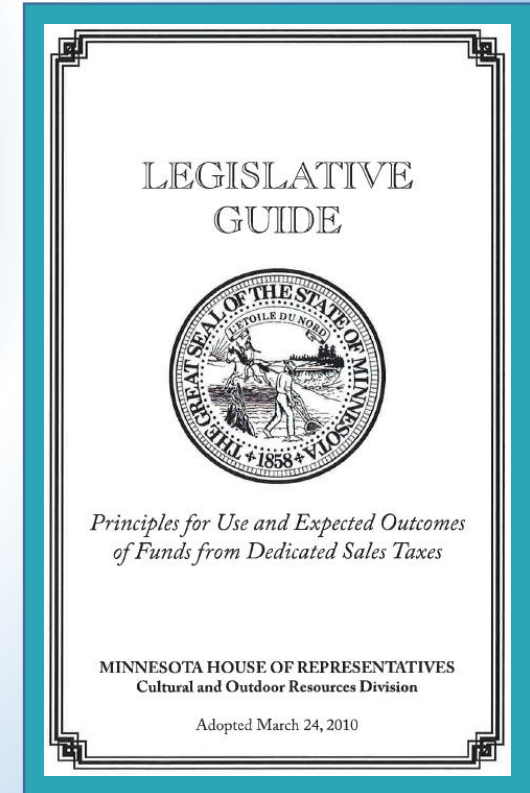
FY22: \$1,950,000

FY23: \$1,950,000



“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





Thank you!

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

 **MINNESOTA PUBLIC RADIO®**

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Phone: 612-805-1470

Email: jkavanagh@mpr.org

MPR FY2020 Legacy Report link: <https://www.mpr.org/public/legacy-amendment-projects>

MPR FY 2020 Legacy

Minnesota Public Radio Financial Report Fiscal Year 2020 (July 1, 2019 - June 30, 2020)					
FY20	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Salary & Benefits	268,537.14	302,724.69	271,728.87	296,958.46	1,139,949.16
Contracted Services	24,258.64	67,760.16	47,240.62	74,782.80	214,042.22
Marketing & Advertising	7,170.53	17,117.20	17,121.83	62,849.07	104,258.63
Production & Supplies	885.14	8,441.76	4,774.06	11,832.82	25,933.78
Digital Equipment	-	-	-	-	-
Travel	230.78	243.60	32.46	10.00	516.84
	301,082.23	396,287.41	340,897.84	446,433.15	1,484,700.63

MPR FY 2020 Legacy

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Highlighting Minnesota Artists <i>Please see detailed breakdown for MPR News, The Current, Classical MPR, and Real Time Program Opportunities appended to this chart.</i> <i>Achieved all of the outcomes</i>	10.69 (FY20)	Stream Requests Web Page Views On-Air Listeners (estimated weekly cume for Legacy-funded shows only)	Actual FY19: 727,031 Actual FY20: 1,743,700 Actual FY19: 1,023,725 Actual FY20: 1,488,341 Actual FY19: 50,000 (combined number)* Actual FY20: 40,000+ (MPR News)* 13,000+ (Classical MPR)* 12,000+ (The Current) * *Approximate

MPR FY 2020 Legacy

Supporting Music Education for Minnesota Students	1.075 (FY20)	Students Reached	Projected: 26,500 Actual FY20: 28,492
<i>Achieved all of the outcomes</i>		Minnesota Artists Engaged	Projected: 11 (groups) Actual FY20: 13 groups with 46 artists
		Schools/Districts Participating	Projected: 125/70 Actual FY20: 163/75
		Minnesota Counties Served	Projected: 35 Actual FY20: 27 documented (additional geographic digital reach after March was not able to be tracked by county)
		Classroom Hours	Projected: 250 Actual FY20: 353
		Digital Impressions	Web Page Views: 125,000 Video Views: 261,000 Unique visitors: 97,000

MPR FY 2020 Legacy

<p>Live Events/Arts Access</p> <p>Includes Bring the Sing and Rock the Cradle</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.443 (FY20)</p>	<p>Live Events</p> <p>Minnesota Artists Engaged (NOTE: This does not include Class Notes Artists.)</p> <p>Event Attendees</p>	<p>Projected (rev. for Covid-19): 2 Actual FY20: 2</p> <p>Projected (rev. for Covid-19): 20 Actual FY20: 58</p> <p>Projected (rev. for Covid-19): 5,500 Actual FY20: 8,800 (Bring the Sing State Fair and Solstice as well as Rock the Cradle)</p>
<p>Preserving MN History</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.125 (FY20)</p>	<p>Stories Digitized</p> <p>Stories Accessible via Public Portal</p>	<p>Actual FY18-19: 2,006 (total biennium) Actual FY20: 2,092 new audio files added to Archive database</p> <p>40+ stories added, 100+ existing stories updated with additional metadata, etc.</p>
<p>Supporting Minnesota's Public Media Ecosystem</p> <p>Low Power FM Training and Outreach Initiative (New)</p> <p><i>Achieved all of the outcomes</i></p>	<p>0.125 (FY20)</p>	<p>Training Attendees</p> <p>Digital Access</p>	<p>Actual FY20: 65 (22 low power FM and AMPERS community radio stations)</p> <p>6 Virtual Trainings created</p>