

**ampers**

Diverse Radio for Minnesota's Communities

# Report to the Minnesota State Legislature



**CLEAN  
WATER  
LAND &  
LEGACY  
AMENDMENT**





Diverse Radio for Minnesota's Communities

## **Report to the Minnesota State Legislature for the Minnesota Arts and Cultural Heritage Fund**

### **2010 Summary of Activities**

January 15, 2011

Submitted To: Representative Dean Urdahl, Chair, Legacy Funding Division;  
Representative David Dill, Ranking Minority Member, Legacy Funding Division;  
Members of the Legacy Funding Division in the Minnesota House of  
Representatives;  
Senator Bill Ingebrigtsen, Chair, Environmental & Natural Resources Committee;  
Senator Keith Langseth, Ranking Minority Member, Environmental & Natural  
Resources Committee;  
Members of the Environmental & Natural Resources Committee in the Minnesota  
Senate

Submitted By: Michele Jansen, Ampers President, KBEM/Jazz 88 Station Manager  
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Regarding: Minnesota Statute 129D.19, Subdivision 5  
"A noncommercial radio station receiving funds appropriated under this section must report annually by January 15 to the commissioner and the chairs and ranking minority members of the Senate and House of Representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous grant year's funds were expended. This report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated number of listeners, and other related measures. If the programs produced include educational materials, the noncommercial radio station must report on these efforts."



Diverse Radio for Minnesota's Communities

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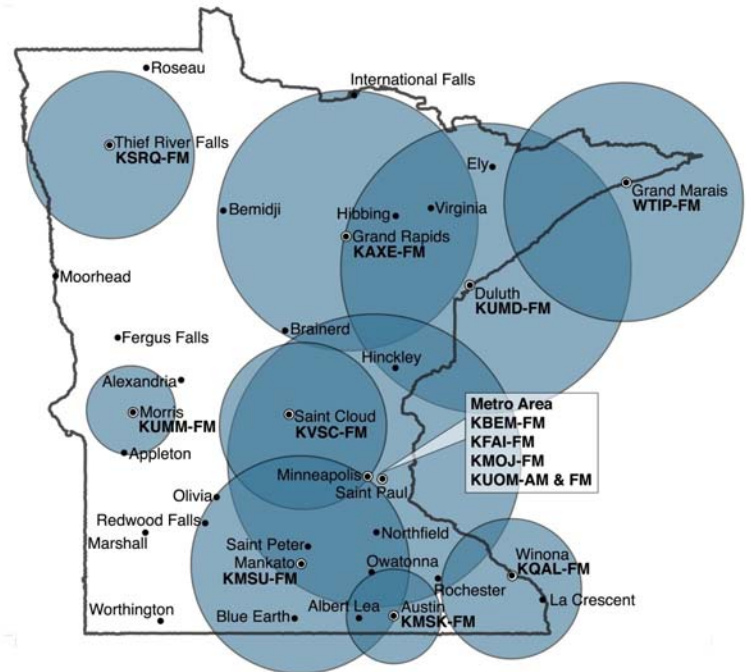
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## About Ampers

Ampers is a collection of 12 independent community radio stations in Minnesota.

Each station is locally managed and programmed by and for the local communities they serve. Eight of the stations are licensed to educational institutions and four are licensed directly to the communities they serve. Ampers has no affiliation with Minnesota Public Radio (MPR) and receives no financial support from MPR.



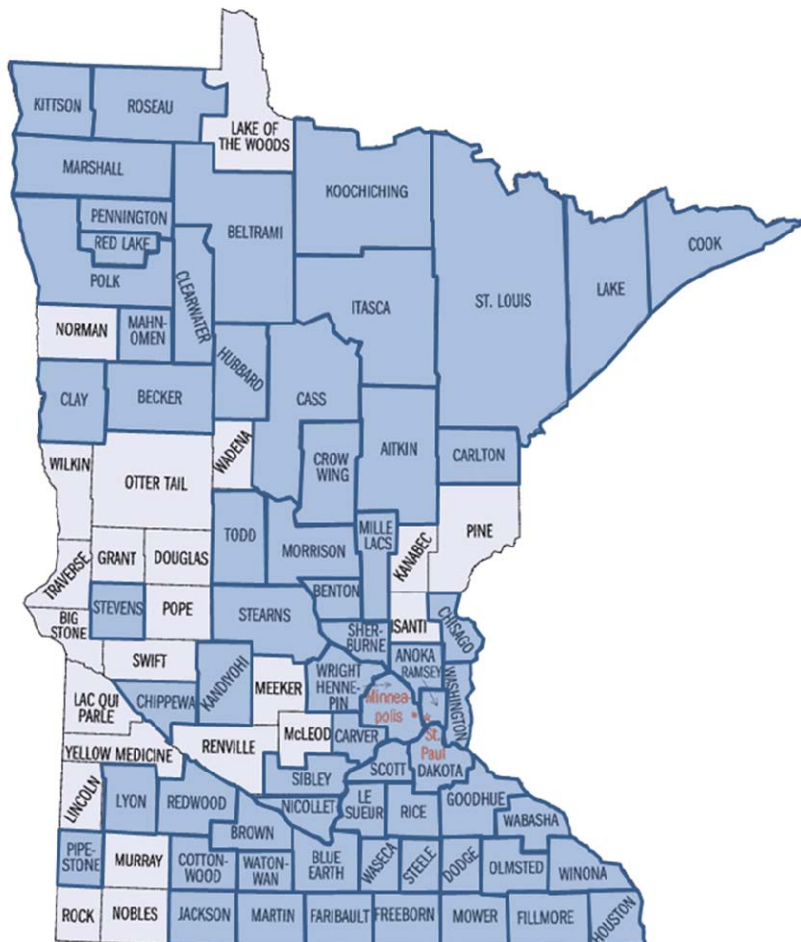
Areas Served	Call Letters	License Holder
Thief River Falls	KSRQ-FM	Northland Community & Technical College
Grand Rapids/Bemidji/Brainerd	KAXE-FM	Northern Community Radio
Grand Marais/Grand Portage/Gunflint Trail	WTIP-FM	Cook County Community Radio
Duluth Metro	KUMD-FM	University of Minnesota – Duluth
St. Cloud Metro	KVSC-FM	St. Cloud State University
Minneapolis/St. Paul Metro	KBEM-FM/ Jazz 88	Minneapolis Public Schools
Minneapolis/St. Paul Metro	KMOJ-FM	The Center for Communications and Development Incorporated
Minneapolis/St. Paul Metro	KFAI	Fresh Air Incorporated
Minneapolis/St. Paul Metro	KUOM-AM/FM Radio K	University of Minnesota
Mankato/Austin	KMSU-FM/ KMSK-FM	Minnesota State University, Mankato
Winona	KQAL-FM	Winona State University

(KUMM-FM in Morris is also an Ampers station, but due to its small size, it did not qualify for Arts and Cultural Heritage Funding.)



## Overview

In 2010, Ampers stations created **1,604** Legacy programs on a variety of arts, music, nature, history and cultural topics. In addition to financing new arts and cultural heritage programming, the Legacy funds allowed Ampers to create a new infrastructure to share and archive the programs. This new infrastructure dramatically increases access to arts and culture for all Minnesotans. It took nearly four months and three companies to collaborate to create this elaborate system. Since its creation in late January 2010, stations have accessed it more than 1,200 times to air programs created by Ampers or one of the other stations.



In 2010, Ampers and member stations created more than 1,600 programs about art, history, music, nature, culture and more. The blue shaded counties in the map above indicate areas represented in these programs.

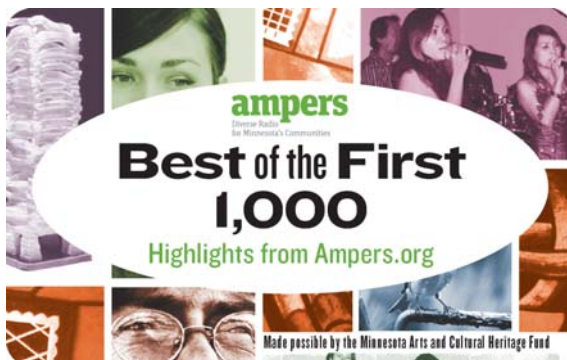
Here's an example of how the new system works. On April 21, 2010, KAXE in Grand Rapids uploaded a show on blues artist Willie Murphy of Minneapolis. During the next several weeks, Ampers stations in Mankato, Minneapolis, Grand Marais and Thief River Falls also aired the program, giving approximately three times as many Minnesotans a chance to hear the Minneapolis musician. With so many programs and limited audience metrics, unfortunately it's impossible to know the exact increase in audience for all

1,600 programs. But this report will provide a few additional specific examples on page 12 in the "Shared Programming" section. In addition to increasing the number of on-air listeners, the new system also places these programs on our enhanced website ([www.ampers.org](http://www.ampers.org)) giving all Minnesotans access now and for generations to come.

Committed to delivering Minnesota History statewide in an entertaining and informative manner, Ampers partnered with The Minnesota Historical Society (MNHS) to create “MN90: Minnesota History in 90 Seconds.” The history feature airs twice a day Monday through Friday on all 12 Ampers stations, reaching an estimated 240,000 people each week. MN90 covers topics from sports, politics, and agriculture, to business, weather, and pop culture. So far, 81 of the 130 features have aired. Listeners have learned that an American Indian baseball player from Minnesota invented the slider, that Minnesota is the turkey capital of the world and why archeologists at Ft. Snelling get excited about finding a latrine. The MN90 features have become very popular. LeAnn Suchy writes, “All those MN90 items are fabulous. I’m going to use them as examples when I train teachers on podcasting.” Ampers and MNHS are now working to make these stories available to teachers statewide for use in the classroom. To facilitate this, Ampers has made it possible for users to download mp3 files of MN90 stories from its website.



To give Minnesotans better access to arts and cultural heritage programs, the organization re-launched [Ampers.org](http://Ampers.org) in July 2010. The new website makes all Legacy programs created by stations available to everyone. With a simple click, users can listen to more than 1,604 programs. Ampers promotes the website through social media tools: [Facebook](https://www.facebook.com/ampersmn), [Twitter](https://twitter.com/ampersmn), [Audioboo](https://www.audioboo.com/ampers) and [Twaudio](https://www.twaudio.com/ampers), a service that combines audio and tweets. Although only six months old, [Ampers.org](http://Ampers.org) has attracted 14,117 unique visitors and 48,952 page views. [Facebook](https://www.facebook.com/ampersmn) posts resulted in 46,124 post views from thousands of people. Audio clips on [Audioboo](https://www.audioboo.com/ampers) and [Twaudio](https://www.twaudio.com/ampers) generated an additional 2,000+ listens. The stations also heavily promote [Ampers.org](http://Ampers.org) on-air. Each station airs at least 50 messages per week about the Legacy programs available online crediting the Arts & Cultural Heritage Fund in the process.



In addition to delivering the programs on-air and online, Ampers has taken an additional step to distribute Legacy programs to Minnesotans. For those lacking Internet access or just wanting to listen to stories the old-fashioned way, Ampers created a “Best of the First 1,000” audio compact disc (CD). This CD includes 14 of the best features from the first 1,000 stories and concerts on Ampers.org. The organization is distributing 5,000 CDs and 2,000 audio download cards to member stations

for free distribution to listeners. In addition, Ampers is distributing dozens of copies to libraries statewide through a partnership with the Metropolitan Library Service Agency (MELSA) and the Council of Regional Library System Administrators (CRPSLA) and the Minnesota Historical Society.

Ampers also created a partnership with mnartists.org, an online database of Minnesota artists and organizations from all disciplines. The website was developed by the Walker Art Center’s New Media Initiatives group and the McKnight Foundation. As part of the partnership, Ampers creates a monthly Ampers Sampler that highlights arts stories from [Ampers.org](http://Ampers.org). The Ampers Sampler is promoted in “access + ENGAGE,” an e-magazine distributed to more than 14,000 people.

## Arts Programming: Music

**KSRQ (Thief River Falls)** produced 12 music specials, including several free concerts in its “MN Arts on the Road” series. Example: “RiverFest Concert Series” attracted 1,500 people to Hartz Park. The event was co-sponsored by the Thief River Falls Chamber of Commerce.



**KSRQ (Thief River Falls)** produced “The Barndance Live Christmas Party” on December 11, 2010. About 130 people attended the free public concert at Northland College, which featured the music of Polka Ron and the Swingin’ Bobcats. It was broadcast live on Pioneer 90.1 and videocast on Ustream.

**KMOJ (Minneapolis/St. Paul)** produced five music history documentaries on Minnesota’s contribution to R&B, gospel, hip-hop, reggae and jazz. The four-hour R&B special also aired on KFAI (Minneapolis/St. Paul), KBEM/Jazz 88 (Minneapolis/St. Paul), and KMSU/KMSK (Mankato/Austin). As a result, the documentaries, which would have reached an estimated 7,500 people, reached approximately 18,500.



**KAXE (Grand Rapids)** produced 96 episodes of “Centerstage MN,” a music program featuring Minnesota artists, including Wahwahtay Benais, Mayda, Sela Oveson, Big Walter Smith and many others. On July 17, 2010, KAXE hosted the Mississippi River Festival, a free concert attended by about 400 people. In addition, KAXE produced five free musical performances at the station, which were attended by about 340 people.

**KUMD (Duluth)** produced 85 episodes of “Live from Studio A,” a music program featuring live in-studio musical performances featuring Minnesota artists. Among those featured: The Pines and Keri Noble.

**KBEM/Jazz 88 (Minneapolis/St. Paul)** produced six episodes of the live concert series “Jazz from J to Z,” 13 episodes of jazz profiles titled “Minnesota Music Moment” and two episodes of “Jazz Originals,” a free concert that is later broadcast, starring jazz pianist Butch Thompson. In addition, KBEM produced three jazz educational outreach concerts titled “Big Band Scene Road Show.”



**KFAI (Minneapolis/St. Paul)** recorded and aired several concerts featuring Minnesota musicians as part of its “MinneCulture” program. Among the artists highlighted were Charlie Parr and Black Audience. In addition, its “10,000 Fresh Voices” series featured stories on musical groups, including Roi Kabal Kewu (Blue Fly Band) and The Twin Cities Gay Men’s Chorus.



## Arts Programming: Music (Continued)

**KQAL (Winona)** produced 56 episodes of “The Live Feed,” a show featuring interviews with musicians and bands along with a brief performance. Among those featured were Charlie Parr, Melismatics and Maudlin.

**KMSU (Mankato/Austin)** recorded and aired nine Mankato Symphony Orchestra concerts. The station also partnered with City Center Alliance and a commercial radio station to produce “Alive After Five,” a series of four free concerts Friday afternoons in downtown Mankato.



**KMSU (Mankato/Austin)** produced and recorded six “Americana Showcase” concerts featuring Brandon Sampson and Six Mile Grove. In addition to making the concert free and open to the public, KMSU created a “Best of The American Showcase” CD and distributed 5,000 free copies. The station also sponsored the Bothy Roots Folk Festival and aired musical performances. Among the artists featured were Lehto & Wright and the Gypsy Lumberjacks.



**KVSC (St. Cloud)** produced “Monday Night Live,” a one-hour weekly show dedicated to live performances by Minnesota musicians. The show includes an interview with each band or artist and a live performance. On Nov. 1, 2010, the show was broadcast live from Pioneer Place in downtown St. Cloud. About 100 people attended the free event.

**KVSC (St. Cloud)** produced nine hours of live programming from the 2010 Winnipeg Folk Festival. The hosts focused on interviews and performances of Minnesota-based artists and national acts. (KVSC paid for travel expenses with non-Legacy funds.)

**KVSC (St. Cloud)** presented “Rockin’ It Local,” a free public concert featuring Minnesota musicians. Held at Ritsche Auditorium in St. Cloud on April 30, 2010, the concert featured The Twilight Hours and Roma Di Luna. About 300 people attended the event. Video clips from the concert are archived on KVSC’s YouTube channel and [Ampers.org](http://Ampers.org).

**WTIP (Grand Marais)** co-sponsored the WTIP Radio Waves Music Festival on September 10-11, 2010 at Sweethart’s Bluff, adjacent to Grand Marais Recreation Park and Campground. WTIP partnered with the North Shore Music Association on the event. The music lineup showcased Michael Johnson and several local musicians. Approximately 850 people attended the free event.





## Arts Programming: Visual Arts, Performing Arts and More



**KUMD (Duluth)** produced 52 episodes of “Radio Gallery,” a five-minute weekly show about the Minnesota arts scene. The show focuses on Northern Minnesota artists, but also includes interviews with artists in other parts of the state. In 2010, “Radio Gallery” included interviews with glass sculptor Michael Tonder (Two Harbors), visual artist Sara Nakano (Minneapolis) and diorama artist Sarah Heimer (Duluth).

**KVSC (St. Cloud)** created 29 episodes of “St. Cloud Area Arts & Culture Collage,” a 30-minute program focusing on the arts scene in Central Minnesota. The show included stories on a poetry slam, the St. Cloud Symphony Orchestra, Great River Regional Library and a local production of “Jesus Christ Superstar.”

**KFAI (Minneapolis/St. Paul)** produced 33 episodes of “MinneCulture,” a 30-minute program featuring an artist, poet, dancer, visual artist or musician. This documentary-style program included subjects such as Mounds Theatre, Lakewood Cemetery, Caponi Sculpture Park and “Ladysmith Story: Backstage at the Making of a Midwestern Opera.”



**KFAI (Minneapolis/St. Paul)** also created 73 episodes of “10,000 Fresh Voices,” a series of arts and cultural vignettes featuring Minnesota artists and musicians. The stories aired weekday mornings during the news and included stories about Rita & Katha Dance Theater, graphic novelist Lars Marinson, the Minnesota Jewish Theatre Company and more.



**KUOM/Radio K (Minneapolis/St. Paul)** produced “Culture Queue,” the “art show that rocks.” The goal of the weekly, half-hour program is to bring “Minnesota’s rich tradition of arts and culture to a younger demographic, one traditionally underserved by public radio.” In 2010, the show covered yarn tagging, Filipino stick fighting, local DJ group Moon Goons, comic book artists and more.

**KUOM/Radio K (Minneapolis/St. Paul)** also created 39 episodes of “Quick Queue,” a 90-second arts and culture feature. “Giving listeners the low down and doing it fast ... Quick Queue illuminates our dynamic artistic and cultural community with Radio K’s signature stealth and youth.”

**KAXE (Grand Rapids)** created 23 episodes of “Culturology,” a program focusing on Northern Minnesota’s arts and culture scene. The series included stories on “Christmas at the Log Church in Coleraine,” “Chainsaw Carving of a Tree,” fiber art and much more.



## Arts Programming: Visual Arts, Performing Arts and More (Continued)

**KAXE (Grand Rapids)** created 54 episodes of “Real Good Words,” a literary program for those who “read, write and appreciate the written word.” The station also produced “Guido’s Guide to the Arts,” where writer and poet Steve Downings’ reviews of area arts event.

**WTIP (Grand Marais)** produced two arts shows: “Artist Open House” and “Art Update.” The program “Artist Open House” is an eight-minute feature on local artists. One of the shows featured Dan and Lee Ross, clay and stone sculptors living in Hovland. “Art Update” is a five-minute feature about local arts happenings. WTIP also highlights the work of local photographers on its website in a series titled, “Photos from the Edge.”

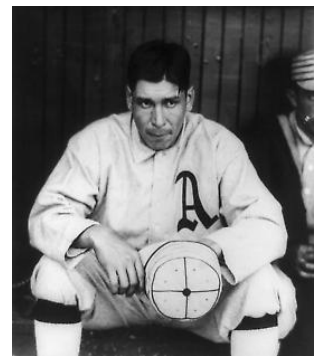


**KQAL (Winona)** created 23 episodes of “Art Beat,” which features interviews with artists in Winona and southeastern Minnesota. The show examines the independent artist community, studio art tours and fairs, including all local arts happenings.

## Cultural and Historical Programming

**MN90: Minnesota History in 90 Seconds (Statewide)** Produced by Ampers and the Minnesota Historical Society, this history program airs on all 12 Ampers stations statewide. The popular segment (as evidenced by web traffic and listener response) is designed to give listeners a brief overview of a historic topic. It’s estimated that this feature reaches at least 240,000 Minnesotans each week.

**KQAL (Winona)** created 28 episodes of “Don’t Cha Know,” a show that is “all about being in the know about upcoming events in the Winona area, interviews with interesting people and historically significant places in our neck of the woods.” Among the topics featured on the show were The Hubbel House in Mantorville, Bunnell House in Homer and “Winona: Stained Glass Capital of the World.”



**KQAL (Winona)** produced 21 episodes of “Culture Clique,” a program that “creates awareness and understanding while exploring the diversity of Winona. Among the topics featured on the show were the “Amish of Southeastern Minnesota,” “Our Polish Heritage” and “Everything You Always Wanted to Know About Islam But Were Afraid To Ask.”

## Cultural and Historical Programming (Continued)

**(Mankato/Austin)** is in the process of creating 15- to 20-minute Latino dramas. The soap opera style programs will address socially relevant issues such as alcoholism, domestic violence, and unsafe sex.

**WTIP (Grand Marais)** created three history shows: “Walking the Old Road: The Story of Chippewa City and The Grand Marais Chippewa,” a 12-part series on a native village located near Grand Marais; “The Legacy of the Civilian Conservation Corps,” a series examining how the Depression-era program affected life in Northern Minnesota and “Moments in Time,” a weekly history feature.



**WTIP (Grand Marais)** produced three cultural programs, all airing weekly: “Wildersmith on the Gunflint,” essays about life on the Upper Gunflint Trail, “Magnetic North,” essays on nature and life in northern Minnesota and “Saturday Morning Story,” original and traditional tales from a talented storyteller.

**WTIP (Grand Marais)** also produced “Field Notes,” a feature on birding along the North Shore and northern Minnesota that airs three times per week.

**KAXE (Grand Rapids)** produced two one-hour documentaries on the cultural life of northern Minnesota. The topics: The Ojibwe Hand Drum and an exploration of the modern Iron Range.

**KAXE (Grand Rapids)** also airs “Ojibwemowin,” a five-minute weekly program about Ojibwe language and culture and “Between You and Me,” a cultural variety program that “engages people in sharing their human experiences through call-ins, storytelling, audio essays and music.”



**KFAI (Minneapolis/St. Paul)** aired dozens of cultural and historical stories as part of its “MinneCulture” and “10,000 Fresh Voices” series. Examples of cultural stories include reports on a Japanese Lantern Festival and B-Girl Be (a celebration of women in hip-hop). Examples of historical stories include documentaries on writer Sinclair Lewis and St. Paul’s 1920s gangsters.

**KVSC (St. Cloud)** aired many cultural and historical stories as part of its “St. Cloud Area Arts & Culture Collage.” For example, “Hides for Habitat” chronicled a Minnesota Deer Hunters Association program about recycling deer hides. The station also researched and aired stories on Sisters of the Order of St. Benedict pre-World War II mission to China, St. Cloud’s Parks history and more.

**KBEM/Jazz 88 (Minneapolis/St. Paul)** produced 30 episodes of “What’s Real,” essays by Minneapolis high school students, recorded in their own voices. “What’s Real” covered topics like “How to Confront a Bully” and “My Cousin’s Death,” a story documenting the saddest day in one teenager’s life. KBEM/Jazz 88 also aired 23 episodes of “Teacher Feature,” a program that highlights teachers’ accomplishments in the Minneapolis Public Schools.

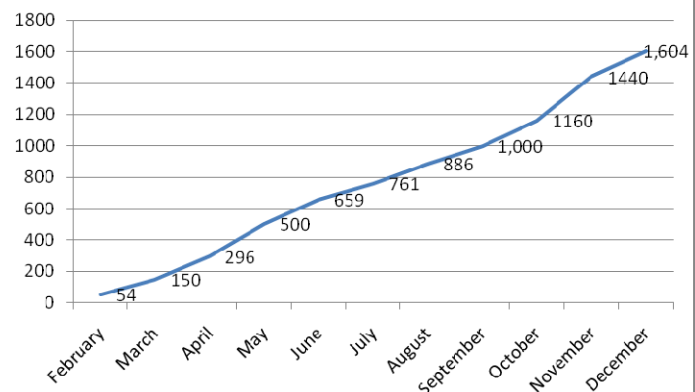




## Shared Programming

Ampers used some of the Legacy funding to create a complex customized infrastructure that in turn makes it easy for stations to share arts and cultural programs and guarantees the programs are archived by automatically placing the program on the [Ampers website](#). This new system significantly increases the number of Minnesotans who can listen to these Legacy-funded programs on the radio. It also gives virtually every Minnesotan access to these programs because they are then available online.

In 2010, Ampers and member stations created more than 1,600 arts and cultural programs that were uploaded to a newly created infrastructure and made available to all Ampers stations.



Here are two specific examples of how the new system increases listenership of Legacy programs:

“July 4<sup>th</sup> Celebration” is a one-hour celebratory concert of patriotic music created by WTIP in Grand Marais, which reaches about 8,500 people per week. After being uploaded on June 16, 2010, three additional stations downloaded and aired the concert — KMSU in Mankato (with an estimated weekly audience of 4,500), KVSC in St. Cloud (which reaches approximately 18,000 per week) and KUMD in Duluth (with about 8,000 weekly listeners). While the ratings systems don’t measure the audience for a specific program like this, it’s logical to estimate that Legacy funds helped to increase the audience for this program by at least 200 percent.



“Centerstage Minnesota” is a program produced by KAXE in Grand Rapids, which reaches about 15,000 people each week. KAXE uploaded a segment they did on “Steve Kaul of the Brass Kings.” After being uploaded on May 21, 2010, three additional stations downloaded and aired the program — KFAI in Minneapolis/St. Paul (with an estimated weekly audience of 31,000), KMSU in Mankato (with about 4,500 weekly listeners) and KSRQ in Thief River Falls (with about 1,350 listeners per week). The result: Legacy funds helped this Minnesota artist reach at least twice as many people.



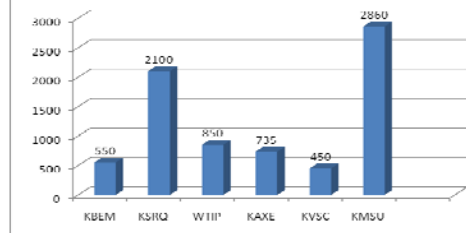
The bottom line: In 2010, this multiplier effect happened 1,272 times, adding tens of thousands of listeners to music, arts, culture, history and nature programs created by Ampers stations.



## Measurable Outcomes

**KAXE (Grand Rapids):** Official ratings are not available. KAXE estimates the following number of listeners: “Culturology” (4,000/week), “Centerstage MN” (2,000/week), “RealGoodWords” (2,000/week), “Between You and Me” (5,000/week), “Phenology Plus” (2,500/week), “Guido’s Guide to the Arts” (4,000/week), “Our History,” (4,000/week), “Ojibwemowin” (4,000/week). KAXE-sponsored free concerts attracted approximately 735 people.

More than 7,500 people attended Ampers arts and cultural heritage events.



**WTIP (Grand Marais):** Official ratings are not available. WTIP reports 12,250 unique page views per month to its website, 2,652 website downloads of Legacy-funded cultural stories and about 1,800 online listeners per month. WTIP-sponsored Radio Waves Festival attracted about 850 people to the two-day, free music event.

**KSRQ (Thief River Falls):** Official ratings are not available. KSRQ reports about 2,100 people attended free concerts sponsored by the station. About 1,500 people attended the RiverFest Concert Series, 140 people danced to Polka Ron and the Swingin’ Bobcats at the “Barndance Live Christmas Party” and 460 people enjoyed four other live concerts.

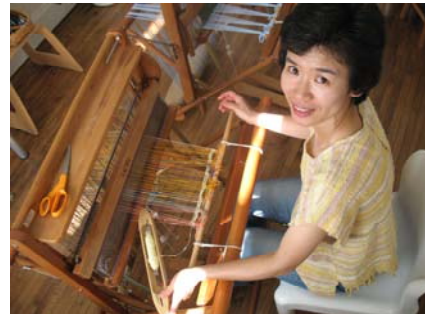


**KUMD (Duluth):** According to Radio Research Consortium, each program attracted the following number of listeners: “Radio Gallery” (7,400/week – airs twice per week), “The Alworth Series” (1,900/week), “Caring and Sharing” (5,600/week), “Live from Studio A” (6,300/week), “Forever Home” (5,400/week). Since Legacy-funded cultural programs were added to KUMD’s website, traffic (as measured by page views) increased from 50,987 in October 2009 to 58,364 in October 2010.

**KMSU (Mankato/Austin):** According to Radio Research Consortium, KMSU reaches approximately 4,500 people weekly. KMSU reports about 2,860 people attended free-station sponsored concerts including “Americana Showcase,” “Bothy Folk Club Spring Festival” and “Alive After Five.”

**KVSC (St. Cloud):** According to Radio Research Consortium, KVSC has an estimated cumulative weekly audience of 20,000 distinct listeners. KVSC reports that about 300 people attended its “Rockin’ It Local” free concert at St. Cloud State University. Most attendees of “Rockin’ It Local” rated the event as excellent or good, according to a KVSC survey. Another 150 attended a live broadcast of “Monday Night Live.”

**KFAI (Minneapolis/St. Paul):** According to Radio Research Consortium ratings, KFAI has a cumulative weekly audience of 31,267 listeners. KFAI reports that about 300 people listen to “10,000 Fresh Voices” and “MinneCulture” stories on its website each month. In addition, 50 of KFAI’s Legacy-funded stories aired on other Ampers stations.



## Measurable Outcomes (Continued)

**KMOJ (Minneapolis/St. Paul):** Official ratings are not available. KMOJ estimates about 105,000 people listen weekly. It's estimated that about 3,200 people are listening to KMOJ during a typical 15-minute period, including Legacy-funded programs such as the "History of Gospel in Minnesota."



**KBEM/Jazz 88 (Minneapolis/St. Paul):** According to Radio Research Consortium estimates, KBEM has a weekly cumulative audience of 100,000. Audience estimates for specific shows: "Butch Thompson's Jazz Originals" (3,500), "What's Real" (70,000), "Minnesota Music Moment" (5,000), "Jazz from J to Z" (4,500), "Big Band Road Show" (3,000) and "Teacher Feature" (2,000). About 550 people attended Jazz 88 concerts.



**KQAL (Winona):** Official ratings are not available. About 3,500 people visited the KQAL website in November 2010, an increase of 10 percent since the launch of the station's new website two months earlier.



**KUOM/Radio K (Minneapolis/St. Paul):** Official ratings are not available. Between July 1 and November 6, 2010, 2,076 people listened to "Culture Queue" on the KUOM/Radio K website. Additional listeners heard the program on Ampers.org and on other Ampers stations.

## Listener Comments

**KUOM/Radio K (Minneapolis/St. Paul):** "[Radio K is] a much needed resource in this commercialized 'crammed into yer brain media landscape' ... Thanks fer keeping the airwaves open always with interesting and eclectic finds." (Chris, Minneapolis)

**KQAL (Winona):** "I've been a fan of KQ for double digit years ... I sure do like the new KQ. Whoever is breathing new life into her deserves their own parking space...The love affair continues." (Teresa Wojciechowski, Winona)

**KUMD (Duluth):** "I've listened to the Elizabeth James interview [on Radio Gallery] — I loved it! Thanks so much for enriching the arts in our community." (Anne, Duluth)

**KUMD (Duluth):** "Thank you again for having Midwest Dilemma [on Live from Studio A]! The show that night at the Thirsty Pagan was grand. People came out because they heard me on the show. Cheers!" (Justin, Duluth)



**KBEM/Jazz 88 (Minneapolis/St. Paul):** "Wow!!! What a fun performance." (Audience member comment on Jazz 88's "Big Band Road Show.")

## Listener Comments (Continued)



**KBEM/Jazz 88 (Minneapolis/St. Paul):** “Thanks for putting ‘The Battle of the Bands’ together at Minnetonka High School ... How great it is that the sponsors are supporting such a profound event for people who enjoy deeply this great music.” (Audience member comment on Jazz 88’s “Big Band Road Show.”)

**KSRQ (Thief River Falls):** “We feel we speak for many, and know that the residents at Oakland Park Communities, Valley Home, Greenleaf and Thief River Care Center enjoy these programs very much. Many times, personnel at these facilities turn on 90.1 for the residents.” (Letter to the Editor by Hilary Stoltman and Cecilia Stoltman regarding KSRQ’s “Saturday Morning Barndance” to the *Thief River Falls Times*.)

**KVSC (St. Cloud):** “Jeff did a great job with the program about History Day students at [St. Cloud State University]. In my experience, it isn’t always easy for media members — especially electronic media — to pick up on the twists and turns of the program. By taking the time to interview the staff, faculty, undergrads, teachers and students involved, you were able to provide a lot of different perspectives on the History Day program.” (Tim Hoogland, Director of Education Outreach, Minnesota Historical Society praising KVSC producer Jeff Carmack.)



**KVSC (St. Cloud):** “The interviews make me stay in my car in order to hear the entire discussion.” (Heidi Stedman, Visual Arts Minnesota, on KVSC’s arts programming.)

**KAXE (Grand Rapids):** “KAXE’s programming offers a kind of ‘oasis’ to listeners. I just had to let you know that is EXACTLY why I stream KAXE!! Great programming, excellent variety of music ... I’m glad that streaming allows me access to KAXE along with other AMPERS stations. What a great collection of stations that we have her in MN ... Thanks for keeping it that way!” (Miriam, St. Paul)

**KFAI (Minneapolis/St. Paul):** “I learned so much ... loved listening to the voices you recorded and the way you understood what this is all about and mixed it altogether! A true work of public art.” (Christine Podas-Larsen, Public Art St. Paul.)

**Ampers:** “I listen to Ampers’ stations for their UNIQUE sound. I think they generally reflect their listening communities. And that is special.” (Onzaam O Onzaam, Facebook)

**Ampers/Minnesota Historical Society:** “First of all, I rather love this 90 second history lesson concept. Second of all, I rather love that they rounded up a hot dish expert for the cause.” (Sarah Hilton on “MN90: Minnesota History in 90 Seconds”)



**Ampers/Minnesota Historical Society:** “I love the MN90s. They’re just the perfect length. And you always walk away with a little piece about Minnesota History.” (Amy, Mankato on “MN90: Minnesota History in 90 Seconds”)





## Partnerships created for Arts and Cultural Heritage Programming

**Ampers** created partnerships with the Minnesota Historical Society (to create “MN90: Minnesota History in 90 Seconds”), mnartists.org and the Metropolitan Library Service Agency.



**KFAI (Minneapolis/St. Paul)** is pursuing a partnership with COMPAS, a St. Paul nonprofit that creates artist residencies and workshops. Its reporters have produced stories on dozens of arts organizations, including Penumbra Theatre, Minnesota Center for Book Arts, the Open Eye Figure Theatre Company and more.



**KVSC (St. Cloud)** reports that it has forged excellent working relationship with the Central Minnesota Arts Board, Paramount Arts District, Great River Regional Library System, St. Cloud State University’s departments of Arts and Music, St. Cloud Symphony, Stearns County Historical Society, Avon Area Arts and the St. Cloud Parks Department.

**KUMD (Duluth)** reports that its “Caring and Sharing” program created opportunities for area nonprofits and charities to promote their holiday goals and needs. KUMD conducted on-air interviews and public service announcements for Second Harvest Food Bank, Veterans Center, United Way, Union Gospel Mission and Habitat for Humanity.

**KSRQ (Thief River Falls)** partnered with the Thief River Falls Chamber of Commerce to host a community arts, crafts, food and music event called RiverFest. During a station-sponsored concert, KSRQ helped raise \$500 for the Thief River Falls Area Food Shelf. Future benefits are planned for the Pennington County Humane Society and the Violence Intervention Project.



**WTIP (Grand Marais)** partnered with several organizations on local arts and cultural events, including The Art Colony, North House Folk School, Gunflint Trail Association, The Health Care Foundation and the North Shore Music Festival.

**KAXE (Grand Rapids)** has partnered with a number of arts and cultural organization to produce Legacy-funded segments, including Forest History Center in Grand Rapids, Itasca County Historical Society, Beltrami County Historical Society, Bemidji Community Arts Center, MacRostie Art Center in Grand Rapids, IROMA (Iron Range Original Music Association) and area school classrooms in Baxter, Cass Lake, Nashwauk, Crosby, Deerwood, Bovey, Chisolm, Grand Rapids, Hill City, Virginia and Bug-O-Nay-Ge-Shig School in Bena.

**KBEM/Jazz 88 (Minneapolis/St. Paul)** partnered with Twin Cities Jazz Society to record and air a series of jazz concerts by local artists and McNally Smith College for Music to present Butch Thompson in concert.



**KQAL (Winona)** partnered with the Frozen River Film Festival, interviewing producers, directors and others during the five-day event, which is held each January in Winona.



## Program Costs



**KSRQ (Thief River Falls):** “The Root Cellar” (\$6,320), “MN Arts on the Road” (\$11,300), “RiverFest Concert Series” (\$2,850), “Barndance Christmas Party” (\$2,100 for 2009 and 2010 live broadcast and free community event), “Saturday Morning Barndance Live” (\$900), “After5 Radio” (\$2,200) and “In the Spotlight” (\$1,860).

**KFAI (Minneapolis/St. Paul):** “10,000 Fresh Voices” and “MinneCulture” arts and culture features and documentaries (\$58,681).

**KVSC (St. Cloud):** “Minnesota Arts and Culture Collage” and “Monday Night Live” (\$41,000), “Winnipeg Folk Festival Live Coverage” (\$5,000).



**KMSU (Mankato/Austin):** “Mankato Symphony Orchestra” broadcasts (\$18,000), “Tales from the Poor House” (\$7,500), Mankato State University music collaborations with educational element (\$5,000), “Alive After Five” (\$1,000), “John Biewen” (\$4,500), “Americana Showcase” (\$2,800), “Best of Americana Showcase CDs” (\$4,500), “Saturday Latino Programming” (\$7,500), “Dakota Conflict Audio Documentary Project” (\$3,000) and Grind Fu Cinema (\$1,500).

**KUMD (Duluth):** “Radio Gallery” (\$21,668), “The Alworth Series” (\$4,892), “Caring and Sharing” (\$5,923), “Live from Studio A” (\$18,147), “Events Coverage” (\$18,500).

**WTIP (Grand Marais):** Cultural Features Production (\$4,060), Historical and Arts Features Production (\$37,677), Roadhouse Production (\$7,615).



**KAXE (Grand Rapids):** “Culturology” (\$32,630), Radio Documentaries (\$11,500), Documentary Training Class (\$2,500), “Centerstage MN” (\$8,922), “RealGoodWords” (\$4,756), “Phenology Plus” (9,347), “Guido’s Guide to the Arts” (\$1,200), “Our History” (\$1,637), “Ojibwemowin” (\$3,757), Live performances for Mississippi River Festival, Matt Ray, Mayda and others (\$17,250).

**KMOJ (Minneapolis/St. Paul):** “History of R&B in Minnesota” (\$6,200), “History of Gospel in Minnesota” (\$4,200), “History of R&B in Minnesota” vignettes (\$3,700), “History of Gospel in Minnesota” vignettes (\$2,350).

**KBEM/Jazz 88 (Minneapolis/St. Paul):** “Big Band Scene Road Show” (\$12,745), “Butch Thompson’s Jazz Originals” (\$21,568), “What’s Real” (\$26,000), “Jazz from J to Z” (\$9,800), Minnesota Music Moment” (\$4,000), “Teacher Feature” (\$3,400).

**KQAL (Winona):** “Don’t Cha Know” (\$8,400), “Art Beat” (\$6,900), “Culture Clique” (\$6,300), “The Live Feed” (\$13,500).

**KUOM (Minneapolis/St. Paul):** “Culture Queue” and “Quick Queue” arts program and arts vignettes (\$28,123).

## Investments in Equipment to Improve Broadcast Reach



**KSRQ (Thief River Falls):** Through a grant from the Corporation for Public Broadcasting, KSRQ is the first radio station in Northwest Minnesota to implement HD digital multicasting technology. KSRQ uses its two additional channels to feature hours of Legacy programming from its AMPERS partners statewide. KSRQ used Legacy funding to purchase and install transmission and studio equipment for the digital studios.

**KMOJ (Minneapolis/St. Paul):** KMOJ spent Legacy funds (\$40,124) to pay part of the cost of a new transmitter. Instead of reaching 651,000 people over 352 square miles, the new transmitter reaches 1.7 million people over 2,088 square miles. The stronger transmitter allows people in Hennepin, Anoka, Ramsey, Dakota and Washington counties to listen to the community radio station. In the past, only those living in Hennepin and portions of Anoka and Ramsey counties could hear the station.



## Investment in Jobs for Minnesotans

**KSRQ (Thief River Falls):** 2 part-time employees, 4 producers (contract) and 2 contract positions.

**KFAI (Minneapolis/St. Paul):** 1 part-time independent contractor and 23 freelance producers.

**KVSC (St. Cloud):** 2 part-time employees hired (0.50 FTE each), 2 technical contractors, 2 website development and marketing outreach (contractors), 3 producer (contractors).

**KMSU (Mankato/Austin):** 1 part-time producer.

**KUMD (Duluth):** 4 part-time employees as assistant producers.

**WTIP (Grand Marais):** 4 independent contractors/producers, 1 independent contractor/youth radio coordinator and 1 part-time employee/production coordinator.

**KAXE (Grand Rapids):** 1 part-time producer, 1 part-time producer/archivist.

**KMOJ (Minneapolis/St. Paul):** 3 part-time independent contractors.

**KBEM/Jazz 88 (Minneapolis/St. Paul):** 1 part-time project manager, 1 part-time producer, 4 audio engineers (contract), 2 photographers (contract) and 2 videographers (contract).

**KQAL (Winona):** 1 full-time program director, 1 part-time website manager/arts correspondent and 2 part-time student production assistants.

**KUOM/Radio K (Minneapolis/St. Paul):** 2.5 full-time equivalent employees and 1 producer.

**Ampers:** 1 part-time new media and project coordinator and 1 contract producer.