

Arts and Cultural Heritage Fund Competitive Public Radio Grant Report



January 1, 2011 – December 31, 2011



Grant Overview:

Minnesota Public Radio's Legacy Amendment Grants:

- Fiscal Year 2010-2011 (July 1, 2009 June 30, 2011) \$2,650,000 from the Arts and Cultural Heritage Fund.
- Fiscal Year 2012 (October 1, 2011 June 30, 2012) \$1,318,000 from Public Radio Competitive Grants Program of the Arts and Cultural Heritage Fund.

For MPR's General Manager Tim Roesler, connecting as many Minnesotans as possible—regardless of their ties to MPR—to the state's rich range of arts and cultural resources is key.

"It's been MPR's goal with our Legacy funded projects and partners," Roesler says, "to get outside of our traditional programming and to promote and preserve Minnesota's amazing arts and cultural heritage." With all projects, MPR's Legacy activity "highlights and strengthens the arts and cultural vibrancy of the communities where Minnesotans live. As an organization that reaches the entire state, we are uniquely situated to do just that."

The report below provides descriptions of each of the projects that were supported in part by Minnesota Public Radio's Arts and Cultural Heritage Fund grants, broken down by fiscal year. Additionally, an impact section illustrates how these Arts and Cultural Heritage Funded projects contributed to the cultural vibrancy of the state of Minnesota.

Cost of preparing this report: In compliance with Minn. Stat. § 3.197, the cost of preparing this report is as follows: staff cost: \$336.00 (Includes time for collaborative work done by two full-time staff.); the report will be submitted online and posted on our website at mpr.org, which will alleviate printing costs.

Project Descriptions- Fiscal Year 2011

(January 1, 2011 – June 30, 2011)

Arts and Culture on the Radio



Art Hounds: Featured weekly on MPR News, Art Hounds asks members of the Minnesota arts community to hunt down what's new and exciting in Minnesota's arts scene. Each week, the Minnesota artists bring their experiences on air to share with more than 45,000 Minnesotans,

providing a behind-the-scenes look at Minnesota culture from people in-the-know. Airing twice weekly, over the past year Art Hounds introduced Minnesotans to over 450 different artists from across Minnesota as they describe unique arts events happening in their community.

Broadcasts of Minnesota's Classical Artists: Legacy Funds enable Minnesota Public Radio to regularly feature some of Minnesota's world-renowned classical artists, including live broadcasts of the Minnesota Orchestra and the Saint Paul Chamber Orchestra; as well as live recordings of the Minnesota Opera, The Shubert Club, and others. These MPR broadcasts allow all Minnesotans—regardless of geography—to appreciate some of Minnesota's best artists, reaching nearly one third of a million people over the course of the year.



photo by Greg Helgeson



The Current Presents: The Current, MPR's acclaimed music service that focuses on local and unique music, has been able to continue and expand The Current Presents, a weekly music show that engages the community in exploring creative ways for The Current to serve Minnesota audiences. 2011 saw the production of 50 episodes, including such diverse topics as "The

Shape of Punk to Come," "Music From Commercials," "Around the World with 10 years of Electronica," "Latino Alternative", and "A Decade of Twins Musical Memories."



Larry Zea photo by Alison Young

Music with Minnesotans: Each week, Classical MPR host Alison Young welcomes an everyday Minnesotan to the studio to choose a classical playlist and discuss how classical music impacts their lives. Guests have included Will Steger, polar explorer from Ely; Sam Wai, American Crystal Sugar Treasurer from Moorhead and board member for MPR; Larry Zea, cattle rancher from Black Duck; and Mary Shideler, the "Kayak Lady" from Grand Rapids.



The Local Show: The Current's critically acclaimed weekly look at the local music scene. Support from the Arts and Cultural Heritage Fund has allowed The Local Show to expand its reach to Greater Minnesota, covering artists in communities across the state. Topics have included an in-depth analysis of the temporary closing of the local music venue the Turf Club, profiles of some of the biggest local bands in Minnesota, including 4onthefloor and Rogue Valley, and sampling of a wide range of the huge diversity of Minnesota's vibrant music community.

photo by MPR

A Testament of Defiance: In collaboration with the Bemidji Symphony and conductor Murry Sidlin, MPR set out to record the Minnesota premier of Sidlin's *Testament of Defiance*. The program, a telling of the story of Jewish conductor Rafael Schächter's staging of Verdi's *Defiant Requiem* to their Nazi guards at Terezin Concentration Camp, featured the Bemidji Symphony Orchestra, Bemidji Chorale, and Bemidji State University Choir. The recording, which featured local actors alongside the music and testimonials from concentration camp survivors, was offered as a delayed broadcast to the Bemidji community, allowing the entire community to experience and re-live the huge achievement of the production.



Murry Sidlin



Writing Minnesota: What does it mean to be a writer in Minnesota? MPR reporter, fiction writer, and poet Annie Baxter invites listeners to hear the reflections and creative works of eight local Minnesota writers in an hour-long radio program. A partnership with The Loft Literary Center, Writing Minnesota brings

together the distinct voices of a wide range of Minnesota writing talent; including Kao Kalia Yang, born in a Thai refugee camp in 1980; Nicole Helget, who writes about growing up on a farm in southern Minnesota; and Philip Bryant, a native of the South side of Chicago who found his voice in rural Minnesota.

Arts and Culture Online

State of the Arts Blog: MPR's arts blog puts readers in touch with the breadth and depth of Minnesota's creativity, in all its forms. Each week on State of the Arts, we showcase new ideas, profile artists, and help communities expand their options for connecting with Minnesota art and artists. With an estimated 900 blog postings, State of the Arts received nearly a third of a million web hits over the past year.



photo by jpnuwat



Minnesota Today:

• A statewide arts and cultural events calendar that offers Minnesotans a single, comprehensive listing of what's going on throughout Minnesota. This service gives event organizers an online tool for promoting their events. It also enables lesser-known groups to leverage the established reach of Minnesota Public

Radio's website. In 2011, the Calendar featured over 2,400 Minnesota venues. In 2011 over 26,000 events were listed, which raised awareness for opportunities in communities across Minnesota.

- <u>Minnesota Sounds</u> matches an iconic Minnesota landmark with an audio interview of a local resident. This helps educate other Minnesotans about communities outside of their own.
- Minnesota Scenes features photographs of the MN landscape new photos are updated regularly.

<u>Local Current</u>: The Current created a new, online digital music stream, featuring only Minnesota artists, curated by the staff of 89.3 The Current. The Local Current allows



listeners from outside the Current's FM reach - even around the world - to access Minnesota artists, allowing for increased exposure to Minnesota's numerous and talented musicians.

Due to enthusiastic support of listeners, The Local Current was expanded shortly after launching in April, 2011, and is now being broadcast 24/7 on the air at 89.3 KCMP HD2. With more than 4,500 unique online streaming requests monthly, the focus of the service continues to expand the vibrancy of the local Minnesota music scene.



Sound Point™: MPR's Sound Point™ project lets people discover the sounds and stories of the world around them. In interesting corners of the Twin Cities and Duluth, people can encounter signs inviting them to listen to members of their communities talk about the place they're standing, and to engage in a conversation about that place.

Sound Point works through mobile devices, asking participants to engage with produced audio from where they are standing. That audio, designed around the space, voices the experiences of artists, community members, and figures who shaped, used, and informed the location.

The project launched in Duluth with the opening of the <u>Enger Tower</u>, and includes tours of 7 <u>Minneapolis Murals</u>, <u>Sonic Architecture</u> performances by vocal ensemble Cantus, and a tour of the Northstar Rail Line that follows along the stops of the transit system.

Sound Point grew from its initial funding as a Legacy initiative to become a part of the <u>Minneapolis Public</u>

<u>Art Tour</u> as a collaboration between the city of Minneapolis and MPR. This collaboration was cited by

<u>Governor Dayton's Taskforce on Broadband</u> as being an example of a public-private partnership that creates a social and economic benefit for the state.



Minnesota's Digital Audio Archive: Capturing more than 40 years of Minnesota history, MPR's Digital Audio Archive includes events that have affected Minnesotans' lives. Launched in June, a public portal of around 5,000 usable recordings has allowed students, teachers, and interested Minnesotans to access the complex and rich history of Minnesota. This free online "public library" of MPR's 40 years of news

coverage across Minnesota is open to everyone as an invaluable resource of the state's history since 1969. Hear a sample of archived material here.

Arts and Culture Events

Minnesota Varsity: Minnesota Varsity is a new competition for Minnesota's high schools to work in conjunction with Classical MPR. More than 130 groups of Minnesota students went online and submitted their choral or instrumental performances for the competition (a map showing all of the applicants can be found at the Minnesota Varsity website). A panel of MPR's Classical on-air



personalities and producers reviewed all of the submissions and narrowed the pool to 15 amazing Featured Artists. MPR engineers then loaded up their vans and drove across the state, visiting the selected students and ensembles to professionally record the featured artists' work. Each of those recordings was highlighted on-air with their own dedicated day throughout the month of March.

For the final stage, a panel of local music experts, including the Saint Paul Chamber Orchestra's Nicholas McGegan and the Minnesota Orchestra's Sarah Hicks, listened to each of the recordings and met at MPR headquarters to select 5 showcase artists to perform at the Fitzgerald Theater in Saint Paul on April 17th, 2011. Those Showcase Artists played to a rowdy crowd of nearly 500 fans at the Fitzgerald Theater, impressing everyone with their superb playing. As a special surprise, an anonymous donor stepped forward to celebrate the student achievements with a cash gift for each entrant, and 5 local universities approached the students with scholarships to attend their institutions upon graduation.



Live Events to Celebrate Minnesota's Art, History, and Cultural Heritage: For 2010-11, live events include: <u>Wits</u>, a four-part series that highlights the art of being a writer; The United States Army Field Band allowed Minnesotans the unique opportunity to hear wonderful, patriotic music performed by one of our country's top bands; <u>Poetry Out Loud</u> - with the Minnesota State Arts Board, MPR hosted the Minnesota finals for the national poetry contest for

photo by MPR

high school students; <u>Jeremy Messersmith: Works for Words</u>, a unique show focusing on songwriting as a complex art form; <u>Score! With Chan Poling</u>, an exploration of the music of TV and film; and an immigration ceremony for new citizens.

Artists-in-Residence: In FY10, Classical Minnesota Public Radio hosted its first ever Artist-in-Residence, the now-GRAMMY Award-winning Parker Quartet. In FY11, Classical MPR hosted Cantus as its Artists-in-Residence. This internationally renowned vocal ensemble hails from St. Olaf, Minnesota, and together with producers at MPR set about to reach as many Minnesotans as possible with online and on-air activity, concert tours, and student master classes.



photo by Rick Spaulding

With monthly <u>on-air co-hosting sessions</u>, Cantus joined MPR host Alison Young in the studio to talk about music and performance, and play some of their favorite selections. Reaching approximately 40,000 Minnesotans, Cantus was able to take audience questions from across the state and engage directly with listeners to talk about their requests and ideas, deepening their engagement with both the music and with an exceptional Minnesota artist.

In February of 2011, and then again in March, Cantus embarked on a Minnesota tour, stopping to perform sold-out concerts in Grand Rapids, Ely, Moorhead, and St. Peter. At each stop, thanks to the Legacy Amendment, Cantus was able to spend extended amounts of time with local students, working with them in a <u>master class setting</u> on technique, musicianship, and practice strategies. All told, Cantus was able to reach nearly 300 students, most of whom had never met or even seen a professional singer in their lives.

Additionally, Cantus and Classical MPR have created a web series called <u>Sonic Architecture</u> which featured recordings and videos of Cantus performing in acoustically interesting Minnesota locations, including the Soudan Mines in Soudan, and the Wabasha Street Caves in Saint Paul.



<u>Play It Forward: Classical MPR's Musical Instrument Drive</u>: In FY10, in partnership with the Minnesota Music Educators Association (MMEA), Minnesota Public Radio collected and distributed musical instruments to over 600 Minnesota students, enabling the students to participate in their school's band or orchestra. "Play It Forward" is Minnesota's largest statewide musical instrument drive, and was run again in FY11 following overwhelming support from Minnesota teachers.

Embraced by schools big and small to put "gently used" and new musical instruments in the hands of students in need, the project did more than just collecting trombones and clarinets. Many teachers reported an increase in donations throughout the year, even beyond the drive window, which was born from the increased attention that school music programs were receiving on-air, online, and in print via the *Play it Forward* drive. This attention has allowed some school programs to expand their reach and increase student participation in the arts in communities across the state. In FY11, more than 400 schools participated in the drive, marking a 12% increase from FY10.

The Current Road Trip: In order to bring celebrated Minnesota artists to communities throughout the state, MPR created The Current Road Trip. "I saw how Classical MPR took the [Artists-in-Residence] around to various locations that maybe don't see a lot of top-notch classical performers," said The Current's Program Director Jim McGuinn earlier this year. "It seemed like we could bring



photo by MPR

some of our favorite artists to towns that might not normally see them."

The Road Trip brought four shows to four cities in Greater Minnesota – Jeremy Messersmith in Duluth, Roma di Luna in Mankato, Dessa in Rochester, and Tapes 'n' Tapes in Ausin. Each of the shows was held at a free, small-venue, but recordings were broadcast on-air and online for fans who weren't able to make it to the concert.

Additional Information for Fiscal Year 2011 Projects:

- Listenership/audience information, see APPENDIX 1
- Budget information, see APPENDIX 2

Project Descriptions- Fiscal Year 2012

(October 1, 2011 – June 30, 2012)

Contribute to Local Arts and Culture Education



Classical Music Education: Classical MPR is in the process of finalizing a hire for an academic curriculum expert. This curriculum writer will leverage their knowledge of Minnesota schools, and of classical music, to turn all of MPR's experience and materials into a pilot academic curricula that could be provided free of charge to schools around Minnesota.

The curriculum will expand the reach of the Artist-in-Residence program, which this year features young violinist Chad Hoopes, supporting him as he visits schools across Minnesota with his message to students to find and follow their passions.

Designed to lay the groundwork for student interactions with the world-class violinist; and to create follow-up resources that leverage MPR's roots as a classical music station, countless recordings of regional, national and international classical music groups, and its decades-long relationships with the Minnesota Orchestra, Saint Paul Chamber Orchestra, the Minnesota Opera and the Shubert Club; the curriculum will enhance the Artist-in-Residence program to create a lasting, impactful experience for greater Minnesota students that directly supports and expands local music programs.

Play it Forward: MPR's used instrument drive, in partnership with the Minnesota Music Educators Association, will be entering its third installment. Both outreach to teachers and marketing to the community



will begin in the spring of 2012 to lay the groundwork for the drive to begin in the fall.





Sound Bite Series: MPR, in partnership with The McNally Smith College of Music's new artist in residence series, has begun, and will continue to record and broadcast live events hosted at McNally Smith by the Current's

Dave Campbell. The series will focus on music and conversation with local musicians, and will be broadcast on The Current's Local Show. Two shows, with local artists Dosh and Mystery Palace, have already occurred. Still planned are events with Motion City Soundtrack, A. Wolf and Her Claws, Heiruspecs, Solid Gold, and the Honeydogs.

Classical MPR's Artist-in-Residence: This year, Classical MPR welcomes 17 year old, Minnesota-born violin prodigy Chad Hoopes as its Artist in Residence. During the residency Chad will visit, teach, and play with students at 7 elementary schools, 3 middle schools, one high school, and one youth symphony orchestra. Over the course of the residence, Chad will interact with over 1,200 students, with school sites in the Hibbing, Brainerd, Leech Lake Reservation, Willmar, and Rochester areas. The focus of Chad's message will be on

helping students find and follow their passions, whether that is in music or beyond.



Chad Hoopes

photo by Donna Wheatly



Learning to Listen: This unique project allows anyone to become more involved with classical music in a non-academic, in-person setting. The first event, held in October, 2011, addressed the long-term sustainability of orchestras, with morning host John Birge talking with William Eddins, Minneapolis resident and music director of the Edmonton Symphony, about the current state of American orchestras: the successes and

Emily Reese

photo by MPI

failures, from record-setting fundraising to bankruptcy. 5 additional events are scheduled, including plans to partner with the Minnesota Orchestra and their <u>Crescendo Project</u> to reach new, younger audiences.

Minnesota Varsity: Minnesota Varsity is a showcase for the top high-school musical talent in Minnesota. Music students (aged 14-18 or 9th-12th grade) from across the state are encouraged to submit a recording of an instrumental or vocal performance, classical or music



theater, for evaluation by a panel of MPR judges. Performances can be solo, or with a group, and can be up to 10 minutes in length. Fifteen entrants will be chosen by the MPR Judges for the Featured Round. MPR engineers will travel around the state to the Featured Round Artists to make a professional recording of their performance. These performances will be heard on Classical MPR, on air and online.

Five of these Featured Round Artists will be selected as Showcase Artists by a panel of judges including Steven Copes, concertmaster of the Saint Paul Chamber Orchestra, Beverly Everett, music director of the Bemidji Symphony Orchestra, and Aaron Humble, tenor with the Twin Cities-based vocal ensemble Cantus. The featured round artists will be featured on stage at the Fitzgerald Theater on Sunday, April 29, 2012 in a live radio broadcast where audience members will get to vote live for their favorite performer. The show will then get taken on the road in the month of May with performances in St. Cloud and Moorhead.

Project SUCCESS Theater Tickets:

Minnesota Public Radio will provide at least 800 free theater



tickets to some of the most sought-after shows at the Fitzgerald Theater to Twin Cities youth through Project SUCCESS, a local youth-development nonprofit organization. Shows include *Of Mirth and Mischief, Pat Donohue: In Review, Tying the Knot: Songs of Our Fathers,* and *Shel Silverstein: Wild Child.*



<u>Sounds and Voices</u>: MPR News will travel the state producing a soundrich portfolio of the sounds and voices that reflect the distinctiveness of Minnesota's culture.

Bea Hasselmann

photo by MPR

Rock the Cradle Artists: Arts and Cultural Heritage Funds support will allow Minnesota Public Radio to increase the number of artists at the Current's child-focused Rock the Cradle event. This event is held in partnership with The Children's Theater Company in Minneapolis, and draws around 10,000 parents and children each year.











Classical MPR Composer Pages: Classical MPR will develop educational web pages on specific classical music composers that will tell the story of their life and work through text and audio. These pages will draw

extensively on MPR's archived recordings that are within rights, providing an aggregating portal to invaluable resources with direct applications in classrooms across Minnesota.

Promoting Local Arts and Culture

State of the Arts Blog: A wide variety of daily posts on MPRNews.org that report on nearly everything happening in Minnesota's arts and cultural scene. With an expected 24,000 site visits per month, the State of the



Arts Blog is a powerful tool for connecting artists, institutions, and audience in a meaningful way.

Minnesota Arts Calendar: Minnesota Public Radio is working on improving and expanding a web-based statewide arts calendar that highlights both large and small organizations and artists of all levels of fame. The calendar, integrated into the MPR website, will highlight a new Minnesota event every day, while also providing information and context for a wide range of cultural events all across the state.





Art Hounds: Every Thursday MPR News invites three Minnesota artists to each highlight one Minnesota arts and cultural event they are attending that weekend. Funds from the Arts and Culture Heritage Fund are allowing Art Hounds to expand its coverage outside of the Twin Cities.

The Local Show: A weekly two-hour radio show that looks inside Minnesota's thriving local music scene. Guests have included Jon and Jarrett Oulman, owner/operators of the local Twin Cities 331 Club and Amsterdam Bar and Hall, talking about the local music scene from a proprietor's perspective; and Jade, MPR host who also does work with the Minnesota Music Coalition, talking with local band Cloak Ox just prior to their critics choice selection by City Pages.



photo by MPR

Support from the Arts and Cultural Heritage Fund is allowing The Local Show to expand its Greater Minnesota coverage, giving 30,000 people per week access to the stories and music of local musicians.



Andrea Swensson photo by Ben Clark

The Current Local Music Blog: The Current is already well respected for the impact it has on the local music scene on the radio. To increase that impact, The Current has hired Andrea Swensson, long-time music editor and critic for *City Pages*, to join the team as a writer for a brand new music blog about the vibrant Minnesota music scene. The new local music blog will chronicle the active Minnesota music scene through reviews, updates, and news with frequent posts. Swensson will also appear on-air periodically to discuss significant events with The Current hosts.



The Local Current: Available online and on 89.3 HD2 in the Twin Cities, The Local Current is an all local, all the time, music stream from The Current. Curated by the staff at The Current, the

stream brings local musicians to the world, focusing on the complex and diverse pool of talent across the state.

The Current Presents: This one-hour radio program is an ideas lab for new and unique program ideas. Each week a Current DJ or a member of the Minnesota music scene pitches a new idea for a show they want to hear. Funding from the Legacy Arts and Cultural Heritage Fund will allow The Current Presents to bring in additional community members to guest DJ a show on-air, making it a more robust voice of the vibrant Minnesota music scene.



photo by MPR



Bobby Wilson

photo by MPR/Nikki Tundel

Minnesota Mix: This new multiplatform series explores how youth and ethnic diversity are influencing Minnesota arts and culture by examining the work of individuals and larger cultural trends. In pieces presented on the radio and the web, Minnesota Mix has already examined the challenges faced by a Native American struggling against stereotypical expectations of what his art should be; how a young Hispanic graffiti painter once jailed for his activities now honors his late grandmother by creating street art from yarn; and how a Minneapolis church with a

hip-hop service is actually following a centuries old tradition of incorporating contemporary music into the liturgy. Future pieces will examine more about influence of youth and diversity on such topics as ticket-buying trends and their impact on arts group economics, and how Minnesota's nationally acclaimed ethnic theaters have changed the way other Minnesota theaters program work.

Music with Minnesotans: Classical MPR's Alison Young continues to welcome a new Minnesotan into her studio every Wednesday to co-host an hour radio that features discussion and the classical music about which they are passionate. Guest included Particia Hampl, essayist; David Simmer, web designer and tri-athlete; Ken Holman, anesthesiologist; and Scott Seal, bus driver for the 21A in the Twin Cities.



David Simmer



Classical Broadcast Performances: Classical MPR is dedicated to broadcasting performances by Minnesota's world-renowned classical music groups, including the Minnesota Orchestra, the Saint Paul Chamber Orchestra, the Minnesota Opera, and the Shubert Club. Additionally, Classical MPR strives to identify and broadcast performances by lesser-known Minnesota classical music groups from around the state. Funding in FY12 is enabling added recording sessions

for Minnesota musicians, including Manny Laureano from Minnesota Youth Symphonies and Nachito Herrera, guest soloist; Bob Peskin from the Minnesota Chorale; Andre Watts, concert pianist; and the Minnesota-based Artaria String Quartet.

Classical Community Building: Classical MPR Program Director Daniel Gilliam has been, and will continue to spend at least half of his time going around the state and building relationships with Minnesota's plethora of classical music groups. These relationships will contribute to all of Classical MPR's programming, including those funded by the Arts and Cultural Heritage Fund.



photo by MPR



Choirs in the Park: In celebration of Minnesota's great choral music tradition, Classical MPR will create a choral festival around one of Minneapolis' Lakes, inviting 4-8 choirs from around the state, ranging from amateur to semi-professional to professional. We intend to present one of Minnesota's largest gatherings of singers in one day, with performances taking place at the Lake Harriet Band Shell or equivalent venue. The event will be free and open to the public.

Present Local Arts and Cultural Performances

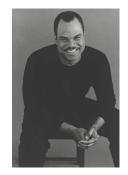


Kevin Kling and Steve Kramer photo by Ann Marsden

Of Mirth and Mischief: The premiere of this fantastical journey celebrated the season by exploring the world of broken fairies and mischievous elves that rule the dusk and dawn — all through the wondrous tale of a young boy's experience. For ages 9-99, this was an original production commissioned by MPR, written by local story teller Kevin Kling and directed by local director Peter Rothstein, with original music by local music legend Steve Kramer, and performed by Minnesota musicians Haley Bonar and James Diers. The soundtrack was made available for free on the MPR website.

Tying the Knot – Songs of our Fathers: Currently in development for Spring 2012, *Tying the Knot* is a celebration of "fatherhood" interweaving song, images, storytelling, and dance. This spirited evening will honor the unbreakable bonds that connect the richness of African American culture to the vital and universal role of fathers and fatherhood in our communities.

The elements of this joyous, heart-rending and thought-provoking production will reveal, deconstruct, affirm, and give voice to the significant role father's (men) play in the development and betterment of not only our children, but the world they are inheriting.



T. Mychael Rambo

Hosted and curated by Emmy Award winning actor, vocalist, arts educator, and affiliate professor at the University of Minnesota in the College of Theatre Arts and Dance, T. Mychael Rambo, this program will bring to the Fitzgerald stage the culmination of a number of collaborations with area arts, literature and community based organizations, creating content that will provide added depth, texture, and appeal to the evening's presentation. Performers will include local poet(s)/playwrights like Marion McClinton and Rohan Preston, and Minnesota vocalists Bruce Henry, Julius Collins, Aimee Bryant, Thomasina Petrus, and Tonia Hughes-Kendrick.

Preserve and Present Minnesota's History and Cultural Heritage



photo by MPR

Minnesota Digital Audio Archive: Minnesota Public Radio has an archive of news and cultural programming that covers over 40 years of local Minnesota, national and international events. Much of the audio files are still in their original analog tape reels, but MPR has begun to the long process of digitizing the audio files and has made them available to the public for free via an online digital portal. Over this year, MPR will make a total of 5,000 items available to the public. Currently, priorities are

being established, and assets are being reviewed and prepared for archive presentation. About 2,500 records are now available through the MPR Archive portal.

Additional Information for Fiscal Year 2012 Projects:

- Listenership/audience information, see APPENDIX 1
- Budget information, see APPENDIX 3

Project Impact

(January 1, 2011 - December 31, 2012)

Impact can be gauged through both quantitative and qualitative means. Quantitatively, we can measure the number of people who listened to a program on the radio or who attended a concert. Through previous, more general impact studies conducted by Minnesota public radio, we know the following to be true:

- Nearly 65% of respondents agreed that 89.3 The Current is an important part of the community¹
- More than 50% of respondents responded that they would listen to The Current even if they did not live in the Twin Cities.¹
- Nearly 50% of respondents agreed that, because of 89.3 The Current, they have become more engaged with the cultural landscape of the Twin Cities.¹
- Listeners to MPR's news service volunteer in their community at a rate of over 40%, as compared to just under 30% of non-listeners.²
- MPR News listeners are 57% more likely to belong to community club or organization²
- MPR News listeners are also 75% more likely to enjoy learning about arts culture history²
- MPR News listeners are 57% more likely to contribute to philanthropic/charitable organizations.²
- All told, MPR News listeners who listen most often are nearly twice as likely to be active in the community as non-listeners.²

Qualitative impact, though harder to measure, provides an important look into what emotional and cultural value is being added by the programming. More specific to MPR's Legacy Amendment funded projects, MPR has received anecdotal feedback for its programs, which have provided great insight into how the programs are impacting the arts and cultural vibrancy of the communities they serve. The

feedback from three programs, listed below, best illustrate the collective qualitative impact of MPR's Legacy Amendment funded projects.



photo by MPR

¹ Primary research conducted by MPR and Edison Research, May 2011

² Primary research conducted by MPR and MarketTools, June 2010

Qualitative Impact



photo by Nate Ryan

Classical MPR's Artist-in-Residence: Classical MPR's Artist-in-Residence program is re-imagined each year to suit the strengths, goals, and specific artistry of the partner group. For Cantus men's vocal ensemble, Artists-in-Residence from July, 2010 through June, 2011, they wanted to use the residency to increase their educational reach further into Greater MN. Already celebrated for their work with Minnesota schools, including being awarded Chorus America's 2011 Education Outreach Award, Cantus was eager to reach students in

communities across Minnesota where they could make a difference. As MPR Artists-in-Residence, Cantus worked with student choirs in Ely, Grand Rapids, St. Peter, and Crookston, Minnesota, connecting with over 1,500 singers, teachers, and community members as they performed and taught in local communities.

From the Educators:

Adam Gruendemann – Ely High School

Working with Cantus was a very pleasurable experience. Cantus helped the students master some new vowel techniques that they... that I had been working on with them a little bit. But it reiterated a lot of things that I have been pushing for in class. I think it also, like one of my students had said, encouraged more male singing. And I think it made them think more positively about singing in that light. We don't always get to see a lot of classical male singers way up here in Ely, so getting to hear Cantus was a good experience for them in that way.

Sara Skelton - Vermilion Community College

The Iron Range of Minnesota, while geographically isolated, is rich in its appreciation of good music, choral and vocal music in particular. Having heard Cantus on MPR, I knew that they were outstanding musicians, but I couldn't have anticipated what excellent vocal music educators they were. They absolutely captivated the high school students with their singing, their rapport and their insights into how to improve the quality of the choir's singing in just 90 minutes' time. The opportunity provided to our high school and college students and to the greater community through Minnesota Public Radio and the Legacy Fund has made such a large positive impact. All of my students were completely "blown away," and told me so over and over throughout the week following the concert. The selections which Cantus chose to share with the Ely audience spoke to us in so many ways, and the integrity of the group's musicianship and mission is really powerful. Music recordings are wonderful, but in this case, live music was absolutely electric.

Al Behrends - Gustavus Adolphus College

Over the past two years, I have been delighted by Minnesota Public Radio's use of the Legacy Funds to reach out to communities like Mankato and St. Peter in greater Minnesota.

Both the Parker String Quartet and, more recently, the vocal ensemble, Cantus, have brought their considerable talents to stages and classrooms throughout the state due of the efforts of MPR's Artists-in-Residence program.

As we see the continued decimation of funding for arts in our schools, it's wonderful to see that MPR continues to use its influence and leadership to bring world-class music performances to rural Minnesota.

Thank you MPR for looking beyond the Twin Cities and for using Minnesota's Legacy-Fund grants to bring programs and events to all Minnesotans.

From the Students:

Taylor Davis – Ely, MN

Our teacher told us we were going to come sing with the Tower Choir and the Babbitt Choir just to see what was going on. But I thought it was a really great experience and I had a lot of fun, and it's something that I think we should always have done because it brings choirs together and really just... lets us hear what other choirs are doing so we're not always like "Oh we're just one choir. We don't know what's going on, you know." Like, we can actually see how other choirs are doing and just have an awesome experience with that.

I thought Cantus was really sweet and actually pretty cool. When I first heard about it I thought it was going to be kind of lame, but now that I actually saw it I thought it was really cool. It really had an effect on me.

Mindy Essela - Babbitt, MN

Basically, I guess one big thing that I learned is that they are very confident and they want you to be more confident. They told us that singing voices are different than talking voices, and once you find that voice and find what you are better at... some are better at piano than oboe and some are better at singing musical than classical, I guess you could say. So it was kind of cool how they want us to be more confident.

From the Performers:

Tim Takach - Cantus

I think that having the (Legacy) funding and the opportunity to spend a longer time to spend with a choir changes the way that we can work with the students. In a regular situation we will go in and we'll maybe only have 20-30 minutes with a group, and we have to be really efficient

and just touch on one or two main things that we feel they could really benefit from. But today I felt like being able to spend a longer time (we were with them for an hour and a half) we could run it more like a rehearsal. So when we were working on something with them, we didn't have to just talk about it, get them to try it twice and then move on. We could really work with them on it and develop that concept or idea and get it into their bodies, get it into their voices so that when we asked them to do it again an hour later they remembered it was still there.

Aaron Humble - Cantus

Cantus is still firmly planting roots with audience development in the Twin Cities and this residency tour allowed those roots to reach far beyond the boundaries of the Metro. I feel like we made a lot of new friends and fans for both MPR and Cantus on this tour and that is what really counts. Using Legacy dollars to fund this project is truly perfection--returning accessible art to the people of Minnesota who are funding this incredibly progressive program.

From the Community:

Ely Echo – Saturday, February 19, 2011

This wonderful event brought together Minnesota Public Radio, Vermilion Community College, three local high schools and their choir students, local arts organizations and businessmen, and a community of concert-goers.

Crookston Times – Friday, April 1, 2011

Twin Cities-based men's renowned vocal ensemble Cantus spent the day in Crookston Thursday, where members worked with junior and senior high choir students during the day and performed a concert to a full house in the evening. These guys are professional musicians whose dedication to their art, along with inborn talent, was obvious to those who witnessed them in action as they seemingly effortlessly belted out – with perfection – a variety of songs. This unique opportunity was brought up north to us thanks to Classical MPR's Artists-In-Residence program funded in part by the amendment. Without these funds, MPR would not be able to take on such an ambitious year-long project, now in its second year, and all those music lovers who filled Kiehle Auditorium Thursday as well as music students would not have been able to experience Cantus.

Ruth Koski – Palo, MN

[I was] blown away. Just blown away. I saw them this morning with the students, with the high school choir, and they sang the first two pieces and I just thought "Oh my God, I can't wait to hear them." And then working with the students was just a revelation to see how they responded to the guys. To see how the students responded to the guys, and how it just kind of made them.... It put them on fire or lit them up. I mean, it was just amazing.

Irene Hartfield - Ely, MN

Well, I have had some choirs and try to accomplish some of the same things with the choirs as they were doing today, so it was really interesting to hear how they... You know, just the imagery they used and how they got the kids to vowel sounds. And then just the amazing and wonderful feeling it is when you hear the difference after they've been working with them. It was just great. It was wonderful. Just neat how each member brought different things to it. I really enjoyed that a lot.

It was really good to see them working with the kids. I think it's really good for boys to see grown men being successful and singing. Good singers, and manly men singing, you know. It's priceless. I can't really describe it. It's so valuable. It's such a wonderful thing. Sometimes we feel so far away from everything up here. It's lovely. God bless MPR, really. Thank you.

Al Reller - Soudan, MN

This was wonderful. I just thought that Cantus was such a wonderful show. And I'm so glad that MPR is doing these things and bringing them out into small town America (or small town Minnesota.) Minnesota when I grew up was somehow listening to all of these songs, and I thought "Gee I've heard those things before." And I think we've grown away from this music tradition that is so Minnesotan.... And it's nice to have this music out here. I think it's nice for young people, and there were a lot of young people in the audience tonight to see that.... Because if you live in Flom, and Hitterdal, and Ulen, you don't have an opportunity to have the symphony come or Cantus come, or even someone who can play the piano well.

It's valuable for a small community, it's valuable for a large community because we are the art that we produce, we are the culture, we are the songs we listen to, the books we read the theatre we watch, the music that we listen to. And I think that with our young people today (because of the cuts in education) we're losing that. We're losing that means of communicating with people that go back centuries. If you look at the program tonight they had a modern composer, but they had the folk songs and the spirituals and things like that. And people have to know that you are connected. You're connected to the country by its arts, by its music....We need to have those arts out there because that's our background, our life, our history, and our life's blood. So we've got to do that in every single solitary way. We've got to do that and keep it going. I hope that's what this fund can do.

People [in Hibbing] are dying to see live performances, they are dying to see paintings, they are dying to see their neighbors sing or dance well. And there's no venue there's no support....

You've got to get out there. And if you don't do it, nobody else is going to do it. And if nobody else does it, it's dead.



The Local Current:

Launched on April 14, 2011, The Local Current immediately generated a hugely positive response from the local press, local listeners, and

local musicians. On the day of the launch, nearly 20% of total streaming requests for The Current were for The Local Current stream. This response continued into the following weeks, prompting the feed to be carried live on the radio at 89.3 HD2 starting on May 3, 2011.

Perfect Porridge – April 14, 2011

A Web stream of all Minnesota music, all the time. Enjoy your favorite Minnesota artists 24/7, from emerging bands to the local legends who inspired them. CHECK IT OUT.

Metro Mag - April, 2011

Favorite local music provider 89.3 The Current is launching a station that features continuous streaming of Minnesota music. Local Current will be available Thursday, April 14 at thecurrent.org/local and will bring nonstop hometown music to computers across the world. The Current itself was started in 2005 and has since opened listener's ears to the plethora of music being produced in our very own state. Now, thanks in part to the Minnesota Legacy Amendment's Arts and Cultural Heritage Fund, the rest of the country will be exposed to more Minnesota on the radio than just Garrison Keillor.

Star Tribune – December 29, 2011

NO. 1 SIGN THE LOCAL MUSIC SCENE WAS ALIVE AND WELL IN 2011

- David Campbell (host of 89.3 the Current's "Local Show"): Even with two hours of time each week to cover our beloved scene, it has become impossible to fit in everything that deserves coverage on "The Local Show." The new releases, the forthcoming week's best shows, the freaky one-off collaborations, and all the notable news have become more substantial then our allotted time allows.
- Jim Walsh (author, columnist): The "Local Current" stream, 24-7 at TheCurrent.org.

A.V. Club Twin Cities - April 12, 2011

The Current will launch a local music stream online called, appropriately, Local Current. In addition to its weekly The Local Show, the public radio station plays and supports a hefty chunk of local tunage, and often sponsors events for hometown acts, including special occasions like this past weekend's Works For Words with Jeremy Messersmith, Dessa, and Chris Koza. And now there will be a single place online that plays nothing but local. Yes, you can currently stream The Current online—but that involves to good deal of nationally known acts, and for localfiles, that just ain't good enough. The new stream will also provide anyone from out of town the opportunity to eavesdrop on the Twin Cities music scene. Local Current plans to play well-known musical acts that have come to define Minnesota music, as well as up-and-comers who have hopes of putting their mark on the future.

Switchblade Comb - April 14, 2011

Starting today you can hear 89.3 the Current's new 24/7 online stream of Minnesota made music. In the future the Current may even add live DJs to back sell songs, offer commentary, give announcements, etc. I think this is a fantastic way to feature our great local music scene and wish the Current all the success with this new project.

Star Tribune - April 12, 2011

As the Current 89.3 FM continues to rise in ratings and profile, so apparently does its commitment to local music -- a relationship that has benefitted the station and the scene mutually. This week, the Minnesota Public Radio outlet is launching a new "Local Current" stream on its website that will spin Minnesota music nonstop/24-7, from here to eternity. Or at least until Husker Du reunites. The stream will officially launch Thursday morning.

Not just some kind of generic link to the station's digital catalog, the "Local Current" stream will actually be programmed just like any on-air playlist and have between-song commentary from Current staffers. Also look for re-airings of David Campbell's Sunday night "Local Show" on Monday nights, plus archived in-studio performances and interviews here and there.

"If resources permit, we plan to do even more with this," said program manager Jim McGuinn, who was manning the stream himself this afternoon when I heard a "preview/dry-run" version. Atmosphere, BNLX, Mark Mallman, Lucy Michelle, the Replacements, the Arms Akimbo, Hastings 3000, Communist Daughter, Plastic Constellations and even the Japhies were among the tracks played. Campbell, Mark Wheat, Mary Lucia, Bill DeVille and other familiar 89.3 staffers will helm the stream once it debuts.

In addition to the positive press, more than 1,800 people "like" The Local Current on Facebook, engaging the service with constant feedback.



Chris Goyette I can't like this enough...all of my favorite local artists have posted about this. We have something truly special in MN with the Current. Thank you for reminding me of this.

April 14 at 11:42am : Like



Jenny Dougherty Loved it! I had it on for a couple of hours and I just got more and more excited after each song! I think its a great idea. I love local music and the current always plays a lot of it, but playing all local music 24/7 is the perfect way to introduce listeners to new artists and spread the word about how amazing the Minnesota music scene is to anyone who has an internet connection!

April 14 at 5:56pm ' Like ' 🖒 1



Kevin Kling and Steve Kramer photo by Ann Marsden

Of Mirth and Mischief:

Of Mirth and Mischief was a show born of collaboration — between Minnesota humorist and writer Kevin Kling and local music legend Steve Kramer. Kling, a staple in the local arts scene and de-facto Minnesota representative to a national audience, had been looking for a way to collaborate with Kramer, the former front man of the Minneapolis band The Wallets, when he was named for a 3-year residency with Minnesota Public radio to produce original shows, radio, and workshops. "We've

wanted to work together for years," said Kling in an interview, "but we were like two kites without a string. We would get too excited and go right off the edge again."

Kling and Kramer finally got to work together when they conceived *Of Mirth and Mischief*, a story that reflects both men's struggles with time spent in hospitals. Anchoring their kites was local director Peter Rothstein, and backing up Kramer were local musicians Haley Bonar and James Diers of Halloween, Alaska.

Kevin Kling, Storyteller - Minneapolis

Working with MPR, I'm able to expand [a connection to audiences] through radio and connect with communities that truly need and enjoy this type of entertainment. What is to be gained is a stronger sense of community. My grandmother used to say 'you can survive anything with sense of humor and sense of self', that is exactly what this project strives to achieve.

Especially with the live shows there has been a wonderful unexpected audience. I meet them in coffee shops, after shows, they are in wheelchairs, or with their parents or are with a friend or neighbor, they tend to be people that live on the fringes of society. A growing audience to be sure, they've come to this form of storytelling because the other methods are not serving their needs.

It's a dream come true, to respond to the needs of my community with a partner I greatly respect and admire, the chance to grow and expand the art form, to engage with peers in transforming the work to fit the needs of a changing world. As an artist this is what you hope will happen someday, it's not lost on me 'someday' is now.

Haley Bonar, Singer - Minneapolis

It was a great opportunity for me to meet and work with other artists and members of the music community with whom I probably would not have otherwise. I also felt that this project allowed me to branch out as I was able to do different speaking voices, which I have not done before in front of an audience!

The children who attended the shows were mesmerized and had a great time. It's not often that kids get to experience a story and a rock n roll show all at once, and this project covered those both nicely.

As an artist I love to experience and participate in new and exciting projects, particularly ones involving different mediums. This project combined story-telling and music, and it was inspiring to see it come together. I am looking forward to being involved in more projects like this in the future, and am thankful to MPR for allowing me to participate.

The event was sold out over all three performances, with over 2,800 in attendance throughout the weekend. Attendees came from across the region, including St. Peter, Glenwood, Brandon, and Pipestone. In addition, MPR had full participation of Project Success, offering 210 tickets to local youths with 100% redemption at the box office.

TC Daily Planet – December 21, 2011

They promised magic, and they delivered! Kevin Kling's *Of Mirth and Mischief* charmed from the start and brought the audience on an irresistible journey of fantasy and reality through the eyes of a mischievous but lovable boy.

[At the end of the show] the woman next to me inhaled audibly, whispered, "Wow," and immediately sprang to her feet, joined by others in instant appreciation, all applauding wildly.

From the Audience:

The audience response to *Of Mirth and Mischief* was overwhelming, with feedback that ranged from the general - "I absolutely love MPR and use it all the time both in my profession and personal life; it adds to my classroom as a teacher and enriches my life," – to the specific – "no one does shows like this."

There were many responses from audience members who remarked that they had often heard the performers on the radio, but had never been to see them in person. Because of their trusting relationship with MPR, listeners became supporters of local theater.

- "I heard Kevin on the radio and enjoyed the program"
- "[I] have heard many Kevin Kling bits on MPR. Wanted to see [him] live,"
- "I've heard Kevin on MPR, so was anxious to come to the show."
- "[I] know the reputation of the principals and some of the musicians. A talent ridden show!"
- "1st time seeing Kevin have heard him on MPR often"
- "Kevin Kling always wanted to attend live performance. He is a Twin Cities treasure."

The theme of support for cultural institutions such as MPR supporting local treasures was echoed by many audience members, who appreciate the opportunity to see local artists on a local stage.

"The experience of a unique type of show brought my girlfriend & I to the [Fitzgerald Theater]."
"I like the local performers you've been featuring: Pat Donohue, Butch and Dan, and Peter
Ostrushko."

"Kevin is a genius, the [Fitzgerald Theater] is a lovely venue. Local art – live, thank you."

"I really enjoy your radio [shows] and [am] thrilled to see that you sponsor local theatre, thank you"

"Dedication to local artists - go MPR!"

"Kevin is an awesome storyteller. We were looking for an event for entire family - 2 teens. MPR is a vital part of the Minnesota community."

"MPR makes me feel connected to the community."

This sense of community, built on individual opportunity to be a part of a cultural ecosystem, was the most common refrain heard throughout the production. For one audience member in particular, their passions were engaged enough by the production to declare, anonymously, that "you [MPR] are family."

APPENDIX 1 – Listenership/Audience Information (Fiscal Years 2011 – 2012)

PROJECT	# of Stations	Estimated Listenership/Attendance		
Art Hounds	25	Average Listeners per Show: 46,300		
Broadcasts of Minnesota's	20	Average Listeners per Show: 8,300		
Classical Artists				
The Current Presents	3	Average Listeners per Show: 6,300		
Music with Minnesotans	20	Average Listeners per Show: 4,400		
The Local Show	3	Average Listeners per Show: 32,800		
A Testament of Defiance	1	Localized broadcast with no accurate		
		measurement		
Of Mirth and Mischief	N/A	2,816 Event Attendees		
Writing Minnesota	25	Listenership Not Measurable		
State of the Arts Blog	25	Average Views per Week: 6,200		
Minnesota Today	N/A	Average Views per Week: 3,300		
Local Current	3	Listenership Not Measurable		
Sound Point	N/A	Listenership Not Measurable		
Minnesota Digital Audio Archive	N/A	Not Currently Measurable		
Minnesota Varsity	20	Average Listeners per Airing: 8,000		
Wits	N/A	3,396 Event Attendees		
The United States Army Field	N/A	800+ Event Attendees		
Band				
Poetry Out Loud	N/A	236 Event Attendees		
Jeremy Messersmith: Works for	N/A	973 Event Attendees		
Words				
Score! With Chan Poling	N/A	339 Event Attendees		
Artists-in-Residence	20	Average Listeners per Airing: 8,000		
Play it Forward: Classical MPR's	20	Instruments Donated: 424		
Musical Instrument Drive				
The Current Road Trip	3	Average Listeners per Show: 5,800		

APPENDIX 2 – Fiscal Year 2011 Financial Report (July 2010 – June 2011)

BUDGET LINE	BUDGET AMOUNT	QUARTER	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL EXPENDED
DODGET LINE	AMOUNT	EXPENDIT	EXPENDIT	EXPENDIT	EXPENDIT	YEAR TO
ITEMS	FY 2011	URES	URES	URES	URES	DATE
Salaries and Benefits	\$1,116,179.00	\$153,098.20	\$213,519.23	\$347,641.46	\$313,290.37	\$1,027,549.26
Production Expenses	\$203,200.00	\$4,831.15	\$10,094.00	\$23,989.47	\$107,186.96	\$146,101.58
Artists and Content Acquisition Fees	\$31,137.00	\$100.00	\$13,138.02	\$9,236.80	\$12,022.87	\$34,497.69
Equipment, Software and Data Line Leases	\$90,000.00	\$71,656.00	\$0.00	\$3,250.00	\$0.00	\$74,906.00
Marketing	\$43,500.00	\$0.00	\$3,201.45	\$12,444.52	\$35,229.31	\$50,875.28
Travel	\$20,000.00	\$289.74	\$2,227.21	\$502.68	\$1,447.25	\$4,466.88
Events	\$58,600.00	\$17,402.88	\$55,955.73	\$12,059.30	\$83,600.90	\$169,018.81
MPR Overhead (2.5%)	\$39,153.00	\$6,184.45	\$7,453.39	\$10,228.11	\$13,819.44	\$37,685.39
Dept. of Administration Fee (1%)	\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$15,000.00
TOTALS:	\$1,616,769.00	\$253,562.42	\$320,589.03	\$419,352.34	\$566,597.10	\$1,560,100.89

APPENDIX 3 – Fiscal Year 2012 Project Budgets (July 2011 – June 2012)

Classical Music Education: Estimated Project Budget: \$77,462

Classical MPR's Artist in Residence: Estimated Project Budget: \$85,947

Minnesota Varsity: Estimated Project Budget: \$181,588 Learning to Listen: Estimated Project Budget: \$19,758 Play it Forward: Estimated Project Budget: \$13,133 Sound Bite Series: Estimated Project Budget: \$11,066

Project SUCCESS Theater Tickets: Estimated Project Budget: \$19,365

Sounds and Voices: *Estimated Project Budget:* \$76,563 **Rock the Cradle Artists:** *Estimated Project Budget:* \$8,853

Classical MPR Composer Pages: Estimated Project Budget: \$1,856

State of the Arts Blog: *Estimated Project Budget:* \$67,375 **Minnesota Arts Calendar:** *Estimated Project Budget:* \$47,584

Art Hounds: Estimated Project Budget: \$63,292 **The Local Show:** Estimated Project Budget: \$32,448

The Current Local Music Blog: *Estimated Project Budget:* \$58,650

The Local Current: Estimated Project Budget: \$28,783
The Current Presents: Estimated Project Budget: \$30,088
Minnesota Mix: Estimated Project Budget: \$136,941

Music with Minnesotans: Estimated Project Budget: \$6,440 Classical Broadcast Performances: Estimated Project Budget: \$91,500

Classical Community Building: Estimated Project Budget: 44,400

Choral Festival: Estimated Project Budget: \$47,474

Of Mirth and Mischief: Estimated Project Budget: \$43,438

Tying the Knot...Songs of our Fathers: *Estimated Project Budget:* \$35,201 **Minnesota Digital Audio Archive:** *Estimated Project Budget:* \$50,000