



REPORT TO THE
STATE OF MINNESOTA
AND THE
MINNESOTA LEGISLATURE
FOR THE
MINNESOTA ARTS AND
CULTURAL HERITAGE FUND

January 2010

AMPERS public radio stations and the
Minnesota Arts and Cultural Heritage Fund

2009 Summary of Activities

To: Representative Mary Murphy, Chair, Cultural and Outdoor Resources Finance Division; Representative Greg Davids, Ranking Minority Member, Cultural and Outdoor Resources Finance Division; Members of the House Cultural and Outdoor Resources Finance Division; Senator David Tomassoni, Chair, Economic Development and Housing Budget Division; Senator Amy T. Koch, Ranking Minority Member, Economic Development and Housing Budget Division; Members of the Senate Economic Development and Housing Budget Division.

Submitted By: James Gullickson, AMPERS President, KMSU 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.”

Background

In 2009, the Minnesota Legislature approved Arts and Cultural Heritage funding for 11 public radio stations in the AMPERS (Association of Minnesota Public Educational Radio Stations) network. The signals of member stations reach about 92 percent of the state's population and cover nine-tenths of the state's area. See AMPERS coverage map (Appendix 1) for visual illustration of the AMPERS network.

Stations

Thief River Falls	KSRQ-FM
Grand Rapids/Bemidji/Brainerd	KAXE-FM
Grand Marais/Grand Portage/Gunflint Trail	WTIP-FM
Duluth metro	KUMD-FM
St. Cloud metro	KVSC-FM
Minneapolis/St. Paul metro	KBEM-FM
Minneapolis/St. Paul metro	KMOJ-FM
Minneapolis/St. Paul metro	KFAI-FM
Minneapolis/St. Paul metro	KUOM-AM/3 FM signals
Mankato/Austin	KMSU-FM/KMSK-FM
Winona	KQAL-FM

(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.)

All of the stations are independently licensed, independently managed and provide local news, arts, music and cultural programming.

Summary

Although the fiscal year is only one-half complete, AMPERS public radio stations have already created more than two dozen new shows dedicated to Minnesota arts and cultural heritage. That programming has been broadcast on its home station, archived on individual station websites and in some cases, shared and rebroadcast on other AMPERS stations throughout Minnesota.

The purpose of this report is to summarize the Arts and Cultural Heritage activities the 11 AMPERS public radio stations have engaged in from July 1, 2009 – December 31, 2009.

Arts Programming: Music

KSRQ (Thief River Falls) broadcast a live concert by polka band Karl and Country Dutchmen on the station's "Saturday Morning Barn Dance" program on December 12, 2009.

WTIP (Grand Marais) sponsored the WTIP Radio Waves Music Festival on September 12, 2009 at the Grand Marais Recreation Park and Campground. The music lineup showcased local musicians, including the North Shore Community Swing Band, Critter Du Jour, Amigos and Bicycle Army.

KAXE (Grand Rapids) produced live broadcasts of three musical acts: Enchanted Ape, a jazz/blues/improv group on September 12, 2009, Timmy Haus and Friends, a folk group on October 29, 2009 and Mr. Pumpkinhead Quartet performing Christmas jazz on December 10, 2009. KAXE also produces “Centerstage Minnesota,” a program that showcases the lives and talents of Minnesota musicians.

KUMD (Duluth) produced “Live from Studio A,” a weekly show featuring local and Minnesota musical acts. The program began airing in July 2009. Among those featured were Caroline Smith and the Good Night Sleeps, Northern Howl and Josh Harty.

KBEM (Minneapolis/St. Paul) recorded a performance of the Butch Thompson Trio at MacPhail Center for Music in Minneapolis on December 6, 2009 and aired the recording on December 20, 2009. The performance also aired on seven other AMPERS stations. See “Shared Programming” section for details. (Two additional Butch Thompson shows are scheduled for 2010.)

KMOJ (Minneapolis/St. Paul) has produced a four-hour radio documentary titled “The History of R&B in Minnesota.” The show features interviews and music by Prince, The Time, Mint Condition, Jimmy Jam and Terry Lewis and Alexander O’Neal. KMOJ plans to broadcast the show during Black History Month in February 2010. KMOJ is also producing a series of two-hour documentaries on the history of gospel, hip-hop, jazz and reggae music in the state.

KMSU (Mankato) recorded performances by the Mankato Symphony Orchestra on October 4, 2009, November 15, 2009 and December 12, 2009. Each performance was broadcast the following Sunday. One of the performances also aired on two other AMPERS stations. See “Shared Programming” section for details.

Arts Programming: Painting, Sculpture, Literature and More

Several stations have created programs dedicated to the visual arts (painting, sculpture, and pottery) or arts variety shows dedicated to showcasing arts happenings in the community.

WTIP (Grand Marais) added arts, cultural, historic and current event interviews to “The Roadhouse,” a Friday evening program, beginning in July 2009. In 2009, the show’s hosts spoke with Sue Leaf, author of “The Bullhead Queen: A Year on Pioneer Lake,” Lee Radzak, historic site manager at Split Rock Lighthouse, local World War II veteran Ed Wood, Jr. and others.

KUMD (Duluth) began broadcasting “Radio Gallery” in November 2009, a five-minute weekly show about the Minnesota visual art scene. In 2009, “Radio Gallery” featured interviews with Duluth wood art sculpture Tim Byrne, UMD art instructor and digital media artist Sasha Kolosnjaj and photo-collage artist Patricia Lorenz.

KVSC (St. Cloud) broadcast three 30-minute arts programs focused on the local arts scene. “Arts Director Highlights: The St. Cloud Symphony Orchestra” featured interviews with the orchestra’s Executive Director and orchestra musicians. “Saunter Along: The St. Cloud Arts Crawl” highlighted artists, musicians and some of the 800 people who participated in the art crawl. “Wining and Dining Tips: St. Cloud Sommelier Nick Barth” featured an interview with a local wine expert.

KUOM (Minneapolis/St. Paul) began broadcasting “Art-bút” (pronounced art-BEW), a 90-second cultural program airing at 9 a.m. on Wednesdays. Recent topics include reviews of films at the Walker Art Center in Minneapolis and a story about a University of Minnesota literary magazine. KUOM also began production on “Culture Queue,” a 30-minute program that’s “positively oozing cool and reflecting the Twin Cities through the twin prisms of art and culture.” The show debuts on January 30, 2010.

Cultural and Historical Programming

Several stations have created programs dedicated to Minnesota’s cultural heritage and history.

KAXE (Grand Rapids) incorporated cultural programming into several shows, including “CenterStage Minnesota,” “RealGoodWords,” “Between You and Me,” “Arts Roundup,” “Bemidji Art Walk,” “All Things Equine,” “Minnesota Author Essay Series,” “Wednesday AM History Segment,” “Early Bird Fishing,” “Minnesota Authors and Essays,” “What’s for Breakfast?” and nature programs titled “Phenology Plus,” “Phenology Talkbacks” and “Phenology Show.”

WTIP (Grand Marais) created several new cultural and historical programs under the title of “History Speaks.” One example is “The Blowdown: A Ten-Year Remembrance,” a historical documentary about the famous storm that swept across northern Minnesota on July 4, 1999. Straight-line winds blew with Category 4 hurricane force through 477,000 acres of the Superior National Forest and Boundary Waters Canoe Area Wilderness.

WTIP (Grand Marais) began airing several short weekly features, including “Moments In Time,” a three-minute history feature, “Wildersmith on the Gunflint,” a nature program written by Fred Smith, “Saturday Morning Story,” a program featuring tales told by professional storyteller Rose Arrowsmith DeCroux, and “Small Change,” a two-hour trivia program featuring arts, cultural, historical and current events questions.

KUMD (Duluth) created two new cultural programs. “The Alworth Series” is a one-hour program featuring guest speakers from around the world in an open discussion on global issues. The program is recorded, edited and aired on KUMD. In 2009, “The Alworth

Series” aired on October 19, November 2, November 16 and November 30. “Caring and Sharing” showcases the goals and objectives of local nonprofits. One nonprofit is featured in each five-minute show. The station also produces a 30-second public service announcement highlighting the nonprofit’s needs. Ten episodes of “Caring and Sharing” were aired between December 1, 2009 and January 15, 2010.

KMSU (Mankato) created several Latino Radio Dramas. Working with Spanish-speaking Latino/Hispanic volunteers from the community, the station produced and aired eight 20-minute dramas beginning in November 2009. Each program highlighted a health or public affairs issue. Many of the shows focused on issues of concern to Latino/Hispanic women. All of the programs aired in Spanish.

KBEM (Minneapolis/St. Paul) enhanced their “School News” and “Teacher Feature” segments. After learning the basics of journalism and broadcasting, approximately 30 Minneapolis Public School students have produced 20 one-minute editions of “School News.” The segments have aired multiple times on KBEM and are archived on the station’s website. Several episodes of “Teacher Feature,” which include interviews with Minneapolis Public School teachers about their accomplishments, have been recorded for broadcast in 2010.

KFAI (Minneapolis/St. Paul) is working on three arts programs. “Arts & Culture Updates” will include two-to-five-minute vignettes on significant moments in Minnesota arts history. “Minnesota Pop Culture” will include features of various lengths about Minnesota musical acts and will air on the KFAI program “Minnesota Soundtrack.” The station will also produce and air half-hour features on historical figures or artists.

Shared Programming

WTIP (Grand Marais) produced a feature titled “The Happy New Year Tradition” as part of its “Walking the Old Road: The Story of Chippewa City and the Grand Marais Chippewa” series. Staci Drouillard, a Grand Marais resident, produced the feature. Ojibwe musician Keith Secola provided original music. In addition to airing on WTIP, the feature also aired on KBEM (Minneapolis/St. Paul) on December 24, 2009, KVSC (St. Cloud) on January 4, 2010 and KMSU (Mankato) on January 4, 2010.

KBEM (Minneapolis/St. Paul) produced a one-hour holiday concert program featuring the Butch Thompson Trio. In addition to airing on KBEM on December 20, 2009, the “Yulestride” program also aired on KFAI (Minneapolis/St. Paul) on December 22, December 23 and December 25, 2009, KVSC (St. Cloud) on December 27, 2009, KSRQ (Thief River Falls) on December 24 and December 25, 2009, KQAL (Winona) on December 25, 2009, KUMD (Duluth) on December 24, 2009, WTIP (Grand Marais) on December 23 and December 27, 2009 and KAXE (Grand Rapids) on December 29, 2009.

KMSU (Mankato) produced a one-hour holiday concert program featuring the Mankato Symphony Orchestra with performances by the Mankato Ballet Company, Mankato East High School and New Ulm High School choirs. In addition to airing on KMSU, the

“Candy Cane” program aired on KBEM (Minneapolis/St. Paul) on December 24, 2009 and KQAL/Winona on December 24, 2009.

New Media and Project Coordinator

In December, AMPERS hired a New Media and Project Coordinator to facilitate sharing and archiving of arts, cultural and historic programs. The New Media and Project Coordinator explored online file sharing options, including You Send It, FTP sites and Public Radio Exchange. AMPERS has created a network on Public Radio Exchange to increase sharing of content among stations. In 2010, the New Media and Project Coordinator will help the organization create a website to make it easier for Minnesotans to access the new arts, cultural and historic content created by AMPERS stations.

Measurable Outcomes

KSRQ (Thief River Falls): Arbitron ratings are not available. The “Saturday Morning Barndance Christmas Special” concert featuring Karl and the Country Dutchman attracted 130 people. The show was broadcast live on KSRQ, live on local cable television and live on an Internet video stream (ustream.com). More than 200 people watched the live video stream. As of December 31, 2009, an additional 71 people watched the archived video stream. Viewers of the Internet video stream included people from Alaska, Florida, Canada and the Czech Republic.

KAXE (Grand Rapids): Arbitron ratings are not available. The station estimates the following number of listeners: “CenterStage Minnesota” (2,000/week), “RealGoodWords” (2,500/week), “Between You and Me” (5,000/week), “Phenology Plus” (2,500 week), Morning Show Segments: “Arts Roundup” (4,000/month), “Bemidji Art Walk” (4,000/month), “Wednesday AM History” (4,000/week), “Early Bird Fishing” (2,500/week), “Phenology Show” (6,000/week), “Phenology Talkbacks” (4,000 week), “What’s For Breakfast” (5,000/week), “All Things Equine” (2,000 week), “Minnesota Authors Essay Series” (2,000 week).

WTIP (Grand Marais): Arbitron ratings are not available. However, there were 2,652 web downloads of cultural features. In addition, 830 people attended the WTIP Radio Waves Music Festival.

KUMD (Duluth): According to Arbitron ratings, each program attracted the following number of listeners: “Radio Gallery” (5,600/week), “The Alworth Series” (1,900/week), “Caring and Sharing” (5,600/week), “Live from Studio A” (6,300/week). In addition, the KUMD website receives 3,000 hits/month. All Legacy content is archived on the site.

KVSC (St. Cloud): According to Arbitron ratings, 20,000 unique listeners tune in to the station weekly. Podcasts of legacy programs have been promoted to St. Cloud State University students, faculty and alumni (1,650 subscribers). The *St. Cloud Times* newspaper reported on how the station’s Legacy efforts and website upgrades will allow

the station to track usage of Legacy programs archived on the station's website. See Appendix 4 for article.

KBEM (Minneapolis/St. Paul): The station estimates the following number of listeners: Butch Thompson "Yulestride" concert (3,500), "School News" (70,000) and "Teacher Feature" (2,000). In addition, 250 attended the free Butch Thompson Trio "Yulestride" concert at MacPhail School of Music in Minneapolis. One attendee thanked KBEM for "enriching his life." The station's website attracts 5,000 unique visitors monthly. Butch Thompson Jazz Originals received the fourth highest number of page views. The Butch Thompson "Yulestride" program aired on seven additional AMPERS stations.

KUOM (Minneapolis/St. Paul): "Art-bút" began airing in December. Specific listener data is not available. "Culture Queue" is scheduled to begin airing on January 30, 2010.

KMSU (Mankato): The station estimates the following number of listeners: "Mankato Symphony Orchestra" (200 per broadcast), "Latino Radio Drama (500 per broadcast). In addition, the station sponsored a Latino Dance night at the Kato Ballroom on November 7, 2009. The dance attracted approximately 600 people, including families with children, showing KMSU's strong connection to the local Latino community.

See Appendix 2 and Appendix 3 for a visual illustration of measurable outcome highlights.

Listener Comments

KAXE (Grand Rapids): "Since KAXE's local programming is something I value, I'm please[d] to hear that Legacy Funds are helping to make the programming possible. KAXE is the vehicle that provides the mix of art, culture, phenology & history that is our neighborhood in northern MN!"

KAXE (Grand Rapids): "KAXE is a gem in our community — it listens to its audience, responds and represents us in a way that MPR, NPR and certainly the cesspool of commercial radio never can. We need more truly community-oriented radio stations that serve the public good and fewer of the canned junk that fills the rest of the airwaves and does not enhance our unique regional culture. I love hearing the Ojibwe language and about the culture of the Ojibwe people — it enhances my understanding of and appreciation for the diversity of the place in which I live."

KAXE (Grand Rapids): "From what little I know about the legacy and all programs, I feel Northern Community Radio is fortunate to have such a gift. What an opportunity we have to leave a legacy through this gift too!"

WTIP (Grand Marais): "I was really impressed with Barbara Jean Meyers' 'The Blowdown: A Ten Year Remembrance.' What an interesting program and told from so many different points of view."

WTIP (Grand Marais): “Thank you for the really special music presented this week at Radio Waves! We and friends were RV camped in nearby sites and the event inspired us to make it an annual outing.”

KVSC (St. Cloud): “Wow wow wow. This is FANTASTIC and a wonderful addition to the arts community here in Central Minnesota.”

Partnerships created for Arts and Cultural Heritage Programming

KSRQ (Thief River Falls) partnered with the Pennington County Humane Society to feature dogs available for adoption. In addition, the Humane Society has begun “Dog Days” at Northern Lights Bookstore, which KSRQ has promoted. Adults with mental disabilities operate Northern Lights.

KAXE (Grand Rapids) partnered with the Niigane Program at Bug-O-Nay-Ge-Shig School (for “Ojibwemowin” program), Bemidji Community Arts Center, Beltrami County Historical Society, Itasca County Historical Society and IROMA (Iron Range Original Music Association).

KBEM (Minneapolis) partnered with MacPhail Center for Music on the Butch Thompson Trio concert and the Twin Cities Jazz Society.

KUMD (Duluth) partnered with CHUM – Churches United in Ministry (serving low-income families and homeless people), Second Harvest Food Bank, Damiano Center, Program for Aid to Victims of Sexual Assault, Veterans Center, Habitat for Humanity, Foster Grandparents, Meals on Wheels, Neighborhood Housing, Low-cost Spay-Neuter clinic, Glensheen Museum, Hartley Nature Center, Animal Allies and United Way. Most of the above partnerships were in cooperation with the “Caring and Sharing” program.

KVSC (St. Cloud) is working to develop partnerships with St. Cloud Downtown Arts Crawl, St. Cloud State University Department of Music, St. Cloud State University Department of Art, St. Cloud Symphony and the Mille Lacs Indian Museum.

KMOJ (Minneapolis/St. Paul) is planning on forming partnerships with The Minneapolis Urban League, The Northwest Area Foundation, The Northside Arts Collective, Sub Zero Collective, West Broadway Business and Area Coalition and the Minnesota chapter of the NAACP.

KQAL (Winona) partnered with the Frozen River Film Festival. In January 2010, KQAL will highlight interviews with festival promoters on newscasts, on-air calendar of film times/venues, and a 30-minute feature program that explores the festival in-depth. Links to the festival website will also appear on the KQAL website.

Program Costs

KSRQ (Thief River Falls): “Saturday Morning Barndance” (\$2,000), “The Root Cellar” (\$1,000).

KAXE (Grand Rapids): “Centerstage Minnesota” (\$4,362), “Real Good Words” (\$2,339), “Between You and Me” (\$5,141), “Phenology Plus” (\$3,597), Morning Show Segments: “Arts Roundup” (\$261), “Bemidji Art Walk” (\$61), “Wednesday AM History Segment” (\$1,243), “Early Bird Fishing” (\$709), “Phenology Show” (\$1,470), “Phenology Talkbacks” (\$671), “What’s For Breakfast” (\$543), “All Things Equine” (\$212), “Ojibwemowin” (\$855), “Minnesota Authors and Essays Series” (\$50). Three cultural events recorded and aired on KAXE (\$1,560).

WTIP (Grand Marais): Cultural Features Production (\$11,180), Historical and Arts Feature Production (\$9,400), Roadhouse Production (\$2,800).

KUMD (Duluth): “Radio Gallery” (\$12,545), “The Alworth Series” (\$3,150), “Caring and Sharing” (\$3,740), “Live From Studio A” (\$11,106).

KVSC (St. Cloud): Arts and Cultural Heritage Producer Salary (\$2,739), Recording Equipment for Arts and Cultural Heritage Producer (\$3,824).

KBEM (Minneapolis/St. Paul): “School News” (\$6,501), Butch Thompson Trio “Yulestride” Concert (\$4,212), “Teacher Feature” (\$435).

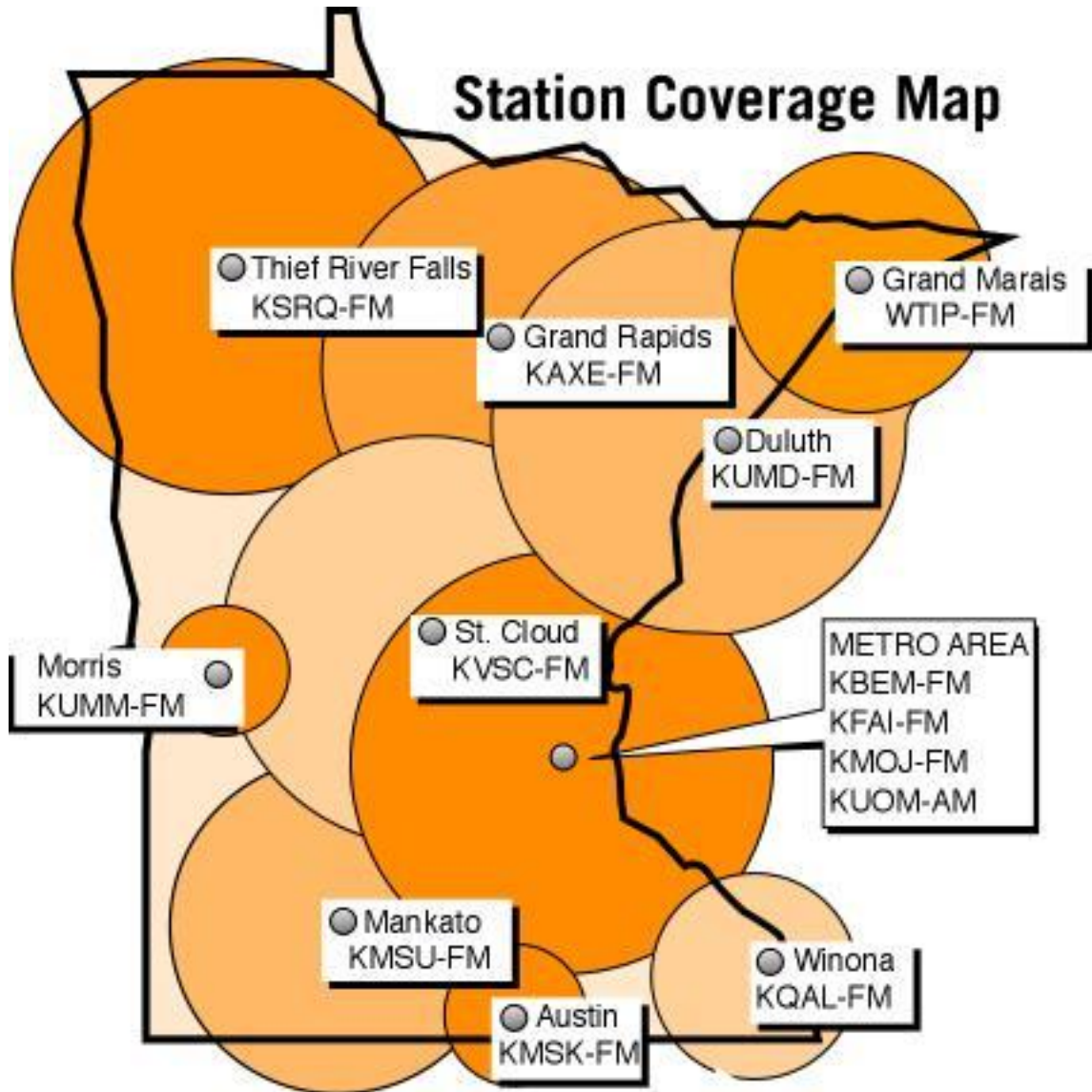
KMOJ (Minneapolis/St. Paul): “History of R&B in Minnesota” (\$6,200), “History of Gospel in Minnesota” (\$4,200), “History of R&B in Minnesota Vignettes” (\$3,700), “History of Gospel in Minnesota Vignettes” (\$2,350).

KUOM (Minneapolis/St. Paul): “Culture Queue” and “Art-bút” costs: Program Producer (\$2,098), Student Staff Working on Arts and Cultural Heritage Programming (\$2,160).

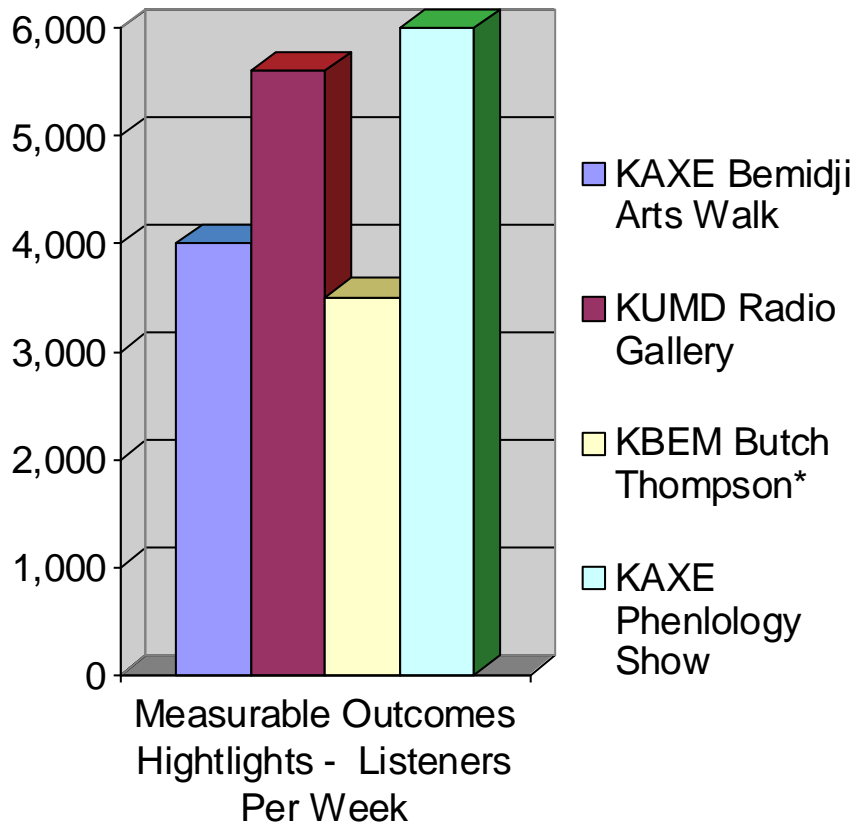
KFAI (Minneapolis/St. Paul): Program development (\$5,000).

KMSU (Mankato): “Mankato Symphony Orchestra” (\$6,000), “Latino Radio Dramas” (\$1,026).

APPENDIX 1

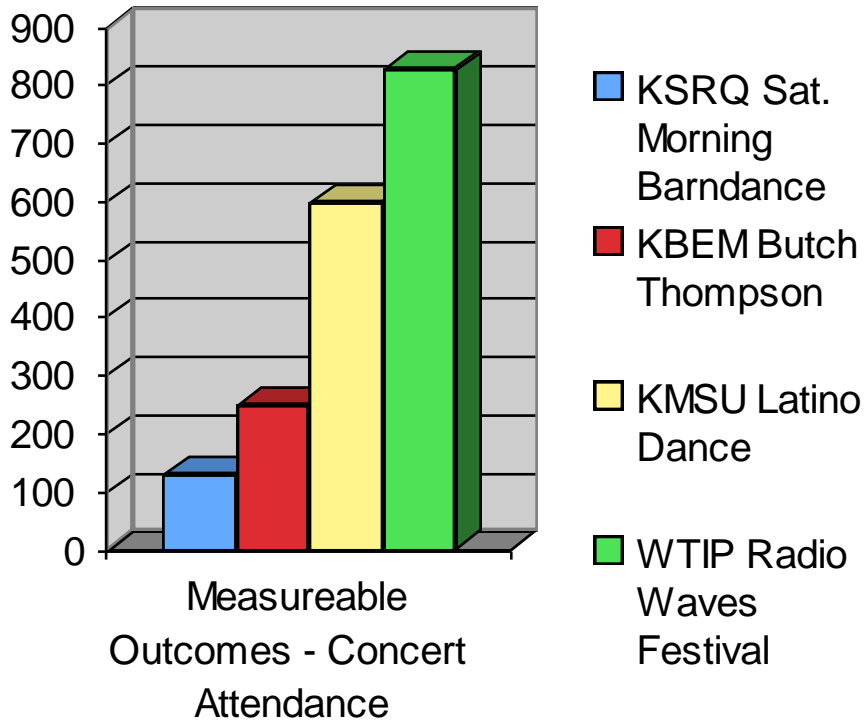


APPENDIX 2



* KBEM Butch Thompson Trio concert is a station estimate.

APPENDIX 3



APPENDIX 4



November 11, 2009

Legacy Amendment funds to help KVSC broaden its reach

By David Unze
dunze@stcloudtimes.com

KVSC-FM, the campus radio station at St. Cloud State University, will be getting as much as \$238,000 by the middle of 2011 from a fund created by a constitutional amendment to support the arts and protect the outdoors.

The so-called Legacy Amendment passed during the 2008 election and allowed the state to collect 3/8 of 1 percent of the state's sales tax and direct it to four arts and outdoors funds. The amendment is expected to generate hundreds of millions of dollars in the next 25 years.

KVSC will use the money it gets to hire an arts reporter, to develop a Web portal to disseminate arts-related materials for educational uses and to expand its signal reach and entertainment offerings, said station manager Jo McMullen-Boyer.

"We're going to be reaching new audiences with this money," she said.

The Legacy Amendment money can be used only for new initiatives and can't replace the funding that exists for current programs, employees or services. It's part of as much as \$44 million expected to be available for the Minnesota arts community this fiscal year from the Legacy funds.

Projections have put the amount of money available for three outdoors funds as high as \$180 million this fiscal year. The exact amount available to those funds will be determined when sales tax revenues are collected.

KVSC is guaranteed \$103,500 this fiscal year, which ends June 30. It is projected to get as much as \$135,000 in fiscal year 2011, but that amount is dependent on tax collections.

Each of the 12 members of the Association of Minnesota Public Educational Radio Stations will contribute \$10,000 a year to developing a Web portal that will make the content each station generates accessible for educational uses.

KVSC hopes to expand its signal into greater Central Minnesota, McMullen-Boyer said, and is looking at the Princeton, Mora and Alexandria areas as targets.

Last week, she hired a part-time reporter to cover cultural and arts events in the St. Cloud area. Other uses for the money include creating audio and video podcasts of the station's Monday Night Live performances, hosting a Minnesota music showcase event and bringing live coverage of events such as the Winnipeg Folk Festival and 10,000 Lakes Festival to KVSC listeners.

"For those who can't go, this will bring back that experience for them," she said.

While the money is great, the perception that might come with it concerns McMullen-Boyer. She doesn't want KVSC donors to think their support is no longer needed. The station relies heavily on listener support to survive, and funding from groups such as the Corporation for Public Broadcasting is tied to

APPENDIX 4 (continued)

the number of donors the station has, she said.

"A drop in listener support can directly affect the support we get from" the Corporation for Public Broadcasting, she said.

Other area arts organizations will benefit from the Legacy Amendment money as well.

The Central Minnesota Arts Board will receive about \$488,000 each of the next two fiscal years to distribute in the St. Cloud area, said Leslie Schumacher, executive director of the arts board.

By comparison, the board distributed 98 grants totaling almost \$220,000 in 2008 to support local arts efforts.

The board is working on identifying a system for disbursing the Legacy Amendment funds, and has to have a plan to the Legislature by the end of the year.