

Minnesota Public Radio's Legacy-Fund Investments (FY2010-11)

As Minnesota's largest cultural organization, Minnesota Public Radio's broadcast signal is available to 95% of the population of the state – more than 5 million people. [1] Each week, 900,000 people tune into MPR's three regional services (News, Classical Music and The Current). [2]

\$1.5 million in Legacy Amendment Arts and Cultural Heritage funds were appropriated to MPR for fiscal year 2011 “to create new programming and events, expand regional news service, amplify Minnesota culture to a regional and national audience, and document Minnesota's history through the Minnesota Audio Archives.” [3]

MINNESOTA VARSITY

Showcasing classical music's rising stars



Minnesota Varsity

Minnesota Varsity is a new competition for Minnesota's high school to work in conjunction with Classical MPR. Students are invited to go online and submit their band or orchestral performances. A panel of MPR's Classical on-air personalities and producers will review all students' submissions and narrow the pool to a select group of semi-finalists. MPR engineers will visit the schools to professionally record the semi-finalists' work. Classical MPR will highlight all of the semi-finalists' work on air and will post the students' works on MPR's website. For the final stage, a panel of local music experts will select finalists to perform at the Fitzgerald Theater in Saint Paul.

Artists-in-Residence: In FY10, Classical Minnesota Public Radio hosted its first ever Artists-in-Residence, the Parker Quartet. In several communities across Minnesota, over 500 people attended the artists' "master classes" and live performances. Now in FY11, Classical MPR is hosting Cantus as its Artists-in-Residence. This internationally renowned vocal ensemble (hailing from St. Olaf, Minnesota) will visit communities around the state throughout FY11.

Play it Forward: Last year, in partnership with the Minnesota Music Educators Association (MMEA), Minnesota Public Radio collected and distributed gently used and new 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. MPR looks forward to working with schools to expand this project to an even larger number of Minnesota students.

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 700 blog postings, *State of the Arts* received more than a quarter of a million web hits over the past year.

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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 nearly 40,000 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 300 different artists from across Minnesota describe unique arts events happening in their community.

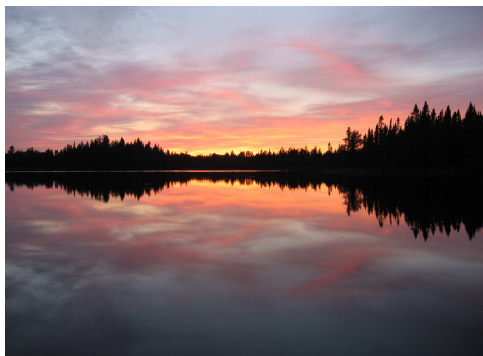


Live Events to Celebrate Minnesota's Art, History, and Cultural Heritage: For 2010-11, live events include: *Wits*, a four-part series that highlights the art of being a writer; *The United States Army Field Band* allowed Minnesotans the unique opportunity to hear wonderful, patriotic music performed by one of our country's top bands; **Poetry Out Loud** - with the Minnesota State Arts Board, MPR hosted the Minnesota finals for the national poetry contest for high school students; **Jeremy Messersmith: Works for Words** a unique show focusing on songwriting as a complex art form; **Scarecrow on Fire** with author/storyteller Minnesotan Kevin Kling; and others.



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 2010, the Calendar featured over 2,400 Minnesota venues. For the first six months of 2010, over 12,800 events were listed, which raised awareness for opportunities in communities across Minnesota.



- Minnesota Sounds 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.
- Insight Now is an online forum designed to break down geographic barriers to bring all Minnesotans together to discuss emerging issues in communities around the state.



Broadcasts of Minnesota's Classical Artists: Legacy Funds enable Minnesota Public Radio to regularly feature some of Minnesota's world-renowned classical artists, including the Minnesota Opera, the Minnesota Chamber Orchestra, the Saint Paul Chamber Orchestra, The Shubert Club, and others. These MPR broadcasts allow all Minnesotans—regardless of geography—to appreciate some of Minnesota's best artists.

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Minnesota's Digital Audio Archive: Capturing more than 40 years of Minnesota history, MPR's Digital Audio Archive includes events that have Minnesotans' lives. This project will soon include a public portal which will allow students, teachers, and interested Minnesotans the ability to access the complex and rich history of Minnesota. MPR is also beginning the design of an interactive webpage which will enhance user's options and experience for accessing the archive.



The Current Presents: *The Current*, is MPR's acclaimed music service that focuses on local and unique music. The Legacy Amendment has allowed *The Current* to create "*The Current Presents*," a unique, weekly music show that engages the community to explore ways for *The Current* to serve Minnesota audiences in unique and interesting ways.

The Current Road Trip: In order to bring popular Minnesota artists to communities throughout the state, MPR created *The Current Road Trip*. The Road Trip is bringing four shows to four cities in Greater Minnesota. The shows will continue to be available online for those not able to attend the live performances.



The Local Show: *The Current*'s critically acclaimed weekly look at the local music scene. Support from the Arts and Cultural Heritage Fund will allow *The Local Show* to expand its reach to Greater Minnesota, covering artists in communities across the state.

Minnesota Music Stream: *The Current* is creating a new, online digital music stream, featuring only Minnesota artists. The *Minnesota Music Stream*, will allow listeners from around the world to access Minnesota artists, allowing for increased exposure to Minnesota's numerous and talented musicians.

- [1] The Minneapolis/St. Paul Business Journal listed MPR as the largest cultural nonprofit in the metro area by revenue (11/21/2008)
- [2] Source: Arbitron, Inc., Fall 2009/Spring 2010 average, persons 12 or older
- [3] Legacy Bill Language: "Minnesota Public Radio: \$1,150,000 the first year and \$1,500,000 the second year are appropriated for a grant to Minnesota Public Radio to create new programming and events, expand regional news service, amplify Minnesota culture to a regional and national audience, and document Minnesota's history through the Minnesota Audio Archives."

In compliance with Minn. Stat. § 3.197, the estimated cost of preparing this report is \$76.00. This estimate includes time for collaborative work done by two full-time staff and use of in-house materials for design/printing.

If you have any questions regarding this report, please contact Lisa Radzak, at lradzak@mpr.org.