

# Clean Water, Land & Legacy Amendment

Annual Report | January 14, 2011



Submitted by:

**mpta**

minnesota public television association

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## Introduction

The *Clean Water, Land and Legacy Amendment* has provided a great opportunity to highlight, preserve and promote the rich natural resources and cultural heritage of Minnesota. For the past two years, public television stations have emphasized the best of Minnesota - its environment, art, history and culture. At all times, our efforts have been transparent and our legacy programs have given credit to the Arts and Cultural Heritage Fund and the people of Minnesota. These grants have provided Minnesota's public television system the opportunity to further reinforce their foundation and fulfill their mission to all state citizens.

The Minnesota Public Television Association (MPTA), made up of Minnesota's six independent public television stations, established a unified system to report back to the public and the legislature about station efforts. Each station has broadcast programs on-air and has made Legacy content available on the web to the people of Minnesota. As such, these programs will be archived online and made available for free anytime for future generations. To accompany some of our programs, lesson guides for viewers and educators have also been developed.

So as to maximize the financial Legacy resources available, stations have regularly met to discuss program ideas, the logistics of file sharing, state contract guidelines and the need to be transparent and accountable to the public in all activities. We have also spent a considerable amount of time with the Department of Administration's contract management team so as to conform with State guidelines, assure transparency, and public accountability.

We consolidated all Legacy activities into this one report so as to provide the reader with the benefit of the big picture. This report also contains the specific details of the Legacy production activities of each station. In order to make the report easier to read and understand, we have developed common categories, when possible, and criteria upon which to report.

We are excited about all that has been accomplished. To celebrate our Legacy activities, all six stations have joined together to feature the "best of" our Legacy programs in 3-hour primetime special to be aired on March 24, 2011. This viewing event across all stations will provide a unique opportunity for us to inform Minnesotans about the benefits of the Legacy Amendment.

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## KSMQ Public Service Media, Austin/Rochester

KSMQ is the only locally owned public television station in southern Minnesota and northern Iowa. Our service area includes the cities of Rochester, Austin, Albert Lea, Winona, Owatonna, Mankato, and Faribault. The total population in our coverage area is estimated at nearly 500,000, or 144,300 television households. Each of these communities has a strong sense of identity, and they generally view themselves as distinct communities, rather than as a single geographic area.



### **A new Minnesota documentary:** *Because You Voted Yes*

The first KSMQ Legacy production, a documentary entitled *Because You Voted Yes*, first aired early in 2010. The program explores the back-story and future of Minnesota's 25-year commitment to support the State's clean waters, lands, lakes, rivers and streams, and its arts and cultural heritage. In *Because You Voted Yes*, KSMQ talked with some of the people who were behind the years-long Legacy initiative, and with a few who expect to benefit from the funding in the coming months and years. Most important, we talked with our viewers, about their take on the legislation. The documentary had numerous encore presentations, and continues to be available via KSMQ's website [www.ksmq.org](http://www.ksmq.org) and on [www.youtube.com](http://www.youtube.com).

### **A new weekly series:** *Off 90*

The weekly series, *Off 90*, premiered on Sunday, March 28, 2010 at 7 p.m. The program continues to air each week in that Sunday position, with repeat broadcasts that provide additional viewing opportunities on Wednesdays at 8:30 p.m., and Saturdays at 11 a.m.



*Off 90* has featured art and artists from across the disciplines: Visual arts ranging from interactive installation artist Kevin Dobbe, to sculptor Judy Onofrio, to painter Mike Schad. Performing arts including singer/songwriter Adam Wayne, the Hagen piano family, and several of the young winners of the Rochester Music Guild's annual competition. Literary arts, too, from the local young writers of "PBS Kids Go! Writers Contest," to historian and author Michael Eckers.

The series also features history and cultural subjects, such as a profile of dairy farming and farm life in southern Minnesota featuring Gene Anderson of Gene's Dairy in Sargeant, and a tour through a century of farm history with the Hoffman brothers, Vern and Laverne. We also focus on arts and historical organizations, including the Rochester Art Center, the Mower County Historical Society, the Owatonna Arts Center, and the History Center of Olmsted County, to name a few. Also featured were historic sites unique to southern Minnesota, including the Carnegie Arts Center in Mankato; the Hormel Historic Home, the former residence George A. Hormel, founder of Hormel Foods, Inc., now restored as a historic site; and the Paramount Theatre, which first opened its doors as a movie house in 1929, was added to the National Register of Historic Places in 1985, and lives today as a vital community arts center. (A complete listing of the subjects featured in *Off 90* is included as part of our Appendix.)

### **A new Minnesota holiday special:** *Twelve Days, Our Way*

Based on the traditional carol, *The Twelve Days of Christmas*, this holiday special takes a look at the sentiment at the heart of the familiar song – the spirit of giving – with personal stories and visits to holiday celebrations across our region. This Legacy special is KSMQ's celebration of all the holidays we celebrate at this time of year, and includes music by vocal group Second Edition of Austin.

## **New short-subject interstitials featuring Minnesota content**

### *Off 90 – Quick Stop*

Material for these spots is drawn from and/or related to the topics that are the focus of *Off 90*. The *Quick Stops* appear across the broadcast schedule, during both daytime and primetime programming, giving greater exposure to Southern Minnesota arts, culture, and heritage subjects. Each is tagged with underwriting credit for the Minnesota Arts & Cultural Heritage Fund.

### *Legacy Moments*

These are short stories of historic events and personalities of our region. Each is engaging and informative, and the series provides a point of integration among Legacy production, national programming, and education/outreach efforts. Each is tagged with underwriting credit for the Minnesota Arts & Cultural Heritage Fund.

## **Diversity commitment**

Each episode of *Off 90* is crafted to be reflective of the wonderful variety found in Southern Minnesota. This includes all the different towns, cultures, races, and disciplines of arts and culture. We actively seek the involvement of a spectrum of artists and look for stories that connect with the changing demographic profile of our broadcast area, an area that includes populations of color and of many different origins. As such, KSMQ Legacy programming has included men and women, young and old, people from seven years of age, to well beyond 70. We've profiled artists whose families have roots in Central Europe and in Central Asia, among many other places, reflecting our communities' roots from all across the globe.

## **Education & Community Projects**

We have promoted KSMQ Legacy Productions content via press releases, radio spots, print articles, and KSMQ's *Fine Tuning* program guide, which is mailed to KSMQ member homes and libraries throughout our viewing area. We also have an extensive slate of collateral materials that we have proven very effective in keeping our viewers, members, partners, and legislators apprised of Legacy programming. (See Appendix A.) Two-way communication using these materials is a daily event for KSMQ. All Legacy-funded content is being archived for future use, and systems are being designed, cooperatively with other stations, to share produced content and supporting media with all Minnesota Public Television stations. All KSMQ content is also available through our website and on *YouTube*, and can be accessed from anywhere in the world.

## **Off 90 Road Show Listening Sessions**

None of the Legacy programming can happen without direct community input and involvement. To facilitate this, KSMQ established a schedule of regular community engagement events, presented at arts and cultural venues in our area, entitled the *Off 90* Road Show. Judging from the first of these events in November of 2010, it is apparent that they will become a draw unto themselves, offering exposure for local artists, and providing a regular point of communication for those in the community who want to help shape Legacy programming at KSMQ.

## **Partnerships and collaborations**

KSMQ has partnered or collaborated with numerous organizations throughout our region. A few of those who have been particularly instrumental in advancing Legacy programming are: the Hormel Historic Home, the Rochester Art Center, SEMAC, Mower County Historical Society, The Paramount Theatre, History Center of Olmsted County, Rlverland Community College, and Rochester Community and Technical College.

## **Social networking and online presence**

KSMQ has devoted multiple pages of its station website specifically to the Legacy programming, and all Legacy programs are available at any time through our dedicated pages on *YouTube*. We are also actively promoting KSMQ Legacy programs on *Facebook* and *Twitter*, and are in the process of developing an engaging sub-platform on our website where interested viewers can connect with the artists and subjects we feature in our programs.

## **Job creation**

Legacy funding has supported five and a half new positions at KSMQ, including: Legacy Managing Producer, Legacy Producer, two dedicated Director/Editors, a half-time Production Assistant, and the equivalent of one full-time position in reallocated personnel time.

## Lakeland Public Television, Bemidji/Brainerd

Lakeland Public Television (LPTV) currently reaches approximately 383,500 individuals over an estimated 7,500 square miles in northern and central Minnesota who view the station either off-air (antenna), via cable or via satellite. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.



### **A new weekly series:** *Common Ground*

LPTV has been producing a weekly half hour program entitled *Common Ground*, which premiered on January 7, 2010. This weekly series highlights northern and central Minnesota culture by exploring the unique people, places and events that are an important part of this region. Each week, *Common Ground* takes viewers on a journey of exploration into the worlds of art, culture, and history that help to shape and define the region's diverse communities. LPTV met its goal to produce 26 episodes in its first season of *Common Ground* by July 1, 2010. In addition, LPTV has already completed 11 episodes in its second season. This program airs Thursdays at 7 p.m. and is repeated Sundays at 6 p.m. All past and current episodes are available for viewing anytime through the station's website: [www.lptv.org](http://www.lptv.org) (Refer to Appendix B for a full list of episodes with short descriptions.)

### **New weekly arts & history segments:** *In Focus*

To complement the weekly series, LPTV has also produced shorter segments, entitled *In Focus*, that are broadcast within the existing nightly Lakeland News program,. These segments feature local arts, culture and history topics. To date, LPTV has produced 39 separate segments of *In Focus*.



### **Artists, organizations and partnerships**

With its goal to capture the creative process of various artists living in the region, *Common Ground* allows viewers the opportunity to meet artists such as Sandy Fynboh, a bead artist of Akeley, Minnesota who makes hand blown glass bead or the lifelong residents in the city of Saum who gave us a tour of the historic Saum School House. *Common Ground* also features cultural events such as the Majestic Pine Arts Festival in Nisswa, which continues to bring a high quality art experience to the Nisswa Area. To date, there have been 75 individuals featured in *Common Ground* and 39 featured in *In Focus*.

Arts, history, and cultural organizations have also been featured on *Common Ground* and *In Focus*. These have included The Great River Arts Association, The Bemidji Community Art Center, The New York Mills Regional Cultural Center, The Bee-Nay-She Council Bird Club, The Basket Weavers Guild, The Headwaters School of Music & Art, The William S. Marvin Training & Visitor Center, The Northern Trackers Model Railroad Club, the historic Grand View Lodge, The Sons of Norway and the Bemidji Curling Club – just to name a few. (A full list of featured individuals and organizations can be found in Appendix B.)

### **Online and social networking efforts**

LPTV has created a dedicated Legacy web page where viewers can find both seasons of *Common Ground* and watch any episode on-demand without charge. LPTV's Legacy producers have also used popular social networking sites such as *Facebook* and *Twitter* to promote the program as well as the artists and organizations it features.

### **Diversity Commitment**

Lakeland Public Television is committed and proud to produce shows illuminating the rich history and colorful cultures of North Central Minnesota. *Common Ground* and *In Focus* both bring the history, culture, and arts of our broadcast area to our viewers. By exposing individuals to the many ethnic backgrounds, regional lore and people in our communities, we hope to breed appreciation, understanding, and awareness. These elements contribute to a bright, peaceful future for our area.

### **Community Outreach**

Lakeland Public Television hosted two Legacy Focus Group Luncheons in December 2010. The purpose of these luncheons was to determine if we are fulfilling our goals, what connections can be made to continue to do so, and how we can enhance what we are already doing in order to reflect the cultures of our constituents. These meetings were enlightening and brought many ideas to the table. The Legacy Production Manager compiled a list of future segment ideas as a result of these meetings. Overall, 40 community members shared their thoughts. 12 people attended the meeting in Brainerd and 28 people attended the meeting in Bemidji.

### **Job creation**

As a result of the Legacy Amendment funding, new positions have been created including a Legacy production manager, two producers/directors, and a reporter. In addition, this funding has allowed the station to reallocate existing staff into Legacy producing roles.

## Pioneer Public Television, Appleton/Worthington/Fergus Falls

Pioneer Public Television, based in Appleton, Minnesota is dedicated to programs that educate and sustain our rural communities through services that reflect our local values. For nearly 45 years, Pioneer Public TV has served its rural audience through a mix of local and national programs rich in cultural heritage, diversity and educational opportunities.



### **A new weekly series:** *Postcards*

Pioneer Public Television premiered *Postcards* on May 23, 2010. A weekly 30-minute program, this new local show features the art, history and cultural heritage with a Western Minnesota perspective. The program is broadcast on Sunday nights with episodes repeated Mondays and Thursdays for encore viewing. To date, Pioneer has produced and aired 13 episodes in its first season, and completed much of the production work for the 2011 season. The episodes are also available for viewing any time on the station's website, [www.pioneer.org/postcards](http://www.pioneer.org/postcards) (See Appendix C for full list of topics.)

### **A new Minnesota documentary:** *Honor Flight Southwest Minnesota*

Pioneer produced a new 60-minute historical documentary, entitled *Honor Flight Southwest Minnesota*. From their homes in southwest Minnesota, more than 100 World War II veterans were invited to make the journey to the World War II Memorial in Washington D.C. As honored guests on this mission, they encountered many special people—including hundreds of active-duty service personnel, younger veterans and school children—who despite the passing of many years wanted simply to say “thank you” to the veterans for their military service. Local service and business groups sponsored and organized the trip for the veterans.

### **Other programs**

- *Great Minnesota Parks*: This 30-minute documentary focused on the history and heritage of several parks in southwestern and west central Minnesota: Blue Mounds State Park, Sibley State Park, Lake Carlos State Park, Ramsey Park in Redwood Falls, and Vicksburg Park in Renville County. The program aired seven times in 2009, and three times in 2010.
- *Prairie Sportsman*: To date, Pioneer has included five segments of Legacy-related content in this long-established 13-part series. The new Legacy content includes four segments from *Great Minnesota Parks*, and a new segment on the art of woodcarving. These programs began airing in 2009 and were repeated several times during 2010.
- *Prairie Yard and Garden*: Pioneer worked with a production partner, the University of Minnesota Morris, to acquire new Legacy-related content for this series. During 2009, producers prepared three new 30-minute episodes of Legacy content as part of this 13-episode series. The three new episodes focused on the history of prairie landscapes and homes, the history of the Willmar Farmers' Market, and the art of bonsai. The new episodes with Legacy content began airing in January, 2010 and were repeated several times during the year.



- *Pioneer Presents*: Pioneer produced three 30-minute concert programs featuring local and regional musicians. The ensembles featured were the Fergus Falls Guitar Summit, Joe Carucci Jazz Trio, and the Minnesota Army National Guard Band. The productions contained interviews with artists and behind-the-scenes information. The programs are part of a six-program series scheduled to air in 2011.

### **Community Impact**

To assess the community impact of Legacy content, Pioneer asked the members of its Community Advisory Board to watch *Great Minnesota Parks*. Advisory board members said the program should increase awareness of how decisions and actions taken years ago, such as the decision to build local parks, have an impact on us today. They also said the program increases awareness, even for people who have lived in the area a long time, of the beauty and resources available for local or distant travelers. The program should be shared statewide to increase awareness of what the region has to offer. One member said that after watching she intended to visit some of the parks shown, and she expected the program would cause similar reactions in other viewers. Other community comments about *Postcards* and other legacy programs on Pioneer include:

“We at the Stevens County Historical Museum have awaited the premiere of the Corn and Alfalfa story! It was fabulous!”

“I watched the Honor Flight documentary last Thursday that you produced. Wow, what a great program! This is great story telling.”

Additionally, several artists who had their work featured in a Legacy television segment reported that they received inquiries from potential new customers as a direct result of the program.

### **Educational efforts**

Pioneer has offered to provide copies of *Great Minnesota Parks* to the Southwest/West Central Service Cooperative (SWSC) for distribution to area history teachers for classroom use. This offer is the first part of what we believe will be a series of ongoing partnerships for education enhancement. Pioneer also distributed packets with information on the use of art programs in the classroom to teachers at an SWSC conference.

### **Job Creation**

As of December, 2010 Pioneer has three full-time staff working directly on the production of Legacy content. This includes an executive producer (hired Jan 2010), one producer/reporter (hired Sep 2010), and one photographer/editor (promoted from existing staff Nov 2010). In addition, Pioneer has three other staff positions employed half-time or more producing Legacy content (for a full-time equivalent of 4.75 positions). Pioneer has also used free-lance production workers as needed.

## Prairie Public Broadcasting, Moorhead/Crookston

Prairie Public Broadcasting is a trusted public service dedicated to building an exciting and productive future for the prairie and its people. Prairie Public Broadcasting offers a window on the world through national and regional television and radio programming; creates a forum for the most important issues facing our region with locally produced, topical documentaries; partners with others to foster education for all ages; and utilizes digital technology and Web services to expand those valued services. With Legacy funding, Prairie Public Broadcasting is also maintaining its commitment in providing educational services to 97 school districts serving 67,000 students in NW Minnesota.



### **A new series:** *Prairie Mosaic*

This new quarterly anthology series features profiles of artists, museums, and organizations that impact the cultural life of Northwestern Minnesota. Below is a sampling of this new series.

#### *Minnesota Artist Profiles*

Prairie Public Broadcasting also produced in-depth profiles on local artists such as Minnesota State University Moorhead professor Brad Bachmeier, a ceramic artist who makes beautiful and diverse pieces of art using a potter's wheel and the raku method of firing pots. Also featured were bonsai artist Lloyd Harding of Hitterdal who practices an ancient collaborative art between tree and artist, gallery owner James O'Rourke of Moorhead who nurtured and championed regional Minnesota artists, pastelist Jean Ranstrom who found her favorite studio is the great outdoors that surrounds her rural home near Alvarado, MN, and sculptor Richard Szeitz of Moorhead, who after escaping the Communist take over of Hungary found a home in Moorhead, MN as an artist and teacher.

#### *Minnesota Cultural Destinations*

To shed more light on Minnesota destinations, Prairie Public Broadcasting also produced segments on four cultural destinations in Minnesota that included a tour of the Historical and Cultural Society of Clay County, the interactive veterans' museum in Perham, the extensive collection of regional art at the Rourke Art Museum and Gallery and the controversial Runestone Museum in Alexandria.

### **New Minnesota documentaries**

With Legacy funding, Prairie Public Broadcasting produced four new full length documentaries:

- *A Considered View: The Photography of Wayne Gudmundson*  
Moorhead photographer Wayne Gudmundson's black and white photographs are admired not only for their beauty, but also for their cultural significance—they capture the grandeur of Gudmundson's native prairie landscape with focus that evokes a meaningful sense of place. This documentary chronicles the route this prolific photographer has taken—how his Icelandic heritage relates to his craft, the mentors and muses that inspire him, the students who enthuse him, and the philosophy that explains his considered view. This documentary was awarded a regional Emmy award in the cultural Documentary category.



- *Homesteading*  
The Emmy award winning historical documentary “Homesteading” blends interviews with historians, the stories told by descendents of homesteaders, and dramatic readings from pioneer diaries and letters to paint a picture of the people who struggled to create a life for themselves on the prairies.
- *Bill Holm: Through the Windows of Brimnes*  
Meet poet, essayist, and musician Bill Holm—a Minneota, Minnesota native who escaped to his small cottage in Iceland every year to create and contemplate. Prairie Public Broadcasting filmed a last interview with Holm in Iceland, just months before his death in 2009, where he reflected on his Icelandic heritage, his roots on the prairie, and how he viewed his role as a writer in the social and cultural landscape of Minnesota.
- *A Photographer’s View of Iceland*  
A Prairie Public Broadcasting crew traveled with photographer Moorhead Wayne Gudmundson as he photographed the island nation, where the beautiful landscape and friendly people have inspired countless artists to capture the sights and explore its volcanic majesty.

### Diversity

Prairie Public Broadcasting actively recruits authorities, artists and performers for documentaries and performance broadcast programs who reflect the changing ethnic diversity of viewers within its broadcast territory. Particular care is taken that documentaries on history subjects reflect the impact and participation of Native Americans in the events covered.

### Educational Efforts

Highlighting its commitment to education, Prairie Public Broadcasting designated a portion of its 2009-2010 Minnesota Arts and Cultural Heritage Funding to providing multimedia supplemental resources for Northwest Minnesota pre-K12 educators and to support teacher effectiveness training in accessing and integrating those resources to positively affect student achievement levels.

Legacy funds were used to produce educational materials related to Prairie Public Broadcasting’s regional productions and provide preK-12 teachers with training on integrating these and other arts, culture, and history resources into their classroom lesson planning.

#### Statistics of Educational Efforts

- 79 school districts
- 6,300 teachers
- 43,000 students
- 1,680 hours of education programming
- 2,500 video programs for broadcast and/or lease
- 59 attendees at the PRTTI
- 18 course participants in three PBS TeacherLine courses.
- 6 Share A Story Family Literacy Event grants awarded

At the core of this professional development, Prairie Public Broadcasting sponsored the Prairie Region Teacher Training Institute (PRTTI) at Concordia College in Moorhead for 59 PreK-12 teachers on June 29 and 30, 2010. The two-day, graduate credit training for northwest Minnesota educators helped teachers learn from other teachers how to use regional arts, culture and/or history in cross-curricular applications, developing classroom lessons and units of study. Eight Master Teachers found exceptional ways to use Prairie Public Broadcasting’s audio and video productions, other digital media, PBS primetime programming, and Internet resources to explain, motivate, reinforce, and reach students’ different learning styles encouraging understanding difficult concepts. During the course of the Institute, attendees observed and participated in lessons that illustrated, step-by-step, the Institute’s cross-curricular goals and how to teach using video and other technologies. The Institute delivered its pedagogy through a series of sessions for elementary, middle, and high school grade levels where master teachers demonstrated model lessons using research-based instructional strategies. Each participating teacher was able to attend four different breakout sessions as well as several general sessions.

To help teachers take what they learned back to their classrooms and additionally to encourage spreading the methodology to other educators, each participant received a flash drive that contained the model lesson plans with accompanying video, power points, and hand-outs presented at the Institute as well as additional related resources. Teachers could apply for a \$100 stipend for participating in the Institute and writing and submitting an approved, media-rich lesson plan integrating regional arts, history and/or culture into a cross-curricular lesson.

Beyond the primary pedagogical benefit to classroom teachers to help increase student achievement levels, the Institutes also benefit Prairie Public Broadcasting's mission:

- Repurposes and extends the value of Prairie Public Broadcasting's arts and heritage local productions by supporting classroom study.
- Develops content for the Regional multimedia website including turn-key lesson plans for easy access by all teachers
- Identifies a cadre of teachers to promote integrating the wealth of PBS and Prairie Public Broadcasting resources to their peers one-on-one, through workshops, or by presenting at conferences across the region.

Prairie Public Broadcasting has scheduled a second PRTTI for June, 2011, plus another "mini" one-day Institute for 50 plus teachers for April 9<sup>th</sup> in Thief River Falls, MN.

Education staff also presented breakout sessions highlighting PBS and Prairie Public Broadcasting's educational broadcast and online resources at regional education conferences in Thief River Falls, MN and Moorhead, MN and six on-site workshop trainings for preK-12 educators. The monthly e-newsletter containing current and relevant resources for immediate use in the classroom, special resources tied to current program offerings from PBS, and timely information about grants, master teacher opportunities, and other opportunities was sent to the 6300 Northwest Minnesota teachers representing 43,000 students. We broadcast programs on the arts, culture and history during the 1,680 hours of early morning block feed scheduling on PPB1 and two-three hour educational program blocks on PPB4 and offer over 2500 videos through a Lending Library to the 76 Northwest Minnesota school districts as part of our no fee educational services. Professional Development is also provided via the PBS TeacherLine online courses. Eighteen teachers took three professional development recertification courses during the year.

Education Services also awarded Family Literacy Event Grants worth nearly \$2000 per event to six elementary schools committed to promoting literacy building skills at home, at school, and in the community with the goal of inspiring family and community member adults to help kids discover the joys of 21st century learning. The grants provide stipend money, a PBS character, literacy activity centers based on PBS and Prairie Public Broadcasting resources, workshops, event planning and support services...and much more.

The most recent initiative with the potential to significantly increase student achievement levels is the partnership with Boston's WGBH to provide fully researched standards based early childhood curriculum to Prairie Region preschools. The year-long *Between the Lions* (BTL) Preschool Literacy Curriculum and Arts Residency classroom kits have correlating art and culture library books and highly motivating video clips, which have shown impressive results raising literacy rates in young children, significantly increasing their opportunities for higher achievement in school and in life. Currently, Fertile-Beltrami, Frazee, Breckenridge, Mahnomon, and Pine River preschools in Minnesota have expressed interest in obtaining the curriculum kits and the initial training from Prairie Public Broadcasting staff to implement the curriculum in the fall of 2011. In anticipation of additional site requests, Prairie Public Broadcasting has negotiated with WGBH for the rights to reproduce the curriculum and other templates to develop additional sets as needed throughout the Prairie Public Broadcasting viewing area.

### **Job Creation**

To date, Prairie has created one full-time position to produce and coordinate Legacy content.

## Twin Cities Public Television, Minneapolis/St. Paul



programs.)

Twin Cities Public Television (**tpt**) reaches millions of people, through broadcasts to Minnesota and western Wisconsin, through programs produced for PBS audiences nationally and through web-based content seen by people around the world. More than 1.3 million local viewers tune-in to **tpt** each month. Through broadcast, cable and satellite, **tpt2** is received by more than 70% of Minnesota residents and roughly 5% of those in Wisconsin. (See Appendix E for viewership information specific to Legacy

### A New Weekly Series + Performance Specials

*MN Original* is **tpt**'s weekly celebration of Minnesota artists, across all disciplines and all cultures. *MN Original* demystifies the arts, increases awareness of Minnesota artists and arts venues, inspires viewers to think about the arts and artists in new ways, cultivates new audiences for the arts by promoting a deeper understanding of the creative process, and curates contemporary arts in Minnesota for generations to come.

*MN Original* goes behind the scenes and covers all arts disciplines; visual arts, performing arts, literary arts, film and video, architecture and design and all genres of music. All of the music in the program is created by and credited to Minnesota musicians. *MN Original* regularly captures sophisticated multi-camera performances, which appear both within the weekly series and are showcased in one-hour specials. (See Appendix E for the list of one-hour performance specials.)

The series is broadcast each week on all three of **tpt**'s digital broadcast services: **tpt2**, **tptLIFE** and statewide on The Minnesota Channel (*MN Channel*). (See Appendix E for the list of artists and musicians featured.)

### Two New Minnesota History Documentaries

Twin Cities Public Television produced and broadcast *First Speakers: Restoring the Ojibwe Language*, a one-hour Minnesota cultural documentary. The film follows a new generation of Ojibwe scholars and educators as they race against time to save Minnesota's native language.

A second documentary, currently in production and set to premiere in April 2011, explores the profound influence on the aesthetic of our cities by Gilded Age Minnesota architect Clarence Johnston.

Both documentaries will be broadcast multiple times on all **tpt** digital broadcast services and statewide on MPTA stations. (See Appendix E for the number of minutes Legacy programming has been broadcast.)



### **mnoriginal.org: Online Interactive Arts + Cultural Website**

*MN Original* engages Minnesota's arts community and new audiences online through its website (*mnoriginal.org*), through multiple online video channels and through social media. *MN Original* episodes are posted simultaneously with their broadcast premiere, and are segmented for easy search and viewing.

Beyond the weekly broadcast program *MN Original* also produces additional material just for the web, and curates arts videos from around the state. All *MN Original* videos are downloadable and embeddable, and are easily accessed and shared. In addition to the 350 arts videos currently posted, *mnoriginal.org* features a Minnesota arts wire, aggregating the latest arts news from local arts and news organizations, and provides a local arts events calendar.

### **Arts Education Materials**

The Minnesota Humanities Center creates activity guides for each artist profile featured in the series, encouraging students, educators and viewers to explore the artists' work beyond the broadcast or online experience. These guides and all video content are downloadable and available online at *mnoriginal.org*. The guides follow the Minnesota Department of Education's requirements for academic standards.

### **Diversity Efforts**

More than 90% of the *MN Original* programs feature artists from culturally diverse backgrounds, including Native Americans, Africans, African-Americans, Asians and Latinos. Our team is dedicated to ensuring the series presents diversity in arts disciplines and in cultures. (See appendix E for diversity details)

*"The idea of who we are as Minnesotans has changed, and the media has not caught up to it. Programs like MN Original, by showcasing exhibits like 'The University Avenue Project' and showing that art or public art is really a way of looking at culture, it's a way of looking at who we are."*

Wing Young Huie, Photographer

### **Jobs Creation**

As the result of Legacy funding, Twin Cities Public Television created 13 new full-time positions and was able to maintain four additional existing positions to produce and distribute *MN Original* content for broadcast and on the internet. (See Appendix E for position titles.)

## WDSE-WRPT, Duluth/Hibbing

WDSE-WRPT is a trusted non-profit community partner serving 491,000 proud residents of northeastern Minnesota and northwestern Wisconsin with a vibrant selection of national, regional and local public television programming, creating a forum for important community discussion, fostering education for all ages, and using digital technology and the World Wide Web to extend the reach of our valued services.



### **A New Weekly Series: *The PlayList***

Each live, half-hour episode presents a variety of visual and performing artists and musicians working in northern Minnesota. The series invites the community to make art part of their own lives by exposing the dynamic, creative culture growing here, as emerging and established artists utilize their talent in the region. Watercolorist Terry Maciej of Pengilly and wood sculptor Tim Byrns of Duluth along with 287 artists from more than a dozen communities connect with new audiences through broadcast and online. Appearances by musicians from Ely, Grand Rapids, Grand Marais and Duluth build a regional following for original music. To date 60 arts organizations have collaborated with *The PlayList* to showcase events including the MN Ballet, Grand Marais Art Colony and Duluth Playhouse. Programs can also be viewed online via [www.wdse.org](http://www.wdse.org) and on [www.playlistonline.org](http://www.playlistonline.org).



### **A New Music Performance Special: *The PlayList Presents Trampled by Turtles***

An hour long music special, "*The PlayList Presents: Trampled by Turtles*" was also produced and broadcast in March 2010. Through our website and *Youtube*, a world-wide audience has been introduced to this Duluth-based bluegrass band.

### **A New Minnesota History Documentary: *Split Rock - The Superior Light***

In celebration of the hundredth anniversary of the Split Rock Lighthouse, WDSE-WRPT partnered with the Minnesota Historical Society to produce a fascinating hour long historical documentary chronicling the story of the building of the lighthouse, and the famous keepers who made certain this beacon on Lake Superior's tumultuous shore would burn brightly for generations of mariners. The story is told with the help of rare film footage, historical photographs, and through the words of Lighthouse Service keepers and their children.



### **A New Two Part Special: Smart Films**

From filmmakers across the Midwest to indie films shot in our own neighborhoods this two hour long Smart Film double episode special features the best smart independent films in partnership with the Range Film Festival.

### **A New Monthly Feature on Almanac North: Art Extra**

Once a month our weekly news program features a segment that focuses on our region's vibrant arts scene. Arts news and interviews with movers and shakers bring viewers an opportunity to connect with arts events and happenings in the region.

### **Duluth Superior Symphony Orchestra and Young People's Concert**

WDSE-WRPT has strengthened its long standing partnership with the Duluth Superior Symphony Orchestra when the two organizations joined forces to successfully broadcast two symphony performances as well as the Young People's Concert. The Young People's Concert brought hundreds of fourth grade students from across the area to a special performance of the symphony which was also broadcast to remote rural schools in the viewing area. The broadcast enabled classrooms across the region to participate in the event without incurring travel costs.

### **In Production: Historic Theaters Documentary**

The grand old theaters of yesterday and some that survive today are the focus of a new Legacy production currently underway at WDSE-WRPT.

### **Diversity and Community**

WDSE-WRPT is the primary source of Public Television programming for 218,490 viewing households in northeastern Minnesota and northwestern Wisconsin. Legacy broadcasts reflect the vibrant and ever changing ethnic makeup of viewers within its broadcast region.

### **Educational Efforts**

Lesson guides were created for the *Young People's Concert* last spring in partnership with the Duluth Superior Symphony Orchestra and the University of Minnesota Duluth's Music Department. Additional lesson guides are also available for the weekly arts program *The Playlist* and the Split Rock Lighthouse documentary. In all, a total of 12 lesson guides are on line for Legacy programs at [www.wdse.org](http://www.wdse.org)

### **Job Creation**

WDSE-WRPT created two full time Legacy production positions and maintained two full time positions. One full time person was hired to develop and maintain websites for our Legacy productions. Another full time employee was recently hired to assist with studio and remote production of Legacy programs. In addition work hours were expanded for existing part time studio crew members for Legacy productions.

## **APPENDIX**

## Appendix A – KSMQ Public Service Media Raw Data

### **Total number of jobs (FTE's) created: 5.5**

Legacy funding has supported five and a half new positions at KSMQ, including: Legacy Managing Producer, Legacy Producer, two dedicated Director/Editors, a half-time Production Assistant, and the equivalent of one full-time position in reallocated personnel time.

### **Name of the program or segment produced:**

KSMQ is currently producing a weekly half-hour program entitled *Off 90*, and has produced two specials: a documentary, entitled *Because You Voted Yes*, and the seasonal special *Twelve Days, Our Way*. The second season of *Off 90* is in full production, as are two one-hour specials featuring the playwrights and performers involved in the "Minnesota Shorts" play festival, and two half-hour documentaries.

### **Total number hours/minutes of Legacy content produced: approximately 9 hours**

*Off 90* – 6.5 hours (13 half-hour episodes)

*Because You Voted Yes* – 30 minutes

*Twelve Days, Our Way* – 30 minutes

*Off 90-Quick Stops* – 28 individual pieces, 80 minutes

*Legacy Moments* – 13 individual pieces, 22 minutes total

### **Total number of hours or minutes broadcast: approximately 75 hours**

*Off 90* – 42 hours (13 episodes, plus rebroadcasts)

*Because You Voted Yes* – 8.5 hours (total, including rebroadcasts)

*Twelve Days, Our Way* – 3.5 hours (total, including rebroadcasts)

*Off 90-Quick Stops* – 16+ hours

*Legacy Moments* – 4.75+ hours

### **Total number and names of artists and cultural personages featured:**

Total number of artists/cultural personages featured: 115 (including two large performing groups)

LARK Toys (crafters/staff of 4)

Scott Anderson

Kevin Dobbe

George A. Hormel

Adam Wayne Wollenburg

Silvan Durben

Rosemary Froen

Four of a Kind (vocal group of 4)

Hope Cook

Lee Bonorden

Mary Solberg

Katherine Lear

The Hagan Family (of 4 pianists)

Austin Big Band (17 members)

Dustin Heckman

Mike Schad

Evan Johnson

Laura Helle

Judy Onofrio

Chatfield Brass Band (30+ members)

Michael Eckers

Vernon and Laverne Hoffman

Irissa Hubka

Second Edition (vocal group of 12)

Gene Anderson

Robin Brown

The Hansen Family (of 3, farm family)

Sheila Smith

Paul Rieffer

Larry Dolphin

Jesse Smith

Sarah Stauder

Isabel Higgins

Lois Till-Tarara

Jadyn Tiong

Karin Neuvirth

Hayden Poquette

Carmen Narveson

Addie Sopha

Paul Maybery

James Lundgren

Todd Hale

Andrea Costopolous

John Gross

Chun Lok Mah

Teresa Cerling

Jennifer Ordalen

**Total number and names of arts and cultural organizations featured:**

Total number of organizations featured: 20

Rochester Community and Technical College  
Carnegie Art Center Mankato  
Rochester Music Guild  
Mower County Historical Society  
Owatonna Arts Center  
PBS Kids Go! Writers Contest  
History Center of Olmsted County  
Winona State University  
Rochester Art Center  
Hormel Historic Home

Minnesota Citizens for the Arts  
Riverland Community College  
Olmsted Medical Center  
SEMVA  
Hormel Nature Center  
Rochester Schools  
Town of Owatonna  
Paramount Theatre  
Chatfield Brass Band and Music Lending Library  
Pacelli Schools

**Total number of web page views: 14,269**

*Off 90* – 9,861 pages

*Because You Voted Yes* – 2,152 pages

*Legacy* – 2,226 pages

**Total number of hours or minutes streamed on websites: 9 hours**

All programming is available for viewing through *YouTube*, for a total of nearly 10 hours of original programming available, viewed as aggregated below:

*Off 90* – 4,495 views

*Because You Voted Yes* – 301 views

*Off 90-Quick Stops* – 565 views

*Legacy Moments* – 103 views

**OFF 90, List of Programs:**

Off 90 Episode 101

*Do What You Love & Love What You Do*

The people at LARK Toys in Kellogg have the best of all worlds. Tune in and see why.

*Please, Do Touch the Art*

A visit with interactive installation artist Kevin Dobbe of Rochester.

*Adam Wayne Wollenburg*

Catch Austin singer-songwriter Adam Wayne Wollenburg before he cuts that first Nashville track.

*A Minnesota Winter's Tale*

Whether you loved this winter or hated it, you'll find someone here who shares your feelings.

Off 90 Episode 102

*Imagine What You Could Do If You Could Do What You Imagine*

A look at the history and future of a living, breathing community hub for art and artists, the Carnegie Art Center Mankato.

*An Artist. For Life.*

Tour the world and works of painter Mary Solberg of Winona.

*Minnesota Superlatives: Minnesota's Biggest Donuts*

First in an Off 90 series exploring the incomparable, unparalleled, outstanding, and matchless greats of Minnesota, and we start with some of the biggest baked goods you've ever seen.

### Off 90 Episode 103

#### *Lessons Learned from 88 Keys*

Meet a family with four generations who love—and live—the piano.

#### *A Future in the Past*

A visit with Dustin Heckman, Executive Director of the Mower County Historical Society—and a self-described history geek.

#### *Minnesota Nice: Part 1*

We've all heard the expression, but what does it mean? We meet some Minnesotans who know.

### Off 90 Episode 104

#### *Gotta Sing*

Meet Evan Johnson, a young man with a powerful voice and the desire to live the music -- and a few awards to prove it.

#### *Stories Made Solid*

Artist Judy Onofrio creates art from many things -- bones, glass, and stuff we've cast off -- but all of her work tells stories.

#### *Minnesota, Spring*

The beauty of the season is timeless. Antonio Vivaldi captured it in his music, and though that was hundreds of years ago, his famous concerto is still a fitting soundtrack to what we see around us at the morning of the year.

### Off 90 Episode 105

#### *Keeper of the Stories*

Writer and history enthusiast Michael Eckers lives in two worlds, and his mission is to bring one to life for the other.

#### *A Flute Player by Any Other Name...*

...would sound as sweet. Flautist Irissa Hubka, winner of this year's Young Musicians Scholarship Competition in Rochester, finds the colors and emotion in the sounds of the flute.

#### *It Doesn't Really Come From a Carton...*

If you ever wanted to know how to milk a cow, here's your chance. Minnesota dairy farmer Gene Anderson shows how to do it the old-fashioned way.

### Off 90 Episode 106

#### *The Natural*

Bronze is the medium, hard and brittle, but the art of sculpture comes naturally to Paul Rieffer.

#### *Jesse Smith*

Original music from Austin songwriter, musician, educator, and visual artist Jesse Smith.

#### *PBS Kids Go! Writers Contest Winners*

Stories from the heart by young writers Isabel Higgins, Jadyn Tiong, Hayden Poquette, Addie Sopha -- imagined and animated from the authors own images!

### Off 90 Episode 107

#### *Stoppel Farm, Olmsted County*

A visit to one of the oldest homesteads in the area, and the anchor for the History Center of Olmsted County.

#### *Adam Wayne Wollenburg*

Meet Austin songwriter Adam Wayne Wollenburg, and learn what his path has been from playing covers to his first Nashville release.

#### *Minnesota Nice: Part 2, The Long Minnesota Goodbye*

If you don't know what it is, you'll learn. If you already know what it is, you'll smile.

### Off 90 Episode 108

#### *Citizen of the World*

Artist Chun Lok Mah brings the past and future to his art, along with all the influences of his personal heritage.

#### *Jennifer Ordalen*

A performance by the singer whose music reflects all her roots, including country, classical, and rock, as well as her birthplace in Albert Lea.

#### *Hormel Historic Home*

The name went on to become a household word, but when George A. Hormel was starting his family and his business in Austin, this was just the family home. Now restored, the home is a historical attraction and site for special events. Take this special tour.

### Off 90 Episode 109

#### *Healing Arts*

When Olmsted Medical Center wanted new art for the walls of its locations, it didn't have to look very far for the best - it went local.

#### *Over the Rainbow*

Four delightful young voices grace the classic tune by Arlen and Harburg.

#### *Lee Bonorden: Gunslinger Journalist*

Most of Lee Bonorden's lifetime in journalism has been spent in Mower County. This is its history through his lens.

### Off 90 Episode 110

#### *Poppy*

Katherine Lear got the nickname "Poppy" from her own work on stage. But now, that's the name she's affectionately known by in her work with theatre students in Rochester.

#### *In the Mood*

The Austin Big Band covers one of Glenn Miller's most famous compositions.

#### *Small Town, Big History*

A look at the history of the place we know as Owatonna, which reaches back even further than does the history of Minnesota.

#### *Minnesota, Summer*

Experience a contemporary Minnesota summer through the music of 18th-century composer Antonio Vivaldi.

### Off 90 Episode 111

#### *Movie Palace, Redux*

The Paramount Theatre in Austin came to life just as "talkies" changed movies forever. Now it has new life as an arts and cultural hub, but look closely, and the history is all still there.

#### *Capturing People*

Artist Mike Schad paints and draws the world from his idyllic studio in Zumbro Falls, but the compositions he treasures most are those of the people whose images grace his work.

#### *Lovin' Summer*

What's the best thing about a Southern Minnesota Summer? We talked with some folks who were enjoying one perfect day, and found out.

### Off 90 Episode 112

#### *Bandtown, USA*

The Chatfield Brass Band and Music Lending library started with a dream, and it lives on in live music at home and sheet music shared around the globe.

#### *The Minnesota Twins*

The Hoffman brothers, identical twins Vernon and Laverne, have lived most of a century of farm history in Southern Minnesota, and they have the stories to prove it.

#### *This Could Be the Start of Something Big*

The Austin Big Band performs the classic by composer and TV legend Steve Allen.

## Off 90 Episode 113 – An Off 90 Road Trip

### *Do What You Love & Love What You Do*

The people at LARK Toys in Kellogg have the best of all worlds. Tune in and see why.

### *Lessons Learned from 88 Keys*

Meet a family with four generations who love—and live—the piano.

### *Healing Arts*

When Olmsted Medical Center wanted new art for the walls of its locations, it didn't have to look very far for the best - it went local.

### *Bandtown, USA*

The Chatfield Brass Band and Music Lending library started with a dream, and it lives on in live music at home and sheet music shared around the globe.

### *Poppy*

Katherine Lear got the nickname "Poppy" from her own work on stage. But now, that's the name she's affectionately known by in her work with theatre students in Rochester.

### *An Artist. For Life.*

Tour the world and works of painter Mary Solberg of Winona.

### *Stories Made Solid*

Artist Judy Onofrio creates art from many things -- bones, glass, and stuff we've cast off -- but all of her work tells stories.

### *Citizen of the World*

Artist Chun Lok Mah brings the past and future to his art, along with all the influences of his personal heritage.

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### *Keeper of the Stories*

Writer and history enthusiast Michael Eckers lives in two worlds, and his mission is to bring one to life for the other.

### *Movie Palace, Redux*

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The Hoffman brothers, identical twins Vernon and Laverne, have lived most of a century of farm history in Southern Minnesota, and they have the stories to prove it.

### *It Doesn't Really Come From a Carton...*

If you ever wanted to know how to milk a cow, here's your chance. Minnesota dairy farmer Gene Anderson shows how to do it the old-fashioned way.

## **What People Are Saying About KSMQ Legacy Programming**

Without question, viewer, professional, and peer response to *Off 90* and other KSMQ Legacy programming has been overwhelmingly positive. Just a few of the comments we've received are excerpted below:

### *Scott Anderson, The Paramount Theatre*

Jan and I recorded Sunday's *Off 90* about The Paramount and artists, and we were very impressed. Really, it was wonderful. Really, really nice, and I just wanted to let you know our humble opinion. It was just really well done, all the sections, though we, of course, loved the Paramount one. It was just – right. Really, really nice. Of course, tell everyone else on your team, Marianne and all the tech guys and Matt the same sentiments. Just wanted to let you know that.

### *Carmen Narveson, Chatfield Brass Band and Music Lending Library*

I just had a chance to view your program and wanted to tell you what a fantastic job you did - you captured the essence of our group and library. We appreciate your coverage. Thanks so much!

*Nan Schweiger, PBS KIDS GO! Writers Contest*

The DVD of your winners arrived today. Thanks for sending it. You guys did a great job with the stories and kids. I'm betting your viewers enjoy seeing this segment.

*Brent, From Harmony*

Love your show *Off 90*.

*Jessica Page, Writer Parent*

Please pass on our thanks to the folks who put it together and let them know it has made a pretty shy little boy, very proud of himself.

*Michael Eckers, Author & History Enthusiast*

Thanks so much for the wonderful spot on your program... Kudos to you and all of your team; I am excited for the future and all it promises, especially interaction with newly found friends in Austin!!!

*Kaye Hansen, Farm Family*

My kids think they are as famous as their favorite PBS Kids characters now. We LOVE PBS. Thank you!

*DeAnn Spencer, President - Rochester Music Guild*

I have watched with great interest your *Off 90* programs featuring the winners of the Rochester Music Guild Scholarship Competition. These were wonderful interviews! Thank you for taking the time and putting together such interesting interviews

*Judy Onofrio, Artist*

What a great job of editing and mixing images. I was thrilled with the piece... You did a great job. I am impressed.

*Kevin Dobbe, Artist*

Just a quick note of thanks... I appreciate the series very much! I was honored to be in the inaugural presentation... the project was very well produced and edited. Congratulations on a fine new series!

**Legacy program communication and promotional material:**



**Minnesota Legacy programming** includes local arts, culture, heritage, history, and conservation subjects, but it is up to individual stations and their communities to determine which people, places and events to feature in their programs. And because you are among the viewers and community members who have a special interest in public television, we need your input into the evolving content of the programs on KSMQ.

**Share your ideas.** Simply complete the form on the reverse and return the card, call us toll-free at 1-800-658-2539, or drop us an e-mail at: [ksmq@ksmq.org](mailto:ksmq@ksmq.org).

Your ideas help make it happen, so please feel free to share this request with others.

**KSMQ** We enlighten, educate and entertain.  
Serving viewers like you in southern Minnesota and northern Iowa.

*Idea Card Mailer*

Purpose: To provide field crews and staff with tangible communications tool to offer to community members who might have ideas to share; provides easy method for community to share those ideas, even anonymously; collects contact information from engaged community members; raises brand awareness of KSMQ, Legacy, and *Off 90*; drives potential viewers to KSMQ website.

**here's my idea...**

PLACE STAMP HERE

Send to:



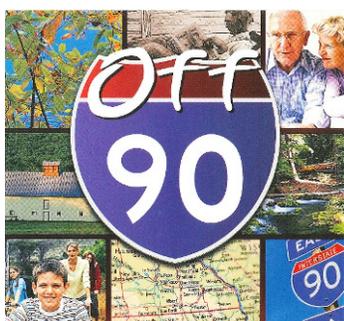
2000 EIGHTH AVE. N.W.  
AUSTIN, MINNESOTA 55912

Name \_\_\_\_\_

Academic/Address/Relation (if any) \_\_\_\_\_

Mailing Address \_\_\_\_\_

Comments (if you would like) \_\_\_\_\_



**Bet you wish you had a buck for every time you've heard someone say that, huh?**

In this corner of Minnesota, just about everything and everyone is "off 90." So, that's the title we took for this innovative new series.

What is it? Lots of things. Stories from around the corner, maybe up the highway, down the next main street, probably stories you haven't heard before. Some will be funny, some will be thought provoking. Inventors and other local heroes. Acts of creativity and acts of charity. The saints and scoundrels of local history. Seniors and scouts. Parks and parks. Past and present. A to Z. Yep, just about everything in our world is Off 90.

**We hope you'll tune in!**

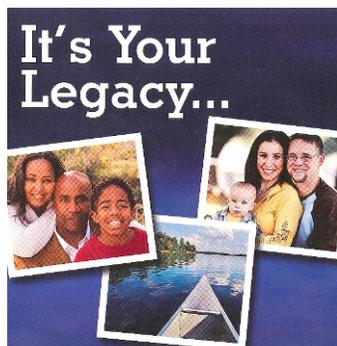
Airs on KSMQ...  
Sundays at 7:00 p.m.  
Encore presentations:  
Wednesdays at 8:30 p.m.  
Saturdays at 11:00 a.m.

Learn more online at [ksmq.org/off90](http://ksmq.org/off90)

Funding for KSMQ Legacy productions is provided in part by the Minnesota Arts & Cultural Heritage Fund and the citizens of Minnesota.

**KSMQ** We enlighten, educate and entertain.  
Serving viewers like you in southern Minnesota.

**It's Your Legacy...**



**KSMQ Legacy Productions**

In 2008, Minnesota voters passed a landmark piece of legislation, the Minnesota Clean Water, Land and Legacy Amendment. Its mission is to help preserve and document the treasures of culture, history, and heritage that make Minnesota special, and to increase access to and enhance the enjoyment of all we share. A long name, and an intricate history, but we just call it Legacy.

**KSMQ is meeting the Legacy challenge by doing what television does especially well—telling stories.** Documentaries. Locally produced programs on Minnesota history and culture. A weekly series, *Off 90*, with an eclectic mix of talent and towns. Specials, featuring music, theatre, dance and comedy. Homegrown talent and local arts venues. Through it all, Legacy highlights the dynamic cultures and traditions that make our world special.

**We invite you to tune in!**

Learn more online at [ksmq.org/legacy](http://ksmq.org/legacy)

**KSMQ** We enlighten, educate and entertain.  
Serving viewers like you in southern Minnesota.

*Rack card*

Purpose: Promotion of KSMQ, Legacy, and *Off 90* at events and in field; allows field crews to leave "keeper" program and station identifiers with subjects; promotes station, program, and Legacy brands; drives potential viewers to KSMQ website

## Appendix B – Lakeland Public Television Raw Data

**Total number of jobs (FTE's) created:** 5.5 full-time equivalents (FTE)

Legacy Production Staffing (New Staff)

1. Legacy Production Manager (FT) – Ashley Hull
2. Legacy Producer/Director (FT) – Scott Knudson
3. Legacy Producer/Director (FT) – Steven McKnight
4. Lakeland News Segment Reporter (0.5 FTE) – Ashley Soukup

Legacy Production Staffing (Reallocation of Existing Staff)

5. Executive Producer (0.2 FTE – Program/Production Mgr.)
6. Producer/Director/Videographer – (0.25 FTE)
7. Producer/Director/Videographer – (0.3 FTE)
8. Web Site Designer - (0.25 FTE)

**Name of the program or segment produced:**

LPTV is currently producing a weekly half hour program entitled “*Common Ground*”, and a weekly Lakeland News segment entitled “*In Focus*”.

**Total number hours or minutes produced:** 33.9 hours

To date, LPTV has produced the following amount of Legacy program content:

*Common Ground* – 32.7 hours (38 episodes)

*In Focus* – 1.2 Hours (39 separate segments)

**Total number of hours or minutes broadcast:** 112 hours

To date, LPTV has broadcast the following Legacy funded programs:

*Common Ground* – 110.66 hours of broadcast ( 245 - 30-minute episodes)

*In Focus* – 82.19 minutes broadcast (39 separate segments)

**Total number of artists featured:** 75

**Names of artists and organizations featured:** 21

*Common Ground*, Season One

### COMMON GROUND 101

*Aired January 7, 2010 Season 1 Episode 101 Water color artists, Transportation in Beltrami County/Kermit Anderson collection, American Swedish Institute- Sankta Lucia Festival*

### COMMON GROUND 102

*Aired January 14, 2010 Season 1 Episode 102 Cyrus Swann Pottery, Julie Dodge Johnson- Rosmaling, Bemidji Historical Society- Restoration of the Train Depot.*

### COMMON GROUND 103

*Aired January 21, 2010 Season 1 Episode 103*

Description: Jane Freeman: watercolor artist demonstrates her mastery of light, Donna at the Glass Shack in Bemidji makes a stained glass piece and George Olson talks about The Sons of Norway in Bemidji.

### COMMON GROUND 104

*Aired January 28, 2010 Season 1 Episode 104 Marlon Davidson, Don Knudson- collection of art, Marley Kaul- painter, Akeley Theater- play production.*

#### COMMON GROUND 105

*Aired February 4, 2010 Season 1 Episode 105*

Description: Christina Thorne, a Bemidji jewelry artist makes a stone & bead necklace, Josh Boock, a Grace Lake area potter demonstrates his take on Southern Folk art "Ugly Face Jugs", and we learn some interesting facts about Nisswa's train depot's history from Dick Carlson.

#### COMMON GROUND 106

*Aired February 11, 2010 Season 1 Episode 106*

Description: Headwaters basket weaver's guild, Headwaters School of Music & Art pottery class, Sankta Lucia Festival...

#### COMMON GROUND 107

*Aired February 18, 2010 Season 1 Episode 107*

Description: Aaron Spangler, Wood Sculptor shares his process, Al Gerner talks about working for the railroad in Blackduck, and some interesting history around the Jaques Art Center in Aitkin.

#### COMMON GROUND 108

*Aired February 25, 2010 Season 1 Episode 108 Dave and Kathy Towley- Wood turners, Marvin Training and Visitor Center, Two Inlet Saw Mill.*

#### COMMON GROUND 109

*Aired March 4, 2010 Season 1 Episode 109*

Description: Mika Northbird: Beading artist from Cass lake, Duane Shoup: Rustic Furniture Artist from Shevlin/Wilton area, and the Crow Wing County Museum...

#### COMMON GROUND 110

*Aired March 11, 2010 Season 1 Episode 110*

Description: Ruth White of the Leech Lake tribal college teaches her class bead work, Alice Blessing, a Bemidji portrait artist creates a pet portrait with her fingers and Boyd Bremner tells tails of logging days long past as his character camp cook Joe Gurdy.

#### COMMON GROUND 111

*Aired March 18, 2010 Season 1 Episode 111*

Description: Gordon Van Wert, a world renowned Native American Stone Sculptor tells us how art saved his life. Monica Hansmeyer, a Jewelry Artist from Turtle River shows us the intricate detail of using stones, gems and metal to create her jewelry. Plus, Roger Fallgren of Aitkin show us how his rock collection became a form of art!

#### COMMON GROUND 112

*Aired March 25, 2010 Season 1 Episode 112*

Description: Emelia Hovelsrud of Park Rapids makes custom rustic furniture. Curt Fisher shows us the process of wine making in Walker. Plus, Nancy Williams of Brainerd takes us inside her chocolate shop!

#### COMMON GROUND 113

*Aired April 1, 2010 Season 1 Episode 113*

Description: Austin Kliniske of Bemidji demonstrates his wood turning, Mark Herbert of Park Rapids makes a variable geometry lamp from Lake Superior Stone and Michael Sedivy talks about his use of gold leaf on antique boats.

#### COMMON GROUND 114

*Aired April 8, 2010 Season 1 Episode 114*

Description: George & Marie Kueber share the history of the Two Inlets Saw Mill. Judith Selby, a watercolor artist from Bemidji shows us a technique that makes her paintings glow. Tom Larson, a wood turner from Brainerd turns a bowl for us, while showing his vast collection of art.

#### COMMON GROUND 115

*Aired April 15, 2010 Season 1 Episode 115*

Description: Al Belleveau, a Sculptor from Puposky, uses rocks, metal, wood, humor and found objects to express the joy and mystery of the world around him. Duane Barnhart, A Cartoon Artist, from Aitkin shows how he informs and entertains with his cartoon creations.

#### COMMON GROUND 116

*Aired April 22, 2010 Season 1 Episode 116*

Description: Tom Halverson, a Portrait Artist from Laporte, draws fantasy portraits, imbuing real children with mermaid tails or dragon's wings. Laura Paycer, a Glass Fuser from Nisswa, shows us the art of making beautiful patterns with glass fusing. Candyce Fitzloff-Westfield, a Jewelry Artist of Walker, creates precious metal jewelry that has naturalistic impressions.

#### COMMON GROUND 117

*Aired April 29, 2010 Season 1 Episode 117*

Description: On this week's episode of Common Ground, Kyle Kruchten, a Ceramics Artist and Sculptor of Brainerd shares his knowledge of stoneware pottery. Take a tour around the Northern Trackers Railroad Club in Crosslake. Plus Learn about the lodges of Northern Minnesota, Dick Carlson of Nisswa tells us about Grand View Lodge's earlier days!

#### COMMON GROUND 118

*Aired May 6, 2010 Season 1 Episode 118*

Description: On this week's episode of Common Ground, Members of the Bemidji Curling Club give us a history lesson the club and curling itself! Steph Mirocha of Aitkin shows us her watercolor and illustrating techniques. Plus Tony Powers of Brainerd shows how graffiti, when done tastefully can be beautiful and eye catching.

#### COMMON GROUND 119

*Aired May 13, 2010 Season 1 Episode 119*

Description: Ted Nienow and Nathaniel Nienow a father-son team of Bagley, create beautiful wood wild-flowers. Bob Peters of Bemidji tells his story about coaching the men's hockey team at Bemidji State University. Plus, Roy C. Booth of Bemidji, writes in many genres from children's stage-plays to macabre' tales for print and motion picture.

#### COMMON GROUND 120

*Aired May 20, 2010 Season 1 Episode 120*

Description: On this week's episode of Common Ground, David Rickert of Staples walks us through light and dark in his painting. Erika Mullen-Hagberg of Trommald, creates cob sculptures for someone's home décor. Plus Paula Smith of Bemidji, paints from turn of the century photographs of women.

#### COMMON GROUND 121

*Aired May 27, 2010 Season 1 Episode 121*

Description: Jack McAllister of Riverton explores the history of a forgotten trail system here in the North Country. Mike Wiltse of Bemidji elevates tattooing to an art! Plus Bryan Atneosen of Park Rapids shows us how he created

a board game the whole family can play!

#### COMMON GROUND 122

*Aired June 3, 2010 Season 1 Episode 122*

Description: Wesley Ellis tells his story of hopping railroad cars during the Great Depression. Paul Jensen of Swanville, uses sandblasting to carve designs into glass and mirrors. Plus, the New York Mills Regional Cultural Center is an organization that attempts to bring the inspiration and talent of artists to the community while providing cultural opportunities.

#### COMMON GROUND 123

*Aired June 10, 2010 Season 1 Episode 123*

Description: Erika Mullen-Hagberg, a multi-media artist of Trommald shows us the intricate detail of tapestry paintings. Greg Rosenberg of Brainerd created a grandiose lighting fixture using several mediums. Plus Gary Burger talks about his rock and roll days with The Monks.

#### COMMON GROUND 124

*Aired June 17, 2010 Season 1 Episode 124*

Description: Miriam Tell of Bemidji presents "Upper Shores" at the Beltrami County Historical Society. The Bee-Nay-She Council Bird Club in Brainerd shows us the joy of bird watching. Plus Mark Robia of Pinewood explains the many facets of beekeeping.

#### COMMON GROUND 125

*Aired June 24, 2010 Season 1 Episode 125*

Description: Michael DeWitt of Bemidji shares his story of creating a set of spiritual paintings for a local church. Plus, Josh Porter of Merrifield shows how he forms wood, foam and other materials into beautiful sculptures.

#### COMMON GROUND 126

*Aired July 1, 2010 Season 1 Episode 126*

Description: Karen Gebhardt of Leonard shows us how easy it is to make homemade cheese in your own kitchen! Dick Flourhaug of Saum describes the maple syrup process and gives us a taste of "Saum Sweet Things." Plus Richard Armstrong of Bemidji writes, plays and sings music that honors Native Americans.

### *Common Ground, Season Two*

#### COMMON GROUND 201: SAARI, MILLS MONARCHS, OPERA HOUSE

*Aired October 14, 2010 Season 2 Episode 201*

Description: On this week's episode of Common Ground meet Julie Saari a Blogger who is capturing the stories of those who can say: "This Is My Town: Bemidji." Noel Mills, a retired heart surgeon keeps his finger on the pulse of the monarch butterfly population in Backus. And Colleen Donley talks about saving a historical gem in downtown Staples.

#### COMMON GROUND 202: ALRETTA SKELLENGER, GOURD ARTIST

*Aired October 21, 2010 Season 2 Episode 202*

Description: Alretta Skellenger of Nevis shows us her processes as a gourd artist.

COMMON GROUND 203: SANDY FYNBOH, SAUM SCHOOL, NISSWA ART FESTIVAL

*Aired October 28, 2010 Season 2 Episode 203*

Description: Visit the majestic Pines Art Festival in Nisswa, Sandy Fynboh creates a glass bead, and step back in time with former students who keep the first consolidated school in Minnesota (Saum) open.

COMMON GROUND 204: DORSET ART FAIR, FORESTEDGE WINERY ART FESTIVAL, PATRICIA LUNDEEN: ORGANIST

*Aired November 4, 2010 Season 2 Episode 204*

COMMON GROUND 205: TOM KULJU, FLINTKNAPPER

*Aired November 11, 2010 Season 2 Episode 205*

COMMON GROUND 206: TOM KULJU, FLINTKNAPPER & LUCILLE UTECHT'S FLOWERS

*Aired November 18, 2010 Season 2 Episode 206*

COMMON GROUND 207: LUCETT IN HACKENSACK ~ STEVEN WEAGEL, METAL FISH, PEQUOT LAKES ~ RAYMOND WATTENHOFER, PAINTER, PARK RAPIDS

*Aired November 25, 2010 Season 2 Episode 207*

COMMON GROUND 208: MARYTHE KAYAK LADY SHIDELER

*Aired December 2, 2010 Season 2 Episode 208*

Description: Meet Mary Shideler who has Kayaked all 1007 lakes in Itasca county.

COMMON GROUND 209: NISSWA STAAMAN, DEAN R. DAVIS, WALKER HISTORY WALK

*Aired December 9, 2010 Season 2 Episode 209*

COMMON GROUND 210: CHUCKWAGON SHOW OSAGE, MN ~ MELISSA BURNES, PHOTOGRAPHER, BEMIDJI ~ HAYING WITH KEVIN HELBLAD, SAUM MN

*Aired December 16, 2010 Season 2 Episode 210*

COMMON GROUND 211: LAKE JULIA SANITORIUM ~ DYED IN THE WOOL SPINNERS, AITKIN MN

*Aired December 23, 2010 Season 2 Episode 211*

Description: Join the Dyed in the Wool Spinners in Aitkin as they turn natural fibers into yarn. Also hear some history of the Lake Julia Sanitorium and the woman who broke barriers, not only as a female doctor, but as an innovator in medicine's battle against tuberculosis.

**Total number and names of partners and collaborations: 11**

Crow Wing County Historical Society, Beltrami County Historical Society, Region 2 Arts Council, Headwaters School Of Music, Gallery North, Bemidji Community Art Center.

**Total number of web hits: 32,188**

**Total number of hours or minutes streamed on website: 33.9**

**Estimated Viewership:**

Although not a Nielson metered market, LPTV currently reaches approximately 383,500 individuals over an estimated 7,500 square miles in northern and central Minnesota who view the station either off-air (antenna), via cable or via satellite. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.

**Other information:** Lakeland Public TV hosted two focus group luncheons in December 2010. One group met in Brainerd on 12-8-10. The other group met in Bemidji on 12-14-10. The Legacy Production Manager compiled a list of future segment ideas from the meeting. There were 40 community members in attendance for the session, 12 in Brainerd and 28 in Bemidji.

## Appendix C – Pioneer Public Television Raw Data

**Total number of jobs (FTE's) created:** 4.75 (new and existing staff in Legacy positions as of 12/31/10)

**Name of the program or segment produced:**

Pioneer Public Television is currently producing a weekly series program entitled *Postcards*, produced a documentary entitled *Honor Flight Southwest Minnesota*, new music specials (*Pioneer Presents*), plus enhancing existing series with Legacy content.

**Total number hours or minutes produced:** 10.3 hours

To date, Pioneer has produced the following amount of Legacy program content:

*Postcards* – 6.5 hours (13 episodes)

*Honor Flight Southwest Minnesota* – 60 minutes

*Pioneer Presents* (three produced for airing in 2011) – 90 minutes

*Minnesota River Sensations* (produced for airing in 2011) – 30 minutes

*Prairie Sportsman segments* (five segments) – 40 minutes

*Interstitial Minnesota Moments* (eleven 30-second segments) – 5.5 minutes

**Total number hours or minutes of acquired:** 90 minutes

*Prairie Yard and Garden* (three 30-minute episodes from the University of Minnesota Morris) – 90 minutes

**Total number of hours or minutes broadcast:** 64 hours

*Postcards* – 41 hours of broadcast (13, 30-minute episodes with repeat broadcasts)

*Honor Flight Southwest Minnesota* – 2 hours broadcast

*Great Minnesota Parks* – 2 hours broadcast

*Minnesota Moments Interstitials* – 1 hour, 56 minutes

*Prairie Yard and Garden* – 16.5 hours broadcast (three segments repeated)

*Prairie Sportsman* – Three hours, 36 minutes broadcast (five segments repeated).

**Names of artists and organizations featured:**

Arts

Weaver Jan Olney

Norwegian storyteller Lisa Lunge Larson

Rosemaler Karen Jenson

Writer Brent Olson

Potter Bill Gossman

Pulitzer Prize winning author T.J. Stiles

Singer Lonny Carpenter

Singer Clara Hathaway

Artist Jess Larson

Pianist Laura Caviani

Composer/arranger Joe Carucci

Benson High School Pep Band

Guitarist Bill Keitel

Southwest Minnesota Orchestra

Leather crafts at the Buffalo Billfold Company

The art of bonsai

Woodcarver Dwight Speh

Multicultural Artists

## History

Alexandria History and Tourism Film  
Morris Farm Exposition of 1913  
WWII Honor Flight  
Blue Mound State Park  
Lake Carlos State Park  
Sibley State Park  
Renville County Parks  
Ramsey Park in Redwood Falls  
Dayton House history  
History of postcards  
History of Pillsbury Bake-off  
History of turkey farming  
History of prairie landscapes  
History of Willmar Farmers' Market

## Cultural Heritage

Minnesota Ethnic Recipes  
Local foods in our communities  
Minnesota FFA  
African Heritage Night at Southwest State University  
Military service traditions: Red Bulls Return  
Culture of Norwegian Food

### **Total number and names of partners and collaborations:**

Pioneer primary partnership for Legacy content in 2010 was with the University of Minnesota Morris. This partnership included work on three history/art segments for the series *Prairie Yard and Garden* that aired in 2010. In addition, it included work on a documentary about the 100-year history of the campus area that will air in 2011.

Another significant partnership was with the nonprofit *Honor Flight Southwest Minnesota* that allowed us to tell the stories of World War II veterans as they traveled to Washington, DC in 2010. This partnership included a special premiere for the veterans and their families in Luverne, Minnesota.

Other notable content partnerships included work with the Stevens County Historical Society, which is now featuring the Pioneer-produced segment on that county's 1913 farm exposition, and a project with the Douglas County Historical Society which included the discovery of a local tourism film that was more than 50 years old.

### **Total number of lesson guides and education segments: 1**

Pioneer has offered to provide copies of *Great Minnesota Parks* to the Southwest/West Central Service Cooperative (SWSC) for distribution to area history teachers for classroom use, and encouraged educators to access this program and others via Pioneer's website. This offer is the first part of what we believe will be a series of ongoing partnerships for education enhancement. Pioneer also distributed packets with information on the use of art programs in the classroom to teachers at an SWSC conference.

### **Website statistics:** approximately 7200 page views

Since Pioneer began streaming video in the first quarter of 2010, we have counted more than 2,000 web visits to access Legacy-funded video. This does not include earlier access for the *Great Minnesota Parks* video online, which predated Pioneer's web data analytics system. In addition, Pioneer's website had approximately 5,000 visits for other Legacy information.

**Total number of hours streamed on website:** 8 hours

As of December 31 2010, Pioneer has eight hours of Legacy content available for streaming on the station's website. This includes *Honor Flight Southwest Minnesota*, *Great Minnesota Parks* and the first season of *Postcards*. With the addition of a new online video player in recent weeks, we anticipate the total hours of available online video to double over the next few months.

**Estimated viewership:**

Pioneer is not in a Nielsen metered market, so Nielsen audience numbers are not available. Our viewing area includes approximately 500,000 individuals, not including those reached by direct broadcast satellite beyond the reach of our over-the-air signal. The broadcast area includes approximately 45 counties.

**Diversity Efforts:** Pioneer's weekly series, *Postcards*, featured the arts and history of many different cultures in its first season, from Norwegian rosemaling in Milan to the African-American student celebration in Marshall. Pioneer is also working in partnership with the University of Minnesota Morris, where a new documentary on the history of the campus includes a segment on 19<sup>th</sup> century Native American education. In addition, Pioneer will continue to work with our Community Advisory Board to increase diversity in productions.

## Appendix D – Prairie Public Broadcasting Raw Data

**Total number of jobs (FTE's) created: 1**

To date, Prairie has created one full-time position to produce and coordinate Legacy content.

**Name of the program or segment produced:**

Prairie Public Broadcasting is currently producing a quarterly series program entitled “*Prairie Mosaic*” as well as numerous documentaries, artist profiles, and segments on Minnesota destinations.

**Total number hours or minutes produced: 16 hours**

To date, Prairie Public Broadcasting has produced the following amount of Legacy program content:

*Prairie Mosaic* – 1.5 hours ( 3 episodes)

Documentaries – 2.5 hours ( 4 episodes)

Artists profiles – 7.5 hours (13 episodes)

Minnesota destination segments – 1.5 hours (7 episodes)

*Prairie Pulse* – 3 hours (11 episodes)

**Total number of hours or minutes broadcast: 60 hours**

To date, Prairie Public Broadcasting has broadcast the following Legacy funded programs:

*Prairie Mosaic* – 6 hour of broadcast (3 30-minute episodes)

Documentaries – 15 hours

Artists profiles – 10 hours

Minnesota destination segments – 7 hours

*Prairie Pulse* – 22 hours

**Total number and names of artists featured: 20**

Richard Sietz, Moorhead, MN

Jean Ranstrom, Alvarado, MN

Tim Sparks, Frazee, MN

Elisa Korenne, New York Mills, MN

Jennifer Patterson, Alvarado, MN

Laura Youngbird, Breckenridge, MN

Rodney Haug, Hawley, MN

Johnson Family Band, Moorhead, MN (6 members)

Mark Piehl, Moorhead, MN

Buck Paulson, Pelican Rapids, MN

James O'Rourke, Moorhead, MN

Wayne Gudmundson, Moorhead, MN

Lloyd Harding, Hitterdahl, MN

Brad Bachmeier, Moorhead, MN

Bill Holm, Minneota, MN

**Total number and names of organizations featured: 9**

In Their Own Words Veteran's Museum, Perham, MN

Heritage and Cultural Society of Clay County, Moorhead, MN

Peder Engelstad Pioneer Village, Thief River Falls, MN

Rourke Art Museum and Gallery, Moorhead, MN

Runestone Museum, Alexandria, MN

Fargo Moorhead Symphony

Plains Art Museum, Fargo, ND

James J. Hill Reference Library, St. Paul, MN  
Concordia College, Moorhead, MN

**Total number and names of partners and collaborations: 3**

North Dakota Council on the Arts  
Winnipeg Foundation  
North Dakota Humanities Council

**Total number of lesson guides and education segments: 37**

Fifty-six teachers attended the 2010 Prairie Region Teacher Training Institute (PRTTI) held at Concordia College on June 29 & 30 2010.

Thirty-seven of those teachers attending wrote and submitted approved Media-Rich Lesson Plans that integrated regional arts, history and/or culture into classroom curricula using research-based instructional strategies for video and other web-based media. Those lesson plans are posted on Prairie Public's PRTTI webpage so teachers throughout the region can access and use the lessons in their classrooms:

<http://www.prairiepublic.org/education/teachers/media-resources/tti-lesson-plans>.

**Website statistics:**

Please note that web data is only from the period between August 20, 2010 - December 31, 2010 due to a recent website launch.

*Documentaries*

- Bill Holm Through The Windows of Brimnes, total hits 104
- A Photographer's View of Iceland, total hits 109
- A Considered View: The Photography of Wayne Gudmundson, total hits 129
- Homesteading, total hits 378

*Minnesota Artist Profiles*

- James O'Rourke: Champion of Regional Artists, total hits 16
- Brad Bachmeier: Out Of The Fire, total hits 16
- Jean Ranstrom: Art in Plein Air, total hits 18
- Richard Szeitz: Forging A New Life, total hits 8
- Lloyd Harding: The Collaborative Art of Bonsai, total hits 48

*Minnesota Cultural Destinations*

- Historical and Culture Society of Clay County in Moorhead, MN, total hits 8
- In Their Own Words in Perham, MN, total hits 7
- Rourke Art Museum and Gallery, total hits 5
- Runestone Museum in Alexandria, MN, total hits 41

Total hits: 887

Total page views: 7,358

Total number of hours streamed on website: 10.5 hours

**Estimated Viewership:**

Prairie Public Broadcasting reaches people through broadcasts to Northwestern Minnesota, North Dakota, parts of South Dakota and Montana, and the southern region of Manitoba, Canada, including the city of Winnipeg. Nielsen Research for November 2010 estimates a total of approximately 620,800 local viewers.

Prairie Public Broadcasting also reaches viewers nationwide via programs produced for NETA, and worldwide via the internet.

**Diversity Efforts:**

Prairie Public Broadcasting actively recruits authorities, artists and performers for documentaries and performance broadcast programs who reflect the changing ethnic diversity of viewers within our broadcast territory. Particular care is taken that documentaries on history subjects reflect the impact and participation of Native Americans in the events described.

## Appendix E – Twin Cities Public Television Raw Data

### **Total number of jobs (FTE's) created: 17**

The following four **tpt** staff positions were maintained as a result of the Legacy funding, and are assigned to all of the projects for Arts & Cultural Media:

1. Executive Director/Producer, Arts & Cultural Productions
2. Managing Producer
3. Video Editor
4. Audio Technician

The follow new positions were created and filled to accomplish the work of producing the programming proposed with Legacy funding (start dates are indicated):

1. Series Producer/Field Producer (Nov 2009)
2. Field Producer (Dec 2009)
3. Multi-camera & Acquisition Producer (Jan 2009)\*
4. Diversity Fellow/Communication Specialist (Nov 2009).
5. Videographer/Editor (Dec 2009)
6. Videographer/Editor (Dec 2009)\*
7. Field Co-producer (Dec 2009)\*
8. Associate Producer (Nov 2009)
9. Web Producer (Nov 2009)
10. Production Coordinator/Production Assistant (Nov 2009)
11. Web Designer/Programmer (Nov 2009)
- 12 + 13. History Documentary Producers (Mar 2010, Nov 2010)

\* For production efficiencies, the Co-Producer, Segment Producer and one Videographer/Editor position dissolved and responsibilities were reassigned to new positions; Senior Producer (Jun 2010), Associate Producer (Jun 2010) and Editor (May 2010).

### **Name of the program or segment produced (as of December 31, 2010):**

*MN Original*, a weekly half-hour series profiling Minnesota artists and musicians

- Premiered statewide April 22, 2010
- Produced 34 episodes and 10 hours unique web content as of December 31, 2010
- Each episode is broadcast multiple times statewide on all **tpt** digital services
- Segments are broadcast as interstitial content on all **tpt** digital services
- Each segment and episode produced is posted online and is downloadable

*MN Original Music Special: Jeremy Messersmith + Alison Scott*, one-hour performance special

This special features performances by two of Minnesota's fastest rising musical stars. Jeremy Messersmith brings his sixties-inspired pop melodies to the Cedar Cultural Center and Alison Scott blends jazz, pop, and soul at the Dakota Jazz Club.

- Production complete
- Premieres statewide January 16, 2011
- Multiple broadcasts scheduled statewide on all **tpt** digital services

*MN Original Music Special: Roma di Luna at The Minnesota Zoo*

Roma di Luna weaves together musical influences of roots, bluegrass, gospel and soul on a summer evening at the Minnesota Zoo's amphitheater.

- Production complete
- Online Premiere February 2011

*First Speakers: Restoring the Ojibwe Language*, a one-hour cultural documentary

Minnesota's own Ojibwe language is endangered. A new generation of Ojibwe scholars and educators are racing against time to save the language. Working with the remaining fluent-speaking Ojibwe elders, they hope to pass the language on to the next generation.

- Premiered statewide November 2010
- Multiple statewide broadcasts on all **tpt** digital services
- The full one-hour doc, its segments and half-hour unique web content is posted online and is downloadable

*Clarence Johnston, Minnesota Architect (working title)*, a one-hour history documentary

- In production since November 2010
- Premieres statewide April 2011

*MN Original Music Special: Dessa*, one-hour performance special

- In production since December 2010
- Premieres statewide March 2011

**Total number hours produced:** 30 hours

To date, **tpt** has produced the following amount of Legacy program content:

- *MN Original* - 28.5 hours (includes 34 half-hour episodes, 1 one-hour special, 1 half-hour special, 10 hours web content)
- *First Speakers: Restoring the Ojibwe Language* – (1 one-hour special + half-hour web content)

**Total number of hours broadcast:** 249 hours

To date, **tpt** has broadcast the following Legacy funded programs multiple times on **tpt2**, **tptLife** and statewide on **tptMN**.

- *MN Original* - 233 hours of broadcast (includes 34 half-hour episodes and short segments)
- *First Speakers: Restoring the Ojibwe Language* – (includes 16 hours of broadcast)

**Total number of artists and organizations featured:**

- *MN Original*: 418 (349 artists, 69 organizations) with 46 content experts
- *First Speakers: Restoring the Ojibwe Language* 32 (25 artists +8 organizations) with 75 content experts

*"Forever is how long I will be fulfilled by the experience give to me by MN Original. With a world of unpromoted work, I often have wondered will people be able to know of my projects before or after I pass? Televised art is one of the only ways for the world to see a sliver of what goes on in the human psyche. A great place for me to exist, but useless unless it is shared with the community around me."*

Dario Mejia, Choreographer

## *MN Original Season One Information*

### Episode 101

Photographer Alec Soth, Metal Sculptor Heather Doyle, MacPhail Music Students Seiji + Kanji Cataldo, Painter Joe Paquet and Musical Group The Twilight Hours.

### Episode 102

Visual Artist Mary Griep, Photographer Evan Baden, Choreographer Ananya Chatterjea, Letterpress work by Lunalux and Jazz Pianist Nachito Herrera.

### Episode 103

Photographer Rhea Pappas, Visual Artists Dean Lucker and Ann Wood, Glass Blower David Royce and Hip Hop Artist P.O.S.

### Episode 104

Author Kao Kalia Yang, Violinist + Associate Concertmaster of the Saint Paul Chamber Orchestra Ruggero Alliffranchini, Visual Artist + Director of martists.org Scott Stulen and The Bryan Nichols Quartet.

### Episode 105

Photographer Darin Back, Minneapolis Institute of Arts' Foot in the Door, Painter Michael Schmidt and Latina Hip Hop Artist Maria Isa.

### Episode 106

Comedienne Maria Bamford, Paper Sculptor Margaret Pezalla, Woodworker Scott McGlasson and Jazz Trio The New Standards.

### Episode 107

Highpoint Center for Printmaking, Percussionist Martin Dosh, Saint Paul Central High School's Central Touring Theater and The Minnesota Philharmonic Orchestra.

### Episode 108

TU Dance, Jewelry Makers Emily Johnson, Britta Kauppila, + Betty Jager and Musician Peter Ostroushko.

### Episode 109

Ceramic Artist Maren Kloppmann, Minnesota Youth Symphonies, Painter Richard Abraham and Rock Band Red Pens.

### Episode 110

Photographer Keri Pickett, Fashion Designers of Calpurnia Peach, Painter Matthew Rucker and Jazz Musician Carei Thomas.

### Episode 111

Photographer Wing Young Huie, Cormac O'Shea + Irish Dancers and Indie Rockers The Small Cities.

### Episode 112

Woodturner Virgil Leih, Minneapolis Institute of Arts' Associate Curator of Native American Art Joe Horse Capture and vocalist Mankwe Ndosi.

Episode 113

Potter Warren Mackenzie, Classical Indian Dance Group Ragamala Dance and Acoustic Chamber Pop Music by The Starfolk.

Episode 114

Photographer Doug Beasley, Mixed Media Artist Andy Ducett and the 80s Punk Band The Suburbs Salute to Bruce Allen.

Episode 115

Landscape Painter Richard Abraham, Brother/Sister Choreographers of Curio Dance, Weaver Kelly Marshall and Pop Musician Jeremy Messersmith.

*MN Original Season Two Information*

Episode 201

Public Artist Seitu Jones + granddaughter Hunter Powell, Composer Steve Heitzig, Botanical Artist Marilyn Garber and Musician Peter Himmelman.

Episode 202

Photographer David Goldes, Interact Center and Davina + the Vagabonds.

Episode 203

Actor Steven Epp, Mixed Media Artist Brock Davis, Painter Ernesto Ybarra and Douglas R. Ewart + Inventions.

Episode 204

Plein Air Painter Scott Lloyd Anderson, Saint Paul Chamber Orchestra Cellist Josh Koestenbaum and Singer/Songwriter Alison Scott.

Episode 205

Sculptor Craig David, Guthrie Theater's Wig Master Ivy Loughborough and Hip Hop Artists No Bird Sing.

Episode 206

Children's Book Author Kate DiCamillo, Visual Artist Frank Big Bear and The Jayhawks.

Episode 207

Circuit Bending Sound Artists Beatrix Jar, Visual Artist John Largaespada and Mandragora Tango.

Episode 208

Photographer Keri Pickett, 15 year-old violin prodigy Sedra Bistodeau and blue grass + gospel inspired group Roma di Luna.

Episode 209

Poet and Dance Journalist Lightsey Darst, Children's Book Illustrator Mike Wouhntouka, Performing Arts Circus School Circus Juventas and The Pines.

Episode 210

Textile Designers of Calpurnia Peach, Drummer Jason Gerling, Visual artist David Lefkowitz and Jazz Singer Debbie Duncan.

Episode 211

Open Eye Figure Theatre's Artistic Director Michael Sommers, Kinetic Sculptor Danny Saathoff, Singer/Songwriter Alison Scott and The Minneapolis Guitar Quartet.

Episode 212

Photographer Wing Young Huie, Banjo Maker Tom Nechville, Choreographer Carl Flink and Jazz Singer Christine Rosholt.

Episode 213

We celebrate the art of craft with Potter Warren Mackenzie, Visual Artists Dean Lucker and Ann Wood, Metal Sculptor Heather Doyle, Kinetic Sculptor Danny Saathoff, Wood Turner Virgil Leih, Glass Artist David Royce and Textile Artist Kelly Marshall.

Episode 214

Photographer Alec Soth, Lao Weaver Bounxou Duoheuang, Plein Air Painter Joe Paquet and punk rockers The Suicide Commandos.

Episode 215

Filmmaker Ali Selim, one of Public Art Saint Paul's Artists in Residence Marcus Young, Frank Theatre's Artistic Director Wendy Knox and Trumpeter Charles Lazarus

Episode 216

Documentary Photographer Terry Gydesen, Poet + Spoken Word Artist Bao Phi, Visual Artist Gustavo Lira, Singer/Songwriter Jeremy Messersmith, Paper Artist Nancy Daley courtesy of WDSE-WRPT Duluth and Blues Musician "Spider" John Koerner.

Episode 217

Painter Cy Thao, Sculptor Jack Pavlik, Minnesota State Fair Butter Sculptor Linda Christensen and Jazz Singer Sophia Shorai.

Episode 218

Painter Carolyn Swicz, Author Alexis Pate, Mixed Media Artist Amy Rice and Folk Singer/Songwriter John Gorka.

Episode 219

Cartoonist Zak Sally, Inside Weisman Art Museum's Storage and Funk Rocker Mayda.



ACTIVITY GUIDE

## Show 206

Kate DiCamillo – Children’s Author



### For All Artists:

#### Writing/Essay/Journal

1. Have the artists always wanted to do this type of art?
2. Who is the primary audience for each type of art? How is the work received?

### Kate DiCamillo – Children’s Author:

#### Writing/Essay/Journal

Although children’s author Kate DiCamillo doesn’t have children of her own and does not submit her work to children to read, she has an uncanny ability to think like a young person. Her response to this is, “I was one.” Are you able to think like a younger person? Do you remember what it was like being 5? 8? 10 years old? How does the world look different through the eyes of younger people? How do you think the world will look to you as you get older?



#### Activity

DiCamillo keeps the letters and mementos sent to her by readers. Write a letter to your favorite author telling him or her how the book affected you.

A **tpt** Original Production



### Representing cultural and ethnic diversity

Reflecting the diversity of our communities, more than 90% of the *MN Original* programs feature artists from culturally diverse backgrounds.

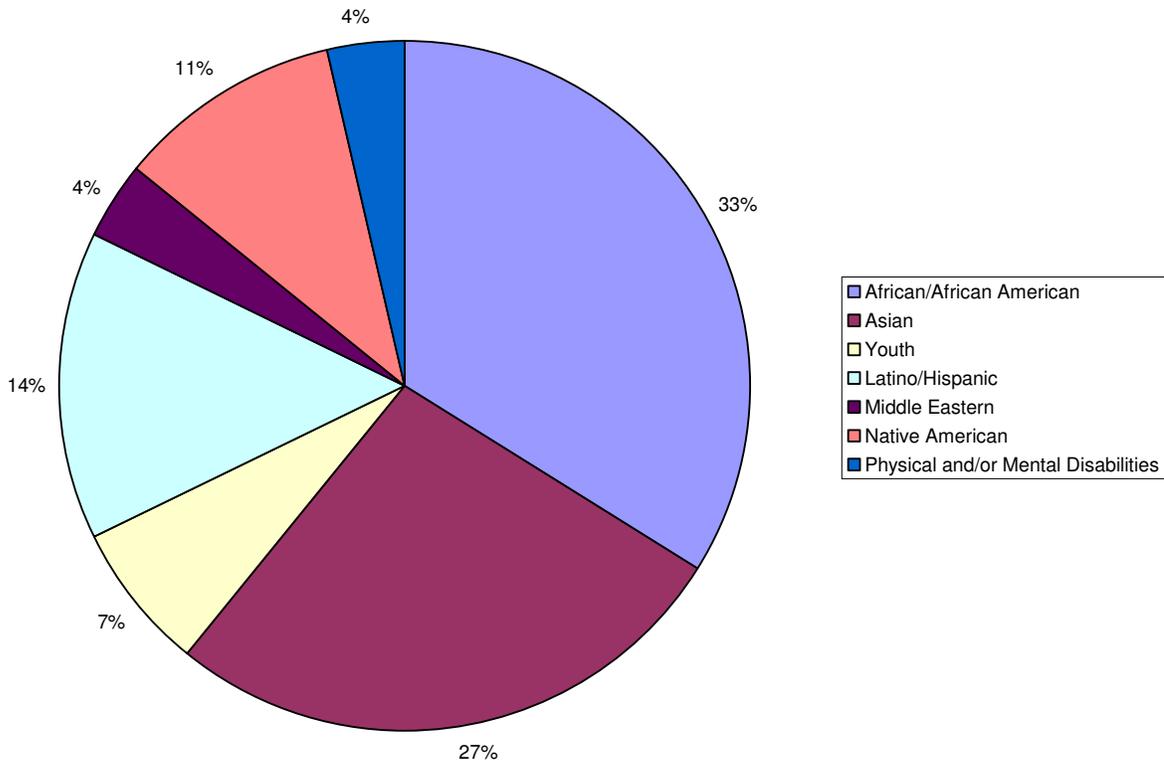
- 37 programs produced for broadcast (34 episodes of *MN Original*, 1 one-hour special, 1 includes, 1 one-hour documentary)
- 34 feature diverse artists and organizations
- 50 % of original web content features diverse artists and/or organizations

*MN Original* considers an artist or individual person's heritage or ethnic background to be diverse if they are Native American, Hispanic, Africa, African-American, Middle Eastern and/or Asian. We also consider an artist with a disability, an artist who identifies themselves as GLBT and youth to be diverse.

### Examples of *MN Original* Profiles Featuring Diversity

- Hmong Author Kao Kalia Yang's memoir *The Latecomer*, chronicles her journey from a refugee camp in Laos to St. Paul, Minnesota.
- African-American jazz pianist Carei Thomas suffered a permanently debilitating illness that almost made impossible for him to play.
- Through a production at Interact Center for the Visual Arts, actors define the organization dedicated to working with and promoting artists with disabilities.

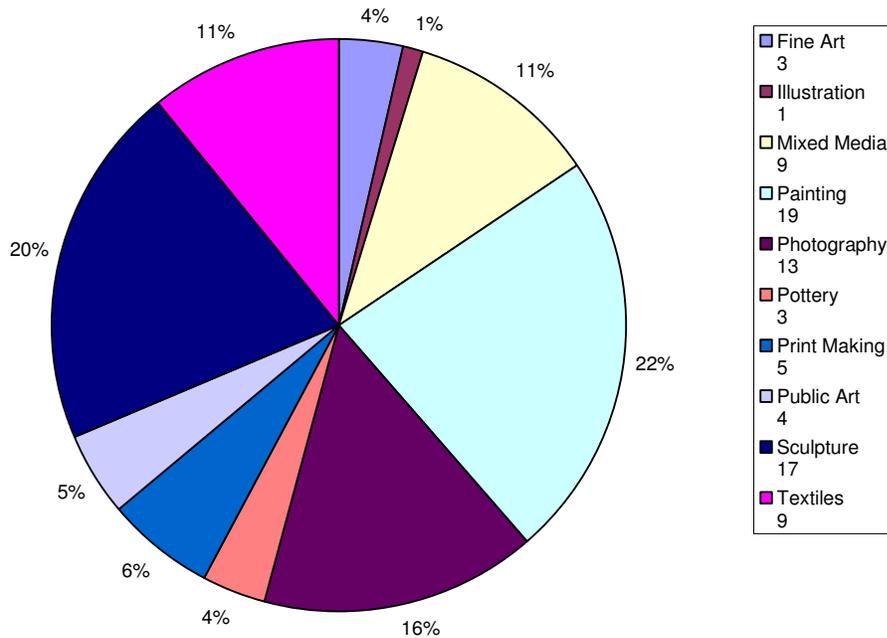
**MN Original - a Snapshot of Diversity in the Arts**  
(more than 90% of our programs feature cultural diversity)



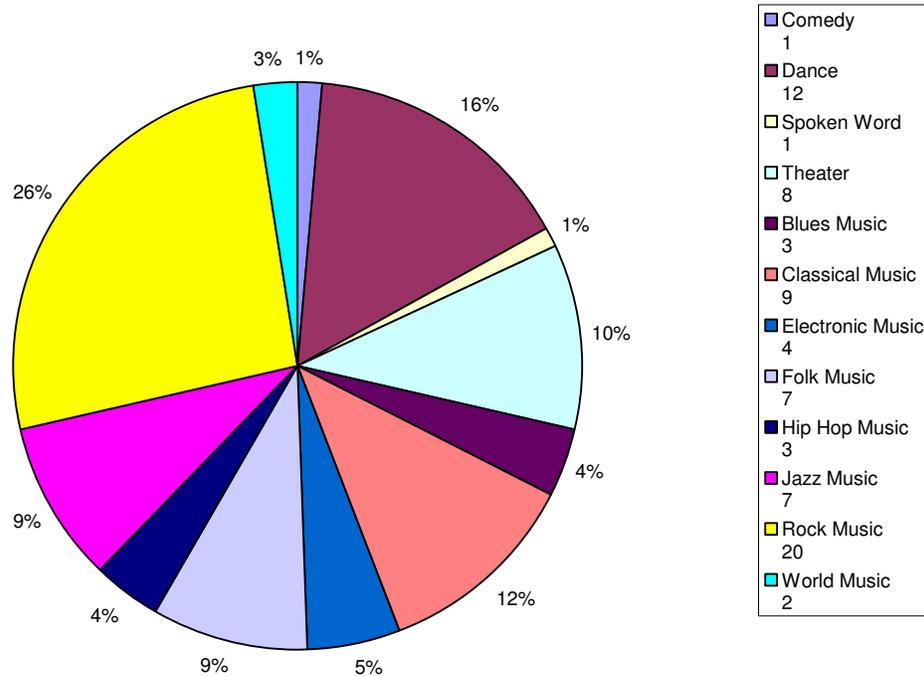
### Showcasing a diversity of art disciplines

Each 30-minute *MN Original* program consists of 3 to 5 segments, showcasing the various art disciplines. As an example, the chart below represents the diversity of disciplines within the visual and performing arts covered by *MN Original*. (Does not include *First Speakers* documentary)

**MN Original - Showcasing a Broad Range of the Visual Arts**  
(on TV and on the Web)



**MN Original - Showcasing a Broad Range of Performing Arts**  
(on TV and on the Web)



**Recognition & press coverage**

*MN Original* was included in *City Pages* and *Metro Magazine*'s year-end top ten lists for 2010.

*MN Original* has appeared in the press and in blogs including *Pioneer Press*, *MinnPost*, *City Pages* and in Minnesota Public Radio's State of the Arts blog.

*"The show is wonderful, sharing artists in a rich audiovisual venue. The artists and their stories are consistently interesting whether the medium is a personal favorite or not. This has allowed us to enrich our lives by seeking out and purchasing work from some of these artists. Whether we purchase or not, we are happy to know that the arts are so vital in Minnesota. Please keep up the great work!"*

Online Viewer Comment

## Web + Social Media Statistics

[www.mnoriginal.org](http://www.mnoriginal.org)

*MN Original* 2010 website statistics

Web site page views: 241,696

Visits: 61,107

Bounce rate: 17.69%

Average time on site: 2:49

Total video views: 111,819

Total program hours streamed online: 30 hours

*MN Original* 2010 Social Media statistics

Facebook Fans: 1,522

Facebook post views: 133,197

Monthly active users: 2,233

Twitter: 1,479 followers

### *Impact of an artist profile online*

*MN Original's* profile featuring internationally recognized local photographer Alec Soth has been embedded on dozens of web sites and blogs to capture the interest of viewers in over 100 countries. PBS *NewsHour* requested our profile of Alec Soth and broadcast it nationally on two separate evenings. Walker Art Center, who recently exhibited Alec's work is using *MN Original's* segment to educate gallery docents.

### *First Speakers: Restoring the Ojibwe Language* on *tpt.org*

The one-hour cultural documentary, additional web content, valuable resources and more information is all available online. Since the premiere broadcast and web presence, as of November 22, 2010:

- 641 views
- 837 page views

### *YouTube* statistics

- *First Speakers: Ojibwe Rapper 'Prayers in a Song'* – 1,372 views
- *First Speakers: Restoring the Ojibwe Language* – 1,818 views
- Total *YouTube* video views for *First Speakers* – 4,688 views

## Partners and Collaborations

- Minnesota Humanities Center creates original activity guides for each artist profile; 125 activities in 34 episodes
- The *StarTribune* features new *MN Original* video content weekly on its website, the Minneapolis/Saint Paul market's top visited media site.
- Walker Art Center and McKnight Foundation arts portal [mnartists.org](http://mnartists.org) features new *MN Original* video content monthly to its 17,000 artists
- American Composers Forum identifies original music to include and Minnesota musicians to feature throughout the series
- Minnesota Historical Society is a funding partner for *First Speakers: Restoring the Ojibwe Language*
- Other partners include the McNally Smith College of Music and Springboard for the Arts

**Estimated viewership information:** *MN Original* (April 22, 2010-December 31, 2010)

Each new episode of *MN Original* is broadcast seven times on **tpt** channels each week, and encore episodes air 16 times each week on the statewide on **tpt's MN Channel**. Broadcasts of *MN Original* episodes during 2010 drew over 758,000 viewing households through the turnstile during the April-through-December schedule on **tpt** channels.

The series averages 12,771 viewing households each week, 24% more viewers than the previous arts magazine series produce by **tpt** in the mid-1990s. The series averages a 16% larger audience in prime time on **tpt** than the nationally-distributed PBS arts performance series, *Great Performances*, which averaged 11,000 viewing households for its premier broadcasts this fall.

**Content Advisory Board**

A select panel of experts advises the *MN Original* production team's content and diversity of discipline and culture, reviews programs for accuracy and provides feedback on finished pieces. The advisors are paid a modest consulting fee for their time and expertise. Each advisory board member is contributes to the production based upon his/her expertise in their respective arts discipline, including history, visual arts, performing arts and literature. Together, the Board represents new and diverse communities.

Advisory Board members include:

- Robert Byrd, Jerome Foundation - Film, Video and Photography
- Jane Minton, Independent Feature Project, MN - Film and Video
- Eric Lorberer, Rain Taxi Review of Books - Literary Arts
- Bruce Coppock, Director Emeritus, Saint Paul Chamber Orchestra – Classical Music
- Susan Rotilie, Walker Art Center - Visual Arts and Education
- Sandy Agustin, Minnesota State Arts Board - Dance and Performing Arts
- Linda Shapiro, Independent Dance Critic and Professor Emeritus, University of Minnesota Theatre & Dance
- Tad Simons, Minneapolis/St. Paul Magazine Theater Journalist – Theater
- Chris Osgood, McNally Smith College of Music - Rock and Pop Music

## Appendix F – WDSE-WRPT Duluth Public Television Raw Data

### **Total number of jobs (FTE's) created: 4**

WDSE-WRPT created two full time Legacy production positions and maintained two full time positions. One full time person was hired to develop and maintain websites for our Legacy productions. Another full time employee was recently hired to assist with studio and remote production of Legacy programs.

### **Name of the programs or segments produced:**

WDSE-WRPT is currently producing a dynamic live weekly series entitled “*The PlayList*,” a monthly feature on Almanac North entitled “Art Extra,” and a documentary on historic theaters. A historical documentary “*Split Rock: The Superior Light*.” was completed earlier in the year. A new two part independent film special “Smart Films” was completed in August. Also Legacy productions include two complete live Duluth Superior Symphony Orchestra (DSSO) performance productions, and broadcast of the DSSO’s Young People’s Concert.

### **Total number hours or minutes produced:**

To date, WDSE-WRPT has produced the following amount of Legacy program content:

*The PlayList* – 11 hours ( 22 episodes)

*The PlayList Presents: Trampled by Turtles* – 60 minutes

*Split Rock: The Superior Light* – 60 minutes

*Smart Films* – 120 minutes

Almanac North Art Extra- 100 minutes (10 segments)

Live Symphony Broadcast – 4 hours 27 minutes (2 broadcasts)

Young People’s Concert – 45 minutes

On Line Teacher Guides – 20 minutes (4-5 minute segments)

### **Total number of hours or minutes broadcast:**

To date, WDSE-WRPT has broadcast the following Legacy funded programs:

*The PlayList* – 20 hours of broadcast including repeats

*The PlayList Presents: Trampled by Turtles* – 3 hours including repeats

*Split Rock: The Superior Light* – 5 hours including repeats

*Smart Films* – 2 hours

Almanac North Art Extra: 200 minutes

Live Symphony Broadcast – 8 hours 54 minutes including repeats

Young People’s Concert – 45 minutes

**Total number and names of artists featured:** 305 (see following episode descriptions)

**Total number and names of organizations featured:** 71 (see following episode descriptions)

### **Total number and names of partners and collaborations:**

WDSE-WRPT partners with the Duluth Superior Symphony Orchestra and the University of Minnesota-Duluth (UMD) Department of Music in the production of two symphony broadcasts and associated lesson guides. The station also collaborated with the Minnesota Historical Society in the production of the *Split Rock Lighthouse* documentary. *Smart Films* partnered with the Free Range Film Festival to encourage independent film makers to share their work with public television viewers.

The Grand Marais Art Colony supports outreach efforts for Cook County artists through a partnership with *The PlayList*. Artists and art advocates can utilize an HD Flip cam on loan to the Art Colony to record segments and share, via WDSE-WRPT’s FTP site. The raw material is edited and included in *The PlayList*, extending the reach and impact of inspiring artists and engaging programs living 120 miles up the north shore from Duluth.

Artists and arts organizations utilize video pieces produced for *The PlayList* to further their mission and goals. For example, UMD's Tweed Museum of Art included a *PlayList* piece about the gallery exhibit, "You and Yours: Images of Family," on its website. The collaboration brought the curator's perspective and thought process into view for students and the community, bolstering understanding and attendance. The Duluth Art Institute, Edge Center for the Arts and many individuals find similar benefits through their association with *The PlayList*.

The Duluth Superior Symphony Orchestra shares their featured music guests with *The PlayList* to expand the reach of the accomplished musicians who travel to Duluth to share their work. A classically trained accordionist, Lydia Kaminska, and violinist Frank Almond perform world-wide and appeared on *The PlayList* through this collaboration.

Five Duluth art galleries and several individual artists work collaboratively with *The PlayList* to showcase the visual work produced in northern Minnesota. *The PlayList* gallery in the studio features original artwork in every broadcast. Images from *The PlayList* gallery are posted and shared through our website and social media platforms. The additional exposure expands their reach beyond the gallery walls. For example, more than a thousand active users of *The PlayList*'s Facebook page view the work of Minnesota artists each month.

**Total number of lesson guides and education segments: 12**

**Website statistics:**

*Total page views: 14,062*

*Total online video views: 33,748 (includes third party site views)*

*Total hours of Legacy content on line: 14.5 hours*

**Diversity Efforts**

WDSE-WRPT Legacy broadcasts reflect the vibrant and ever changing ethnic makeup of viewers within its broadcast territory.

**Organizational Information for WDSE-WRPT**

The community-owned Duluth Superior Area Educational Television Corporation WDSE-WRPT broadcasts 6,500 hours of educational, entertainment, news, information and documentary programs each year-- and consistently ranks as one of the most watched public television stations in the country, per capita. WDSE-WRPT is the primary source of Public Television programming for 491,000 potential viewers in northeastern Minnesota and northwestern Wisconsin. Our organization has remained strong since its inception in 1964, through the diligent, cooperative efforts of members, volunteers, business underwriters, granting organizations, as well as state and federal lawmakers. We believe the strength of WDSE-WRPT lies in our relationships with viewer/members, and our ambitious schedule of local productions that serve, celebrate, and challenge our region.

**Estimated Viewership**

WDSE-WRPT is the primary source of Public Television programming for 491,000 residents in northeastern Minnesota and northwestern Wisconsin

***The PlayList* program information:**

*Season 1 Episode 1*

The premiere show features Grand Marais artist Betsy Bowen, the production of *Rent* at the Duluth Playhouse, comedy by Renegade Theater Company and music from UMD's Jazz Choir, Lake Effect.

*Season 1 Episode 2*

Broadcast live from the WDSE-WRPT studio. County Seat Theater Co.'s HONK, Artist Chris Monroe, Music Guest: Cars & Trucks

### *Season 1 Episode 3*

On this week: Silk painting, a guest from the Duluth Superior Symphony Orchestra, art galleries and visual artists.

### *Season 1 Episode 4*

Featuring the Hibbing Playhouse's production of Gypsy; some early Spanish instruments called Vihuelas; Art-O-Mercials from Ely and Grand Marais; a featured poet from Virginia; some information about the Duluth Public Library's 'One Book, One Community' program; and a quick bit featuring Dulcimer Days, another upcoming event in Duluth.

### *Season 1 Episode 5*

Featuring Duluth band Coyote, local electronic musician Tim Kaiser, more Art-O-Mercials and much more!

### *Season 1 Episode 6*

Homegrown music videos, info about the Free Range Film Festival, local artists display their work in a joint show called Culture Shock, music guest Charity Huot in the studio, Karin Kraemer shows us her pottery and of course more Art-O-Mercials.

### *Season 1 Episode 7*

Explore the world of portrait photography with The Duluth Art Institute and its traveling exhibit of images from the National Geographic Society.

### *Season 1 Episode 8*

Charlie Parr performs music from his up-coming release, *When the Devil Goes Blind*. Enjoy the stunning work of glass artist Dan Neff and discover Dylan Days - Hibbing's annual arts celebration that honors legendary hometown musician Bob Dylan with a weekend full of visual & literary events and live music.

### *Season 1 Episode 9*

Preview Renegade Theater Company's production of Tommy, explore Nancy Daley's paper art, follow Highway 61 to Grand Marais' annual Art Crawl and discover the music of Pat Surface and his wife, Donna, and the Boundary Water Boys. In this episode, the PlayList celebrates the arts in Duluth, Lutsen, Grand Marais and Ely!

### *Season 1 Episode 10*

An extended edition of The PlayList includes the music of Sam Miltich and the Big Dipper Jazz Band, the latest on film and music festivals in Duluth and sculptor Tim Bryns.

### *Season 1 Episode 11*

In this episode enjoy music from Cloquet's folk duo Saint Anyway, summer opera events from UMD's School of Fine Arts, and Grand Marais photographer Stephan Hoglund.

### *Season 1 Episode 12*

Puppets, masks & mayhem at Grand Marais Solstice Celebration, the Edge Center for the Arts presents "Fiddler on the Roof" in Big Fork, and Hibbing gets hopping for the annual gallery hop. And find out what's on tap for summer music in Duluth.

### *Season 1 Episode 13*

Peruse this year's Park Point Art Fair in Duluth; discover the talents of artist John Michael Cook of rural Hibbing; and enjoy the music of Shaunna Heckman and friends, live in the WDSE-WRPT studios.

### *Season 2 Episode 1*

Musical Guest: High energy and upbeat, Coal Car Caboose kicks off the new season with style. Its reggae-meets-punk rock with trumpets and a trombone. Hand-weaver Deb Cooter paints with fiber and fabric, creating colorful, traditional work with a contemporary twist. Brian Matusak's sense of comedy mixes with a classic horror film to create "Evil Dead: The Musical." More art-o-mercials from Edge Center for the Arts and Grand Marais Art Colony.

### *Season 2 Episode 2*

Wing Young Huie explores urban identity, a contemporary interpretation of family images at UMD's Tweed Museum, and classical accordionist Lidia Kaminska

### *Season 2 Episode 3*

Musical guest: The Brothers Burn Mountain sweep across the country, and into the WDSE-WRPT studio, with spirited acoustic tunes, a mesmerizing sound and rootsy harmonies. Eloquent dance is the hallmark of Robert Gardner and the Minnesota Ballet Company. The company includes new members and presents a fresh take on 'Sleeping Beauty.' Fiddler on the Roof, Jr. at Duluth Playhouse runs October 22-31, 2010. We interview local illustrator Brian Barber and get some insight into his artistic process. He's just finished work on the book, "Henry, You're Late Again!" It will be in bookstores before the holidays. Lee Zimmerman scales a 30 foot swath of silk and paints to the haunting sound of Kathy McTavish's cello. The Brave Event is a celebration of the Domestic Abuse Intervention Programs.

### *Season 2 Episode 4*

Musical Guest: Local folk band Yeltzi brings its unique blend of gypsy swing and bluegrass to The PlayList for a live performance! Bold, colorful creations spring forth from Sue Pavlatos' palette and paint in her Cloquet studio. She creates landscapes in acrylics and watercolor from her studio; and shares her expertise by teaching workshops. Her images speak for themselves. Local artist Calvin Stalvig is a recent college graduate, a painter, co-owner of a new gallery project, and one of the cast members of the current PBS production Roadtrip Nation. Calvin joins us in the studio for an interview about his current projects, his experiences on Roadtrip Nation, and his mission to give more young and independent Duluth artists a place to share their voice and vision.

### *Season 2 Episode 5*

Musical guest: Solo violinists Erin Aldridge and Rudy Perrault share a beautiful studio performance with The PlayList, and discuss their recent work. Northern Minn. artist Ann Gumpfer paints lavish sets and beautiful backdrops for theatrical productions and the Minnesota Ballet, when she's not dedicating her unique style to her own landscape collections. Artists and arts organizations in Minnesota's northeast region have new tools in their toy chest. With funding from Minnesota's Arts & Cultural Heritage Fund, the Arrowhead Regional Arts Council expands the universe of arts opportunities in the region. Join the Director of the arts council, Bob DeArmond and his assistant for a look at new options for artists to get their work seen. Local photographer Travis Melin's images capture the beautiful subtleties and vibrant contrasts of our natural world and its relationship with our own human endeavors.

### *Season 2 Episode 6*

Musical Guest: Sarah Krueger may very well be a Duluth songstress "extraordinaire". She's played with funk, blues and rock influences on a local level, giving her distinctive voice room to grow. Get a taste of her talent and tastes for music this week, as she performs live.. Ely's fine furniture maker, Peter Pestalozzi, responds to his surroundings. His fine designs incorporate the fluid movement of water. *The PlayList* takes you to his studio to see the artist at work. Julie Stein knows that small towns often lack opportunities for music-making. Devoted to classical music, she brings the opportunity to perform with a symphony orchestra to her students in Floodwood and Hibbing. Meet Julie Stein, the heart and hands behind the Crescendo Youth Orchestra.

### *Season 2 Episode 7*

The Zeitgeist Arts group presents Man of La Mancha, one of musical theatre's most enduring works. Director Sheryl Jensen shares her take on Man of La Mancha, with a preview, this week on *The PlayList*. Minnesota glass artists Jim Sage and Bob Husby show us the artistic fruits of working in a creative relationship where one artist's passions fuel another's. Jim Sage's art metal and blacksmithing expertise coalesces with potter Bob Husby's know-how in the realm of ceramics as they explore working with glass. Husby and Sage share their style and procedure as *The*

*PlayList* takes you inside their studio. Hibbing Community College's theatre department presents a unique production of David Auburn's *Proof*, a contemporary play about fear, love, and mathematics. Where else but the rustic North Shore haven of Grand Marais, will you find an Americana/folk band that really captures the essence of their genre? That's exactly what you'll find in Unnamed Stream when they bring their four-piece ensemble to our studio. Members include Eric Frost (guitar and vocals), Jessa Wallendal (fiddle), Bill Hansen (dobro), and Barbara Jean Johnson (banjo, viola, and vocals).

#### *Season 2 Episode 8*

Beautiful music, engaging characters and a heartwarming message resonates in a beautiful production staged by the Lyric Opera of the North. The cast of *Amahl and the Night Visitors* previews this holiday classic, to be staged at the Marshall Performing Arts Center in Duluth. Thick stands of majestic pines, cool winter skies, and wildlife inspire Terry Maciej. The award-winning watercolorist of Hibbing has earned national recognition for his beautiful artwork and illustrations. The ballads of Arna Rennan and Brian Dack explore a rich musical landscape. Rennan's musical arsenal includes ballads from the Middle Ages, immigrant songs, and pieces that reflect the history and folklore of her Norwegian heritage. Dack is well known as a solo/ensemble artist and guitar virtuoso who crafts honest and emotional songs that invoke a personal yet universal experience. The two perform live in our studio.

#### *Season 2 Episode 9*

Your holiday shopping list s made easy by writers and illustrators with Northland connections! Hobo Nephews of Uncle Frank perform foot-stomping music charged with news of the human condition. Mural artist Scott Murphy weaves his personality and perspective on Duluth's arts and cultural heritage into his latest project. It's a 140 foot masterpiece designed to hang in the rotunda of the Saint Louis County Heritage and Arts Center--Duluth's historic depot. Adam Swanson's paintings deconstruct ideas that permeate the cultures of childhood and adult life in our modern society, and comment in vivid color and stunning detail the fragility of the human presence in nature.

#### *Holiday Book List*

Sneaky Sheep  
Big, Belching Bog  
Dark Emperor and Other Poems of the Night  
Ubiquitous: Celebrating Nature's Survivors  
Henry, You're Late Again!  
Heart of the Samauri  
Vermilion Drift  
The Dance Boots  
News to Me  
Picture Duluth  
Paddle North  
The Opposite of Cold

#### **Almanac North Art Extra Descriptions:**

##### *Duluth Playhouse presents "A Secret Garden"*

The Duluth Playhouse Production of the children's classic "A Secret Garden" has a few surprises for its audience. Along with the wonderful music written for the stage adaptation of the book, the garden will evolve before the audience's eyes. Artist Lee Zimmerman created five new large silk panels live on stage during each performance.

Guests: Lee Zimmerman, visual Artist  
Christine Seitz; Playhouse Executive Director

##### *Trampled by Turtles performance highlights*

You've never seen bluegrass music the way "Trampled by Turtles" plays it! This hard working Duluth band is reaching a nation audience, touring the country to an ever-growing fan base. The band is about to release a new album, and recently played to a packed house at Pizza Luce' in Duluth. This week, we've got a sampling of what you will see in the launch of our new program, "*The PlayList*".

*Teague Alexy live music kicks off "Homegrown Music Festival"*

Less than 48-hours away from the biggest week of live music each year in the Twin Ports, we feature musician Teague Alexy. Now in its twelfth year, the Homegrown Music Festival features 150 groups playing at venues around the Twin Ports. The Teague Alexy trio is here for a preview performance.

Guest: Teague Alexy; Musician

*Sacred Heart Music Center – "Duluth Does the Opry":*

Get out your cowboy boots, checked shirts and blue jeans, because country music will rule the roost next week in Duluth. The Sacred Heart Music Center is hosting the next in a series of "Duluth Does" music events. This time it's "Duluth Does the Opry", featuring some of country music's all-time great songs, performed by local artists.

Guests: Eric Swanson; Sacred Heart Music Center  
Bev Berntson; Performs as "Minnie Pearl"

*New photographic book "Picture Duluth":*

Residents and visitors who treasure the beauty found in and around Duluth will want to get a copy of a new book. "Picture Duluth" may help you see the Zenith City in an entirely new way. More than 200 full-color photographs highlight not just the scenic beauty of the city, but its commercial, residential and industrial heritage.

Guest: Dennis O'Hara; Photographer

*Norshor Theatre Centennial:*

100 years ago this week, the Orpheum Theatre opened in downtown Duluth, hailed by a local newspaper as a "magnificent vaudeville house". In the 1940's, the theatre went through a major renovation, and emerged as the Norshor Theatre. For decades the Norshor thrived as an art deco movie house, until falling on hard times. Now, the city of Duluth has purchased the building, with an eye toward making it the centerpiece of a downtown arts district, and return the building to its former glory.

Guests: Tessa Lenneman; Duluth Playhouse  
Tony Dierckins; author/historian

*"Crossing Borders" Studio Art Tour:*

With fall colors near their peak this weekend, a group of visual artists from Duluth to Grand Portage on the Minnesota North Shore of Lake Superior want to show you the beauty of their indoor art as a complement to nature's outdoor show. They hope you will do some "studio hopping" up or down the shore to check out a wide range of visual arts. It's called "The Crossing Borders Studio Tour", and it runs through October 3<sup>rd</sup>.

Guests: Debbie Cooter; Cooter Hand Weaving  
Dick Cooter; Cooter Pottery

*Duluth Playhouse presents "White Christmas":*

If you're not yet in the Holiday spirit, the Duluth Playhouse has a show opening next week that should do the job! The Playhouse is putting on a production of "White Christmas", the award-winning musical made famous in a movie featuring Bing Crosby. Expect plenty of wonderful Irving Berlin music, dazzling dance and a very merry kick-off to the season!

Guests: Paige Kohler; "White Christmas" Dance Captain  
Tessa Lenneman; Duluth Playhouse

## **Smart Films**

Late night belongs to independent film. Smart Films is home to intriguing but underexposed works culled from film festivals around the Midwest. Smart Films gives filmmakers a rare chance to present their projects to a widespread and discerning audience

**Split Rock – The Superior Light Show Description**

It's a story one hundred years in the making...

Born of a November storm that claimed dozens of ships, the lighthouse at Split Rock towers above Lake Superior on top of a 130-foot cliff. Split Rock's keepers toiled in isolation to keep her light glowing, as a steady stream of ships sailed past, carrying the nation's iron and timber to market. With the construction of Highway 61 along Minnesota's north shore of Lake Superior, the keepers' duties expanded from tending the light station to becoming tour guides for thousands of eager tourists. Today, Split Rock Lighthouse stands as a tribute to the perseverance and hard work of a region. This documentary tells the story of the most-visited and photographed lighthouse on Lake Superior. Relive the history, and marvel at the beauty of this North Shore icon.

**The Play-List Presents: "Trampled By Turtles" Description**

Cutting edge, American bluegrass packs the house! Join Duluth's own *Trampled by Turtles* on stage and behind the scenes as the band rolls out new material for its highly anticipated, national new release, *Palomino*. The acoustic quintet features mandolin, banjo, bass, fiddle and guitar for a fearless integration of folk, rock, punk and strings to their sound.