

Amplifying Minnesota's Arts & Cultural Heritage:

A Report on MPR's 2012 Programs and Projects Supported by the Arts and Cultural Heritage Fund

January 1, 2012 – December 31, 2012



**MINNESOTA
PUBLIC RADIO®**



Letter from Jon McTaggart

Minnesota Public Radio's mission is "to enrich the mind and nourish the spirit, thereby enhancing the lives and expanding the perspectives of our audiences, and assisting them in strengthening their communities." Since passage of the Legacy Amendment in 2008, the citizens of Minnesota and the Legislature have helped MPR to fulfill this mission in unique and substantive ways through programming and projects supported by the Arts and Cultural Heritage Fund (ACHF). On behalf of MPR's Board of Trustees and statewide staff, thank you for establishing this robust opportunity and supporting our public service initiatives that offer new, rich experiences of Minnesota's vibrant, diverse and evolving arts and cultural heritage.



Jon McTaggart

MPR embraces the constitutional mandate "*to support arts, arts education and arts access, and to preserve Minnesota's history and cultural heritage.*" We are pleased to present this report on our 2012 activities made possible by the Arts and Cultural Heritage Fund. By partnering with the Minnesota Music Educators Association to provide new classical music education resources for Minnesota's classrooms, by transforming awareness of the emerging artists of Minnesota's alternative music scene, by featuring a wide spectrum of arts and cultural heritage stories happening everyday in our communities, MPR has demonstrated our commitment to innovative programming and public engagement that strengthens Minnesota's arts and cultural fabric.

Each week, one million Minnesotans listen to Minnesota Public Radio, and many more than that access our websites, digital and mobile services and attend our live events. While we are proud of this reach, we know "how many" listeners we reach is only important as we also consider "how much" we affect the lives of those listeners. The programming made possible by the Legacy Amendment gives valuable capacity to expand our impact in Minnesota communities and strengthen our investments in a sustained ecosystem of individuals and organizations engaged in arts and cultural heritage across the state. Ultimately, we believe that this healthy ecosystem will significantly enhance Minnesota's immediate and long-term vitality.

We're fortunate to live in a state that greatly values its arts, its history and its cultural heritage. Each day at Minnesota Public Radio we are driven by our desire and responsibility for strengthening that value. We do not do it alone. So, while we thank the citizens and the government of Minnesota, we are also grateful to the many collaborating organizations and individuals who are partners with MPR to fulfill our ACHF-funded commitments. Many Minnesotans make our contributions possible, and we look forward to doing more to preserve, present and engage citizens with the state's arts and cultural heritage. Thank you, again.

Sincerely,

A handwritten signature in black ink, appearing to read "Jon McTaggart", written over a faint, larger version of the same signature.

Jon McTaggart

President and CEO, Minnesota Public Radio

TABLE OF CONTENTS

ACHF Impact By The Numbers	4
Grant Overview	5
 Featured Impact	
Lifting Up Arts and Artists	6
Making a Difference for Minnesota Students	7
Students Engaging with the Arts	8
Highlighting Minnesota’s Multicultural Mix	9
Partnering to Preserve Minnesota History and Culture	10
Live Experiences with the Arts	11
 Additional ACHF Activity	 12
 Appendices	
2012 Listenership/Audience Information	20
Fiscal Year 2012 Financial Report	21
Fiscal Year 2013 Project Budgets	22
FY12 Details and Outcomes	23
FY13 Details and Outcomes	25
Officers of the Board	26



Students at Gordon Parks High School in Minneapolis

To alleviate printing costs, this report will be submitted online and available at [MPR’s website](#). The estimated cost of preparing this report (as required by Minn. Stat. § 3.197) is \$582.00.

Quick Facts

MPR | 2012 ACHF IMPACT



Arts & Cultural Heritage Fund programs heard on **43 stations** throughout Minnesota.

STATIONS

30 varied projects extend MPR's arts and cultural services.

more than



2000 SCHOOLKIDS

in Minnesota participated in MPR projects funded by the Arts & Cultural Heritage Fund.

FIFTEEN



15 content partnerships exist between MPR and Minnesota organizations.



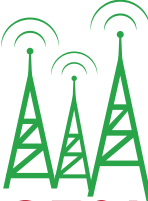
1500+

digital features – blog posts, Web features, videos or photography – offered rich content and alternate access to cultural content.

43

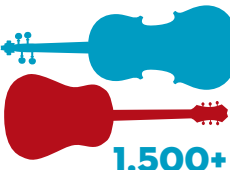


live events produced by MPR gave Minnesotans direct interaction with local artists.



95%

of Minnesota's land area receives MPR radio signals.



1,500+

More than **1,500** Minnesota artists featured on air or online.

8,760



hours

of local music streamed on **Local Current** in one year.



1 million

regional listeners tune in to MPR News, Classical MPR and The Current*.

17 FULL-TIME



employees at MPR are supported by the Arts & Cultural Heritage Fund.

*Listener data are copyright Arbitron, Inc.

Grant Overview

In 2008, Minnesota's voters passed the Clean Water, Land and Legacy Amendment (Legacy Amendment) to the Minnesota Constitution. The amendment created four funds, one of which is the Arts and Cultural Heritage Fund (ACHF). The ACHF receives 19.75 percent of the sales tax revenue resulting from the Legacy amendment **to support arts, arts education and arts access, and to preserve Minnesota's history and cultural heritage.**

Minnesota Public Radio is a recipient of ACHF funding. Each January, MPR is required to submit an annual report to the Legislature detailing its ACHF activities and expenditures. This report covers MPR's programs and projects conducted in calendar year 2012 and supported by the following ACHF grants from the Public Radio Competitive Grants Program (Minnesota Laws, 2011, 1st Special Session, Chapter 6, Article 4, Section 2, Subdivision 6):

- Fiscal Year 2012 (October 1, 2011 - June 30, 2012) – \$1,318,000
- Fiscal Year 2013 (July 1, 2012 - June 30, 2013) - \$1,134,535

In 2012, MPR's ACHF projects benefitted Minnesotans statewide by:

- Presenting a wide range of arts and cultural heritage content easily accessible by broadcast, digital and live event platforms - acting as a megaphone for artists and a window into the art world for audiences;
- Expanding citizens' knowledge of Minnesota's arts and cultural heritage and fostering stronger community connections with artistic and cultural resources and experiences;
- Engaging Minnesotans with the state's local music scene from our established world-renowned orchestras to our home-grown emerging rock musicians;
- Highlighting the ways Minnesota's increasingly diverse population is reflected in and influencing its arts and culture fabric;
- Inspiring Minnesota music students by showcasing their talents;
- Introducing new multimedia resources to support classical music education in Minnesota's classrooms and to enhance teacher's repertoire for meeting education standards;
- Preserving and connecting rich archives of historical arts content held by MPR and the Saint Paul Chamber Orchestra;
- Collaborating with various individuals, groups and organizations to strengthen the depth, scope and reach of MPR's programming and projects.



Harmony in the Park

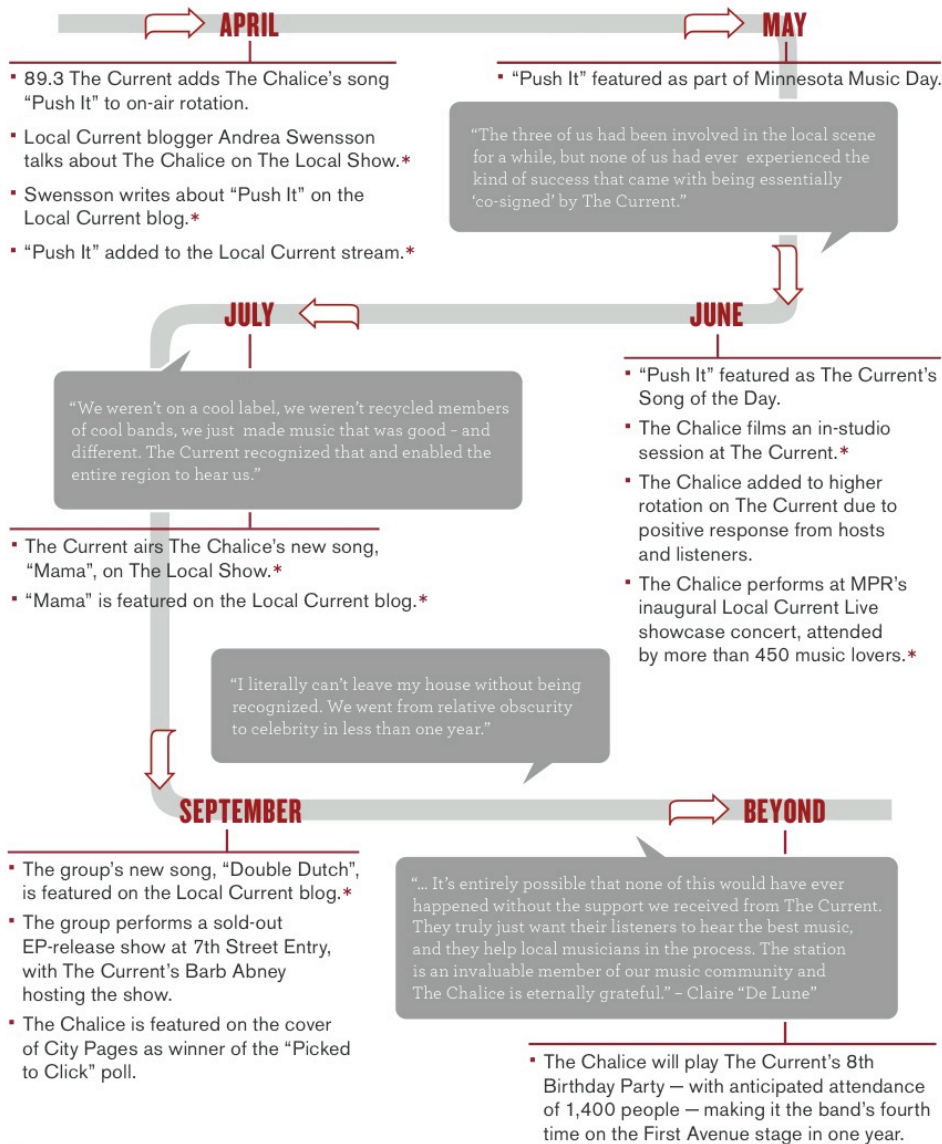
FEATURED IMPACT

Lifting Up Arts and Artists

The Legacy Amendment's Arts and Cultural Heritage Fund has exposed Minnesotans to new and emerging regional artists through The Current's on-air, online and onstage platforms. In 2012, new Minneapolis band The Chalice experienced the strong impact The Current can have on the future of local musicians.



Photo by Nate Ryan



FEATURED IMPACT

Making a Difference for Minnesota Students

Traversing the state in March 2012 - from Bena to Hibbing, from Brainerd to Willmar - Classical MPR's Artist-in-Residence, virtuoso violinist Chad Hoopes, visited 11 schools, played for more than 1,250 enthusiastic students and spoke about the importance of music and the arts. Chad's visits, which focused on the inspiration to "do what you love," was supported by curriculum that was made available to participating teachers online and free of charge. These materials tied Chad's music, themes, and information directly to State of Minnesota education standards, and were written by an education coordinator and classroom teacher. This was one effort of MPR's increased focus on inspiring and supporting classical music education among Minnesota's youth.



STUDENTS

- *"When he talked to us about how he practiced so much and how he loved it, it made me feel like I **should practice more and find something that I love too.**"* – Willmar Kennedy Elementary
- *"I really liked seeing him play and share his story because it made me **think I can do anything!**"* – Willmar Kennedy Elementary
- *"Experiencing through my own eyes how **working hard** to accomplish a dream **really pays off**, and how you can do whatever you set your mind on. The visit really inspired me."* - Virginia Public School
- *"It was the best show I've ever been to."* – Brainerd Harrison Elementary

TEACHERS

*"**This was a phenomenal experience for the students.** They were inspired and exhilarated after the performance! I am so grateful to Minnesota Public Radio for providing this experience to my students."* – Lisa Zeller, Orchestra Director, Willmar Public Schools

*"Thanks so much for choosing our school and orchestra program for this fabulous string presentation. **Kids were inspired by the talent and hard work of Chad Hoopes** and many are fans of his for life! (not to mention friends on Facebook)." – Sheila Wilcox, Orchestra Director, Virginia Public Schools*

*"Having Chad Hoopes visit and perform was **an eye-opening, inspirational experience for my students.** Thank you for choosing to visit Willmar!" – Michelle Suter, Orchestra Director, Willmar Public Schools*

*"What a remarkable opportunity for my students (and me)! We can't thank MPR and Chad Hoopes enough for this privilege. It was so valuable for my student to see how down-to-earth and approachable [Chad] is. **My students were absolutely mesmerized by this experience.** We will cherish this for years to come!" – Jennifer Pelowski, Music Specialist, Harrison Elementary School – ISC 181. Brainerd*

FEATURED IMPACT

Students Engaging with the Arts

In addition to inspiring Minnesota students about music, Classical MPR fueled their competitive spirit through the second annual Minnesota Varsity competition. The showcase for high school musicians drew more than 115 submissions from around the state, all featured on Classical MPR's website. Fifteen semi-finalists were selected to have their performances professionally recorded by MPR engineers. Finally, Classical MPR broadcast the live performances of five finalists from the stage of St. Paul's Fitzgerald Theater, and later took the students on tour to events held at St. John's University in Collegeville and at Concordia College in Moorhead.

Support for Minnesota Varsity from the Arts and Cultural Heritage Fund leveraged a significant private grant for the third season in 2013, helping MPR to continue offering this fun, friendly competition that exposes Minnesota's talented young classical musicians to a large statewide audience.

Joshua Weinberg, St. Peter



"Minnesota Varsity gave me much needed confidence and support as I headed off to college. I believe that it was even a determining factor in my entrance into St. Olaf. The opportunity to perform on the Fitzgerald Theater stage in front of an incredible audience was one of the best experiences of my life and I am so very happy that I got to share such an experience with the rest of my community and state."

Karen Baumgartner, Roseville



"By being able to perform on the radio, [Minnesota Varsity] gave me the opportunity to show my love of music to a large group of people who otherwise would have no clue who I [am].It has given me exposure as a musician and has showed me how many people appreciate the music that I love making."

Diane Hallberg, Minnehaha Academy Band & Orchestra teacher

"...[Minnesota Varsity] has been a fantastic teaching tool for me and [my students] are really into it. The fact that the student musicians are their age makes it relevant and the fact that they are local makes it interesting ("Hey, I sat next to that kid at All-State!"). I have never before had my students begging to practice critical-listening skills. We will vote as a class on our top pick, and currently the debate is flying between my string and wind players. What a fantastic program. Hope you can keep it going!"

FEATURED IMPACT

Highlighting Minnesota's Multicultural Mix

Minnesota Mix highlights the ways the state's increasingly diverse population is reflected in and is influencing its arts and culture scene. Every story adds to the understanding of the evolving multicultural mix that is modern-day Minnesota.

[“Years later, Twin Cities funk and soul bands get their due”](#) focused on the reunion of some of

the most talented black musicians residing in the Twin Cities in the 1960s and 70s. More than

simply featuring the music of these artists, the story examined how stereotyping and discrimination impacted the men's careers – and their dreams. “Segregation was gone, but it didn't mean it didn't exist in a lot of forms... A lot of these guys couldn't get gigs in town as a black band or a mixed band, so they'd actually have to rent out a hotel ballroom or something to play to an audience.”

[“A cultural camp for young, adopted Latinos”](#) shared insights from young Latin American-born children who were adopted by white families in this predominantly white state. “The idea that somebody didn't want you can affect a lot of kids in a profound way... And it's a process that I think most of us will go through our entire lives. So dealing with that and being with people who understand the way you feel, and who can give you an ear to listen, is really nice.”

In 2012, MPR also hosted three gatherings of in-depth conversation with small groups of African American, Native American and Latino artists. They were invited to share what they are passionate about but don't hear reflected on our air. The dialogues were recorded and shared with audiences through MPR's *State of the Arts* blog. One of *Minnesota Mix*'s most digitally viral reports of 2012 stemmed from these gatherings: [“When Halloween costumes cross a cultural line”](#) addressed the cultural re-appropriation of Native imagery, particularly around the popular costumed holiday.

The stories in the *Minnesota Mix* series are consistently among the most shared pieces on the mprnews.org site. They've been reprinted in newspapers like The Asian Reporter, Chicago Citizen and Pioneer Press. *Minnesota Mix* expands the variety of voices included in MPR's coverage and increases public understanding of varied realities of diversity.

“I can't count how many times people in north Minneapolis or the Somali community or Latino neighborhoods have thanked me for taking the time to talk with them and report on their lives.” – Nikki Tundel, *Minnesota Mix* reporter



The Valdons rehearse their hits

FEATURED IMPACT

Partnering to Preserve Minnesota History and Culture



Eric Friesen and Andre Watts with the Minnesota Orchestra

In 2012, MPR launched an ambitious project, called the Minnesota Archive Project (MAP), to tie together in partnership the existing digital archives of two major Minnesota cultural entities – MPR and the Saint Paul Chamber Orchestra (SPCO). Currently, each member archive exists within separate systems that are unable to communicate. This project is developing the programming tools to translate information between systems.

The resulting connections will allow the archives to collaborate on public queries, feeding search results from any partner with the content of each organization’s archive. A single search on either website for Minnesota composer “Stephen Paulus”, for example, would simultaneously return audio, text and photography results for Paulus from both the SPCO and MPR archives.

Though the project will not be publicly available until June 2013, programmers at both partner organizations have been hard at work building the application that will collate the data by standardizing content from different databases and cleaning up files. The beta trail for the MAP will begin in February 2013, and has generated so much interest from other Minnesota arts, cultural and history organizations that MPR is exploring additional partnerships to connect other major cultural archives in beta by the end of the testing period.

To increase public access to this valuable information, to maximize ACHF funding, and to allow the database to add any Minnesota archives that would like to be partners, MPR is developing and will host an independent public portal. Once operational, Minnesotans will be able to go to this portal to search for results across all partner archives, which could include local historical societies, arts institutions, and even government archives.

THE SAINT PAUL CHAMBER ORCHESTRA
Dennis Russell Davies, Music Director

Capital Series Concert I
O'Shaughnessy Auditorium
The College of St. Catherine
St. Paul
Saturday, September 18, 1976
8:00 p.m.

Dennis Russell Davies conducting
Marlee Sabo, soprano
Jan DeGaetani, mezzo-soprano
Paul Sperry, tenor
Leslie Guinn, baritone
The Carleton College Choir, Chamber Singers and Festival Chorale
William Wells, Director

In cooperation with Carleton College

This opening concert of the 1976/77 Season of the Saint Paul Chamber Orchestra is dedicated to
Cecil C. March

By this dedication we express our gratitude for Cec March's early and critical support of the Orchestra and our sorrow at his untimely death.

Ives Symphony No. 3, "The Camp Meeting"
Old Folks Gatherin'
Children's Day
Communion

Mahler Rückert Songs
Ich atmet' einen linden Duft
Blicke mir nicht in die Lieder
Liebst du um Schönheit
Ich bin der Welt abhanden gekommen
Jan DeGaetani, mezzo-soprano

SCHUBERT Mass No. 5 in A-flat Major, D. 678

REEL ONE

FEATURED IMPACT

Live Experiences with the Arts



Harmony In The Park

On a perfect June evening, three local choirs took the small stage at Minnehaha Park in Minneapolis for an outdoor concert. Seated in front of One Voice Mixed Chorus, Minnesota Boychoir and VocalEssence were more than 2,500 eager listeners, some of whom had camped out for hours to secure a prime spot. The performances brought together music lovers of all types – from dedicated choral enthusiasts to families who stumbled upon the event while on a walk – who joined the combined ensembles in singing Woody Guthrie’s “This Land is Your Land” to close the concert.

“One Voice Mixed Chorus was delighted to perform as part of the Harmony in the Park concert. For weeks after the event we had patrons call, write and email saying they had heard our chorus at the event or on the MPR website. We were very impressed by the turnout for a first-time event like this. Harmony in the Park has the potential to grow into a really popular annual event.” - **Jane Ramseyer Miller, Artistic Director, One Voice Mixed Chorus: Minnesota’s GLBTA Chorus**

“I was bike riding casually last evening and arrived at Minnehaha Park just as VocalEssence was beginning its performance, and was immediately impressed with the huge turnout for the program. A wonderful boost for our local choral music and a wonderful response. Great thanks to MPR and all the people who worked to put this event on.” - **Tom L., Minneapolis**

Local Current Live

On June 28, 2012, The Current hosted the first ever Local Current Live show at the Cedar Cultural Center in Minneapolis, where 457 audience members crowded the hall to be exposed to three relatively unknown bands. Eager concert-goers were quick to engage the band – who were all still early in their careers – expressing their enthusiasm for discovering new artists and to confirm the trust that the Local Current project has engendered in the local music community.



Local Current Live Bands, June 2012

“It was inspiring to meet so many passionate (and young!) music fans; it really felt like we were connecting with the next generation of ‘the scene’.” – **Jim McGuinn, Program Director, The Current**

Additional ACHF Activity
(January 1, 2012 – December 31, 2012)

Lifting Up Arts and Artists



Composer Abbie Betinis in studio with Classical MPR

Local Current: The Local Current Project expands MPR’s role as a hub for Minnesota music. There is almost nowhere else that audiences can turn, in any medium, to be immersed as thoroughly in the rich local music scene of Minnesota than Local Current. Using the existing Local Current brand, MPR was able to leverage ACHF funding to showcase the work of more than 1,200 local musicians through on-air, online and onstage projects. This combined effort to feature local music across a variety of media is designed to increase audience participation in the arts, and to expand the amount and variety of artists represented by increasing opportunities for local artists to be heard by listeners.

As a showcase for local talent, [*The Local Show*](#) – a two-hour show that airs on The Current every Sunday evening – hosted 40 in-studio sessions and conducted 44 interviews with Minnesota musicians. By the end of 2012, Minnesotans had been exposed to 434 unique regional artists on *The Local Show* playlist. Additionally, *The Local Show* was able to bring 15 ACHF-funded live events to more Minnesotans through taped broadcasts, markedly increasing audience reach of each stage show as well as the exposure for participating artists.

One of the highlights among live show broadcast on *The Local Show* was Caravan du Nord, a partnership project with the Minnesota Music

Coalition. In October and November, bands comprising a grand total of 92 Minnesota musicians were asked to play on the stages of historic theaters in Morris, Grand Rapids, Fergus Falls, Fairbault, Austin, St. Cloud, Detroit Lakes and Red Wing. At each stop, musicians hosted a workshop for audience members interested in learning about a range of topics, from grant applications to touring on a budget to songwriting and lyric writing. ACHF funding to MPR helped increase the accessibility for audience members to experience these bands, some of whom had not played in their towns before, by dramatically reducing ticket prices of the shows. With increased accessibility and through promotion by The Current, half of the shows sold out, with nearly 3,000 people attending a show.



Jeremy Messersmith in St. Cloud for Caravan du Nord

Another live show series presented on air was the [Sound Bite Series](#), the new artist-in-residence program run by McNally Smith College of Music. Funding allowed the stage show to reach new and wider audiences by allowing MPR to partner in the series by hosting, recording and broadcasting the shows, which focused on music and conversation with local musicians such as Motion City Soundtrack, A. Wolf and Her Claws, Heiruspecs, Solid Gold and the Honeydogs. To include more of these community voices on-air, and to engage more Minnesotans in creating radio content, Local Current was also able, though

ACHF funding, to continue [The Current Presents](#), a one-hour radio program designed as an ideas lab for new and unique program ideas. Each week a Current DJ or a member of the Minnesota music scene pitches a new idea for a show he or she wants to hear. 2012 saw shows suggested by audience members, hosted by local musicians and community members, and featuring topics as wide-ranging as the role of women in rock to the shared influences of books and music.



Bomba de Luz in studio at The Current

Beyond the radio and stage, Local Current has been successful at further engaging a younger demographic with local music through a deep and accessible digital portfolio. With its 24-hour per day, 365 day per year online stream of Minnesota musicians, [the Local Current Stream](#) received an average of 300,000 stream requests per month in 2012. 160 Minnesota artists had nearly 350 new albums and singles added into rotation. ACHF funding makes the stream accessible to all Minnesotans online, allowing local artists to be heard in areas where they have not yet been able to tour or where The Current is not broadcast.

As another valuable online component, [the Local Current Blog](#) posted 520 text features and 33 photo slideshows, along with additional videos and in-studio performance features being posted throughout the year. 300 artists had in-depth features from blogger Andrea Swensson, with 400

more artists being included in smaller features. The Local Current Blog also served as the go-to news source for the local music scene, breaking stories and following up with interviews on such events as the [controversial comments by local band Howler](#) about whether the Minnesota music scene had produced anything good in recent memory; and [in-depth coverage of the arrest of local rapper Brother Ali](#) for participating in an Occupy Homes demonstration.

By focusing on a range of activities that showcase regional artists across many platforms, the Local Current project seeks to leverage ACHF funding to connect the largest number of local artists to the largest possible cross-section of Minnesotans.

Local Arts and Culture Features: With online and on-air activities made possible through ACHF funding, MPR has spearheaded a unified effort to showcase Minnesota artists through both in-depth profile journalism and current-events reporting. Acting as a megaphone for artists and as a window into the art world for listeners, the Local Arts and Culture Promotion project maximized audience exposure in 2012 to Minnesota arts and cultural events, trends, and information.

Profile reporting – such as the [Minnesota Sounds and Voices](#) series or Minnesota Mix (profiled above) – raises public awareness of the arts through showcasing Minnesota’s cultural iconography. Focusing reporting through such diverse lenses as age, ethnicity, immigration status, tradition and skills, this reporting gives listeners in-depth insight into the intersections of ideas that make up culture and the arts in Minnesota. This deep focus serves as an amplifier for projects, initiatives, individuals and events that are deeply representative of Minnesota arts and culture.

In 2012, MPR’s profile reporting brought listeners the focused exploration of a wide range of topics – from the artistic, such as this profile of a family showcasing traditional Indian [Carnatic music](#); to the cultural, such as this profile of [Ojibwe women singers](#) exploring their tribal leadership roles through song; and to the historical, as in this report exploring the cultural significance of devoted St. Paulite [Nathaniel Pitt Langford’s](#) contribution to history as the first superintendent of Yellowstone National Park.



Wing Young Huie

Beyond profile features, an equally critical element to fostering and maintaining a dynamic and engaged arts and cultural tradition in Minnesota is current-events reporting for the arts. Every week, listeners get multiple opportunities on MPR’s airwaves and websites to see and hear local artists profiling the exhibits, shows, lectures and events put on by their peers. The [State of the Arts Blog](#), for example, is creating a must-read, first-read for arts news and trends. This daily coverage represents happenings from the broadest possible spectrum of artistic endeavors – dance, film, literature, photography, theater, music, fine art, pop art, digital art, performance art, experimental art, and everything in between.

Sigrid, a reader responding to a feature on the State of the Arts Blog, illustrated the impact of

timely arts coverage when she said “thank you for writing such great articles that support, define and speak the truth about the [Twin Cities’] artistic community; it doesn't go unnoticed.”

The [Art Hounds](#) series, an on-air and online feature that asks Minnesota artists what shows, installations, performances or exhibits they are looking forward to over the next week, is another example of the timely, eclectic reporting that drives audience participation. The breadth of coverage of this artist-voiced series is unparalleled among major media organizations in the state of Minnesota, and provides valuable exposure for local artists. As summarized by one Art Hounds listener, “Without your story about the [Minnesota Marine Art Museum](#) we never would have known about it. Right here in [Minnesota], no expensive plane trip to New York, no huge fee, no lines. Thanks so much for the great information on MPR.”

Even more Minnesotans learn about local arts activity through the robust, cross-discipline [Arts Calendar](#) that ingests arts events and listings from across the state, in a variety of topic areas. Through the calendar, which is updated daily and highlights featured events for easy access, MPR audiences can see what’s happening near them. This exposure leads to greater awareness of opportunities to engage the arts, thereby encouraging participation by individuals supporting and experiencing the work of local artists.

The benefit for Minnesotans from this coverage, supported by ACHF funding, is increased information about arts and culture people and activities. Greater awareness of events, people and trends leads to more arts participation, which in turn increases the viability of Minnesota artists earning a fair wage for their work. With just under

600,000 weekly listeners on the MPR News service alone¹, and more than 2 million page impressions through its website, MPR stands uniquely positioned to be a principal driver in increasing exposure for artists. According to audience surveys, seventy-five percent of MPR listeners responded that they enjoy learning about arts, culture and history. By lending MPR’s voice to Minnesota’s culture of active arts participation, this project is a direct way to inform more people about more Minnesota arts and culture offerings and to promote listener participation in the arts.

Classical Broadcast Performances: Listeners throughout the state rely on Classical MPR to be their window into the rich musical community that calls Minnesota home. From live broadcasts of the Minnesota Orchestra broadcast to communities in Ely, to conversations with artists made available to Blue Earth county, listeners are eager to connect with the rich musical culture of their state.

MPR was able to focus its Classical Broadcast Performances in 2012 on highlighting a wider range of smaller Minnesota ensembles. With the addition of new resources through ACHF funding, MPR added dedicated staff who traverse the state identifying and recording concerts of regional importance for later broadcast, greatly increasing the amount and diversity of ensembles that Minnesotans can hear on-air.

In April, for example, MPR recorded the Bemidji Symphony Orchestra’s season finale from the Bemidji High School auditorium. Several weeks later, MPR’s station in Bemidji, KCRB, broadcast that entire concert back to the community.

¹ Arbitron, Inc., P12+, Spring 2011

Classical Community Building: Critical to sharing local music with everyone in Minnesota are the relationships that MPR has with musicians from all corners of the state. To help maximize all of the ACHF funding directed toward MPR’s classical music projects, program director Daniel Gilliam underwent a series of more than 20 relationship-

building meetings, phone calls and online conversations. This community building yielded new relationships, deepened existing relationships, secured recordings, finalized agreements and helped foster new trust and cooperation among cultural figures of all sizes.

Making a Difference for Minnesota Students



Classical MPR Classroom Instruction Video

Classical MPR Education Initiative: In direct partnership with the Minnesota Music Educators Association and through conversations with dozens of classroom teachers and administrators across the state, Classical MPR has developed an innovative project to help support music education in Minnesota and to address Minnesota’s K-12 academic standards.

In addition to the Minnesota Varsity and Artist-in-Residence projects (profiled above), Classical MPR executed the third iteration of Play it Forward, a campaign to solicit donations of used instruments directly to Minnesota schools. Working with

school teachers and administrators, MPR used its on-air and online channels to promote the need for instruments in schools, telling individuals how to connect with their local schools to put their old instruments in the hands of students.

Also in collaboration with Minnesota school teachers, MPR was able to use ACHF funding to pilot a new Web video series designed to be used as a classroom tool in Minnesota schools. The content of the videos provides teachers with step-by-step instructions on ways they can teach Minnesota education standards to their students. Designed to help teachers who are facing steep

budget cuts in arts and music education, the videos provide information for music and non-music teachers to comfortably approach a subject about which they may not be familiar or in which they have no previous experience but which is

required by the education standards. These videos are available free of charge to teachers throughout Minnesota, and will continue to be produced through 2013.

Enabling Conversations about Arts and Culture



Classical MPR Artist-in-Residence Chad Hoopes with students at the Bug O Nay Ge Shig School in Bena, Minn.

Classical MPR Composer Pages: Classical MPR piloted three new educational Web pages that feature audio and text to tell the story of the lives and works of specific classical music composers. These pages draw extensively on MPR’s archived recordings that are within rights, as well as relevant stories about each composer’s work being performed in Minnesota. Three pilot pages were created – one on [Bach](#), one on [Beethoven](#), and one on [Chopin](#) – providing an aggregating portal to invaluable resources with direct applications in classrooms across Minnesota.

[Learning to Listen](#): This unique project was created to help listeners better understand the nuts-and-bolts of classical music. By providing accessible information about structural details of classical music, such as [what exactly is a minuet](#), to historical context, such as [dance suite styles from the Baroque era](#), Learning to Listen aims to give listeners the tools to engage more deeply in the music they love. The project started as in-person conversations with MPR host Emily Reese, but later evolved into a periodic podcast to reach a greater number and variety of Minnesotans.

Music with Minnesotans: Classical MPR's Alison Young welcomed into her studio a different Minnesotan co-host every Wednesday, inviting people from all walks of life to share how they have been shaped by the arts and by classical music in their daily lives. Guests so far have included [William Foot](#), Red Wing Shoe IT

Manager; [Kevin Strauss](#), Education Coordinator for the Zumbro Watershed Partnership; and [David Benson](#), Executive Director of the Damiano Center in Duluth.

Live Experiences with the Arts



More than 15,000 people attended Rock The Cradle

Project SUCCESS Theater Tickets:

With ACHF funding, Minnesota Public Radio provided 600 free theater tickets to some of the most sought-after shows at the Fitzgerald Theater to Twin Cities youth through Project SUCCESS, a local youth-development nonprofit organization. Shows included *Pat Donohue: In Review*, *Tying the Knot: Songs of Our Fathers*, and *Muse to Music: Jeremy Messersmith*.

Muse to Music: Jeremy Messersmith: In May 2012, local musical icon Jeremy Messersmith brought local writer/performer Dave Mondy to the Fitzgerald Theater stage to help explore the hidden creative origins and stories surrounding some of music's most notable songs. An evening of orchestrated live music and an insightful glimpse into an eclectic mix of hit songs, cult classics and lost obscurities, the show featured interviews by Mondy with well-known local performers such as vocalist

Chastity Brown. The program was recorded for broadcast and aired on The Current.

Works for Words: Chris Koza: Minneapolis-based musician Chris Koza packed the stage of the Fitzgerald Theater in June of 2012 to record a live-audience radio show for The Current. Featuring local singers, songwriters, rappers, rockers, and even a conductor with an orchestra and full choir, Koza partnered with more than 50 Minnesota musicians to explore the relationship between lyrics and song, delighting a wide range of audience members with surprising insights into the beauty of words. Recorded for broadcast, the show was featured on The Current.

Rock the Cradle Artists: Arts and Cultural Heritage Fund support allowed Minnesota Public Radio to increase the number of artists at The Current's child-focused Rock the Cradle event. This event was held in Minneapolis in partnership with The Children's Theatre Company and Minneapolis Institute of Arts, drawing a record 15,000 parents and children.

Tying the Knot – Songs of our Fathers: Performed on Father's Day, *Songs of our Fathers* was a celebration of fatherhood through stories, music, images and dance. A part of the larger Tying the Knot Project collaboration between [Dads Make a Difference](#), [Save Our Sons](#), and Obsidian Arts, *Songs of Our Fathers* brought together a range of notable Minnesota playwrights, authors, singers, musicians and dancers to celebrate African-American fathers and fatherhood. The show was hosted and curated by Emmy Award winning actor, vocalist, arts educator, and affiliate professor at the University of Minnesota in the College of Theatre Arts and Dance, T. Mychael Rambo. Performers included local poet(s)/playwrights like Marion McClinton and Rohan Preston, and Minnesota vocalists Bruce Henry, Julius Collins, Aimee Bryant, Thomasina Petrus and Tonia Hughes-Kendrick.

ACHF funding allowed MPR to offer reduced-price tickets to new and diverse audience communities, resulting in a perceived increased diversity of the audience.

Partnering to Preserve Minnesota History and Culture

[Minnesota Digital Audio Archive:](#) Minnesota Public Radio has an archive of news and cultural programming that covers more than 40 years of local, national and international events. Much of the audio files are still on their original analog tape reels, but MPR has begun the long process of digitizing the audio files and has made them available to the public for free via an online digital portal. ACHF funding in 2012 helped MPR identify the content of arts and culture reels; prioritize their preservation based

on condition, regional importance and sound quality; and then digitize the most critical items. These efforts yielded more than 3,000 broadcast recordings in 2012 that are now available to the public through the MPR Archive portal, giving Minnesotans access for the first time in years to these important components of Minnesota's cultural history. An additional 4,000 recordings were digitized and are awaiting database development so that they too may be made available to the public.

APPENDIX 1 – 2012 Listenership/Audience Information

PROJECT	# of Stations	Estimated Listenership/Audience
Art Hounds	23	Metro 6+ average weekly listeners: About 40,000 Statewide 12+ average weekly listeners: Nearly 65,000
State of the Arts Blog	23	Average monthly page views: about 25,000
Minnesota Mix	23	Metro P6+ average weekly listeners: over 15,000 Statewide P12+ average weekly listeners: over 28,000
Minnesota Sounds and Voices	23	Metro P6+ average weekly listeners: over 15,000 Statewide P12+ average weekly listeners: over 28,000
Arts Calendar	N/A	Average monthly page views: nearly 800
Classical Broadcast Performances	17	Metro 6+ average weekly listeners: over 16,000 Statewide P12+ average weekly listeners: over 19,000
Music with Minnesotans	17	Metro 6+ average weekly listeners: over 8,000 Statewide P12+ average weekly listeners: over 17,000
Harmony in the Park	N/A	Approximate Event Attendance: 2,500
Minnesota Varsity	17	Average Listeners per Airing: 8,000
Artists-in-Residence	17	Average Listeners per Airing: 8,000
Play it Forward	17	Instruments Donated: 200
Education Videos	N/A	Pilot Videos Produced: 1
The Local Show	2	Metro 6+ average weekly listeners: about 17,000 Statewide P12+ average weekly listeners: about 17,000
The Current Presents	2	Metro 6+ average weekly listeners: over 5,000 Statewide P12+ average weekly listeners: over 5,000
Caravan du Nord	2	Metro 6+ average weekly listeners: about 17,000 Statewide P12+ average weekly listeners: about 17,000
Local Current Live	N/A	Event Attendance: 457
Local Current Blog	N/A	Average monthly page views: over 50,000
Local Current Stream	N/A	Average monthly streams: nearly 300,000
Minnesota Digital Audio Archive	N/A	Average monthly page views: over 100
Minnesota Archive Partnership	N/A	Not Currently Measurable
Tying the Knot – Songs of our Fathers	N/A	Event Attendance: 567
Works for Words: Chris Koza		Event Attendance: 499 Metro 6+ average weekly listeners: about 17,000 Statewide P12+ average weekly listeners: about 17,000
Muse to Music: Jeremy Messersmith		Event Attendance: 834 Metro 6+ average weekly listeners: about 17,000 Statewide P12+ average weekly listeners: about 17,000
Rock the Cradle Artists	N/A	Event Attendance: 15,000+
Project SUCCESS	N/A	Tickets Distributed: 600
Composer Pages	N/A	
Learning to Listen	N/A	Total Participants: 450
Sound Bite Series	2	Event Attendees: 510 Metro 6+ average weekly listeners: about 17,000 Statewide P12+ average weekly listeners: about 17,000

All MSP metro area radio data is for January – November 2012. Statewide data include the Spring 2012 survey. All radio data © Arbitron, inc. Page views data is from Webtrends (Jan-Dec 2012). Stream data is from Streamguys (Jan-Dec 2012).

**APPENDIX 2 – Fiscal Year 2012 Financial Report
(July 2011 – June 2012)**

BUDGET LINE	BUDGET AMOUNT	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL EXPENDED
Classical Music Education	\$31,001	\$1,636	\$8,385	\$20,002	\$30,023
Artist in Residence	\$75,794	\$9,182	\$30,325	\$29,448	\$68,955
Minnesota Varsity	\$104,909	\$20,927	\$27,091	\$52,737	\$100,755
Learning to Listen	\$12,685	\$3,927	\$3,830	\$4,608	\$12,365
Play it Forward	\$14,066	\$2,204	\$5,968	\$5,352	\$13,524
Sound Bite Series	\$1,938	\$1,177	\$651	\$193	\$2,021
Project Success	\$26,209	\$9,029	\$4,907	\$9,132	\$23,068
Rock the Cradle Expansion	\$19,346	\$2,771	\$15,138	-\$1,863	\$16,046
Minnesota Voices	\$70,375	\$23,563	\$22,670	\$22,959	\$69,192
Composer Pages	\$9,177	\$3,188	\$356	\$5,639	\$9,183
State of the Arts Blog	\$62,547	\$20,929	\$21,254	\$19,426	\$61,609
Arts Calendar	\$26,561	\$9,746	\$7,454	\$9,095	\$26,295
Art Hounds Outstate Expansion	\$63,040	\$20,319	\$21,364	\$23,658	\$65,341
The Local Show	\$33,471	\$11,458	\$8,671	\$11,645	\$31,774
The Current Blog	\$59,344	\$8,579	\$19,953	\$24,779	\$53,311
Local Current	\$55,156	\$12,633	\$19,852	\$20,999	\$53,484
The Current Presents	\$25,660	\$8,795	\$9,265	\$6,703	\$24,763
Minnesota Mix	\$144,535	\$36,236	\$58,944	\$45,674	\$140,854
Music with Minnesotans	\$10,929	\$3,456	\$3,798	\$3,833	\$11,087
Classical Broadcast Performances	\$174,907	\$47,465	\$46,389	\$85,477	\$179,331
Classical Community Building	\$48,210	\$17,869	\$14,259	\$13,813	\$45,941
Harmony in the Park	\$64,393	\$3,516	\$2,991	\$51,455	\$57,962
Of Mirth and Mischief	\$45,609	\$46,719	-\$1,043	-\$267	\$45,409
Tying the Knot – Songs of Our Fathers	\$55,090	\$4,327	\$9,481	\$45,592	\$59,400
Shel Silverstein	\$5,581	\$5,581	\$0		\$5,581
Jeremy Messersmith: Muse to Music	\$13,074	\$0	\$5,350	\$9,581	\$14,931
Works for Words: Chris Koza	\$14,393	\$0	\$6,250	\$9,603	\$15,853
Audio Archives	\$50,000	\$524	\$11,614	\$37,737	\$49,875
TOTALS:	\$1,318,000	\$335,756	\$385,167	\$567,010	\$1,287,933

**APPENDIX 3 – Fiscal Year 2013 Project Budgets
(July 2012 – June 2013)**

Café Europa (Spring 2013): *Estimated Project Budget: \$16,850*
Classical Broadcast Performances: *Estimated Project Budget: \$158,593*
Classical Music Education Initiative: *Estimated Project Budget: \$115,975*
Classical MPR's Artist in Residence: *Estimated Project Budget: \$85,947*
Local Arts and Culture Features: *Estimated Project Budget: \$444,733*
Local Current: *Estimated Project Budget: \$243,547*
Minnesota Archive Partnership: *Estimated Project Budget: \$154,837*

APPENDIX 4 – FY12 Details and Outcomes

Project	Significant Dates	FY12 FTE Positions	Measurable Outcomes
Classical Music Education	10/1/11 - 6/30/12	0.72	1,300 students reached 3 pieces of curriculum 12 schools participated
Artist in Residence	10/1/11 - 6/30/12	0.57	500 concert attendees 1,872 page views 1,500 students reached 2,000 CDs distributed
Minnesota Varsity	11/7/11 - 6/30/12	1.56	66,464 page views 183,600 listeners 114 submissions 39% of Minnesota counties submitted 400 "Popular Votes" cast 610+ live concert attendance
Learning to Listen	10/1/11 - 6/30/12	0.25	6 events + 2 Podcasts 450 event attendees 8 partnerships created
Play it Forward	12/1/11 - 6/30/12	0.21	Marketing materials created
Sound Bite Series	10/1/11 - 6/30/12	0.04	7 events 510 total student attendees
Project Success	10/1/11 - 6/30/12	0.34	600 free tickets provided
Rock the Cradle	February 2012	0.16	15,000 event attendees
Minnesota Sounds and Voices	10/1/11 - 6/30/12	1.03	28,000+ listeners
Composer Pages	10/1/11 - 6/30/12	0.24	3 pilot pages of educational composer, including history and related works
State of the Arts Blog	10/1/11 - 6/30/12	1.03	81,423 page views
Arts Calendar	10/1/11 - 6/30/12	0.22	139,432 page views

Project	Significant Dates	FY12 FTE Positions	Measurable Outcomes
Art Hounds	10/1/11 - 6/30/12	1.11	75,000+ listeners
The Local Show	10/1/11 - 6/30/12	0.67	20,000+ listeners
The Current Blog	10/1/11 - 6/30/12	1.05	165,880 page views
Local Current	10/1/11 - 6/30/12	1.32	110,323 stream requests
The Current Presents	10/1/11 - 6/30/12	0.53	11% - Shows produced with local community members 3% - Shows produced by suggestion from a listener 38% - Shows produced by non-Current employees or interns
Minnesota Mix	10/1/11 - 6/30/12	1.93	6,173 page views Average weekly listeners: 28,000+
Music with Minnesotans	10/1/11 - 6/30/12	0.21	Average weekly listeners: 24,000 35 sessions 7,506 page views
Classical Broadcast Performances	10/1/11 - 6/30/12	1.84	51 arts partners recorded 250 on-air plays 23,000+ listeners
Classical Community Building	10/1/11 - 6/30/12	0.54	20 community meetings held
Choral Festival	May-June 2012	0.34	2,500 event attendees 3 choral partners
Of Mirth and Mischief	December 2011	0.59	2,400 event attendees
Tying the Knot – Songs of our Fathers	Spring 2012	1.13	567 event attendees
Jeremy Messersmith: <i>Muse to Music</i>	05/19/2012	0.26	834 event attendees
Works For Words: Chris Koza	06/08/2012	0.27	499 event attendees
Audio Archives	10/1/11 - 6/30/12	1.04	6,000+ items prepared and presented 1,000+ arts feature items digitized from tape and made available

APPENDIX 5 – FY13 Details and Outcomes

Project	Significant Dates	FY13 FTE Positions	Measurable Outcomes
Café Europa	12/12 - 6/30/13	0	400 event attendees 8,000 listeners
Classical Broadcast Performances	7/1/12 - 6/30/13	1.07	7 arts partner groups 250 on-air plays Avg. Weekly Listenership: 20,000
Classical MPR Education Initiative	7/1/12 - 6/30/13	1.47	3,200 students reached 175 participating schools 200 instruments donated 120 Minnesota Varsity submissions 30% of Minnesota Counties participating 6 videos produced 450 event attendees 4,000 Live Radio Listeners
Local Arts and Culture Features	7/1/12 - 6/30/13	5.22	Avg. Weekly Listenership: 65,000 6,000 calendar page views 1 Minnesota event highlighted/day on calendar 150 blog postings 226,800 page views 125 Art Hounds participants on-air
Local Current	7/1/12 - 6/30/13	3.34	220 blog postings 700,000 page views 500 calendar entries Avg. Weekly Listenership: 17,000 105,000 digital streams 1,800 concert attendees
Minnesota Archive Partnership	7/1/12 - 6/30/13	1.66	Linked with SPCO

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