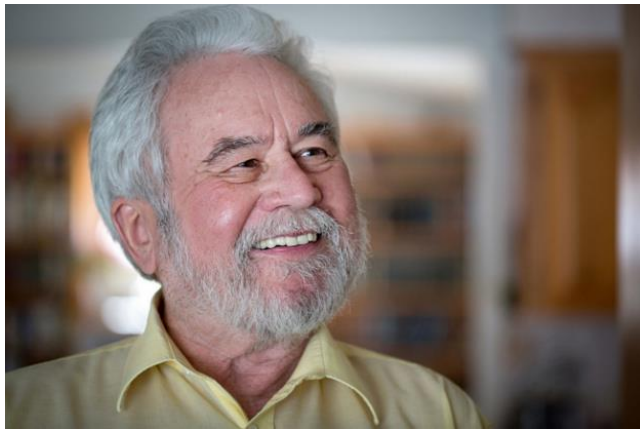




## Engaging our Cultural Heritage and Highlighting Minnesota Arts

A Report on Minnesota Public Radio's  
Fiscal Year 2015 Projects Supported by the Minnesota Legacy Amendment's Arts and Cultural Heritage Fund

July 1, 2014-June 30, 2015



## Legislative leaders and fellow Minnesotans,

The Minnesota Legacy Amendment's Arts and Cultural Heritage Fund helps to enrich the lives of Minnesotans and strengthens the vibrant culture that makes our state such a great place for our diverse residents to live, work and play. Minnesota Public Radio (MPR) is proud to be a part of accomplishing the Fund's goals to support and promote the talent of local artists, showcase our rich cultural heritage and bolster arts education for Minnesota students.



In fiscal year 2015, Arts and Cultural Heritage Fund investment enabled MPR to feature local artists from Duluth to Winona, support music education in Minnesota classrooms, preserve Minnesota's classical music history and create transformative live arts and cultural experiences for residents across the state. On behalf of our Board of Trustees, statewide staff, Sustaining Members, community volunteers and loyal listeners, I thank the citizens of Minnesota and the Legislature for helping to make these activities, and the resulting statewide impact, possible.

We are grateful and pleased that MPR helps to deliver on the Legacy Amendment's mandate *"to support arts, arts education and arts access, and to preserve Minnesota's history and cultural heritage."* Our efforts in fiscal year 2015 touched and served many individuals throughout the state:

- More than **900,000 Minnesotans** were kept up to date about our state's robust arts and music scene thanks to multimedia coverage from MPR News, Classical MPR and The Current.
- **27,500 elementary students at 60 schools**, from Sauk Rapids to Brooklyn Park to Crookston, experienced live music from Minnesota classical or choral artists visiting their classrooms.
- **30 Minnesota student writers** honed their journalism skills providing local music coverage from Minnesota communities and campuses to audiences of the Local Current Blog, which had **1.8M+ page views** in fiscal year 2015.

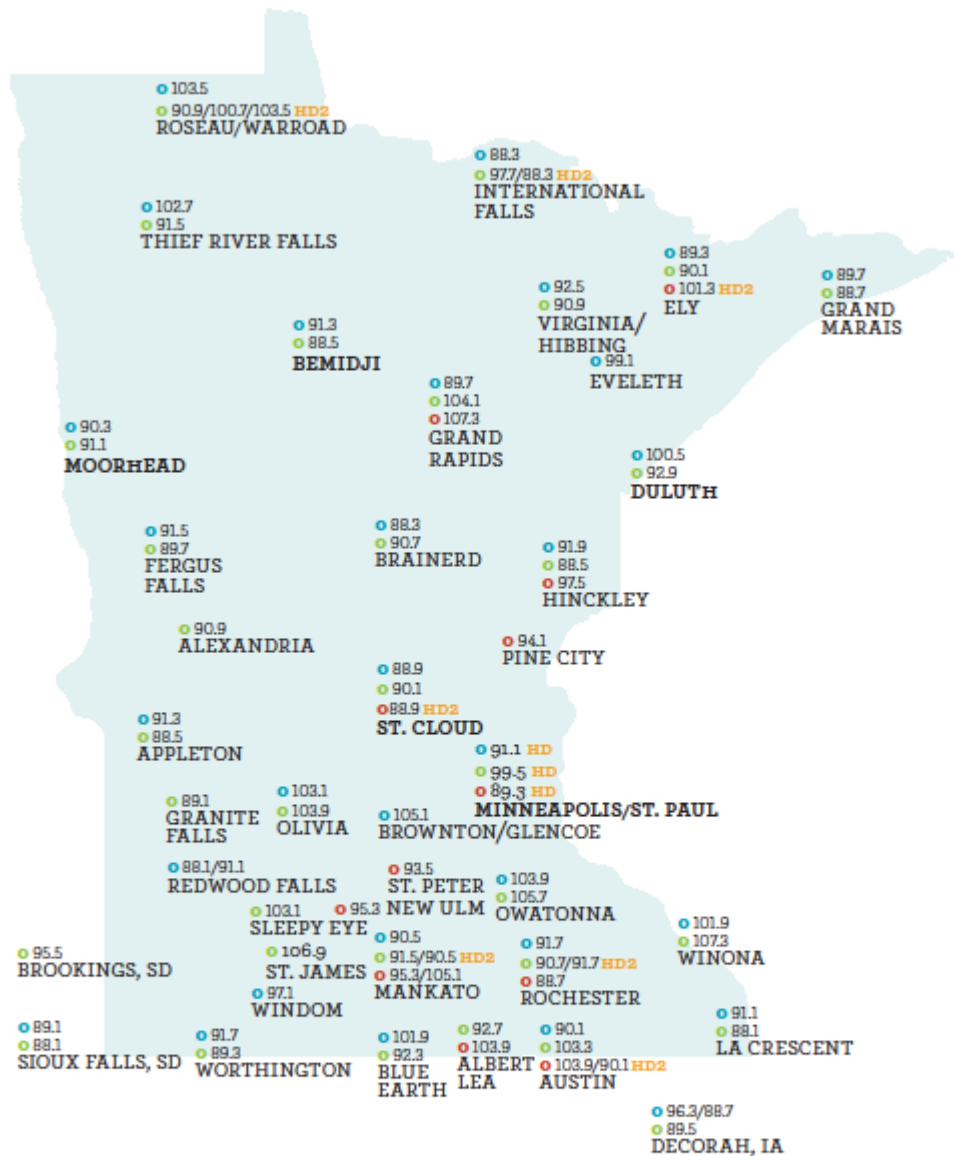
Each week, MPR serves nearly 1 million Minnesotans with trusted news, inspiring music and cultural programming from MPR News, Classical MPR and The Current. More than 95 percent of Minnesota residents live within the service area of an MPR broadcast signal, and hundreds of thousands more visit our websites, use our mobile apps, attend our live events, download our podcasts, listen to our music streams and interact with us on social media. Our broad statewide reach helps us fulfill our Mission, *"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."*

MPR's essential public service to Minnesotans is made possible by the support of Arts and Cultural Heritage Fund investment, as well as contributions from MPR's community of Members and additional partners across Minnesota. We feel fortunate to live in a state that invests in our cultural and artistic heritage, and we remain committed to honoring the spirit of the Minnesota Legacy Amendment and deepening its value for all Minnesotans.

Sincerely,

A stylized, handwritten signature in blue ink that reads "Jon".

Jon McTaggart  
President and CEO  
Minnesota Public Radio



# Table of Contents



Anousone Fongthavisay poses with a portrait of herself as a child. The painting was inspired by a photo taken in a Thai refugee camp and displayed at "Refuge of the InvisibLao: A Visible Essay" at the Vine Arts Center in Minneapolis. *Nikki Tundel / MPR News*

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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 \$917.00.



## Overview



Mischelle Chandrica Balroop, 2, stands between pews that line the aisle of a Hindu temple featured on Minnesota Mix from MPR News. The building in Farmington was originally a Lutheran church. *Nikki Tundel | MPR News*

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 proud recipient of ACHF investment. 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 fiscal year 2015 and supported by the following grant from the ACHF:

- MPR Fiscal Year 2015 (July 1, 2014 – June 30, 2015) – \$1,485,000
  - Grant administered by the Department of Administration (Minnesota Laws, 2013 Regular Session, Chapter 137, Article 4, Section 2, Subdivision 6)

# THE CURRENT® EFFECT



Arts and Cultural Heritage Fund investments (highlighted in gray below) help the influential tastemakers at The Current nourish Minnesota musical artists at every stage of their careers. This process has culminated in sold-out local shows, national media appearances and major record deals for the artists we love.



## EMERGING ARTISTS

### Local Current

Feature on **Local Current™** blog  
(1.8M+ page views in FY15<sup>1</sup>)

Plays and mentions on **Local Current stream**  
(11,600 stream requests<sup>2</sup> per month,  
750+ local artists featured in FY15)  
< BRUISE VIOLET



## BUZZING

### The Local Show

Feature or in-studio performance  
on **The Local Show**  
(20,000+ weekly listeners<sup>3</sup>)

Regular rotation on The Current  
(300,000+ weekly listeners<sup>3</sup>)  
< MIXED BLOOD MAJORITY

## GROWING

### Rock the Garden and The Current Birthday Party

Performance at high-profile local concerts:

The Current's Birthday Party  
(2,500+ attendees over 2 nights);  
Rock the Garden  
(20,000+ attendees over 2 days)

Heavy rotation on The Current  
BAD BAD HATS >

## MAJOR EXPOSURE

Nationwide TV, e.g., *The Late Show*

Gaining exposure through airplay on  
national radio stations similar to The Current  
LIZZO >

“THE CURRENT HAS BROUGHT US INTO THEIR OFFICES FOR ON-AIR INTERVIEWS, ANNOUNCEMENTS AND IN-STUDIO PERFORMANCES. THEY GIVE US A HUGE PLATFORM FOR OUR MUSIC TO BE HEARD ACROSS MINNESOTA”

– Lazerbeak of  
Mixed Blood Majority

“THE FIRST TIME I EVER HEARD ONE OF MY SONGS PLAYED ON THE RADIO, IT WAS ON THE CURRENT'S LOCAL SHOW. IT WAS A MAGICAL MOMENT FOR ME”

– Kerry of Bad Bad Hats



## Minnesota Sounds and Voices

**Minnesota Sounds and Voices** from MPR News showcases our state's cultural iconography with profiles of Minnesotans from all walks of life. Examples of fiscal year 2015 stories include profiles of the following:



[Sandra Holten](#), who helps Parkinson's patients with music therapy, celebrated with William Monsma after hearing Monsma's strong voice at Struthers Parkinson's Center in Golden Valley, March 19, 2015. *Jeffrey Thompson | MPR News*

[Native American activist Clyde Bellecourt](#), who helped found the American Indian Movement, was photographed Friday, May 1, 2015 at Cedar Field in Minneapolis. *Jennifer Simonson | MPR News*



[Barbara Holmes](#), the president of United Theological Seminary in New Brighton, marched in the third and final walk from Selma to Montgomery, Ala. in 1965. *Jeffrey Thompson | MPR News*

The floodwall in downtown Winona that protects the city from rising Mississippi River water was made in the mid-1980s from a wood sculpture by [artist Leo Smith](#), who walked along the river wall with his wife, Marilyn. *Dan Olson | MPR News*





# Bolstering Music Education for Minnesota Students



The Mirandola Ensemble, a choral ensemble based in Minneapolis, visited Oak Grove Elementary in Bloomington in October 2014. *MPR Photo*

Classical MPR's [Class Notes: Artists](#) program gives elementary students the opportunity to observe and learn from professional musicians by embedding regional classical music ensembles in local community schools. Musical artists come to schools to offer live, in-school performances and age-appropriate educational presentations. In support of artists' visits, teachers are provided with related curricular materials, and students receive online access to music from the artists who visited their school and other classical artists from Minnesota. In fiscal year 2015, more than 27,500 students in 60 schools across the state experienced a live performance and educational presentation from one of eight Minnesota classical ensembles.



I loved when you guys  
played the... drums cymbals  
waterbottle woodblocks xylophone  
and you guys are awesome  
and when you play i like your guys beats

from: Kylee for: Minnesota Percussion trio  
You guys have skills

## From a music teacher at Roosevelt Elementary in Detroit Lakes:

*This was a wonderful opportunity for our students! The Excelsior! Trio presentation was at the level of the students, and they really engaged the students from the very beginning. **The students were wowed!** Thank you for coming to our school.*



# Art Hounds



Nimo Farah curated a Somali poetry event featured on Art Hounds in March 2015. *Nikki Tundel | MPR News 2013*

[Art Hounds](#) is an on-air and online feature from MPR News that asks Minnesota artists what local art shows, installations, performances or exhibits they are looking forward to over the next week. Voiced by artists themselves, this series provides valuable exposure for artistic communities of all disciplines. In FY15, Art Hounds contributors highlighted arts events from communities across Minnesota, including Bemidji, Duluth, Elk River, Granite Falls, Grand Rapids, Rochester, St. Cloud, Winona and Marshall. Art Hounds had more than 50,000 weekly listeners in FY15, and the Art Hounds podcast was downloaded an average of 1,275 times per month.

## Sample arts coverage from [Art Hounds on January 22, 2015](#):

*Emily Wright, managing director of the Minnesota Guitar Society, reminds us that Granite Falls is only two hours away from the Twin Cities, so it's quite possible to drive up on Friday for the opening of an exhibition at the K K Berge Building. She's particularly interested in seeing John White's photographs of the prairie. She loves how he captures the morning light, and then zooms in on a solitary flower, or a patch of grass.*

## Sample arts coverage from [Art Hounds on March 12, 2015](#):

*Tom Gitaa, publisher of Mshale, is excited to check out "Saved by Faith and Verse," an evening of Somali poetry this Saturday at the Loft Literary Center in Minneapolis. Curated by poet Nimo Farah [pictured above], the evening will include poetry in both Somali and English. Gitaa says he will attend poetry readings in Somali, even though he doesn't speak the language, because he finds the poetry so musical.*

## A Rochester artist whose work was featured on [Art Hounds](#) sent this feedback:

*"Sincere thanks to Matthew Winkler for his thoughtfulness regarding my current exhibit at Rochester Art Center on this morning's MPR Art Hounds. **Special thanks to MPR News staff for their good work and support of the Minnesota art communities.**"*

## Harmony in the Park



Members of three Duluth choirs take the stage at Harmony in the Park at Leif Erickson Park in June, 2015. *Steve Cohen for MPR*

Harmony in the Park enhances Minnesotans' access to live arts experiences through a family-friendly outdoor choral festival series. Free and open to the public, two Harmony in the Park events in fiscal year 2015 convened some of the state's finest choral ensembles to fill summer evenings with song. In total, fiscal year 2015 Harmony in the Park events had more than 2,500 attendees and featured six Minnesota choral ensembles including more than 200 individual singers.

- **Duluth** – Held at Leif Erickson Park on June 28, 2015, Harmony in the Park featured performances from *Twin Ports Choral Project*, *Lake Superior Youth Chorus* and *Echoes of Peace Choir*.
- **Minneapolis** – Held at Minnehaha Park on June 4, 2015, Harmony in the Park featured performances from *Calliope Women's Chorus*, *Twin Cities Youth Chorale* and members of the Twin Cities-based *National Lutheran Choir*.



Tesfa Wondemagegnehu of Classical MPR greets attendees at Harmony in the Park at Minnehaha Park in Minneapolis in June, 2015. *Steve Cohen for MPR*



## Student Writers and Photographers Build Skills Covering the Minnesota Music Scene



A group of Local Current Blog student writers gathered at MPR in April 2015 for a day-long training session in music journalism. *MPR Photo*

The Local Current Blog features the writing and photography of students from across Minnesota through the [College Contributors](#) program. Students build their journalism skills by working with Local Current Blog writers and editors and attending a day of training in music journalism at MPR. Their contributions offer audiences new perspectives on local music – including campus music news, live events and music scenes from Minneapolis to Morris to Winona. In fiscal year 2015, more than 250 Local Current Blog posts featured work by 30 student writers and photographers, representing a total of nine different Minnesota colleges.

**Cecilia Johnson (pictured above, third from right), a student at Hamline University, reflected on her experience as a College Contributor for the Local Current Blog:**

*The Current is a big enough name that having a byline on the blog makes a huge difference to future employers; it's also a personal accomplishment to be writing for a station that I love so much. I've received really valuable help from MPR staff, and being able to talk to local musicians has been an honor. I now feel capable of doing something similar for a living.*



# Minnesota Mix

**Minnesota Mix** from MPR News focuses reporting through such diverse lenses as age, ethnicity, immigration status, tradition and skills – giving listeners in-depth insight into the intersections of ideas that make up culture and the arts in Minnesota. Examples of stories from Minnesota Mix in fiscal year 2015 include the following:



A Pippi Longstocking lookalike [visited second-graders at Bancroft Elementary in Minneapolis on April 23, 2015](#). The students studied the book "Pippi Longstocking" by Swedish writer Astrid Lindgren and then created their own storybook characters. *Nikki Tundel / MPR News*



For years, [Mohamed Barre](#) has been taking photographs of the Twin Cities Somali community. The Somali refugee's goal is to create an archive of immigrant life to share with his American-born children. *Nikki Tundel / MPR News*



Student Alberto Diaz-Vasquez shared a meal with visitor Terri Carlson during a [Story Swap event](#) for Swedish Americans and students at Wellstone International High School in Minneapolis on February 26, 2015. *Nikki Tundel / MPR News*



[St. Nick](#) visits Eidem Homestead in Brooklyn Park. Eidem Homestead is a 10-acre living history farm restored to represent the years 1890-1910. *Nikki Tundel / MPR News*

# Additional Arts and Cultural Heritage Fund Activities

## Supporting Music Education in Minnesota's Classrooms

### PLAY IT FORWARD

We help keep music education strong in Minnesota through [Play It Forward](#), a statewide musical instrument drive organized by Classical MPR in partnership with the Minnesota Music Educators Association. Classical MPR uses on-air and online messages to encourage people across Minnesota to donate clean, gently used and playable instruments to Play It Forward. The donations are given to school music programs in need of instruments, especially as a help for kids who can't otherwise afford them. In fiscal year 2015, Classical MPR put 177 gently used instruments into the hands of Minnesota music students.

### CLASSICAL MUSIC EDUCATION VIDEOS

Classical MPR works in partnership with the Minnesota Music Educators Association to address the needs of Minnesota's music classrooms. The [Class Notes Videos](#) program provides teachers with music educational videos on essential music skills, accompanied by free, downloadable curriculum that provides strategies for teaching specific elements of the Minnesota K-12 Academic Standards.

Devoted to topics such as "Mexican Music – Celebration, Rhythm, and History," "How Do Composers Compose?" and "Rests: Sometimes Music is Silence," twelve videos were produced and shared with Minnesota music teachers in fiscal year 2015.



## Highlighting Minnesota Artists

### CLASSICAL BROADCAST PERFORMANCES

Across Minnesota, more than 150,000 listeners each week count on Classical MPR as their window into the rich musical community that calls our state home. Through MPR's Classical Broadcast Performance program, dedicated staff traverse the state to identify and record for broadcast classical concerts of regional importance. With classical recordings and broadcasts from Twin Cities organizations like the Minnesota Orchestra, Saint Paul Chamber Orchestra and Minnesota Opera, as well as performances in communities across Minnesota—including St. Cloud, Winona, Rochester and Duluth—in fiscal year 2015 Classical MPR provided statewide audiences with a total of 128 recordings for broadcast and 81 real-time broadcasts of live Minnesota classical performances.



Minnesota Orchestra MPR photo/Jeffrey Thompson

### CLASSICAL MPR'S CHORAL STREAM

Choral music is a treasured art form in Minnesota communities, and [Classical MPR's choral web stream](#) shares this vital piece of our local culture by offering audiences 24/7 digital access to great professional choirs, college choirs, amateur choirs and church choirs from across our state. From Moorhead to Stillwater, Bemidji to Rochester, the Choral Stream featured 66 Minnesota choral ensembles, conductors and composers and had more than 230,000 stream requests in fiscal year 2015.

choral stream



## THE LOCAL SHOW

[The Local Show](#) is a two-hour showcase of local musical talent that airs on The Current every Sunday evening. In fiscal year 2015, The Local Show featured 40 in-studio performance sessions and 50 interviews of Minnesota musicians. In total, the Local Show's fiscal year 2015 playlist included more than 500 unique Minnesota artists and hundreds of original local songs, including many never-before-heard tracks making their on-air debut. The Local Show had more than 20,000 weekly listeners in fiscal year 2015.



The Local Show featured South Minneapolis rapper Greg Grease in March 2015. *Nate Ryan video/MPR*

## LOCAL CURRENT STREAM

[The Local Current Stream](#) is a 24/7 online stream of Minnesota music that offers audiences digital access to music from hundreds of artists, both emerging and established, from Minnesota's rich musical community. In fiscal year 2015, the Local Current Stream introduced a **DJ-in-Residence program** that invites a new Minnesota musician to serve as guest host of the Stream each month. DJs-in-Residence talk about the local music scene and spin tracks from fellow local musicians, all while strengthening their own exposure to Local Current Stream audiences. In fiscal year 2015, the Local Current Stream featured more than 750 local bands, added into active rotation nearly 200 new songs by Minnesota artists and had more than 135,000 stream requests.



Minnesota artist Sophia Eris served as Local Current Stream DJ-in-Residence for June 2015. *Nate Ryan/MPR*

## LOCAL CURRENT BLOG

The [Local Current Blog](#) provides multi-platform coverage of the rich and diverse Minnesota music scene. In fiscal year 2015, the Local Current Blog published 1,260 features about local music and posted videos and in-studio performances throughout the year. That includes 255 posts by Local Current College Contributors (featured on page 11).

## ADDITIONAL MINNESOTA ARTS COVERAGE FROM MPR NEWS



Architect Niko Kubota stands in front of minni\_polis, an interactive sculpture on the Minneapolis Convention Center Plaza. *Euan Kerr | MPR News*

Current events reporting for the arts fosters and maintains a dynamic and engaged arts and cultural tradition in Minnesota. Every week, listeners have multiple opportunities on MPR's airwaves and websites to hear and read about the exhibits, shows, lectures and events put on by local artists. In fiscal year 2015, [MPR News's daily digital arts coverage](#) generated hundreds of online features representing the broadest possible spectrum of Minnesota artistic endeavors – dance, film, literature, photography, theater, music, fine art, pop art, digital art, performance art, experimental art and everything in between.

With more than 500,000 statewide weekly listeners on the MPR News service alone, and more than 2.6 million monthly page views through the MPR News website, MPR stands uniquely positioned to be a principal driver in increasing exposure for artists.

## Additional Live Events Arts Experiences

### THE CURRENT GOES TO DULUTH

The Current went to Duluth the weekend of July 25-26, 2014, hosting multiple events to highlight Duluth's robust local music scene. A live broadcast with hosts Jill Riley and Steve Seel from the Endion Station Public House in Canal Park featured an interview with Mayor Don Ness and performances from Sarah Kruger along with Alan Sparhawk and Mimi Parker of the Duluth band Low. Later, The Current sponsored *The Current Does Duluth*, a live concert featuring Duluth musicians Sarah Kruger, Tin Can Gin and Low. The Current wrapped up their weekend with an afternoon at the All Pints North Summer Brew Fest in Bayfront Park.



### LOCAL CURRENT LIVE



Local Current Live provided a series of free public events bringing The Local Show to a live audience. The Current partnered with Mia (Minneapolis Institute of Art) to host one Local Current Live event each month. In fiscal year 2015, twelve events had approximately 24,000 total attendees.



## Preserving and Presenting Minnesota's Classical Music History

# MPRarchive

### MPR ARCHIVE

Since 2010, support from the Arts and Cultural Heritage Fund has helped MPR and its partners preserve thousands of news stories, musical recordings and other cultural assets from Minnesota's history by making these recordings accessible to the public via on-air broadcast and the [MPR Archive](#) website. The Archive also maintains collaborations with the Minnesota Historical Society, the American Archive of Public Broadcasting, the Library of Congress and the Digital Public Library of America to provide free public access to digital assets from the MPR Archive.

### ARCHIVE ON THE RADIO



Minnesota Composer Philip Brunelle *MPR photo/Nate Ryan*

In fiscal year 2015 the MPR Archive digitized recordings of 390 classical music performances from Minnesota's history. Of those, more than 50 historical performances were broadcast on Classical MPR. Featuring the work of Minnesota classical composers like Philip Brunelle, Jeffrey Van, Libby Larsen, Dominick Argento, Carol Barnett and the late Stephen Paulus, MPR's historical Archive on the Radio series brought the talents of some of Minnesota's finest musicians, conductors, performers, composers and arrangers to listeners across the state. Archive on the Radio specials reached as many as 20,000 listeners in a single week.

## Appendix 1 – Financial Report

Fiscal Year 2015 (July 1, 2014 - June 30, 2015)

Fiscal Year 2015 (July 1, 2015 - June 30, 2015)

Project	Budget Amount	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Expended
Highlighting MN Artists	\$ 923,243	248,463.12	281,361.28	215,976.53	228,746.11	974,547.04
Live Event Art Experiences	\$ 77,714	9,404.80	1,604.72	13,859.01	31,154.10	56,022.63
Preserving Classical Music History	\$ 128,499	29,291.69	29,074.67	38,365.29	40,687.59	137,419.24
Supporting Music Education	\$ 355,544	27,364.48	84,303.94	92,821.38	112,521.29	317,011.09
Total	1,485,000.00	314,524.09	396,344.61	361,022.21	413,109.09	1,485,000.00

## Appendix 2 – Details and Outcomes

Fiscal Year 2015 (July 1, 2014 - June 30, 2015)

Project Title and Short Description	Start-End Dates	FTE Positions	Measurable Outcomes – Fiscal Year 2015
<b>Highlighting Minnesota Artists</b>	7/1/2014-6/30/2015	12.65 (FY14) 12.78 (FY15)	377,280 Stream Requests 1,825 Local Artists or Groups Recorded 1,298 Blog Posts and Digital Features 1,987,722 Page Views More than 100,000 On-Air Listeners 46 In-Studio Performances 681 Live Events Featured
<b>Live Event Art Experiences</b>	7/1/2014-6/30/2015	0.71 (FY14) 0.47 (FY15)	16 Live Events 21 Local Performers (by ensemble) 85,000 On-Air Listeners 26,900 Event Attendees
<b>Preserving Classical Music History</b>	7/1/2014-6/30/2015	1.94 (FY14) 2.46 (FY15)	390 Concerts Digitized 51 Broadcasts of Digitized Concerts As many as 20,000 On-Air Listeners 110,541 Page Views
<b>Supporting Music Education</b>	7/1/2014-6/30/2015	2.46 (FY14) 2.28 (FY15)	27,500 Minnesota Students Reached 8 Participating Minnesota Artists 60 Participating Minnesota Schools 177 Used Instruments Donated to Schools 12 Music Education Videos Produced

### Sources for outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, July 2014-June 2015, Persons 12+.
- Page view data from Google Analytics, 2015.
- Stream request data from Ando Media, 2015.



## Appendix 3 – Board of Trustees



Bradbury H. Anderson, Chair  
Ian R. Friendly, Vice Chair  
Jon R. McTaggart, President  
Marti Morfitt, Secretary  
Emery Koenig, Treasurer

*Year denotes beginning of current term or current consecutive terms.*

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Naples, Florida

**Wendy Bennett** (2015)  
Consultant to  
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EVP & Chief Technical Officer  
Ecolab  
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**Patrick J. Denzer** (2006)  
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Fridley, Minnesota

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Legal Affairs & General Counsel  
3M Corporation  
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Retired Executive VP & COO,  
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American Public Media  
St. Paul, Minnesota

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CEO, River Rock Partners  
Naples, Florida

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Community Leader  
Minneapolis, Minnesota

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Red Wing, Minnesota

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Education  
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Company  
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