



Elevating Our Arts and Cultural Heritage

A Report on Minnesota Public Radio's
2014 Projects Supported by the Legacy Amendment's Arts and Cultural Heritage Fund

January 1, 2014-December 31, 2014



Legislative leaders and fellow Minnesotans,

Minnesota Public Radio (MPR) is proud to be a part of accomplishing the Minnesota Legacy Amendment's Arts and Cultural Heritage Fund goals to honor Minnesota heritage, elevate homegrown talent and enhance the quality of life for Minnesotans statewide. The Fund strengthens the cultural richness that makes our state an interesting and desirable place for our diverse residents to live, work and play.

In 2014, Arts and Cultural Heritage Fund investment enabled MPR to feature Minnesota artists from Luverne to Grand Marais, support music education in classrooms from Ulen to Rochester, 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 making these activities, and the resulting statewide impact, possible.



Each week, we serve more than 900,000 Minnesota listeners with news, music and cultural broadcast programming from MPR News, Classical MPR and The Current. More than 95 percent of Minnesotans live within the coverage 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.”*

We are grateful and pleased that, in 2014, MPR again helped 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 touched and served many individuals throughout the state:

- More than **28,000 schoolchildren** in **68 schools** across Minnesota experienced live music from Minnesota classical or choral artists visiting their classrooms;
- More than **3,900 Minnesotans**, from Mankato to Minneapolis to Duluth, attended one or more of our live events showcasing local musical talent; and
- More than **110,000 people** across Minnesota were kept up to date about our state's robust local arts and music scene thanks to our on-air and digital coverage.

MPR's vital 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. Minnesota Public Radio remains committed to honoring the spirit of the Minnesota Legacy Amendment and deepening its value for all Minnesotans.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jon McTaggart', written in a cursive style.

Jon McTaggart
President and CEO
Minnesota Public Radio

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Local Current Blog College Contributor Austin Gerth, a student at Concordia College in Moorhead, records a phone interview at MPR with a local musician for a story. *MPR/Jay Gabler*

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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 \$780.00.

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 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 calendar year 2014 and supported by the following grants from the ACHF:

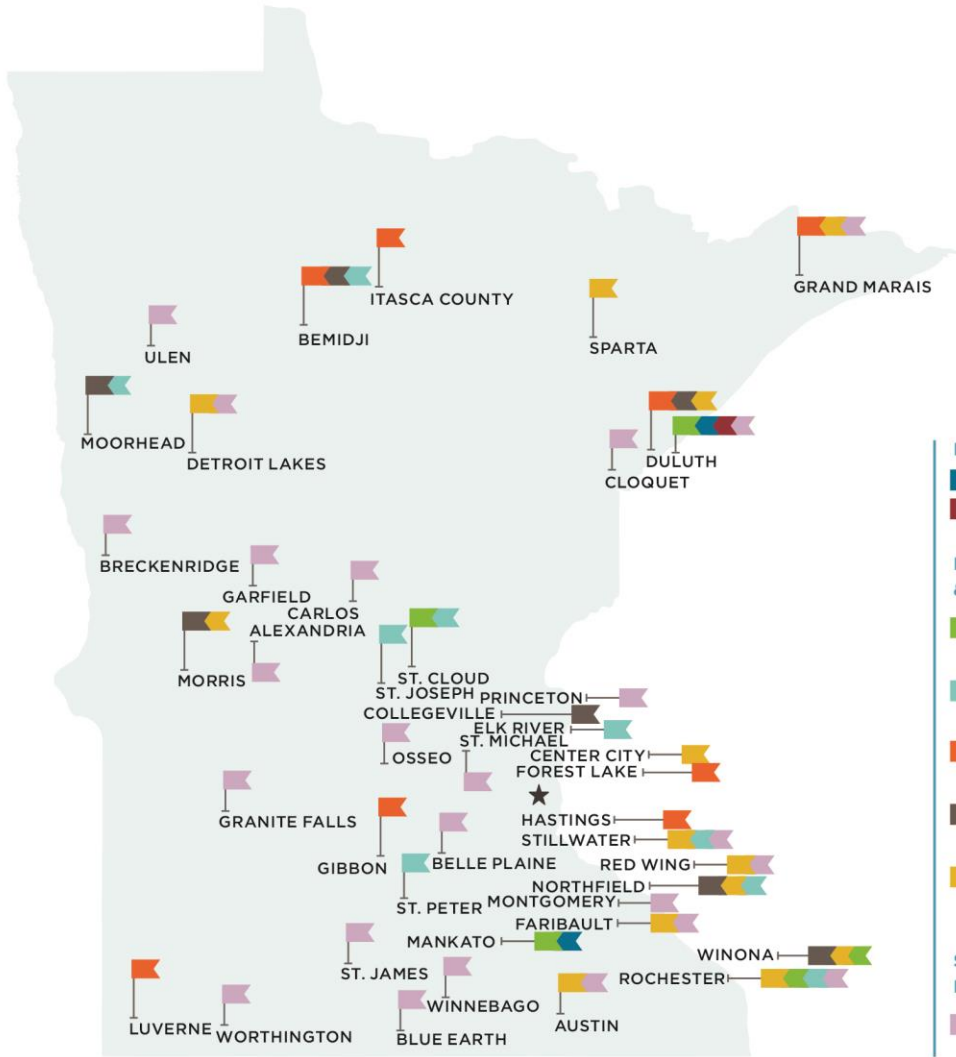
- MPR Fiscal Year 2014 (July 1, 2013 – June 30, 2014) – \$1,485,000
 - Grant administered by the Department of Administration (Minnesota Laws, 2013 Regular Session, Chapter 137, Article 4, Section 2, Subdivision 6)
- MPR Fiscal Year 2015 (July 1, 2014 – June 30, 2015) – \$1,485,000
 - Grant administered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



In May, Minnesota Sounds and Voices featured Anthony Jacobs' tenth grade English class at St. Paul's Central High School, where students at one of the most diverse schools in the state published a book of their poetry. Silas Burnett reacts after reading one of his poems out loud. *Jennifer Simonson/MPR News*

2014 MPR ACTIVITIES IN GREATER MINNESOTA SUPPORTED BY THE ARTS AND CULTURAL HERITAGE FUND

With support from the Arts and Cultural Heritage fund, in 2014 MPR created opportunities for Minnesotans to personally engage with our state's local music and cultural scene through live events; brought the work of local artists to Minnesotans statewide on a range of broadcast and digital platforms; and inspired students in schools across the state by exposing them to Minnesota classical and choral artists.



LIVE EVENT ARTS EXPERIENCES

- Harmony in the Park
- The Current Goes to Duluth

HIGHLIGHTING MINNESOTA ARTISTS & BOLSTERING ARTS VITALITY

- Local classical performance broadcast
- Local choir(s) featured on Choral Stream
- Minnesota Sounds & Voices reporting location
- Local Current Blog student writer reporting location

SUPPORTING MUSIC EDUCATION IN MINNESOTA'S CLASSROOMS

- Classical or choral Artist-in-Residence visit to local school or festival



Harmony in the Park



Harmony in the Park was held at Leif Erikson Park in Duluth. *Bill Hickey for MPR*

Harmony in the Park is a family-friendly outdoor choral festival series. Free and open to the public, three Harmony in the Park events in 2014 convened some of the state's finest choral ensembles to fill summer evenings with song. In total, 2014 Harmony in the Park events had more than 3,000 attendees and featured nine Minnesota choral ensembles including more than 340 individual singers.

- **Mankato** – Held at Riverfront Park, the festival featured The Mankato Riverblenders Barbershop Chorus, St. Peter Choral Society and Minnesota Valley Chorale.
- **Minneapolis** – Held at Minnehaha Park, the festival featured performances from The Singers, VocalPoint and Six Appeal.
- **Duluth** – Held at Leif Erickson Park, the festival featured performances from Twin Ports Choral Project, Lake Superior Youth Chorus and Echoes of Peace Choir.



A cappella group Six Appeal performed at Minnehaha Park in Minneapolis. *Bill Hickey for MPR*

From a singer who sang in Echoes of Peace Choir at Harmony in the Park in Duluth:

*“It was really fun to hear the other choirs, see the hardy audience show up under changeable clouds and have the opportunity to **add my voice to what felt like a celebration of all that is good about our small community** and the community at large that MPR connects us to on a daily basis.”*

Expanding Access to Live Arts Experiences in Minnesota Classrooms



Students at Oak Grove Elementary School in Bloomington enjoyed a performance by The Mirandola Ensemble as part of Classical MPR's Artists-in-Residence program. *MPR Photo*

From a teacher at Oak Grove Elementary School in Bloomington:

*"The students were the most engaged that I have ever seen them! The ensemble knew how to talk to students on a student level. **So many underprivileged students do not have access to this level of quality music and fine arts.**"*

Classical MPR's [Artists-in-Residence](#) program provides students with the opportunity to observe and learn from professional musicians by embedding regional classical music ensembles in their local community schools. All students also receive a CD of music including a performance from the artists who visited their school, as well as the work of other classical artists from Minnesota.

In 2014, more than 28,500 students in 68 schools across Minnesota experienced a live performance and educational presentation from one of seven local classical ensembles.

From a student at Roosevelt Elementary School, Detroit Lakes:

"They inspired me to work hard on what I love to do and I also learned things about music. I love to sing and play the piano!"

From a student at Tri City United Montgomery Elementary/Middle School, Montgomery:

"The best part of the visit was when I got to close my eyes and just listen and imagine. The music was beautiful. Thank you for the CD. I love classical music."

Highlighting the Work of Minnesota Student Writers

LOCAL CURRENT BLOG



Local Current Blog student writers from across Minnesota gathered at MPR in April and October for one-day training sessions in music journalism. *MPR Photo*

Through the [College Contributors](#) program, the Local Current Blog features the writing and photography of students from across Minnesota. Students build their journalism skills by working with Local Current Blog editors and attending a day of training in music journalism at MPR. Their contributions offer audiences across Minnesota new perspectives on local music, covering campus music news, live events and music scenes from Winona to Duluth to Moorhead. In 2014, more than 190 Local Current Blog posts featured work by 29 student writers and three student photographers, representing a total of 14 different colleges in nine different Minnesota cities.



Hailey Cowell, journalism student at the University of Minnesota:

“Being a college contributor has already allowed me to learn so much about music journalism, blogging and new media. It has renewed my love of writing for an audience and with a deadline. It has challenged my capacity to write fast and to aggregate sources. It is starting to teach me to write interestingly and to give stories visual appeal.”

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 “Teaching Appreciation and Understanding for Native American Music and Culture,” “What does a Conductor Do?” and “Fast or Slow Means Tempo,” seventeen videos were produced and shared with Minnesota music teachers in 2014.



Additional Arts and Cultural Heritage Fund Activities

Highlighting Minnesota Artists

The logo for 'Choral Stream' features the words 'choral stream' in a lowercase, teal-colored, sans-serif font. The text is centered within a light blue rectangular background that has a subtle grid pattern.

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 Stillwater to Bemidji, Moorhead to Rochester, the Choral Stream featured 58 Minnesota choral ensembles, conductors and composers and had more than 300,000 stream requests in 2014.

CLASSICAL BROADCAST PERFORMANCES

Listeners throughout the state rely on Classical MPR as their window into the rich musical community that calls Minnesota home. Through MPR's Classical Broadcast Performance program, dedicated staff traverse the state to identify and record concerts of regional importance for broadcast. From the Mankato Symphony Orchestra to Cantus, the National Lutheran Choir to the St. Cloud Symphony Orchestra, in 2014 Classical MPR highlighted a wide range of Minnesota ensembles, creating a total of 83 recordings for broadcast and real-time broadcasts of 30 additional live performances.

LOCAL CURRENT

Comprised of the Local Current Blog, Local Current Stream and the Local Show, the Local Current project serves as a robust multimedia hub for Minnesota music. In 2014, all platforms combined to offer audiences a special month-long multimedia featured called "Artist of the Month." Showcased on the Local Current Stream, The Local Show and the Local Current Blog, 2014 artists of the month included a range of Minnesota musical talent, from the emerging to the legendary: Lookbook, Bob Mould, Jeremy Messersmith, Lifter Puller, Atmosphere, Haley Bonar, Prince, Har Mar Superstar, Trampled by Turtles, Bob Dylan, Cloud Cult and Doomtree.

LOCAL CURRENT BLOG

The [Local Current Blog](#) provides multi-platform coverage of the rich and diverse Minnesota music scene. In 2014, the Local Current Blog published 725 written features about local music and posted videos and in-studio performances throughout the year.

THE LOCAL SHOW

[The Local Show](#) is a two-hour showcase of local musical talent that airs on The Current every Sunday evening. In 2014, The Local Show featured in-studio performance sessions with 20 local artists and offered audiences interviews of 60 more. In total, the Local Show's 2014 playlist included more than 300 unique regional artists and 450 original local songs.



Local Current @LocalCurrent · Dec 31
The year in quotations: Dylan Spoering blog.thecurrent.org/2014/12/2014-t-... pic.twitter.com/CDK1TAGOTN

LOCAL CURRENT STREAM

[The Local Current Stream](#) is a 24/7 online stream of Minnesota music that offers audiences digital access to a range of artists from Minnesota's rich musical community. In 2014, the Local Current Stream had more than 110,000 stream requests, featured more than 500 local bands and played a total of 2,220 songs in active rotation.

MINNESOTA SOUNDS AND VOICES and MINNESOTA MIX

With online and on-air activities made possible through ACHF funding, MPR News 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, we highlighted Minnesota artists, arts and cultural events, trends and information through a variety of multimedia series.

Profile reporting on MPR News – such as the **Minnesota Sounds and Voices** series and **Minnesota Mix** – raises public awareness of the arts by 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.

Minnesota Sounds and Voices and Minnesota Mix featured a diverse range of Minnesotans and Minnesota arts and cultural activities in 2014, including the following:



On Veteran's Day, Minnesota Sounds & Voices featured [Women's Army Corps World War II veteran Ruth Knox](#), who enlisted on July 5, 1944, pictured here in her Minneapolis home. *Bridget Bennett/MPR News*



In January, Minnesota Sounds and Voices featured [ice fisherman Christopher Smith](#), who moved to Minnesota 25 years ago and was once terrified of ice fishing. *Dan Olson/MPR News*



Minnesota Mix featured the [6th Annual Traditional Powwow at Augsburg College](#) in March. American Indians in the powwow community start learning traditional dances as young children. *MPR News/Nikki Tundel*



Minnesota Mix featured the [Chinese American Association of Minnesota \(CAAM\) Chinese Dance Theater](#) as they honored the Chinese New Year with a performance by 51 young dancers in St. Paul in January. *MPR News/Nikki Tundel*

DIGITAL MINNESOTA ARTS COVERAGE

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 2014, MPR News' daily digital arts coverage generated 403 blog posts and other 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.

ART HOUNDS

The [Art Hounds](#) series is 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. The breadth of coverage of this artist-voiced series provides valuable exposure for local artists. Also available as a podcast, Art Hounds was downloaded over 16,000 times in 2014.



[Art Hounds featured](#) three members of Ragamala Dance company who performed their own solo concerts in November, in a series called "Margam." Left, Ragamala Dance members rehearse at the Walker Art Center in Minneapolis, May 12, 2014. *Jeffrey Thompson/MPR News file*

With more than 480,000 statewide weekly listeners on the MPR News service alone¹, and more than 2.5 million monthly page views through the MPR News website², MPR stands uniquely positioned to be a principal driver in increasing exposure for artists.

¹ All data © Nielsen Audio, Jan-Nov 2014, Persons 12+.

² WebTrends, Mo. Avg. 2014.

Live Events Arts Experiences

THE CURRENT GOES TO DULUTH



The Current went to Duluth the weekend of July 25-26, 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 is a series of free public events that bring The Local Show to a live audience. The Current partners with the Minneapolis Institute of Arts to host one Local Current Live event each month. In 2014, twelve events had a total of more than 25,000 attendees.

Preserving and Presenting Minnesota's Classical Music History

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.

In 2014, the Archive digitized significant portions of collections featuring historical recordings of subjects ranging from the Minnesota Opera to Hmong in Minnesota. The Archive also developed [Voices of Minnesota](#), a collection of interviews with prominent voices in Minnesota politics, business and the arts. Also in 2014, the Archive furthered 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

In 2014 the MPR Archive also digitized recordings of 600 classical music performances from Minnesota's history. Of those, more than 50 historical performances were broadcast on Classical MPR. Featuring the talents of Minnesota conductors like Philip Brunelle and Dale Warland and classical ensembles ranging from The Concordia Choir in Moorhead to the Valley Chamber Chorale in Stillwater, 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.

Appendix 1 – Financial Report

Fiscal Year 2014 (July 2013-June 2014)

Project	Budget Amount	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Final	Total Expended
Highlighting MN Artists	\$891,088	\$177,061	\$222,500	\$242,431	\$255,178	\$9,413	\$906,583
Live Event Art Experiences	\$161,783	\$12,236	\$7,528	\$7,570	\$69,359	\$5,680	\$102,374
Preserving Classical Music History	\$117,617	\$19,423	\$27,766	\$34,280	\$42,851	\$0	\$124,321
Supporting Music Education	\$314,512	\$28,057	\$148,599	\$76,123	\$77,980	\$20,964	\$351,723
Total	\$1,485,000	\$236,777	\$406,393	\$360,405	\$445,368	\$36,056	\$1,485,000

Budget, Fiscal Year 2015 (July 2014-June 2015)

Project	Estimated Budget Amount
Highlighting MN Artists	\$923,243
Live Event Art Experiences	\$77,714
Preserving Classical Music History	\$128,499
Supporting Music Education	\$355,544
Total	\$1,485,000

Appendix 2 – Details and Outcomes

Project Title and Short Description	Start-End Dates	FTE Positions	Measurable Outcomes - Calendar Year 2014
Highlighting MN Artists	7/1/2013-6/30/2015	12.65 (FY14) 13.05 (FY15)	424,835 Stream Requests 1,733 Local Artists or Groups Recorded 1,169 Blog Posts and Digital Features 1,687,000 Page Views 110,000 On-Air Listeners 40 In-Studio Performances 330 Live Events Featured
Live Event Art Experiences	7/1/2013-6/30/2015	0.71 (FY14) 0.52 (FY15)	17 Live Events 24 Local Performers (by ensemble) 85,000 On-Air Listeners 29,035 Event Attendees
Preserving Classical Music History	7/1/2013-6/30/2015	1.94 (FY14) 2.25 (FY15)	600 Concerts Digitized 58 Broadcasts of Digitized Concerts 16,000 On-Air Listeners 53,422 Page Views
Supporting Music Education	7/1/2013-6/30/2015	2.46 (FY14) 2.58 (FY15)	28,551 Minnesota Students Reached 47 Participating Minnesota Artists 68 Participating Schools 17 Music Education Videos Produced

Sources: Listenership data © Nielsen Audio, Jan-Nov 2014, Persons 12+. Page view data from WebTrends 2014. Stream request data from Stream Guys 2014.



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