

LEGACY-FUNDED WORK OF THE MPTA

2019-2020

BUILDS TRUST

63%*

trust their local PBS station to deliver arts, culture, and history programming that is well-researched and unbiased.

*Trust. Yes, that's it. I trust you.
A cherished commodity these days.*

EMPOWERS LEARNING

1,056

Educational guides are available for free.

Keep educating all future generations.

SPARKS LOCAL ENGAGEMENT

70%*

visited a historic site

60%*

visited a new part of Minnesota

47%*

supported a local business

Our pride in having our small candy store featured on PBS Postcards was immeasurable! People visited us in Knife River, along the scenic NorthShore drive making a special trip because they saw us on POSTCARDS.

ACCESSIBLE STATEWIDE

1302 HOURS BROADCAST

18 CHANNELS

ENRICHES LIVES

70%*

strongly agree that locally produced arts, culture, and history programming enriches their life and community.

Arts are a release from the stressors we face. Art is uplifting, helping us to feel better, happier, more empowered.

DEEPENS UNDERSTANDING

54%*

learned more about Minnesota history

We need to pay attention and better understand, appreciate and accept each other. History is such important context for understanding.

CREATES JOBS

32+



MPTALEGACYMEDIA.ORG

*MPTA Survey of members, participants and subscribers

mpta
minnesota public television association