



# ANNUAL IMPACT REPORT

LEGACY-FUNDED CONTENT & INITIATIVES

**July 1, 2021 - June 30, 2022**

Lakeland PBS, Pioneer PBS, Prairie Public  
Twin Cities PBS, KSMQ, PBS North

**Child Behind Barbed Wire by Jo Thomas**

Quilt featured in an exhibit covered by Prairie Public

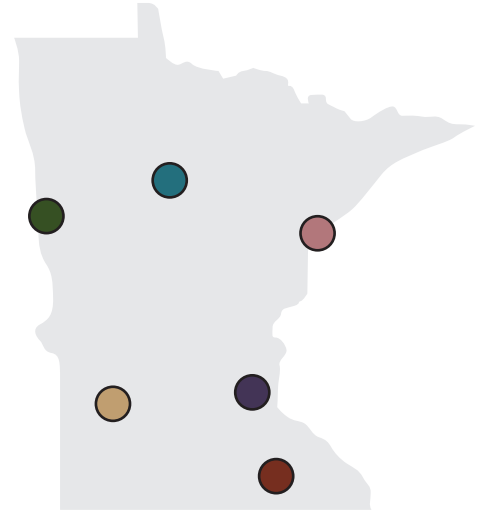
**mpta**  
minnesota public television association



# mpta

minnesota public television association

The six public media stations of the Minnesota Public Television Association (MPTA) harness the power of media and build upon their tradition of creating high-quality programs that sustain viewers in order to document, promote and preserve the arts, culture and history of Minnesota's communities.



**Lakeland PBS**  
Bemidji/Brainerd  
800-292-0922 • [lptv.org](http://lptv.org)



**Pioneer PBS**  
Appleton/Worthington/Fergus Falls  
800-726-3178 • [pioneer.org](http://pioneer.org)



**Prairie Public**  
Moorhead/Crookston  
800-359-6900 • [prairiepublic.org](http://prairiepublic.org)



**Twin Cities PBS**  
Minneapolis/St. Paul  
651-222-1717 • [tpt.org](http://tpt.org)



**KSMQ**  
Austin  
800-658-2539 • [ksmq.org](http://ksmq.org)



**PBS North**  
Duluth/Hibbing  
218-788-2837 • [pbsnorth.org](http://pbsnorth.org)

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## Message from the President of MPTA

Dear Legacy Committee and Department of Administration Members:

It is an honor and a privilege to provide you with this report, on behalf of the Minnesota Public Television Association, or MPTA. It is our letter of thanks for your generous support of the MPTA programming that was created and is available to every Minnesotan.

The MPTA is a group of six independent public television stations whose broadcast signals reach the whole of Minnesota and beyond our state's borders. They include Lakeland PBS (Bemidji/Brainerd), Prairie Public (Moorhead & Crookston), Pioneer PBS (Granite Falls), KSMQ-TV (Austin), TPT-Twin Cities PBS (St. Paul/Minneapolis), and PBS North (Duluth).

This report will demonstrate the high standards of a profound collaboration, where we engage the awesome strength of public television, doing what we were always meant to do, which is to elevate our society, foster learning, build community connection, spark community engagement, and enriching the lives of our citizens by extending a world of possibility to everyone we reach.

You will find several examples of how the MPTA tells the stories of our rural, urban, and suburban communities more comprehensively than anyone else – producing thousands of hours of programming on local history, local culture, and local public affairs. You will also find that many of the programs we create have been nominated and won awards. However, it is not the awards that drive us. It is the reward of seeing the work of the MPTA and how it evolves to reflect the communities we serve and the state that we are becoming. We employ our platforms as the common ground on which every Minnesotan can stand with equality, dignity, and purpose.

In fact, *Common Ground* is the name of an episodic program produced by one of our stations, Lakeland PBS. This program explores the unique people, places and events that are an important part of our region, taking viewers on a journey of exploration into the subjects that help shape and define our diverse communities. Although this is a weekly program, there were several short-form historical documentaries reflecting our rich history, including Pioneer PBS' Postcards: *WWII*, *40 Thieves on Saipan*, providing a visual viewpoint to the best-selling novel. PBS North created six short-form documentaries with *Minnesota Historia*. This factual and quirky series has been used in classrooms, enriching students' experiences in education.

Education has always been at the core of what the MPTA does. KSMQ-TV in Austin worked with principals, teachers, and the Austin Public School District to curate PBS LearningMedia resources that align with the district's new elementary literacy curriculum, 'Benchmark Advance.' Helping children, their teachers and caregivers also happened through the important work of Prairie Public who facilitated a community conversation in celebration of Juneteenth. The presenters were Minnesotans who were impacted by racial conflict and civil rights issues in Moorhead in the 1960s.

These stories from the past bring Minnesotans to a place of understanding of how we arrived at where we are today. *Minnesota Experience* excelled at providing a sense of place through three one-hour documentaries created at TPT- Twin Cities PBS. These documentaries provide insights to influential, but little-known, stories including *The Baldies*, a documentary that looks at the historical and cultural impact that youth subcultures play in our communities.

These are only a few examples of what you will find in this report where we elaborate on each station's contributions. As you read through it, we know you will see that together, the MPTA collaborates with every race, gender, faith, age, nationality, and regional identity that makes up our remarkable state.

We understand that our work of education, civic engagement and even entertainment, will never be over. As we move forward, we do so with respect, care and gratitude for your trust and investment of support for the MPTA through the Arts and Cultural Heritage Fund.

Truly grateful,



**Patty Mester**  
President & General Manager of PBS North  
President MPTA  
218.788.2831

**William G. Strusinski**  
Legislative Consultant  
651.755.6448  
bill@libbylawoffice.com





# EDUCATION SPECIAL UPDATES

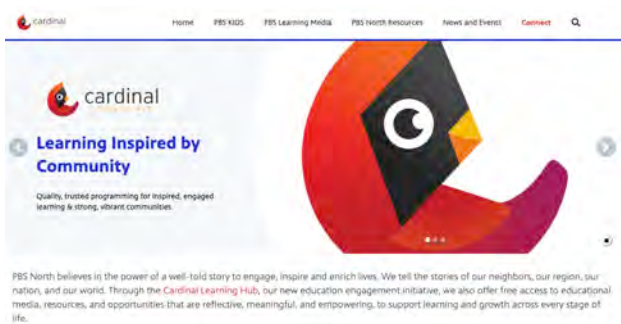




# PBS NORTH | DULUTH, MN

*PBS North & Legacy funding meet the needs of our youth*

Over the last fiscal year, PBS North has worked to build an education initiative, the first of its kind for the station, to establish the station as an education resource for our community in the future. Over the past year we hired an Education Engagement Coordinator (EEC) to start this process. We began with a thorough research process to create an internal report on existing educational resources and programs available throughout the region. We determined two areas of lacking resources within the education ecosystem of the region – social emotional learning support (resources on anxiety, resilience, empathy, coping) and K-3 literacy resources. The second step in this process was developing an action plan to address these opportunities and develop our initiative. Our EEC has done this in two key ways.

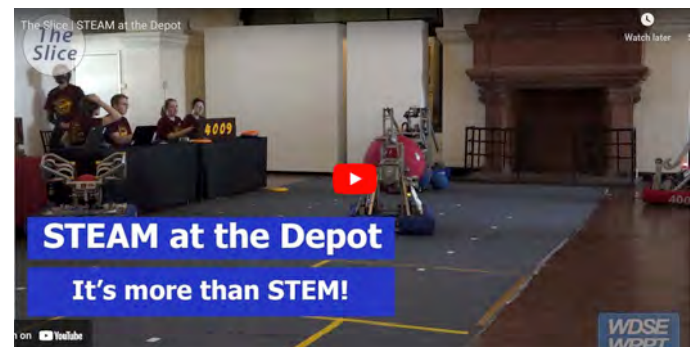


## Cardinal Learning Hub

The Cardinal Learning Hub, still in development, is our web-based initiative “home base” where parents/caregivers, educators, out-of-school care providers, and students can find all our education resources – from national PBS LearningMedia content to local lesson plans to local event calendars...and more! On this Hub we will be able to provide and develop resources to support social emotional learning in and out of school as well as resources for K-3 literacy development.

## Storytelling

Our second initiative function is to use our strength, storytelling, to make an impact in these two areas. We aim to share stories made for and with our region’s youth, as well as in and out-of-school educators, parents/caregivers and more. We have begun by releasing *Community Stories* as a part of our existing programming that feature the great educational and youth-centered work happening in the region. Our next goal is to launch a series, *I Can Read Anywhere*, highlighting literacy skills development, relationships and social emotional health, multiple literacies, and imagination and creativity.



Our EEC is developing this initiative with community-centered design, collaborating, and involving education stakeholders in the region. Feedback has already shown great excitement for the resources we will and are providing. The Executive Director of the Valley Youth Center noted his excitement over PBS North becoming actively involved in the Duluth Youth Agency Coalition and a librarian at Duluth Public Library noted, ***“I was excited to hear about your I Can Read Anywhere program and would love to learn more about it and whether or not it makes sense for the library to collaborate with you on it in some capacity.”***



# LAKELAND PBS | BEMIDJI/BRAINERD

*Lakeland PBS and Legacy funding create its first academic lesson plans to engage creative learning using PBS content.*

Lakeland PBS was proud to partner with a local public education teacher to create three new educator lesson plans for the free and public benefit to anyone looking to broaden their current curriculum with creative and engaging student activity projects utilizing Lakeland PBS' programming about area community subjects. All educator lesson plans adhere to the Minnesota State Education Standards and are accessible on Lakeland PBS' website under the **EDUCATION** tab with additional information and link for the PBS LearningMedia portal.

## Lesson Plan 1: Energy Source Pros/Cons Activity

Using the Lakeland PBS documentary, *Harnessing the Headwaters* "First Dams on the Mississippi", students will form groups to research an energy source and then defend and debate which energy source is the best economically and environmentally. Objective: Students will be able to identify and explain the environmental and economical advantages and disadvantages of the major energy sources.



## Lesson Plan 2: Natural Resource Solutions Research Project

Using the Lakeland PBS documentary, *Boardwalks to Bike Paths* "Northern Minnesota State Parks", students will identify and discuss problems and solutions and then with a partner use online sources to research one problem and create a digital, multi-slide presentation to present findings and outcomes to the class. Objective: To identify and explain a problem and a solution to an environmental problem in Minnesota's history by researching and creating a presentation.



## Lesson Plan 3: Coil Pottery Activity

Using the Lakeland PBS documentary, *Grant Goltz: Rethinking Blackduck Pottery*, students will discuss important elements of the subject's process for creating pottery using traditional Native American processes. They will then create their own clay coil pot. Post discussion will compare and contrast connections among works in visual artworks, their purposes and their cultural, historical, and social contexts, including contributions of Minnesota American Indian tribes. Objective: To create pottery using the coil technique used by Indigenous tribes and to learn about cultural traditions of Minnesota American Indian tribes.



# PIONEER PBS | GRANITE FALLS, MN

*Pioneer PBS Studio serves as a vibrant classroom*

In FY 21-22, Pioneer PBS hosted several tours for students enrolled in Southwestern Minnesota elementary schools, high schools, community colleges and state universities. We also hosted visiting students from the Hawk Creek Home School and lifelong learners like the members of the Marshall PEO organization and the Granite Falls Lady Slipper Garden Club.

Our studio has earned a reputation for being an educational destination. Students and teachers are choosing Pioneer PBS for field trips in large part by the region-wide recognition the station has earned through its award-winning Legacy-funded programs. We help review work being produced by students at Yellow Medicine East in their video art classroom projects.



Pioneer PBS employed three Yellow Medicine East High School students part time as engineering assistants. While two have graduated and gone off to college, they remain on the list for work during holiday breaks and when they return home for the summer. We feel that providing these real-world technical opportunities to rural youth is our best chance at retaining critical talent for our communities into the future. We plan on offering additional youth these opportunities in the coming year.

We will also be making some programs completed in this fiscal year available in PBS Learning Media in the coming year. While finished in production in this reporting year, programs like *Saksanica* have an ongoing impact thanks to lesson plans that show students how to “appreciate” versus “appropriate” native culture.



“

*“I wrote lesson plans for students to learn from several of the Postcards features & shared them with area art teachers.”*



# KSMQ | AUSTIN, MN

## *KSMQ & Legacy funding expand educational outreach*

Since starting at KSMQ this past spring, our Administrative Assistant was tasked with expanding the educational outreach for the station and worked to share PBS LearningMedia resources with local schools. Resources include state and national curriculum standards so teachers can meet their teaching requirements in each subject area. Our Admin Assistant met with teachers, principals, and the Austin Public School's district office, as well as Austin Aspires. She was asked to curate lists of PBS LearningMedia resources that align with the district's new elementary literacy curriculum "Benchmark Advance" and carefully selected PBS materials that support 70 teaching topics from science and technology, to economics, history and government for students grades K-6.



The Principal of the Austin Online Academy requested financial literacy and career exploration videos to share with students. KSMQ was able to provide dozens of online games and short 5-10 minute video clips for grades 6-8 and 9-12.

Attention was brought to a need for social emotional learning resources to support K-8 students in our post-Covid world. KSMQ was able to provide educator resources covering anxiety, emotional self-awareness, empathy, honesty and forgiveness to help our local students with social emotional support.

“

*“The tour was great! So fun for them to see things in action, and see that real professionals use Final Cut Pro. I’m hoping we can do some partnership in the future, I have some students who are really into it. Thanks again for the great morning, wish we would’ve had more time. The building is beautiful!”*

# PRAIRIE PUBLIC | MOORHEAD & CROOKSTON

*Prairie Public & Legacy funding empower Minnesota youth and communities*

***Education has been at the core of Prairie Public's mission since its founding in 1964, and continues to be an integral part of the work that station staff does in northwestern Minnesota. Prairie Public's Education Services department serves students, educators, providers and families through events, digital resources, professional development and other support. A focus on cultivating the rich art, culture and history of Minnesotans is a constant driving force. Education Services connects public media's greatest assets with Minnesota educators and students!***

## Youth Media Workshop



Adults who have spent any significant time with Minnesota youth are aware of youth's technology use and their comfort levels with using devices to create and share media content. This proliferation of media creation and consumption by Minnesota students led Prairie Public to host a Youth Media workshop at the Fargo studio on July 27, 2021. The educators in attendance learned about how they can channel the interests of their young students to make media IN the classroom and AS PART OF classroom assignments and projects, particularly to empower youth to tell their own stories. This one-day workshop provided confidence and comfort for the participants to go back to their schools and embed media

creation tools and resources into their teaching practice. The workshop included guests from the PBS NewsHour Student Reporting Lab and KQED Education, as well as coaching and mentoring by an educator from the Prairie Public team. Educators from Crookston and Moorhead, Minnesota were in attendance, and a monthly virtual cohort gathering of educators was hosted by Prairie Public throughout the 2021-22 school year. This allowed the educators to share challenges and successes with each other, and to ultimately provide their students with the experience and confidence to use media creation in productive and positive and educational ways.

## Juneteenth

Prairie Public Education Services was a visible partner in the Moorhead-Fargo Juneteenth 2022 celebrations. We provided resources to connect with a broad audience of adults and children within the community and from around the region. Two of the events were outdoor festivals for kids and families, and the third was a community conversation held at the Hjemkomst Center in Moorhead, MN. The community conversation included Minnesota presenters who were impacted by racial conflicts and civil rights issues in Moorhead in the 1960's. The resources included information about Culturally Responsive content for teachers and families.





# TWIN CITIES PBS | MINNEAPOLIS/ST. PAUL

*TPT & Legacy funding bring Minnesota's arts, culture and history stories into classrooms*



TPT Learn's education specialists partner with Legacy-supported producers, content experts and program hosts to make learning come alive both on the screen and in the community. Notable collaborations include:

*Outside Chance* host Chance York teamed up with TPT Learn to create a set of discussion guides and curricular activities that align with each episode, prompting lively conversation about Minnesota's diverse natural spaces for learners of all ages.

*STAGE* host Natalia Romero Arbeláez (pictured left) shared her passion and expertise in the arts with the TPT Learn team, resulting in 12 program guides and music education activities that align with Minnesota state arts and social studies standards for students in grades 6 -12.

Diving into the station's rich catalogue of Legacy-funded projects from past years helps TPT respond to the needs of formal and informal educators, who frequently request content around place-based history, science, and civics topics. Initiatives include community screenings, panels, lectures and workshops for Legacy-supported content like *Jim Crow of the North*, *Bring Her Home*, *Armed With Language* and *Citizen*. This kind of activation invites learners of all ages to explore media that makes a difference, and helps to sustain and expand the use of Legacy content.

To expand the reach of Legacy-funded media content, episodes and activity guides are posted to PBS LearningMedia (PBSlearningmedia.org), a free education platform accessed by over two million educators nationally each year. TPT Learn has also created specially tailored Minnesota collections on PBSLM, like *MinneHistory* and *Outside Chance*, that help educators explore our state's history, arts, science and culture.

Educational resources for the series, *Relish*, feature media and recipes, encouraging learners to connect to culture through food.



**Student:** *"I would like to thank you for showing me and others how food can connect people. It makes me inspired to cook more, so I can be closer to my family and friends and learn new recipes."*



**24**  
new TPT arts, culture and history education guides created in FY22

TPT Learn relies on community input to help create the highest quality educational content. The TPT Learn Advisory Board, consisting of 15 diverse formal and informal educators, advocates, parents, caregivers and researchers, guide TPT on how to best respond to community needs and gaps, support already thriving programming with existing media and resources, and drive ongoing improvement in TPT's media and resource production.

TPT Learn works closely with the Director of Evaluation to assess all programming, using mixed method approaches to determine program efficacy and attention to cultural responsiveness.

TPT also shares education updates, new resources, and professional development opportunities via new social media platforms and newsletters with TPT's network of over 15,000 educators.



# We asked our communities what value the MPTA'S arts, culture, and history programming contributes to their community

*\*Here is what they said*



*“Public television is an archive of who we are, where we have been and how we walk into the future together. I want Minnesotans years from now to be able to use that archive.”*

## *Fosters Learning*

**After watching local arts, culture, and history shows on public television...**

**95%** learned about something new related to arts, culture, or history.

**60%** were inspired to learn more about Minnesota history and 54% were inspired to learn more about Minnesota arts and culture.

*“I think the arts, culture and history programming is very valuable to our community because it brings these topics into your home, goes into very wonderful detail, and seeing it on the screen makes it come alive. You learn so much more than you ever would in school.”*

*“I’ve used local educational resources to share important historical and cultural ideas with students, especially music by local musicians!”*

*“I’ve sought out different places, businesses and artists after seeing them on TPT.”*

*“I have really enjoyed seeing familiar faces in shows, e.g., local musicians, artists and restaurateurs. It is helpful and enlightening to learn about my community!”*

## *Sparks local engagement*

**After watching local arts, culture, and history shows on public television...**

**60%** were inspired to visit a historic site.

**45%** were inspired to visit a new part of Minnesota.

**36%** were inspired to spend money on the arts.

**35%** were inspired to support a local business or attend an event in their community



# LEGACY-FUNDED WORK OF THE MPTA

2021-2022

## *Builds community connections*

*After watching local arts, culture, and history shows on public television...*

**82%** feel more connected to Minnesota and their community.

**81%** feel more informed about what is going on in their community.

**80%** learned about new artists in their community.

**50%** talked with others about something they learned.



*"I think there is a ton of value to have good quality programming specific to Minnesota. It helps me learn more about MN and makes me want to engage more with the community."*

*"It makes me feel that we are more of a community - state-wide."*

## *Represents the diversity of Minnesota*

**79%** said that their local station's arts, culture, and history programming adequately represents Minnesota's diverse communities.

*"[Our public television station] keeps us connected as a diverse community by sharing of cultures and events that we otherwise would not understand or know about."*

*"The arts, culture and history programming is clearly and very intentionally creating opportunities for all Minnesotans to learn about the cultural diversity that exists in our state."*

## *Builds trust*

**92%** trust their local PBS station to deliver arts, culture, and history programming that is well-researched and unbiased.

*"It's hard to find trustworthy news/information. I rely on public television for my information."*

## *Is accessible statewide*

**32,371** hours of Legacy-funded content broadcast on MPTA stations.

*"It makes culture and the arts accessible for those who are unable to attend events in person, due to cost or mobility or transportation."*

*Creates jobs* **29.48** full time jobs **103** freelance and temporary jobs

# AWARDS AND NOMINATIONS

2021-2022



## KSMQ

*Connections and Transformations*

2022 Silver Telly Award

General - Live Events

*Every 1 Counts*

Bronze Telly Award

2022 General - PSA

## PBS North

*Native Report*

2022 National Native Media Awards

First Place, General Excellence in TV

*Native Report (Every Child Matters, Orange Shirt Day)*

2022 National Native Media Awards

Second Place, Best Feature Story

*John Beargrease Sled Dog Marathon Coverage*

2022 Upper Midwest Regional Emmy® Award

Event Coverage

*Iron Opera*

2022 Upper Midwest Regional Emmy® Nominee

Documentary - Cultural

*Almanac North*

2022 Upper Midwest Regional Emmy® Nominee

Public Affairs Program

*Minnesota Historia - The Legend of St. Urho*

2022 Upper Midwest Regional Emmy® Nominee

Entertainment - Short Form Content

*Northern Rhythms*

2022 Upper Midwest Regional Emmy® Nominee

Entertainment - Long Form Content

*Minnesota Historia - Hunting for Ancient Agates*

2022 Upper Midwest Regional Emmy® Nominee

Informational/Instructional

*Minnesota Historia - Root Beer Lady*

2022 Upper Midwest Regional Emmy® Nominee

Historical/Cultural/Nostalgic - Short Form Content

*Almanac North - Black Lives Matter Swimmer*

2022 Upper Midwest Regional Emmy® Nominee

Diversity/Equity/Inclusion - Short Form Content

*Intersections - Vern Northrup, Kaitlyn Walsh, and Natasha Kingbird*

2022 Upper Midwest Regional Emmy® Nominee

Diversity/Equity/Inclusion - Long Form Content

## PRAIRIE PUBLIC

*Warriors in the North: Healing Through Art*

2022 Upper Midwest Regional Emmy® Nominee

Military - Short or Long Form Content

*Forced to Flee*

2022 Upper Midwest Regional Emmy® Nominee

Diversity/Equity/Inclusion Short Form Content

*The Women of Alba Bales House*

2022 Upper Midwest Regional Emmy® Nominee

Documentary - Historical

*Rex Cook: Western Leather Artist*

2022 Upper Midwest Regional Emmy® Nominee

Historical/Cultural/Nostalgic - Short Form Content

*Rex Cook: Western Leather Artist*

2022 Gold Telly Award Winner

Documentary

*Warriors in the North: Healing Through Art*

2022 Bronze Telly Award Winner

Public Interest/Awareness

*Forced to Flee*

2022 Bronze Telly Award Winner

Cultural

*Terry Shannon: Treasure Hunter*

2022 Bronze Telly Award Winner

Informational

## TWIN CITIES PBS

*Armed With Language*

2021 Upper Midwest Emmy® Award

Military Short or Long Form Documentary

*Outside Chance: Mountain Biking*

2022 Upper Midwest Regional Emmy® Award

Lifestyle: Long Form category

*The Baldies*

2022 Upper Midwest Regional Emmy® Award

Best Documentary in the Cultural Category

*The Baldies*

2022 Public Media Award Finalist

Best Historical Feature

*Bring Her Home*

2022 Upper Midwest Regional Emmy® Award

Documentary - Topical

*Bring Her Home*

2022 Will Rogers Motion Picture Festival

Dog Iron Award - Best American Indian/First Nation/Indigenous

*Bring Her Home*

2022 Native Vision Film Festival

Best Feature

*Bring Her Home*

2022 Red Nation Film Festival

Best Documentary Feature

*Bring Her Home* was an official selection at 31 film festivals and most notably, an official selection to represent the United States at INPUT 2022, Barcelona, Spain

*Film in the Cities*

2022 Upper Midwest Regional Emmy® Award

Nomination

Documentary in the Historic/Cultural/Nostalgia -

Long Form category

*Electronicle 1980*

2022 Upper Midwest Regional Emmy® Award

Nomination

Documentary in the Historic/Cultural/Nostalgia -

Long Form category

*Relish*

2021 Upper Midwest Emmy® nomination

Outstanding Achievement for a Lifestyle Feature/Segment/Series

*Say His Name: Five Days for George Floyd*

2021 Upper Midwest Emmy® nomination

Outstanding Achievement for a Lifestyle Feature/Segment/Series

*Say His Name: Five Days for George Floyd*

2021 Minneapolis St. Paul International Film Festival

Audience Choice Documentary Short

*Say His Name: Five Days for George Floyd*

2021 Cordillera International Film Festival (Reno, NV)

Best Documentary Short

*Say His Name: Five Days for George Floyd*

2021 docedge Film Festival (Auckland, New Zealand)

Winner Best International Short

*Say His Name: Five Days for George Floyd*

Big Sky Film Festival (Missoula, MT)

Finalist Short Competition

*Say His Name: Five Days for George Floyd*

Official Selection

Dances With Films (Los Angeles, CA); Sedona International Film Festival (Sedona, AZ); Provincetown International Film Festival (Provincetown, MA); Cleveland International Film Festival (Cleveland, OH); and Indy Shorts International Film Festival (Indianapolis, IN)

## PIONEER PBS

*Bone Brushes and Hide Painting*

2022 Upper Midwest Regional Emmy® Award

Historical/Cultural/Nostalgic - Short Form Content category

*Beautiful Kingdom: Where Love Takes the Lead*

2022 Upper Midwest Regional Emmy® Award

Arts & Entertainment - Short Form Content category

*The Thing That Makes Your Heart Sing -*

*Kandace Creel Falcón*

2022 Upper Midwest Regional Emmy® Award

Diversity/Equity/Inclusion - Short Form Content category

*40 Thieves On Saipan: A Son Uncovers His Father's True Story*

2022 Upper Midwest Regional Emmy® Award

Historical/Cultural/Nostalgic - Long Form Content category

*Bonded By Sacrifice: Gene Murphy and Lyle Bowes*

2022 Upper Midwest Regional Emmy® Award

Military - Short or Long Form Content category

Pioneer PBS received 21 additional Upper Midwest Regional Emmy® nominations in 2022

*Tiny Titanic* was an official selection in the Woods Hole Film Festival and the Twin Cities Film Festival

*The Secret History of Ignatius Donnelly* was an official selection of the Twin Cities Film Festival, the Fargo Film Festival, Big Water Film Festival, Frozen River Film Festival and the Mirror Mountain Film Festival.



# STATION REPORTS





# LAKELAND PBS

Est. 1980 • Iptv.org • Bemidji, MN



Through the direct result of Legacy-funded programming focused on the arts, culture and heritage of Minnesotans, our locally produced programming connects local artists and artisans to the outlying communities throughout north and central Minnesota. These Legacy-funded productions, such as *Common Ground*, expand Lakeland PBS' ability to share the talents and stories of northern and central Minnesota's rural and culturally diverse people. Not only do we ignite new interests and renew commitments to the arts, culture and heritage, we expand the station's partnerships with artists, artisans, craftsmen, nonprofit and volunteer groups, and other organizations across the region.



***“There’s a strong network of arts and culture supporters and promoters in our community, and LPTV plays an important role in amplifying artists and creators, thus connecting us further to one another.”***

-MPTA Legacy survey participant



***“Just want you all to know we absolutely appreciate your originality and we hope we can show these programs to our grandchildren one day! Thank you.”***

-MPTA Legacy survey participant

## AREAS OF IMPACT

### RESPECTING THOSE BEFORE US

*Historical Society Tour of State Hospital Cemetery*

The Otter Tail Historical Society leads a tour of the Fergus Falls State Hospital Cemetery. From the first documented burial in 1890 to the last in 1968, nearly 3200 people were interred at these cemeteries. The tour explores the history of the hospital, the unmarked graves, the names, their lives and the tough times that brought them to their fates there.

### TEACHING OJIBWE TRADITIONS

*Traditional Snowshoe Class in Ponemah, Red Lake Nation*

Cultural teachings organization \*Manidoo Ogitigaan - The Spirit's Garden\* leads an eager group of learners through the process of making traditional style Ojibwe snowshoes at the Ponemah Roundhouse during the cold of winter.

### PRESERVING HISTORICAL PLACES

*Bemidji's Carnegie Library Restoration Project*

Follow Bemidji's efforts to preserve and restore the historic Carnegie Library on the shore of Lake Bemidji. Join those involved in saving Bemidji's historic Carnegie Library from the wrecking ball and bringing an early 20th century building into our modern era.



# LAKELAND PBS | BEMIDJI/BRAINERD

*Lakeland PBS & Legacy funding continue to highlight the rich cultural heritage our communities are preserving and passing on to future generations.*

## IMPACT STORY

With every town monument or landmark there are stories, traditions, legends, and even myths that make these small communities vibrant and rich in pride. Lakeland PBS had the pleasure of seeking out these charismatic communities to hear from the caretakers and community members preserving these giant creations, the real stories behind the statues.

### Minnesota Roadside Attractions Pt. 2

Tag along for part 2 as we continue across the great state of Minnesota, exploring some of the unique landmarks that make our communities so special. Cast your vote on who has the best Paul Bunyan in the Northland and meet his girlfriend Lucette in Hackensack. Travel down to west central Minnesota where we find several one-of-a-kind landmarks in and around Frazee, Rothsay, and Vining. You can also catch sight of the largest Walleye in the U.S. border town of Baudette and visit Eveleth for their tribute to the great sport of hockey.



*“Being able to tell the stories of the unique and talented people who make up this community is extremely important. In doing so, it allows us to preserve our stories while sharing them with the rest of the world.” - MPTA Legacy survey participant*



# LAKELAND PBS | BEMIDJI/BRAINERD

## COMMON GROUND

SEASON 1300 PREMIERE: Thursday, October 28, 2021

15 30-minute weekly episodes, Thursdays @ 19:00

**DESCRIPTION:** *Common Ground* explores the unique people, places and events that surround us here in north central Minnesota. Each week, we take viewers on a journey of exploration into the diverse art, cultures and history that help to shape and define our communities.

**IMPACT:** *Common Ground* fulfills the goals of Legacy funding by informing, educating, and enlightening the citizens of north central Minnesota by exposing them to artists, organizations, and events they might not otherwise be familiar with. Many of the subjects featured over the years have noted that the exposure gained through the broadcasts have resulted in increased sales of their work, or attendance at organized events. Our work highlighting different cultures throughout the region has brought about a new understanding and compassion among viewers, who now have a better understanding of their own neighbors.

***Common Ground is definitely my favorite and I always look forward to new episodes. So great for our whole family to learn all of the different crafts in our region. Love love love this show and it is so well done. - MPTA Legacy survey participant***

**DISTRIBUTION:** Broadcast, Iptv.org, YouTube, PBS app, social media

Total broadcast hours: 275.79 hours (322 airings on L-Prime & L-Plus, and 269 airings on L-MN Channel)



**EVENTS:** (pictured above) Lakeland PBS partnered with the Beltrami County Historical Society and held a public screening and discussion of the *Common Ground* episode, Captain John Wheeler Remembered and Honored by Nephew (1312) on Wednesday May 25, 2022 at the Beltrami County History Center in Bemidji, MN.

- Nate Johnson Makes His Own Durable Leather Clothing, Pt. 1 of 3 | 1301  
Join us for the season 13 premiere of *Common Ground* with a special three-part segment following Nate Johnson as he makes his own durable leather clothing from animal hides. In part 1, Nate Johnson prepares two hides, a beaver and a deer skin, for two different tanning methods: bark tanning and brain tanning.
- Nate Johnson Makes His Own Durable Leather Clothing, Pt. 2 of 3 | 1302  
Part two of a special three-part segment following Nate Johnson as he makes his own durable leather clothing from animal hides. Nate Johnson prepares these two hides, a beaver and a deer skin, for two different tanning methods: bark tanning and brain tanning. We follow Nate's tanning processes in detail from beginning to end.
- Nate Johnson Makes His Own Durable Leather Clothing, Pt. 3 of 3 | 1303  
Part three of a special three-part segment following Nate Johnson as he makes his own durable leather clothing from animal hides. Nate Johnson prepares these two hides, a beaver and a deer skin, for two different tanning methods: bark tanning and brain tanning. We follow Nate's tanning processes in detail from beginning to end.
- Traditional Ojibwe Snowshoe Class in Ponemah, Red Lake Nation | 1304  
Cultural teachings organization \*Manidoo Ogitigaan- The Spirit's Garden\* leads an eager group of learners through the process of making traditional style Ojibwe snowshoes at the Ponemah Roundhouse during the cold of winter.
- Bemidji's Carnegie Library Restoration, Pt. 1 of 2 | 1305  
Look back at Bemidji's efforts to preserve and restore the historic Carnegie Library on the shore of Lake Bemidji. Join those involved in saving Bemidji's historic Carnegie Library from the wrecking ball and bringing an early 20th century building into our modern era.



- Bemidji's Carnegie Library Restoration, Pt. 2 of 2 | 1306  
Look back at Bemidji's efforts to preserve and restore the historic Carnegie Library on the shore of Lake Bemidji. Join those involved in saving Bemidji's historic Carnegie Library from the wrecking ball, and bringing an early 20th century building into our modern era.
- Gordon's Butter & Dairy Museum and Crow Wing Viking Festival | 1307  
In this two-segment episode we visit Gordon's Butter and Dairy Museum in Vergas, Minnesota



packed with six hundred-plus items preserving the history of small dairy farm life. Also, tour the annual Crow Wing Viking Festival held at the Crow Wing County Fairgrounds in Lakeland PBS's Brainerd viewing area where they strive for authenticity with their reenactments and participants with "no horns".

- Bemidji Area Cross Country Ski Club, Pt. 1 of 2 | 1308  
Examine the culture and history of Nordic skiing, as you tag along with dedicated members of the Bemidji Area Cross Country Ski Club. Also learn how the volunteers prepare the trails pre-season, then groom the snow. Follow along the multiple trails surrounding Bemidji for a pleasant experience in the beautiful, natural outdoors for the club's various events, as well as everyday aerobic fun.
- Bemidji Area Cross Country Ski Club, Pt. 2 of 2 | 1309  
Examine the culture and history of Nordic skiing, as you tag along with dedicated members of the Bemidji Area Cross Country Ski Club. Learn how the volunteers prepare the trails pre-season, then groom the snow. Follow along the multiple trails surrounding Bemidji for a pleasant experience in the beautiful, natural outdoors for the club's various events, as well as everyday aerobic fun.
- Brad Wegscheid and Cindee Lundin Make Public Art from Concrete | 1310  
Brad Wegscheid of Wadena learns public concrete art techniques from Cindee Lundin as they tour her fun, family-friendly murals in her hometown of Perham, MN. Brad compiles these techniques to complete a faux stone memorial bench at Old Wadena Park near Staples, MN.
- Robert Carothers Makes a Wooden Bowl | 1311  
Robert Carothers of Bemidji, MN takes us through his process of turning a wooden bowl on a lathe at his rural workshop. He also collaborated on this episode's original music with guitarist Jacob Baldwin! Robb begins with a chainsaw and finishes with a fine polishing compound, demonstrating each of his steps in between.
- Captain John Wheeler Remembered and Honored by Nephew | 1312  
Jim Wheeler of Bemidji, MN tells the heroic tale of his father's older brother, Captain John Wheeler of the US Army. Jim relates his uncle's youth in St. Paul, MN to his path as a Harvard career military officer. Jim reflects on his visit to the military memorial in the Philippines where Captain Wheeler met his fate after suffering through the Bataan Death March and a Hell Ship in Manila Bay.
- Steven Weagel of Pequot Lakes Blows Glass | 1313  
Crossing Arts Alliance Gallery in Brainerd, MN exhibits the glass and metal art of Steven Weagel of Pequot Lakes, MN. Separately, Weagel demonstrates his glass blowing techniques at the state-of-the-art facilities of Vandalia Glassworks in South St. Paul, MN. He shares insights to working with glass while making a colorful lamp shade.
- Historical Society Tour of State Hospital Cemetery | 1314  
Chris Schuelke of the Otter Tail Historical Society leads a tour of the Fergus Falls State Hospital Cemetery. From the first documented burial in 1890 to the last in 1968, nearly 3,200 people were interred at these cemeteries. His tour explores the history of the hospital, the unmarked graves, the names, their lives and the tough times that brought them there to their fates.
- Women Collaborate and Create a Round Robin Quilt | 1315  
Five women from around Bemidji, MN organize a collaborative quilting project, where starting with the center square and working out, they contribute unique skills, talents, and expressions, each making a part of the whole quilt. As the project is passed from one quilter to the next, the quilt and their experiences become more than just the sum of their parts, with a stunningly beautiful reveal.

# BACKROADS

SEASON 2500 PREMIERE: Thursday, February 10, 2022

10 30-minute weekly episodes, Thursdays @ 19:30

**DESCRIPTION:** *Backroads* is a locally produced music program for Lakeland PBS showcasing an array of talented musicians from around the state, some traveling many hours to perform on *Backroads*. Performances were closed to audiences but still recorded at the beautiful and authentic Rail River Folk School (RRFS) in Bemidji in November 2021.

**IMPACT:** *Backroads* fulfills the goals of Legacy funding by exposing the citizens of north central Minnesota to local musicians they might not otherwise be familiar with. Musicians featured on *Backroads* have noted that the exposure gained through the broadcasts has helped them promote their performances and increase awareness of their recorded work. By providing a broadcast platform to showcase the musical artistic expression of area Minnesotans, it connects the viewer at home to an expanse of arts and culture they would otherwise not be able to experience.

[favorite show] *Backroads*- love hearing the variety of local musicians, especially since I can't get out to see live music like I used to since I'm home with my children - MPTA Legacy Survey Recipient

**DISTRIBUTION:** Broadcast, lptv.org, YouTube, PBS app, social media  
Total broadcast hours: 192.6 hours (from 209 airings on L-Prime and L-Plus; & 208 airings on L-MN)

- Mary Cutrufello | 2501  
St. Paul based rock singer-songwriter Mary Cutrufello has been a mainstay in the Americana scene here and in Texas for thirty years. Hailed by USA Today as "a fierce guitarist with a blistered-throat voice", Cutrufello mixes original songs and classics of American music (think Willie Nelson and Steve Earle) into a captivating, heartland-proud musical stew all at once, timeless and immediate.
- Jon Arthur Schmidt | 2502  
Jon Arthur Schmidt is a singer-songwriter, multi-instrumentalist. His unique sound resonates with the tones and colors of his midwest upbringing in a rural MN farming community and stems from his traditional folk roots. Jon's songwriting contains a penetrating quality, weaving together compelling melodies that espouse the stories being told, which are often honest portraits of his life, while creating a sonic bridge between classic and modern forms of musical expression.
- Christopher David Hanson Band | 2503  
The Christopher David Hanson Band is known for shows that bring out the dancers, fellow musicians and live music lovers of all ages. Roots rock with a twist of throwback country flare, eclectic swing, and beautifully penned story lyrics sum up this energetic northern Minnesota three piece. Christopher on vocals, Jim Pietila on drums and Shane Kingsland on bass.
- New Salty Dog | 2504  
New Salty Dog is a Northwoods funk jam band based out of Duluth, MN.
- Severio Mancieri | 2505  
Severio Mancieri is a regional touring musician based in Duluth, Minnesota. Born in Duluth, he moved to Iowa for the majority of his childhood and school, but moved back to Duluth in 2017. He released his debut album "Can I" onto all streaming platforms last December. He's been a featured artist in The Duluth Reader. "Virtuoso guitar player with a resonant voice."
- Lanue | 2506

Sarah Krueger comes to us from Duluth, Minnesota. Culled from the title of a poem that found its way to Krueger from a thrift store shelf, Lanue comes to us as a project that stands firmly in front of a fresh creative backdrop and boasts a more developed taste and sincerity than Krueger's previous releases - both a welcome departure and anticipated return.

- Rachael Ianiro | 2507  
Ianiro grew up in Detroit Lakes, MN with two older sisters and the world's best mom and dad. They'd sit in the garage listening to Rock-N-Roll while their dad rebuilt muscle cars. From this foundation, Rachael found her love for music, the guitar, and writing songs.
- Swallows | 2508  
The music group Swallows features a mashup of talented musicians who play an array of instruments mixed with harmonizing vocals. Their music has been described as a mix of rock, folk, classical, and Americana among other distinguished sounds.
- ELSKA | 2509  
Minnesota-native ELSKA and songwriting partner Owen Sartori started writing in 2019, exploring her deepest passions, concerns and fears. It was during this process that she decided to adopt a stage name that reflected the seriousness, strength and heart of the music itself. She chose ELSKA, which is a Norse word roughly translated as 'love.' (pictured below left)



- Charlie Parr | 2510  
An easily confused and very shy individual, Charlie Parr has been traveling around singing his songs ever since leaving Austin Minnesota in the 1980's in search of Spider John Koerner, whom he found about 100 miles north at the Viking Bar one Sunday night. The experience changed his life and a lifetime of memories and music was the result. (pictured above right)

## MINNESOTA ROADSIDE ATTRACTIONS, PT. 2

BROADCAST PREMIERE: Monday, March 14, 2022 @ 21:00

1 60-minute documentary, 12 3-5 minute interstitials

**DESCRIPTION:** Tag along for part 2 as we continue to explore some of the unique landmarks that make our communities so special. Decide who has the best Paul Bunyan in the Northland and meet his girlfriend Lucette in Hackensack. We find several one-of-a-kind landmarks in west-central Minnesota. You can catch the largest Walleye in Baudette and visit Eveleth for their tribute to the great sport of hockey.

**IMPACT:** *Minnesota Roadside Attractions Pt. 2* fulfills the goals of Legacy funding by providing cultural awareness to viewers outside of the communities that are highlighted in this program. By doing so, it allows exposure for potential tourism and cultural opportunities, thus generating economic revenue and support.

**DISTRIBUTION:** Broadcast, lptv.org, YouTube, PBS app, social media



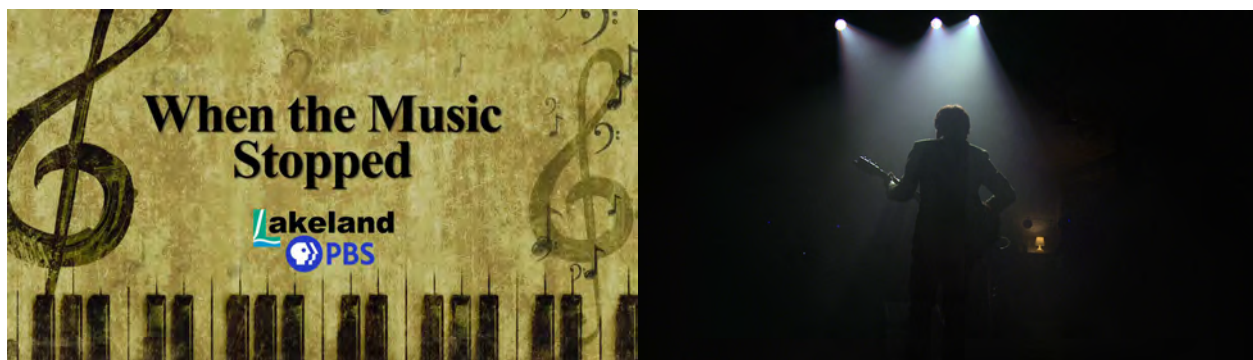
Total broadcast hours: Program: 14.26 hours (from 15 airings on L-Prime and L-Plus), Interstitials: 3.22 hours (from 59 airings on L-Prime and L-Plus)

*Love the arts on Common Ground and the music on Backroads. The shows look like they are shot and edited well. Particularly enjoyed the Charlie Parr episode of Backroads and the Covid Gap documentary of MN musicians and First Avenue. - MPTA Legacy survey participant*

## **WHEN THE MUSIC STOPPED** **“COVID-19’s Impact on the Minnesota Music Scene”**

BROADCAST PREMIERE: Monday, June 20, 2022 @ 21:00

1 60-minute documentary



**DESCRIPTION:** Lakeland PBS Producer/Director Andrew Dziengel travels across Minnesota to hear from artists, venue operators, and behind-the-scenes production crews to see how the Minnesota music landscape has changed since the state’s lockdown and how they navigate their careers in a mid-pandemic world.

**IMPACT:** Provides a historical account of how the music industry as a cultural community was affected by the global pandemic and how they adapted with change and time. This documentation serves as record for other entities to reference and study for socioeconomic and cultural impact and recovery methods.

**DISTRIBUTION:** Broadcast, Iptv.org, YouTube, PBS app, social media  
Total broadcast hours: 9.35 hours (from 10 airings on L-Prime and L-Plus)

## IN FOCUS

SEASON PREMIERE: Friday, July 2, 2021

50 3-minute weekly segments, Fridays @ 22:00

**DESCRIPTION:** Lakeland News continues to produce *In Focus*, a feature segment that airs weekly on Fridays during the newscast that highlights subjects of art, history and cultural heritage throughout north central Minnesota.

**IMPACT:** *In Focus* fulfills the goals of Legacy funding by highlighting various activities and functions occurring every week across our viewing area of north central Minnesota. These segments showcase how our area communities come together with the continued common interest of preserving our arts, culture, and heritage, for everyone to enjoy.

**DISTRIBUTION:** Broadcast, lptv.org website

Total broadcast hours: 12.5 hours (from 250 airings of 50 separate segments on L-Prime & L-Plus)



- Bemidji Area Church Musicians Return to In-Person Summer Recitals | 07/02/21
- Cuyuna Lakes Chamber Hosting Music in the Park | 07/09/21
- Bemidji's Art in the Park Returns for 53rd Year | 07/16/21
- Nisswa Holding Turtle Races for 58th Year | 07/23/21
- Lakes Area Music Festival Begins 2021 Summer Season | 07/30/21
- A Family's Love Wins Crow Wing County Fair Talent Show | 08/06/21
- Blank Canvas Gallery Hosts Reunion Show in Park Rapids | 08/13/21
- Suzy and Hondo School of Dance Creates Island of Dance | 08/20/21
- Camp Knutson Shatters Own Quilt Auction Fundraising Record | 08/27/21
- Judy Garland Museum Prepares for "Last Week Tonight" Gallery Show | 09/03/21
- Creating New Art Out of Old Quilts in Brainerd | 09/10/21
- Horace May Elementary in Bemidji Displays New Nature Mural | 09/17/21
- Crow Wing County Museum Adds New Research Library | 09/24/21
- BSU Professor Presenting Solo Art Exhibition "Worth Repeating" | 10/01/21
- New Books Published Entirely in Ojibwe | 10/08/21
- Crossing Arts Alliance's 8x8 Art Auction and Fundraiser | 10/15/21
- Works of Stone Artist Gordon Van Wert on Display at BSU | 10/22/21
- Watermark Art Center Celebrates Day of the Dead with Art Classes | 10/29/21
- BSU Celebrates "Day of the Dead" with Crafts | 11/05/21
- Common Goods in Crosslake Kicks Off Christmas Boutique | 11/12/21
- Special Guests Read to Students at JW Smith Elementary in Bemidji | 11/19/21
- Items for BSU Collection "Say it With Color" at Watermark Art Center | 11/26/21
- CLC ASL Students Hold Concert for Deaf Community | 12/03/21
- Bemidji's Lake Shore Gets New Decorative Benches | 12/10/21
- Book Publication Ceremony in Mille Lacs | 12/17/21
- Leech Lake Frostfest Returning to Walker in February | 01/07/22
- CLC Opens "The Nest", a Multicultural Room for Students | 01/14/22
- "Beltrami County Women in Winter Sports" Now Open in Bemidji | 01/21/22
- McGregor Area Senior Fish House Open for Use | 01/28/22
- Minnesota Makerspace in Brainerd Offering DIY Walk-in Projects | 02/04/22

- Bemidji Community Theater Presents Neil Simon's "Rumors" | 02/11/22
- Beautiful Salvage Boutique in Baxter Turns Old Items into New Art | 02/18/22
- Beltrami Co. History Center Hosting Soap Carving Class for Kids | 02/25/22
- Watermark Art Center Explores "Rights of the Child" in New Exhibit | 03/04/22
- BSU Takes to the Stage with Opera Productions | 03/11/22
- "They Dance" Powwow Presentation Held in Bemidji | 03/18/22
- Beltrami County Historical Society to Host Ukranian Egg Decorating Class | 03/25/22
- Dinner Theater Whodunit Taking the Stage in Fosston | 04/01/22
- BSU Library Hosting "Books Unbound" Art Exhibit | 04/08/22
- Bemidji Community Theater Opens Kids Summer Camp Registration | 04/15/22
- BSU Showcasing Ceramic Works by McKnight Artists | 04/22/22
- Judy Garland Museum Prepares to Celebrate Star's 100th Birthday | 04/29/22
- Bemidji Chorale to Close Season with Mother's Day Concert | 05/06/22
- Watermark Art Center Presents 2022 Bi-Annual Members Show | 05/13/22
- Quirks! in Nisswa Featuring Unique Artistic Creations | 05/20/22
- Cherrywood Quilt Challenge Focuses on Princess Diana | 05/27/22
- Bemidji Area Church Musicians Kick Off 35th Annual Summer Recitals | 06/03/22
- Laura Lynn Pottery in Brainerd Creating Customized Pottery | 06/10/22
- Artist Displaying Collection for Ukraine in Puposky | 06/17/22
- Leech Lake Band of Ojibwe Kicks Off 4th Annual "Leech Lake Days" | 06/24/22

## PROFILES

BROADCAST PREMIERE: July 1, 2021

16 30-second interstitials

**DESCRIPTION:** 30-second video clips that air during programming breaks on Lakeland PBS broadcast channels. Clips include any topic that has been covered by Legacy-funded production, ranging from music to art to history.

**IMPACT:** These interstitials fulfill the goal of Legacy funding through showcasing video not shown in the program that it was filmed for. These are stand-alone video clips highlighting topics of the arts, music, and history from around previously filmed subjects. It gives the subject additional acknowledgement and focus while enriching and informing the viewer at home. These interstitials air throughout the day, everyday, giving a vast scope of audience base. This "easily digestible" short interstitial format is an excellent high profile means to share content and information with our viewers throughout the broadcast schedule.

**DISTRIBUTION:** Broadcast

Total broadcast hours: 18.53 hours (from 2,224 airings on L-Prime & L-Plus)

- Profile #1301 - Historic Rainfall
- Profile #1302 - Whit Gallery 1
- Profile #1302 - Whit Gallery 2
- Profile #1303 - Whit Gallery 3
- Profile #1304 - Whit Gallery 4
- Profile #1305 - Nedahness Rose Green 1



- Profile #1306 - Nedahness Rose Green 2
- Profile #1307 - Nedahness Rose Green 3
- Profile #1308 - Frazee Turkey
- Profile #1309 - RSA - MN Historical Society
- Profile #1310 - RSA - Eveleth Hockey Stick
- Profile #1311 - Brainerd Paul Bunyan
- Profile #1312 - Nedahness Rose Green 4
- Profile #1314 - Nedahness Rose Green 5
- Profile #1315 - Nedahness Rose Green 6
- Profile #1316 - Nedahness Rose Green 7

## Report on Legacy Expenses: Cost of Production for State Fiscal Year 2022 For Period: July 1, 2021 through June 30, 2022

### 129D.18 GRANTS TO PUBLIC TELEVISION

Article 4 Sec. 7 Subd. 4. Reporting. A public station receiving funds appropriated under this section must report annually by January 15 2023 to the commissioner, the Legislative Coordinating Commission, and the chairs and ranking minority members of the senate and house of representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous year's grant funds were expended.

The report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated viewership, the number of hours of legacy program content available for streaming on Web sites, and other related measures. If the programs produced include educational material, the public station must report on these efforts.

129D.18 Reporting Items	
<b>Names of Legacy funded programs reporting</b> July 1, 2021 through June 30, 2022	Common Ground Backroads In Focus Legacy Profiles Minnesota Roadside Attractions Pt. 2 When the Music Stopped "COVID-19's Impact on the MN Music Scene"
<b>Cost of Production</b>	See Cost of Production below
<b>Number of stations broadcasting program</b>	Three
<b>Estimated viewership</b> July 1, 2021 through June 30, 2022	While we don't have specific viewership data for our six broadcast channels, 2013 Nielsen viewership data provided by CPB shows LPBS has an average of 95,288 weekly viewing households.
<b>Hours available for web streaming</b> July 1, 2021 through June 30, 2022	212 hours
<b>Education materials created and distribution</b> July 1, 2021 through June 30, 2022	Three

Legacy Projects For period: July 1, 2021 - June 30, 2022	Cost of Production For period: July 1, 2021 - June 30, 2022
Common Ground	\$241,504.53
Backroads	\$99,703.70
In Focus	\$33,234.57
Profiles	\$16,617.28
Minnesota Roadside Attractions Pt. 2***	\$23,796.68
When the Music Stopped	\$26,587.65
<b>***signifies grant extension to FY22</b>	
<b>Total</b>	<b>\$441,444.42</b>

# Report on Plan for the Use of Funds for Year One of the Biennium For Period: July 1, 2021 through June 30, 2022

## 3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

(i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project; (viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information.

<b>3.303, Subd. 10 Reporting Items</b>	
Project names and project descriptions	<p><b>Common Ground:</b> Weekly arts, culture, &amp; history series uncovering the gifted talents and unique skills of regional Minnesotans.</p> <p><b>Backroads:</b> Weekly music performance and interview series highlighting local, less-known solo and group musicians from around the state.</p> <p><b>Profiles:</b> Interstitial segments from Legacy-funded projects completed this fiscal period featuring snippets of arts, culture, music and history from around the region.</p> <p><b>In Focus:</b> Weekly arts, culture, and heritage segment featured during our Lakeland News @ 10pm.</p> <p><b>Minnesota Roadside Attractions Pt. 2:</b> Documentary exploring some of the unique landmarks that represent communities across central and northern Minnesota.</p> <p><b>When the Music Stopped:</b> Documentary examining a global pandemic's impact on a cultural community in Minnesota and its adapting recovery.</p>
Recipient phone number	218-751-3407
Names of board members	See below
Recipient email address	jhanks@lptv.org
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	<a href="http://www.mptalegacymedia.org">www.mptalegacymedia.org</a> <a href="http://www.lptv.org/about/governance">www.lptv.org/about/governance</a>
Amount, source and fiscal year of the appropriation	\$405,964 - ACHF Grant - SFY22 \$50,322 - ACHF Grant - SFY21 carryover
Amount and source of additional funds	\$11,683.73 - LPBS Operating funds for SFY22



	*SFY21 carryover grant expired 6/30/22 and was underspent \$26,525.
Duration of projects	07/01/21 - 06/30/22
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	4.52
Direct expenses and admin cost	\$441,444
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

## Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Common Ground (15 episodes) 30-minute weekly arts, culture, history program	07/01/21 - 06/30/22	2.18	\$210,185	\$31,318	Feedback from community & advisory board	Completion and broadcast of 15 episodes, number of participants featured, support for program, web hits, ranking in program preference poll.	Featured artists and organizations gained exposure beyond their internal and local promotion efforts, leading to increased attendance at events and sale of artistic work.
Backroads (10 episodes) 30-minute weekly music performance & interview program	07/01/21 - 06/30/22	.90	\$86,774	\$12,929	“ “	Completion and broadcast of 10 episodes, number of participants featured, support for program, web hits, ranking in program preference poll.	Featured musicians gained exposure beyond their internal and local promotion efforts, leading to increased attendance at events and sale of music.
In Focus (50 segments) 2.5 - 3 minute weekly arts, culture, history feature during L-News	07/01/21 - 06/30/22	.30	\$28,924	\$4,309	“ “	Completion and broadcast of 50 segments, number of participants featured, support for program, web hits, ranking in program preference poll.	Featured artists and organizations gained additional exposure leading to increased attendance at events and sale of artistic work.
Profiles (16) 30-second arts, culture, music, & history interstitials	07/01/21 - 06/30/22	.15	\$14,462	\$2,154	“ “	Completion and broadcast of 16 interstitial segments, number of participants & subjects featured.	Increased awareness of our local productions to at-home viewership through circulation of condensed video clips airing between TV programming.
Minnesota Roadside Attractions Pt. 2 (1) 60-minute history/travel doc.	07/01/21 - 06/30/22	.75	\$20,437	\$3,359	“ “	Completion and broadcast of documentary, number of participants featured, support for program, web hits, ranking in program preference poll.	Featured communities gain increased exposure generating potential tourism and economic gains.
When the Music Stopped (1) 60-minute arts/culture doc.	07/01/21 - 06/30/22	.24	\$23,139	\$3,447	“ “	Completion and broadcast of documentary, number of participants featured, support for program, web hits, ranking in program preference poll.	Documentation of a significant global event in history. Increased awareness of the economic impact on a cultural community.

## LAKELAND PBS Proposed Outcomes Achieved

<b>Proposed Outcomes Achieved</b>	
<b>PROJECT</b>	<b>OUTCOME</b>
Common Ground	Achieved proposed outcomes
Backroads	Achieved proposed outcomes
In Focus	Achieved proposed outcomes
Profiles	Achieved proposed outcomes
MN Roadside Attractions Pt. 2	Achieved proposed outcomes
When The Music Stopped	Achieved proposed outcomes



## Lakeland PBS 2022 Board of Trustees

### **Joe Breiter, Board Chair, Brainerd, MN**

Joe currently serves as the Director of Business Development for the architecture and engineering firm of Widseth, Smith, Nolting (WSN) in Baxter, MN. Prior to WSN, Joe owned and operated a business-to-business marketing firm in Mankato for 15 years. Joe has extensive experience in marketing, staff management, strategic planning, budgeting, and business operations. In addition, Joe has served on several other non-profit boards in various capacities.

### **Steve Berry, Board Vice-Chair, Bemidji, MN**

Steve serves as a vice-president of investment banking at Riverwood Bank in Bemidji. Steve just recently moved to Bemidji and had lived in the Walker / Leech Lake area for forty years. Steve also has teaching experience and worked as an Extension Educator for the University of Minnesota in the past. Steve tells us that he has been a long-time fan of public television and has fond memories of watching Victory Garden and Austin City Limits back in the 70s.

### **Jim Hanko, Board Treasurer, Bemidji, MN**

Until October 2009, Jim had been the President and Chief Executive Officer of North Country Health Services (NCHS) in Bemidji, MN for 11 years. His vast experience and dedication to the success of both Bemidji and Lakeland PBS are huge assets to our organization.

### **Laine Larson, Board Secretary, Brainerd, MN**

Laine serves as the Superintendent of Schools for the Brainerd School District. Laine's recent work was to advocate for and implement a \$205M school bonding referendum that has been transformative for the Brainerd school district. Prior to her role in Brainerd, Laine served as the Superintendent of Schools in Thief River Falls, MN. Laine's commitment to education along with her extensive educational experience will be a big asset to the Lakeland PBS board.

### **Ray Gildow, Staples, MN**

Ray is an author, professional fishing guide and retired Vice-President of Central Lakes College. In addition to his role as past Lakeland PBS Board Chair, Ray was a past host of Lakeland PBS's twice monthly local current events and public issues discussion program, Lakeland Currents.

### **Paul Peterson, St. Paul, MN**

Paul is a partner in the law firm Lind, Jensen, Sullivan & Peterson, P.A., a 27 lawyer firm based in Minneapolis. Paul has roots in the region and owns a lake cabin close to Hackensack. In addition, his wife grew up in Bemidji. Paul will be a great asset to Lakeland PBS and brings a wealth of legal experience to the organization.

### **Theresa Schermerhorn, Park Rapids, MN**

Theresa is currently serving as the Human Resources Supervisor for the Bemidji regional MNDOT office. Theresa has over 20 years of high-level experience in human resources and HR law. These skills will be put to good use over the coming years when the organization will be dealing with several senior staff level retirements and associated new hires.

**Brett Severson, Brainerd, MN**

Brett grew up in the Brainerd Lakes area and has built a career in the Enterprise Data Storage and Infrastructure Solutions Industry with Dell Technologies. Along with a strong conviction in the mission of Lakeland PBS, Brett brings over 15 years of experience in troubleshooting complex IT ecosystems, managing large-scale product-improvement projects, and providing resolution management for critical executive and customer escalations. Brett’s experience will help Lakeland PBS stay current with the ever-changing technology of media production and delivery.

**John Ward, Baxter, MN**

John has a long history in education and public service. He taught school for many years in several Minnesota communities including ISD-81 in Brainerd. John also served eight years as a legislator in the State House of Representatives in districts 12A and 10A. John brings a deep commitment and very unique skill set to Lakeland PBS.

**Marilyn Yoder Ph.D., Bemidji, MN**

Marilyn is currently serving as the Dean for the College of Business, Mathematics, and Sciences at Bemidji State University. She has an extensive career in science and biotechnology in several academic institutions across the country. While she is new to our region, she has a long commitment to public media and brings us a strong science background along with ties to Bemidji State University.

**Debra Zipf, Hillman, MN**

Debra worked many years as a program manager for a large IT consulting firm and has years of experience working with corporations and non-profit organizations to address business issues to find ways to set them up for success. Debra is now retired, but continues to be actively engaged throughout the region volunteering her time with various non-profits.

**Travis Annette, Bemidji, MN**

Travis is currently a Human Resources Manager with the Minnesota Judicial Branch – Ninth Judicial District, and was a past Director of Administration along with other positions with the Minnesota Chippewa Tribe from 1994 – 2006. He is also a past board member of Lakeland PBS and the Northwest Indian Community Development Center.

# PIONEER PBS

Est. 1966 • pioneer.org • Granite Falls, MN



Over the past year, Legacy funding at Pioneer PBS has helped to elevate our role as a trusted and valued communicator for the small towns and farming communities in rural Minnesota. A record-setting 16 stories created by Pioneer PBS *Postcards* were nominated for Upper Midwest Regional Emmy® Awards and 6 of them were awarded Emmy® Awards. These stories shine the light on rural artists, tribal members, small business owners and veterans, all of which show us what is good and meaningful about life in greater Minnesota. The Pioneer PBS broadcast signal reaches 26 Minnesota counties where residents can receive our programming free with simple antennas. More than 300,000 interactions with our locally-produced Legacy content took place on our social media platforms. Paid streaming and satellite services brought our rural forward programming into the homes of thousands more metro area viewers. In this way Pioneer PBS Legacy programs knit together communities throughout the state creating a climate of shared values and appreciation for cultural diversity.

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*“The stories Pioneer PBS produces lift up the voices of Dakota people and are truly immeasurable. For so long, the first people of this land have been invisible in mainstream society. These stories provide opportunities to learn of our beautiful ways of being. Our arts, culture, and the way that we see the world has value in this contemporary world. When we are seen, heard, and appreciated - it nurtures a sense of belonging that I want my grandchildren to experience.”*

-Teresa R. Peterson, Belview, Minnesota

## AREAS OF IMPACT

### VETERAN STORIES INSPIRE ENGAGEMENT

Pioneer PBS's Emmy® Award-winning *Bonded By Sacrifice* highlights the story of two veterans who brought positive change to disabled vets throughout the country.

The Emmy® Award-winning *40 Thieves On Saipan* uncovers a fascinating story of bravery and helps to elevate a Minnesota author's book.

### WHEELS PROGRAM CELEBRATES SMALL TOWN INGENUITY

Rural Minnesotans love their old cars, trucks, motorcycles and antique tractors. The new Legacy-funded *WHEELS* program takes viewers to out of the way locations where tinkerers and restoration experts dive into their passion and where, in some cases, thriving small businesses like EZ Chassis Swaps are born.

### LOCAL HISTORY PROGRAMS BRING SHARED EXPERIENCES INTO FOCUS

Whether it is the *Prairie Yard & Garden* story about how the Horticulture Gardens at the West Central Research and Outreach Center in Morris came into being, or Doug Ohman's *LANDMARK*'s exploration of the Cemeteries of Minnesota, Legacy-funded history stories put us as a state in the presence of our roots.



# PIONEER PBS | GRANITE FALLS, MN

*What is Buffalo Hide Painting? | Fern Cloud | Postcards*

## IMPACT STORY



Pioneer PBS has made an Upper Midwest Emmy® Award-winning story about Fern Cloud (pictured above), a Native American designer and Dakota hide painter who uses traditional paint pigments and bone brushes to convey symbolism and history on buffalo and deer hides. She has served as a pastor of the Upper Sioux Community Pejuhutazizi Presbyterian Church for the past 18 years. Cloud is also the great-great-granddaughter of Taoyateduta known as “Little Crow,” who was a Chief of a band of Mdewakanton Dakota people in the 1860’s.

With this award-winning documentary and others before it, Pioneer PBS is working with Dakota people to help reframe the narrative of what it means to be a native person in this state. In the past, the dominant narrative surrounding native people was one of conflict, focused on the past. With these Pioneer PBS documentaries, Dakota people are featured as artists, spiritual leaders and teachers living in our midst, vibrantly with cultural integrity.

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*“My PBS Postcard feature exposed my work to new audiences and elevated my artistic vision that narrative has the power for social change in our increasingly diverse rural communities of Minnesota to resounding positive responses.”*

–Kandace Creel Falcón

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*“Postcards has given traditional hide painting exposure as an endangered traditional method of painting.”*

–Fern Cloud, Granite Falls, MN

# PIONEER PBS | GRANITE FALLS, MN

## POSTCARDS

Start of Season January 27, 2022

13 Episodes

**DESCRIPTION:** Capturing the lives of local artists and reliving the cultural history of our viewing area.

*"We are beyond grateful to the entire Pioneer PBS Postcards team who worked for months to produce a 20-minute Emmy Award-Winning story based on a WWII bestseller, "40 Thieves on Saipan." Their interview questions, editing and graphics told the mostly untold story about Silver Star recipient Lt. Frank Tachovsky and his U.S. Marine Corps platoon in an entertaining, educational and memorable way." Liz H. Kelly, Santa Monica, CA*

*"My PBS Postcard feature exposed my work to new audiences and elevated my artistic vision that narrative has the power for social change in our increasingly diverse rural communities of Minnesota to resounding positive responses." Kandace Creel Falcón*

*Postcards* continues to innovate storytelling methods that best showcase our regional artists and historic stories. We collaborate with folk arts schools preserving traditional art styles, we listen to communities that bring forward little known histories and highlight the local history, cultural diversity, and showcase the relevance of small town and rural stories for all Minnesotans.



*40 Thieves on Saipan, at ease.*

**1301: Thursday, January 27 at 7 p.m. Fern Cloud, Kyle Vos, Joe Hauger**



Fern Cloud teaches us about the history of buffalo hide painting (pictured left), Kyle Vos (pictured below left) started a family museum in his own backyard and Joe Hauger (pictured below right) has turned his passion for wood carving into a side business.



**1302: Thursday, February 3 at 7 p.m. Kirk Williams, Jay McDougall**



Kirk Williams (pictured left and below) shares his many different art forms in Fergus Falls and Jay McDougall takes a unique approach to woodworking.





**1303: Thursday, February 10 at 7 p.m. Pieper Bloomquist and Carmen Fernholz**



Pieper Bloomquist (pictured left) masters the art of Swedish dalmaling and bonadsmålning. Organic farmer, Carmen Fernholz (pictured below) has been directing small town theater for more than 30 years.



**1304: Thursday, February 17 at 7 p.m. Mark Hansen and Titanic Story**



In 1997, Mark Hansen (pictured left) founded the North House Folk School in Grand Marais to pass down the Scandinavian tradition of making your own stuff. After the sinking of the Titanic, a Norwegian survivor made her home in Proctor, Minnesota. The current owners of her house (pictured below) have honored her memory in a very surprising way.



**1305: Thursday, February 24 at 7 p.m. Harley Refsal**



Legendary teacher Harley Refsal (pictured left) specializes in Scandinavian style flat-plane carving.

**POCA 1306: Thursday, March 17 at 7 p.m. Runestone Museum, Volstead House, Jay & Cindy McDougall**

Discover the history and mystery at the Runestone Museum in Alexandria, learn about the Volstead House in Granite Falls, and visit the creative home of Fergus Falls artists Jay & Cindy McDougall (pictured right).



**POCA 1307: Thursday, March 24 at 7 p.m. Vietnam Survival Story with Eugene Murphy**

Vietnam veterans Gene Murphy and Lyle Bows (pictured below) talk about their heroic service together in the War, and their lifelong friendship.





**POCA 1308: Thursday, March 31 at 7 p.m. The history of Archie Bush, Raptor Ridge Museum, 3M's Jaysree Seth**



Learn the history of Archie Bush from historian Carol Heen (pictured left), discover fossils at Raptor Ridge Museum in New London (pictured below left) and 3M's Chief Science Advocate Jaysree Seth shares her story (pictured below right).



**POCA 1309: Thursday, April 7 at 7 p.m. Inkpa Mani, Beautiful Kingdom, Patricia Buschette**



Inkpa Mani of Wheaton (pictured left) paints and sculpts Native art, Beautiful Kingdom (pictured below left) forms an unlikely union in Luverne, Patricia Buschette (pictured below right) writes a novel based in rural Minnesota.





**POCA 1310: Thursday, April 14 at 7 p.m. Drew Barbes, Blue Red Roses, Doug Woolverton**



Drew Barbes (pictured left) plays music and explores his Greek heritage, Blue Red Roses (pictured below left) is a band based out of Battle Lake, Doug Woolverton (pictured below right) is a Grammy Award winning artist with roots in Appleton.



**POCA 1311: Thursday, April 21 at 7 p.m. Bluenose Gopher and 40 Thieves on Saipan**



Bluenose Gopher Public House (pictured left is Betsy, Sarina and Luwaina from Bluenose) inspires the community in Granite Falls and 40 Thieves on Saipan is a love letter from a son (pictured below Joseph Tachovsky) to his WWII vet father.



**POCA 1312: Thursday, April 28 at 7 p.m. Art in Motion, Nancy Valentine, Minnesota Cactus**



Art in Motion Cafe (pictured left) brings a gallery experience to a bike trail, Nancy Valentine (pictured below) explores art through discovering her heritage.



**POCA: 1313: Thursday, May 5 at 7 p.m. Kandace Creel Falcón, Jeffrey and Carl Zachmann, Clay Coyote Pottery**



Kandace Creel Falcón (pictured left) paints imagery inspired by her ancestors, learn about kinetic art with Jeffrey and Carl Zachmann (pictured below left), Clay Coyote Pottery (pictured below right) supports generations of potters in Hutchinson.

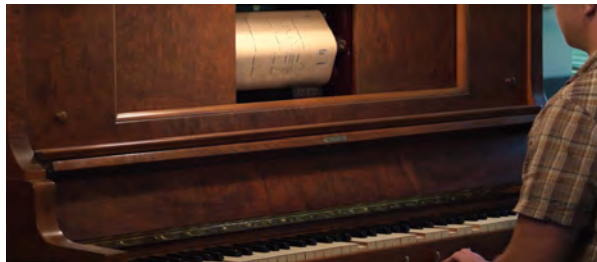
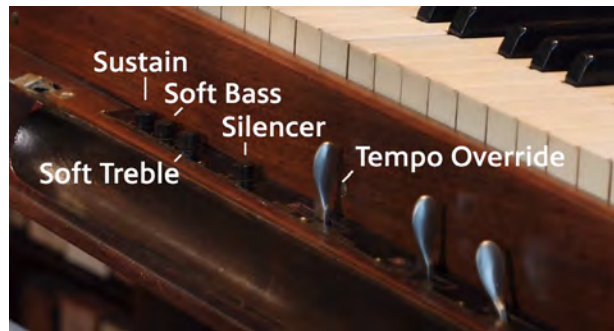




***Dave Hansen Vietnam Vet-extended interview*** - Digitally published 7/13/2022  
Dave Hansen (pictured left) dreamed of becoming an art teacher but instead found himself overseas in the Vietnam War operating radar detection equipment for night ambush teams. In his harrowing story, he recounts memories of his intense experiences that led to years of PTSD and suicide attempts. Thanks to help from the Veterans Administration, Hansen is on the mend and now shares his story to help other veterans who suffer and to let them know there is hope.

**What's Inside a Player Piano?! - Digitally Published 7/22/2022**

Nate Otto is a player piano restorer and technician in Anoka, MN. Early on in his career, he restored his family heirloom Packard Player Piano that dates from 1918. In this video Nate demonstrates the piano's controls and how it plays (pictured right).



**YANKEE ROSE (1926) on Player Piano from 1918 - Digitally published 7/27/2022**

Piano Roll played on Packard Player Piano restored by Nate Otto (pictured left). "Yankee Rose" is composed by Abe Frankl and was published by Irving Berlin, Inc. in 1926.

***Vietnam Veteran Gene Murphy Extended Interview*** - Digitally published 8/2/2022

Gene Murphy (pictured right) was wounded in action while in Vietnam. Despite months of hospitalization and incurable paralysis of his legs, Murphy went on to build a family and hold prominent leadership positions serving the needs of veterans and their families in the region and at the national level. The experience changed his life and after recovering he devoted his life to helping other wounded veterans. Murphy joined DAV (Disabled American Veterans) in 1970 and became increasingly active in the organization. He served as national commander of DAV from 1987 to 1988, advocating for veterans of all wars all the way to the highest levels of government. In 1998, Murphy was elected treasurer of the Disabled Veterans' Life Memorial Foundation and continues to serve as secretary/treasurer.







***Vietnam Veteran Lyle Bowes Extended Interview*** - Digitally published 8/2/2022

Lyle Bowes (pictured left), a South Dakota resident, dropped out of college and signed up for the war. Upon meeting Gene Murphy, the two became fast friends and were able to stick together from induction through their tour in Vietnam until Murphy was wounded just 30 days before he was scheduled to return to the United States. On patrol in the jungles of Vietnam in 1969, their unit came under fire

from NVA forces, wounding Murphy and five others. Lyle, moving in to help the wounded, found Murphy and stayed with him overnight until the wounded could be extracted by helicopter 14 hours later.

***Elite Marine Scout-Snipers in WWII |***

Author Joseph Tachovsky's Extended Interview - Digitally published 8/31/2022

The Battle of Saipan was a battle of the Pacific campaign of World War II, fought on the island of Saipan from June 15 to July 9, 1944. It has been referred to as "Pacific D-Day." The bloody battle resulted in allowing U.S. planes to be based within bombing range of Japan. Postcards interviewed Joseph Tachovsky (pictured right), a graduate of University of Minnesota and the son of Lt. Frank Tachovsky, who was the commanding officer of a platoon of Marine Scout-Snipers that have become known as the "40 Thieves." Tachovsky drew upon his father's memoirs and interviews with the soldiers who served under him to write the book *40 Thieves on Saipan: The Elite Marine Scout-Snipers in One of World War II's Bloodiest Battles*.



*"What I appreciate is the wonderful story telling and artistic touches featuring the talented local people in our region."*

*"Builds awareness of arts and culture and inspires community members to learn and get involved."*

*"I believe anyone watching can at least be sparked to learn more about whatever subject is viewed. It helps us understand and appreciate each other a bit better."*

*"Postcards does a great job of covering artists in the viewing range. Stories about local people is what makes the program great."*





## Landmarks: Cemeteries of MN - Broadcast 2/14/2022

Cemeteries are the last visible vestiges of our past. These sacred places hold our history and are clues to the stories worthy of remembering. By honoring those who have gone before, this program celebrates life itself. Travel along with Minnesota historian Doug Ohman as he explores the fascinating world of Cemeteries. Doug highlights Minnesotans that have a passion for these sacred grounds.



*"This was so interesting. Thank you for sharing. I love sitting in St. Pius Cemetery in Zimmerman. It makes me feel closer to family."*

*"It is really interesting. I love cemeteries and I'm thinking a road trip might be in order."*

*"Oh my goodness this was so interesting,*

*I did not want it to end."*

*"Hey I loved your cemeteries program on PBS...Just beautiful."*

*"It was an honor to be part of this fascinating program, learn more about cemeteries in Minnesota and the Swensson Farm Museum."*

*"Oh, good! We can watch it again!"*

*"Your show is what Minnesota is all about - heart! Thanks Doug!"*



## Saksanica - Broadcast May 11, 2022



Award-winning filmmaker Leya Hale traces the traditions underlying the dress making culture of Lakota and Dakota communities. *Saksanica* features interviews with Gaby Strong, Pejuta Haka Red Eagle, Gabrielle Tateyuskanskan, Leah Thomas, Marcy Fiddler and Lonna Stevens as they discuss the materials, hand craft, adornments and cultural heritage contained within traditional Dakota and Lakota women's dresses.

*"De nína waštéwadake. Tanyán ečhánurj Leya!!!"* - Elizabeth Cates

*"I loved the connections made between art, love of place, and our responsibility of acknowledging land and water."* - Viewer Comment



*"Wonderful film about art, resilience and respect."* - Viewer Comment





## Wheels - Broadcast 5/19/2022



Explore the interesting connection that people have with wheels. Since the creation of the wheel around 3500 B.C. there have been steady improvements and uses for the wheel. Discover the interesting stories behind the people and their hobbies at car shows, private collections, threshing bees, farm shows or with anything that involves wheels.

*"Amazing what we have here in Western Minnesota -- Very nice videography." Bob Culbertson*

*"WOW!!! I'M BLOWN AWAY AT HOW WELL THIS TURNED OUT!" - Ed Lipinski*

*"Thank you for sharing the wonderful show."  
- Marcy Schramm*



*"Great video and would like to see more. The history is great." - Gerry Rigged*

*"Ed what a great presentation about your business and thanks for rescuing Blue Angel and honoring Clarence and Ken. It was a highlight of Polish Days for him this past year. And I'm sure he is watching from above and admiring all your work that you do." - Karen Lipinski*



*"Love this local stuff. I could watch this all day." - Duc Tama*

*"Great video. Back when racing wasn't about how much money you had, but instead how much ingenuity you had."*



## Prairie Yard & Garden: A Growing Heritage - Broadcast 3/17/2022



Learn about the rich heritage of research, education, and beauty of the Horticulture Gardens at the West Central Research and Outreach Center in Morris. Steve Hoppe covers the history and development of the beautiful gardens as they look forward to celebrating the 50th anniversary of Horticulture Night.





## Social Media Engagement July 2021 - June 2022

### Postcards Insights

- In the selected period, the **Postcards YouTube channel** got **38,944 views**
- In the selected period, the **Postcards Facebook page** reached **160,183 impressions**
- In the selected period, the **Pioneer PBS Instagram with Postcards content** reached **2,044 views**
- In the selected period, the **Pioneer PBS Facebook page with Postcards content** reached **84,617 impressions**
- In the selected period, the **Pioneer PBS YouTube channel with Postcards content** reached **1,107 views**
- In the selected period, the **Pioneer PBS LinkedIn with Postcards Press Release content** reached **781 impressions**
- In the selected period, the Media Manager **video streaming portal** reached **9,306 total streams**

### Cemeteries of Minnesota

- In the selected period, the LANDMARKS: Cemeteries video on **Pioneer PBS's YouTube channel** got **1,220 views**
- In the selected period, the **Pioneer PBS's Facebook** page with LANDMARKS Cemeteries content reached **3741 impressions**
- In the selected period, the **Pioneer PBS Instagram** with LANDMARKS: Cemeteries video content wasn't posted, yet
- In the selected period, the **Pioneer PBS LinkedIn** with LANDMARKS: Cemeteries video Press Release content reached **63 impressions**
- In the selected period, the Media Manager video streaming portal reached **201 streams**

### PYG: A Growing Heritage

- In the selected period, the **Pioneer PBS YouTube channel** with the PY&G Video got **161 views** with and **additional 115 views** for segment content
- In the selected period, the Pioneer **PBS Facebook page** with A Growing Heritage content it reached **79 impressions**
- In the selected period, the **PY&G Facebook page** with A Growing Heritage content reached **1644 impressions**
- In the selected period, the **Pioneer PBS Instagram** with A Growing Heritage content wasn't posted, yet
- In the selected period, the Media Manager video streaming portal reached **51 streams**

### WHEELS

- In the selected period, the **Pioneer PBS Facebook** page with WHEELS Content the post reached **454 impressions**
- In the selected period, the WHEELS video on **Pioneer PBS's YouTube channel** got **437 views** with an **additional 1,043 views** for segment content
- In the selected period, the **Pioneer PBS Instagram** with WHEELS Press release content received **26 views**
- In the selected period, the **Pioneer PBS LinkedIn** with WHEELS Press release content received **47 impressions**
- In the selected period, the Media Manager video streaming portal reached **152 streams + 137 segment content views**

## Saksanica

- In the selected period, the **Pioneer PBS Instagram with Saksanica content** reached **207 impressions**
- In the selected period, the **Pioneer PBS Facebook page with Saksanica content** reached **2,297 impressions**
- In the selected period, the **Pioneer PBS YouTube channel with Saksanica content** reached **1,242 views**
- In the selected period, the **Pioneer PBS LinkedIn with Saksanica Press Release content** reached **227 impressions**
- In the selected period, the Media Manager **video streaming portal** reached **29 total streams**

**Total Website views within the selected period: 536,352 page views**

**Total views/streams for Legacy content within the selected period: 219,490**

**Total streams overall across all YouTube channels within the selected period: 908,007**

**Total streams on PBS Video/Livestream/Passport: 217,112**

## Legacy Engagement July 2021 - June 2022

Engagement is a key strategy that Pioneer PBS uses to build relationships with viewers and partner institutions throughout Minnesota. Over the past year, Pioneer PBS organized more than 10 public events and engagement opportunities that engaged more than 1,200 people across the state of Minnesota. The engagements were designed to increase awareness about Legacy productions by Pioneer PBS. The events took the form of in-person and online screenings and discussions, event booths, talks and presentations.

Engagements took place in the communities of Granite Falls, Fergus Falls, Westbrook, Herman, Sisseton, Minneapolis, Milan and Montevideo. Several online events were also produced. Some highlighted activities include:

- On July 29, 2021 we hosted a booth at the West Central Research and Outreach Center's "Hort Night" to promote the upcoming broadcast of the Legacy-funded story about the 50th Anniversary of the event that would air on Prairie Yard & Garden. More than 300 people engaged with our booth at the event.
- In August 2021 we created and launched collections of Legacy-funded videos to promote on our website and YouTube channel featuring our Veterans stories and our Native stories.
- In September 2021, we worked with the Southwest Initiative Foundation to promote Welcome Week events on social media in 10 southwestern Minnesota communities. Relationships made while producing and promoting the Pioneer PBS collection of Legacy-funded stories about, Hmong, Somali, Karen, Latino and Micronesian immigrants were critical to opening the doors needed to promote these events.
- On October 13, 2021 we organized an on-line and in-person screening event for Caregiving: A Love story that was attended by more than 215 people.

- On November 7, 2021 we organized a screening in Milan featuring Legacy-funded documentaries about Harley Refsal and Pieper Bloomquist that was attended in-person and online by more than 80 people. Registrations for the event came from more than 40 Minnesota communities.
- On November 1, 2021 we partnered with the Department of Public Transformation to sponsor a virtual and in person screening of the film "Ways of Being Home: Between Northfield and Mantrata," The event was attended by more than 30 people.
- On January 25, 2022 Pioneer PBS presented information on the basics of television story production to more than 120 High school students at a career fair at the Westbrook Walnut Grove High School.
- On Thursday, February 3, 2022 a special screening of the Legacy-funded story about Fergus Falls artist Kirk Williams was held at Fergus Brewing. 35 people attended.
- On March 26, 2021 we hosted a screening of the Legacy-funded Prairie Yard and Garden program at the Herman Community Center. It was attended by more than 80 people.
- On Sunday April 3, 2022 we organized a screening event at Ascension Church in Stillwater that was attended by 35 people. Legacy-funded programs on Postcards were promoted at our booth and in the post-show discussion of our story about the Rick-A-Shay riders.
- On Saturday April 9, 2022 we hosted a world premiere screening event of "Saksanica" (Traditional Dakota Women's Dress Making) at the Sisseton Wahpeton College in Sisseton. Pioneer PBS has many viewers of our Legacy-funded programs who live in eastern South Dakota. More than 85 people attended the event.
- On Thursday, April 28, 2022 we organized the world premiere of "Made in Sweden" at the American Swedish Institute in Minneapolis. The event featured live demonstrators who live in Minnesota and promoted our Legacy-funded content at the event which was attended by more than 90 people.
- On Thursday, May 5, 2022 we organized a "Bring Her Home" Screening event at Pioneer PBS studios in Granite Falls. The event featured a discussion with TPT Producer Leya Hale and Beth O'Keefe who was featured in a short Legacy-funded story about traditional Dakota dressmaking which was jointly funded by Legacy dollars and the IGNITE Rural artists residency program. More than 50 people took part in the event.
- On Sunday, May 15, 2002 we helped to organize and promote a virtual screening event of our Legacy-funded story about Harley Refsal. The event was hosted by the Vesterheim Museum and more than 187 people attended virtually.
- On Sunday, June 19, 2022 Pioneer PBS had a booth at the Fiesta Days antique car show to promote the new Legacy-funded program WHEELS. Other car show outreach to promote WHEELS took place at events in Marshall on May 5 and in Alexandria on June 26, 2022.

# Report on Legacy Expenses: Cost of Production for State Fiscal Year 2022

For Period: July 1, 2021 through June 30, 2022

129D.18 GRANTS TO PUBLIC TELEVISION Article 4 Sec. 7 Subd. 4. Reporting. A public station receiving funds appropriated under this section must report annually by January 15 to the commissioner, the Legislative Coordinating Commission, and the chairs and ranking minority members of the senate and house of representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous year's grant funds were expended. The report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated viewership, the number of hours of Legacy program content available for streaming on Web sites, and other related measures. If the programs produced include educational material, the public station must report on these efforts.

129D.18 Reporting Items	
<b>Names of Legacy funded programs reporting</b> July 1, 2021 through June 30, 2022	Postcards: 13 half-hour episodes and 6 digital shorts Prairie Yard and Garden: 1 half-hour episode within a longer series Landmarks: Cemeteries of Minnesota a one-hour history special Saksanica: a half-hour special Wheels: a one-hour special
<b>Cost of Production</b>	See Cost of Production below
<b>Number of stations broadcasting program</b>	Pioneer's three stations (KWCM-Appleton, KSMN-Worthington, and K08- Fergus Falls) broadcast all programs on our high-definition channel.
<b>Estimated viewership</b> July 1, 2021 through June 30, 2022	Pioneer is available to more than 1.2 million viewers.
<b>Hours available for web streaming</b> July 1, 2021 through June 30, 2022	13.5 hours of new ACHF content were added in the past year. (includes 4 hours of new streaming content, streaming content from previous years remains available online at <a href="http://www.pioneer.org">www.pioneer.org</a> )
<b>Education materials created and distribution</b> July 1, 2021 through June 30, 2022	3

Legacy Projects	Cost of Production
For period: July 1, 2021 - June 30, 2022	For period: July 1, 2021 - June 30, 2022
Pioneer ACHF Series Production (Postcards season of 13 episodes plus 6 digital releases and an episode of Prairie Yard and Garden). First number is roll over funds from last biennium used until mid-August for preproduction and start of shooting, the second number is this biennium funds to complete series and shorts.	\$26,259 \$220,338.92
Pioneer ACHF Specials and Music Production. (1 Landmark specials, Saksanica and Wheels specials). First number is roll over funds from last biennium used until mid-August for preproduction and start of shooting, the second number is this biennium funds to complete series and shorts.	\$26,259.33 \$125,486.49
<b>Total</b>	<b>\$52,518.33 (roll over funds)</b> <b>\$345,825.41 (new biennium funds)</b>



# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

### 3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

(i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project;

(viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information.

<b>3.303, Subd. 10 Reporting Items</b>	
Project names and project descriptions	<p>Pioneer ACHF Series Production: Production and distribution of 13 half-hour episodes of Postcards program with repeat broadcasts, and an episode of the Prairie Yard and Garden series focused on ACHF content.</p> <p>Pioneer ACHF Documentary and Digital Production: Production and distribution of 2- 3 documentaries and at least a 6-part digital release; a Landmarks, one-hour documentary, a Wheels, one-hour documentary, and Saksanica, a half hour documentary, along with 6 Postcards digital releases.</p>
Recipient phone number	320-289-2622
Names of board members	See below
Recipient email address	yourtv@pioneer.org
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	Link posted on www.pioneer.org to direct citizens to the LLC web site.
Amount, source and fiscal year of the appropriation	\$52,518.33 ACHF Grant Appropriation rolled over from SFY-21 \$345,825.41 ACHF Grant Appropriation SFY-22
Amount and source of additional funds	\$287,532.30 Margaret A. Cargill Philanthropies
Duration of projects	Project activities occurred from July 1, 2021 through June 30, 2022
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	4.15
Direct expenses and admin cost	\$258,557.73 and 139,785.68
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Postcards-13 episode and 6 digital shorts, and Prairie Yard & Garden 1 episode.	7/1/21 - 6/30/22	2.25	\$162,663.56	\$59,651.83	Surveys of area viewer/ members to assess program popularity and impact; meetings with Pioneer Community Advisory Board to measure responses from area viewers, tracking of online viewing activity. On-time completion of the Postcards series; on-time completion of ACHF content within the Prairie Yard and Garden series	Positive reactions from viewers, members and Pioneer Community Advisory Board showing greater awareness of arts and community activity, plus increased viewer activity as shown in online analytics, including web views and social media activity.	Viewers learned about cultural opportunities, artists, community engagement, and the history of their communities. Artists and others featured in the programs gained additional visibility.
Documentaries; 3 documentaries- Wheels, Landmarks: Cemeteries of MN and Saksanica	7/1/21 - 6/30/22	1.92	\$76,462.47	\$47,047.22	Surveys of area viewer/ members to assess program popularity; meetings with community advisory board to measure responses from area viewers, tracking of online viewing activity. On-time completion of productions.	Positive reactions from viewers, members and Pioneer Community Advisory Board showing greater awareness of arts and community activity, plus increased viewer activity as shown in online analytics, including web views and social media activity.	Viewers learned about musical groups and opportunities to see performances in Minnesota (the annual Minnesota Bluegrass and Old Time Music Association Festival in Stearns County). Musicians reached a larger audience through broadcast and online exposure. Viewers learned about historic structures in the Pioneer viewing area.

## Pioneer PBS Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Postcards-13 episode and Prairie Yard & Garden-1 episode.	Achieved outcomes
Specials and Digital; 3 documentaries-Wheels, Landmarks: Cemeteries of MN and Saksanica. At least 6 digital stories.	Achieved outcomes

## **Pioneer PBS 2022 Board of Trustees**

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# PRAIRIE PUBLIC

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Legacy-funding is at the cornerstone of Prairie Public’s mission to educate, inform and enlighten the people of Northwest Minnesota. Our passion is creating high caliber content about Minnesota’s history, culture and people, in hopes of creating empathy and understanding among communities. Programs like *Prairie Mosaic* and *Prairie Musicians* celebrate the potential and talent throughout Minnesota’s prairie region. The impact of these resources will live on for years to come as residents become more aware of the cultural treasures that exist around them and more readily attend functions and events supporting this infrastructure within our state.

“

*“The programming for arts, culture, and history are of great value for our community. We must always continue to learn of our past in order to move forward and we must learn about different cultures in order to admire them and embrace them.”*

–MPTA Survey respondent

## AREAS OF IMPACT

### MOORHEAD’S HISTORY

Moorhead Minnesota’s history is well documented at the Historical and Cultural Society of Clay County with exhibits documenting cultural influences of Scandinavian settlers and early infrastructural challenges of roads, bridges, and buildings.

### HONORING MINNESOTANS

Prairie Public recognized community efforts including the Spirit of the Sandbagger monument which honors resident flood-fighters; and *Warriors in the North- Healing Through Art* as a means for veterans to address trauma and grief.

### VIRTUAL COURSE FOR EDUCATORS

A virtual course was created in collaboration with the education staff at Northwest Service Cooperative in Thief River Falls, MN. The course included resources for learners of all ages, at-home learning supports that are available from Prairie Public for Minnesota teachers, PBS LearningMedia content and planning kits. The target audience was K-12 educators in northwestern Minnesota.

The strong foundation of Northwest Minnesota lies within its people and their unwavering passion to protect and maintain this place we call home. Prairie Public is proud to recognize and honor the dedication and perseverance of community members throughout the Red River Valley. With the help of Legacy funding, we were successful in telling the story of Minnesotans who worked tirelessly fighting floods along the Red River of the North for decades by featuring the “Spirit of the Sandbagger” art installation. Prairie Public has also become a resource for helping veterans share their untold stories. The “*Warriors in the North: Healing Through Art*” project was a natural extension of our efforts to support veterans of all wars. We hope public television’s role in celebrating the unified contributions of individuals will create a stronger sense of empathy for all Minnesotans while encouraging active participation in community discussion and problem solving.

## Spirit of the Sandbagger

The artwork is meant to be seen by community members and visitors because so many helped in the flood fighting efforts... whether sandbagging, boxing lunches, providing transportation, organizing volunteers, creating earthen clay dikes, or monitoring pumps. Markings on the monument pillars show water levels with and without the FM Diversion Project. Bronze plaques explaining the structure and its significance are also provided in braille.

*More than 60% of people surveyed learned something new related to arts, culture or history in their community.*

## Warriors in the North

*Warriors in the North* features an opportunity for veterans with trauma histories to design masks that reflect their experiences or recoveries from those experiences. The project helps local veterans recover from trauma through art and helps them realize their value in the community. The event is a joint effort between the Fargo Veterans Affairs Health Care System and the Historical and Cultural Society of Clay County in Moorhead, MN.



***“Local public media, especially the arts, culture, and history programming helps build community by exploring our common identity.”***



–MPTA Survey respondent

# PRAIRIE PUBLIC | MOORHEAD & CROOKSTON

## PRAIRIE MOSAIC

Start of Season: October 28, 2021

EPISODES: 7 new - 30 min. each

DISTRIBUTION: Broadcast, web, social media, PBS Video App, YouTube

SHORT DESCRIPTION: *Prairie Mosaic* presents artfully crafted profiles on the history, arts and culture of Northwest Minnesota. The overall goal of the series is to inspire a curiosity in viewers which allows for a new experience and knowledge base. Past episodes are repeated, as are individual segments from each episode. Promotional materials are made available via social media outlets, including Facebook and Instagram.

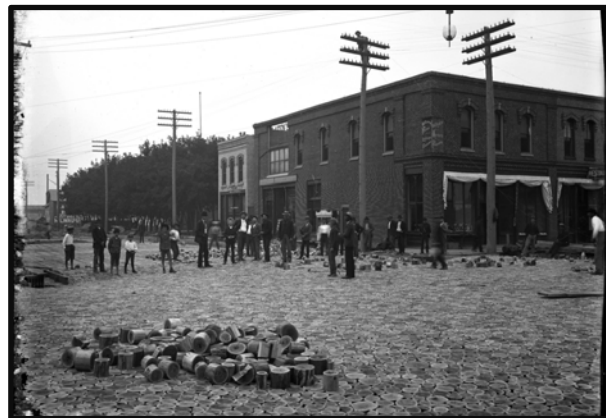
*59% of audience members surveyed said they learned more about Minnesota arts and culture after engaging in Prairie Public's local arts, culture, and history programming.*



*Pat Kruse, Birchbark and Quill artist, Mille Lacs Band of Ojibwe Reservation*

IMPACT: Our intent is to create an awareness of the diversity of cultures, talents and opportunities for individuals and families within their own communities and throughout the state of Minnesota. By connecting with historical societies, museums, universities, libraries and other organizations throughout the region, we allow *Prairie Mosaic* to share messages of creativity, social awareness, and historical relevance to the place we call home. This project meets Legacy goals by curating a relationship between the audience and the many artists, authors, innovators, musicians and historians who lend themselves to the creation of this well-respected anchor of social education called *Prairie Mosaic*.

*I appreciate the programming exploring local history. - MPTA Survey respondent*





PRAIRIE MOSAIC EPISODES:

- Prairie Mosaic 1301 October 28, 2021 8PM; Warriors in the North: Healing Through Art project, Moorhead, MN; Dr. Emma Ogden and Emma Combacker, pioneering women of medicine, Moorhead, MN; Spirit of the Sandbagger, Moorhead, MN; music of Hailey James, Cottage Grove, MN.

*I live in NW Minnesota and must drive at least an hour to Fargo, GF, Crookston or Bemidji for any cultural event so getting arts, culture and history from television is a necessity. - MPTA Survey respondent*



*Forced to Flee, refugee awareness quilt exhibit, Historical and Cultural Society of Clay County, Moorhead, MN*

Norwegian and Scandinavian artifacts from 1800's; indie-pop musician Elska, Minneapolis, MN.

- Prairie Mosaic 1304 January 27, 2022 8PM; "Forced to Flee", traveling quilt exhibit, Hjemkomst Center, Moorhead, MN; Terry Shannon, treasure hunter, Frazee, MN; history of city of Moorhead, MN exhibit, Historical and Cultural Society of Clay County; musician Abraham Tabares Jr., Moorhead, MN.
- Prairie Mosaic 1305 February 24, 2022 8PM; ancient Spanish coins, Terry Shannon, Frazee, MN; Andrew McFarlane, Moorhead, MN.
- Prairie Mosaic 1306 March 31, 2022 8PM; Laketrails Base Camp, Oak Island, Lake of the Woods, MN; Fireball Fire Pits, custom fire pit design/creation, Eva and Melissa Asplin, Audubon, MN; musician Jeff James, Blaine, MN.
- Prairie Mosaic 1307 April 28, 2022 8PM; dramatic soprano Heather Hjelle, Barrett, MN; artist Emily Williams-Wheeler, Moorhead, MN; musician Tyler Herwig, Eden Prairie, MN.

- Prairie Mosaic 1302 November 18, 2021 8PM; Melody Gilbert, filmmaker, St. Paul, MN; history of two bridges that connected Fargo, ND and Moorhead, MN; Detroit Lakes, MN 150th birthday and "Sails Up" art project.

- Prairie Mosaic 1303 December 30, 2021 8PM; history of gaelic harp, Ann Heymann, Winthrop, MN; Historical and Cultural Society of Clay County exhibit of



*Treasure Hunter Terry Shannon, Frazee, MN*



## PRAIRIE MUSICIANS

Start of Season: January 22, 2022

EPISODES: 8 new - 30 min. each

DISTRIBUTION: Broadcast, web, social media, PBS Video App, YouTube

SHORT DESCRIPTION: *Prairie Musicians* has become known as a source of innovative regional talent with an eclectic mix of music and engaging dialogue from musicians across Minnesota. Musical groups are invited to the Prairie Public television recording studio to present their unique style of art. Interviews with band members lend insight to their individual creative process, as well as their musical journey and professional goals. Original music from up and coming new talent is a welcome aspect of the series.... a place for creative imagination and musical exploration.



*Yeah baby! This music is amazing!!! Thanks for sharing!! It was great! - YouTube comment*

IMPACT: The *Prairie Musicians* series has an intended goal of introducing audiences to new musical genres and emerging musicians from throughout the state of Minnesota. The messages in the music are certainly entertaining, but also engaging, addressing social issues, political rhetoric and personal wellness. *Prairie Musicians* was fortunate to collaborate with dramatic soprano Heather Hjelle, from Barrett, MN who performed several opera arias, but also discussed opera as an ‘approachable’ genre as part of her previously developed stage presentation called “Every Person’s Guide to Opera”. Ideally the impact of this episode

would allow all audiences the basic comfort-level to experience opera without social stigma or intimidation. Each season musicians express their gratitude and appreciation for the Legacy funding that supports *Prairie Musicians*. As artists obtain the opportunity to showcase their talents, they are also empowered to realize the financial stability that their career can produce.



*I love hearing local talent featured and I am a huge fan of musical arts, and love to see the current bands/artists and what they are creating. Showcasing artists is a gift to all viewers! - MPTA Survey respondent*

*PRAIRIE MUSICIANS EPISODES:*

- 1401 - Annie Mack, Minneapolis, MN January 27, 2022 9PM, Rock, blues.
- 1403 - Heather Hjelle, Barrett, MN February 10, 2022, 9PM, Opera.
- 1404 - Rachel Meyer, Moorhead, MN February 17, 2022, 9PM, Pop.
- 1405 - Blue Red Roses, Battle Lake, MN, February 24, 2022 9PM, Pop.
- 1406 - Aaron Tinjum and the Tangents, Minneapolis, MN, March 17, 2022 9PM, Blues, folk, rock.
- 1408 - Terry Mackner, Gary, MN, March 31, 2022 9PM, Country.
- 1409 - Cropdusters, Moorhead, MN, April 7, 2022, 9PM, Country.
- 1410 - Gary Timbs, Staples, MN, April 14, 2022, Gospel, country.



*Thanks for having us Prairie Public! We had a blast and appreciate everything you're doing for the region's music scene. - Aaron Tinjum, musician, St. Paul, MN*

*EDUCATION MODULE:*



*Dramatic Soprano, Heather Hjelle, Barrett, MN*

Dramatic soprano Heather Hjelle from Barrett, MN discusses her personal journey to becoming a professional opera singer. Hjelle also answers questions from elementary students based on her previously developed stage presentation "Every Person's Guide to Opera". This approach reduces the uncertainties of opera and makes it a more inviting musical genre, allowing educators to introduce opera to students at a basic level of understanding. Some of the topics Hjelle addresses include: learning to sing in different languages; the vocal classifications of opera singers; and the rigorous demands of the profession.

*I trust my local public television station to deliver arts, culture, and history programming that is well-researched and unbiased. - Over 60% of MPTA Survey respondents*

# Report on Legacy Expenses: Cost of Production for State Fiscal Year 2022

For Period: July 1, 2021 through June 30, 2022

## 129D.18 GRANTS TO PUBLIC TELEVISION

Article 4 Sec. 7 Subd. 4. Reporting. A public station receiving funds appropriated under this section must report annually by January 15 2023 to the commissioner, the Legislative Coordinating Commission, and the chairs and ranking minority members of the senate and house of representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous year’s grant funds were expended.

The report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated viewership, the number of hours of legacy program content available for streaming on Web sites, and other related measures. If the programs produced include educational material, the public station must report on these efforts.

<b>129D.18 Reporting Items</b>	
<b>Names of Legacy funded programs reporting</b> July 1, 2021 through June 30, 2022	<ul style="list-style-type: none"> <li>-6 Arts, Cultural Features as part of “Prairie Mosaic” series</li> <li>-1 Education Module</li> <li>-8 Music performance programs as part of “Prairie Musicians” series</li> <li>-4 History features as part of “Prairie Mosaic” series</li> <li>-Broadcast over 500 hours of lifelong long learning programming</li> <li>-Provide free educational resources to teachers and families</li> <li>-Provide professional development opportunities for Minnesota educator, including 1 in-person and 3 webinars</li> <li>-Curate and share digital educational content for Minnesota educators and students</li> </ul>
<b>Cost of Production</b>	See Cost of Production below
<b>Number of stations broadcasting program</b>	3
<b>Estimated viewership</b> July 1, 2021 through June 30, 2022	500,000
<b>Hours available for web streaming</b> July 1, 2021 through June 30, 2022	273
<b>Education materials created and distribution</b> July 1, 2021 through June 30, 2022	0

Legacy Projects	Cost of Production
For period: July 1, 2021 - June 30, 2022	For period: July 1, 2021 - June 30, 2022
#1: Media Production - Arts and Cultural	\$137,734.88
#2: Media Production - Historical	\$113,053.50
#3: Educational Services	\$71,792.63
	\$0
	\$0
	\$0
	\$0
<b>Total</b>	<b>\$322,581.01</b>



# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

## 3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

(i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project;

(viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information

**Please fill in the grid below with your project information:**

3.303, Subd. 10 Reporting Items	
Project names and project descriptions	<p>-6 Arts, Cultural features as part of "Prairie Mosaic" series: Melody Gilbert, filmmaker, St. Paul, MN; Spirit of the Sandbagger monument to flood fighters, Moorhead, MN; Warriors in the North, Veteran mask-making therapy events, Moorhead, MN; Forced to Flee, quilt exhibit recognizing refugee struggles, Moorhead, MN; Pat Kruse, birchbark/quill artist, Onamia, MN; Fireball Fire Pits, Audubon, MN, Emily Williams-Wheeler, painter/potter, Moorhead, MN.</p> <p>-1 Music Education Module featuring Dramatic soprano Heather Hjelle from Barrett, MN. Hjelle explains aspects of an opera and the rigorous demands of the profession including her personal journey to becoming a professional opera singer. She answers questions from students at Kennedy Elementary School on topics including: the vocal classifications of opera singers; learning to sing in different languages; and the physicality of diaphragm breathing..</p> <p>-8 Music performance programs as part of "Prairie Musicians" series: Annie Mack, Minneapolis, MN; Heather Hjelle, Barrett, MN; Rachel Meyer, Moorhead, MN; Blue Red Roses, Battle Lake, MN; Aaron Tinjum and the Tangents, Minneapolis, MN; Terry Mackner, Gary, MN; Cropduster, Moorhead, MN; Gary Timbs, Staples, MN.</p> <p>-4 History features as part of "Prairie Mosaic" series: Artifact Spotlight: Moorhead/Fargo historic bridges, Moorhead, MN; Artifact Spotlight: Scandinavian Heritage, Moorhead, MN; Artifact Spotlight: Moorhead, MN History; Artifact Spotlight: Collecting Spanish Coins, Frazee, MN; Terry Shannon, treasure hunter, Frazee, MN.</p> <p>-Provide free educational services to Minnesota K-12 schools in our coverage area, both online and in-person.</p> <p>-3 professional development webinars produced at Prairie Public for Minnesota educators. The content was coordinated and executed virtually and in-person, including the curation of digital content created at Prairie Public and other MPTA stations, facilitating the youth media educator cohort, and other tasks.</p> <p>-1 regional in-service workshop event for teachers and other education professionals which provided training and resources incorporating Minnesota arts, culture and/or history into lessons and curricula, as well</p>

	<p>as integrating media creation and/or student and community storytelling. Topics include using Prairie Public-created content in the classroom, conversations, and resources around topics of interest to Minnesota educators, media literacy in the classroom, youth-created media, accessing content via PBS LearningMedia, and others.</p> <p>-Provided professional education coaching by Prairie Public staff and other education professionals utilizing on-site and online resources.</p>
Recipient phone number	701-241-6900
Names of board members	See below
Recipient email address	<a href="mailto:jgast@prairiepublic.org">jgast@prairiepublic.org</a>
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	<a href="http://www.mptalegacymedia.org">www.mptalegacymedia.org</a>
Amount, source and fiscal year of the appropriation	<b>\$322,581.01</b>
Amount and source of additional funds	none
Duration of projects	July 1, 2021-June 30, 2022
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	3.77
Direct expenses and admin cost	0
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
<p>1-A. Media Production- Arts and Cultural</p> <p>Short features, "Prairie Mosaic" and "Prairie Musicians" episodes, Education Module</p>	<p>7-1-21 - 6-30-22</p>	1.31		0	Annual Legacy Arts, Culture and History survey of audience members to assess program impact and relatability; meetings with Prairie Public community advisory board to measure level of inclusivity; social and web metrics, comments, analytics related to viewer habits, interests, and demographics, Nielsen ratings.	6 Arts and Cultural short features which contribute to new episodes of "Prairie Mosaic". 8 new episodes of "Prairie Musicians". 1 Music(opera) Education module designed for teachers, at-home educators, and the general public.	We attracted new audiences to Minnesota-based art and enriched lives through art and cultural features: unconventional film productions, connecting mental health and the arts, Native American art styles, and others. We provided a sample of the diverse local/regional music scene encouraging Minnesotans to support musicians and attend live events. Survey results: Learned more about MN arts/culture (60%) Attended an event (45%)
<p>1-B. Media Production- Historical</p> <p>Short features and "Prairie Mosaic" episodes</p>	<p>7-1-21 - 6-30-22</p>	1.10		0	Annual Legacy Arts, Culture and History survey of audience members to assess program impact and relatability; meetings with Prairie Public community advisory board to measure level of inclusivity; social and web metrics, comments, analytics related to viewer habits, interests, and demographics, Nielsen ratings.	4 Historical short features which contribute to new episodes of "Prairie Mosaic".	By partnering with local historical societies, we inspired Minnesotans to learn more about their state and to visit local museums. Survey results: Learned more about MN History (50%) Visit a historic site (64%)
<p>2-A. Educational Services</p>	<p>7-1-21 - 6-30-22</p>	1.36		0	A monthly collection of analytics from PBS LearningMedia users, which is discoverable by many factors including state, number of page views, content viewed, etc. Participants in professional development and community engagement events are surveyed with formative and summative assessments. Survey results and	500 or more educators have access to Prairie Public educational resources and documentary productions, as well as increased awareness and access to learning resources, digital content, and online professional development.	Comments from 2022 MPTA Survey responses included, "I show PBS video shorts to my elementary kids related to SEL skills and concepts" and "I've often used PBS LearningMedia to share educational content, and it's wonderful!" Comments from participants in the Virtual Mini-Course

					feedback is used to inform future programming of opportunities and content. Annual Legacy Arts, Culture and History survey.		included, "I like that they have tools to help students record interviews" and "Thank you for sharing this great tool. It can be hard to find quality resources (especially videos) to share with the students."  Nearly 6,000 monthly users of Prairie Public's PBS LearningMedia homepage.
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## Prairie Public Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
1-A. Media Production-Arts and Cultural	Achieved 100% of outcomes
1-B. Media Production-Historical	Achieved 100% of outcomes
2-A. Educational Services	Achieved most of the proposed outcomes



## **Prairie Public 2022 Board of Directors**

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# TWIN CITIES PBS

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Legacy funding empowers TPT to document and preserve Minnesota's arts, culture and history stories, and to design new pathways for engagement, education and connection. TPT's web series like *Relish*, *Outside Chance*, and *Worn Within* are attracting new and diverse audience members with stories about Minnesota's rich cultural heritage. Viewers can now access these series anywhere, anytime on YouTube and tpt.org.

Because of engaging with my station's local arts, culture, and history programming...



95% say that they learned about something new related to arts, culture, or history.

2022 Legacy Survey

***"Local community is so important - people need to feel connected & yet we have so many forces creating alienation from each other. Local culture and history knit us together!"***

TPT's total broadcast hours of Legacy-funded content:

**28,731**

TPT Legacy-funded content broadcast nationally & MPTA-produced content broadcast on TPT channels

## AREAS OF IMPACT

### MAKING AN IMPACT THROUGH EDUCATION

Each episode of season 2 of *STAGE*, a broadcast arts program, was hosted by musician and educator Natalia Romero Arbeláez, who also worked with TPT Learn to develop custom educational guides and standards-aligned activities for educators to use with the program.

*STAGE* provides a platform for Minnesota artists, expands access to the arts for audiences, and helps Minnesotans discover artists with whom they might not be familiar.

### WEB SERIES ATTRACT NEW AUDIENCES

TPT is committed to creating more digital-first arts, culture & history series that are available to viewers anytime on a variety of non-broadcast platforms, like YouTube and our website, tpt.org. New platforms draw in new and diverse audiences and expand the impact of our storytelling.

Launching in early 2023, the digital first history series, *Jim Crow of the North Stories*, is a continuation of the award-winning, Legacy-funded, *Jim Crow of the North* documentary.

### STORYTELLING REFLECTS OUR DIVERSE COMMUNITIES

*Relish* invites viewers to celebrate the cuisines and cultures of our diverse neighbors through videos, articles and recipes they can make at home, inspiring them to explore their world in a whole new way.

More than 70% of featured *Relish* chefs reported an increased interest or awareness of their work/business, as well as increased sales.

Viewer comment: *Relish! Fun and educational and warm and engaging. Lifts up diverse stories and voices.*

***Bring Her Home*** tells the story of three Indigenous women fighting to vindicate and honor their missing and murdered relatives.

Directed by Leya Hale, an Indigenous filmmaker at TPT, *Bring Her Home* is a one-hour documentary that sheds light on the Missing and Murdered Indigenous Women (MMIW) Movement and shares the powerful stories of three women – a politician, an artist, and an activist – each of whom is working to find healing and hope for themselves and for their Native community.

*Bring Her Home* was broadcast in 48 states nationwide, by stations reaching **97.5%** of U.S. TV households (via TRAC Media Services using Xperi data)



TPT's premiere event for *Bring Her Home* drew over **400 attendees** from as far away as Alaska and Australia. After attending the virtual event:

**98%** of survey respondents planned to learn more about the issue of MMIW.

**98%** planned to share what they learned with others.

**93%** felt inspired to act.



***"I especially wanted young native women to see the power in ourselves—to see how powerful we are when we unite and come together in community; strengthen our identities. Whether that is through art or language, your voice can be strong."***

-LEYA HALE

As reported by Tom Cherveney of the West Central Tribune



*Bring Her Home* aired nationally in primetime on national PBS, screened at 31 film festivals from Montana to New Zealand, and represented the United States at INPUT 2022 in Barcelona, Spain, an international public television conference. The film was also selected to screen at the prestigious ImagineNative Film and Media Arts Festival in Toronto.

***"Absolutely inspirational and phenomenal!"***

-Attendee comment at community screening

**2022 Best Documentary Feature**, Red Nation Film Festival

**2022 Best Feature Film**, NatiVisions Film festival

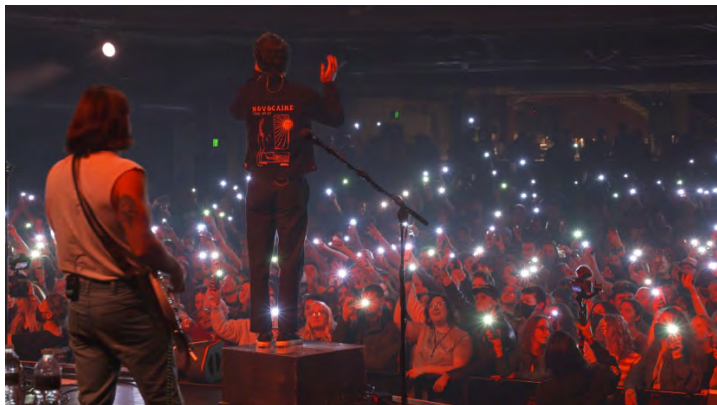
**Winner 2022 Upper Midwest Emmy® Award**, Documentary— Topical category

**2022 National Public Media Award Finalist**, Cultural Feature category

**2022 Dog Iron Award**, Best American Indian/First Nation/ Indigenous Feature, Will Rogers Motion Picture Festival

To further the educational impact of *Bring Her Home*, TPT Learn collaborated with Indigenous community leaders and educators to develop an educational content guide for students grades 9-12. The guide has been uploaded to PBS LearningMedia, accessed by over 2 million educators, and is available on [tpt.org](https://www.tpt.org) as part of the community screening kit.

# Arts & Culture



Twin Cities PBS Legacy-funded arts and culture content includes multiple arts and cultural broadcast and digital series amplifying diverse voices of local artists, community stories, and performances. A robust marketing strategy for TPT's arts content includes social media community engagement events, and screenings. In support of arts and culture educational outreach efforts, the TPT Learn team has produced educational resources, online media and content, discussion guides, activities and programming based on the

Legacy-funded arts and culture content. (Pictured above: Image from STAGE featuring Yam Haus)

## \*Community feedback on Arts & Culture content at TPT:

- 95% agree that they learned about something new related to arts, culture, or history.
- 81% agree that they are more informed about what is going on in their community.
- 81% agree that they feel more connected to Minnesota and their community.
- 79% agree that they learned about artists in their community.

**92% trust TPT to deliver arts, culture, and history programming that is well-researched and unbiased.**

*[TPT's Legacy-funded arts & culture programming] allows people to experience things without having to always get there and at no cost.*

*I have really enjoyed seeing familiar faces in shows, e.g. local musicians, artists and restaurateurs. It is helpful and enlightening to learn about my community!*

*Local community is so important. People need to feel connected & yet we have so many forces creating alienation from each other. Local culture & history knit us together!*

*I think it [TPT's Legacy-funded arts & culture programming] can be very valuable. Programs on women and BIPOC working/succeeding in various endeavors provide representation that others can aspire to and emulate. Definitely educates us about the history of our land, its people, and the social and cultural constructs they lived in or rose above. And some of the artwork is just dang lovely and enjoyable.*

*Stage introduces me to/educates me about local musicians and cultural history of our region.*

## After engaging with TPT's local arts, culture, and history programming, viewers are inspired to...

- Learn more about Minnesota arts and culture (53%)
- Talk with others about something that they learned (50%)
- Spend money on the arts (35%)
- Attend an event in their community (in-person or virtual) (32%)
- Support a local business (33%)

\*2022 Annual MPTA Legacy Survey



# OUTSIDE CHANCE SEASON 1

Digital Premiere Date: February 17th, 2022

8 episodes, 1 promo

DESCRIPTION: Minnesota is filled with people who have interesting outdoor passions, including the inquisitive host of *Outside Chance*, Chance York. Chance is a yogi, emcee, rapper and outdoor enthusiast who is up for anything. In the digital series, he is guided through a variety of new experiences to learn about the state's outdoor spaces, cultures, and traditions.

This work premiered in 2022 and highlights traditional and non-traditional activities. The stories provide viewers with inspiration to try new things and begins to break down barriers for people who do not self-identify as being "outdoorsy" face as they consider new outdoor activities.

IMPACT: *Outside Chance* informs and promotes Minnesota's outdoor culture to make the spaces and activities more accessible to all Minnesotans.

***"Love this so much. Fantastic representation of our community of climbers."***

– YouTube user comment from Cole T.

Additionally, the series hopes to increase the number of Minnesotans of all ages, ethnicities, abilities and incomes who participate in Minnesota outdoor culture. Additionally, increased knowledge and awareness of the way that outdoor culture affects people's lives and how knowledge can help people better appreciate Minnesota's outdoor environment.

***Outside Chance: Mountain Biking won a 2022 Upper Midwest Regional Emmy® Award in the Lifestyle: Long-form category***



*Chance York and his rock-climbing instructor Janel Rieger celebrate Chance's successful climb at Interstate State Park in Taylors Falls, Minnesota.*

## EPISODES:

**Geocaching:** Chance goes to Whitetail Woods Regional Park in Farmington to meet up with geocaching extraordinaire Bart Flentje, and to experience the park from a different perspective as they bushwhack their way through the woods in search of an expert level geocache.

**Logrolling:** In the late 1800s and early 1900s, log rolling was a way for lumberjacks to strut their stuff and show off their fearless feats of balance and bravery. Today, Chance spends a day on Minneapolis' Cedar Lake as seven-time log rolling world champion, Abby Delaney, provides him with a few quick pointers on how to enjoy this highly evolved watersport.

**Mountain Biking:** Originally a mining town, now known for its outdoor adventure scene, Chance heads to Crosby to join Gunner Carlson, President of Minnesota Off-Road Cycling (MORC), at Cuyuna County State Recreational Area to "Shred the Red" as they mountain bike their way through the 60-mile trail system.

**North Shore Photography:** Lake Superior is the largest source of fresh water on the continent and is often viewed from afar, for good reason. The Lake is not swimmer-friendly. Even in the middle of July, water temperatures struggle to get out of the body-numbing zone. This won't stop Chance from taking a dip to get an unbelievable shot of the Split Rock Lighthouse with photographer Christian Dalbec.

**Rock Climbing:** Chance goes to Taylors Falls to meet up with rock climbing guide, Janel Rieger, and put his spider senses to the test as they take on the cliffs of Interstate State Park. Along the way, they discuss Janel's efforts in making the sport more inclusive.

**Shore Fishing:** Birthplace of waterskiing and home to Peppi the Lake Monster, Chance goes to Lake City to wet a line in Lake Pepin with educator and fishing guide, Xao Xiong, as the two fish from shore and hope to be able to have enough luck so they can cook up a Hmong style shore lunch.

**Snow Kiting:** White Bear Lake provides the track and Mother Nature provides the fuel as Chance straps on skies and gives snowkiting a try. Chad Dobson of Dynamik Kiteboarding provides a lesson and, before you know it, he has Chance zipping across one of Minnesota's frozen winter wonderlands.

**Urban Farming:** Musician, activist and the North Minneapolis director of Youth Farms, Marcus Kar, gives Chance a tour of the community gardens in the neighborhood as they bike their way through the North Side discussing the benefits these gardens provide to the community.

## DISTRIBUTION:

Social media and YouTube

## ENGAGEMENT:

Pageviews: 7,643 | Users: 1,478 | Impressions: 392,271 | Video Views: 171,979 | Engagements: 1,582 | Social Posts: 25

## EDUCATION:

TPT Learn partnered with *Outside Chance* host, Chance York, to co-create a set of education discussion guides and co-curricular activities for each of the 8 episodes. The digital series episodes and activity guides will be posted to PBS LearningMedia to bring Minnesota's diverse outdoors culture into classrooms. The PBS LearningMedia education platform is accessed by millions of educators each month and offers guides and media for free.

# MINNESOTA OUTDOORS

Launch Date: March 7th, 2022

Content & engagement initiative, broadcast interstitial, and webpage on tpt.org



DESCRIPTION: *Minnesota Outdoors* is an engagement initiative that explores Minnesotans' relationship with the outdoors and the historic and contemporary factors that shape those relationships for different communities.

Leveraging multiple media platforms, in-person events, and several engaging content projects, *Minnesota Outdoors* helps to create new narratives and to reclaim forgotten narratives about the outdoors as a space for all Minnesotans.

The initiative ties local outdoors storytelling at TPT, like *Outside Chance*, to TPT's national productions like *America*

*Outdoors* and the 7<sup>th</sup> season of *SciGirls*, to expand the impact.

The six-part national PBS production, *America Outdoors with Baratunde Thurston*, follows host Baratunde Thurston on an adventure-filled journey to explore the diverse regions across the U.S. The series dives into the history of the landscapes and how they have impacted the way that Americans work, play and interact with the outdoors. One of the six episodes is based in Minnesota's epic Boundary Waters Canoe Area.

*Outside Chance*, a web series featuring new and traditional outdoor activities, highlights Minnesota's outdoor culture and is hosted by yogi, emcee, rapper, and outdoor enthusiast Chance York. (Still from *Outside Chance* pictured right)

A new season of the TPT-produced, national series *SciGirls* will concentrate on exploring our nation's great national parks and how science intertwines with the outdoors.



IMPACT: When considering the great outdoors, we face a dichotomy: Happiness and freedom for some, and challenges for others. That complexity has led TPT to launch this initiative focused on what is beyond our walls: the outdoors.

We aim to inspire everyone to enjoy the outdoors, to explore our state's wild spaces and to take a deeper interest in caring for this special place.

## DISTRIBUTION:

Tpt.org, TPT2; We'll also feature special outdoors content from *Minnesota Experience*, *Almanac*, *One Greater Minnesota*, and *Next Avenue*.

## ENGAGEMENT:

Pageviews: 876 | Users: 654

## EDUCATION:

The initiative promotes the educational guides created around *America Outdoors* and *Outside Chance*, available free for educators on PBS LearningMedia.

## RELISH SEASON 4

Premiere Date: December 8th, 2021

8 digital episodes, three 30-minute compilation broadcast episodes



*Relish* Host, Chef Yia Vang, with Chef Mo Kotb

DESCRIPTION: For four seasons, *Relish* has shared stories of cultural heritage in Twin Cities communities through the universal language of food. In each episode, host Yia Vang (Union Hmong Kitchen, Vinai) takes viewers inside the kitchen with local chefs as they serve up an ingredient or dish that has personal and cultural meaning to them. *Relish* invites viewers to celebrate the cuisines and cultures of our diverse neighbors through videos, articles and recipes they can make at home, inspiring them to explore their world in a whole new way. The most recent season of the digital series dives even more in depth into history, culture and food, and features eight guest chefs from the Twin Cities.

DISTRIBUTION: *Relish* reached viewers on all of Twin Cities PBS' broadcast and online channels including, TPTOriginals.com, TPT.org, Facebook, Twitter, Instagram, and YouTube. *Relish* episodes also aired on television in the fall of 2021, reaching even more viewers on TPT-2, TPT Life, MN Channel. Three additional 30-minute episodes were produced in the spring of 2022, and aired in the fall of 2022.

Episodes were also shared by PBS nationally on its Facebook page, garnering more than 200,000 views and nearly 1,000 engagements with viewers.

In the spring of 2022, PBS Food licensed 14 episodes of *Relish* for national distribution July-November of 2022. Licensed as part of PBS Digital Studio's reinvigorating of the PBS Food YouTube channel, this was a tremendous opportunity to have *Relish* featured alongside PBS's well regarded food content for a national audience.

*Relish* Seasons 1,2,3,4 Local Broadcast Hours: 228.5 | Viewers Reached: 247,058 (via Nielsen ratings)

### 2021 Upper Midwest EMMY® nomination for Outstanding Achievement for a Lifestyle Feature/Segment/Series

#### *Relish* Season 4 episodes:

- **Altreisha Foster's Jamaican Fruitcake** | Goopy, moist Jamaican fruitcake, also known as Black cake or Christmas cake is a must at many Caribbean holiday tables. And since you cannot have Jamaican fruitcake without sorrel wine- an iced hibiscus mulled wine, baker Altreisha Foster makes that, too, alongside chef Yia Vang.
- **Samantha Kelly and Ashley Leonard's Potica** | Chef Yia Vang makes Minnesota Iron Range favorite, potica, with Eveleth natives Samantha Kelly (recipe developer) and Ashley Leonard (The Darling Apron food blog.) Potica, a nut roll with roots in Central and Eastern Europe, took a surprising journey to Minnesota's Iron Range in the early 1900s.



- **Bunbob Chhun's Cambodian-Style Eggrolls** | Host Yia Vang makes egg rolls with buddy and old boss chef Bunbob Chhun. Chef Chhun's parents stop by to help wrap them and talk about egg roll recipes and growing up in their native Cambodia.
- **Mohamed Kotb's Egyptian Dukkah** | Poison or pleasing? Apricots have a bigger story than you realize and for us, it all starts with Egyptian spice blend dukkah. Relish host Yia Vang meets up with DervishMazza owner and cook Mohamed Kotb to learn more about the seasoning and the versions cook Kotb's family made back home in Cairo.
- **Amalia Morena-Damgaard's Mole de Plátano** | When Chef Amalia Moreno-Damgaard missed her home country of Guatemala, she heads straight to the kitchen to cook. Here she shares the recipe for a childhood favorite - Mole de Plátano. The popular Guatemalan dish tops fried plantains with a delicious mole sauce.
- **Peter Bian's Chinese Dumplings** | Born in Tianjin, China, Peter Bian long searched for the handmade dumplings he grew up with. But the Minneapolis native found his home town to be a bit of a "dumpling desert." He couldn't find anyone making dumplings that tasted as good as his mom's, so he decided to make them himself. In this episode Peter shares his family's recipe for Chinese dumplings - a staple at Lunar New Year celebrations.
- **Imani Jackson's Vegetarian Passover Seder** | Chef Imani Jackson shares recipes for a vegetarian Passover Seder. Combining her Jewish and Black roots, Jackson calls her style of cooking "Blewish."
- **Manny Gonzalez's Torta** | When Manny Gonzalez moved to the United States from his native Mexico one of the things he missed the most was his favorite sandwich, a torta. When he couldn't find them in his new home, he decided to make them for himself - and share them with the community. In this episode he shares the recipe for his signature torta, the Manny Special.



*Scenes from Relish Season 4*

#### ENGAGEMENT:

Pageviews: 14,538 | Users: 3,432 | Impressions: 400,769 | Video views: 290,510 | Engagements: 1,681 | Social Posts: 64

#### IMPACT:

*Relish* puts diverse local communities in the spotlight through educational and engaging content. Videos and articles document and preserve food traditions and practices. In each multimedia showcase community members share about their culture, cuisine and their own personal history. Viewers learn firsthand about the many diverse communities that make the Twin Cities a vibrant place, and seek out experiences with and in the featured community. Provided recipes also give viewers the chance to make dishes in their own homes. *Relish* gives featured participants a voice and increases exposure for their cuisine, their business and/or their community.

#### **New Opportunities for Host Yia Vang and Featured *Relish* Chefs**

We surveyed those featured on *Relish*. Respondents reported the following as a result of their *Relish* feature:

- More than 70% reported an increased interest or awareness of their work/business, as well as increased sales.
- More than 70% also saw increased engagement on their social platforms and received new opportunities (such as partnerships, media coverage, awards, etc.) locally and/or nationally
- Because of his work on *Relish*, host Yia Vang has received several additional opportunities to work on local and national video productions as well as opportunities for catering for his restaurant.

#### **Praise from Chefs appearing on *Relish*:**

*Feedback from my episode was incredible! The episode was received so, so well.*

*Relish was one of the opportunities that thrust me into the spotlight....an unusual place for an introverted baker.*

*The story of Potica was told in an authentic way and brought light to the heritage of the Iron Range.*

#### **Viewer feedback about *Relish*:**

*Relish. GREAT show; fascinating people of different cultures. I want to make ALL of that food. Or I want to go to a restaurant where I can get these [interesting] tasty dishes. YUM*

*Relish, I like the intimate nature of the show with the host cooking with a different chef and their positive approach to different cultures.*

*Relish has been a real joy. It is short, has opened our eyes to what is out there in MN food scene.*

*Relish, always interesting to learn about different cultures and their food.*

*Love Relish so much. It's local, bite-sized, and I always learn something new (it's history and culture!). Yia's warmth and energy shine through every episode.*

*Relish! Fun and educational and warm and engaging. Lifts up diverse stories and voices.*

*Relish--great programming that is better than any Food Network show.*

## EDUCATION:

Two robust educational guides were created in the spring of 2022, with plans to distribute on PBS LearningMedia in the fall of 2022. The guides included all 30 episodes of *Relish*, with one guide focusing on activities using the *Relish* videos and the other guide featuring every recipe shared on the show.

### **Educational feedback about *Relish*:**

#### **Teacher feedback:**

*Thank YOU for inspiring young Culinary students by hosting and producing RELISH. We watched each episode in our Global Foods class this semester on Wednesdays. After we started, it did not take long until I was hearing from the students & their parents how much they looked forward to the next episode.*

#### **Student feedback:**

*The Relish series caused me to think in this new way: traditional food is very important to bringing family together. I felt a connection with Chef Yia Vang because he's very curious when it comes to different cultures' food, and is willing to learn and try anything! He's very respectful of cultures as well.*

*Watching Relish helped me understand why different foods are made and the importance of food to different cultures more thoroughly than before. With certain dishes being almost like a centerpiece to their cultures. Relish appealed to me emotionally when the chefs or [Yia] would talk about why you love to cook and the influence that your parents had on you becoming a chef.*

*Watching Relish helped me understand the history of different cultures more thoroughly than before.*

*I learned a lot about different foods from around the world that I have never heard of before from watching the Relish series. Watching Relish showed me all different types of cultures and how they live and what they eat with the food available to them and I hadn't seen that before.*

*I would like to thank you for showing me and others how food can connect people. It makes me inspired to cook more, so I can be closer to my family and friends and learn new recipes.*

## STAGE

Premiere Date: July 22<sup>nd</sup>, 2022

6 hour-long broadcasts, 6 promos (30 seconds), 6 hours streaming on all platforms

### DESCRIPTION:

Get a front row seat in discovering what makes the Minnesota music scene so unique. Join host Natalia Romero Arbeláez, a performer, educator, and musician, as she takes in world class performances and gets exclusive access to the creators behind the music. From choral music to hip-hop, from Minnesota legends to the most exciting new up and coming performers see why this wide array of artists are proud to present their work on a Minnesota stage. *STAGE* offers viewers a wide variety of local music and sparks new inspiration, connection, and joy.



*Vie Boheme performs*

### IMPACT:

*STAGE* not only created accessibility for audiences all over the state by giving them front row seats to some of Minnesota's most exciting musical performances, but also helped to cultivate the musical talent we have in this state. One participant of the program said they booked "one of the largest events in the state set for 2023," due to being on the show. Others said they've had opportunities to apply for national performances or will use it in future grant proposals. One group said that their experience with *STAGE* helped them improve how they record live performances for later sound editing, and one group is sharing a link to their performance on *STAGE* in the jacket of the CD they are releasing.

- 100% of participants of *STAGE* surveyed said they had a positive experience filming and would recommend participating in *STAGE* to other musicians.
- Over 80% of artists have seen increase in awareness or interest in their music as a result of the show.
- Over half said they have an increase in followers on social media as a result of the show.



## Responses from viewers and featured artists:

*When you put together all of STAGE's programs from 2022, one can't help but rejoice in our shared diversity. Visually a patchwork quilt pulled together through the creative threads of intentionality.*

*It gives local musicians a platform to be in front of an audience that normally wouldn't attend their shows.*

*STAGE advocates for local artists and gives them visibility to many communities who might not have previously been exposed to their art.*

### DISTRIBUTION:

Broadcast throughout the state on TPT2 and MN Channel, available on all Streaming platforms and online.

STAGE Seasons 1 & 2 Broadcast Hours: 3,050 | Local viewers reached: 28,748 (via Nielsen ratings)

### ENGAGEMENT:

Pageviews: 6,800 | Users: 3,006 | Impressions: 204,518 | Video Views: 1,983 | Engagements: 111 | Social Posts: 11



### EDUCATION

12 clips and 12 lesson guides for PBS LearningMedia were released in the fall (created in this biennium).

In collaboration with STAGE host, Natalia Romero Arbeláez (*pictured left*), TPT Learn created educational program guides tied to Minnesota state arts and social studies standards. Guides include discussion questions, series information, and activities for students in grades 6 -12. TPT also

published relevant clips from the broadcast and digital series on PBS LearningMedia, and shared it via social media and newsletters with TPT's network of over 15,000 educators.

## ART IS... SEASON 4

Season 4 Premiere Date: April 25<sup>th</sup>, 2022

9 digital episodes, 3 events

DESCRIPTION: Minnesota is a haven for artists - some of them well-known, others we still need to meet. That's why TPT launched *ART IS...*, a multi-media and events series aimed at bringing visibility to emerging and established artists. In season 4 of *ART IS...*, three exceptional local artists invite our community's most exciting emerging artists to join them on stage and screen for this series of live events and inspiring media.

DISTRIBUTION: Digital episodes are available at [tpt.org](http://tpt.org)

ENGAGEMENT: Pageviews: 3,186 | Users: 1,826 | Impressions: 274,068 | Video Views: 3,662 | Engagements: 498 | Social Posts: 26

IMPACT: Who better to recommend who the public should pay attention to coming up in the arts community than respected artists themselves? *ART IS...* gives audiences the chance to discover new artistic talents via recommendations of some of the most beloved and popular artists in their communities.

**According to audience surveys...**

All of the respondents reported that they learned about new artists and 81% said they planned to learn more about the artists that were showcased.



*Star Girl Clan is a magical realism journey into the Maya cosmovision.*

**Event attendees shared:**

*Looking up dates that artists mentioned for their other shows. I will support their work!  
Learning about more local talent.*

*Good to see a supportive environment for young artists.*

*It was a great, accessible way for anyone in the community to hear new perspectives and experiences from folks in the BIPOC community.*

*It was a wonderful event, lifting up very deserving and talented people.*

**An Art Is... artist shared:**

*Love that the events were accessible to the public, in terms of cost. LOVED that the public was fed, and a local business supported. Loved that everyone got a very personalized documentary but still felt cohesive as a cohort and with the cohorts at large.*

**EVENTS:**

3 in person events 1.5 hours in length at the Hook and Ladder in Minneapolis run by each art cohort  
323 attendees

# MUSIC FOR THE HOLIDAYS 2021

Premiere Date: December 19<sup>th</sup>, 2021

1-hour broadcast special

DESCRIPTION: *Music for the Holidays 2021* unites the Minnesota community through virtual fellowship and soul-stirring music while fostering togetherness. Each year, Minnesotans enjoy the musical stylings of local and national artists, musicians, choirs, and dance groups.

IMPACT: What makes the event so special is that it unites individuals and families from all walks of life through shared uplifting moments of holiday music. The special also features nationally acclaimed local artists Darnell Davis & The Remnant featuring Kennadi Hurst, Sara Renner MUSIC, Courtland Pickens & KNOWN MPLS, Marie Graham Music, Pastor Billy Russell, Lady Bernice Brown Gregory, Pastor Jerry McAfee, and more. The program was hosted by Jovonta Patton & Symone Patton.

“Chills!! Sing! Hallelujah 🎶” -Rosemary Wood Klass



## DISTRIBUTION:

Broadcast on TPT LIFE and TPT MN; It also streamed on our [tpt.org](https://www.musicfortheholidays.com) website, the PBS app and their website: <https://www.musicfortheholidays.com>

Local Broadcast Hours for *Music for the Holidays 2021*: 9 hours

Broadcast Hours for both *Music for the Holidays 2020* & *Music for the Holidays 2021*: 42 hours

## ENGAGEMENT:

Pageviews: 1,510 | Users: 597 | Impressions: 2,280 | Video views: 639 | Engagements: 11 | Social Posts: 3

## Additional information:

Copyright: Rae Mackenzie Group; Atomic K Productions did the event and post-production.

## THE 2020 PROJECT

Premiere: May 25th, 2021

3 films

After receiving more than 100 submissions, Twin Cities PBS selected three Minnesota-based filmmakers to produce work as part of *The 2020 Project*. The initiative aimed to support independent filmmakers in the creation of nonfiction films that push Minnesotans to question, understand and be inspired by the events of 2020. The project resulted in three original films for broadcast on TPT, that explored the days following the killing of George Floyd, COVID-19 vaccination hesitancy, and how immigrants experienced the overlapping crises of 2020.



### **Say His Name: Five Days for George Floyd**

(26:40 mins)

Filmmaker Cy Dodson

Premiere: May 25th, 2021

The police killing of George Floyd on May 25th, 2020, sparked a global uprising. The epicenter was in director Cy Dodson's Minneapolis neighborhood, where he captured an immersive observation of unrest in the five days between the murder of Mr. Floyd and the announcement of charges filed against the police officers.



### **Trusted Messenger**

(56:40 mins)

Filmmaker Chris Newberry

Premiere: September 10th, 2021

*Trusted Messenger* focuses on a diverse ensemble of health care professionals working to overcome COVID-vaccine hesitancy in at-risk communities across Minnesota.



### **Día a Día, 2020: One Day At a Time**

(26:40 mins)

Filmmaker Taniel Jimenez Medina

Premiere: October 19th, 2021

In *Día a Día, 2020: One Day At a Time*, Colombian immigrants in Minnesota reflect on how the struggles and joys of 2020 transformed the way we celebrate culture, aid community, and attempt to thrive in overlapping crises.



DISTRIBUTION:

*Say His Name: Five Days for George Floyd, Trusted Messenger* and *Día a Día, 2020: One Day At a Time* were broadcast on TPT2. *Say His Name: Five Days for George Floyd* is available to stream on PBS Passport, and *Trusted Messenger* and *Día a Día, 2020: One Day At a Time* are available to stream on tpt.org.

*Say His Name: Five Days for George Floyd* premiered within TPT's *One Year Later* initiative, a multi-platform initiative designed to engage Minnesotans in reflecting on and commemorating the one-year anniversary of the murder of George Floyd in Minneapolis. The initiative was part of TPT's ongoing *Racism Unveiled* storytelling project and provided context about how we got to where we are today, amplified community voices on the impact that the killing has had, and sparked conversation about how we can create a more equitable future for all.

*Say His Name: Five Days for George Floyd* and *Trusted Messenger* were both distributed via Wavelength, a digital content sharing platform built for all public media stations across the country, and were featured in the September 2022 Edition of the *PBS Programming & Engagement Express* newsletter. This is a monthly newsletter highlighting and amplifying programming headlines, public media updates, and community engagement opportunities from PBS and around the system. It has a distribution list of over 1,500 colleagues in the system.

***Say His Name:***

National broadcast hours: 22.5 hours | Local viewers reached: 2,347 (Via Nielsen ratings)

***Trusted Messenger:***

Local broadcast hours: 401 hours | Local viewers reached: 11,530 (Via Nielsen ratings)

***Día a Día, 2020: One Day At a Time:***

Local broadcast hours: 134 hours | Local viewers reached: 2,835 (Via Nielsen ratings)

ENGAGEMENT:

Pageviews: 218 | Users: 142 | Impressions: 2,762 | Video views: 179 | Engagements: 10 | Social Posts: 3

EDUCATION:

*Say His Name* was acquired by Gooddocs for educational usage.

AWARDS:

***Say His Name: Five Days for George Floyd Awards & Festivals:***

**Best Documentary Nominee  
2021 Upper Midwest Regional Emmy® Awards**

Winner – Best International Short Film 2021 docedge Film Festival; Auckland, New Zealand  
Audience Choice Documentary Short - 2021 Minneapolis St. Paul International Film Festival  
Best Documentary Short - 2021 Cordillera International Film Festival; Reno, NV  
Official Selection – 2021 Dances With Films; Los Angeles, CA  
Finalist Short Competition – 2021 Big Sky Film Festival; Missoula, MT  
Official Selection – 2021 Sedona International Film Festival; Sedona, AZ  
Official Selection - 2021 Provincetown International Film Festival; Provincetown, MA  
Official Selection - Cleveland International Film Festival; Cleveland, OH  
Official Selection - Indy Shorts International Film Festival; Indianapolis, IN

## ALMANAC: CANTUS | IN REHEARSAL

Premiere Date: June 24<sup>th</sup>, 2022

One 4:14 segment for *Almanac* Season 2022 Episode 41

### DESCRIPTION:

Renowned Minnesota choral group, Cantus, celebrated its 25<sup>th</sup> birthday this year. COVID-19 delayed the group's anniversary celebration concert, but it finally was rescheduled with a big performance at the Ordway. TPT producer, Lisa Blackstone, sat in on the group's rehearsal to document how they uniquely prepare for their concerts.

The segment appeared in an episode of *Almanac*, a weekly public affairs program produced by TPT and seen statewide. *Almanac* is the longest-running primetime TV program in Minnesota history.



*Cantus rehearsing for their performance at the Ordway*

### DISTRIBUTION:

Broadcast on TPT's statewide *Almanac* public affairs program on TPT2 and the MN Channel.

Hours broadcast of *Almanac* Season 2022 Episode 41: 8 hours (via Nielsen ratings)

Local viewers reached | 14,685 (via Nielsen ratings)

### IMPACT:

The segment amplifies the creative process of one of Minnesota's most renowned choral ensembles.

# History

## MINNESOTA EXPERIENCE

Season premiere: October 4, 2021

3 original 1-hour history documentaries and 27 curated and/or acquired documentaries

DESCRIPTION: *Minnesota Experience*, TPT's signature history series, focuses on illuminating and activating the history of our state and is anchored by a broadcast program that features new documentaries, and exposes new audiences to classic history stories from TPT's archives. *Minnesota Experience* had an exciting 4<sup>th</sup> season which included the premiere of *The Baldies*, an original production highlighting a Minneapolis skinhead crew that fought racists in the 1980s and beyond. *Minnesota Experience* also produced and premiered two new programs that explored media, journalism, and how they have informed education and civic engagement in the last half century- *Electronic 1980* and *Film in the Cities*.

*(Stills from The Baldies, pictured above right)*



IMPACT: *Minnesota Experience*, delivers stories that are relevant, engaging, inclusive, scholarly, strategic and celebrate pride of place. \*Community Feedback on History content at TPT:

**92% trust TPT to deliver arts, culture, and history programming that is well-researched and unbiased.**

**After engaging with TPT's local history programming, viewers have been inspired to...**

- Learn more about Minnesota history (61%)
- Visit a historic site (60%)
- Talk with others about something that they learned (50%)
- Visit a new part of Minnesota (45%)
- Support a local business (33%)
- Attend an event in their community (in-person or virtual) (32%)

**\*Viewers shared about TPT's Legacy-funded History work:**

*I just love Minnesota and happy to see it showcased and learn more about our great state.*

*I moved to MN in 2020 — mid-pandemic. TPT has been my essential guide to the state, its culture & resources.*

*I enjoy programs providing more depth and context to MN history and correct history book oversights.*

*Knowledge is power. The more we can learn about our culture and effectively communicate with others within our community - have meaningful conversations to enhance understanding and acceptance of different cultures.*

*I am older and disabled, and my public participation is now very limited and public TV is the main contact that allows me to participate.*

*We joined the State Park Passport program from going to state parks we heard about on PBS. Visit Native American sites in Minnesota. Be more aware of them all due to PBS programming! You do a great job featuring local and statewide things!!*

\*2022 Annual MPTA Legacy Survey

## Minnesota Experience Season 4 Original Productions:

### THE BALDIES

Premiere: October 18<sup>th</sup>, 2021

One hour-long documentary

#### DESCRIPTION:

*The Baldies* is a historical documentary about The Baldies, a group of Minneapolis street kids that adopted a British Skinhead look and fought neo-Nazis in the 1980s. Through organization and activism, they built a coalition and founded the political organization, Anti-Racist Action.



#### IMPACT:

The project looks at the historical and cultural impact that youth subcultures play in our community. One primary goal of this project is to expose this little-known history of street kids and racists. Beyond history and culture, the project shows that a community can come together to oppose racism.

***The Baldies* received a 2022 Upper Midwest Regional Emmy® Award  
for Best Documentary in the Cultural Category**

***The Baldies* was a 2022 Public Media Award Finalist  
for Best Historical Feature**

***The Baldies* garnered 10,019,364 impressions and 437,186 online video views.** These social media numbers suggest that a large digital audience is interested in, and seeks out, history programming online.

*My brother was into the punk scene in the 90s and always had good stories about the anti-racist skinheads. Looking forward to checking this out!* – kaithomas (viewer comment via Reddit)

#### DISTRIBUTION:

Broadcast hours: 10.5 | Local viewers reached: 41,980 (via Nielsen ratings)

#### ENGAGEMENT:

Pageviews: 52,503 | Users: 27,978 | Impressions: 10,019,364 | Video views: 437,186 | Engagements: 3,551 | Social Posts: 48



## FILM IN THE CITIES: RADICAL ROOTS OF YOUTH MEDIA

Premiere Date: February 21st, 2022

One hour-long documentary

Produced with Walker Art Center

**DESCRIPTION:** In the early 1970s, a group of young artists started a film program for teens in the Twin Cities. Film in the Cities would go on to become a groundbreaking media arts and education organization. This retrospective is told through reflections from founders and former students and features rare and revealing super 8 student films from a half century ago.



In its early days, the group provided a space for Twin Cities teens to express themselves, and the documentary follows the students through their first decade of experimentation with filmmaking. Film in the Cities ultimately became a groundbreaking media arts and education initiative which helped to develop the local Minnesota professional and creative film community. Laced throughout the documentary, the 1970s student films propel the story forward with a blend of gravity and teenage shenanigans at

notable Twin Cities hangouts like Saint Louis Park's Roller Garden. The result is a mixture of infectious imagination, whimsy, and serious reflection on the social and political issues that peppered the decade. "Kids just don't feel like they have a voice," said veteran media maker and former FITC student, Paul Auguston. "Film in the Cities gave us a voice."

**IMPACT:** "Film in the Cities was a crucial step on my path as a filmmaker. Media artists and professionals in Minnesota all have a connection to the organization and its impact. But in making this documentary, it was amazing to learn about the origins of the organization and the origins of youth media in Minnesota from the generation before us Gen X filmmakers of the 80s and 90s." - Daniel Bergin, TPT Executive Producer and FITC Alumni

***Film in the Cities* was honored with a 2022 Upper Midwest Regional Emmy® Award Nomination for best documentary in the Historic/Cultural/Nostalgia - Long Form category**

**DISTRIBUTION:** Broadcasted locally on TPT 2 and available for streaming on tpt.org

Broadcast hours: 3.8 | Local viewers reached: 14,392 (via Nielsen ratings)

**ENGAGEMENT:** Pageviews: 4,243 | Users: | Impressions: 2,914 | Video views: 2,078 | Engagements: 69 | Social Posts: 6

**EVENTS:**

**Thu, Jan 27, 2022 - Walker Art Center's Bentson Mediatheque Film Event**

Twin Cities PBS executive producer Daniel Bergin and producer Miranda Harincar shared an excerpt of *Film in the Cities* and hosted a conversation on the early days of Film in the Cities.

**Sun, May 15, 2022 - Minneapolis St. Paul International Film Festival**

Daniel Bergin and producer Miranda Harincar screened *Film in the Cities* for the festival crowd.

## ELECTRONICLE 1980

Premiere Date: May 16<sup>th</sup>, 2022

One hour-long documentary

DESCRIPTION: *Electronicle 1980* explored news and culture features from an old Twin Cities PBS current affairs program. This examination of public affairs TV offered a unique flashback to Minnesota at the dawn of the 80s. *Electric-Chronicle* or *Electronicle* creatively and critically probed the politics, people, and soul of the state. Writer Steve Marsh provides a contemporary twist on then and now.



IMPACT: Looking back at this era through its contemporaneous lens provides the viewer with an opportunity to reflect on what has changed and what hasn't. What sort of myths do Minnesotans have about ourselves and what has gone by the wayside? Issues of housing, the changing media landscape (and the prediction of the internet), the role of policing are some of the features explored in *Electronicle 1980*.



***Electronicle 1980* was honored with a 2022 Upper Midwest Regional Emmy® Award Nomination for best documentary in the Historic/Cultural/Nostalgia - Long Form category**

### DISTRIBUTION:

Broadcast on TPT2 and statewide PBS stations

Hours broadcast: 7.74 hours | Local viewers reached: 7,756 (via Nielsen ratings)

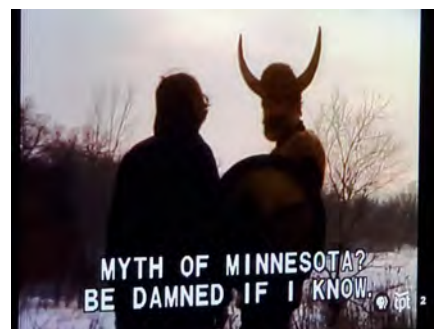
ENGAGEMENT: Pageviews: 3,123 | Users: 1,116 | Impressions:

7,428 | Video views: 446 | Engagements: 29 | Social Posts: 4

Viewer comments via Twitter:

@WHENESOTA Watching "Electronicle" on @MNXperienceTPT. This screenshot reminds me of some of my MN sports blogs debunking myths that people are reluctant to hear. The quote in the episode was "interrogating a myth" Cc @stephenhero (*image right*)

@uxMistress Dear @tpt, the Minnesota Experience episode about *Electronicle* was incredible. I'd watch every full episode. What a wonderful time capsule of Minnesota in 1980, and those sketch scenes look hilarious. Thank you for making a new show about an old show!



## Minnesota Experience Season 4 Broadcast Episodes

*Minnesota Experience's* weekly broadcast series on TPT features a curated programming strategy of original TPT documentaries as well as acquired Minnesota history documentaries from MPTA stations and independent filmmakers. This win-win content strategy celebrates and lifts up the work of our partners, as well as offers a broader collection of local Minnesota history stories for our viewers.

### CO-OP WARS | 10/4/21

In the 1970s, young people in Minnesota radicalized by the Vietnam War created a unique alternative economy featuring dozens of food cooperatives, but a shadowy revolutionary group used conflicts over class and race to try to seize the movement. The ensuing clash pitted friends and comrades in a sometimes violent conflict over the future of the counterculture.

### LOST DULUTH II | 10/11/21 – A production of PBS North

We'll remember a World War I-era shipyard that once employed thousands in western Duluth's Riverside neighborhood. Along the way you'll learn what a carriage step is and why you can no longer find them in the city; delve in to Duluth's advertising legacy; and remember the grand pavilion that once served as the social center of the city.

### THE BALDIES | 10/18/21

The Baldies were a Minneapolis skinhead crew that fought racists in the 1980s and beyond.

### THE EXPERIMENTAL CITY | 10/25/21

*The Experimental City* is a documentary about a futuristic attempt to solve urban problems by creating a full-size city from scratch in the isolated woods of northern Minnesota.

### STEAMSHIP AMERICA: A NORTH SHORE LEGEND | 11/1/21 - A production of PBS North

Before high-speed internet, telephones and even Highway 61, Minnesota's North Shore was connected by water — specifically a fleet of sailing vessels and steamers that hauled mail, fish, freight and passengers to communities up and down the remote coastline. The Steamer America was a star in the early 1900s, with her speed and relative luxury she became a vital lifeline and a friend to many.

### ARMED WITH LANGUAGE | 11/8/21

Discover more about the brave Japanese American women and men who trained in a little-known Minnesota Military Intelligence School during World War II to be translators, interrogators and Japanese military specialists - all while their families and loved ones were being held in internment camps, now also referred to as concentration camps, on the West Coast.

### COMING TO MNI SOTA | 11/15/21

*Coming to Mni Sota* explores the conflicts, contradictions and solidarity among the millions who have moved through, and to, Minnesota.

### REMEMBERING PLACE: A CEMETERY STORY | 11/22/21

Cemeteries are hallowed places right in our midst. But they also reflect the community, and have evolved dramatically over time, constantly adapting to meet our ever-changing views and values. A cemetery is a mirror of the city: its remarkable origins, its rich history, its complex people, and its unwritten future. A TPT co-production with Lakewood Cemetery.

### ROBERT BLY: A THOUSAND YEARS OF JOY | 11/26/21

*Robert Bly: A Thousand Years of Joy* presents a moving portrait of one of America's most celebrated and revolutionary poets of the last half-century.

LAURA INGALLS WILDER: PRAIRIE to PAGE | 11/29/21

Follow the journey of the award-winning author of the best-selling "Little House" series in this exploration of her life and legacy and her little-known, secret collaboration with her daughter on the books that shaped American ideas of the frontier.

THE MAYO CLINIC: FAITH, HOPE, SCIENCE | 12/6/21

Ken Burns' documentary about the Mayo Clinic and how it has met the changing demands of healthcare for 150 years—shows what it can teach us about facing the challenges of patient care today.

20 YEARS OF CHRISTMAS: THE TABERNACLE CHOIR | 12/13/21

This holiday special features the Tabernacle Choir celebrating 20 years of Christmas concerts with host Brian Stokes Mitchell.

GIRL FROM BIRCH CREEK | 12/20/21

The first woman appointed to the Minnesota Supreme Court, Rosalie Wahl grew up during the Great Depression, faced discrimination as one of only a few female lawyers in Minnesota, and went on to fight for women's equality.

MINNEAPOLIS PAST | 1/3/22

Celebrate the days when the Foshay Tower was the tallest building in town; when visitors viewed the bizarre attractions of Wonderland Amusement Park on East Lake Street; when St Anthony Falls was rough and unharnessed, with enough raw energy to create the greatest milling district in history; and when eagles soared above now-vanished Spirit Island.

STALAG LUFT III - ONE MAN'S STORY | 1/10/22

From Pine City, Minnesota to war-torn Europe, WWII U.S. Eighth Air Force Bombardier Lt. Charles Woehrle, relives his experiences as a prisoner of war in Stalag Luft III, made famous by the movie *The Great Escape*. Lt. Woehrle survived two long years of uncertainty and tremendous hardship by his wits, courage, and compassion. His harrowing saga can teach us about war and about life.

MARTIN LUTHER KING IN MINNESOTA | 1/17/22

A discovered tape of a speech given by Rev. Martin Luther King, Jr., at the University of Minnesota in 1967; followed by an interview of Dr. Martin Luther King Jr. by host L. Howard Bennett for a discussion on ideas, methods and words of wisdom on how to achieve the goal of a free society for all.

RETURN TO SKID ROW | 1/24/22

*Return to Skid Row* walks along the pavement of bygone downtown Minneapolis, preserved in rare footage, memory and 21st Century reflection. A unique 16mm film brings back to life Minneapolis' Gateway district in its' twilight years. Guided by the first-person account from the 'King of Skid Row', the film is an unnerving and illuminating gaze on midcentury poverty, people, place, and the past.

SETH EASTMAN: PAINTING THE DAKOTA | 1/31/22

This program showcases the unique body of work of one of the most significant American artists of the 19th century, and takes viewers back vividly to the period and explores Eastman's complex relationship with his subjects. Eastman recorded a culture he thought would disappear, while he carried out the government's Indian removal policies. To the Dakota he was a friend, an enemy and a relative.

SAINT PAUL PAST | 2/7/22

See how four key places: the lower landing, Merriam Park, Summit Avenue, and Rondo, helped shape and define St Paul's past and present. The program also introduces some fascinating people, whose names would eventually be connected with famous novels, historic landmarks, and St Paul streets.



STORIES UNDER THE STONES | 2/14/22

Cemeteries are more than burial grounds for the dead. They are windows into history. Cathy Wurzer travels the state to visit some fascinating Minnesotans at their final addresses. Cathy makes stops in Hibbing, Red Wing as well as Minneapolis and St. Paul. Along the way, we learn about noted war heroes, remarkable athletes, talented artists and beloved nurses.

FILM IN THE CITIES | 2/21/22

In the early 1970s, a group of young artists started a film program for teens in the Twin Cities. Film in the Cities would go on to become a groundbreaking media arts and education organization. This retrospective is told through reflections from founders and former students and features rare and revealing super 8 student films from a half century ago.

JIM CROW OF THE NORTH | 3/07/22

Why does Minnesota suffer through some of the worst racial disparities in the nation? One answer is the spread of racist, restrictive real estate covenants in the early 20th century. *Jim Crow of the North* charts the progression of racist policies and practices from the advent of restrictive covenants after the turn of the last century to their final elimination in the late 1960s.

FIRES OF 1918 | 3/28/22 - A production of PBS North

In 1918, fires killed nearly 500 people and displaced 50,000 more. From Moose Lake to Cloquet to Duluth, every survivor marked time from that point forward as "before the fire" or "after the fire."

IRON RANGE: MINNESOTA BUILDING AMERICA | 4/11/22

Minnesota's Iron Range built America from sea to shining sea. Steel buildings to enriched bread. Co-produced with the Minnesota Humanities Center.

A HISTORY OF THE LAND 103 | 4/18/22

Witness 16,000 years of Minnesota's fascinating early history. Its unique place in North America is revealed through state-of-the-art animations and graphics.

ELECTRONICLE 1980 | 5/16/22

News and culture features from an old Twin Cities PBS current affairs program offer a unique flashback to Minnesota at the dawn of the 80s. *Electric-Chronicle* or *Electronicle* creatively and critically probed the politics, people, and soul of the state. Writer Steve Marsh provides a contemporary twist on then and now.

DISTRIBUTION:

TPT 2, TPT Life, MN Channel statewide, web, social media, digital video content

Local broadcast hours: 327 hours | Local viewers reached: 1,441,570 (via Nielsen Ratings)

National Distribution Highlights - *Jim Crow of the North*: Broadcast 1,170 hours; 43 states; U.S. TV Households Served by Airing Stations: 77%

ENGAGEMENT:

Pageviews: 53,430 | Users: 24,013 | Video views: 62,721



## EDUCATION

Led by TPT's TPT Learn team, new history education tools and resources are posted at **PBS LearningMedia**. Collections around Minnesota History are being created at the platform to offer educators new ways to access TPT's Legacy-funded history content. Content and guides are aligned with state standards and provide localized stories to bring Minnesota's rich history into classrooms across the state and beyond.

*Minnesota Experience* connected with teachers around our history work at conferences like **Education Minnesota** in October. Not only is it a way to share what we are doing and what history work is accessible on the PBS LearningMedia platform, but it is a place to listen to what educators want and need for their history classes. *Minnesota Experience* producers also leaned on **TPT Learn's Advisory Committee** for their feedback on education resources that compliment Legacy-funded media.

An ongoing partnership between TPT and the **Center for Community Work and Learning and Communications Department at St. Catherine University** provides Communications students with real-world projects and experience. TPT's Legacy-funded history documentaries like *Citizen*, *Bring Her Home*, and *Jim Crow of the North*, are providing new pathways for learning for students around important themes and social justice issues. TPT also benefits from the students' research, audience insights and fresh perspectives on storytelling and absent narratives that we can take a closer look at.

A St. Kate's Professor in the Communications Department shared of the recent classroom partnership:

*Thank you for a wonderful conversation today! I so appreciate your time and dedication to working with the students. I think your words really helped them see what this work is all about, the impact it can have in shaping communities. I know that they have an excitement that they did not quite have before, I think it can only come from seeing the connections between what they do in the classroom and the real world. You all provided that for them. I think the students got so much out of this. Truly, you all provide something really vital that classroom instruction alone cannot. I am really grateful.*

This year, TPT partnered with a class to focus on *Citizen*, amplifying important themes around equity and democracy. Their feedback and research will help shape future work at TPT. TPT also partnered with St. Kate's on a community screening of *Citizen*, featuring a discussion with Bo Thao-Urabe, Founder of Seed.Grow.Bloom., and TPT Executive Producer, Daniel Bergin.

**CITIZEN** 

Twin Cities PBS Film Screening & Discussion on Women's Leadership

Tuesday, October 11 | 6:00 PM

The O'Shaughnessy, St. Catherine University



Emmy Award-winning documentary on Minnesota women's right to vote prompts conversation around history's success, shortcomings, and current day work.

discussion with Bo Thao-Urabe, Founder & President of Seed.Grow.Bloom facilitated by Daniel Bergin, TPT Executive Producer

Reserve your FREE tickets through O'Shaughnessy box office in advance 

oshaug.stkate.edu/events



*Minnesota Experience* continues its tradition of supporting young history scholars through the sponsorship of topical prizes for **National History Day in Minnesota**. The prize honors excellence in documentary filmmaking on Minnesota history.

Staff members also support the **South High Minneapolis VOICES** documentary filmmaking class ongoing partnership each spring. TPT producers share their expertise about documentary field production and editing with students, as well as provide feedback on student films.

(Above: South High VOICES film screening event at the Walker Art Center rooftop)

## MINNEHISTORIES

Premiere Date: July 19th, 2021

34 vertical videos

### DESCRIPTION:

*MinneHistories* are bite-sized content that share surprising pieces of Minnesota history with audiences on TikTok, YouTube, and Instagram and allow the audience to reminisce or learn about an unfamiliar event, figure, or place in Minnesota history.

### IMPACT:

Visuals, compelling storytelling, and archival material reach younger and more diverse audiences than broadcast programs, and the videos highlight undertold stories, such as those of BIPOC residents of Minnesota.

### *MinneHistories* was a finalist in Current's 2022 "Local that Works" contest

"*MinneHistories*' TikTok is an example of how TPT's newly formed Digital and Emerging Media cohort will work to prioritize and innovate with digital platforms to create content that tells compelling stories and increase audience engagement." - Marissa Blahnik, Managing Director of Content & Operations at TPT

**DISTRIBUTION:** *MinneHistories* vertical videos were distributed on TPT social media platforms including YouTube, Instagram and TikTok, and **garnered over 4 million video views**.

### ENGAGEMENT:

19 vertical TikTok videos- 3,179,846 video views

10 YouTube videos- 10,626 video views

5 Instagram vertical videos- 830,983 video views



# Co-Productions

Twin Cities PBS's co-funded Legacy projects leverage Legacy funding and partnerships to amplify arts, cultural, and history initiatives across Minnesota. In FY22, TPT collaborated with co-funding partners to develop, produce, and deliver digital and broadcast programming that made an impact around important social issues, like the epidemic of Missing and Murdered Indigenous Women in our state.

## BRING HER HOME

Premiere Date: March 21st, 2022 Nationally on PBS

### OUTPUTS:

- (1) 60 minute documentary
- (4) 90 second short snapshot lifts and
- (1) extended trailer (120 seconds)
- (1) 30 second promo
- (1) virtual event with special guest of the Director Leya Hale and the women featured in the documentary (90 minutes)
- (1) Education Guide
- (1) community screening kit

### DESCRIPTION:

*Bring Her Home* follows three Indigenous women — an artist, an activist and a politician — as they work to vindicate and honor their relatives who are victims in the growing epidemic of Missing and Murdered Indigenous Women. As they face the lasting effects of historical trauma, each woman searches for healing while navigating the oppressive systems that brought about this very crisis.



### IMPACT:

*Bring Her Home* had massive impact, not only in the State of Minnesota, but also internationally, as the epidemic of Missing and Murdered Indigenous Women is a global crisis. The film uplifted the work and strong personal stories of key Indigenous women living in Minnesota through its well-received national broadcast and screenings at over 30 film festivals around the world.

Producers have made the film, educational guide, and additional materials available to the public to empower community members to facilitate their own events and spaces of learning and healing.

Finally, the creation of the film further helps to combat the erasure of Indigenous stories by reaffirming the lived experiences of Indigenous peoples in Minnesota and the powerful work they are doing for our state.





*Mysti Babineau, Head of Security at 5<sup>th</sup> Annual Missing and Murdered Indigenous Women March, Minneapolis, MN*

**Survey respondents shared:**

- 98% planned to learn more about the issue of Missing and Murdered Indigenous Women.
- 98% planned to share what they learned with others.
- 93% felt inspired to act.

**DISTRIBUTION:**

Broadcast on TPT2 and broadcast channels nationwide

National Broadcast Highlights: Broadcast Hours: 1,079 | Broadcast in 48 states

***Bring Her Home was broadcast in 48 states nationwide,  
by stations reaching 97.5% of U.S. TV households.***

Local viewers reached: 37,037 (via Nielsen ratings)

ENGAGEMENT: Pageviews: 9,154 | Users: 5,493 | Impressions: 26,185 | Video views: 3,704 |  
Engagements: 655 | Social Posts: 17

**EVENT: A Look Inside BRING HER HOME: A Virtual Panel Discussion March 15, 2022**

Registrants: 1,486

Twin Cities PBS hosted a live event in studio that guests were able to join virtually to talk about the film and the what the women featured in the film to talk about the ways in which they are addressing the epidemic.

**TPT virtual event attendees shared:**

*I need to share the stories of these women. That stories can change legislation. And its important to make those connections.*

*Prior to this program, I didn't know who my representatives were who that focusing on these issues. Now I know and can reach out to them.*

*My community was centered. Miigwetch.*

*Our voices are finally being heard.*

*The conversations were powerful - particularly the different ways in which people use their gifts to add to the collective effort.*

#### **Comments from community members who hosted *Bring Her Home* screening events:**

*Absolutely inspirational, and phenomenal!*

*Students loved the film and appreciated Leya's words. It was great to have a USD alum speak to everyone and would love to do it again in the next school year!*

*We showed the film on a Friday evening and held a guided conversation/presentation the following day. This excellent film was viewed by all as extremely emotionally powerful and provided much to discuss.*

*The audience was greatly impacted by the film and the panel discussion, bringing their own stories of women being taken.*

*The documentary was very informative for this audience of Rotary members, especially with the very current segments around legislation, the Walker Art piece, and Indigenous community members missing - from children to the young woman's story, to the grandmother story. This helped in understanding this as a current-day issue, not dismissing it as "something that happened a long time ago."*

*Many students have commented that they did not know the problems faced by Native American women in our country prior to watching this film and were grateful for the opportunity to learn about MMIW.*

#### **EDUCATION:**

One 23-page activity guide was created and is available on PBS LearningMedia. 644 pageviews since publication.

#### ***Bring Her Home* Outputs:**

- **Bring Her Home | Broadcast show**

*Bring Her Home* follows three Indigenous women — an artist, an activist and a politician — as they work to vindicate and honor their relatives who are victims in the growing epidemic of Missing and Murdered Indigenous Women. As they face the lasting effects of historical trauma, each woman searches for healing while navigating the oppressive systems that brought about this very crisis.

- **Out There | Shortform**

Artist Angela Two Stars (Sisseton Wahpeton Dakota) shares an art piece by James D. Autio entitled "Out There" that was a part of the first annual *Bring Her Home* art exhibition that brings awareness to violence against Native women. "Out There" is a reminder to Angela about her grandmother's story and its connection to the Missing and Murdered Indigenous Women epidemic.

- Women Are Life Givers | Shortform**  
 N.D. Representative Ruth Buffalo (Mandan, Hidatsa and Arikara Nation) prepares to attend the 2020 Minneapolis Missing and Murdered Indigenous Women rally & march that brings attention to this epidemic. Coming from a matriarchal people, Ruth believes that once a Native woman goes missing, it ends the lifeline for a clan to continue.
- The Search | Shortform**  
 N.D. Representative Ruth Buffalo (Mandan, Hidatsa and Arikara Nation) recounts her experience searching for Savanna LaFontaine-Greywind in Fargo, North Dakota. In August 2017, the Greywind family put a call to action on social media when their 8-month pregnant daughter went missing. Savanna was a member of the Spirit Lake Sioux Tribe.
- Protest at the Governor’s Mansion | Shortform**  
 In 2020, Activist Mysti Babineau (Red Lake Nation) attends the “Choose Your Line 3 Legacy, Governor Walz” event head at the Governor’s Mansion in St. Paul, MN to bring attention to the connection between Line 3 and MMIW. During Mysti’s speech, she warns that Line 3 could potentially increase sex trafficking around construction site areas that are close to Ojibwe reservations.
- Using Art to Inspire and Advocate for Change | Shortform**  
 Angela Two Stars (Sisseton Wahpeton Dakota) searches for her identity as an artist and it wasn’t until she was invited to curate the Bring Her Home art exhibition where she connected her family’s story to the larger story of the Missing and Murdered Indigenous Women epidemic. The goal of the Bring Her Home show is to not only bring awareness to MMIW but to inspire and advocate for change.
- Bring Her Home Trailer | Trailer**  
 BRING HER HOME follows three Indigenous women — an artist, an activist and a politician — as they work to vindicate and honor their relatives who are victims in the growing epidemic of Missing and Murdered Indigenous Women. As they face the lasting effects of historical trauma, each woman searches for healing while navigating the oppressive systems that brought about this very crisis.



AWARDS:

*Bring Her Home* received the following honors:

***Bring Her Home* received a 2022 Upper Midwest Regional Emmy® Award  
Best Documentary - Topical**

2022 Dog Iron Award at the Will Rogers Motion Picture Festival - Best American Indian/First Nation/Indigenous

2022 Native Vision Film Festival - Best Feature

2022 Red Nation Film Festival - Best Documentary Feature

FILM FESTIVALS:

***Bring Her Home* was an official selection at 31 film festivals and, most notably, an official selection to represent the United States at INPUT 2022, Barcelona Spain.**

- Big Sky Documentary Film Festival
- ImagineNative Film + Media Arts Festival
- NatiVision Film Festival
- Will Rogers Motion Picture Festival
- RNCI Red Nation International Film Festival
- Pocahontas Reframed Film Festival
- Fort Smith International Film Festival
- First Nation Film and Video Festival
- NorthwestFest International Documentary Festival
- Minnesota International Film Festival
- Garifuna International Indigenous Film Festival
- Mesa International Film Festival
- Asinabka Film & Media Arts Festival
- Native Spirit Film Festival
- North Dakota Human Rights Film Festival
- Wairoa Maori Film Festival
- Latino & Native American Film Festival
- Sarasota Native American Film Festival
- Awareness Festival
- Portland Film Festival
- Weengushk International Film Festival
- Dreamspeaker International Indigenous Film Festival
- Durango Independant Film Festival
- Minneapolis St. Paul International Film Festival
- WINTERLAND
- Care Awards
- End of the Road Film Festival
- Free State Film Festival
- North x North International Film Festival
- Voices Rising Film Festival



## BE MY GUEST

Premiere Date: July 12th, 2021

6 original videos were created and released digitally biweekly between August 2021-October 2021;  
4 virtual events

### DESCRIPTION:

*Be My Guest* is a multi-course engagement project, combining interactive events that center around food as an invitation for storytelling and short form media, creating conversation and connection between Muslim and non-Muslim communities across Minnesota. *Be My Guest* aims to foster social interactions and increase empathy between Muslim & non-Muslim communities through a shared experience at the table.



IMPACT: The primary goals were to...

- Create media and host interactive conversation that drives learning about Islam and Minnesota Muslims
- Host virtual community meals bringing Muslim and non-Muslim participants to the table together to foster empathy and solidarity
- Evaluate, chronicle, and analyze where participants are starting, what stories they share, what they learn, and how they commit to act in solidarity after this event

TPT wanted everyone who watched a video or attended an event to leave...

1. Having learned something new about religion/faith
2. Feeling more connected to community than when they arrived
3. Having one actionable step they can take past the event

**Be My Guest participants shared:**

*It was an invaluable experience to learn from others and grow with others. I've learned a lot from a few people, or from a classroom (a lot from a classroom- A LOT), but this was different and enriching.*

*I am full! I came to the table with a little to give and received so much! My heart is more open to learning from others different than me.*

*I learned more about others and was inspired and want to connect EVEN more than I already do!*

*I have absolutely loved and appreciated all of the Be My Guest events. They are so thoughtfully designed and passionately led. The questions are thought-provoking and the conversations are inspiring. I truly come away feeling like I have built community and have more tools in my toolbox for continuing that important work.*

DISTRIBUTION: Videos are available on TPT.org and the TPT Originals YouTube Channel. Three videos were also screened at the virtual events. Fully virtual, interactive/Workshop Events were held via Zoom.

**VIDEO EPISODES:**

**How Are Ramadan and Lent Similar?** July 12th, 2021

See what Ramadan and Lent is like through the eyes of two observers.

**Farming Tradition to Grow a Future** August 6<sup>th</sup>, 2021

Two farmers, Naima Dhore and Lillian Hang explore how farming connects them to their family, culture and community.

**Can Food Create a Dialogue Between Islam and Judaism?** September 6th, 2021

Two chefs, Imani Jackson who is Jewish and Jamal Hashi who is Muslim, surprise each other with a dish that's important to their respective faiths.

**Are Celebrations Similar in Christianity and Islam?** October 11th, 2021

Two bakers, one Muslim and one Christian, create frosted confections that play a significant role in welcoming new life into the world in each of their religions.

**What Does Religion Say About Food Justice?** October 25th, 2021

Two youth, one Christian and one Muslim explore how faith influences their work in creating a more sustainable food system.

**How Does Religion Influence Art?** November 8th, 2021

How does religion shape art? How does religion shape identity? Two artists - one Muslim and one Jewish - discuss how their art and religion shape their identity and vice versa.

ENGAGEMENT: Pageviews: 1,840 | Users: 782 | Impressions: 80,469 | Video views: 267,781

EVENTS: 4 virtual Zoom events throughout September to November, 2021 | 732 attendees

- September 30th - How do religious practices shape our communities?
- October 12th - How can food bridge difference and discord?
- November 4th - How can art illustrate stories of faith?
- November 16th - How can religious practices support environmental Justice?

# Education

The TPT Learn team produced educational resources, including standards-aligned activities, discussion guides and engagement opportunities, which amplified the reach and sustainability of Legacy-funded projects among students, teachers, afterschool and community educators and families statewide.

**In FY22, TPT added 24 new Legacy-funded teaching materials to the free PBS LearningMedia education platform.**

Whenever appropriate, media and aligned resources were added to TPT's collection of Minnesota-centric resources on **PBS LearningMedia** ([pbslearningmedia.org](https://pbslearningmedia.org)), one of the state and nation's leading online collection of media-enriched teaching and learning resources. The TPT Collection features media and aligned resources that are classified by History and Civics, Art and Culture and STEM. These categories respond to requests by Minnesota teachers, who have expressed distinct interest in and need for resources in these subject areas.



**TPT's Legacy-funded education resources on PBS LearningMedia garnered over 15,500 pageviews in FY22.**

To activate all newly created educational content, the TPT Learn team collaborated with subject matter experts and community partners to craft culturally responsive programming aimed at enriching educators' instructional approaches. Activation included virtual and in-person professional development workshops,

screenings with expert panels, and other events that welcome all Minnesotans interested in using public media to teach, guide, learn and grow.

**Educators shared in their 2022 MPTA Legacy Survey responses:**

*[TPT education programming] is very valuable as it provides education and knowledge and opportunity for people who otherwise might not be aware of the richness of arts, culture and history in Minnesota.*

*Any educational opportunity that is easily accessed is a community treasure. I'm a former teacher and value education very highly.*

*So important to have TPT's education. If not for that, there might be no way for some people to have an opportunity for this diverse education that is provided by TPT. Don't stop!!*

*Educational in so many areas: history, science, nature and medical information as well as local and state information! Continue to emphasize the positive gains made in our community!*

**36% have used local public television programs, apps, or digital teaching guides with their students/children.**

The TPT Learn Team also collaborates with the **TPT Learn Advisory Board**, comprised of 15 educators, parents, and leaders of community organizations. In their roles on the board, they provide insights about how to best create and share resources that are inclusive to students and communities, and useful to educators.

## In Production

Beginning in FY '23, TPT has embarked on a new Multi-Platform Content Strategy that drives the development and production of all media across the station. The principles of this new strategy are in service of getting the right content, to the right people, in the right place, at the right time. Additionally, the new Content Strategy's goals directly align with TPT's long range Strategic Goals and aims to harness the power of story to entertain, educate and empower audiences to critically think and engage in the community around them.

*More specifically, all TPT media will:*

- *Speak to a diverse and inclusive audience*
- *Center on human stories told by underrepresented voices*
- *Uplift underserved communities*
- *Be timely and relevant*
- *Be solution oriented*
- *Have a strong POV*
- *Emphasize impact*

## ***Minnesota Experience* History Documentaries**

History may be the greatest strength of TPT's local programming service. During this time of continued challenge and change, TPT's regional historical content has never been more critical to its mission and impact. Several new history documentaries will be in production in 2023 including:

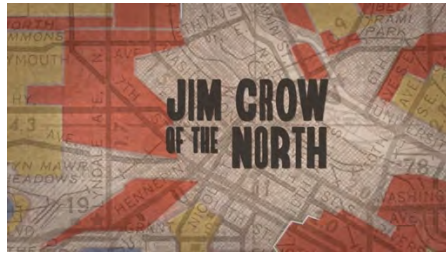
### **JIM CROW OF THE NORTH STORIES**

4 Digital Episodes

Based on the Emmy® Award-winning documentary, *Jim Crow of the North*, the new digital-first series, *Jim Crow of the North Stories*, continues to look at race, place, and the past. *How have Minneapolis residents responded to the rising awareness of racist covenants, red lining, and other forms of damaging segregation? What change and action is emerging from the awareness of these hidden histories?*

This limited series of short documentaries explores themes of systemic, interpersonal, and institutional racism, its impact, and the ways it has been resisted right here in Minnesota. Hosted by historian Acoma Gaither, this digital series uncovers this dark history of systemic racism, but also lifts up Black resistance and resilience in the past and the present-day changemakers bringing it to light and looking to right historical housing injustices.





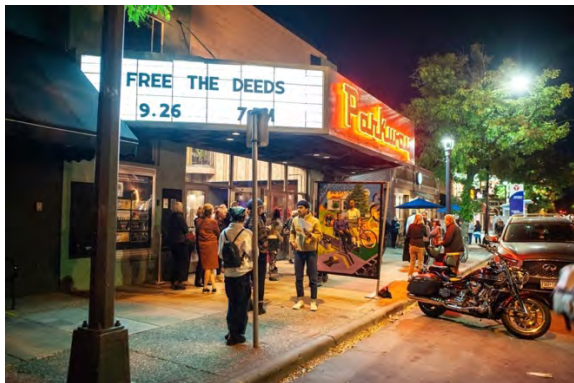
In order: Jazz musician Oliver Lyle, *Jim Crow of the North* Title, Racial Covenant Language, Host/Historian Acoma Gaither

#### EVENTS:

#### ***Revealing and Healing: Racial Covenants Then and Now***

September 26th, 2022 at the Parkway Theater, Minneapolis

An inspiring event featuring an educational bike tour, live performance, music, and a sneak peek at *Jim Crow of the North Stories*, that looks at how Minneapolis residents have responded to the rising awareness of racist covenants, red lining, and other forms of damaging segregation. The evening will explore the history of systemic racism while lifting up Black resistance and resilience in the past as well as present day changemakers looking to right historical housing injustices.



Photos courtesy of Bruce Silcox Photography

#### **Racial Homeownership Gap Update**, February 2022, East Side Freedom Library

Three years after the East Side Housing Summit, East Side Housing Justice at the East Side Freedom Library invited community members to return to the conversation and join a discussion between TPT Executive Producer, Daniel Bergin, and housing scholar Rebecca Walker. They discussed the impact of *Jim Crow of the North*, research on housing disparities in the Twin Cities, and how the Housing Justice team has approached the East Side's housing disparities at a grassroots level. Daniel Bergin also highlighted the new *Jim Crow of the North Stories* series.

## PROFE

One 60-minute documentary

*Profe* (slang for profesora) is a one-hour documentary that delves into the historical and present-day struggles behind creating an equitable educational system for Latinos in Minnesota. For the Latino community in Minnesota, la educacion is the road to empowerment, identity, and self-determination. Although Minnesota boasts some of the best schools in the country, it ranks worst in the nation for graduation rates of BIPOC students.

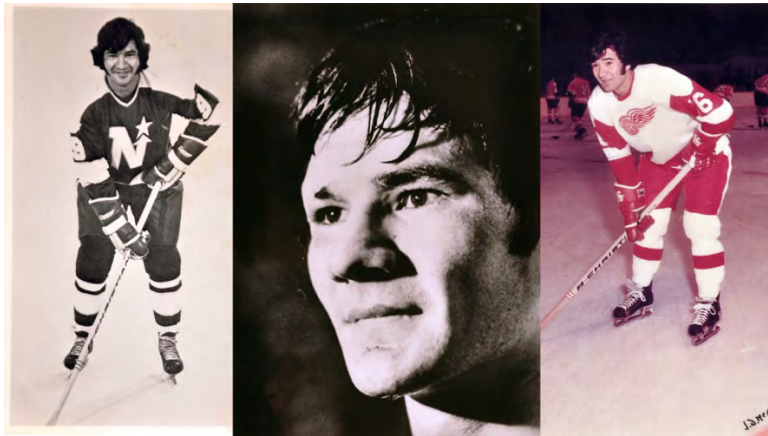


Centered on three female Latina education pioneers including Cesar Chavez mentee, Ramona de Rosales, the documentary will utilize the current school year at El Colegio, a small bilingual charter school in Minneapolis, as its throughline while weaving in and out of past narratives such as the Mexican settlement of the 1900s, the Chicano Movement in the 1960s, as well as the recent efforts to provide bilingual education and ethnic studies in public schools.

## BOUCHA: THE HENRY BOUCHA STORY

One 60-minute documentary

*Boucha* follows the hockey legend Henry Boucha from early stardom to crushing defeat to healing. Boucha is not about winning or losing – on the ice or in the courtroom; it's about Minnesota hockey legend Henry Boucha and how he reclaimed his pride for his Ojibwa culture and people.



The film by acclaimed director Leya Hale takes us from the river hockey games of Boucha's youth at the northern tip of Minnesota to his rise to the U.S. Olympic Team, and the NHL. But a horrific eye injury sent him spiraling into alcohol, drugs and depression.

Now late in life, Boucha reflects on his upbringing in Warroad, his Ojibwa roots and history, his rise and fall due to a brutal eye injury, and the eventual redemption he found in his culture and traditions.



## HOPE IN THE STRUGGLE: THE LIFE AND LEGACY OF JOSIE JOHNSON

One 60-minute documentary

Dr. Josie Johnson, at the age of 92, is one of the last Freedom Fighters still with us. With over 70 years of activism under her belt, the “First Lady of Minnesota civil rights movement” has never been more relevant. Voting rights, fair housing, gender equity, access to quality education, these are many of the same issues still being fought for today. *What does this mean for activists today? Where does she find hope and what guidance does she have for the next generation of freedom fighters who will experience their own failures and missteps?*

In this one-hour documentary, through the life and work of Josie Johnson, we will look at the past, present, and future of the civil rights movement, locally and nationally; and the accomplishments, setbacks, and work yet to be done in the context of recent police violence and the worldwide activism it has spawned.

The multigenerational impact of Josie Johnson will personalize a history that many may feel they already know, offering a window into the real, day-to-day work of a movement and of those who have the courage to take it on every day of their lives.

## AIR WARS: THE HEYDAY OF LOCAL BROADCASTING IN MINNESOTA

One 60-minute documentary

There was a time when people would stop what they were doing and watch the local evening news. *Air Wars*, from Hall of Fame broadcaster Cathy Wurzer and Twin Cities PBS, takes us back a half century to the heyday of Minnesota broadcasting in a vivid, fast paced, fun, and nostalgic, new documentary.

Rising in the 1970's, with millions of dollars in revenue at stake, Twin Cities TV stations waged a pitched battle led by handsome, high priced news anchors with futuristic technology and feel-good promotion to win over viewers. Dubbed the ‘air wars,’ this fight for broadcasting dominance certainly contributed to the sensationalism, stereotyping, and simplification of the news, but it also nudged forward innovation in journalism, diversity, gender balance, and the overall quality of content that was regarded as some of the best local broadcasting in the nation.



**More to come:** The final films in the historic 2024 *Minnesota Experience* season will emerge through the content development process by the spring of 2023.



# Arts & Culture

## OUTSIDE CHANCE SEASON 2

Season 2 tentative release dates March/April 2023  
8 digital-only episodes



The Minnesota Outdoors are a veritable gold mine of opportunities to exercise the mind, body and spirit but how does one even know where to begin? In the second season of the digital series, *Outside Chance*, host Chance York takes on a slew of new adventures around the state while providing the key ingredients for getting started. From the gear you'll need to the dollars it will take and the best locations to learn, a diverse mix of experts will offer Chance on-the-spot tutorials while sharing their passion for their sport and the relationship they've

cultivated with the environment around them.

**Season 2 activities include:** kayaking, sailing, canoeing, fly fishing, golf, trail biking, disc golf and pickleball

## WORN WITHIN SEASON 2

Season 2 to be released in 2023  
6 digital episodes

*Worn Within* is a digital series on fashion, focusing on cultural dress. Each episode in season one featured a Minnesota artist and fashion designer who told the history and origin of a specific element in their traditional dress. Season two will continue to shed light on Minnesota artists and fashion designers; however, season two explores the history of fashion beyond its traditional context.

Fashion is often dismissed as superficial or trivial, but it shapes our society more than we realize. From hijabs and head coverings to unisex clothing to even the body positivity movement - our clothing defines how we see the world and how we want the world to see us.

Through the lens of fashion enthusiasts, *Worn Within S2* will explore the different fashion theories, subcultures, and trends to gain a better appreciation for the clothes we wear and a deeper understanding of how fashion molds our society.

Most people don't think of Minnesota when it comes to fashion, but some of the most iconic fashionistas come from here. Prince was one of the first artists to push boundaries and live free of gender stereotypes. Halima Aden was the first model ever to wear a hijab and burkini for *Sports Illustrated*. And Lizzo is the poster child for body positivity. Minnesota's fashion scene is vibrant and creative, and one of the goals of *Worn Within S2* is to highlight that while uplifting the people who make up that scene.





## CINEMA LOUNGE

One 60-minute broadcast program

*Cinema Lounge: A MN Filmmaker Showcase* is an anthology of current, cutting edge, and innovative films by a diverse range of local media artists. The project is a reboot of Twin Cities PBS' long running MNTV, which served the local film community and their audiences for years. Curated by FilmNorth, the one hour 'film fest on the air' will feature the state of the art of indie short films from the North Star state.

Twin Cities PBS has a long history of supporting, collaborating with, and curating the work of Minnesota's independent filmmakers. *Cinema Lounge*, a collaboration with independent media artists support organization FilmNorth, is a return to this role of lifting up the work of film makers in the state. Using Legacy Resources to amplify the work of media makers over our distribution platforms meets several of the pillars of the Arts & Culture Heritage Fund. In addition to featuring the films on our platforms, FilmNorth will also host screenings with the work to engage with community.

## STAGE SEASON 3

Six 60-minute episodes for broadcast and streaming; 6 episode digital series



In this 3rd season of *STAGE*, famed Minnesota musicians bring viewers on an intimate journey, featuring an exclusive performance in front of a live audience. Their dynamic music will be complemented by entertaining and oftentimes surprising onstage storytelling that will give viewers a unique insight into the artists' lives and music. Then, in an exciting twist, each episode's headliner introduces a new, up-and-coming local act that inspires them – together they play a

few songs on the iconic 7th Street Entry stage, where many bands get their start. Each episode culminates in an original, never-before-heard collaboration between the two artists.

## ART + MEDICINE: VARYING ABILITIES

One 60-minute documentary

*Art + Medicine: Varying Abilities* (Working Title) is an hour-long documentary featuring 10-12 segments exploring disability through an artistic lens. The show is the fourth show in the *Art + Medicine* miniseries.

Goals for the program include:

- Create community-informed programming by including a curatorial team in the planning and review processes

- Create community-reflected programming, ensuring ability, artistic and racially diverse representation on-screen and off
- Create entertaining and educational content through an artistic lens
- Give audience tools to start conversations about disabilities
- Bring to light the struggles of people who deal with “invisible” disabilities

## WELCOME TO MY DESK

8 Digital Short episodes

*Welcome To My Desk* is a series of conversations between host Anne Guttridge and artists about their respective creative fields. These conversations center around the more difficult but humanizing aspects of making a living as a creative such as deciding to financially invest in your creative passion, the necessity of marketing yourself on social media, and exploring vulnerability in public-facing work. They take place in the TPT office under Anne's standing desk with pillows, ambient lighting, and tea to provide a comfortable space for potentially uncomfortable conversations. The series will premiere air on Twin Cities PBS' Social Media accounts.



*Anne Guttridge interviewing spoken word artist, Kevin Yang*

This series is for emerging artists to answer questions they don't yet know they need to answer. They want to pursue their creative passion, but they have doubts and anxieties about the reality of a creative career. Artists featured in the series have the opportunity to be open and honest about the unseen parts of their creative career.

This series will highlight and showcase diverse artists in various fields and allow the Twin Cities community to get to know creatives in their community on a more intimate level.

Producer Anne Guttridge shared:

*“As a producer and creative, I hope this series will help emerging artists feel less alone and prepare them for the realities of pursuing their creative passion. By sharing this work on YouTube and on social media, we will meet younger audiences on platforms they use every day, in an effort to reach them where they are.”*

**Episodes in production:**

- **Kevin Yang, Spoken Word Artist** | Kevin Yang reflects on how it feels to share his poetry for the first time and how he navigates sharing vulnerable work in public settings
- **Durry, Indie Rock Band** | Siblings Austin and Taryn Durry talk about finding viral success on TikTok for their band and how they decided to financially invest in themselves and their band.
- **Yam Haus, Pop Rock Band** | Lars Pruitt, Seth Blum, Jake Felstow, and Zach Beinlich talk about the simultaneous necessity and challenge of using social media as a tool to market their band.
- **Lauren Callis, Art Therapist and Co-founder of Curiosity Studio** | Lauren Callis speaks to the tension of creating art for relaxation and therapy while also needing to produce and create for a living. She reflects on the necessity of art as a source of play and discovery.
- **Leeya Rose Jackson, Creative Director and Artist** | Leeya Rose Jackson reflects on her experience being a “transplant” who grew up in Detroit and how she found community in the Twin Cities art scene.
- **Oanh Vu, Puppeteer** | Oanh Vu shares how she engages in art as a form of community organizing and how puppets can be used for transformative
- **Molly Murakami, Cartoonist, Illustrator, and Writer** | Molly Murakami shares her experience taking on projects that “pay the bills” versus projects that fuel her passions.
- **Kehayr Brown-Ransaw, Artist, Educator, and Curator** | Kehayr Brown-Ransaw talks about his experience being both an artist and curator and how he works towards access and representation in his curatorial work.

# TWIN CITIES PUBLIC TELEVISION | ST. PAUL, MN

## Report on Legacy Expenses: Cost of Production for State Fiscal Year 2022

For Period: July 1, 2021 through June 30, 2022

### 129D.18 GRANTS TO PUBLIC TELEVISION

Article 4 Sec. 7 Subd. 4. Reporting. A public station receiving funds appropriated under this section must report annually by January 15 2023 to the commissioner, the Legislative Coordinating Commission, and the chairs and ranking minority members of the senate and house of representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous year's grant funds were expended.

The report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated viewership, the number of hours of Legacy program content available for streaming on Web sites, and other related measures. If the programs produced include educational material, the public station must report on these efforts.

129D.18 Reporting Items	
Names of Legacy funded programs reporting July 1, 2021 through June 30, 2022	Art Is Season 4** Anything Outdoors (Outside Chance) MPTA Admin and Content Development** MN Experience** TPT Originals** Legacy Reports, Impact, and Outreach** Legacy Marketing Legacy Education/PBS Learning Media Relish Season 4 Stage** 2020 Filmmakers** Baldies** Missing and Murdered Indigenous Women (Bring Her Home)** Music for the Holidays 2021 Worn Within Season 2 MN Experience Henry Boucha TPT Outdoor Initiative** MN Filmmakers Showcase Outside Chance Season 2 Art+Medicine: Disability Welcome to My Desk Moving Lives Minnesota* Be My Guest* TPTO Arts & Culture Posts* Worn Within Season 1* Relish Season 3* MN Orchestra*  *projects were supported by ACHF 20/21 only ** projects were supported by ACHF 20/21 and 22/23
Cost of Production	See Cost of Production below
Number of stations broadcasting program	3
Estimated viewership July 1, 2021 through June 30, 2022	1,839,480
Hours available for web streaming July 1, 2021 through June 30, 2022	374.5
Education materials created and distribution July 1, 2021 through June 30, 2022	24 added (670 total available online)



Legacy Projects	Cost of Production
For period: July 1, 2021 - June 30, 2022	For period: July 1, 2021 - June 30, 2022
Art Is Season 4**	\$11,623.12
Anything Outdoors (Outside Chance)	\$134,320.55
MPTA Admin and Content Development**	\$231,948.82
MN Experience**	\$493,447.81
TPT Originals**	\$49,304.70
Legacy Reports, Impact, and Outreach**	\$35,382.17
Legacy Marketing	\$90,741.78
Legacy Education/PBS Learning Media	\$48,834.35
Relish Season 4	\$158,028.90
Stage**	\$224,727.02
2020 Filmmakers**	\$24,537.64
Baldies**	\$102,274.99
Missing and Murdered Indigenous Women (Bring Her Home)**	\$114,413.36
Music for the Holidays 2021	\$11,842.90
Worn Within Season 2	\$3,884.38
MN Experience Henry Boucha	\$29,697.18
TPT Outdoor Initiative**	\$4,605.83
MN Filmmakers Showcase	\$1,208.88
Outside Chance Season 2	\$3,136.88
Art+Medicine: Disability	\$382.60
Welcome To My Desk	\$210.77
Moving Lives Minnesota*	\$2,558.93
Be My Guest*	\$31,323.89
TPTO Arts & Culture Posts*	\$33,493.34
Worn Within Season 1*	\$573.15
Relish Season 3*	\$1,949.30
MN Orchestra*	\$200.35
*Projects were supported by ACHF 20/21 funds only	
Total 20/21 funds used in July - August 2021 = \$329,006.84	
**Projects were supported by both ACHF 20/21 and 22/23 funds	
Total 22/23 funds used August 2021 - June 2022 = \$1,515,646.75	
Total	\$1,844,653.59

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

(i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project;

(viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information

3.303, Subd. 10 Reporting Items	
Project names and project descriptions	Art Is Season 4** Anything Outdoors (Outside Chance) MPTA Admin and Content Development** MN Experience** TPT Originals** Legacy Reports, Impact, and Outreach** Legacy Marketing Legacy Education/PBS Learning Media Relish Season 4 Stage** 2020 Filmmakers** Baldies** Missing and Murdered Indigenous Women (Bring Her Home)** Music for the Holidays 2021 Worn Within Season 2 MN Experience Henry Boucha TPT Outdoor Initiative** MN Filmmakers Showcase Outside Chance Season 2 Art+Medicine: Disability Welcome to My Desk Moving Lives Minnesota* Be My Guest* TPTO Arts & Culture Posts* Worn Within Season 1* Relish Season 3* MN Orchestra*  *projects were supported by ACHF 20/21 only ** projects were supported by ACHF 20/21 and 22/23
Recipient phone number	651-222-1717
Names of board members	See below
Recipient email address	<a href="mailto:kielinek@tpt.org">kielinek@tpt.org</a>
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	mptalegacymedia.org
Amount, source and fiscal year of the appropriation	\$329,006.84 was carried forward from the Arts & Culture Legacy Fund from year 2 of the biennium 20/21 FY21, July 1, 2010 – June 30, 2021, of which \$329,006.84 was spent in full by August 31, 2021. \$2,404,859.61 was appropriated from the Arts & Culture Legacy Fund for Year 1 of the 22/23 biennium FY22, July 1, 2021 – June 30, 2022, of which \$1,515,646.75 was spent through June 30 <sup>th</sup> , 2022 and \$889,212.86 was carried forward

	into Year 2 of the 22/23 biennium FY23, July 1, 2022 – June 30, 2023.
Amount and source of additional funds	TPT utilized partnership and private donor funds to match funding for projects like Art Is Season 4, Minnesota Experience, Be My Guest, Missing and Murdered Indigenous Women (Bring Her Home), Stage, and MN Experience Henry Boucha. The partnership and private donor funds raised in FY22 were approximately \$753,420 and will be used throughout full project periods.
Duration of projects	Projects took place between 7/1/2021 – 6/30/2022
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	8.71
Direct expenses and admin cost	See attached Work Plan and Budget
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
TPT's Legacy funded projects (Total – individual projects broken out below)	July 1, 2021 through June 30, 2022	8.71	1,500,074.41	344,579.18	(see below)	(see below)	(see below)
<b>Title</b> <b># of episodes</b> <b>Description</b>							
<p><b>**Art Is... Season 4</b></p> <p>9 video episodes and 3 events focused on bringing visibility to emerging and established artists</p>	7/1/21 - 6/30/ 22	0.09			<p>Audience event surveys; Artist survey; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>9 digital episodes; Video views: 3,662</p> <p>3 in person events 1.5 hours in length at the Hook and Ladder in Minneapolis run by each art cohort; 323 attendees</p> <p>100% of the respondents reported that they learned about new artists and 81% said they planned to learn more about the artists that were showcased.</p>	<p>100% of survey respondents reported that they learned about new artists and planned to learn more about the artists showcased.</p> <p>Collaborators are satisfied with and benefit from their partnership with TPT. An Art Is... artists shared: <i>Love that the events were accessible to the public, in terms of cost. LOVED that the public was fed, and a local business supported. Loved that everyone got a very personalized documentary but still felt cohesive as a cohort and with the cohorts at large.</i></p> <p>Community heard new perspectives and experiences from BIPOC artists in MN. Attendee comment: <i>It was a great, accessible way for anyone in the community to hear new perspectives and experiences from folks in the BIPOC community.</i></p>
<p><b>Outside Chance Season 1</b> (formerly <i>Anything Outdoors</i>) 8 digital episodes; 1 promo</p> <p><i>Outside Chance</i> informs and promotes Minnesota's outdoor culture to make the spaces and activities more accessible to all Minnesotans.</p>	7/1/21 - 6/30/ 22	0.62			<p>Audience event surveys; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p><i>Outside Chance: Mountain Biking</i> won a 2022 Upper Midwest Regional Emmy Award in the Lifestyle: Long-form category</p> <p>Education guides and activities for each digital episode co-created with host, Chance York</p> <p>Video views: 171,979 Engagements: 1,582</p>	<p><i>Outside Chance</i> informs and promotes Minnesota's outdoor culture to make the spaces and activities more accessible to all Minnesotans.</p> <p>The series inspires: An increase in the number of Minnesotans of all ages, ethnicities, abilities and incomes who participate in Minnesota outdoor culture. Increase in knowledge and awareness of the way that outdoor culture affects people's lives and how knowledge can help people better appreciate Minnesota.</p> <p>TPT develops new relationships with collaborators.</p>



<p><b>**Minnesota Experience</b> 30 weekly broadcast episodes; 3 original hour-long documentaries for broadcast (<i>Electronic, Film in the Cities and The Baldies</i>)</p> <p>Broadcast program focused on illuminating and activating the history of our state.</p>	<p>7/1/21 - 6/30/22</p>	<p>2.52</p>			<p>Audience event surveys; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>On-air broadcast viewership of <i>Minnesota Experience</i> program increases by 5%.</p> <p>Local broadcast hours: 327 hours   Local viewers reached: 1,441,570 (via Nielsen Ratings)</p> <p>1 <i>Minnesota Experience</i> Upper Midwest Emmy Award winner, and 2 nominations in FY22</p> <p><i>MinneHistories</i> social media videos garnered over 4 million views</p> <p>Increase in the number of TPT history educator resources on PBS LearningMedia. Increase of teacher traffic to TPT's Legacy-funded history education guides on PBS LearningMedia</p>	<p>After engaging with TPT's local history programming, viewers have been inspired to...</p> <p>Learn more about Minnesota history (61%) Visit a historic site (60%) Talk with others about something I learned (50%) Visit a new part of Minnesota (45%) Support a local business (33%) Attend an event in my community (in-person or virtual) (32%)</p> <p>92% trust TPT to deliver arts, culture, and history programming that is well-researched and unbiased.</p> <p>People who engage with TPT history content feel more connected to Minnesota.</p> <p>Educators who participate in professional development activities use TPT history content in their work and increase their skills in teach the topic and issues addressed in the content.</p> <p>Increases access and connection; Viewer comment: <i>I am older and disabled, and my public participation is now very limited and public TV is the main contact that allows me to participate.</i></p>
<p><b>**TPT Originals</b> Website platform: tptoriginals.org</p> <p>Features multimedia content, including Legacy-funded content</p>	<p>7/1/21 - 6/30/22</p>	<p>0.31</p>			<p>Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>TPToriginals.org garnered 114,728 impressions</p>	<p>Viewers are accessing arts, culture and history content at tptoriginals.org and are increasing awareness of topics covered.</p> <p>Viewer comment: <i>This channel needs more attention. Thanks for sharing. I'll be donating towards future documentaries. This is a gold mine of information.</i></p>
<p><b>Relish Season 4</b></p> <p>8 web episodes, 3 30-minute broadcast episodes in production digital series, broadcast episode,</p> <p>For four seasons, <i>Relish</i> has shared stories of cultural heritage in Twin Cities communities through the</p>	<p>7/1/21 - 6/30/22</p>	<p>0.58</p>			<p>Artists surveyed; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>8 web episodes, 3 30-minute broadcast episodes in production</p> <p>All seasons of <i>Relish</i> Broadcast Hours: 228.5   Viewers reached: 247,058 via Nielsen Ratings</p> <p>Video views: 290,510</p> <p>PBS Food licensed 14 episodes of</p>	<p>TPT developed new relationships with collaborators, educators, and audiences through <i>Relish</i>, with particular focus on BIPOC communities and younger audiences. Viewers increased their knowledge and awareness of arts and culture in Minnesota and the topics covered.</p> <p>New opportunities for <i>Relish</i> Chefs: More than 70% reported an increased interest or awareness of their work/business, as well as increased sales. More</p>

universal language of food.						<p><i>Relish</i> for national distribution.</p> <p>2021 Upper Midwest EMMY® nomination for Outstanding Achievement for a Lifestyle Feature/Segment/Series</p>	<p>than 70% also saw increased engagement on their social platforms and received new opportunities (such as partnerships, media coverage, awards, etc.) locally and/or nationally</p> <p>Because of his work on <i>Relish</i>, host Yia Vang has received several additional opportunities to work on local and national video productions as well as opportunities for catering for his restaurant.</p>
<p><b>**Stage Season 2</b></p> <p>6 hour long broadcasts, 6 promos (30 seconds), 6 hours streaming on all platforms</p> <p>Weekly broadcast show of musical performances showcasing local artists</p>	7/1/21 - 6/30/ 22	0.88			<p>Audience event surveys; Artist feedback gathered; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>Local viewers reached: 28,748 (via Nielsen Ratings)</p> <p>Online Video Views: 1,983</p> <p>Increase in arts education resources on PBS LearningMedia: 12 education guides and activities were co-created with <i>STAGE</i>'s on-air host. Education resources are available on PBS LearningMedia.</p>	<p>100% of participants of <i>STAGE</i> surveyed said they had a positive experience filming and would recommend participating in <i>STAGE</i> to other musicians. Over 80% of artists have seen increase in awareness or interest in their music as a result of the show. Over half of the artists said they have an increase in followers on social media as a result of the show.</p> <p>TPT develops new relationships with collaborators, educators, and audiences through its arts and culture content, with particular focus on BIPOC communities and younger audiences.</p> <p>Viewer comment: <i>STAGE advocates for local artists and gives them visibility to many communities who might not have previous been exposed to their art.</i></p>
<p><b>**2020 Filmmakers</b></p> <p>3 original films for broadcast on TPT2</p> <p>The initiative aims to support independent filmmakers in the creation of nonfiction films that push Minnesotans to question, understand and be inspired by the events of 2020.</p>	7/1/21 - 6/30/ 22	0.06			<p>Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p><i>Say His Name: Five Days for George Floyd</i> (26:40 mins) Filmmaker Cy Dodson</p> <p><i>Trusted Messenger</i> (56:40 mins) Filmmaker Chris Newberry</p> <p><i>Día a Día, 2020: One Day At a Time</i> (26:40 mins) Filmmaker Tahiel Jimenez Medina</p> <p><i>Say His Name</i> aired nationwide on PBS channels, won numerous film awards and was an official selection at numerous film festivals.</p>	<p>3 commissioned films about the year 2020 preserve stories from an historic year in Minnesota (police killing of George Floyd, uprisings, presidential election and pandemic); TPT had a positive impact on our collaborators by creating visibility for their storytelling. Filmmakers who participated are satisfied with and benefit from their partnership with TPT. TPT developed new relationships with filmmaker collaborators, through its arts and culture content, with particular focus on BIPOC communities and younger audiences.</p> <p><i>Say His Name: Five Days for George Floyd</i> and <i>Trusted Messenger</i> were both distributed via the Wavelength public media content-sharing platform</p>

						557.5 hours broadcast (local and national)  16,712 local people reached (via Nielsen ratings)  <i>Say His Name</i> Best Documentary Nominee 2021 Upper Midwest Regional Emmy® Awards	
<p><b>**Baldies</b></p> <p>1 hour-long broadcast history documentary, part of <i>Minnesota Experience</i></p> <p><i>The Baldies</i> exposes this little-known history of street kids and racists.</p>	7/1/21 - 6/30/ 22	0.36			<p>Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>10,019,364 impressions and 437,186 online video views</p> <p>2022 Upper Midwest Regional Emmy Award for Best Documentary in the Cultural Category</p> <p>2022 Public Media Award Finalist for Best Historical Feature</p> <p>Broadcast hours: 10.5   Local viewers reached: 41,980 (via Nielsen ratings)</p>	<p>The project amplifies the historical and cultural impact that youth subcultures play in our community. <i>The Baldies</i> exposes this little-known history of street kids and racists. Connects community: Beyond history and culture, the project shows that a community can come together to oppose racism. increase their knowledge and awareness of Minnesota history and the topics covered.</p>
<p><b>*Be My Guest</b></p> <p>Digital video series and live events</p> <p>Focused on creating conversation and connection between Muslim and non Muslim communities across Minnesota</p>	7/1/21 - 6/30/ 22	0.15			<p>Audience event surveys; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>6 original videos</p> <p>732 event attendees at 4 virtual events</p> <p>Online video views: 267,781</p> <p>Impressions: 80,469</p>	<p><i>Be My Guest</i> created conversation and connection between Muslim and non-Muslim communities across Minnesota.</p> <p>Viewers of video content and event attendees: learned something new about religion/faith; Feel more connected to community than when they arrived; Have one actionable step they can take past the event</p> <p>Attendee comment: <i>I am full! I came to the table with a little to give and received so much! My heart is more open to learning from others different than me.</i></p>
<p><b>**Bring Her Home</b> (formerly MMIW)</p> <p>1hour-long cultural broadcast documentary, numerous outputs and education resources</p>	7/1/21 - 6/30/ 22	0.35			<p>Audience event surveys; Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen</p>	<p><i>Bring Her Home</i> was broadcast in 48 states nationwide, by stations reaching 97.5% of U.S. TV households.</p> <p>National Broadcast</p>	<p>The film amplifies the stories of Women and the large impact they have in their communities and its larger impact on the State of Minnesota and the country.</p> <p>Viewers increased their knowledge and awareness</p>

<p>Focused on murdered and missing Indigenous Women</p>					<p>broadcast ratings</p>	<p>Highlights: Broadcast Hours: 1,079 Local viewers reached: 37,037 (via Nielsen ratings)</p> <p>2022 Upper Midwest- Regional Emmy Award – Documentary – Topical</p> <p>Featured at 31 film festivals worldwide</p> <p>400 attendees at premiere event</p> <p>(1) 60 minute documentary (4) 90 second short snapshot lifts and (1) extended trailer (120 seconds) (1) 30 second promo (1) virtual event with special guest of the Director Leya Hale and the women featured in the documentary (90 minutes) (1) Education Guide (1) community screening kit</p>	<p>of the crisis of murdered and missing Indigenous Women in Minnesota, and increased their motivation to learn more about the topics covered: 98% of survey respondents planned to learn more about the issue of MMIW. 98% planned to share what they learned with others. 93% felt inspired to act.</p> <p>TPT developed new relationships with collaborators, educators, and audiences through its history content, with particular focus on BIPOC communities and younger audiences.</p> <p>This project has had a very positive reception in the state of Minnesota but has also received attention globally, winning multiple awards and has been shown at <b>31 festivals around the world.</b></p> <p>Screening toolkits and educational resources empower community to discuss the topic of MMIW.</p>
<p><b>Music for the Holidays 2021</b> 1 hour-long broadcast holiday music special</p>	<p>7/1/21 - 6/30/ 22</p>	<p>0.03</p>			<p>Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings</p>	<p>Local Broadcast Hours for Music for the Holidays 21: 9</p> <p>Music for the Holidays 2020 &amp; 2021 Broadcast Hours: 42 hours</p>	<p>Increased viewer awareness of numerous local artists</p> <p>Celebrates Minnesota's diverse artists and musical groups</p>
<p><b>Worn Within Season 2</b> In Production</p> <p>Digital series on cultural heritage &amp; fashion</p>	<p>7/1/21 - 6/30/ 22</p>	<p>0.03</p>			<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
<p><b>Henry Boucha</b> In Production</p> <p>Minnesota Experience documentary on Native American Hockey legend, Henry Boucha</p>	<p>In production</p>	<p>0.03</p>			<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
<p><b>**Outdoors Initiative</b> Engagement initiative</p>	<p>7/1/21 - 6/30/ 22</p>	<p>0.03</p>			<p>Web metrics, social metrics</p>	<p>Engagement campaign amplified TPT's local and national content around the outdoors, including <i>Outside</i></p>	<p>The initiative increases viewer awareness about opportunities within Minnesota's outdoors.</p>

Focused on Minnesota's outdoors						<i>Chance and America Outdoors with Baratunde Thurston</i>  Pageviews: 876   Users: 654	Promotes educational resources created for both programs.
<b>MN Filmmakers Showcase</b> In Production  Broadcast series focused on amplifying local filmmakers	In production	0.01			N/A	N/A	N/A
<b>Outside Chance Season 2</b> In Production  Digital series focused on outdoors adventures with host, Chance York 6 episodes	In production	0.02			N/A	N/A	N/A
<b>Art + Medicine: Varying Abilities</b> In Production 1 hour broadcast program  Focused on amplifying stories and art of those living with disabilities	In production	0.00			N/A	N/A	N/A
<b>Welcome To My Desk</b> In Production  Digital video/social videos series highlighting artists in their creative fields	In production	0.00			N/A	N/A	N/A
<b>**Legacy Reports &amp; Outreach</b> Legacy reporting administrative work; outreach work	7/1/21 - 6/30/ 22	0.20			N/A	Outreach, education and engagement efforts supporting Legacy -funded Arts, Culture & History projects	TPT leads the annual MPTA Legacy reporting report process and creates more efficient ways to report on Legacy work.  Outreach work around our Legacy-funded content strengthens community relationships and deepens impact, learning, and action.
<b>Legacy Education</b> Educational resource creation, promotion, professional development	7/1/21 - 6/30/ 22	0.35			Annual Legacy Arts, Culture and History survey of audience members; social and web metrics; Nielsen broadcast ratings TPT Learn Advisory Board surveys	Increased number of TPT arts & history educator resources on PBS LearningMedia in FY22.  There is a 10% increase of teacher traffic to TPT's Legacy-funded arts education guides on PBS LearningMedia.  Distribution list includes 15,000+ educators.	Educators who participate in professional development activities use TPT content in their work and increase their skills in teach the topics addressed in the content.  TPT developed new relationships with educators.  Education resources deepen engagement and understanding around issues that are covered in TPT's Legacy-funded arts & history programs.



## Twin Cities PBS Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Art Is... Season 4	Achieved proposed outcomes
Outside Chance (formerly Anything Outside)	Achieved proposed outcomes
MN Experience	Achieved proposed outcomes
TPT Originals	Achieved proposed outcomes
Relish Season 4	Achieved proposed outcomes
Stage	Achieved proposed outcomes
2020 Filmmakers	Achieved proposed outcomes
The Baldies	Achieved proposed outcomes
Bring Her Home	Achieved proposed outcomes
Music for the Holidays 2021	Achieved proposed outcomes
Worn Within Season 2	Outcomes data not yet available
MN Experience Henry Boucha	Outcomes data not yet available
TPT Outdoor Initiative	Achieved some of the proposed outcomes
MN Filmmakers Showcase	Outcomes data not yet available
Outside Chance Season 2	Outcomes data not yet available
Art+Medicine: Disability	Outcomes data not yet available
Welcome to My Desk	Outcomes data not yet available
Be My Guest	Achieved proposed outcomes
<i>Projects supported by ACHF 20/21 funding:</i> Moving Lives Minnesota Be My Guest TPTO Arts & Culture Posts Worn Within Season 1 Relish Season 3 MN Orchestra	Achieved proposed outcomes

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# KSMQ

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With Legacy funding, KSMQ was able to present a discussion about an important topic, showcase local talent, and keep viewers informed about important news from the latest Legislative session. KSMQ hosted a live-stream conversation comparing the cost of living between the Metro area and Outstate Minnesota: “The Case for Rural Living.” The “In Our Midst” project showcased the talent of local singer Kathryn Bisanti. KSMQ correspondent Michael Wojcik gave a weekly wrap-up of events at the Capitol with interstitials called “Legislative Rundown.”

“

*“Programs are more interesting, not silly junk type programming. Good source of information on variety of topics. Better informed on issues, candidates, and causes.”*

–Ann Berry

*“I enjoy the programs and love that KSMQ is local. KSMQ is our go to station for news we can trust. The programs also result in great family conversations.”*

–Steve King, Austin Mayor

*“We love to support local TV. KSMQ represents Austin and always is so supportive of our community.”*

–Emerson Garbisch

## AREAS OF IMPACT

### IMPORTANT DISCUSSIONS

“The Case for Rural Living” was a live-streamed (and later broadcast) discussion featuring Southern Minnesotans: Tim Penny from the Southern Minnesota Initiative Foundation, Benya Kraus from Lead for MN, and John Garry from the Development Corporation of Austin. This discussion highlighted why living rural is a viable option for people of all demographics.

### SHOWCASING LOCAL TALENT

“In Our Midst” is a series that features unheralded talent in the Austin area. We showcased six songs performed by Austin resident Kathryn Bisanti, a mezzo-soprano and an instructor at MacPhail Center for Music in Austin. Each song was shared separately on-line and broadcast between regular programming.

### LEGISLATIVE UPDATES

Michael Wojcik, a KSMQ correspondent, sifted through the discussions, votes, and events that occurred during the latest Minnesota Legislative session and made weekly reports on the most important happenings on KSMQ’s “Legislative Rundown.”



## Reading for Life

KSMQ partnered with the Austin Public Library to stream live on-line and to broadcast a series of lectures called *Reading for Life*. *Reading for Life* was a year-long program centered around four book lectures and focused on the act of reading. Community discussions and podcasts were interspersed between lectures.

The experience was structured like a book group, but one skillfully facilitated to maintain the richest possible dialogue among the participants and the source text. The core idea was that works of literature offer precious resources of energy and vision for the creation and sustenance of healthy communities.

It was educational and entertaining in the richest sense of both terms, a living classroom as wide and deep as our collective spirit can imagine.



### **The presenter of the series was Michael Verde.**

Along with an engaging personality, Michael enthusiastically brought unique literary insights and brilliant observations. He is currently completing his PhD with a focus on literature and religion.

### **From Julie Clinefelter, Austin Public Library Executive Director, concerning the Minnesota Library Association Conference in Duluth on Oct 27:**

“The presentation was very well attended with a full house. There were many questions and one retired media specialist commented she thought this [Reading for Life] was an amazing idea and asked how we came up with it. Others wanted to know how they could use what we had done to replicate discussion at their libraries, including if their local PBS stations could show the RFL lectures.”



## KSMQ | AUSTIN

### OFF 90

Start of Season April 3, 20322

13 Episodes

DESCRIPTION: Weekly magazine series that's essentially an educational travelog featuring a variety of stories about art, history, and culture in Minnesota.

IMPACT: *Off 90* captures authentic expressions of the creative process to promote a deeper understanding of the arts and strives to cultivate new audiences. The series promotes unsung places of interest in and around southeastern Minnesota. Since its premiere in 2010, *Off 90* has featured thousands of artists, organizations, and experts in hundreds of videos curating contemporary arts, local history, and stories of cultural significance for generations to come. Episodes of *Off 90* are presented on both the main KSMQ channel and The Minnesota Channel and are also shared online. *Off 90* is KSMQ's most watched program.



*Musician "Steven Schmidt" performs in an episode of Off 90.*

DISTRIBUTION: *Off 90* is broadcast on our main channel (15.1) and the MN Channel (15.4). *Off 90* is also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website(ksmq.org)

- Off 90 1301

In this week's "Off 90" we ride with the YarnMobile in Austin; we learn about musician Steven Schmidt's tenure with Rochester Civic Music; we attend the Old Town Indigenous Art Festival in Mankato; we visit a truck museum in Rochester; and with go back to class at the long-gone Mankato Commercial College.

- Off 90 1302

In this episode of "Off 90," we visit a potter in Rochester, work on a home with Habitat for Humanity in Winona, go shopping at Rochester's oldest grocery store, play tabletop games in Austin at Austi-Con, and learn about a 1965 flood in Mankato.

- Off 90 1303

We visit the Hermann Monument in New Ulm; we make glass mosaics with Austin artist Deb D'Souza; we sit in as Mackenzie Roberts of Dodge Center teaches piano; we socialize outside in the winter in Rochester; and we go cross country skiing at Quarry Hill Nature Center.

- Off 90 1304

In this episode, we hear music from three types of accordions, attend the Grumpy Old Men Festival in Wabasha, go into the darkroom with photographer Jeff Thompson, visit a cannabis shop in Austin, and learn about steamboats on the Minnesota River. Produced by KSMQ.

- Off 90 1305

We go pubbin' with the Caledonian Pipe Band in Rochester, meet a Rochester police officer and his canine friend, join shoppers searching for unique items, meet a performer who has found humor in his disability, and see an item from the vault at the Minnesota Marine Art Museum in Winona.

- Of 90 1306

In this episode, guitar-making by Red Wing students, Rochester painter Brianna Stenzel, Mankato glass artist Larry Hodgson, and model railroading in Albert Lea.

- Off 90 1307

In this episode: the history of Red Wing pottery, Rochester singer/ songwriter Emily Whitcomb, Winona artist Anne George, early baseball in Mankato, a Joseph Stella painting at the Minnesota Marine Art Museum.

- Off 90 1308

In this episode: the Minnesota Music Hall of Fame in New Ulm; Sean Archer, a Rochester wood craftsman; the Tiger City Farm Toy, Truck & Collectable Show in Albert Lea; and Central Bark, a doggy day care in Rochester.

- Off 90 1309

In this episode: the Big 9 Music Festival in Austin; Red Wing Shoe Company; world class metal craftsman Sebastien Richer of Dodge Center; Austin Area Arts.

- Off 90 1310

In this week's "Off 90," we attend a traditional music festival in Lanesboro; meet with Caryl Clossner, a woodworker in Oronoco. Heidi Nelson tells us about the Paradise Art Center in Faribault. And the Blue Earth Historical society shows us the history of Bethany Lutheran college.

- Off 90 1311

A visit to the Soldiers Field Veterans Memorial in Rochester; the Winona County Historical Society; artistic beading at the Rochester Art Center; and artist Christie Nicklay from St. Charles.

- Off 90 1312

In this week's "Off 90" we ride with the YarnMobile in Austin; we learn about musician Steven Schmidt's tenure with Rochester Civic Music; we attend the Old Town Indigenous Art Festival in Mankato; we visit a truck museum in Rochester; and with go back to class at the long-gone Mankato Commercial College.

- Off 90 1313

In this episode of "Off 90," we visit a potter in Rochester, work on a home with Habitat for Humanity in Winona, go shopping at Rochester's oldest grocery store, play tabletop games in Austin at Austi-Con, and learn about a 1965 flood in Mankato.

# R-TOWN

Start of Season: July 9, 2021

EPISODES: 25

DESCRIPTION: *R-Town* captures the evolving community of Rochester, MN as it undergoes historic changes as a result of the DMC initiative.

IMPACT: *R-Town* addresses the ACHF principle to “expand Minnesotans’ access to knowledge, information, and access to arts, and Minnesota’s history and cultural heritage.” Each week, *R-Town* promotes dialogue on important events and issues impacting residents of Rochester, along with showcasing art, music, dance, theater, and history stories. *R-Town* not only informs, it provides a space where different members of the community can share their stories helping to develop the fabric of this rapidly changing community. As we document this change, *R-Town* also serves as an historical record of the transformation of the community. Community members show their appreciation for this service by actively commenting on the show, sharing our stories on social media, and asking to be part of the show.



*People enjoying the first Thursdays Downton event of the year.*

DISTRIBUTION: *R-Town* is broadcast on our main channel (15.1). *R-Town* is also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website ([ksmq.org](http://ksmq.org))

- R-Town 1801

This week on *R-Town*, Nicole sits down with Ken Baerg, Operations Director for 125 Live, to discuss the new *R-Town* filming location and the future of 125 Live following the pandemic. We head to Silver Lake Pool to learn more about the temporary shut down earlier this summer, and Danielle Teal visits with Judy Braatz to discuss this year’s turnout for Rochesterfest. Nicole also has a discussion with Jorrie Johnson about the Bloomberg Global Mayor’s Challenge and initiatives to increase diversity in Rochester’s workforce.

- R-Town 1802

This week on *R-Town*, Nicole sits down with Tiffany Alexandria to discuss the upcoming Night Market in Rochester. We head to Thursday’s Downton to explore the in-person celebration and talk with some vendors about their experience. Kate Jirik from the Elder Network stops by to tell us about how they’re helping seniors in 2021. Lastly, Planner Emma Miller-Shindelar comes by to tell us how we can get involved with the new City Zoning Ordinance.

- R-Town 1803

This week on *R-Town*, Danielle Teal hears from Zoe Cinel with the Rochester Art Center about their upcoming Iraqi American Cultural Celebration. Javier Ortiz tells us how he followed his dreams to become a barber, and we take a walk through 125Live. Scott Schneider tells us all about the upcoming Olmsted County Fair, and

Holly Masek from the Rochester Downtown Alliance stops by to talk about all the upcoming events this summer.

- R-Town 1804

This week on R-Town, Nicole Nfonoyim-Hara sits with fashion blogger Trina Morris to discuss some 2021 fashion trends. We learn about an Egyptian immigrant who made his way to Rochester, and we head to Tom Kadlec Auto Body for Bike Night at Torque and Tacos. Dennis Wong from Dunn Brothers Coffee and Blue-Plate Diner stops by to discuss his business and the construction on North Broadway. Lastly, we welcome the newly named program manager for Olmsted County's Diversity, Equity, and Community Outreach Team Sidney Frye II.

- R-Town 1805

This week on R-Town, Nicole Nfonoyim-Hara discusses the spreading Delta variant of COVID-19 with Director of Public Health at Olmsted County Health Services, Graham Briggs. We learn more about Family Promise Rochester and the services they provide, and we check out a parking lot concert from the Rochester Community Band. Lastly, April Dahl from Dahl Dance comes by to chat with Danielle Teal about the future of ballroom dance.

- R-Town 1806

This week on R-Town, Nicole Nfonoyim-Hara chats with Misha Johnson from the Rochester Civic Theatre about their upcoming 70th Birthday Bash. Sylwia Oliver shares the story of how she came to Rochester, and we check out the "Yield: Keeping A House" installment for Art4Trails. Steven Schmidt from Rochester Civic Music stops by to share about upcoming events. Nicole Muccheck from the new Southeast Regional Crisis Center discusses the services they provide and how they're working to help the community.

- R-Town 1807

This week on R-Town, Danielle Teal sits down with Dr. Kent Pekel, Interim Superintendent of Rochester Public Schools, to discuss the coming school year amidst a pandemic. We head to Rochester Gymnastics Academy to learn more about the difficult sport, and we head to McQuillan Field Park to check out Rochester Community Development Neighborhood Week.

- R-Town 1808

This week on R-Town, Nicole Nfonoyim-Hara checks in with the Village Agricultural Cooperative to learn about their mission to create a place where global cultures gather to share everything there is to know about food. The founders of Eureka Childcare tell us about their plan to prepare children for a lifetime of learning, and Erin Vasquez sits with Danielle Teal to talk about the importance of community schools. Lastly, Wendy Turri from Rochester Public Works stops by to discuss the research around detecting future COVID-19 outbreaks in wastewater.

- R-Town 1809

This week on R-Town, Nicole Nfonoyim-Hara sits with MN State Auditor Julie Blaha to discuss her latest projects and how they can benefit local governments like Rochester. An asylee from Cameroon shares his story, and we check out the Neon Green Studio Pop Up Art Cart. Danielle Teal sits with Julie Johns and Ivete Martinez to discuss the upcoming Med City Arts Festival.

- R-Town 1901

This week on R-Town, producer Annie Krenik is joined by Vietnam War combat medic Bill Strusinski to talk about his book "Care Under Fire." Susan Haskamp talks about her work as advancement manager at Intercultural Mutual Assistance Association. And Danielle Teal checks out the new restaurant ThaiPop.



- R-Town 1902

This week on R-Town, Nicole Nfonoyim-Hara visits with Julie Winters from Rochester Pride to talk about their work in the community. We meet Lina Choung, a dance instructor specializing in traditional Cambodian dance, and check out the new ping pong LED installation in Peace Plaza. Jeremy Elder tells us about the Filipino martial art form Kali. Lastly, Dee Sabol tells us about grant funding the Diversity Council received to promote health equity.

- R-Town 1903

This week on R-Town, Nicole Nfonoyim-Hara visits with Miguel Valdez to discuss National Hispanic American Heritage Month. We learn about Wale Elegbede's immigration journey and how he came to Rochester, and we check in with the Rochester Fire Department during Fire Prevention Month. Lastly, we visit with Tim Penny to learn about the FEAST! Local Foods Network.

- R-Town 1904

This week on R-Town, Nicole Nfonoyim-Hara visits with Laura Sutherland of Olmsted County to discuss domestic violence. We learn about the Thrive Conference and the womens organization Bridging the Gap, and we check in with the Rochester Repertory Theatre. Lastly, we visit with Abe Sauer of Old Abe Coffee.

- R-Town 1905

This week on R-Town, Nicole Nfonoyim-Hara chats with Brad Vigesaa about the upcoming Nerdinout Con at the Mayo Civic Center. We learn about a not-so-unusual collecting hobby, and head to Sekapp Orchard to pick out some pumpkins. Molly Pudwell from Pudwell Insurance Partners tells us about enrolling in Medicare. Lastly, we discuss the \$3.12 million grant awarded to Rochester and DMC EDA with Patrick Seeb and Cindy Steinhauer.

- R-Town 1906

This week on R-Town, Nicole Nfonoyim-Hara checks in with the Rochester Civic Theatre to explore their recent haunting. We visit the Downtown Roller Disco and take a short tour of the Rochester Art Center. Terry Gries from the Community Food Response tells us about their mission and how the community can support them. Lastly, Rochester Management Analyst Heather J. Heyer tells us about the redistricting following the 2020 Census.

- R-Town 1907

This week on R-Town, Nicole Nfonoyim-Hara sits with Rochester Assistant City Attorney Tran Nguyen to discuss the Just Deeds Project. We check out the Rochester Farmers Market, and go Trunk-or-Treating at Family Promise Rochester. We meet Philip Muehe, the new Managing Director of Rochester Repertory Theatre Company. Lastly, Nicole discusses how Olmsted County is combating homelessness with Mary O'Neil and Jacob Radtke.

- R-Town 1908

This week on R-Town, Nicole Nfonoyim-Hara talks with Mayo Clinic and the Rochester Branch of NAACP about their new program, RISE for Youth, a program that will provide Black and underrepresented students with new pathways to success in education and employment. Danielle Teal sits with mosaic artist Debra D'Souza to discuss her art and the making of mosaics. We also learn more about Rochester's beloved Ear of Corn water tower and hit the streets to learn more about fashion.

- R-Town 1909

This week on R-Town, Nicole Nfonoyim-Hara talks with Mayo Clinic and the Rochester Branch of NAACP about their new program, RISE for Youth, a program that will provide Black and underrepresented students with new pathways to success in education and employment. Danielle Teal sits with mosaic artist Debra D'Souza to discuss her art and the making of mosaics. We also learn more about Rochester's beloved Ear of Corn water tower and hit the streets to learn more about fashion.

- R-Town 2001

This week on R-Town, Nicole Nfonoyim-Hara checks in with Park Planner Jeff Feece to learn more about the Soldier's Field master plan. We visit a tribute to the trucking industry of the early to mid 1900s, and we learn more about the sport of curling. Danielle Teal sits with Aikong See to learn about Hope Central and the Project Hope Movement. Lastly, Nicole visits with Cheryl Thode and Wendell Amstutz to talk about mental wellness in the new year.

- R-Town 2002

Alison Zelms, Rochester city administrator, walks us through the city's 2-year operating budget; we check in with Steve Schmidt after his retirement from Rochester Civic Music; Danielle Teal dives into scuba with Szablis Klee of Southeast Scuba Escape; we visit Art Heads Emporium, a reimagined Rochester business; and Michael Wojcik tells us what's happening in Rochester.

- R-Town 2003

This week on R-Town, Nicole Nfonoyim-Hara meets with Meaghan Sherden, MPH, and Michael Melius from Olmsted County Public Health to discuss the recent rise in COVID-19 cases and what makes the Omicron variant unique. We discuss taxes with David Oeth from the Volunteer Income Tax Assistance program to learn what might look different as you file this year. We check out the "Homecoming Queen" exhibit at the Rochester Art Center and visit the new Treedome storefront on Broadway.

- R-Town 2004

This week on R-Town, Nicole Nfonoyim-Hara checks in with Patrick and Sarah Phelan, co-owners of Fiddlehead Coffee Co., to discuss their newest location opening in Rochester this spring. Danielle Teal chats with Sheila Buehler APRN, CNP, to learn more about her new business, Foot Care Professionals LLC. Andy Smith tells us all about the recently opened Garden Party Books, and we meet Sarge, a K9 who competed in a national police dog competition. Finally, Nicole discusses the the Bloomberg Philanthropies Global Mayors Challenge with Rochester Diversity, Equity, and Inclusion Director Chao Mwatela and Community Co-Designer and Equity Specialist Wafa Elkhalfifa.

- R-Town 2005

This week on R-Town, Nicole Nfonoyim-Hara chats with the President of the Rochester NAACP Wale Elegbede about the upcoming Black History Month Speaker Series. Danielle Teal visits with Chef Eman Abdulmuaty from SETO Bakery. We meet Rochester piano teacher Mackenzie Roberts, and head back to Gray Duck Theater & Coffeeshouse to chat with Andy Smith. Lastly, we meet Brenda Kardock, Adam Dickinson, and Catherine Davis with the Rochester Public Library Foundation.

- R-Town 2006

This week on R-Town, Nicole Nfonoyim-Hara sits down with Dan Fifield, RN, from The Landing MN to discuss how their nonprofit has grown in the last three years. We head to Silver Lake Foods to explore the oldest grocery store in Rochester and visit Quarry Hill Nature Center to hear what they do when the weather gets chilly. Danielle Teal checks in with Christine Beech to learn about her business, Copiavia, and how they are helping nonprofits. Lastly, Nicole meets author Leilani Raashida Henry and Abby Currier, the Community Engagement and Events Coordinator with the History Center of Olmsted County. They discuss Henry's new book, *The Call of Antarctica: Exploring and Protecting Earth's Coldest Continent*, and the upcoming author discussion at the History Center on February 19th.

- R-Town 2007

This week on R-Town, Nicole Nfonoyim-Hara is meeting Psalms Frye, owner and Doula of Peace and Compassion Birth Services. Danielle Teal checks in with Dan Sweeney from Great Harvest Bread Co. in Rochester. We learn a little bit more about cross-country skiing, and we learn how to be smart salters throughout the winter with Sadie Neuman. Lastly, we sit down with Dr. Tej Khalsa to discuss their new podcast *The Last Breath Podcast*, designed to connect you to your inner being, higher meaning, and greater purpose.

## MUSIC SPECIALS

Start of Season: December 22, 2021

EPISODES: 2

DESCRIPTION: Broadcast of Minnesota-related concert performance.

IMPACT: KSMQ's concerts performed each year by the Choral Arts Ensemble of Rochester at held at Gloria Dei Lutheran Church in Rochester. The second is An Austin Christmas, filmed at the KSMQ studio, which showcases in one program the performances of various local music groups.



*La Fiera Chamber Orchestra performs in "An Austin Christmas 2021"*

DISTRIBUTION: The music specials were broadcast on our main channel (15.1). The music specials were also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org).

- An Austin Christmas 2021

Every Minnesota community is home to people with a love for music, and Austin is no exception! The Holidays are a time for friends and family to let their talents sing. This new special feature local musical groups from Austin.

- Christmas with the Choral Arts Ensemble 2021

In the past, Rochester's Choral Arts Ensemble has performed their Christmas concert at the beautiful Our Lady of Lourde's Chapel at Assisi Heights. This year, their concert was held at Gloria Dei Lutheran Church in Rochester. The Choral Arts Ensemble Christmas concert is a luminous holiday experience you won't want to miss!

## DIGITAL PLATFORM AND AUDIENCE DEVELOPMENT

Start of Season: July 1, 2021

EPIISODES: 6 Live-Stream Discussion Events and 6 Digital First Short Videos

DESCRIPTION: Develop online platforms and content that provide greater visibility to new primarily on-line audiences of ACH-Workplan programs.

IMPACT: KSMQ explored the online live-streaming possibilities for its programming. People are changing their viewing habits. And even though it does not look like television is going away any time soon, online streaming has become an important way for people to watch their favorite programs. KSMQ worked on becoming familiar with and developing online platforms and content in order to provide greater visibility to existing and new audiences of Legacy funded programs.



*Benya Kraus shares with us on “The Case for Rural Living”*

DISTRIBUTION: Programs were presented as digital first and premiered on KSMQ’s social media outlets. Then, the programs were broadcast.

- The COVID Gap: Addressing the Pandemic Racial Divide with Dr. Stephanie Low  
R-Town Associate Producer and Host Nicole Nfonoyim-Hara and Dr. Stephanie Low from Community Health Services, Inc. in Rochester, Minnesota continue their discussion about the large divide in COVID hospitalizations and deaths between the white and black communities in Minnesota. Community Health Service Inc. (CHSI) is a federally qualified healthcare center, serving uninsured and underinsured communities in the Midwest and is dedicated to health equity.
- The COVID Gap: Addressing the Pandemic Racial Divide with Bo Thao-Urabe and Chao Yang  
R-Town Associate Producer and Moderator Nicole Nfonoyim-Hara meets with Bo Thao-Urabe and Chao Yang to discuss the large divide in COVID hospitalizations and deaths between the white and Asian American communities, specifically the Hmong community in Minnesota. Bo Thao-Urabe is the Executive and Network Director of the Coalition of Asian American Leaders, based in St. Paul, Minnesota. Chao Yang is the founder of the Hmong Public Health Association, a catalyst of change and a leader with intense focus on impact.
- The Case for Rural Living  
The Case for Rural Living is a live-streamed discussion featuring Southern Minnesotans: Tim Penny from the Southern Minnesota Initiative Foundation, Benya Kraus from Lead for MN, and John Garry from the Development Corporation of Austin. This discussion is to highlight why living rural is a viable option for people of all demographics.

- Reading for Life - To Kill a Mockingbird  
Michael Verde discusses Harper Lee's "To Kill a Mockingbird," presented by the Austin Public Library.
- Reading for Life - Jane Eyre  
Michael Verde discusses Charlotte Bronte's "Jane Eyre," presented by the Austin Public Library.
- Reading for Life - Song of Solomon  
Michael Verde discusses "Song of Solomon" presented by the Austin Public Library.
- Legislative Rundown, 2/25/22  
"R-Town" correspondent Michael Wojcik brings you a weekly rundown of the current Minnesota Legislative session. This week: Rochester priorities.
- Legislative Rundown, 3/4/22  
This week: the status of bills that affect Rochester.
- Legislative Rundown, 3/11/22  
This week: bills being carried by local representatives and a deep dive into the Page Amendment.
- Legislative Rundown, 3/18/22  
This week, "R-Town" correspondent Michael Wojcik discusses a variety of issues in his rundown of the current Minnesota Legislative session.
- Legislative Rundown, 3/25/22  
This week: paid sick leave, bonding priorities, and laws that restrict breweries.
- Legislative Rundown, 4/1/22  
This week: energy.

## IN OUR MIDST

Start of Season: January 1st, 2022

EPISODES: 6

DESCRIPTION: KSMQ will showcase the creative talents of Austin Minnesota area residents. Artists, writers, and musicians will be featured in interstitial segments broadcast between regularly scheduled programming on KSMQ.

IMPACT: Awareness of area artists and performers will be raised in Austin and throughout southeastern Minnesota. Subjects of this project will feel more appreciated for their contribution to the arts and will feel encouraged to continue their work in their areas of interest.





*Kathryn Bisanti - "In Our Midst"*

DISTRIBUTION: Episodes appeared as interstitials – breaks between programming. Episodes were also shared online through KSMQ's social media pages.

- In Our Midst: Kathryn Bisanti, "Route 66"

"In Our Midst" is a series that features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. "Route 66" is a bluesy standard also titled "(Get Your Kicks on) Route 66." It has been covered by numerous artists and was written in 1946 by Bobby Troup, who later starred with his wife, Julie London, in the 1970s TV show "Emergency!"

- In Our Midst: Kathryn Bisanti, "Voi Che Sapete"

"In Our Midst" is a series that features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. "Voi Che Sapete" is a song from the comic opera "The Marriage of Figaro."

- In Our Midst: Kathryn Bisanti, "Love Me or Leave Me"

"In Our Midst" is a series that features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. "Love Me or Leave Me," which was introduced in 1928 in the Broadway musical "Whoopie!" has been covered by dozens of artists, including Doris Day, Bing Crosby and Nina Simone.

- In Our Midst: Kathryn Bisanti, "Mambo Italiano"

"In Our Midst" is a series that features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. In 1954, "Mambo Italiano" became a hit for Rosemary Clooney. The composer, Bob Merrill, is said to have scribbled the so-called nonsense lyrics onto a napkin under deadline while eating at an Italian restaurant in New York.

- In Our Midst: Kathryn Bisanti, "Santa Lucia"

In Our Midst features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. The lyrics of "Santa Lucia" celebrate the waterfront borough Santa Lucia in Naples, Italy.

- In Our Midst: Kathryn Bisanti, "Get Happy"

"In Our Midst" is a series that features unheralded talent in the Austin area. We showcase six songs performed by Kathryn Bisanti, a mezzo-soprano, and an instructor at MacPhail Center for Music in Austin. "Get Happy" was made famous by Judy Garland, who performed it in the film "Summer Stock," then regularly throughout her career.

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

### 3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

- (i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project;
- (viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information

3.303, Subd. 10 Reporting Items	
Project names and project descriptions	<p><b>Off 90</b> - magazine series that's essentially an educational travelog featuring a variety of stories about art, history, and culture in Minnesota.</p> <p><b>R-Town</b> - captures the evolving community of Rochester while showcasing local art and culture as the city undergoes historic changes.</p> <p><b>Music Specials</b> - broadcasts of musical performances.</p> <p><b>Digital Platform and Audience Development</b> - develop online platforms and content that provide greater visibility to new audiences of ACH-Workplan programs.</p> <p><b>In Our Midst</b> - KSMQ will showcase the creative talents of Austin Minnesota area residents.</p>
Recipient phone number	(507) 481-2095
Names of board members	See below
Recipient email address	<a href="mailto:eolson@ksmq.org">eolson@ksmq.org</a>
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	www.ksmq.org
Amount, source and fiscal year of the appropriation	\$371,877.68, ACH, FY22 \$115,274.63 carried over from FY21 and used to complete FY21 projects.
Amount and source of additional funds	None

Duration of projects	July 1, 2021 to June 30, 2022
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	4
Direct expenses and admin cost	\$342,127.50 and \$29,750.18
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Off 90 (13 episodes) <i>30 minute program</i>	7/1/21 to 6/30/22	1.56	177801.06	15460.96	Assessment : broadcast and production logs, viewer comments, and survey.	Viewers in the KSMQ region will increase their knowledge of art, history, and culture of Minnesota through watching "Off 90". Subjects of the program will feel more appreciated for their contribution to the arts, history, or culture of the region, and will feel encouraged to continue their work in this area.	58 stories in 13 episodes in FY22.
R-Town (25 episodes) <i>30 minute program</i>	7/1/21 to 6/30/22	1.8	97845.83	8508.33	Assessment : production logs, social media metrics, and survey.	Viewers will feel more informed about the happenings taking place in Rochester, a body of historical footage will be captured for future use when reflecting on changes made in the community, community leaders and organizations will have an opportunity to share information important to residents of the area.	25 episodes in FY22 featuring Rochester-specific content impacting the lives of residents and visitors to the city.
Music Specials (2 of episodes) <i>Music concerts</i>	7/1/21 to 6/30/22	.26	15529.77	1350.42	Assessment : production logs and survey.	Viewers who are unable to attend public functions will have an opportunity to enjoy concert performances, local musicians will receive greater recognition for their talents.	2 music specials in FY22.
Digital Platform and Audience Development (3 long live-stream events and 6 digital first stories) Live-stream events – discussions Digital first stories – stories related to Minnesota culture	7/1/21 to 6/30/22	.29	35948.82	3125.98	Assessment : digital platform metrics, survey.	Viewers in the KSMQ region, and beyond, will have greater access to ACH-Workplan content across a variety of devices; on-line digital first viewers will be introduced to ACH-Workplan content.	6 longer live-streaming events and 6 digital first stories of less than 10 minutes in length in FY22.

In Our Midst (6 episodes) <i>Interstitials of single song performances</i>	7/1/21 to 6/30/ 22	.09	15002.02	1304.49	Assessment: production logs and survey.	Awareness of area artists and performers will be raised in Austin. Subjects of this project will feel more appreciated for their contribution to the arts and will feel encouraged to continue their work in their area.	At least 6 interstitial segments broadcast between regularly scheduled KSMQ programming.
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## KSMQ Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Off 90	Achieved proposed outcomes
R-Town	Achieved proposed outcomes
Music Special	Achieved proposed outcomes
Digital Platform and Audience Development	Achieved proposed outcomes
In Our Midst	Achieved proposed outcomes



## **KSMQ 2022 Board of Trustees**

Chairperson: Miguel Garate

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Secretary: Craig Clark

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# PBS NORTH

Est. 1964 • pbsnorth.org • Duluth, MN



Legacy funding empowers PBS North to achieve our mission to illuminate, inspire, and enrich lives to strengthen community. This funding allows us the opportunity to share stories of our friends and neighbors from across the region, from diverse backgrounds and experiences, to create a sense of unity. The programs we created this year showcase stories of family, culture, food, history, fun, and more – providing a value and a connection that our viewers can't find anywhere else.



82% say that PBS North's arts, culture, and history programming adequately represent Minnesota's diverse communities.

2022 MPTA Legacy survey of PBS North members, donors, and community members

PBS North viewers shared the following about our arts, culture, and history programming...

***"Local programming is vital to connecting people within the community."***

***"The more we can show the commonalities between different cultures, the stronger our community becomes."***

***"It provides a significant value in elevating diverse voices, experiences, and perspectives from across the region."***

## AREAS OF IMPACT

### ELEVATING DIVERSE VOICES

PBS North's program, *Intersections* highlights people from the Northland who have overcome adversity and are making a difference. This season we learn about disability advocacy, food deserts, historical trauma, and more.

*Native Report* illuminates voices of Indian Country, sharing historical stories and celebrating modern experiences.

### CELEBRATING CULTURE

PBS North's Legacy-funded program and initiative, *The Great Minnesota Recipe*, was a beautiful celebration of diverse cultures here in Minnesota. At our screening event, attendees were able to experience unique cultural takes on a "typical Minnesota meal", the hot dish. Downloadable recipes offered viewers a chance to try a variety of recipes themselves!

### LAUGHING A LITTLE

At PBS North, we don't take ourselves too seriously. Amid the history, culture, and public affairs programming, we also like to have fun! *Minnesota Historia* takes history to a new level – laugh along as we explore Duluth's failed winter Olympics bid, the legend of St. Urho, and more quirky stories to give our viewers some fun facts and local pride.

# PBS NORTH | DULUTH, MN

*PBS North & Legacy Funding Illuminate Native Language and Arts*

## IMPACT STORY

PBS North's program, *Native Report*, illuminates the voices of Indian Country and offers a trusted venue for tribal communities to share their stories. It is meant to educate but also meant to inspire and celebrate the language, arts, and culture of Native communities across the country and here in our region. In season 17 of *Native Report*, we highlight important work being done in our community to preserve Ojibwe language and showcase three unique artforms that honor culture, tradition, and the modern experience.



*Ricky DeFoe helping COGGS install signage incorporating the Ojibwe language*

The segment, *Ojibwe Language on the Trail*, tells the story of a partnership between Cyclists of Gitchee Gumee Shores (COGGS) and the Fond du Lac Band of Lake Superior Chippewa that worked to install signage on city trails that incorporated the Ojibwe language. Ricky DeFoe, of the Fond Du Lac Museum, shared his thoughts on the importance of showcasing this work:



*“Original means going back in time, at least in our consciousness. Being interviewed was like a pause in the rush to modernity. Recognizing the significance of things indigenous. Some folks commented positively on the symbology of putting Indigenous Land on signposts as a way of reclaiming and revitalizing land and language!”*

The story even inspired viewers in other communities to make a difference through updating signage. One viewer reached out to say that they planned to share the segment with their community members as insight into how to proceed with their own changes.

In the segment, *Round Lake Traditions*, Herb Fineday Jr. of the Fond du Lac Band of Lake Superior Chippewa shares his stunning applique designs, a craft which has its roots in Ojibwe culture. The segment had over 9000 views on Facebook alone and garnered 33 comments from inspired viewers...

*“Miigwetch, You do good work and with tradish ways, Do our people proud ! Aho !”.*



*“Indian Country has so many untold stories that go unheard. Carrying these stories forward builds a better understanding of who we are as a Nation. The best part of being interviewed by Native Report is that we get to control the narrative! Native Report is a great platform for Indigenous people to be heard and seen.”*

—Herb Fineday Jr.



*Herb Fineday Jr. teaching applique*

## PBS NORTH | Duluth, MN

### THE GREAT MINNESOTA RECIPE

Season Premiere/Digital Release Date: June 2, 2022

3 30-Minute Documentaries  
1 60-Minute Competition Episode  
4 Instagram *Just a Bite* Episodes  
1 Bonus Broadcast Special  
1 Series Promo  
4 Episode Promos  
2 Casting Promos  
11 Social Posts

**DESCRIPTION:** *The Great Minnesota Recipe* is a 4-part series that explores the unique family and culinary backgrounds of three cooks from across the state. Learn about their culinary experiences, family backgrounds, connection to their recipes, and how their recipes had to adapt over time to match Minnesota's resources, climate, and population. We will see these chefs go head-to-head to create their unique version of the "typical Minnesota meal", the hot dish.

**IMPACT:** With *The Great Minnesota Recipe* we encouraged community members to share their diverse culinary backgrounds while coming together to realize a shared appreciation of Northland culture and the underlying similarities that bring us all together. We aimed to see an increase in community conversation around the culture of food, including interaction and discussion on social media. The community really rallied behind this series and our content interactions on Instagram increase 43.7%. Viewers engaged with us on social platforms, YouTube, and in person to share how the series opened their eyes to members of the community and diverse experiences.

***"I enjoyed hearing about the different backgrounds and perspectives of the contestants. Asking them to cook hot dishes also highlighted their individual personalities because they showed to have unique interpretations."***

One viewer commented that the show inspired them ***"to cook more and learn about other cultures in cooking."***



*Host Sharon Yung with contestant Tomorrow Tanksley of Vergas, MN.*



## DISTRIBUTION

4 full episodes and 1 special broadcast and distributed on YouTube, PBS Video App, and pbsnorth.org  
4 episodes of *Just a Bite* distributed on Instagram

- 3 hours available for web streaming

## ENGAGEMENT

4702 Streams | 347.62% increase in median reach for Facebook posts | 43.7% increase in Instagram engagements | 1.23 HH Rating on broadcast

***“This is going to be the next biggest show! I love it” - Viewer***

## EVENTS

We hosted a screening event of the final episode of the series on June 22, 2022. The event featured a food drive and speaker from the Northern Lakes Food Bank, a sneak peek at the new national production, *The Great American Recipe*, a Q&A with our cast, and offered community members the chance to try all the dishes featured in the episode. We had 140 Attendees.

***“The show was amazing. So well done. Tonight’s event was amazing—so lively and well attended and well organized with amazing giveaways and food. Thank you for working hard to represent the diversity of our region in such a wonderful way—you knocked it out of the park!!!” - Sarah Perry-Spears***



*Attendees at The Great Minnesota Recipe screening event*

## EDUCATION

We posted 10 recipes that were featured in our broadcast series and on social media in our Instagram series, *Just a Bite*. To date these recipes have been downloaded 761 times.

## EPISODES

**Tomorrow Tanksley's Cajun Walleye Po'boy:** Tomorrow Tanksley is a professional chef in Vergas, MN. Her skill in the kitchen spans generations and once she discovered the possibility of a career in food, she fell in love. Learn about Tomorrow's story and how to make a Cajun Walleye Po'boy and a Blackboard Crinkle.

**Susie Saccoman's Gnocchi with Meatballs and Red Sauce:** Susie Saccoman was born and raised with her three older brothers on the Iron Range in Buhl, MN. She has been a 5th grade teacher for nearly 30 years and an avid, home cook. Susie's dream is to inspire others, especially our youth, to nurture their creativity - especially in the kitchen!

**Anusha Kannan and Kannan Kasturi's Masala Dosa:** Anusha Kannan is a financial system analyst, a Youtuber, performing musician, music teacher, and loving mom of 2 kids. Kannan Kasturi is a pediatrician, endocrinologist, and diabetologist at Essentia. Together they make some delicious vegetarian recipes you'll be sure to love!

**The Hot Dish Competition:** In the season finale of the Great Minnesota Recipe we see the cooks go head-to-head to create their unique version of the "typical Minnesota meal", the hot dish. Judges Amalia Moreno-Damgaard, Kateri Tuttle and John Shuster join us to select the winning hot dish. Will Tomorrow Tanksley's Creole Wild Rice, Susie Saccoman's We LOVE Pierogi or Anusha Kannan and Kannan Kasturi's Minnesota Madra's win?

**Almanac North Special – The Great Minnesota Recipe:** In this week's special edition of Almanac North, we go behind the scenes with the hosts of The Great Minnesota Recipe. We spoke with Minnesota's Great American Recipe contestant Tony Scherber. Hear from the Second Harvest Northern Lakes foodbank Executive Director about how you can help our community at the Great Minnesota Recipe Event on June 21st.

**Just a Bite – Blackboard Crinkle:** Tomorrow Tanksley teaches us to make a tasty and easy dessert – the Blackboard Crinkle!

**Just a Bite – Stuffed Pepper Soup:** Susan Saccoman shares her stuffed pepper soup creation, inspired by her love and connection with her grandmother.

**Just a Bite – Sweet Pineapple Kesari:** Anusha and Kannan share their sweet Pineapple Kesari recipe. If you enjoy pineapple and cashews, this one is for you!

**Just a Bite – Egg Sandwich:** One of our judges, Amalia Moreno-Damgaard shares a quick as tasty recipe inspired by her Guatemalan heritage.

# NATIVE REPORT

Broadcast Premiere: January 6, 2022

5 Full Episodes

- 3 MN Native Arts Segments
- 3 MN Native Language Segments

6 Lesson Plans

Series made available to all MPTA stations through MN Channel and Nationally through NETA

DESCRIPTION: Native Report illuminates and preserves Native culture and traditional ways in our 'Language and Arts' segments. We tackle awareness efforts surrounding the preservation of language! We hear from Native artists, and in season 17 that included one specializing in traditional applique with a style of bright colors and Ojibwe floral designs.

IMPACT: Our goal for *Native Report's* language and arts segments is to raise awareness and increase appreciation of our region's Native American artists and raise awareness of efforts to foster Minnesota's Native languages. Each year, we receive feedback that we are doing just that.

***"Many people got in touch to tell me that they had seen the story about my book and research on Native Report. They commented on how throughout and informative the segment was..." – Linda LeGarde Grover***

***"Great story. Loved hearing about the art and hearing Herb's philosophy especially on sacredness in your acts and thoughts." – Jake Kapsner***

***"Indian Country has so many untold stories that go unheard. Carrying those stories forward builds a better understanding of who we are as a Nation. The best part of being interviewed by Native Report is that we get to control the narrative! Native Report is great platform for Indigenous people to be heard and seen." – Herb Fineday Jr.***



*Traditional applique from artist Herb Fineday Jr.*

## DISTRIBUTION

Broadcast, Website, YouTube, PBS Video App, National Uplink

Native Report has been on 193 channels in 69 markets and in 28 states since its first season.

- 5 hours available for web streaming

## ENGAGEMENT

Our website streaming data for Native Report is not accurate for the full year as we transitioned website platforms in February and lost the old data for this series.

2,415 YouTube streams | 1710 Instagram Followers | 8.7k Facebook Followers | 0.77 HH Broadcast Rating

### **“What great information being passed down.” – Amy Dady**

## EDUCATION

6 lesson plans that pair with our 6 segments released on pbsnorth.org and promoted via Instagram & Facebook post. They were posted in November of 2022 and have so far received 21 downloads.

**Annie Humphrey:** Analyze emotion and meaning in music, understand cultural connections to music, and identify personal connections to music.

**Round Lake Tradition:** This is a multi-disciplinary lesson that intersects mathematics, specifically geometry, visual art, specifically mixed media, and informative or explanatory writing.

**Linda LeGarde Grover:** Use critical thinking, compose a short story or essay capturing a moment in life, and effectively use descriptive language to paint a picture.

**Ojibwe Language Book:** Use critical thinking and listen to a story and write it in your own words as a first-person narrative.

**COGGS:** Research current and historical events and write a persuasive essay using relevant examples.

**Winonah Ojanen:** Evaluate and analyze data to make decisions and discover discrepancies. Design simple experiments and calculate experimental probabilities.

## EPISODES

**Ojibwe Language Teacher:** We meet an Ojibwe language immersion teacher who is an integral part of the Duluth Public Schools/Lowell Elementary School's Misaabekong Ojibwe Language Immersion program. Gaagige Aanakwadikwe - Winonah Ojanen of the Bad River Band of Lake Superior Chippewa has a passion for language preservation and science! She and her three sisters regularly converse only in the Ojibwe language to each other.

**Ojibwe Language on the Trail:** We visited with those of the Cyclists of Gitchee Gumees Shores - COGGS to learn about their partnership with the Fond du Lac Band of Lake Superior Chippewa and the City of Duluth, MN Government. They worked together to incorporate the Ojibwe language into their signage along the Mission Creek Mountain bike trails.

**Mille Lacs Ojibwe Language Books:** A collaborative effort between the Mille Lacs Band of Ojibwe and the Minnesota Historical Society/Minnesota Historical Society Press has resulted in the release of five books in the Ojibwe language. It's all part of the Mille Lacs Band of Ojibwe - Aanjibimaadizing Project where sixteen first speakers teamed with linguists, teachers, and Ojibwe language experts to create the books. Along with the books, the Aanjibimaadizing Project is developing a Rosetta Stone Ojibwe language learning program.

**Ojibwe Author's Latest Book:** We talk with award-winning author Linda LeGarde Grover of the Bois Forte Band of Chippewa about her latest book "Gichigami Hearts: Stories and Histories from Misaabekong". Her book discusses the great westward migration that carried the Ojibwe people to Duluth, the Point of Rocks. Her writing craft is an art with a mix of poetry and short stories – some rooted in myth, others in reality. Her latest book shares stories of real and fictional characters with a deep and tenacious bond to the land, one another, and the Ojibwe culture.

**Round Lake Traditions:** Are you familiar with the art of applique? The craft has roots in the Ojibwe culture; fabric patterns are sewn onto a larger piece to form a design. Round Lake Traditions' Herb Fineday Jr of the Fond du Lac Band of Lake Superior Chippewa's style is of bright colors and Ojibwe floral designs. Herb tells people his creations are not his but are the Creator's. He won't work on a piece if he's in a negative headspace because he feels what's put into it lives in it.

**Healing Song:** Native Report invites you to get to know Annie Humphrey Music. She grew up on the Leech Lake Band of Ojibwe reservation in northern Minnesota. Annie shares how she uses her voice to send strong messages to Indian Country and beyond. We caught up with her at a musical performance at Bayfront Festival Park in Duluth.

## ALMANAC NORTH'S CORE CONVERSATIONS

Premiere Date: October 7, 2022

1 60-Minute Broadcast Episode  
1 Promo

**DESCRIPTION:** Core Conversations is a venue for experts from a diversity of perspectives to discuss important and timely issues impacting our viewers. In this first episode, we provide a space for experts to discuss current issues and potential futures of iron mining and copper nickel mining in our region as the industry enters another milestone.

**IMPACT:** The intention of this broadcast special was to offer opportunities for community members of different viewpoints to come together for an honest and open discussion around critical issues in our region. The special received incredible engagement and was shared by organizations from both sides of the mining issue on social media. Both organizations and viewers alike commented on the importance of these conversations. The impact of this special will continue with three more Core Conversations coming in 2023.

***"I appreciate the history of area mining and the different viewpoints on moving forward. We need more discourse like this on controversial issues. Getting people out of their silos and interacting and exchanging ideas is a very good thing. Thank you." – Sharla Gardner (viewer)***

***"I watched it just because it had Aaron Brown, and I'd watch him in anything. Turns out it was informative in a manner not often seen on TV with fantastic segments, great guests/presenters." – Hunny Halenbeck (viewer)***



***"We love to share the story of iron mining, and we're grateful to be a part of these important conversations. This industry has a long history and an exciting future ahead! – Iron Mining Association of Minnesota.***



*Panel experts with host, Aaron Brown.*

#### DISTRIBUTION

Broadcast, YouTube, PBS Video App, pbsnorth.org

- 1 hour available for web streaming

#### ENGAGEMENT

1.0 HH Rating | 380 YouTube streams

***"Your Core Conversation on Mining with Aaron Brown was award-winning! You guys should be so proud of that piece of broadcast journalism!" – Darren Danielson, WDIO***

## THE SLICE

Series Premiere Date: July 2, 2021

121 Episodes

**DESCRIPTION:** Take a fresh look at what's happening all around you. The Slice is a digital project from PBS NORTH that captures the unique character, events, and experiences found in northern Minnesota and Wisconsin.

**IMPACT:** The purpose of *The Slice* is to raise the visibility of Northeastern Minnesota communities, highlighting art, community, culture and what makes our region unique. We aim to leave viewers feeling more engaged and invested in the community and its happenings. Over the years producing the Slice, our viewers have reported just that. Here is a selection of viewer comments from the past year:

***"When I see [The Slice] I am impressed with how it expressed my view of what public TV should be."***

***"A good human interest 'glimpse' is needed in these fractured times."***

*“There are so many different people in our region doing different things. The Slice is a great way to ‘meet’ my neighbors.”*

*“I learn things I didn’t know I wanted to learn.”*

*“It touches areas of the Northland we know nothing about, but which makes us so special.”*



*Ice Climbing in Sandstone*



*Mike Scholtz at Wild State Cider’s Rutabaga Curling*

## DISTRIBUTION

Episodes are distributed on 2 broadcast networks, Facebook, YouTube, Instagram, Twitter, and pbsnorth.org.

- 2.52 hours available for web streaming

## ENGAGEMENT

Our website streaming data for The Slice is not accurate for the full year as we transitioned website platforms in February and lost the old data for this series. Since February there have been 553 website streams of the show.

### **Top 5 Slices on Facebook:**

***Native Tattoo Artist*** – 28,709 reach, 941 reactions, 78 comments, 150 shares

***Vintage Camera Repair*** – 13,012 reach, 623 reactions, 80 comments, 42 shares

***Oh My Gourdnness*** – 10,282 reach, 70 reactions, 15 shares

***Transforming Glass into Amazing Works of Art***: 8,972 reach, 71 shares, 611 reactions, 86 comments

***Inside an Ojibwe Immersion Class***: 8,018 reach, 71 shares, 504 reactions

### EPISODES

**Flight of Honor:** On this edition of The Slice...climb aboard a WWII Bomber to take a trip through history as a pilot reveals his connection to the aircraft and what it means to veterans and civilians each time they take to the skies.

**Together We Grow:** Together We Grow is a youth gardening program that is put on by AICHO of Duluth. That helps youth reconnect to culture through gardening.

**Transforming Glass Into Amazing Works of Art:** For over 20 years, Glass Artist Jes Durfee has been transforming glass into amazing works of art, and he's traveled internationally to learn from masters of the craft. Jes finds inspiration from the natural world around him.

**91 Years Young:** 91 Years Old and still having fun! Jesse Laurion of International Falls doesn't let age stop her from twinkling on the ivory keys! See how she plays and find out for yourself!

**Hot Summers:** As the summer warms up, how to keep your dog cool.

**Two Harbors Ukulele Band:** These THUGS delight crowds across northern Minnesota and beyond. Step into a rehearsal of the @Two Harbors Ukelele band with the Slice and enjoy the tunes.

**Native Artist:** Native visual artist Jonathan Thunder of the Red Lake Nation infuses his Ojibwe perspectives with real-time experiences using a wide range of mediums. He addresses subject matter from loss and recovery of Indigenous sovereignty to environmental welfare to humorous social commentary. Some would describe his style as a modern twist mixed with the traditional - unique to him with an unusual flare. We spoke with him about his Native roots.

**T'ai Chi Outside:** Certified T'ai Chi Chih instructor Laura Star thought the Enger Park pavilion is the perfect spot for introductory sessions for the public to learn the meditative art of T'ai Chi Chih. The practice is meant to improve mind, body, and balance.

**Camp Hosting Life:** In this edition of the Slice, we venture to Island Lake, MN where we meet a recent retiree who decided to take up the reigns and become a camp host for the summer.

**Restoring Glensheen Mansion:** Glensheen Midwest Art Conservation Center.

**Rail Car Putt-Putts:** Ride the rails in style in an old-fashioned "Putt-Putt" car. Enthusiasts from the North American Railcar Operators Association journeyed between Two Harbors and Duluth recently on their speeders. Find out more about this part of railroad history on this edition of The Slice.

**Vintage Camera Repair:** Graham Burnett makes parts for cameras that were first used before World War one. He has a passion for bringing new life into old mechanical marvels.

**Native Tattoo Artist:** Professional Native, Dakota Sioux, Tattoo Artist Kevin Pendleton of Zenith City Piercing and Tattoo in Duluth shares how the craft is changing his client's lives by having a positive impact on them and himself. Recently a Missing and Murdered Indigenous Women tattoo of his garnered quite the attention on social media and helped put Duluth on the map of the tattoo world. We spoke with him about the trust he builds with his clients who want to permanently display his work on their bodies.

**Pursuing Your Fantasy Job:** Graylyn Morris, AKA Brodini Comedy Magic, learned magic through the library and now visits libraries to perform comedy magic for kids.

**Duluth Tattoo Artist:** We shared with you earlier this week about professional tattoo artist Kevin Pendleton of Zenith City Piercing and Tattoo in Duluth and his experience with one client. We also wanted to share more about the artist himself. For part two, Pendleton shares about his craft and experience getting tattoos himself. He talks about how they can boost one's self-confidence, ultimately improving the lives of many.

**The Giving Gardens of Duluth:** For hungry residents of Duluth, the Duluth Community Garden Program created exclusive gardens for vegetables-loving citizens to stop by for a snack!

**Kids Building a Canoe:** The Canoe Building Program provides under-represented and under-served area youth the opportunity to build a canoe. By building canoes, they are teaching young people craftsmanship skills, discipline and helping to bolster self-confidence.

**Lakeside Driver:** We meet Duluthian Jack as he takes a drive around exploring his neighborhoods as he goes.

**Ship Canal 150<sup>th</sup> Anniversary:** In the spring of 1871, the steam dredge Ishpeming finished cutting a canal through Minnesota Point, opening Duluth's inner harbor to ship traffic. 150-years later, the canal remains a focal point for industry and tourism in the Twin Ports.

**Honeybees at Glensheen Mansion:** In this edition of The Slice, we head to Glensheen Mansion where Head Gardener Emily Ford tells us how their gardens maintain honey bees.

**The Many Tales of Laughing Fox:** We get to know the man behind the fox masks and flutes, Michael Charette is Tales of Laughing Fox! He wears many hats in his Red Cliff Band community and beyond. He's a flute player and maker, animal mask maker, driftwood designer, and more! We learn more about him as he shares about the Ojibwe peoples with the world.

**Making Art with Needle and Thread:** Helen Smith Stone has always been a "maker." At the age of eight she learned from her mother how to hand embroider, and as an adult she discovered her passion for quilt making. And it is with needle and thread that Helen uses to create art.

**Serrano Robinson:** Serrano Robinson helps kids try new things that they may not have had the chance to do on their own.

**Where Did the Hummingbirds Go?:** Laura Erickson explains where the Ruby-throated Hummingbird goes each fall, and how they get there.

**Exploring the North Shore:** We follow four tourists as they do a whirlwind tour of the Northshore of Minnesota.

**Autumn Apple Crunch:** This harvest recipe will satisfy your sweet tooth as The Slice dishes on dessert with apples for this easy fall favorite on this edition of the Slice.

**Outdoor Theater at Glensheen:** The University of Minnesota Duluth theater department performed Alice in Wonderland outdoors on the grounds of Glensheen. Find out how the actors and audience enjoyed the experience on this edition of The Slice.

**Sarah Brokke's Shoes:** Painter Sarah Brokke is always looking at the composition and color of the world around her for inspiration. Over the years she has found a way to mark time and place with a little whimsy just by looking down.

**Explore the Stairway Portage:** The Stairway Portage is the trail from Duncan Lake to Rose Lake. It also intersects with the Border Route Trail and offers amazing views of Rose Lake and Canada to the North.

**Anishinaabe Dibaajimowin: An Ojibwe Story:** Cultural storyteller Michael 'Tales of Laughing Fox' Charette was instrumental in the creation of Big Top's 'Anishinaabe Dibaajimowin: An Ojibwe Story' musical theatre show. The show was written and produced by Charette with Big Top Musical Director Severin Behnen and it ran in July 2021. Now that it's a wrap, Charette shares the importance of hearing Ojibwe people tell Ojibwe stories, how there was a demand for it, and the long-lasting impact of the show. The musical theater show celebrated the rich culture and history of the Anishinaabe people of the Great Lakes Region and featured performances by artists from Red Cliff, Bad River, Lac Courte Oreilles, and Fond du Lac along with members of the Blue Canvas Orchestra, according to the Red Cliff tribal newsletter.

**First Time on the Fly:** Experience a first-time fly fisherman as he explores lake superior tributaries up the Northshore of Minnesota in search of Salmon.

**Flowers of Glensheen Mansion:** In this edition of The Slice, we travel to Glensheen Mansion to catch a peek at their flowers in bloom!

**Biking in Northern Minnesota:** Join The Slice as we follow Mesabi Outdoors as they try out the new Red Head Mountain Bike trail system in Chisholm, Minnesota.

**Oh My Gourdness:** Join The Slice at the Lake Superior Zoo as this year's pumpkin arrives and is set up. Watch as this monster pumpkin is unveiled on this edition of the Slice.

Bonsai in Autumn: Visit Dave Severson's wonderful Bonsai Garden in Autumn, when the tamaracks and maples are at their peak color.

Shaping Shrubbery: Get ready...gear up...go! Fall is the time to do the final yard work before the snow flies. The Slice goes to Cloquet to trim up cedar and perennials.

Tim Kaiser's Musical Instruments: Tim Kaiser creates playable art reminiscent of something you might see in a 1950's sci-fi movie. His instruments create drones and ethereal sounds that build layers of sonic texture.

New Wales Farm: Living with self-sustainability in mind, Paula Dorsey and her family started New Wales Farm in Two Harbors, MN. Get to know the goats, sheep, yaks, and all the other animals on the farm!

Caring for Rescued Dogs: In this edition of The Slice, we meet Meredith Kujala of Northern Lakes Rescue, and she teaches the importance of caring for rescue dogs with visiting Duluth Pack.

"Beast in the Yard": Longtime Duluth singer/songwriter Jim Hall performs his song, "Beast in the Yard" for the Slice.

Good Morning, Munger Trail: A peaceful early winter morning walk on the Munger Trail in Duluth, MN.

Kiss the Tiger: Kiss the Tiger performs live at Sacred Heart Music Center in Duluth, MN. Lead singer Meghan Kreidler talks about how the band came to be, and her love of singing!

Learning Outdoors!: Duluth Public Schools have recently opened three new outdoor playscapes, designed for children 5 and under. These allow them to play and learn outdoors in a safe and fun environment.

Duluth Plant Exchange: Calling all plant lovers! Swapping plants, buying new ones, or coming to see all the plants can make for a fun night out!

Class at the Minnesota Ballet: Duluth is home to the Minnesota Ballet, a professional ballet company and school. We join them for a class and see what it's like to be a professional ballerina!

Making Earrings: In this edition of The Slice, Ruby McCormick of Little Leaf Goods invites us into her home to talk about making and the joy of earrings!

Audacity to be Asian in Rural America: In this edition of The Slice, Nancy X. Valentine brings her exhibition, "The Audacity to be Asian in Rural American: we owe you no apologies" to her alma mater, University of Minnesota Duluth, and Lake Superior College.

Emily Koch Art: In this edition of The Slice, we visit artist Emily Koch in her studio in Duluth, MN. Learn about her work in portraiture and her love of art!

Brianna Crockett, Balerina: In this edition of The Slice, we watch Brianna Crockett of Minnesota Ballet rehearse for "The Nutcracker, a Duluth Tale" and hear about her history as a ballerina.

First Time Cooking a Turkey: In this edition of The Slice, Ashlee learns how to make a holiday turkey by herself for the very first time!

A Nordic Tradition: Julebyen: In this edition of The Slice, we take a trip up the North Shore to Knife River and Julebyen! Pronounced YOOL-eh-BE-en, meaning "Christmas Village," there's holiday joy for everyone!

Oh Tannenbaum!: Decorating for the holidays can be fun, and when it's sped up it takes no time at all! Happy Holidays!

Documentary Class at Zeitgeist: Nearly twenty students participated in the first Documentary film class at Zeitgeist this fall, learning about the process and creating their first films. We joined them at their screening and heard from director of the program.

Virtual Moms Fitness: Daisy Cartier is a virtual health and wellness coach, using her social media to encourage and inspire busy moms like herself.

Illustrating Diversity in Beauty: Claire Lemp, aka Claire Sahara, is an illustrator based in Duluth, MN. She showcases diversity in beauty in her illustrations and uses her life experience and everyday things for inspiration.

Curling in Duluth's Lincoln Park: With the upcoming Winter Olympics, the folks at Wild State Cider decided it was time they host some outdoor curling. Watch out, Team Shuster, you might get some new competition in town!

Duluth Harbor Cams: Did you know there are cameras positioned around Lake Superior that are live streaming 24/7, all year long? Take a look at the sights and sounds of the lake any time at [duluthharborcam.org](http://duluthharborcam.org)!

Storing Music with DSSO: In this edition of The Slice, music librarian Kristin Sande discusses how the Duluth Superior Symphony Orchestra has stored music in the past and shows us what they're moving to for the future!

A Letter from Birmingham Jail: The NAACP in Duluth hosted a virtual public reading of Dr. Martin Luther King, Jr.'s "Letter from a Birmingham Jail" to honor Dr. King. Hear three community members, leaders, and



participants talk about what the reading means to them, and what they hope for the future.

**As Long as the Rivers Shall Run:** Ellen Sandbeck is a paper cut artist in Duluth, and her exhibit "As Long as the Rivers Shall Run" is available for viewing in the Dr. Robert Powless Cultural Center at AICHO in Downtown Duluth. Ellen shares her inspiration for this show and let us come along to see the process of installing a new gallery and the opening reception.

**Afro-Academic Cultural, Technological, and Scientific Olympics:** The Duluth Branch NAACP is implementing a national program to encourage and empower high school students in areas they are interested by pairing them with mentors to help them prepare for local, regional, and national competitions.

**Ice Climbing in Sandstone:** In this edition of The Slice, we caught up with some friends at the Sandstone Ice Festival to see and hear their ascents on the quarry.

**Learn Bowing in Music:** We're back with the DSSO in this edition of The Slice, this time learning about bowing! Bowing? You know, the bow that string players use? Music Librarian, and string player herself, Kristin Sande helps us understand how an orchestra's string section knows which way to play!

**The History of the John Beargrease Sled Dog Marathon:** In just a few days, the 2022 John Beargrease Sled Dog Marathon will start in Duluth and end two days later in Grand Portage, almost 300 miles away! Follow along this year with PBS NORTH and The North 103.3 in our coverage of the race, On The Trail!

**Meet a Musher:** We got to spend a few hours with Wade Marrs while he trained for the Beargrease, and now we're out watching him on the trail! Hear about his start in sled dog racing, and make sure to tune in for our coverage On the Trail!

**Mini Sled Dog Race:** In this edition of The Slice, we traveled to Earth Rider brewery the day before the Beargrease to see a mini sled dog race! How cute is that?? Enjoy these tiny dogs pulling tiny sleds in this Beargrease adjacent Slice.

**The Slice at Beargrease 2022:** If you were following along on our social media last week, you saw three of our team On the Trail following the John Beargrease Sled Dog Marathon. Three incredible days later, a champion for 2022 had crossed the finish line. Here's a quick look at the race from start to finish.

**Black History Student Experience:** In this edition of The Slice, we stop by the Tweed Museum of Art at the University of Minnesota - Duluth to see the "Black Survival Guide" by Hank Willis Thomas and take in a

Black History Student Experience. Hear from the community organizers, as well as Dr. Anjá Chavez, the director of the museum.

**Biking in the Winter:** Commuting via bicycle isn't just for the summer! Two local winter bike commuters join The Slice to talk about the simple things you might need to start biking, and how you might just enjoy winter biking!

**Inside an Ojibwe Immersion Class:** We introduce you to an Ojibwe language teacher, Winonah Ojanen – Gaagige Aanakwadikwe of the Bad River Band of Lake Superior Chippewa. Winonah has a passion for language preservation and science! We sat in as she taught an Ojibwe-language-based science lesson at Lowell Elementary of Duluth, Minn.

**Food Farm's Rutabaga Giveaway:** Once a year, the Food Farm comes into Duluth to give away an unloved root crop - the Rutabaga! With Wild State's curling rink this winter, they even turned one of the rutabagas into a curling stone.

**The Bean Bag by Linda LeGarde Grover:** This episode of The Slice is pieces of an excerpt from Linda LeGarde Grover's book, "Gichigami Hearts," which was previously featured on Native Report's episode about Cultural Storytellers.

**Winter Ice Creations:** For years Walter Sipila has been filling balloons with water, then setting them outside when the temperature is between freezing and 15 degrees. What started as an accidental discovery has turned into a hobby for him. He hopes you'll try it out for yourself and see the incredible beauty in this natural phenomenon!

**The McCullough Brothers:** We caught up with a local sensation, The McCullough Brothers, at the Breeze Inn to learn more about their band. They even put on an impromptu concert for those that were getting lunch! If you enjoy this interview, you'll love them onstage!

**Potential Olympic Curlers:** In this edition of The Slice, Ashlee and her friends invite us along as they learn how to curl at the Duluth Curling Club. That's the same ice that Team Shuster practices on! Who knows, maybe this crew will see the next Winter Olympics.

**Behind the Scenes with Almanac North:** It's TV inception! Well, not really... We thought it would be fun to see how Almanac North, our public affairs show, is

made! Tune in on Fridays at 5:30 pm for the live broadcast or check it out again at 8 pm on PBS North.

Getting Outside: When the sun is shining and the birds are singing, it's time to get outside! If you can, check out the trail around Chester Bowl (Dan Proctor Hiking Trail), and if you can't, enjoy this look at the nature right here in Duluth!

Lilies & Cilantro by Rick McLean: The Slice is excited to be the world premiere home of "Lilies & Cilantro" by Duluth musician Rick McLean.

New Paintings, Old Stories: Carl Gawboy's new exhibit "New Paintings, Old Stories" is now on view at American Indian Community Housing Organization's Dr. Robert Powless Cultural Center. Carl sat down with us to talk about these new paintings, many of which were painted only last summer after not painting for almost two years.

A Community Reflection: It's been exactly two years since the Northland first shut down for COVID-19. Hear from three Minnesotans on their memories and their new normal.

A Mother's Love: Pakou's mother made her this traditional Hmong garment as a gift, and now it has been on display at the Duluth Art Institute as part of the "Like Me, Like You" exhibition. There's so much more to Pakou's story, and you'll get to hear more of it in the upcoming season of Intersections.

To Make Sure Everyone Can Get a Meal: For forty years the Damiano Center has been serving meals to people in need. We stopped by during their 40th anniversary celebration on Tuesday, March 15th and spoke with Flora Woodfork, the Community Kitchen Manager.

Balloon Artist: After seeing the balloon recreation of the St. Louis County Depot, we had to talk with Laural, the artist behind the massive balloon display, and find out more about her love of balloons! She also made the cutest balloon kitty! Want to learn how to make your own creation? She'll be back on The Slice next week giving us a demonstration!

Viann Nguyen-Feng: As part of the "Like Me, Like You" exhibit that recently closed at DAI, Viann talks about the origami, or paper folding, piece that she and other members of the Twin Ports APIDA Collective created.

Learn to Make a Balloon Octopus: Balloon Artist Laural Schultze is back on The Slice, and this time she's

teaching us how to create our own balloon octopus! Get your balloons out (if you have them) and follow along! Or just sit back and be amazed at how fast she takes a deflated balloon and creates something spectacular!

Tennis Club by Ethan Schurman: Last fall, The Slice partnered with a video production class at The University of Minnesota Duluth to give students the chance to create Slices from their point of view! This is the first of three you'll see over the next few weeks. And you'll notice the lack of snow in these. We're rooting for spring to come to the Northland ASAP!

Twin Ports APIDA Collective: Pakou Ly and Viann Nguyen-Feng join The Slice again to talk about the Twin Ports APIDA Collective, and the Like Me, Like You exhibit that previously was on display at the Duluth Art Institute.

Great Gardening in a Green House: Have you ever thought about starting your own greenhouse? Professional gardener Deb Byrns Erickson has some great insight for those that are curious! Want to learn more about greenhouses or gardening? A new season of Great Gardening on PBS NORTH starts tomorrow!

Unicycling Contortionist by Izabella Zadra: Last fall, The Slice partnered with a video production class at The University of Minnesota Duluth to give students the chance to create Slices from their point of view! This is the second student produced Slice, from Izabella Zadra! You'll notice the lack of snow in these. We're rooting for spring to come to the Northland ASAP!

Traditional Family Practices: ZhaaZhaa Greensky shared images of her family visiting their sugar bush taps. She encourages us to keep traditional practices alive by trying them out, and getting younger generations involved!

Gardening Tools with Deb: Garden professional Deb Byrns Erickson is back this week on The Slice to talk about gardening tools! Tune in to Great Gardening tomorrow night for more gardening tips.

Hiking in Duluth: Last fall, The Slice partnered with a video production class at The University of Minnesota Duluth to give students the chance to create Slices from their point of view! This week's Slice was produced and edited by Quentin Goldkopf! You'll notice the lack of snow in these. We're rooting for spring to come to the Northland ASAP!

New Coast Guard Cutter: Ashlee went on the Coast Guard Cutter, USS Hollyhock.

SolFed Farm: In this episode of The Slice we visited a local CSA, SolFed Farm, in Duluth and found ourselves talking about their chickens!

Climbing by Taylor Stewart: This is the last installment of our partnership with a video production class at UMD for this spring! Enjoy this inside look into climbing on the North Shore!

From Sap to Syrup: A few weeks ago, on The Slice we learned about one family's tradition in collecting sap from maple trees. This time we're watching the process from collection to making syrup!

Pysanky: Duluth artisan Theresa Hornstein (Grey Lady Designs) joins The Slice to talk about Pysanky, or Ukrainian decorated eggs. Traditionally created for the Easter and Christmas holidays, Pysanky makes great decorations for any time of the year.

Student Choreography by Emily Westcot: This is the last installment of our partnership with a video production class at UMD for this spring! This time we get to learn about what it's like to be a student choreographer, and what inspires her dance!

Costumes for Frog and Toad: Naomi Christenson is a multidisciplinary artist who recently designed and created the costumes for "A Year With Frog and Toad" at the Duluth Playhouse!

Latte Art Throwdown: There's never a dull moment in the Twin Ports! Check out this Latte Art competition hosted at 190 Coffee & Tea in Lincoln Park.

North by North International Film Festival: If you missed the newest film festival in Duluth last week, The Slice has a little recap for you! We can't wait for next year!

Questions about Moose: The team at Native Report (PBS NORTH) stopped in to talk with the 1854 Treaty Authority about their Moose surveys and asked some burning questions The Slice had about Moose!

The Smelt Parade is Back: After two years without this second line parade and fish fry, Magic Smelt Puppet Troupe returned this past Sunday! Tune in to Almanac North tonight (Friday) to hear more about the troupe and what this moving party is all about!

Homegrown at Clyde: Take a look at the Wednesday evening concerts at Clyde Iron Works Duluth Homegrown Music Festival '22!

POV: You're on a Scooter Ride: The electric scooters are back for the spring & summer! Take this peaceful ride with us down the Lakewalk. And remember to be kind and mindful of others that you share the path with. Enjoy the outdoors!

Mountain Biking for Mental Health: In this Slice, Justin Martin brought us up the trail at Quarry Park to talk about trail conditions for Almanac North (more on that tonight!) and we ended up talking about mountain biking!

STEAM at the Depot: The Slice attended the STEAM Festival that took place at St. Louis County Depot. Look at those robots and hear about how STEAM is shaping the future of education!

Dose of Puppy Love: The Slice visited RR Dog Training and Boarding in Carlton, MN! Trainer Kim Forsythe speaks about the importance of instilling obedience in dogs to encourage happy lives for them and their owners.

USS Minneapolis-Saint Paul Commissioning: The Slice got a behind the scenes look at the commissioning of the USS Minneapolis-Saint Paul LCS 21 in Duluth on May 21st, 2022. Tune in to Almanac North tonight to hear more from the ceremony!

Live from Studio A with The Field Birds: In our latest collaboration with The North 103.3 FM and the "Live from Studio A" sessions, we hope you enjoy THE FIELD BIRDS!

Rootbeer Lady Museum: Visit the museum of Dorothy Molter, she lived in the boundary waters canoe area year-round. She ran a resort, sold candy and rootbeer and had thousands of visitors in the summer.

Frosty Ridge Alpaca Sheering: It's getting warmer outside, which means it's time for these Alpaca coats to come off! The Slice got to spend some time at Frosty Ridge Alpacas as they shear the winter coats.

Sunrise on Superior: Take a break with The Slice and enjoy the peaceful sights and sounds of Lake Superior.

MorningBird - Live from Studio A: The Slice is back with another edition of "Live from Studio A" with The North 103.3 FM. This session comes from Homegrown 2022

and we couldn't wait any longer to share it! Enjoy MorningBird!

Shaun Chosa at AICHO: A new show is opening at AICHO Galleries today, June 10th! Hear from artist Shaun Chosa about this show and his work.

Science and Horror Authors: The Slice sat down with Meg Hafdahl and Kelly Florence to discuss their writing partnership and got some advice for aspiring writers!

Dungeons and Dragons in Duluth: In this edition of The Slice, we visit a live taping of Twin Portals, who astonish and entertain crowds of Duluthians through live performances of Dungeons and Dragons!

Walking Through Duluth's Web Woods: Take a walk through the woodsy wilderness of Duluth's Web Woods Park!

Chai Tea: The Slice has unseen footage from The Great Minnesota Recipe! Check out this Chai Tea conversation from Anusha and Kannan, seen in episode three of The Great Minnesota Recipe!

Behind the Scenes of The Great Minnesota Recipe: Take a look at all that went into creating the final episode of The Great Minnesota Recipe!

Grandma's Marathon 2022: Back in full force this year, Grandma's Marathon hosted 20,000 racers! Take a look at the sights and sounds of this year's race.

Live from Studio A with Charlie Parr: Enjoy this live session from The North 103.3 FM with Charlie Parr!

## INTERSECTIONS

Premiere Date: April 21, 2022

6 Episodes

6 Promos

**DESCRIPTION:** These stories highlight community members from across Northern Minnesota with inspiring and enriching stories about overcoming adversity. This celebration of the human spirit will showcase the amazing, and often untold, stories of our fellow community members.

**IMPACT:** Intersections is meant to showcase and make available stories of varying socio-economic, diverse, and cultural backgrounds and to encourage understanding and connection across diverse groups in our region. Viewers and participants shared their thoughts with us through comments and emails:

***"This program is so meaningful and done in a way that will move hearts and minds. Thank you!" – Pakou Ly***

***"...[This] had us in tears. It really captures TPAC's strength and spirit." – Julia Cheng***

***"Really excellent interviews. Good to hear people tell their own stories as they want to tell them. Nice editing and photography too." – Mark Goodman***



*Vern Northrup*



*Kaitlyn Walsh and her grandmother*

## DISTRIBUTION

Broadcast on 2 channels, PBS Video App, YouTube, and pbsnorth.org.

- 3 hours available for web streaming

## ENGAGEMENT

0.9 HH Rating and 1,130 online streams. We had great engagement on Facebook through our viewers sharing the promos leading up to each premiere.

## EPISODES

**Vern Northrup, Kaitlyn Walsh, and Natasha Kingbird:** Meet three people who are working to overcome decades of trauma in the Native American community. Vern Northrup is a retired wildland firefighter; Kaitlyn Walsh is learning traditional foodways, and Natasha Kingbird works with women who are re-entering society after incarceration.

**Laura Johnson and Khayman Goodsky:** In this episode of Intersections, we speak with Laura Johnson, a Duluthian and Korean adoptee whose work in the community focuses on inclusion and equity and



connecting with regional adoptees in the Minnesota Arrowhead. And we speak with Khayman Goodsky, an indigenous and two-spirit person with a passion for filmmaking. Goodsky sits down to discuss artistic aims and the importance of mentoring.

**Twin Ports APIDA Collective:** This episode of Intersections focuses on the Twin Ports APIDA Collective (TPAC), how the group came into being, the advocacy work they are involved with, and finally documenting their exhibit at the Duluth Art Institute this Spring of 2022. TPAC members Julia Cheng, Pakou Ly, Sharon Yung, and others discuss what it's like living in the Northland as a member of the BIPOC community.

**Al Sands, Meredith Kujala, and Serrano Robinson:** In this episode of Intersections meet Al Sands, a boxer, and youth advocate. Meredith Kujala, a disability advocate, and animal caretaker, and Serrano Robinson an active youth mentor.

**Food Deserts:** What is a food desert? Meet people who are affected by living in a food desert, with very limited access to healthy food. How are some communities dealing with this issue?

**Carla Hamilton, Anja Chávez, and Classie Dudley:** Carla Hamilton is an artist and activist in Duluth, MN. She shares with us her passions, projects, and process for creating meaningful art. As Director of the Tweed Museum of Art, Anja Chávez works to celebrate inclusion and diversity and reshapes how communities and their museums can co-exist. Classie Dudley is the President of the Duluth NAACP.

## THE REGION'S STORYTELLERS

Event Date: September 15, 2022

3 Zoom Workshops  
1 Broadcast Episode  
1 Live Event  
1 Promo

**DESCRIPTION:** Professional Minnesota storytellers, Kevin Kling and Mary Jo Pehl, worked with local community members to find ways to tell their personal stories. Kevin and Mary Jo provided new tools to tap into their imagination and use language and expression to connect more deeply with audience. At our event, recorded for a broadcast special, Kevin, Mary Jo, and our local participants treated the audience to an evening of incredible storytelling with music by Gaelynn Lea.

**IMPACT:** Our goal for this project was to give community members the unique opportunity to hone their storytelling skills through the guidance of celebrated Minnesotan storytellers. We, as a station, consider ourselves this region's storytellers and we strive to give opportunity to our friends and neighbors to allow them to be the voice behind their own stories. Participants in the workshop and performance explained the impact this event had on them...

***"Being able to work with Kevin Kling and Mary Jo Pehl was a dream come true for me as I have been a fan of their work for years. The guidance, wisdom, and encouragement I received from both of them helped me immeasurably as an artist...The Region's Storytellers workshop and live event were invaluable to me as a Duluth artist. I am so grateful for the opportunity to take part in it and to continue to explore more stories within me that I can share with audiences!" – Brian Matuszak***

***“I couldn't believe the opportunity. I really couldn't...it was so surreal to be sharing a stage with Mary Jo and Kevin. And it was so much more than an opportunity to work with individuals that were established, both Mary Jo and Kevin were so gracious with their time and were sincerely devoted to offering feedback and encouragement.” – Luke Moravec***



*Kevin Kling*



*Mary Jo Pehl*

#### DISTRIBUTION

The workshops were hosted on Zoom and the event was held live in our studio. We recorded the event for use on broadcast in December.

#### ENGAGEMENT/EVENTS

We had 5 workshop participants and 2 who chose to perform at our final event. The final event had 47 attendees who reported feeling a deeper connection with community members after listening to these stories.

***“Thank you for this event. It was a unique opportunity to hear my “neighbor’s” stories alongside Kevin Kling and Mary Jo. It reminds me that we all have a story and that is how we connect with each other. That is how I think of PBS NORTH. You connect us through our stories!”***



*Workshop participants with Kevin & Mary Jo*

## EDUCATION

This was an educational experience for our viewers who fall into the “lifelong learner” category. Our workshop participants were able to hone their storytelling skills and gain confidence that will hopefully translate into future storytelling!

## MINNESOTA HISTORIA

Digital Release Date: April 26, 2022

6 Episodes (Broadcast & Digital)

1 Promo

6 Social Posts

DESCRIPTION: *Minnesota Historia* is your guide to all things quirky in Minnesota’s past. This six-part documentary series is hosted by Hailey Eidenschink, a historian who loves telling stories that show how strange northern Minnesota can be.

IMPACT: *Minnesota Historia’s* intention was to expose unique elements of our region’s history, allowing viewers to see what makes this region special and to share what they have learned with others. Our viewers certainly shared! The series promos were shared 157 times on Facebook, just organically from our page. Here are some viewer thoughts:

***“All 6 of these have been fantastic!!! PLEASE bring us a Season 2 in the future!!!” – Mark Urbanski***

***“Absolutely amazing video! I love all the shots of the shipwreck. The fact that the water is so cold there the leather boots didn’t even rot fascinates me :)” – Martin Hughes***



*Hailey Eidenschink*

## DISTRIBUTION

*Distributed on YouTube as a series and on broadcast as interstitials.*

- *3 hours available for web streaming*

## ENGAGEMENT

13,008 streams | 157 Promo Shares | 3 Upper Midwest Emmy Nominations

## EDUCATION

*This show is a great example of how the content we produce for our audiences in public television is truly for lifelong learners. What we produce is digestible by all ages and can help any viewer learn something new. An educator from Hermantown shared the following quote with us:*

***“As an educator I find them fascinating, and I’ve been able to use them as an example for my students as we recently began our own “documentary” project with regards to Minnesota. Thank you for creating a real-world, tangible example of how Minnesota’s history lends itself to compelling storytelling.” – Matthew Brunette***

## EPISODES:

**Duluth’s Doomed Olympics Bid:** The idea of Minnesota hosting the Winter Olympics seems pretty far-fetched today. But back in 1932, Duluth had everything it needed: plenty of snow, sheets of ice and more than a couple of hills. This is the story of an Olympics that never happened in a city that never stopped dreaming.

**The Legend of St. Urho:** As the patron saint of Finland, St. Urho is famous for casting the grasshoppers out of the country and saving their grapes. Except, of course, none of that ever happened. St. Urho was invented out of thin air in the 1950s by the manager of a department store in Virginia, Minnesota. Learn the hilarious true story behind this whimsical fairy tale on this week’s episode of *Minnesota Historia*.

**Superior Shipwrecks:** Everybody knows the story of the Edmund Fitzgerald, the most famous shipwreck on Lake Superior. But what are the next five most fascinating shipwreck stories on the big lake called Gitchi Gumee? And is the #2 shipwreck story the scariest thing you’ll ever hear?

**The Root Beer Lady:** Dorothy Molter was the last permanent resident of the Boundary Waters Canoe Area Wilderness. She sold candy bars and homemade soft drinks to paddlers for decades. But there’s so much more to her story than root beer. She’s become a role model for many people in the 21st century.

**Hunting for Ancient Agates:** Agate hunting is a big sport in Minnesota. And the Lake Superior agate attracts the most attention. What is it about this gemstone that makes people so obsessed? In this episode of *Minnesota Historia*, we visit Moose Lake, the Agate Capital of the World, for the Agate Stampede. And we’ll provide a few tips for hunting your own agates.

**The Chief Buffalo Memorial Project:** Chief Buffalo was one of the greatest leaders in Ojibwe history. His story is the origin story of downtown Duluth, Minnesota. But there hasn’t been any public art or a historical monument dedicated to him within the city. Until now. One of the memorial project’s organizers, Moira (Miri) Villiard takes us on a tour of the Chief Buffalo mural.

# Report on Legacy Expenses: Cost of Production for State Fiscal Year 2022

For Period: July 1, 2021 through June 30, 2022

## 129D.18 GRANTS TO PUBLIC TELEVISION

Article 4 Sec. 7 Subd. 4. Reporting. A public station receiving funds appropriated under this section must report annually by January 15 2023 to the commissioner, the Legislative Coordinating Commission, and the chairs and ranking minority members of the senate and house of representatives committees and divisions having jurisdiction over arts and cultural heritage policy and finance regarding how the previous year's grant funds were expended.

The report must contain specific information for each program produced and broadcast, including the cost of production, the number of stations broadcasting the program, estimated viewership, the number of hours of legacy program content available for streaming on Web sites, and other related measures. If the programs produced include educational material, the public station must report on these efforts.

129D.18 Reporting Items	
<b>Names of Legacy funded programs reporting</b> July 1, 2021 through June 30, 2022	The Great Minnesota Recipe, Native Report, Almanac North's Core Conversations, The Slice, Intersections, The Region's Storytellers, Minnesota Historia, Education Initiative
<b>Cost of Production</b>	See Cost of Production below
<b>Number of stations broadcasting program</b>	Four of PBS North's five total stations broadcast PBS North legacy funded programs, which includes the statewide Minnesota channel.
<b>Estimated viewership</b> July 1, 2021 through June 30, 2022	Approximately 770,000 over the air
<b>Hours available for web streaming</b> July 1, 2021 through June 30, 2022	17.5 hours of new ACH-funded content
<b>Education materials created and distribution</b> July 1, 2021 through June 30, 2022	6

Legacy Projects	Cost of Production
For period: July 1, 2021 - June 30, 2022	For period: July 1, 2021 - June 30, 2022
The Great Minnesota Recipe*	\$80,231.62
Native Report*	\$10,162.34
Almanac North's Core Conversations*	\$8,178.74
The Slice *	\$51,387.66
Intersections*	\$59,385.06
The Region's Storytellers*	\$409.83
Minnesota Historia	\$63,321.64
Education Initiative*	\$42,958.73
On the Water Trail**	\$15,932.23
Great Gardening**	\$5,550.34
Iron Opera**	\$66,156.49
Who is Rainbow Trout**	\$6,521.01
Total	\$ total \$416,700.97

\*Signifies a project that received an extension and continued funds and between June 30, 2021 and December 1, 2022. The remaining funds used by these projects fall under "moved to FY 22 due to extension."

\*\*Signifies a project that had funds carry over from the previous biennium (20/21).



# Report on Plan for the Use of Funds for Year One of the Biennium

**For Period: July 1, 2021 through June 30, 2022**

**3.303 LEGISLATIVE COORDINATING COMMISSION; CREATION AND ORGANIZATION; STAFF; DUTIES.**

Subd. 10 As soon as practicable or by January 15 2023 of the applicable fiscal year, whichever comes first, a recipient of a direct appropriation from a fund covered under this section shall submit the information required and, when applicable, compile and submit the same information for any grant recipient or other subrecipient of funding:

- (i) the name of the project and a project description; (ii) the name, telephone number, members of the board or equivalent governing body, and e-mail address of the funding recipient and, when applicable, the Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project; (iii) the amount and source of funding, including the fiscal year of the appropriation; (iv) the amount and source of any additional funding or leverage; (v) the duration of the project; (vi) the number of full-time equivalents funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088; (vii) the direct expenses and administration costs of the project;
- (viii) proposed measurable outcomes and the plan for measuring and evaluating the results; (ix) the entity acting as the fiscal agent or administering agency and a point of contact for additional information

<b>3.303, Subd. 10 Reporting Items</b>	
Project names and project descriptions	<p><i>The Great Minnesota Recipe: The Great Minnesota Recipe</i> is a 4-part series that explores the unique family and culinary backgrounds of three cooks from across the state. Learn about their culinary experiences, family backgrounds, connection to their recipes, and how their recipes had to adapt over time to match Minnesota's resources, climate, and population. We will see these chefs go head-to-head to create their unique version of the "typical Minnesota meal", the hot dish.</p> <p><i>Native Report:</i> Native Report illuminates and preserves Native culture and traditional ways in our 'Language and Arts' segments. We tackle awareness efforts surrounding the preservation of language! We hear from Native artists, and in season 17 that included one specializing in traditional applique with a style of bright colors and Ojibwe floral designs.</p> <p><i>Almanac North's Core Conversations:</i> Core Conversations is a venue for experts from a diversity of perspectives to discuss important and timely issues impacting our viewers. In this first episode, we provide a space for experts to discuss current issues and potential futures of iron mining and copper nickel mining in our region as the industry enters another milestone.</p> <p><i>The Slice:</i> Take a fresh look at what's happening all around you. The Slice is a digital project from PBS NORTH that captures the unique character, events, and experiences found in northern Minnesota and Wisconsin.</p> <p><i>Intersections:</i> These stories highlight community members from across Northern Minnesota with inspiring and enriching stories about overcoming adversity. This celebration of the human spirit will showcase the amazing, and often untold, stories of our fellow community members.</p> <p><i>The Region's Storytellers:</i> Professional Minnesota storytellers, Kevin Kling and Mary Jo Pehl, worked with local community members to find ways to tell their personal stories. Kevin and Mary Jo provided new tools to tap into their imagination and use language and expression to connect more deeply with audience. At our event, recorded for a broadcast special, Kevin, Mary Jo, and our local participants treated the audience to an evening of incredible storytelling with music by Gaelynn Lea.</p> <p><i>Minnesota Historia:</i> Minnesota Historia is your guide to all things quirky in Minnesota's past. This six-part documentary series is hosted by Hailey Eidenschink, a historian who loves telling stories that show how strange northern Minnesota can be.</p>

Recipient phone number	218-788-2831
Names of board members	See below
Recipient email address	<a href="mailto:email@pbsnorth.org">email@pbsnorth.org</a>
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	<a href="https://www.pbsnorth.org/shows/legacy">https://www.pbsnorth.org/shows/legacy</a>
Amount, source and fiscal year of the appropriation	ACHF Grand Appropriation FY22
Amount and source of additional funds	Any excess spent over budget was covered by PBS NORTH non-Legacy operating budget, underwriters, and a small number of grant funders.
Duration of projects	Project activities occurred between July 1, 2022 and December 1, 2022
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position directly attributed to the receipt of money from one or more of the funds covered under this section, calculated as the total number of hours planned for the position divided by 2,088	4.33
Direct expenses and admin cost	
Proposed measurable outcomes	See attached Work Plan and Budget
Plan for measuring and evaluating results	See attached Work Plan and Budget
For pass-through, noncompetitive grants, the entity acting as the fiscal agent or administering agency and a point of contact for additional information	Department of Administration

# Report on Plan for the Use of Funds for Year One of the Biennium

For Period: July 1, 2021 through June 30, 2022

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
The Great Minnesota Recipe (4 episodes) 4-part cooking series	July 1, 2021 to December 1, 2022	1.5	\$80,231.62		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	3 30-Minute Documentaries 1 60-Minute Competition Episode 4 Instagram Just a Bite Episodes 1 Bonus Broadcast Special 1 Series Promo 4 Episode Promos 2 Casting Promos 11 Social Posts	Viewers had community conversation around the culture of food, including interaction and discussion on social media.
Native Report (6 segments) Short segments within a 30-minute weekly program	July 1, 2021 to December 1, 2022	.23	\$10,162.34		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	3 MN Native Arts Segments 3 MN Native Language Segments 6 Lesson Plans	Three MN native artists were recognized for their creative contributions and viewers were able to learn more about Native language.
Almanac North's Core Conversations (1 episode) 60-minute special	July 1, 2021 to November 1, 2022	.5	\$8,178.74		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	1 60-Minute Broadcast Episode 1 Promo	Community members with different viewpoints came together for an honest and open discussion around a critical issue in our region.
The Slice (121 episodes) 1-2 minute shorts	July 1, 2021 to June 30, 2022	.85	\$51,387.66		Social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	122 episodes	Viewers felt more engaged and invested in the community and its happenings.
Intersections (6 episodes) 30-minute weekly episodes	July 1, 2021 to June 30, 2022	.55	\$59,385.06		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	6 episodes 6 promos	Viewers heard stories of varying socio-economic, diverse, and cultural backgrounds that encouraged understanding and connection across diverse groups in our region.
The Region's Storytellers (1 episode) 60-minute special	July 1, 2021 to December 1, 2022	.2	\$409.83		Event attendees, Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	3 Zoom Workshops 1 Broadcast Episode 1 Live Event 1 Promo	Community members had the unique opportunity to hone their storytelling skills through the guidance of celebrated Minnesotan storytellers.
Minnesota Historia (6-episodes) 8-10 minute YouTube videos	July 1, 2021 to December 1, 2022	.5	\$63,321.64		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	6 Episodes (Broadcast & Digital) 1 Promo 6 Social Posts	Viewers learned unique histories of Minnesota and shared what they learned with others

## PBS NORTH Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
The Great Minnesota Recipe	Achieved proposed outcomes
Native Report	Achieved proposed outcomes
Almanac North's Core Conversations	Achieved proposed outcomes
The Slice	Achieved proposed outcomes
Intersections	Achieved proposed outcomes
The Region's Storytellers	Achieved proposed outcomes
Minnesota Historia	Achieved proposed outcomes

## **PBS NORTH 2022 Board of Trustees**

Teresa O'Toole (Chair)  
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# LEGACY-FUNDS — BY THE NUMBERS

## July 1, 2021–June 30, 2022

	PBS North	TPT	Prairie	Pioneer	Lakeland	KSMQ	Total
<b>Number of Jobs</b> <small>Includes new FTEs created with Legacy funds as well as existing FTEs whose time has been materially allocated to Legacy projects, funded by Legacy funding</small>	4.33	8.71	3.77	4.15	4.52	4	29.48
<b>Number of Freelance/Temporary Jobs</b>	6	33	13	7	4	40	103
<b>Dollar Value of Cumulative Contracts</b> <small>Includes both the number of positions hired for contract, part-time, or freelance work; as well as the total dollar value of those cumulative contracts</small>	\$53,200	\$60,602.24	\$10,483.47	\$41,173.46	\$12,863	\$158,448	\$336,770.17
<b>Number of Stations Broadcasting Legacy-Funded Programming</b>	4	3	3	3	3	3	19
<b>Channels Offered</b> <small>by each MPTA station that carry Legacy-funded programming</small>	PBS North PBS Explore Create MN Channel	TPT 2 TPT LIFE MN Channel	Prairie Public Prime LIFE MN Channel	Pioneer Create MN Channel World Kids FNX	L-Prime L-Plus L-MN* *MN Channel	KSMQ-Prime Create MN Channel	
<b>Number of Hours Broadcast</b> <small>Includes premieres and encore broadcasts as well as any other on-air representation during the reporting period</small>	1,019	*28,730.9	1,127.50	662	526.25	332.5	32,371
<b>Estimated Broadcast Viewership in our Region</b>	770,000	1,839,480	500,000	1,200,000	492,633 773,200 more can receive via direct broadcast satellite	655,000	6,230,313
<b>Hours of Legacy Program Content Available Streaming Online</b>	309	374.5	273	355	212	284.5	1,808
<b>Number of Online Views</b> <small>Website page views and online video views combined</small>	9,841,440	5,445,869	1,861,193	2,434,567	3,300,000	1,377,468	24,260,537
<b>Number of Lesson Guides Available</b> <small>Includes all lesson guides created by Legacy funds and readily available, not just those created during the reporting period</small>	172	670	65	11	3	3	1,121

\*TPT • 10,327.5 TPT Legacy-funded programs local broadcast hours on TPT channels • 1029.4 MPTA Legacy-funded programs local broadcast hours on TPT channels  
17,347 National TPT Legacy-funded programs broadcast hours