



ANNUAL IMPACT REPORT

LEGACY-FUNDED CONTENT & INITIATIVES

July 1, 2020 – June 30, 2021

**Lakeland PBS, Pioneer PBS, Prairie Public
Twin Cities PBS, KSMQ, WDSE-WRPT**

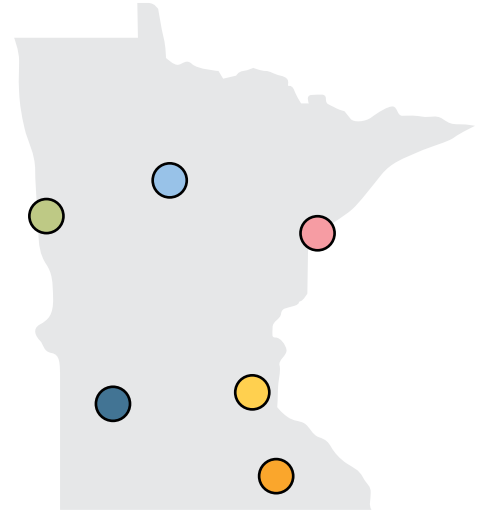
Artwork by Mandy Groom, Glyndon

mpta
minnesota public television association



minnesota public television association

The six public media services 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



Pioneer PBS
Appleton/Worthington/Fergus Falls
800-726-3178 • pioneer.org



Prairie Public
Moorhead/Crookston
800-359-6900 • prairiepublic.org



Twin Cities PBS
Minneapolis/St. Paul
651-222-1717 • tpt.org



KSMQ
Austin
800-658-2539 • ksmq.org



WDSE • WRPT
Duluth/Hibbing
218-788-2837 • wdse.org

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President's Message

Dear Legacy Committee and Department of Administration Members:

On behalf of all of us from **The Minnesota Public Television Association, or MPTA**, thank you for your generosity, commitment, and support of the work we do and the services we provide. Your investment in public broadcasting is essential to local public television stations' public service missions of education, public safety, and civic leadership, ensuring that everyone, everywhere, every day has access to these essential services for free. Lakeland PBS (Bemidji), Pioneer PBS (Granite Falls), TPT - Twin Cities PBS (St. Paul/Minneapolis), Prairie Public (Moorhead/Crookston), KSMQ-TV (Austin) and WDSE-WRPT (Duluth) are the public television stations that comprise the MPTA serving Minnesotans, border-to-border.

These last few years have challenged our citizens in ways we didn't think possible. As a result, the assignment for public broadcasting is bigger than ever. As Minnesotans, we experienced what it means to be separated in many ways; but, because of your support, this collective group of public television stations brought people together – urban, suburban, and rural. KSMQ, in Austin, brought joy and connection to senior citizens who felt alone and separate from their families through musical performances for those living in nursing and assisted living facilities. From Granite Falls, Pioneer PBS continued to conduct interviews with Vietnam veterans that had an impact in helping veterans to reach out for help in their struggles with PTSD, and Lakeland PBS showcased an array of talented musicians from around the state; some traveling many hours to perform on *Backroads*, due to COVID-19 restrictions and safety precautions, performances were closed to audiences.

The MPTA stations are deeply rooted in the communities we serve, authentically telling the local histories, sharing the creativity of the arts created by Minnesotans during a difficult time, and telling in-depth stories about our neighbors and our collective experiences over multiple platforms. Our trusted media spoke to relevant topics that speaks to our shared experiences while celebrating the diversity of our great state. Through programs like Prairie Public's *Prairie Mosaic*, and WDSE's *Native Report* our goal is to open hearts and minds while fostering respect for and celebrating what is unique about who we are.

MPTA stations remain committed as strong partners to our Minnesota educators for early childhood development and learning. We also remain steadfast in our mission to continue to provide quality educational programming for curious adults. In response to the pandemic, TPT used ingenuity and creativity as they worked with St. Kate's faculty to create new ways to engage students campus wide. The effort was recognized by President Becky Roloff as the St. Kate's Civic Leadership category awardee of the MN Campus Compact Presidents' Awards. You will find these stories, and more, summarized in this report from the State's fiscal year July 1, 2020, to June 30, 2021.

The MPTA continues to broaden access to the work we do. While we continue to provide content over the air, we have also made our work available online through multiple sources giving Minnesotans the choice of how to connect with each other through the services we provide. The details of it can be found in the following narrative and financial information representing the completed works for multimedia platforms as recommended by the Department of Administration. These platforms allowed us to create a culture of connectivity making our content accessible to the most rural citizens.

As we move through these challenging times, our station group knows what an honor it is to be the recipient of the Arts and Cultural Heritage Fund. It is an honor to connect Minnesotans through work created by our artistic communities, to create the important stories that speak to our diverse and collective experience, and to bring people together through the preservation of our history. Thank you for making it possible.

Sincerely,



Patty Mester
President & General Manager of WDSE-WRPT
President MPTA
218.788.2831



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LEGACY-FUNDED WORK OF THE MPTA

2020–2021

Builds trust

94% trust their local PBS station to deliver arts, culture, and history programming that is well-researched and unbiased.

» *I trust these programs which are honestly investigated and presented based on facts.*

Entertains & informs during the COVID-19 pandemic

73% relied on their PBS station for entertainment during the pandemic

Empowers learning

95% learned about something new related to arts, culture, or history from watching local PBS programming.

1,088 number of education guides are accessible for free at pbslearningmedia.org.

Is accessible statewide

18,579 number hours of Legacy-funded content broadcast on MPTA stations.

Enriches lives

94% say that locally produced arts, culture, and history programming enriches their life and community.

Sparks local engagement

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

61% were inspired to visit a historic site

50% were inspired to visit a new part of Minnesota

55% were inspired to talk with others about something they learned

» *[Local PBS arts, culture and history programs] give us a sense of belonging and the chance to see and hear another person's perspective.*

Creates jobs

33.82 full time jobs

118 freelance and temporary jobs

Represents Diverse Minnesotans

76% said that their local station's arts, culture, and history programming adequately represents Minnesota's diverse communities.

» *Local PBS programs help local arts and culture thrive by highlighting current work and introducing new artists. [It] reminds us of how diverse and vibrant our community is.*



mptalegacymedia.org

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

Here is what they said:

“

Tons of value. It shows what there is to do in northern Minnesota, the people up here, the culture, and the fantastic talent. Without this media, I don't think the rest of the state or country would have any idea of what life is like in northern Minnesota.

Brings awareness which leads to understanding about our differences.

Invaluable.

It connects us.

Fosters respect of each other's cultures.

We need the arts in our lives and we must pass on our histories to our next generations

It provides a sense of self pride and of community pride. The arts are vibrant in rural places and, as someone newish to southwest Minnesota, I didn't know that. That's not always the narrative people hear about rural communities. Hearing about the positive aspects of communities helps us all be better neighbors.

Teaches more diversity in all areas.

ALWAYS when we know our past we can better move forward into our future and appreciate our present!!

Immense value. I often talk to friends and family about what I have learned.

Establishing shared culture.

The arts are a part of what it takes to become a complete human being. Knowing “how,” “why,” and “where” we came from helps all of us learn to become more aware of taking care of the land and each other and for me is invaluable as I live in Minnesota.

Opens minds and hearts to the world, local and beyond, that we live in.

Diversity and inclusion are extremely important components of your programming. The awareness you provide on matters affecting the community is of great value.

It emphasizes the vibrant arts community we have in the Twin Cities and outstate Minnesota, along with the cultural and historical importance of the different groups of people who have called Minnesota home.

It awakens our soul to act on these issues.

”

LAKELAND PBS | BEMIDJI/BRAINERD

Lakeland PBS and Legacy Funding Give Minnesota History New Life and Light to Minnesotans Making Their Own History

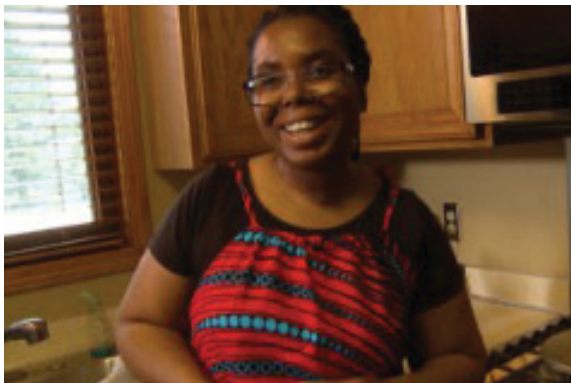
Everyone and everything has a history and a story to tell. It's just a matter of giving them a voice. The communities of north central Minnesota may be small and rural, but they are strong and thriving. Lakeland PBS is proud to help let their stories shine.



Screening event at the Crow Wing County Historical Society

“Minnesota’s Oldest Rifle Artifact” Documentary and Screening Event:

Along with being able to tell the unique story of a rare piece of Minnesotan history, Lakeland PBS was able to partner with the Crow Wing County Historical Society to provide a special screening event of the documentary at the museum. Through this special screening event, Lakeland PBS was able to get valued feedback directly from community members while also pay tribute to historian & writer Ray Nelson for such invaluable insight and storytelling.



Fortuna Alexander preparing a meal for family

Common Ground #1203 “Moving Lives Minnesota: Fortuna Alexander”

In this special Moving Lives MN episode of Common Ground, we visit the home of immigrant entrepreneur Fortuna Alexander as she prepares an authentic African meal for her extended family. She speaks of her experiences as an immigrant, a business owner, and being connected to many communities. Her business, FAH Tea, sends some proceeds to fund a Liberian orphanage as Fortuna, herself an orphan, gives back while raising her African American sons in Minnesota.

“

In our remote area, these programs bring the rest of the world into our lives.”

-Lakeland PBS Preference Poll Participant

“

It was nice to view arts and cultural programs when we could not experience them, or they were shut because of Covid.”

-Lakeland PBS Preference Poll Participant

PIONEER PBS | GRANITE FALLS

Pioneer PBS and Legacy Funding Lift up the Stories of the Karen People

Untold Refugee Stories

In April and May of 2021, Pioneer PBS Postcards released a story about the courageous Karen refugees who have immigrated to Minnesota.



For 2,000 years, the Karen people have had a traditional homeland in the hills bordering the eastern mountainous region of Burma — also known as Myanmar. But war, colonial forces and ethnic discrimination caused the Karen people to suffer genocide at the hands of the Myanmar government. They have been forced to flee to refugee camps in Thailand and from there apply for resettlement status to other countries. St. Paul is home to one of the largest Karen resettlement communities in the United States. More than 17,000 Karen refugees have come to Minnesota since the early 2000s.



The Postcards team interviewed more than a dozen Karen refugees living in the Willmar area about their harrowing stories of migration. They gathered at Brouwer Berries Farm near Raymond to recount the flying bullets, how they ran through the jungle fleeing soldiers only to eke out an existence of constant hunger and fear. Now, with new lives in Willmar, the Postcards team documented their gratitude for the welcome the local community has given them.



In order to make this story, Pioneer PBS identified and employed a local student (left) who speaks Karen to translate the interviews for us. The involvement by this student in the production had such a profound effect on her that she now has decided to pursue a career in video communications so she can help tell more stories about her people.

Likewise, the airing of the documentary caught the attention of Mumu Aye, a non-traditional student living in Marshall who recently graduated with a degree in Sociology. Aye came to the U.S. from a refugee camp on the Myanmar and Thailand border. She helps new populations within the region acclimate to life in the U.S through her YouTube channel that has more than 40,000 subscribers.



In an effort to deepen our diversity, equity and inclusion focus, Aye was invited to present at a Pioneer PBS Cultural Diversity program for the entire staff held on Wednesday, June 2, 2021. Pioneer PBS staff learned more about the ongoing crisis in Myanmar and about how Aye creates the daily YouTube videos from her home. As a result of this relationship building, Aye has agreed to submit stories as a correspondent for our Compass public affairs program.

PRAIRIE PUBLIC | MOORHEAD & CROOKSTON

Prairie Public and Legacy Funding Focus on Prominent Women in Minnesota History

Women Lead in Minnesota

The impact that women have had on local history in northwest Minnesota is often overlooked. Prairie Public collaborated with regional museums to feature stories of courage, passion, and perseverance. The efforts of these women from the past are still affecting communities today and by highlighting their successes, we are reminded that change can happen and dreams can come true.



The 100th Anniversary of ratifying the 19th Amendment was a powerful exhibit at the Historical and Cultural Society of Clay County. Acknowledgements were tributed to the suffragist movement (left) as well as anti-slave efforts.

"The hardest lesson is that it is not safe to leave government in the hands of one man or a group of men, and that one class cannot judge wisely or decide fairly for the whole."

-Clara Ueland, first president of LWV Minnesota



Mary Lewis (left) was a well-known, outspoken advocate of women's issues and owner of the Lewis Hotel in Detroit Lakes, Minnesota. She took pride in the unique artifacts she displayed in the hotel. Her leadership is a model for female entrepreneurs.



Dr. Emma Ogden (left) and Emma Combacker (right)

Dr. Emma Ogden was the first practicing female physician in Minnesota. She was best known for her use of allopathic medicine in Becker County in the 1880's. Her early accomplishments as a Civil War nurse and medical missionary are characteristic of her drive and determination.

Emma Combacker was the first licensed female pharmacist in Minnesota. She ran the Detroit Lakes pharmacy and became partners with Dr. Ogden.

Prairie Public is proud to spark conversation and understanding through content derived from partnering with the Becker County History Museum in Detroit Lakes, MN and the Clay County Historical and Cultural Society in Moorhead, MN. Our presentation of this cultivated history is easily accessible and free to the public, educators, and the PBS LearningMedia community.

TWIN CITIES PBS | MINNEAPOLIS/ST. PAUL

Twin Cities PBS and Legacy Funding Inspire Deep Partnerships Through Learning

TPT's documentary, *Citizen*, explores the multigenerational march of Minnesota women and all they hoped would come with the vote. Prior to the COVID-19 pandemic, TPT's all-female film crew visited St. Catherine University to film voter engagement efforts on campus during the presidential primary in March 2020, as well as faculty interviews which appeared in the film. But the partnership with St. Kate's went well beyond the filming, and took engagement to a deeper level, sparking participation and action campus wide.



St. Kate's staff worked with TPT to embed *Citizen* into its Integrated Learning Series, a campus wide initiative that presents multimedia content, speakers, discussions and events on a range of social justice topics. Highlights of the partnership between St. Kate's and TPT around *Citizen* include:

- Students in public relations writing, art and technology, and fashion courses created original multimedia content about a range of suffrage topics for the TPTOriginals.org website
- Nearly 300 attended a virtual screening of *Citizen* and a Q&A with filmmaker Daniel Bergin
- An exhibition of local artist Leslie Barlow's suffrage portraits that were featured in *Citizen*, was featured at St. Kate's student center building and was accessible online
- A Buyer Behavior Market Research class surveyed St. Kate's students before and after watching *Citizen*. Research shows that students were more likely to vote in the presidential elections and further nonpartisan civic engagement activities after learning about the history of the women's suffrage movement in Minnesota.



FASHION IS FREEDOM: HOW WOMEN HAVE INFLUENCED FASHION FOR CENTURIES

For centuries, women have been shaping the way fashion is seen and accepted in the eyes of society.

Students shared: ***"I really enjoyed how it went over the individual stories of these women. It conveyed how they were more than just activists but people too. It gave them humanity."***

"I was already planning on voting in this upcoming election, but this documentary made me realize how much my vote really mattered. Countless women before me fought very hard so I could have this right, so it doesn't make sense not to use it if you are able."

Due to the pandemic, it took flexibility and creativity from St. Kate's faculty and TPT staff to pivot and create new ways to engage students campus wide. Ultimately, the partnership sparked deep participation, learning, and civic engagement around the voting rights of women. The effort was recognized by President Becky Roloff as the [St. Kate's Civic Leadership category awardee](#) of the MN Campus Compact Presidents' Awards.

We are especially excited that this collaboration around *Citizen* is now serving as a model for a longer-term, multiyear, experiential learning pilot between TPT and St. Kate's.

KSMQ | AUSTIN

KSMQ and Legacy Funding Enrich Lives

Jazz Caroling

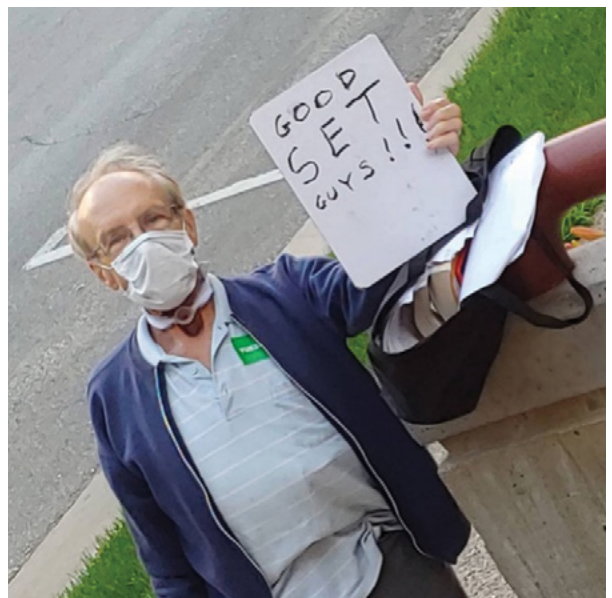
The current pandemic has drastically limited senior citizens' ability to socially interact. KSMQ looked for a way to use the grant from the Arts and Cultural Heritage Fund to make a positive impact and hosted a concert for an assisted living facility. Keeping in mind that contact between bandmembers and residents of the facility would need to be kept at a minimum, the band performed outside with residents watching from the inside reminiscent of how Christmas carolers sing outside homes. KSMQ live streamed the event over social media so residents not able to attend the performance could still watch it.

“

We are so grateful for the opportunity you gave to our residents here at Charter House this past Tuesday evening. The D'Sievers performance brought such a delight and joy to our residents at a time when special occasions are few. It was clear what a truly special gift this was as we saw the smiles on our residents' faces throughout the event. Thank you for providing us with such a lovely and memorable evening.”



The D'Sievers Jazz Trio perform outside Charter House in Rochester



Audience feedback

WDSE•WRPT | DULUTH

WDSE•WRPT and Legacy Funding Strengthen Community Connection to Arts and Craftsmanship

As we moved through another year spent mostly apart, staying resilient despite the global pandemic, so many of us realized the importance of creativity. People of all ages and backgrounds embraced new hobbies and expressed themselves through new creative outlets. In realization of that, WDSE•WRPT was called to contribute to this urge for inspiration. Through the past year's programming, we focused on making the arts more accessible...from music to fashion to craftsmanship. This focus garnered a deep connection with the community, who reported feeling inspired and engaged seeing creators at work.



Making It Up North showcased entrepreneurs as they navigated the pandemic, created their products, and kept passions alive through their drive to create and serve. Many were inspired by this peek into the lives of community members who kept “making it” work, each and every day. The show garnered a 1.5 HH rating, up from the 1.05 HH average for the time slot and had over 26,000 YouTube views across the series.

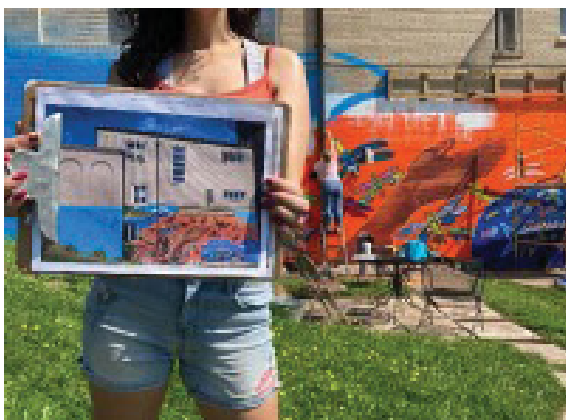
“Nice to watch the other creators at their craft...” -Tommy Atkins

“It’s so nice to see talented people working with their hands. Outside of PBS I don’t bother with much television at all, your hard work gives me a reason to keep one around.” - Peter Graham

Northern Rhythms gave the community a connection to not only some incredible musical performances, but also to the beauty of this region. The special garnered a 1.3HH ratings and the streaming for the special and its additional video had over 1,900 views online.

Through broadcasting *Twin Ports Holiday Spectacular*, we brought the experience of the Duluth Superior Symphony Orchestra right into our viewers living rooms.

“The livestream is a great option for families with young kids at home. I was able to talk with our young kids (4 and 7) about the different instruments and how the orchestra works.” -Viewer comment



Native Report featured three stories on Native art, which share about Ojibwe lacrosse stick making, mural painting, and the Ojibwe jingle dress tradition.

Native Report Jingle Dress “Miigwech this is powerful!”
-Tammy Dixon

WDSE•WRPT premieres *Iron Opera* on December 2nd but hosted an early screening event for audiences in Aurora, MN. This event drew around 80 people, many of whom shared their own experiences with opera and PBS.

AWARDS AND NOMINATIONS

2020-2021

KSMQ

Off 90/Cold War Minnesota

2021 Silver Telly Award
Television General - History

Off 90/Brad Zellar, Writer

2021 Silver Telly Award
Television General - Biography

Off 90/Peter Waldman, Glassblower

2021 Bronze Telly Award
Television General-Biography

Off 90/Mystery in the Wetlands

2021 Bronze Telly Award
Television General-Nature/Wildlife

Every 1 Counts

2021 NETA Public Service Award

PIONEER PBS

The Making of Tuscaloosa in Minnesota

2021 Upper Midwest Regional Emmy Award
Arts & Entertainment - Long Form Content

*The New Melting Pot of America
(Story about Mateo Mackbee)*

2021 Upper Midwest Regional Emmy Award
Lifestyle

**Pioneer PBS received 6 additional
Upper Midwest Regional Emmy
nominations in 2021**

The Secret History of Donnelly

2021 Twin Cities Film Festival Selection

PRAIRIE PUBLIC

Wild Rice

2021 Upper Midwest Regional Emmy Winner
Historic/Cultural

Esta Es Mi Casa - This Is My Home

2021 Upper Midwest Regional Emmy Nominee
Cultural Documentary

Mandy Groom: Alcohol Ink Artist

2021 Gold Telly Award Winner
Information

The Northwest Angle: Minnesota's

Best Kept Secret

2021 Silver Telly Award Winner
Documentary

Wild Rice

2021 Bronze Telly Award Winner
Cultural

WDSE • WRPT

*Almanac North 'Lessons from
COVID-19' - Disability Rights Activist*

2021 Upper Midwest Regional Emmy Nominee
Health/Medical Short Form Content

Intersections: Susana

Pelayo-Woodward

2021 Midwest Regional Emmy Nominee
Historic/Cultural/Nostalgic

Native Report (Diné Nation

Photographer, Making of a Mural)

2021 National Native Media Awards, 2nd Place
General Excellence in Professional TV

TPT

Daniel Pierce Bergin - Twin Cities PBS

Silver Circle Emmy 2021 Honoree

The Silver Circle Honor recognizes people
with 25+ years in the industry

MinneHistory PSA Series

2021 Upper Midwest Regional Emmy Award
Children/Youth/Teen

Worn Within: Hmong Paj Ntaub

2021 Upper Midwest Regional Emmy Award
Historic/Cultural/Nostalgic - Short Form Content

Lost Twin Cities 5

2021 Upper Midwest Regional Emmy Award
Historic/Cultural/Nostalgic - Long Form Content

Armed with Language

2021 Upper Midwest Regional Emmy Award
Military - Short or Long Form Content

Coming To Mni Sota

2021 Upper Midwest Regional Emmy Award
Documentary - Cultural

Citizen

2021 Upper Midwest Regional Emmy Award
Documentary - Historical

Welcome Christmas with VocalEssence

2021 Upper Midwest Regional Emmy Award
Entertainment - Long Form Content

**TPT received 6 additional
Upper Midwest Regional Emmy
nominations in 2021**

***Say His Name: Five Days
for George Floyd*
2021 Awards/Festivals:**

Official Selection, Dances With Films
(Los Angeles, CA)

Winner Best Documentary Short,
Cordillera International Film Festival
(Reno, NV)

Winner Best International Short, Doc Edge
Film Festival (Auckland, New Zealand)

Winner Audience Choice Documentary
Short Minneapolis St Paul International
Film Festival

Finalist Short Competition, Big Sky Film
Festival (Missoula, MT)

Official Selection, Sedona International
Film Festival, (Sedona, AZ)

Official Selection, Provincetown International
Film Festival (Provincetown, MA)

Official Selection, Cleveland International
Film Festival (Cleveland, OH)

Official Selection, Indy
Shorts International
Film Festival
(Indianapolis, IN)

Nominated Best
Documentary Upper
Midwest Regional Emmys



LAKELAND PBS

Est. 1980 • lptv.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, non-profit and volunteer groups, and other organizations across the region.

“

As relative newcomers to Bemidji, we did not expect and would not have discovered the wealth of local artists nor heard the unique stories of native cultures if not for Lakeland PBS. We have become patrons of and participants with several local arts organizations thanks to Lakeland PBS, and feel more aware of limitations/disparities in our community that we can participate in changing.”

–Lakeland PBS Preference Poll Participant

“

They have made me aware of the many talented people of the area and of their goodwill and generosity - how they share.”

–Lakeland PBS Preference Poll Participant

AREAS OF IMPACT

EMBRACING DIVERSITY

Through the MPTA partnership to produce the series “Moving Lives MN”, Common Ground was able to tell the story of immigrant entrepreneur Fortuna Alexandra and her journey and experience living and raising her boys in Minnesota.

CONTINUING RICH TRADITIONS

Giving a fresh looking glass into age old traditions such as in *Common Ground's Contra Dance*, keeps the many traditions of our heritages alive because we are able to enlighten community members of these cultural practices with a renewed energy and hopefully to engage new interest.

REMEMBERING OUR HISTORIC TREASURE

Producing the Legacy-funded documentary, *Minnesota's Oldest Rifle Artifact*, Lakeland PBS was able to partner with the Crow Wing County Historical Society to tell the unique story of a rare piece of Minnesotan history and provide a special screening event of the documentary at the museum.

LAKELAND PBS | BEMIDJI/BRAINERD

COMMON GROUND

Season Premiere: Thursday, October 29, 2020

Season 1200 episodes: 1201 - 1213

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.

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 past ten years have noted that the exposure gained through the broadcasts have resulted in increased sales of their work, or in 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.

Distribution

Total number of broadcast hours: *Common Ground*: 266.66 hours (353 airings on L-Prime & L-Plus, and 227 airings on L-MN Channel)

Common Ground #1201 “John Andersen Builds Sartore Log Home”

Jon Andersen of Andersen Log Homes Company based in Walker, MN builds a one-of-a-kind log home for the Sartores from the largest white pine logs he has ever worked with. Homeowner Joel Sartore, a world renown wildlife photographer, and his wife Kathy, speak of their want to work with Jon Andersen, a builder at the "top of his game", and other skilled home builders, to have a unique log home of the highest quality. Jon & Beth Andersen tell of their years in this artisan business and Jon's implementation of a rare Scandinavian building technique.



Common Ground #1202 “A Farmer’s Century Journey”

We visit 101-year-old Thomas Dziengel as he takes us through his life and journey around Midwest America during the dust bowl, Great Depression, World War II and gives his first-hand experience with the technological advancements of farming in the past century.

Common Ground #1203 “Moving Lives Minnesota: Fortuna Alexander”

In this special Moving Lives MN episode of Common Ground, we visit the home of immigrant entrepreneur Fortuna Alexander (see Common Ground 1013: Sprout Growers and Makers Market) as she prepares an authentic African meal for her extended family. She speaks of her experiences as an immigrant, a business owner, and being connected to many communities. Her business, FAH Tea, sends some proceeds to fund a Liberian orphanage as Fortuna, herself an orphan, gives back while raising her African American sons in Minnesota.

Common Ground #1204 “Moving Lives Minnesota: Joachim Berthold Sculptures”

In this special Moving Lives MN episode of Common Ground, business owner Chris Hamilton of Bemidji shares the bold bronze sculptures of his immigrant grandfather, Joachim Berthold, at the Watermark Art Center. Chris speaks of his grandfather's immigrant experience and legacy, while sharing these massive sculptures at Bemidji's premiere lakeside gallery.

Common Ground #1205 “Bemidji Community Theatre – Part 1 of 2”

Bemidji Community Theater moves into a new space in downtown Bemidji with the intent of developing a new performance space as well as refining their ability to build sets and create beautiful costuming for their community theater performances. They audition and rehearse for a family friendly musical that is performed next door at The Historic Chief Theater.

Common Ground #1206 “Bemidji Community Theatre – Part 2 of 2”

Bemidji Community Theater moves into a new space in downtown Bemidji with the intent of developing a new performance space as well as refining their ability to build sets and create beautiful costuming for their community theater performances. They audition and rehearse for a family friendly musical that is performed next door and The Historic Chief Theater. Part 2 of 2.

Common Ground #1207 “Fiber Artist and Fashion Designer Keila McCracken”

Fiber Artist and Fashion Designer Keila McCracken seeks a sustainable clothing paradigm; following fashion school with questions of environmental and human rights she brings an antique British loom "across the pond" to northern Minnesota, learns the mechanical loom's eccentricities, its many delicate operations & controls, then begins to produce beautiful, sustainable clothing. Filmed over 4 years in the Turtle River area.



Common Ground #1208 “TedXBemidji 2018 – Part 1 of 2”

Samantha Nienow, Tammy Schotzko and many others take us along as they bring the live-learning talks, made famous by the TED Talks web series, to downtown Bemidji. This independent production brings local experts in their areas, to a live audience, lending their insights and experience to a vast variety of topics. Follow the dedicated team’s process from the required TED research, to their call for presenter auditions, all the way to performance day at the Historic Chief Theater in downtown Bemidji, 2018. Part 1 of 2.

Common Ground #1209 “TedXBemidji 2018 – Part 2 of 2”

Samantha Nieinow, Tammy Schotzko and many others take us along as they bring the live-learning talks, made famous by the TED Talks web series, to downtown Bemidji. This independent production brings local experts in their areas, to a live audience, lending their insights and experience to a vast variety of topics. Follow the dedicated team’s process from the required TED research, to their call for presenter auditions, all the way to performance day at the Historic Chief Theater in downtown Bemidji, 2018. Part 2 of 2.

Common Ground #1210 “Wildflower Chocolate of Nisswa”

Kate Stumvoll shares her process making a customer favorite, chocolate agate caramels in her confectionery at Nisswa's Wildflower Chocolate. She shares not only the art but how her creations require an exact science.

Common Ground #1211 “Contra Dance Part 1”

Through Bemidji Contra Dance, Wendy Greenberg brings traditional Contra Dance musicians from around the region to Bemidji's Headwaters School of Music and the Arts for monthly workshops with local musicians. The local musicians learn Contra Dance tunes and styles to be able to play for this living traditional dance form. Later that evening, people come from all around to the Rail River Folk School in Bemidji to enjoy learning and dancing to Wendy’s calling and rousing live music.



Common Ground #1212 “Contra Dance Part 2” Through Bemidji Contra Dance, Wendy Greenberg brings traditional Contra Dance musicians from around the region to Bemidji's Headwaters School of Music and the Arts for monthly workshops with local musicians. The local musicians learn Contra Dance tunes and styles to be able to play for this living traditional dance form. Later that evening, people come from all around to the Rail River Folk School in Bemidji to enjoy learning and dancing to Wendy’s calling and rousing live music.



Common Ground #1213 “Clearbrook/Gonvick Giant Pumpkin Contest”

Jay Solberg of the Clearbrook/Gonvick area invites us into his pumpkin patch where he carefully grows an enormous pumpkin to compete with his peers and neighbors.

BACKROADS

Season Premiere: Thursday, January 28, 2021

Season 2400 episodes: 2401 – 2409

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. Due to COVID-19 restrictions and safety precautions, performances were closed to audiences but still recorded at the beautiful and authentic Rail River Folk School (RRFS) in Bemidji in November 2020.

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. This has become more important than ever to keep this connection to the arts alive, as many Minnesotans are unable to travel or socialize outside of their homes.

Distribution

Total number of broadcast hours: *Backroads*: 168 hours (from 158 airings on L-Prime and L-Plus; & 208 airings on L-MN)

Backroads #2401 “Gabriel Douglas”

Singer and songwriter Gabriel Douglas performs at the Rail River Folk School in Bemidji, MN.

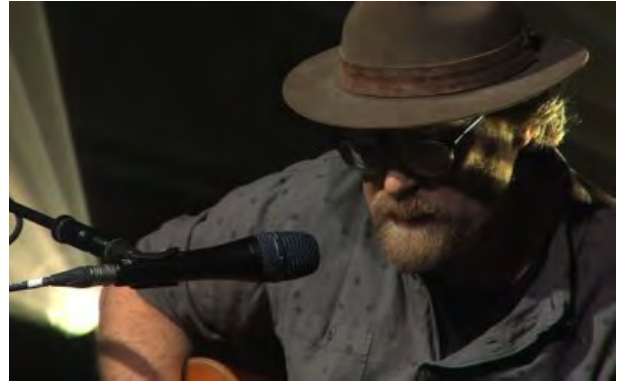
Backroads #2402 “Mudsong”

Mudsong meets one another at the intersection of funk, rock, jazz and soul. Our sound rides a bittersweet

edge where sorrow meets delight, day meets night, and the bass greets its saxophone. For the last decade, we've been wrapping original rhythm around enduring stories and calling the Northwoods home.



Mudsong performing at Rail River Folk School



David Stoddard performing at Rail River Folk School

Backroads #2403 “David Stoddard”

David Stoddard is a composer, songwriter, producer, educator, and music theory nerd based in Minnesota, USA. He's also a successful songwriter. He's a Kerrville New Folk winner, and has taken top writing honors at the Minnesota Folk Festival, the South Florida Folk Festival, and the Tucson Folk Festival. He tours throughout the US and Canada. He performs using piano, guitar, and accordion.

Backroads #2404 “Tate McLane & Corey Joslyn”

Tate McLane has been singing and playing his own brand of soulful American roots in the bars, coffee shops, and street corners of the upper Midwest for as long as he's known how. He's lived more than his share of life and you can hear it in every song. Musicians Tate McLane & Corey Joslyn perform live at the Rail River Folk School in Bemidji, MN.



Tate McLane & Corey Joslyn performing at RRFS



Christian Wheeler performing at RRFS

Backroads #2405 “Christian Wheeler”

Christian Wheeler loves music. Whether playing guitar in a pit orchestra, producing an indie album for the talented artists in his Minneapolis community, or performing live with his own original band, Wheeler finds himself completely immersed in the process. Being based in the Twin Cities area gives him the luxury to work with so many talented visual, video, and musical artists on a daily basis. Christian spends his days switching hats from being a singer-songwriter, producer-engineer, and gun for hire musician.

Backroads #2406 “Hannah Cooper”

While the exquisite voiced singer/songwriter has earned comparisons to Joni Mitchell, the intimate, soulfully crafted collection showcases deep jazz and swing sensibilities. At the heart of everything is her keen sense of storytelling, which commands rapt attention no matter what the musical atmosphere may be. Keeping honesty and heart on the tip of her pen, she has produced a body of work that remains truly and entirely unto itself.



Hannah Cooper performing at Rail River Folk School



The Brothers Burn Mountain performing at RRFs

Backroads #2407 “The Brothers Burn Mountain”

The Brothers Burn Mountain perform at the Rail River Folk School in Bemidji, MN.

Backroads #2408 “Boss Mama & The Jebberhooch”

Colleen (Boss Mama) Myhre has soul, and she pours it into every note. With complete control of her voice, Colleen takes listeners on an emotional ride from smooth country heartbreak to foot stomping Americana blues and beyond. Her songwriting ranges from honest emotion and earthly imagery to the raucousness of horses, strippers, and whiskey. Myhre is a folk-country-blues singer/songwriter grounded in passionate and sincere family values.



Backroads #2409 “Boss Mama & The Jebberhooch, Part 2”

Boss Mama & The Jebberhooch perform at the Rail River Folk School in Bemidji, MN.

MINNESOTA'S OLDEST RIFLE ARTIFACT

Broadcast Premiere/Digital Release: June 24, 2021

60-minute program

Description: Historian & writer Ray Nelson, (The Curious Flintlock Rifle Buttstock Relic of Lower Hay Lake), shares his research of Minnesota's oldest rifle artifact and its journey from Europe to fur-trade era Minnesota in this Lakeland PBS Special in partnership with the Crow Wing County Historical Society.



Distribution

Total number of broadcast hours: *Minnesota's Oldest Rifle Artifact*: four (4) hours (four airings on L-Prime & L-Plus)

IN FOCUS

Season Premiere: July 1, 2020

50 Segments

Description: Our Lakeland News broadcast continues to air *In Focus*, a weekly feature segment that highlights the subjects of art, history and cultural heritage throughout north central Minnesota.

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

Total number of broadcast hours: *In Focus*: 11.46 hours (From 250 airings of 50 separate segments on L-Prime & L-Plus)

07/03/2020: "Dance Classes with a Socially Distant Twist" – First City Dance Studio, Bemidji, MN

07/10/2020: "Local Artist Showcasing Animal Paintings at Crossing Arts Alliance" – Brainerd, MN

07/17/2020: "Youth Theatre Workshop Starts Monday at the Reif Center" – Grand Rapids, MN

07/24/2020: "Watermark Art Center Hosts First Virtual Art Class" – Bemidji, MN

07/31/2020: "Downtown Bemidji Displays Sculptures made by Local Artists" – Bemidji, MN

08/07/2020: "Bemidji Area Church Musicians Performing Recitals Online This Year" – Bemidji, MN

08/14/2020: "New Mural in Downtown Park Rapids" – Park Rapids, MN

08/21/2020: "Regional Cultural Center Presented with New Art Exhibit" – New York Mills, MN

08/28/2020: "Region 3 Arts Council Announces 'reZume' Collaboration" – Bemidji, MN

09/04/2020: "Bemidji Public Library Features New Mural from Local Artist" – Bemidji, MN

09/11/2020: "Crossing Arts Alliance Holding 8x8 Art Fundraiser Virtually This Year" – Brainerd, MN
 09/18/2020: "Crosslake Days Set for Year 34" – Crosslake, MN
 09/25/2020: "United Way of Bemidji Area Host Virtual Concert" – Bemidji, MN
 10/02/2020: "Gallery North Showcases Artists for First Friday" – Bemidji, MN
 10/09/2020: "Mosaic Installed at BSU's New Hagg-Sauer Hall" – Bemidji, MN
 10/16/2020: "BSU Presents Virtual Concert Featuring Chinook Woods Group" – Bemidji, MN
 10/23/2020: "Circle Science Spectacular Takes Stage at the Reif Center" – Grand Rapids, MN
 10/30/2020: "BSU Holds First In-Person Concert" – Bemidji, MN
 11/06/2020: "New Bemidji Art Exhibit Hopes to Show Visitors a Story" – Bemidji, MN
 11/13/2020: "BSU Music Professor Creates Edu. Videos Now Used in Over 50 Schools" – Bemidji, MN
 11/20/2020: "Brainerd Community Theatre Bringing Public 'Home for the Holidays'" – Brainerd, MN
 11/27/2020: "COVID-Safe Carolers Entertain Bemidji" – Bemidji, MN
 12/04/2020: "Grinch Steals No Joy from Brainerd Downton Window Walk" – Brainerd, MN
 12/11/2020: "Reif Center Presents George Maurer Group's Virtual Holiday Show" – Grand Rapids, MN
 12/18/2020: "Holiday Art Market Open at Watermark Art Center" – Bemidji, MN
 01/08/2021: "First City Dance Studio to Present Recorded 'Nutcracker' Show" – Bemidji, MN
 01/15/2021: "Central Lakes College to Offer Associate Degree in Music" – Brainerd, MN
 01/22/2021: "Second Harvest Hosts Virtual Chef Challenge in Place of Annual Gala" – Grand Rapids, MN
 01/29/2021: "Bemidji Symphony Orchestra Presenting 'Red Carpet Romance'" – Bemidji, MN
 02/05/2021: "Bemidji Woodcarvers Featured at Gallery North" – Bemidji, MN
 02/12/2021: "Baxter Balloon Project Inflating Smiles of Assisted Living Community" – Baxter, MN
 02/19/2021: "Work of Leech Lake Artist Featured at Watermark Art Center" – Bemidji, MN
 02/26/2021: "Lakes Area Music Festival Continues Winter Concert Series" – Brainerd, MN
 03/05/2021: "Purpose and Inspiration Displayed at Crossing Arts Alliance Exhibit" – Brainerd, MN
 03/12/2021: "'Peculiar Painter' in Walker Adds New Touches to Shop" – Walker, MN
 03/19/2021: "Bemidji Symphony Orchestra to Perform 'Conversations with Copland'" – Bemidji, MN
 03/26/2021: "Brainerd Community Theatre Presenting 'Talking With'" – Brainerd, MN
 04/02/2021: "Headwaters Music & Arts Letting Teens Jam with the Band" – Bemidji, MN
 04/09/2021: "CLC Nursing Club Collects Donations for Women's Center" – Brainerd, MN
 04/16/2021: "Oak Hills College Student Becomes Viral TikTok" – Bemidji, MN
 04/23/2021: "BSU Professor Creates Opera Film" – Bemidji, MN
 04/30/2021: "Aviation Days Are Back at Breezy Point" – Breezy Point, MN
 05/07/2021: "Brainerd Hosts First Annual Spring Fling" – Brainerd, MN
 05/14/2021: "Bagley Area Arts Collaborative Hosts Kurbits Painting Workshop" – Leonard, MN
 05/21/2021: "St. Francis Music Center Hosts First Concert in 2021" – Little Falls, MN
 05/28/2021: "Off the Rails Market Aims to Give Back to Brainerd Community" – Brainerd, MN
 06/04/2021: "Local Bemidji Band Debuts Show Inspired by the Cello" – Bemidji, MN
 06/11/2021: "Lakes Jam Music Festival Pre-Party" – Brainerd, MN
 06/18/2021: "Headwaters Music & Arts Tuning Up for Fiddle Camp" – Bemidji, MN
 06/25/2021: "Lakes Jam Music Festival Returns for 8th Year" – Brainerd, MN

PROFILES

Broadcast premiere: July 1, 2020

16 segments (:30 each)

Description: Content for these 30-second interstitial spots is drawn from topics or individuals that were already covered in Common Ground, Backroads series, or other various Legacy documentaries Lakeland PBS has produced. 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

Total number of hours broadcast: *Profiles*: 18.47 hours (from 2,216 airings on L-Prime & L-Plus)

Profiles #1201 – Duane Goodwin – Gallery Tour 1
Profiles #1202 – Duane Goodwin – Gallery Tour 2
Profiles #1203 – Duane Goodwin – Gallery Tour 3
Profiles #1204 – Duane Goodwin – Gallery Tour 4
Profiles #1205 – Duane Goodwin – Gallery Tour 5
Profiles #1206 – Duane Goodwin – Gallery Tour 6
Profiles #1207 – Duane Goodwin – Gallery Tour 7
Profiles #1208 – Duane Goodwin – Gallery Tour 8
Profiles #1209 – Duane Goodwin – Gallery Tour 9
Profiles #1210 – Duane Goodwin – Gallery Tour 10
Profiles #1211 – Duane Goodwin – Gallery Tour 11
Profiles #1212 – Duane Goodwin – Gallery Tour 12
Profiles #1213 – Duane Goodwin – Gallery Tour 13
Profiles #1214 – Duane Goodwin – Gallery Tour 14
Profiles #1215 – Duane Goodwin – Gallery Tour 15
Profiles #1216 – Duane Goodwin – Gallery Tour 16

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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	
Names of Legacy funded programs reporting July 1, 2020 through June 30, 2021	Common Ground: 13 half-hour episodes airing weekly. Backroads: 9 half-hour episodes airing weekly. Legacy Profiles: 16 thirty-second interstitials on arts, culture, & heritage. In Focus: 2 ½ to 3-minute feature news segment airing Friday nights. Minnesota's Oldest Rifle Artifact: 1 One-hour local historical documentary.
Cost of Production	See Cost of Production below
Number of stations broadcasting program	Three of LPTV's 6 total stations broadcast LPTV Legacy-funded programs. In addition, some LPTV Legacy programs are seen statewide on the Minnesota Channel.
Estimated viewership July 1, 2020 through June 30, 2021	While we don't have specific viewership data for our individual ACHF funded programs, 2013 Nielsen viewership data provided by CPB shows LPTV has an average of 95,288 weekly viewing households.
Hours available for web streaming July 1, 2020 through June 30, 2021	149.5
Education materials created and distribution July 1, 2020 through June 30, 2021	0

Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
Common Ground (13 x 30 min)	\$135,703

Backroads (9 x 30 min)	\$85,446
In Focus (50 segments)	\$53,217
Profiles (16 - 30 second spots)	\$13,304
Minnesota's Oldest Rifle Artifact (60 min)	\$26,608
Total	\$314,279

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 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>(13) Common Ground: A half-hour weekly arts, culture, & history short documentary series uncovering the gifted talents and unique skills of regional Minnesotans.</p> <p>(9) Backroads: A half-hour recorded music performance series highlighting local, less-known solo and group musicians from around the state.</p> <p>(16) Legacy Profiles: Condensed 30-second interstitials from Legacy-funded projects completed this fiscal period featuring snippets of arts, culture and history from around the region.</p> <p>(50) In Focus: 2 ½ to 3-minute feature news segment focused on arts, culture, and heritage stories airing weekly during our Friday night edition of Lakeland News at 10.</p> <p>(1) Minnesota's Oldest Rifle Artifact: A one-hour local historical documentary exploring the research that was made by a local archeologist on a rare artifact found in the Lower Hay Lake area.</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	We have a link posted on our home page at www.lptv.org that takes citizens to the LLC website where the details are posted about LPTV's use of Legacy funds
Amount, source and fiscal year of the appropriation	\$315,164 - ACHF Grant – SFY21
Amount and source of additional funds	Grant was underspent by \$885.
Duration of projects	Project activities took place between July 1, 2020 and June 30, 2021.
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	3.48
Direct expenses and admin cost	\$314,279
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
<i>Common Ground</i> (13 episodes) half-hour weekly arts, culture, & history short documentary series.	7/1/20 to 6/30/21	1.53	\$117,265	\$18,438	feedback from community and advisory board	Completion and broadcast of 13 episodes, number of participants featured, support for program, web hits, ranking in program preference poll	Featured artists and organizations gained exposure beyond their internal promotion efforts, leading to increased attendance at their events and sale of artwork.
<i>Backroads</i> (9 episodes) half-hour music performance	7/1/20 to 6/30/21	.90	\$74,600	\$10,846	“ “	Completion and broadcast of 9 episodes, number of participants featured, support	Featured musicians gained exposure beyond their internal and local promotional efforts.

series.						for program, web hits	
Lakeland News - In (50 segments) 2 ½ to 3 minute news feature.	7/1/20 to 6/30/21	.60	\$45,986	\$7,231	“ “	Completion and broadcast of 50 segments, number of participants featured, increased revenues for participants due to exposure, web hits	Increased awareness and attendance at art & cultural events that were featured.
Legacy Profiles (16) 30-second interstitials	7/1/20 to 6/30/21	.15	\$11,497	\$1,808	“ “	Increased awareness of our local productions to at home viewership through circulation of condensed video clips airing between on-air TV programming.	Featured artists gained exposure beyond their internal promotion efforts.
Minnesota's Oldest Rifle Artifact (1) One-hour local historical documentary	7/1/20 to 6/30/21	.30	\$22,993	\$3,615	“ “	Completion and broadcast of documentary, number of participants featured, web hits	Web hits & broadcast airings. Increased awareness of area history and archeology to viewers.

Lakeland PBS 2021 Board of Trustees

Ryan Welle, Board Chair, Bemidji, MN

Ryan serves as Vice President of Deposit Services at First National Bank in Bemidji. Ryan has worked in banking all of his adult life. Ryan also serves on several other boards around the region. His financial expertise is an asset that will help in the governance of Lakeland PBS.

Joe Breiter, Board Vice-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.

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.

Ann Marie Ward, Board Secretary, Bemidji, MN

Ann Marie serves as the Executive Director of the Minnesota Agriculture in the Classroom (MAITC) Foundation. Prior to her current role, she served as the 4H county extension agent for Beltrami County. She is also a former employee of Lakeland PBS where she served in several roles including on-air talent for many productions and also as our preschool education outreach coordinator. Ann Marie's passion for kids and public television, along with her experience and "get-it-done" attitude will serve Lakeland PBS well.

Steve Berry, 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.

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.

Laine Larson, Brainerd, MN

Laine serves as the Superintendent of Schools for the Brainerd School District. Laine's recent work to 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.

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.

Kim Williams, Bemidji, MN

Kim recently retired from serving as a special education supervisor at the Bemidji Regional Inter-district Council (BRIC). Kim is also a very active volunteer and loves being involved with various community youth programs. Kim's passion to serve children is very important considering Lakeland PBS' focus on children and education.

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.

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 nonprofit 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.

Lakeland PBS Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Common Ground (13 episodes) half-hour weekly arts, culture, & history short documentary program series.	Achieved proposed outcomes
Backroads (9 episodes) half-hour recorded music performance program series.	Achieved proposed outcomes
In Focus (50 segments) 2 ½ to 3 minute feature news stories on arts and culture.	Achieved proposed outcomes
Profiles (16) 30-second interstitials	Achieved proposed outcomes
Minnesota's Oldest Rifle Artifact (1) One-hour historical documentary	Achieved proposed outcomes

PIONEER PBS

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



Over the past year Legacy funding at Pioneer PBS has been used to fund hours of new content that lifts up the art, culture and history of Minnesota. In the process, we made connections and built relationships with dozens of artists, non-profit organizations, tribal communities, educational institutions and small businesses who benefit from the widespread dissemination of our programs. Pioneer PBS' flagship local program Postcards received two Regional Emmy® Awards issued by the Upper Midwest Chapter of The National Academy of Television Arts & Sciences on October 9, 2019 and were nominated for another 7.

“

The calls I've received have given me a sense of having accomplished something I never thought possible; actually, it was all of you that made me worthy of all the positives I've received. I must admit, I was somewhat skeptical about the idea because I didn't know any of you, nor your talents. I now realize your professionalism, film knowledge and editing abilities were completely wrong on my part. I particularly liked the way you incorporated the tape recordings I sent my parents and how well you choreographed the stories with film footage from the war; it was perfect. Far too often memories of war and its participants fall away and are forgotten ... this will forever keep mine alive. Bless you all.”

—Craig Tschetter

AREAS OF IMPACT

PIONEER PBS LIFTS UP THE HISTORY OF THE CIVIL RIGHTS MOVEMENT WITH A STORY ABOUT FOOD

A *Postcards* story produced in FY 2021 “The New Melting Pot of America” received an Upper Midwest Regional Emmy Award. The story profiles culinary Artists Mateo Mackbee and Erin Lucas and how they establish their restaurant *Krewe*. They share the story of Mackbee’s Mother, a civil rights activist, and their dedication to using the restaurant, bakery and farm to promote diversity and to teach about food.

VIETNAM VETERAN STORIES RESONATE WITH THOSE SUFFERING FROM PTSD

Pioneer PBS continued to conduct interviews with Vietnam veterans that had an impact in helping veterans to reach out for help in their struggles with PTSD. Stories about veterans David Hansen and Craig Tschetter were some of our most widely watched and shared videos we produced in Fiscal Year 2021, garnering more than 20,000 views on Youtube and Facebook platforms.

PIONEER PBS COMBATS PANDEMIC ISOLATION WITH “STAYCATION” ENTERTAINMENT AND INFORMATION

In the Legacy-funded *LANDMARKS: Classic Car Road Trip* which aired in FY 2021, Minnesota photographer and storyteller Doug Ohmann and Pioneer PBS Production Director Timothy Hale Bakken traveled through more than 15 communities in two days with a classic 1968 Ford Mustang convertible. *LANDMARKS: Classic Fall Colors Road Trip* also aired in FY 2021 and took viewers into the heart of north central Minnesota to see iconic landmarks that can be enjoyed from the road.

PIONEER PBS | GRANITE FALLS, MN

Pioneer PBS has created a wealth of programming through Legacy funding that's been highly successful by ways of developing innovative storytelling methods for local history, creating engaging educational guides that meet state standards, promoting the cultural diversity of Minnesota and building strong relationships with community leaders and organizations.

POSTCARDS

"Being a part of Postcards has been one of the best experiences of my career. The level of professionalism and quality in each episode makes me feel very fortunate to have written music for the show. Dana and the whole crew were phenomenal every step of the way. From the filming, to editing, to the whole creative process, they never miss a beat. I very much look forward to working with Postcards in the future." Austin Carson, Minneapolis, MN

Premiere Date: January 28, 2021

13 Episodes



Postcards captures the lives of many local artists and relives the cultural history of our viewing area. *Postcards* not only educates and informs viewers about our region and the gifted individuals who call this region home, but it also gives these individuals the opportunity to increase their exposure.



POSTCARDS SEASON 12

1201: Thursday, January 28 at 7 p.m.

Toy Tractors, Abstract Painter and Singer Songwriter

Build original toy tractors with Wesley Thompson of Montevideo, experience splattering paint with artist Ty Kotlowski of Granite Falls and listen to beautiful original music written by student singer/songwriter Ava Hanson of New London.

1202: Thursday, February 4 at 7 p.m.

Mushrooms, Light Sculpture and Woodworker

Forage for wild mushrooms and then turn them into art with Nicole Zempel of Granite Falls, watch as Madison's first public art installation, Biome, lights up the town, and see the natural beauty of wooden crafts with woodworker Dean Johnson of Sunburg.

1203: Thursday, February 11 at 7 p.m.

Horse Riders, Family Bakers and Tattoo Artist

Ride the course with Dakota Wicohan's student horse group, learn about family cooking and baking traditions with the Tuckett family of Madison, and witness the age old art of tattooing with artist Benny Bonnema



1204: Thursday, February 18 at 7 p.m.

Staples Opera House, Metalsmith and Commercial Fishing History

Visit the Staples Opera House for architectural history, learn about ancient jewelry traditions from around the world from metalsmith and art historian Laura Marsolek, listen to the history of commercial fishing come to life with tales from Curt Piechowski & Terry Miller of Browns Valley.

1205: Thursday, February 25 at 7 p.m.

Strawberries, Fish Paintings and Luthier

Learn about growing strawberries in our region with the Brouwer family of Raymond, take in the colorful Nordic and fish inspired paintings of artist Doug Peterson of Dawson, create beautiful string instruments with luthier Arnie Anderson of Brainerd

1206: Thursday, March 18 at 7 p.m.

Cajun Chef and Thai Chef

Learn about New Orleans style cooking and civil rights history with the Mackbee family of St. Joseph. Create Thai spring rolls with Thai Chef Phaeth Worden.

1207: Thursday, March 25 at 7 p.m.

Musician, North House Folk School, Violinist

Listen to the smooth rock and hypnotizing vocals of Minneapolis artist and musician Taylor Seaberg. Visit North House Folk School in Grand Marais and meet student violinist Ashley Guse.

1208: Thursday, April 1 at 7 p.m.

Tuscaloosa

Explore behind the scenes of the locally made film, Tuscaloosa.



1209: Thursday, April 8 at 7 p.m.

Vietnam Author Craig Tschetter

Learn about the true life stories that inspired the book *Fifteen Minutes Ago: A Vietnam War Memoir* by Craig Tschetter.

1210: Thursday, April 15 at 7 p.m.

Filmmaker and Legendary Broadcast Journalist

Hear stories from Joe Carlini and his mother Jodi Ritacca Carlini about the news and film industries in Minnesota.

1211: Thursday, April 22 at 7 p.m.

Vietnam Story with Dave Hanson

Learn about the Vietnam War and the ongoing struggle with PTSD.

1212: Thursday, April 29 at 7 p.m.

Karen Immigration Storytelling

Hear about the courageous journeys of Karen refugees in their plight to make it to safety.

1213: Thursday, May 6 at 7 p.m.

Lac qui Parle State and County Parks

Learn about the history of Lac qui Parle State and County Parks.





LANDMARKS - Classic Car Road Trip - Broadcast - November 27, 2020

Ride along with Minnesota photographer and storyteller Doug Ohman in a classic 1968 Ford Mustang convertible as he discovers some sites and landmarks in the Pioneer PBS viewing area.



LANDMARKS - Classic Fall Colors Road Trip - Broadcast - February 22, 2021

Join Host Doug Ohman in a classic 1968 Ford Mustang convertible for an adventure to north central Minnesota during the season of autumn.



BILL STRUSINSKI INTERVIEW - Care Under Fire

Description -- Host Barry Anderson talks to author Bill Strusinski about his experiences as a combat medic in the Vietnam War and his book, *Care Under Fire*.

Broadcast:

May 30, 2021 - 18:30

May 31, 2021- 11:30

June 3, 2021 - 21:00



The Heritage and Sustainable Garden | Prairie Yard & Garden

Premiered Mar 18, 2021

Teresa Peterson of rural Belview talks about the rich Native American gardening heritage and traditions she uses to educate the next generation of Native people.

COMMUNITY ENGAGEMENT

Pioneer PBS devises new ways to bring people together through legacy-funded content



Pioneer PBS organized a successful online screening and discussion event for the Legacy-funded *The Horse Relative* documentary on Thursday, October 22, 2020. More than 85 people attended the virtual screening event. After watching the film, participants were moved into virtual small groups with facilitators to take part in discussions with panel members James Star Comes Out (featured artist and co-producer), Eileen O'Keefe (executive director of Dakota Wicohan) Dana Conroy (senior producer with Pioneer PBS) and Ashley Pourier (curator of The Heritage Center at Red Cloud).

The event helped establish a template for more virtual screening events going forward. Since this first event seven other events have been produced, each with increasing sophistication and audience participation.

DISTRIBUTION

Pioneer's three stations (KWCM-Appleton, KSMN-Worthington, and K-08-Fergus Falls) broadcast all these programs on our high definition channel. *Prairie Yard and Garden* episodes also aired on the Pioneer Create channel. We also have web distribution on Pioneer On Demand, YouTube, and Facebook.

IMPACT STORIES

PIONEER PBS Lifts up the stories of the Karen People

“Working with the PBS pioneer crew with Dana has given me a perspective of what goes into making a documentary. As a first-generation Karen in the United States, being a part of a project about the Karen people has helped me reconnect to my cultural background and history. It was nice to hear the first account of my elders who have gone through such tremendous journeys, especially people whose stories I never heard of despite knowing them for years. Their testimonies have helped me expand my knowledge of what has happened and what is happening with my people. Not only that, this documentary has been a great source for people who live in my community who wanted to know more about the Karen people. I am grateful that I could have partaken in a project that has educated people more about who the Karen people are as they are not well known in my community. Through this it has also sparked a sense of curiosity in me to want to know more about my Karen people.

In addition, being a part of this documentary has also inspired me to want to know more about filmmaking. As I do my part on the translation I find it so intriguing of the different variety of works like filming and editing that goes into making a final product of a documentary. Through this experience I’ve also realized the importance of filmmaking as it captures and preserves testimonies for other people to witness and understand. I think it is a great source to look back at for people and myself to understand Karen people history and struggles. Being a part of this documentary with Dana has given me a sense of confidence in my translation and has been a great learning experience that I will never forget.”

-T.T.W. (the student who will soon be a filmmaker in her own right-pictured below)



Pioneer PBS helps me to understand other cultures, makes me sensitive to new ideas and creates new interests. (Viewer from Sacred Heart)

Pioneer PBS helps us see both sides of the situation with empathy. (Viewer from Alexandria)

We watch Pioneer PBS because the programs are interesting to us and not available on other channels. (Viewer from Murdock)

Pioneer PBS has been a positive influence. (Viewer from Madison)

I enjoy all the regional arts, culture and history I discover by watching Pioneer PBS. It truly enriches my life. (Viewer from Pioneer's viewing area)

I have learned that Southwest Minnesota is not nearly as homogenous as it looks!! (Viewer from Pioneer's viewing area)

Pioneer PBS is a champion and communicator for the way of life in the small towns and farming communities of our state. (Viewer from Pioneer's viewing area)

Pioneer PBS lifts up the history of the Civil Rights Movement with a story about food



A *Postcards* story produced in FY 2021 “The New Melting Pot of America” received a regional Emmy® award from the Upper Midwest Chapter of The National Academy of Television Arts & Sciences.

The story profiles culinary Artists Mateo Mackbee and Erin Lucas and their extensive backstory about how they decided to establish their destination restaurant *Krewe* in St. Joseph. They share the story of Mackbee's Mother, a civil rights activist and how they are dedicated to using their restaurant, bakery and farm to promote diversity and teach children and the larger community about food.

Erin Lucas, Mary and Mateo Mackbee



“We appreciate the variety of programs of all rural area interests including farming, hunting, gardening, etc. Local events and people’s accomplishments. Nice to see our area, not just big cities.” (Viewer from Zimmerman, Minnesota)

Pioneer PBS was a lifesaver during the pandemic. I’m learning about Pioneer PBS and appreciating you more and more. (Viewer from Alexandria)

Pioneer PBS has made our family more aware of Minnesota. (Viewer from Hendricks)

Vietnam Veteran stories resonate with those suffering from PTSD

“The calls I’ve received have given me a sense of having accomplished something I never thought possible; actually, it was all of you that made me worthy of all the positives I’ve received. I must admit, I was somewhat skeptical about the idea because I didn’t know any of you, nor your talents. I now realize your professionalism, film knowledge and editing abilities were completely wrong on my part. I particularly liked the way you incorporated the tape recordings I sent my parents and how well you choreographed the stories with film footage from the war; it was perfect. Far too often memories of war and its participants fall away and are forgotten ... this will forever keep mine alive. Bless you all.”

- Craig Tschetter



Pioneer PBS continued to conduct interviews with Vietnam veterans that had an impact in helping veterans to reach out for help in their struggles with PTSD. Stories about veterans David Hansen and Craig Tschetter were some of our most widely watched and shared videos we produced in Fiscal Year 2021, garnering more than 20,000 views on Youtube and Facebook platforms.

Dave Hansen wanted to become an art teacher but found himself stationed in Vietnam operating radar detection equipment for night ambush teams. In the video Hansen shared memories of his intense experiences during the Vietnam War recalling years of flashbacks, nightmares and suicide attempts. After receiving help from the Veterans Administration, Hansen wanted to share his story through Pioneer PBS with the hope that it would help other veterans.

In 1967, Craig Tschetter enlisted in the United States Marine Corps at 18, served 20 months as a combat radio operator in Vietnam and completed his military service as a drill instructor in San Diego. After his honorable discharge, he returned home to study and launched a 34-year career in the funeral service industry. In 2017 Tschetter published a book about his experiences and his subsequent struggle with PTSD. The Pioneer PBS Postcards team took Tschetter's retelling of stories from his book *Fifteen Minutes Ago: A Vietnam War Memoir* to create a deeply moving and unforgettable portrait of his life and lessons learned.



Pioneer PBS also produced a broadcast of a special interview with author Bill Strusinski about his book *Care Under Fire* which details his experiences as a combat medic in the Vietnam War. Your Legislators host Judge Barry Anderson interviewed Strusinski about his days as a teenager entering the chaos and danger of the war, his development as an individual and his path to a fuller life. Today Strusinski is a highly distinguished senior lobbyist at the Minnesota State Capitol with more than 40 years of lobbying experience.

Many veterans reached out to Pioneer PBS to thank us for these stories.



“Craig was a marvelous subject -- so clear and forthright. But the way you interviewed him -- the camera angles with the trees blowing in the windows of the Madison City Hall behind him was a master stroke. The editing of all that footage together with the audio recordings and the letters -- was really top notch and Emmy worthy.

A friend sent me a link to YouTube, Vietnam Veterans. When I went on the site, one of the posts I noted was Postcards. When I went on that, there was my video. I watched it and was in tears and shaking. I am so thankful I got the help I needed. Thank you and your crew for the great editing and portrayal of my story. You guys did a wonderful job. I am blown away. Thank you. Dave

I’m looking forward to coming back this weekend on Saturday for my class reunion and the parade for the 150th. Wow.” –Dave Hanson



Pioneer PBS has a long track record of helping veterans connect and share their untold stories and experiences. Stories we helped to tell this past year about the USS Enterprise disaster during the Vietnam War and of WWII vets Carlyle Larsen and Robert Millsap were widely viewed on our Pioneer PBS HD broadcast platform; extensively shared and engaged with on our social media platforms and nominated for Upper Midwest Emmys.





For over eight years I have worked as a financial counselor with active duty service members in the U.S. Army. Frequently, I observe the traumas of war. Their sacrifice and that of their families is significant. Thank you again for publicly acknowledging, in such a very well done piece, the traumas of these three men on the USS Enterprise during that time. It helps more than you can know. (Jan (Jerpseth) Chapman)

Pioneer PBS combats pandemic isolation with staycation entertainment and information

In the Legacy-funded ***LANDMARKS: Classic Car Road Trip*** which aired in FY 2021, Minnesota photographer and storyteller Doug Ohmann and Pioneer PBS Production Director Timothy Hale Bakken traveled through more than 15 communities in two days with a classic 1968 Ford Mustang convertible.

LANDMARKS: Classic Fall Colors Road Trip which also aired in FY 2021 the program took viewers into the heart of north central Minnesota to see iconic Minnesota landmarks that can be enjoyed from the road. Ohman and Bakken traveled through more than 30 communities in four days. Ohman shared fun stories and interesting history including a visit to Judy Garland's girlhood home, the legend of Paul Bunyan and St. Urho. The trip includes a walk across the rocks at the headwaters of the Mississippi River and other fun surprises along the way.

It provides a sense of self pride and of community pride. The arts are vibrant in rural places and, as someone newish to southwest Minnesota, I didn't know that — that's not always the narrative people hear about rural communities. Hearing about the positive aspects of communities helps us all be better neighbors. (Viewer from Pioneer's viewing area)

Pioneer PBS was a life saver during the pandemic. I'm learning about Pioneer PBS and appreciating you more and more. (Viewer from Alexandria)

Pioneer PBS has made our family more aware of Minnesota. (Viewer from Hendricks)

We appreciate the educational shows and I don't have to worry about my children watching any inappropriate content on your channels. (Viewer from Olivia)

Pioneer PBS is a great learning station: I am 80+ years old and I must keep learning! (Viewer from Alexandria, Minnesota.)

We appreciate the variety, the teaching tools and great entertainment. Thank you for providing us with a platform for multi-generational family viewing...the seed is planted and continues to grow. (Viewer from Windom, Minnesota)

Pioneer PBS highlights greater Minnesota. (Viewer from Franklin, Minnesota)

I appreciate the ability to travel without leaving home. (Viewer from Redwood Falls, Minnesota)

We appreciate the variety of programs of all rural area interests including farming, hunting, gardening, etc. Local events and people's accomplishments. Nice to see our area, not just big cities. (Viewer from Zimmerman, Minnesota)

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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	
Names of Legacy funded programs reporting July 1, 2020 through June 30, 2021	<i>Postcards</i> : 13 half-hour episodes <i>Prairie Yard and Garden</i> : 1 half-hour episode within a longer series <i>Landmarks: Classic Car Road Trip</i> a one-hour history special <i>Landmarks: Classic Fall Colors Road Trip</i> a one-hour history special <i>Bill Strusinski: Care Under Fire</i> : 30 minute special with the full interview available online (42 minutes) https://www.pioneer.org/specials/bill-strusinski-care-under-fire/
Cost of Production	See Cost of Production below
Number of stations broadcasting program	Pioneer's three stations (KWCM-Appleton, KSMN-Worthington, and K08-Fergus Falls) broadcast all programs on our high definition channel. <i>Prairie Yard and Garden</i> episodes also air on Pioneer's Create Channel
Estimated viewership July 1, 2020 through June 30, 2021	Pioneer is available to more than 1.2 million viewers.
Hours available for web streaming July 1, 2020 through June 30, 2021	9.5 hours of new ACHF content were added in the past year. (Streaming content from previous years remain available online at www.pioneer.org)
Education materials created and distribution July 1, 2020 through June 30, 2021	1

Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
Pioneer ACHF Series Production (<i>Postcards</i> and select episode of <i>Prairie Yard and Garden</i>)	\$202,628.07
Pioneer ACHF Specials and Music Production. (2 <i>Landmarks</i> specials and <i>Care Under Fire</i>)	\$101,314.03
Total	\$303,942.10

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 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>Pioneer ACHF Series Production: Production and distribution of 13 half-hour episodes of <i>Postcards</i> program with repeat broadcasts, with acquisition from University of Minnesota Morris of special arts, history or cultural heritage segment content within this series and within an episode of the <i>Prairie Yard</i> and <i>Garden</i> series.</p> <p>Pioneer ACHF Specials and Music Production: Production and distribution of 2 <i>Landmarks</i>, one-hour specials about historic structures and the people in rural Minnesota.</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	\$362,862.20 ACHF Grant Appropriation SFY-21
Amount and source of additional funds	\$159,793.56 Margaret A. Cargill Philanthropies
Duration of projects	Project activities occurred from July 1, 2019 to June 30, 2020
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	4.5
Direct expenses and admin cost	\$267,469.05 and \$36,473.05
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Pioneer ACHF Series Production: Production and distribution of 13 half-hour episodes of <i>Postcards</i> program with repeat broadcasts, and a special episode of the <i>Prairie Yard and Garden</i> series.	7/1/20-6/30/21	3.0	178,312.70	24,315.37	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 <i>Postcards</i> series; on-time completion of ACHF content within the <i>Prairie Yard and Garden</i> 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.
Pioneer ACHF Specials: Production and distribution of <i>Landmarks</i> , two one-hour specials about historic structures in rural Minnesota. Planning work for future automobile history documentary.	7/1/20-6/30/21	1.5	89,156.35	12,157.68	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 2021 Board of Trustees

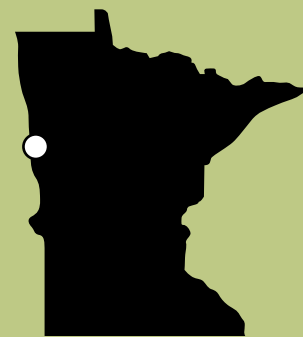
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PIONEER PBS Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Postcards	Achieved proposed outcomes
Special Projects	Achieved proposed outcomes

PRAIRIE PUBLIC

Est. 1964 • prairiepublic.org • Moorhead & Crookston, MN



Legacy-funding supports Prairie Public's continuous efforts of bringing the people, history and culture of northwest Minnesota to a platform for discussion and examination. It is our privilege to educate and inspire communities with programs like *Prairie Mosaic* and *Prairie Pulse* and we do not take it for granted. Our focus is to produce and deliver truthful and honest programming. In this process, we find ourselves learning and growing with our subjects and viewers. The foundation that Legacy-funding has provided will live on for years to come and the effects are priceless.

“

*Absolutely beautiful work! I love the continuing and evolving history in your work.
It honors the tradition and touches the future.”*

–Christy York (YouTube)

AREAS OF IMPACT

WOMEN IN HISTORY

Celebrating the 100th Anniversary of the Women's Suffrage Movement was monumental. However Minnesota was fortunate to have trailblazers like Dr. Emma Ogden, Emma Combacker and Mary Lewis to make positive advancements within the state.

NATIVE AMERICAN CULTURE

Prairie Public tells the story of how wild rice has sustained the White Earth Reservation for thousands of years and the history of traditional beadwork of the Woodland Tribes in Becker County, Minnesota. Pride and passion are among the strong emotions that are represented in these cultural reflections.

WOMEN IN THE ARTS

Alcohol ink, ceramics, painting, and mosaics are among the many art forms Prairie Public featured throughout the communities of Ada, Glyndon and Dilworth, Minnesota. The gifted women demonstrated their talents with grace and encouragement for others to follow their dreams without hesitation.

PRAIRIE PUBLIC | MOORHEAD & CROOKSTON

PRAIRIE MOSAIC

Start of Season: October 29, 2020

Episodes: 8 new - 30 min. each

Distribution: Broadcast, web, social media, PBS Video App, YouTube.

Description: *Prairie Mosaic* combines stories on the arts, culture, music, and history of Northwest Minnesota with a goal of introducing viewers to new experiences and enhancing their knowledge of Minnesota. Past episodes are repeated weekly, utilizing social media outlets, including Facebook and Instagram, to provide promotional material and highlights from each episode. *Pictured right: Alcohol Artist Mandy Groom, Glyndon, MN*



1874 National American Women's Suffrage Association

Impact:

Our intent is to create an awareness of the diversity of cultures, talents and opportunities for individuals and families within their own communities. By connecting with historical societies, museums, universities, artists, libraries and other organizations throughout the region, we can use *Prairie Mosaic* to share messages of creativity, social awareness, and historical relevance to the place we call home.

PRAIRIE MOSAIC EPISODES:

- Prairie Mosaic 1201 October 29, 2020 8PM; Painter Kim Jore, Moorhead, MN; Fort St. Charles, Lake of the Woods County, MN; In The Chips Woodcarvers Larry Longtine and Barry Kutzer, Moorhead, MN; Musicians Chris Koza and Jourdan Myers, Minneapolis, MN.
- Prairie Mosaic 1202 November 19, 2020 8PM; Potter Jim Ulmer, Frazee, MN; Scandinavian artist Pieper Fleck Bloomquist, Grand Forks, MN; Flag Island Lighthouse, Lake of the Woods County, MN.
- Prairie Mosaic 1203 January 28, 2021 8PM; Artist Elizabeth Rockstad, Ada, MN; 100th Anniversary Women's Suffrage Movement, Clay County History Museum, Moorhead, MN; Explorer Joe Laurin, Northwest Angle, MN; Vistas band, Moorhead, MN.
- Prairie Mosaic 1204 February 25, 2021 8PM; Wild Rice



harvest, White Earth Reservation, MN; Artist Ber Vasquez, Dilworth, MN; Alcohol Ink Artist Mandy Groom, Glyndon, MN; Musician Dan Israel, St. Louis Park, MN.

“Very inspirational video! Beautiful paintings!”-Viveca Lammers (YouTube)

- Prairie Mosaic 1205 March 25, 2021 8PM; Sugar beet industry history, Crookston, MN; MN State Park Superintendent Mary Gibbs, Photo exhibit, Ken Mendez, Crookston, MN; Reina del Cid band, Minneapolis, MN.
- Prairie Mosaic 1206 April 29, 2021 8PM; Red River Valley Sugar Beet Museum, Crookston, MN; University of North Dakota costume designer Camilla Morrison, Grand Forks, MN; Bhutanese musicians Damber Subba and Punya Ghimirey, Fargo, ND; Musician Robb Justice, Nelson, MN.
- Prairie Mosaic 1207 May 27, 2021 8PM; Native American Digital Artist Bill Brien, Bismarck, ND; Poetry Out Loud winner Kylie Howatt, Northern Cass High School; Woodland Native American Tribes artifacts, Becker County, MN; Hardanger fiddle group Fargo Spelemannslag, Fargo, ND and Moorhead, MN.
- Prairie Mosaic 1208 June 24, 2021 8PM; Filmmaker Raymond Rea, Moorhead, MN; Native American and Metis Metal sculptor Bennett Brien, Belcourt, ND; Historic Lewis Hotel, Detroit Lakes, MN; Nepali Musicians Damber Subba and Punya Ghimirey, Fargo, ND.

ARTIST PHOTOS ABOVE:

Scandinavian folk artist Piper Fleck Bloomquist, Grand Forks, ND
Multi-media artist Ber Vasquez, Dilworth, MN



PRAIRIE MUSICIANS

Start of Season: June 17, 2020

Episodes: 8 new - 30 min. each

Distribution: Broadcast, web, social media, PBS Video App, YouTube.

Description: The *Prairie Musicians* series has developed into an eclectic mix of local and regional talent. The programs are recorded in a television studio environment, but the energy, personality, and talent of the artists always shine through. This season was met with persistent challenges related to Covid-19 restrictions. The concern of having bands with multiple members and possible brass and woodwind instruments was not within our comfortable levels. We choose to feature only solo musicians for this season, prioritizing social distancing when possible. The recording schedule was shifted back into the last two weeks of April 2021. The musicians are always humbled to be part of such a high quality production and appreciate exposure of their music to a global audience.



“Very high quality production - well done! Thank you!” - YouTube commenter

Impact: We were fortunate to collaborate with a gaelic harp performer and educator who presented an educational module on the history, mythology, playing technique and various styles of the gaelic harp, in addition to performing a full *Prairie Musicians* episode of traditional Irish harp music. The content is valuable to audiences of all ages, but directly beneficial to music teachers who are limited in school funding for the arts and distance learning families. The idea of introducing new music styles or musicians to our audience is impactful to everyone involved.

Caption: guitarist above-Hailey James, Cottage Grove, MN

PRAIRIE MUSICIANS EPISODES:

- 1301- ELSKA, Minneapolis, MN June 17, 2021 9PM, Indie-pop.
- 1302-Jeff James, Minneapolis, MN June 24, 2021, 9PM, Country, blues, gospel.
- 1303-Thomas Anderson, Binford, ND July 1, 2021, 9PM, International, classical guitar.
- 1304-Hailey James, Cottage Grove, MN, July 8, 2021 9PM, Country western.
- 1305-Abraham Tabares Jr., Moorhead, MN, July 15, 9PM, Blues, pop, classic rock.
- 1306-Andrew McFarlane, Moorhead, MN, July 22, 2021 9PM, Jazz, blues.
- 1307-Tyler Herwig, Eden Prairie, MN, July 29, 2021, Jazz, pop.
- 1308-Ann Heymann, Winthrop, MN, August 5, 2021, Gaelic harp.



Ann Heymann, Winthrop, MN

EDUCATION MODULES

Prairie Public's dedication to unity within communities is focused on sharing stories on the history and culture of Minnesota's diverse populations. Two features on Native American practices are examples of opportunities to learn about each other.

- **Longtime activist and environmentalist Winona LaDuke guided us through the process of harvesting wild rice and shared its meaning to the people of the White Earth Reservation. A ricer her entire life, LaDuke shared how and why this process has sustained its people for thousands of years.**
- **Beadwork of the Woodland Tribes of Becker County, MN was a feature that highlighted the beauty, practicality and preservation of Native American artifacts including pouches, purses, and moccasins. As a culture, their strong connection to the land was defined in the patterns they presented in their beadwork.**



Woodlands Tribes baby moccasins, Becker County History Museum, Detroit Lakes, MN

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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 (2022 date TBD) 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, 2020 through June 30, 2021	-4 Arts, Cultural Features as part of "Prairie Mosaic" series -3 Education Modules -8 Music performance programs as part of "Prairie Musicians" series -4 History features as part of "Prairie Mosaic" series -Broadcast over 500 hours of lifelong long learning programming -Provide free educational resources to teachers and families
Cost of Production	See Cost of Production below
Number of stations broadcasting program	3
Estimated viewership July 1, 2020 through June 30, 2021	464,000
Hours available for web streaming July 1, 2020 through June 30, 2021	209

Education materials created and distribution July 1, 2020 through June 30, 2021	262
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Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
#1: Media Production - Arts and Cultural	\$115,226.42
#2: Media Production – Historical	\$77,069.90
#3: Educational Services	\$104,350.10
Total	\$296,646.42

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 (DATE in 2022 TBD) 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>-4 Arts, Cultural features as part of "<i>Prairie Mosaic</i>" series: Ber Vasques, multi-media art, Dilworth, MN; Mandy Groom, alcohol ink art, Glyndon, MN; Elizabeth Rockstad, mosaic art, Ada, MN; Ray Rea, filmmaker, Moorhead, MN.</p> <p>-3 Education Modules including two History-based on Native American beadwork of the Woodlands Tribes of Minnesota and Women's Suffrage Movement Anniversary; and one Music-based on the history, origin, styles and technique of the Gaelic harp.</p> <p>-8 Music performance programs as part of "<i>Prairie Musicians</i>" series: Tyler Herwig, Eden Prairie, MN; Ann Heymann, Winthrop, MN; Elsa Lee, Minneapolis, MN; Jeff James, Minneapolis, MN; Thomas Anderson, Binford, ND; Andrew McFarlane, Moorhead, MN; Abraham Tabares, Moorhead, MN; Hailey James, St. Paul, MN.</p> <p>-4 History features as part of "<i>Prairie Mosaic</i>" series: harvesting wild rice, White Earth Reservation, MN; Detroit Lakes 150th Anniversary, Detroit Lakes, MN; Dr. Emma Ogden, first practicing female physician in Minnesota; Emma Combacker, first female pharmacist in Becker County, MN.</p> <p>-Education: A. In the fiscal year ending 6/30/21, Prairie Public provided "no fee" educational services to Minnesota K-12 schools in our coverage area. In our region, there are approximately 100 Minnesota schools with over 70,000 students who are able to access Prairie Public's Education Services in a number of ways. This includes providing video resources for teachers and students and professional development for educators. B. We anticipated supporting two (2) regional in-service workshop events for teachers and other education professionals who provided training and resources incorporating arts, culture and history into lessons and curricula. However, as a result of the pandemic, Prairie Public Education Services staff was unable to participate with over 500 Minnesota teachers in the workshop events, typically held in</p>

	<p>Fergus Falls and Thief River Falls. Instead, Education Services was able to sponsor an in-person workshop at the station for educators who are members of our very first Youth Media Cohort. We involved partners from PBS NewsHour Student Reporting Lab in person for the presentation, and a staff member from KQED Youth Media presented and interacted virtually. Participating educators are or will be using youth media to empower students to create media of their own which Prairie Public can share out through our networks. The Youth Media Cohort will meet monthly during the 2021-22 school year. C. Prairie Public Education Services intended to present one family learning event in Moorhead this year, again postponed due to the pandemic. However, Prairie Public Education staff made renewed efforts to provide digital content for families, educators and children via PBS LearningMedia and through the website. 1C. 500+ educators had access to Prairie Public educational resources, professional development and documentary productions.. After the pandemic closed schools in our region Prairie Public Education Services' and station colleagues in television and communications prepared curated resources for at-home learning for students of all ages. In addition, Prairie Public Education Services provided planning kits and teaching tips, as well as resources for using the special programming featured daily on World Channel. PBS LearningMedia analytics indicate significant increases in access during the peak months of at-home learning throughout FY 2021. We broadcast over 500 hours of programming across all project titles; including premiers and encore broadcasts of legacy produced programming as well as other on-air representations, and from these shows and additional material available from the Prairie Public library of programs to combine into a block of programs: "Lifelong Educational Investment in the Arts". Schedules and suggestions for educational programming are available on the Prairie Public website and referenced in all communications with educators.</p>
Recipient phone number	701-241-6900
Names of board members	See below
Recipient email address	jgast@prairiepublic.org
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	www.mptalegacymedia.org
Amount, source and fiscal year of the appropriation	\$296,646.42
Amount and source of additional funds	none
Duration of projects	July 1, 2020-June 30, 2021
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
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
1-A. Media Production-Arts and Cultural "Prairie Mosaic" 8 monthly episodes	7-1-20 - 6-30-21	1	\$296,646.42	0	Viewer survey to assess program impact and relatability; meetings with Prairie Public community advisory board to measure level of inclusivity; tracking on-line viewing activity, comments, analytics related to viewer habits, interests, and demographics.	8 new episodes of "Prairie Mosaic" including 4 features on arts and cultural topics. 8 new episodes of "Prairie Musicians".	Viewers were introduced to new forms of art and music, unconventional film productions, and artists who moved to Minnesota from other countries. Number of unique views: 30,071 (lifetime total) Average time on page: 01:45 minutes Bounce rate: 45% Facebook followers: 11,597 Twitter followers: 3,586
1-B. Media Production-Historical "Prairie Mosaic" 8 monthly episodes	7-1-20 - 6-30-21	1	same as above	0	Viewer survey to assess program impact and relatability; meetings with Prairie Public community advisory board to measure level of inclusivity; tracking on-line viewing activity, comments, analytics related to viewer habits, interests, and demographics.	8 new episodes of "Prairie Mosaic" including 4 features on historical topics.	Inspired viewers to learn more about northwest MN history, increased visits to local museums. Number of unique views: 30,071 (lifetime total) Average time on page: 01:45 minutes Bounce rate: 45% Facebook followers: 11,597 Twitter followers: 3,586
1-C. Education Modules "Prairie Mosaic" 8 monthly episodes	7-1-20 - 6-30-21		same as above	0	Viewer survey to assess program impact and relatability; meetings with Prairie Public community advisory board to measure level of inclusivity; tracking on-line	8 new episodes of "Prairie Mosaic" including 3 features specifically designed for teachers, at-home educators, and general public.	Three major areas of historical and cultural relevance were examined, including Native American, Women's Suffrage Movement, and the Irish culture and music of the Gaelic harp. These topics increased empathy and understanding for the

					viewing activity, comments, analytics related to viewer habits, interests, and demographics. Discussions with educators regarding practical application of the Education Modules.		<p>featured groups, supported distance learning, and celebrated the accomplishments of area museums as storytellers.</p> <p>Number of unique views: 30,071 (lifetime total)</p> <p>Average time on page: 01:45 minutes</p> <p>Bounce rate: 45%</p> <p>Facebook followers: 11,597</p> <p>Twitter followers: 3,586</p>
2-A. Educational Services	7-1-20 - 6-30-21	1	same as above	0	Surveys, Anecdotal feedback, photos	Track # of teachers attending workshops and # of children and families attending events and using PBS Learning Media resources.	500+ educators had access to Prairie Public educational resources, professional development and documentary productions while attending education events. Six educators reaching 300+ students through our Youth Media Cohort.

Prairie Public Board of Directors 7/1/20 – 6/30/21

Cesareo Alvarez

Judy Anderson

Nick Archuleta

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Sarah Smith Warren (Past Chair)

Ex Officio Members

Ken Zealand (Prairie Public Manitoba President)

John E. Harris III (Prairie Public President & CEO)

Proposed Outcomes Achieved	
PROJECT	OUTCOME
-4 Arts, Cultural Features (<i>Prairie Mosaic</i> segments)	Achieved proposed outcomes
-4 Historical Features (<i>Prairie Mosaic</i> segments)	Achieved proposed outcomes
-8 <i>Prairie Musicians</i> episodes	Achieved proposed outcomes
-Education Modules	Achieved proposed outcomes
-Education Services	Achieved proposed outcomes

TWIN CITIES PBS

Est. 1957 • tpt.org • Saint Paul, MN



Legacy funding empowers TPT to document and amplify powerful stories about Twin Cities' diverse arts, culture, history and heritage, preserving it for future generations. With Legacy funding, we have the unique opportunity to deeply listen to community and be responsive to what community is telling us is important to them. Taking their feedback to heart, we design programs, and outreach and educational opportunities that are meaningful and representative of our diverse communities and their specific needs.

***92%**

say that locally produced arts, culture, and history programming enriches my life and community.

TPT viewers shared that TPT's arts, culture and history programming...

...is reliable, important story-telling that shines a mirror on our beloved community. It's symbolic of what we as Minnesotans invest in our social and public services.

...is the heartbeat of the community. It is, therefore, essential. We learn of what we as a culture, fail to do and therefore see what we must correct.

...fosters respect of each other's cultures.

AREAS OF IMPACT

AMPLIFIES DIVERSE VOICES

TPT's Legacy-funded arts, culture and history programs like *Art Is...*, *Relish* and *Worn Within* amplify diverse voices and points of view that celebrate and are representative of the communities that we serve.

**I don't know of any other source that is as inclusive as TPT.*

DEEPENS UNDERSTANDING

TPT's premiere local history program, *Minnesota Experience* uncovers Minnesota's little-known history, deepens understanding, and sparks curiosity. Free educator resources bring this Minnesota history into classrooms.

**95% say that they learned about something new related to arts, culture, or history from watching local PBS programming.*

STRENGTHENS PARTNERSHIPS

Deep collaboration with community partners brings fresh perspective and creativity to what we do. We are stronger when we partner with community organizations like St. Catherine University who, last year, created curriculum and events around our documentary on women's suffrage in Minnesota, *Citizen*.

*Annual MPTA Legacy Survey of TPT members, donors, and community members.

History Work

Minnesota Experience Season 3

Premiere: Sept. 1, 2019 | Broadcast episodes: 15

MINNESOTA
EXPERIENCE

Description:

Minnesota Experience, TPT's signature history series, focuses on illuminating and activating the history of our state and is anchored by a weekly broadcast that features new documentaries, and exposes new audiences to classic history stories from TPT's archives.

Impact:

Minnesota Experience, delivers stories that are relevant, engaging, inclusive, scholarly, strategic and celebrate pride of place.

Our Legacy-funded history work inspires TPT viewers to...

Learn more about Minnesota history (65%)

Visit a historic site (59%)

62% said that TPT's arts, culture, and history programming enriches their life and community.

65% learned about something new related to arts, culture, or history from watching TPT programming.

80% said that they had heard of *Minnesota Experience*



Viewers shared that our Legacy-funded history work...

...brings awareness which leads to understanding about our differences.

...brings a much-needed perspective for people to understand where we've been, where we are, and where we are going on both a local and national level.

**Annual Legacy Survey of members, audiences and participants*

In 2021, Legacy funding has supported the creation of three Emmy® Award-winning documentaries and projects from Minnesota Experience- *Armed with Language*, *Citizen* and the *MinneHistory* PSA series.

Distribution: Broadcast, web, social media, digital video content and written articles on tptoriginals.org.

Local broadcast hours: 325 | Viewers: 3,777,827 (via *Neilson Ratings*)

National Distribution Highlights: *Jim Crow of the North*: broadcast 828 hours; 306 stations; 42 states; US TV Households Served by Airing Stations: 79.25%; TV Households in Nielsen Markets Served by Airing Stations: 96,956,890; People (age 2+) Living in TV Households in Nielsen Markets Served by Airing Stations 247,370,461

Engagement: Pageviews: 151,994 | Users: 95,680 | Impressions: 1,083,789 | Video views: 197,050 | Engagements: 55764 | YouTube watch time in hours: 2,097

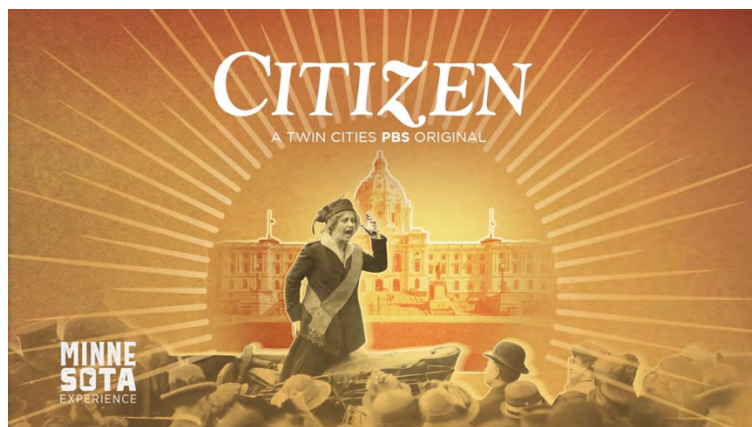
Minnesota Experience Season 3 Original Productions:

Minnesota Experience: Citizen

Season 3 Episode 1 | Premiere Date: 10/5/20

1 hour-long broadcast documentary

Description: “Minnesota is remarkable for its galaxy of superior women actively engaged as speakers and writers in many reforms.” This is how Susan B. Anthony and Elizabeth Cady Stanton acknowledged the unique role women from the North Star state played in the fight for the woman’s suffrage. *Citizen* explores this multigenerational march of Minnesota women for the franchise and all they hoped would come with the vote.



From pioneering activists like Sarah Burger Stearns to Progressive Era leaders like Nellie Griswold Francis, the vote was seen as a mark of fuller citizenship and tool of change for concerns like healthcare, children, and women’s rights. *But how did tensions between Black and white, native born and immigrant, and radical and moderate mar the movement? How did Minnesota’s suffragists mirror the national effort?* This chronicle of Minnesotans’ role in achieving the 19th

Amendment also suggests that the 70 plus years of activism was itself an important badge of change and true democracy.

Impact:

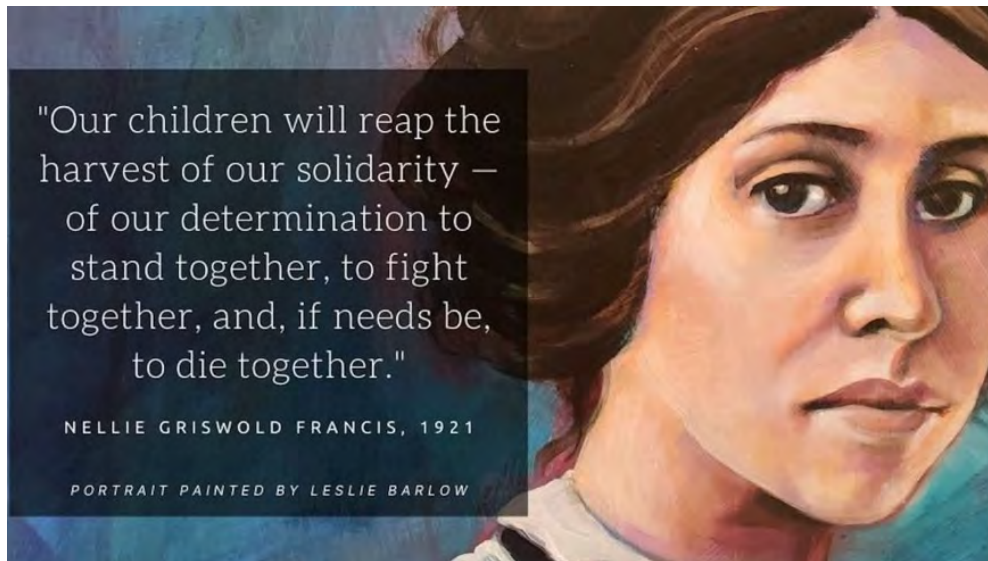
A partnership with St. Kate’s staff and students provided rich opportunities for outreach, engagement and collaboration. St. Kates staff worked with TPT to embed *Citizen* into its Integrated Learning Series, a campus wide initiative that presents multimedia content, speakers, discussions and events on a range of social justice topics. Highlights of the partnership between St. Kate’s and TPT around *Citizen* include:

- Students in public relations writing, art and technology, and fashion courses created original multimedia content about a range of suffrage topics for the TPTOriginals.org website
- Nearly 300 attended a virtual screening of *Citizen* and a Q&A with filmmaker Daniel Bergin
- An exhibition of local artist Leslie Barlow’s suffrage portraits that were featured in *Citizen*, was featured at St. Kates’ student center building and was accessible online
- A Buyer Behavior Market Research class surveyed St. Kate’s students before and after watching *Citizen*. Research shows that students were more likely to vote in the presidential elections and further civic engagement activities after learning about the history of the women’s suffrage movement in Minnesota.

Students shared: *I really enjoyed how it went over the individual stories of these women. It conveyed how they were more than just activists but people too. It gave them humanity.*

I was already planning on voting in this upcoming election, but this documentary made me realize how much my vote really mattered. Countless women before me fought very hard so I could have this right, so it doesn't make sense not to use it if you are able.

TPT's collaborative work with St. Kate's around the *Citizen* documentary was recognized by President Becky Roloff as the St. Kate's Civic Leadership category awardee of the MN Campus Compact Presidents' Awards. D'Ann Urbaniak Lesch, Director of the Center for Community Work and Learning at St. Kate's shared: *Please know your work had an incredible impact! Special shout out to Daniel, Anne, Katie, and Jess from TPT and Kate from MN History Center for your support of our students and their learning. I look forward to the next collaboration...*



Engagement continues around amplifying women's history!

Minnesota Experience along with MN Historical Society, Hamline University, MNHS Press, and Hennepin History Museum presented a session to 40+ attendees at the Minnesota Alliance of Local History Museums 2021 Conference. The session highlighted the spirit of collaboration between the organizations around the Suffrage Centennial and the challenges and opportunities presented by the pandemic. The discussion sparked audience engagement and sharing of ideas around how to amplify more women's history across Minnesota.

TPT partnered with St. Paul College to create a TikTok and Instagram stories series students in Dr. Ayesha Shariff's history and women's studies classes shared how they personally connected to the documentary. Written reflections appeared on TPTO and video reflections appeared on the MNEX Instagram stories.

***Citizen* was honored with a 2021 Upper Midwest Regional Emmy Award
for best history documentary**

Distribution: Broadcast hours: 10 | Viewers: 163,106 (via Neilson Ratings)

Education materials: An educator toolkit for *Citizen* is accessible for free at [PBSLearningMedia.org](https://pbslearningmedia.org)

Engagement: Pageviews: 16,488 | Users: 13,602 | Impressions: 433,744 | Video views: 55,613 | Engagements: 14,712 | Social Posts: 208 | YouTube Watch time in hours: 655

Minnesota Experience: Return to Skid Row

Season 3 Episode 14 | Premiere Date: 5/10/21

1 hour-long broadcast documentary

Description: *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.



Impact: This program addresses both history and culture. It was a unique period of change in Minneapolis that saw the end of one era and the ushering in of another with lasting impacts to this day. It examines untold stories of that era including homosexuality and Indigenous residents. It compares the plight of disenfranchised from the late 1950s to those of today, particularly homeless/unhoused encampments. The audience we heard from appreciated both an incisive look at the past as well as its relation to today.

Press:

Featured segment in *StarTribune* May 6 article titled, “10 best things our critics are watching this week”



Tane Danger
@TaneDanger

This past Friday, I got a backyard preview of the new @tpt documentary “Return to Skid Row.” It’s a must-see for any Minneapolis history buffs. It debuts on TPT tonight!



... Featured in The Current’s article titled, “Listen to Looch: ‘Return To Skid Row’ sheds fresh light on a lost Minneapolis community:”

Mary Lucia's takeaway from this commentary is "you can knock down buildings, and you can gentrify certain things. But what you're what you're trying to do is get rid of a community — and it may be unsavory — but it was nonetheless a community of people."

Local personality, Tane Danger, shared a tweet about a backyard screening of the film (pictured left)

Distribution: Local broadcast hours: 4 | Viewers: 43,175 (via Neilson Ratings)

Engagement: Pageviews: 6,896 | Users: 4,152 | Impressions: 676,904 | Video views: 69,999 | Engagements: 31,805 | Social Posts: 34 | YouTube Watch time in hours: 634

Minnesota Experience: Armed With Language

Season 3 Episode 15 | Premiere Date: 5/17/21

1 hour-long broadcast documentary

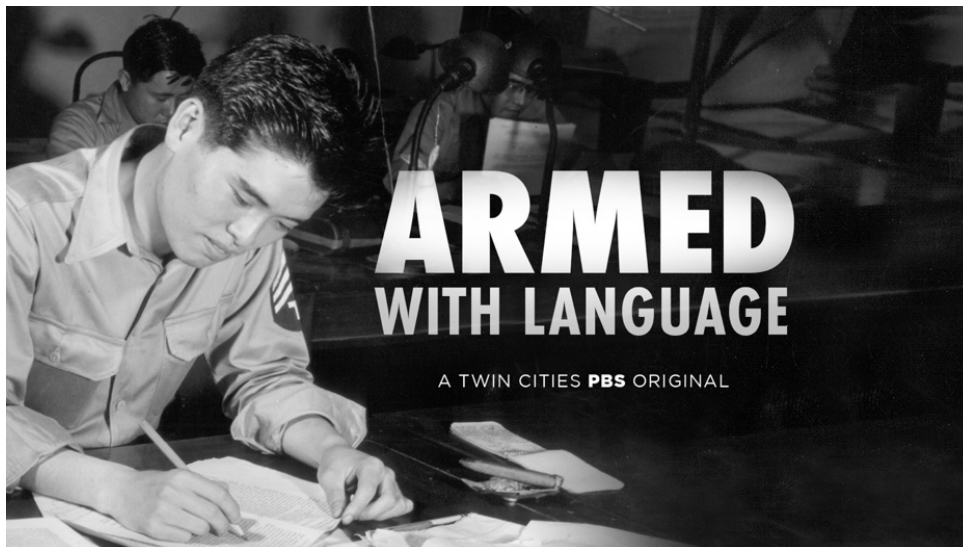
Description:

Minnesota was home to a little-known military intelligence school during WWII that trained Japanese Americans to be translators. Primarily recruited from concentration camps on the West Coast, these men and women, served while many of their families remained imprisoned. For their efforts it is said that they "shortened the Pacific War by two years and saved possibly a million American lives."

Impact: The goal of *Armed with Language* was to raise awareness for the little-known history and contributions of Japanese Americans during WWII despite widespread racism and the unlawful incarceration of over 100,000 people of Japanese descent, as well as Minnesota's role in supporting the relocation and growth of the Military Intelligence Service Language School for Japanese Americans.

We had incredible support from the Japanese American Citizens League and a host of scholars and advisors to document and share this history. It is now part of the JACL's offerings to schools and educators. We were invited, along with the Minnesota Historical Society, to present at the National Council for the Social Studies Conference 2021 and will continue to work with MHS to include our content as they roll out their new exhibit on the school in the coming years.

2021 Upper Midwest Emmy® Award for Military Short or Long Form Documentary



Distribution: We were chosen for national distribution through American Public Television and the World Channel reaching 73% of households in the United States.

Distribution: Local broadcast hours: 3 | Viewers: 7,196 (via Neilson Ratings)

Education

materials: 1 educator toolkit, available on PBS LearningMedia, community screening toolkit

Engagement: Pageviews: 11,221 | Users: 7,100 | Impressions: 943,222 | Video views: 13,146 | Engagements: 21,303 | Social Posts: 108 | YouTube Watch time in hours: 233

Minnesota Experience: MinneHistory PSA Series

Premiere Date: 2/3/21

Outputs: 6 broadcast PSA's



Description: A series of short-form spots on Minnesota History produced for kids, bringing together children's and educational programming with local history in bite-sized history broadcasts. These PSAs, produced by the team behind the Emmy award winning history documentaries featured on *Minnesota Experience*, introduce young viewers and families to diverse people and events from the state's past.

2021 Upper Midwest Regional Emmy Award Recipient PSA/ Youth Content

Distribution: Broadcast spots on TPT2 Education materials: in production

Episodes:

- Nellie Griswold Francis | This MinneHistory features African American suffragist and Civil Rights pioneer Nellie Griswold Francis.
- Clarence Cap Wigington | This MinneHistory features African American architect and civic leader Clarence Cap Wigington.
- Julia B Nelson | This MinneHistory features Julia B Nelson, suffragist and a 'founding mother' of Minnesota.
- Marie Bottineau Baldwin | This MinneHistory features Marie Bottineau Baldwin, pioneering Indigenous legal leader and activist.
- Dr. Martha Ripley | This MinneHistory features Dr. Martha Ripley, suffragist and pioneer of medicine and women's health.
- Frederick McKinley Jones | This Minnehistory features African American inventor and engineer Frederick McKinley Jones.

Minnesota Experience Season 3 Broadcast Episodes (Original & acquired content):

Minnesota Experience's weekly broadcast series on TPT features a curated programming strategy of original TPT documentaries as well as acquired Minnesota history stories 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.

CITIZEN | Season 3 Episode 1 | 10/5/20

Citizen explores the multigenerational march of Minnesota women and all they hoped would come with the vote. From pioneering activists like Sarah Burger Stearns to Progressive Era leaders like Nellie Griswold Francis, the vote was seen as a mark of fuller citizenship and tool of change for concerns like healthcare, children, and women's rights.

LOST DULUTH I | Season 3 Episode 2 | 10/12/20

From the popular series from our friends at WDSE • WRPT, "Lost Duluth" comes to life through the stories of explorers, dreamers, and leaders along with the common man looking for a better future for his children. From Duluth's humble beginnings sprang industry after industry, including a harbor busier than any other in the U.S.

ROBERT BLY: A THOUSAND YEARS OF JOY | Season 3 Episode 3 | 10/19/20

A moving portrait of one of America's most celebrated and revolutionary poets of the last half-century.

THE PAST IS ALIVE WITHIN US: THE U.S.- DAKOTA CONFLICT | Season 3 Episode 4 | 11/2/20

This documentary examines the state's involvement in the Dakota War as the Civil War was simultaneously raging. Both of these wars, which came quickly on the heels of statehood were about race, land, and identity.

STALAG LUFT III: ONE MAN'S STORY | Season 3 Episode 5 | 11/9/20

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*.

COMING TO MNI SOTA | Season 3 Episode 6 | 11/23/20

Coming to Mni Sota explores conflicts, contradictions and solidarity among the millions who have moved through, and to, Minnesota. For hundreds of years, the arrival of those from around the world has changed Minnesota's identity and caused disruption for those already here.

STORIES UNDER THE STONES | Season 3 Episode 7 | 12/11/20

Cemeteries are windows into history. Cathy Wurzer travels the state to visit some fascinating Minnesotans at their final addresses, helping us learn about noted war heroes, remarkable athletes, artists, and nurses.

DAKOTA CONFLICT | Season 3 Episode 8 | 12/28/20

Dakota Conflict explores the 1862 conflict between Minnesota's native people and white European settlers, a fierce battle, formerly known as the Sioux Uprising.

LAURA INGALLS WILDER: PRAIRIE TO PAGE | Season 3 Episode 9 | 1/4/21

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

TRAILHEADS: THE OREGON TRAIL'S ORIGINS | Season 3 Episode 10 | 3/1/21

Trailheads: The Oregon Trail's Origins travels back to 1971 to tell the surprising story of how a college project from Bill Heinemann, Paul Dillenger, and Don Rawitsch was donated to the state of Minnesota and its organization MECC and went on to become one of the most celebrated games of all time.

GIRL FROM BIRCH CREEK | Season 3 Episode 11 | 3/29/21

Raised by her grandmother after losing her mother at the age of three, Rosalie Wahl trailblazed her way to become the first woman appointed to the Minnesota Supreme Court. After facing discrimination as one of few female lawyers in Minnesota, she fought for women's equality in the 1970's.

LOST TWIN CITIES I | Season 3 Episode 12 | 4/12/21

Clearing out the old and making way for the new. Buildings have come and gone in Minneapolis and St. Paul. But sometimes this happens before we have the opportunity to appreciate them. This is the story of the buildings lost in the Twin Cities.

MINNESOTA: A HISTORY OF THE LAND | Season 3 Episode 13 | 4/19/21

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. A Twin Cities PBS Original production.

RETURN TO SKID ROW | Season 3 Episode 14 | 5/10/21

Return to Skid Row walks along the pavement of bygone downtown Minneapolis, preserved in rare footage, memory and 21st Century reflection. 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.

ARMED WITH LANGUAGE | Season 3 Episode 15 | 5/17/21

Minnesota was home to a little-known military intelligence school during WWII that trained Japanese Americans to be translators. Primarily recruited from concentration camps on the West Coast, these men and women, served while many of their families remained imprisoned. For their efforts it is said that they "shortened the Pacific War by two years and saved possibly a million American lives.

In Production

Minnesota Experience: The Baldies

In production during reporting window; Premiere Date: October 18, 2021 | 1 hour documentary



Description: *The Baldies* is an historical documentary depicting street culture in Minnesota in the late 1980s and early 1990s. Young kids were becoming skinheads and found that other young kids in their area who were also skinheads had formed a racist ideology. Through activism and organization, the baldies formed Anti-Racist Action, which became a worldwide organization fighting racism.

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 social media numbers suggest we did reach a large audience interested in this history. We read feedback that viewers learned new history about Minnesota.

Via a Reddit conversation on *The Baldies*, kaithomas shared: *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!*

Distribution: Broadcast documentary on TPT2 | **Engagement:** N/A

MN Hardcore

Digital Release Date: October 31st, 2020

Web series: 8 Episodes

Description:

Minnesota Hardcore is a fast-paced, musical docu-series that examines the punk scene in the Twin Cities from 1980 to 1985.

The Minnesota scene was a close-knit community of artists and fans that encouraged culture and spawned huge talents like Hüsker Dü, The Replacements, Soul Asylum, Rifle Sport and more.



Episodes:

- Episode 1: How the local music scene in MN evolved until hardcore music came on the scene.
- Episode 2: One of the most influential bands in alternative music was Husker Du, this episode charts their history while they were a hardcore band.
- Episode 3: A look at all the bands that sprang up around Husker Du, in the local hardcore scene.
- Episode 4: A look at the venue, Goofy's Upper Deck, an important place for the hardcore movement.
- Episode 5: More than just music, the culture of hardcore examines, the community, art, literature, attitudes of the local hardcore scene.
- Episode 6: Explores the limits that a musical genre can have on a community, and why after only a year and a half hardcore bands were exploring other genres.
- Episode 7: The second wave of kids took up the torch for hardcore, this episode concludes with where hardcore has gone since the 1980s.
- Episode 8: The binge episode. All of the episodes combined for easy viewing.

Impact: *MN Hardcore* meets legacy funding guidelines for the following reasons; it's a look at a cultural and historical aspect of the art and music scene in Minnesota in the early 1980s. The intended audience are people interested in the history of music and how it can shape culture regionally. The documentary exposes where some of the biggest local bands came from Husker Du, The Replacements, Soul Asylum, and the hope that people will discover new bands from that time they hadn't heard of.

Viewers of the series shared on Facebook:

"This web series is gold." -Josef Sandoval

"Great series! How about a dvd release with TONS of bonus footage?? Please??" - Pat Wall

"Best series yet! Especially episode 7. Nothing better than the Sunday afternoon shows in the Entry during the mid/late 80's." - Jason Schmitt

"Love this series! Following with a couple friends at work! Thanks, TPT!!!"
- Danielle Matson Wunderlich

Distribution: TPTOriginals and the TPT website

Engagement: Pageviews: 16,999 | Users: 141,189 | Impressions: 2,610,799 | Video views: 42,141
Engagements: 386,270 | Social Posts: 83 | YouTube Watch time in hours: 32

Arts & Culture Work July 1 2020 – June 30, 2021

Worn Within Season 1

Premiere Date: 5/3/21 | Outputs: 1 Trailer; 6 Episodes; 6 TikTok recaps; 6 TPTO articles; 12 social posts

Description: From the craft, to the textile, to finishing touches, and even to the customs that come with it, our traditional clothing reflects our cultural identity. Worn Within explores the stories and people behind our traditional clothing.

Episodes:

- Hmong Paj Ntaub
- West African Ankara Prints
- Dakota and Ojibwe Beadwork
- Karen Weaving
- Norwegian Solje
- Mayan Patterns & Motifs



Impact: One of the goals of this project is to emphasize and bring attention to the rich cultures and clothing traditions of the different communities living in Minnesota. After the initial release, episodes were shared online by different textile and community organizations across the Twin Cities, Greater Minnesota, and even in Midwest areas. Many communities also reached out to TPT, requesting for host appearances, panel discussions, and even a fashion show; however, because of Covid, we couldn't attend or host any events.

2021 Upper Midwest Emmy Award for *Worn Within: Hmong Paj Ntaub*

Minnesota Historical Society (MHS) included 2 episodes - Hmong Paj Ntaub & Dakota and Ojibwe Beadwork - in their online encyclopedia. PBS LearningMedia and PBS also featured episodes on their site and social media.



Viewer Comments:

Hmong Paj Ntaub: *"What a beautiful project. Thank you for creating such an interesting educational piece to help teach us about Paj Ntaub."* (YouTube)

Ankara Prints: *"I am from Indonesia and I am so proud about this. And this name is 'Batik' from Java Indonesia."* (YouTube)

Dakota Beadwork: *This is amazing! I am a teacher. Where can I find more of this?* (TikTok)

Distribution: TPT Originals YouTube; TPT.ORG; PBS APP; *Worn Within* PBS LearningMedia Education Collection

Engagement: Pageviews: 15,192 | Users: 12,235 | Impressions: 255,932 | Video views: 62,319

Engagements: 15,954 | Social Posts: 130 | YouTube watch time in hours: 644

ART IS... Season 3

Premiere Date: 10/15/2020 | Outputs: 29 outputs

Description: ART IS... combines multi-platform media and live public events to present innovative, multi-genre art by collaborations of emerging and established artists.



Dameun Strange is a sound artist, multi-instrumentalist, and award winning composer.

Performances:

- ART IS... In Search Of | 10/15/20
Chamindika Wanduragala is a multidisciplinary artist who brought together three artists working in puppetry. Kallie Melvin delves into the complexities of being a transnational adoptee. Andrew Young's work excavates his family's history. Oanh Vu navigates characters uncovering difficult truths and healing old wounds. Together, the three make up a series emphasizing hope and power.
- ART IS... Healing | 11/11/20
Witt Siasoco is a multidisciplinary artist who brought together three artists working in sound design and music. Beyond entertainment, social gathering, and aesthetics, the cohort believes art has the power to heal. Artists featured include the multidisciplinary songstress Lady Midnight; the introspective rapper MaLLy; and the afro futuristic sound composer Dameun Strange.
- ART IS... Elements of the Earth | 12/04/20
The Elements From the Earth celebrates the poetry of Minnesota poets Su Hwang, Roy Guzman, Michael Torres, and Ray Gonzalez. The artists will show how the elements of fire, water, air, and earth create poetry through a commitment to the political voice, the autobiography of migration, and the natural power of language that makes poetry go beyond borders to find universal truth.

Impact:

The series seeks to bring heightened visibility to local emerging artists, to cultivate networks and catalyze collaboration among artists from different artistic and cultural traditions and present exciting, innovative art that crisscrosses genres to our statewide audience. Season 3 of ART IS... has featured 12 local artist digital stories, whose work spanned poetry, puppetry, painting, community art, and song. Three events explored themes including voice, home, resilience, immigration, origins, and justice.

While we would have loved to have hosted these events in person, we quickly adapted due to the COVID-19 pandemic to created highly immersive virtual events to present these artists work instead to hundreds of audience members. These events allowed for an even wider, greater Minnesota, and nationwide audience to attend and admire the local artistic talent we have in our state. ART IS... continues to help

emerging artists build connections, form new collaborations, enter festivals and win fellowships.



Left: Still from Art Is... In Search Of: Andrew Young's Chrysalis.

Distribution: TPT Originals website; events

Engagement: Pageviews: 6,089 | Users: 8,812 | Impressions: 585,231 | Video views: 32,300 | Engagements: 10,774 | Social Posts: 233 | YouTube watch time in hours: 5.5

Event attendees shared:

- 95% of attendees rated the events "superior" or "excellent"
- 91% said they would seek out the featured artists' work as a result of attending ART IS
- 88% said the performances provided a window into a new experience, perspective or culture

"The interviews afterwards, the chat, the fact that somehow this felt communal even though we're all at home." – Attendee

"It was so visually impressive despite not being able to see it in person!" - In Search Of...Attendee

"I loved seeing new work from artists whose past shows i had seen at Heart of the Beast and Minneapolis Institute of Art. and the work of artists i didn't know." -Attendee

"I thought the program was super cool. I liked seeing artists of color be showcased. We have such serious talent here!" - Healing...Attendee

"It was short & sweet - virtual events can be so long! There was clearly heavy artistry put in by camera teams and artists. It appears it was filmed during the pandemic, so I knew it was recent and that felt great. And the artists were phenomenal storytellers. I'm particularly enchanted with Oanh's work! Well done!" – In Search Of...Attendee

Below: Artist Oanh Vu and Puppet



ART IS... Artists shared:

"There is demand for events like this and there is a scarcity of events like this. Now is the perfect time to be supporting talented emerging artists from various cultural and artistic backgrounds."

- Emerging Artist

"This show uplifts POI artists in the community to new audiences. I learned a lot about new artists...and made a new connection and I am collaborating with Lady Midnight for a project with MN Opera Center this winter - ART IS... brought visibility to my work and I will use the profile video for future grants."

-Oanh Vu

"People assume art is X or has to look like X a lot. It's so magical to see other people who are local who make and love their art, especially BIPOC artists. There's been so much of pushing work like ours aside, or never having a venue. This opportunity to show my work was incredibly powerful and validating, but even more than what I personally felt was the immense pride and joy of seeing and being included in this vastly powerful and talented group of BIPOC multidisciplinary artist. It was an opportunity not to be a symbol of tokenism but to be actually valued and for each of us to be authentically our art selves."

- Kallie Melvin

"ART IS... shows where the network's [PBS] values are as well as shedding light on the variety of voices and talents that truly make the Twin Cities rich."

- Emerging Artist

"Honored to have read with Roy and Michael. Thanks to our mentor Ray Gonzalez. Thank you to everyone at TPT for this amazing series and wonderful staff!! XOXO."

- Su Hwang

Relish Season 3

Premiere Date: February 18 - April 22, 2021

Outputs: 10 web episodes, three 30-minute broadcast episodes, 91 total outputs



Description:

Relish shares 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. Season three of the digital series features 10 guest chefs from the Twin Cities.

Distribution:

Relish Season 3 reached viewers on all of Twin Cities PBS' broadcast and online channels including, TPTOriginals.com, TPT.org, Facebook, Twitter, Instagram, YouTube, TPT-2, TPT Life, MN Channel.

Relish episodes aired on TPT-2 the fall of 2021, reaching even more viewers. *Relish* is one of the Legacy-funded series to be featured at MSP Airport's Film Screening Room, a unique way to introduce travelers to Minnesota's rich and diverse culture. Each episode of *Relish* Season 3 was also shared by PBS nationally through its Facebook page, garnering more than 323,000 views and hundreds of comments from viewers.

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

Relish Season 3 Episodes:

- Chef Karyn Tomlinson's Classic Pot Roast | Chef Karyn Tomlinson shares how her grandmother made the best pot roast and how food brought together her family when she was younger. Plus, what are all the things you can do for the five hours while you wait for the pot roast to cook? Maybe make some happy little trees ala Bob Ross?
- Chef John Sugimura's Salmon on Crispy Rice | For chef John Sugimura preparing Japanese food not only connects him to his family's traditional cuisine – it reconnects him with his Japanese grandmother who lost everything when she was sent to a WW2 internment camp.
- Chef Jorge Guzman's Poc Chuc | James Beard Award Nominee Chef Jorge Guzman brings Mayan flavors to *Relish* with this Poc Chuc recipe. Mayan for "Toasted" and "Charcoal", this grilled pork recipe brings back memories of family lunches in Mexico. Chef Guzman gives tips in how to make this if you don't have access to every ingredient as well.

- Chef Gerard Klass' Soul Food Sandwich | From the fried chicken, mac-n-cheese and collard greens to the cornbread bun, Chef Gerard Klass' Soul Food Sandwich tells the story of foods he grew up with and celebrates soul food from across the U.S.
- Chef Masooda Sherzad's Do Piyaza | As a child growing up in Kabul, Afghanistan, Masooda Sherzad soaked up the flavors of her native food and culture. But it wasn't until moving to the United States as an adult that Masooda stepped into the kitchen and learned how to create those memorable dishes herself, including Do Piyaza. In this episode Masooda prepares this traditional Afghan dish with her daughter Mashal.
- Chef Jyotiee Kistner's Batata Kachori | A favorite from childhood, chef Jyotiee Kistner cooks up Batata Kachori, an Indian street food that comes in many varieties throughout India. In this episode Jyotiee prepares the deep-fried snack native to her home city of Pune.
- Chef Gustavo Romero's Tamales | In this episode Chef Gustavo Romero takes you from start to finish with tamales, from grinding the corn to steaming the tamales. Chef Romero uses heirloom varieties of corn as a way to preserve Mexico's heritage and food culture.
- Beth Dooley's Hazelnut Salad | Cook book author and James Beard Award-winner Beth Dooley takes Chef Yia to a sustainable farm, Agrarian Partnerships, to source local produce to make her hazelnut salad and crackers.
- Chef Heather Jansz's Curried Lentils | Curry Diva Chef Heather Jansz joins Relish host Chef Yia Vang to show off her Sri Lankan dahl - or curried lentils - and kale mallung. A little sweet, a little salty, a little bitter - these recipes have all six taste profiles for you to enjoy together.
- Chef Nettie Colón's Puerto Rican Fricassee de Pollo | Chef Nettie Colón's grandmother inspired her recipe for the Puerto Rican dish fricassee de pollo. In this episode, Chef Nettie makes this classic Puerto Rican dish cooked with sofrito, a.k.a "the total basis of everything delicious" and served over a bed of white rice.

Distribution: Broadcast, social, web
Local broadcast hours: 19 | Viewers:
194,288 (via *Neilson Ratings*)

Engagement:

Pageviews: 27,762 | Users: 22,454 |
Impressions: 22,596,137 | Video views:
194,873 | Engagements: 33,707 | Social
Posts: 431 | YouTube watch time in
hours: 973



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 first-hand 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.

The launch of Season 3 of *Relish* garnered attention from several media outlets including the Star Tribune, Mpls.St.Paul Magazine, the Pioneer Press and The Jason Show television program. Coverage featured host Yia Vang and highlighted changes to production amid the COVID-19 pandemic, which kept everyone involved safe and healthy.

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 80% reported an increased interest or awareness of their work/business, as well as increased sales
- 100% saw increased engagement on their social platforms
- Half of the chefs were offered new opportunities locally and/or nationally after appearing on Relish.
- Because of his work on Relish, host Yia Vang has received several additional opportunities to work on local and national video productions.



Praise from Chefs appearing on Relish:

“The series is highly respected and my involvement has been praised.”

“People that watch it are very impressed with the production and content.”

“I really had a great time working with the Relish show everyone was so great and it was really fun to do.”

“I am prideful to have been included in the series and was aligned with other chefs creating roots cooking that tells a meaningful story. I enjoyed focusing on recipes that displayed recipe depth with authentic methods and techniques that would make my grandmother chef proud.”

“I really enjoy the connection that Yia has with [the] chef, he knows what we are talking about and that helps the flow of the show. [Everyone] was super professional and helpful. Especially when you do this in a pandemic.”

Viewers find value in Relish:

Facebook comments

- *“Omg, love salmon! Love watching you prepare it, and especially the history of your family!”*
- *“I love his story and deep yearning for a connection with his grandmother”*

YouTube comments:

- *“This was an excellent video! I'm dying to try some of those [batata kachori].”*
- *“Love this. Informative and engaging.”*
- *“Fantastic guys! We can smell the magic all the way over here in Asia. Love Heather!!”*
- *“I really love authentic Mexican food. My husband is Mexican and he has created the best foods I've ever eaten in my life.... Thanks for this great video!”*

The 2020 Project

Digital Release Date: 5/25/21

Outputs: 4 films



Pictured above: Still from Día a Día: 2020 One Day at a Time

Description:

2020 was an historic year. A pandemic, the police killing of George Floyd and the subsequent uprising, a presidential election — 2020 will be remembered. Twin Cities PBS commissioned independent filmmakers to create nonfiction films that push Minnesotans to question, understand, and be inspired by the events of 2020.

Distribution:

TPT was able to support the work of 4 talented Minnesota filmmakers in the creation of four films focused on the challenges of 2020. TPT was able to provide connection to a statewide audience for their work. We hope this work will help Minnesotans gain empathy for each other by sharing deeply moving and sometimes personal stories of the year 2020. During this reporting period, TPT was also able to connect one of the films to a national audience, providing distribution to all Public Television Stations across the country via Wavelength.

Say His Name: Five Days of George Floyd:

National carriage: Telecasts: 467 | Channels: 185 | Markets: 109 | States: 40 | Reach: 68% of US TV Households | Penetration: 72% of Top 25 Markets

A majority of airings were by WORLD Channel affiliates across the country on May 26-27 (152 channels, 402 telecasts). However, the film also aired on main channels in addition to TPT 2*: WNET* & WLIW* New York, WTTW Chicago, WETA Washington DC, KQED San Francisco, GBH Boston, MPT Maryland, AZPM Tucson, PBS Wisconsin*, NJ PBS, NH PBS, WXXI Rochester NY, WGBY Springfield MA, and WBGU Bowling Green OH. (* = aired in primetime)

Local broadcast hours: 1 | Viewers: 11,994 (via Neilson Ratings)

Impact:

This project meets Legacy goals by connecting MN based artists to a larger audience. *Say His Name: Five Days for George Floyd* aired in 40 states because of TPT distribution.

Engagement:

Pageviews: 1,480 | Users: 944 | Impressions: 57,991 | Video views: 12,601 | Engagements: 3,050 | Social Posts: 16

The Four Films supported by the 2020 Project:

Say His Name: Five Days for George Floyd (30 mins) | Director: Cy Dodson
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 killing of Mr. Floyd and the announcement of charges filed against the police officers. The film was directed by Cy Dodson and produced by Lindsey Seavert.



In Production:

Dia a Dia, 2020: One Day at a Time (30 mins) | Director: Tahiel Jimenez Medina
In dedication to the joy, culture, and livelihood of Colombian immigrants, 2020: A Day at a Time presents the experiences of an integral, vibrant, and small community in Minnesota. The voices of six Colombians from diverse walks of life share how the year 2020 has radically transformed the way they celebrate culture, aid community, and attempt to thrive in the current overlapping crises.

Trusted Messenger (60 minutes) | Director: Chris Newberry
Creating a COVID-19 vaccine was the easy part. In the documentary, we will follow a diverse group of health care professionals, as they confront obstacles in convincing at-risk communities across Minnesota to trust a health system that has historically failed them.

The Underbelly 2020 (30 mins) | Director: Sha Cage
Through the eyes of Artists, Activists, and Healers: an examination on what lies beneath the Minnesota surface leading up to and in the aftermath of the George Floyd uprising. *The Underbelly 2020* will focus on what precipitated the incidents, the uprising and the deep healing work that emerged.

Recognitions:

Say His Name: Five Days for George Floyd Awards/Fests:

Official Selection, Dances With Films (Los Angeles, CA)
Winner Best Documentary Short, Cordillera International Film Festival (Reno, NV)
Winner Best International Short, Doc Edge Film Festival (Auckland, New Zealand)
Winner Audience Choice Documentary Short Minneapolis St. Paul International Film Festival
Finalist Short Competition, Big Sky Film Festival (Missoula, MT)
Official Selection, Sedona International Film Festival, (Sedona, AZ)
Official Selection, Provincetown International Film Festival (Provincetown, MA)
Official Selection, Cleveland International Film Festival (Cleveland, OH)
Official Selection, Indy Shorts International Film Festival (Indianapolis, IN)
Nominated Best Documentary Upper Midwest Regional Emmys

Minnesota Portraits

Premiere: July 6, 2020

Outputs: 11 podcast episodes; 11 articles on TPT Originals

Description:

Straight from the Twin Cities PBS archive, *Minnesota Portraits* features intimate conversations with notable people who call this place home. Recorded as a television show in the early 1990s, these conversations revolve around midwestern leaders of industry and community at a time when they were still working towards their goals. But what's old is new again, so we've dusted them off and created a podcast series that offers cogent insight about this modern moment.



Episodes:

- Minnesota Portraits: A Conversation with Ricardo Levins Morales
- Minnesota Portraits: A Conversation with Leeann Chin
- Minnesota Portraits: A Conversation with Miles Lord
- Minnesota Portraits: A Conversation with Mark Dayton
- Minnesota Portraits: A Conversation with Paul Wellstone
- Minnesota Portraits: A Conversation with Ann Bancroft
- Minnesota Portraits: A Conversation with Dominique Serrand
- Minnesota Portraits: A Conversation with Stephen McClellan
- Minnesota Portraits: A Conversation with Clyde Bellecourt
- Minnesota Portraits: A Conversation with Craig Rice
- Minnesota Portraits: A Conversation with Horst

Impact:

Listeners rated the podcast 5 out of 5 stars on Apple Podcasts, sharing:

This is such a fun look at Minnesota icons before they were really household names! Thanks for this- I look forward to more episodes! -MagnoliaSims

This is a really weird podcast, but I'm kind of loving it. Famous Minnesotans, some of whom are now dead!?! Interviews are pretty cool, Clyde Bellecourt busted with a ton of LSD! - MN History Buff

Distribution: TPTOriginals, Apple Podcasts, YouTube

Engagement:

Pageviews: 2,316 | Users: 2,214 | Impressions: 482,949 | Video views: 2,627 | Engagements: 5,292 | YouTube listen time in hours: 142

STAGE

Premiere: First Season: November 2020; Second Season April 2022 (In Production)

Outputs: 31 episodes in first season and 76 outputs



Description: Twin Cities PBS has created a new show called STAGE designed to celebrate and uplift Minnesota arts organizations during this challenging time when many performance spaces are closed due to the COVID-19 pandemic. The STAGE collaboration shines a spotlight on the work of the many amazing artists and local performing arts organizations in Minnesota.

Left: Raneer and Aparna Ramaswamy's Sacred Earth. Ragamala Dance Company. Photo by Grant Halverson.

Impact:

Twin Cities PBS's STAGE premiered in November 2020 in response to the COVID-19 pandemic. While arts and culture organizations shuttered their performance halls and stages, Twin Cities PBS leveraged its unique role as a community-based public media broadcaster to partner with arts organizations to bring performances into everyone's living room—free of charge. TPT's premier season of STAGE included a total of 31 one-hour episodes, including new broadcast and online arts performances by Minnesota artists, as well as previously aired performance shows from TPT archives, and recordings shared by performing arts organizations. We are building and learning from Season One of STAGE to create an ongoing series now that audiences are back to buying tickets to live performances. Based on this and our research of audience data, it was loud and clear—our audience love music, and music is integral to what makes Minnesota so unique.

In late 2021-early 2022, TPT will build STAGE into an ongoing series reaching audiences across the state with performances featuring Minnesota's finest and most innovative musical artists and organizations to create a repertoire of engaging, enlightening, and entertaining music by introducing classical, gospel, jazz, and world music that features diverse artists and composers. To further contextualize these concerts, the broadcasts will offer backstage access to our viewers, including interviews with performers and engaging information about the performances presented by an informed host. We have no doubt our audience will be inspired by the depth and breadth of the artistry, creativity and imagination we will witness on STAGE SEASON TWO.

Distribution: STAGE aired weekly on TPT Life, as well as on TPT's statewide Minnesota Channel, where repeats are still airing. STAGE performances are also available for streaming at www.tpt.org/tpt-STAGE, on the PBS-TPT App, and for sharing via partner organizations' own websites and social media channels. STAGE will bring high quality, diverse performances to a state-wide audience, free of charge and accessible to all. STAGE Season 2 will be distributed as widely as possible to meet where our audience are: airing weekly on TPT2, as well as on TPT's statewide Minnesota Channel and on our digital platforms. In addition, TPT will spread Minnesota's talent outside the State by distributing more broadly to PBS stations across the country.

Local broadcast hours: 154 | Viewers: 164,908 (via Neilson Ratings)

Engagement: Pageviews: 5,706 | Users: 3,207 | Impressions: 1,211,154 | Video views: 254,310 | Engagements: 32,635 | Social Posts: 125 | YouTube watch time in hours: 9

Episodes:

- The Lowertown Line with Haley Bonar and Chastity Brown
- Minnesota Remembers Vietnam: The Telling Project
- Hippocrates Café: Reflections on a Pandemic
- The Lowertown Line with Sonny Knight and the Lakers
- Music Showcase: A Minnesota Original Special
- Cloud Cult and Rock the Garden
- Art Is... Healing (*program featuring performances from local BIPOC emerging artists*)
- MNO Dance Special
- Pandemic Performances
- Opera Miniatures- Minnesota Opera
(*image below: MNIatures: Dear America, Beat Your Heart Defiantly, Naked and Open With Love*)
- Art Is... Showcase
- Lowertown Line: jeremy messersmith
- Ranee and Aparna Ramaswamy's Sacred Earth
- Mixtape IV: Now Streaming
- Witness 2021 (*choral concert exploring music birthed from activism and resistance that continues to shape the U.S. into an equitable nation for all*)
- Celebrating Black Artists
- Pillsbury House Theatre's production of dat Black Mermaid Man Lady/The Show
- Charlie Parr (*The world premiere of an hour-long concert featuring Charlie Parr performing original songs off his forthcoming album filmed in the California Desert*)
- Minnesota Orchestra (*concerts by the world-renowned Minnesota Orchestra composers and interviews with musicians to learn about their personal stories*)
- Theater Latte Da's production of All Is Calm: The Christmas Truce of 1914 (*the remarkable true story of the astounding moment in history when Allied and German soldiers laid down their arms to celebrate the holiday together. The STAGE broadcast attracted 40,500 viewers during its on-air presentation.*)



This was wonderful! I loved being able to see towards the audience and watch Osmo [Vänskä] in action...I hope that we can all attend live soon and that TPT and MPR and MN Orchestra will continue this partnership.

There was clearly heavy artistry put in by camera teams and artists. It appears it was filmed during the pandemic, so I knew it was recent and that felt great." - Viewer

I cannot express how proud/and Full of gratitude I am that dat Black Mermaid Man Lady/The Show aired, and is now streaming on Twin Cities PBS!!!! My wife and I watched with SO much emotion/SUCH pride-Joy-amazement and wonder. We both wept at the end. -Playwright Sharon Bridgforth

It was very moving. The after-show was also good, great to see all the research, thought, and reflection that was done to produce this program.

This is Minnesota Orchestra

Premiere: September 1 – December 31, 2020

A Twin Cities PBS and The Minnesota Orchestra Partnership/Co-Production

Outputs: 6 Episodes/28 Outputs

Description:

This is Minnesota Orchestra (TIMO) is a live broadcast and streaming series developed in 2020 during the pandemic to connect Minnesota Orchestra audiences to music through television and digital platforms. As arts venues, including Orchestra Hall in Minneapolis, closed their doors and our communities became isolated, the series provided opportunities for togetherness and healing.

Right: Music Director Osmo Vänskä returns to the stage after nearly one year to perform live on This is Minnesota Orchestra; Photo Credit: Courtney Perry



Minnesota Orchestra, the state's largest arts organization, was committed to keeping

their musicians performing for audiences and invested in production equipment and resources. The Orchestra reached out to TPT to partner and create the series and leverage the collaboration with Classical MPR who often provides the audio recording during live broadcasts. Hosted by Sarah Hicks, the live 90-minute concerts feature stunning performances, insightful conversations and stories from behind the scenes.

Distribution:

The series was made widely available to broadcast and streaming audiences. The series premiered via broadcast statewide on TPT MN Channel, and rebroadcast on TPT Life and TPT MN Channel. TIMO also streamed live on TPT.org, minnesotaorchestra.org and social platforms. Viewers from all over the state and all over the world tuned in to watch the live concerts performed by Minnesota's world-renowned Orchestra.

Minnesota Orchestra, their donors, TPT and Legacy funding helped make the pilot season possible. As venues began to re-open, the Orchestra stayed committed to serving broadcast and streaming audiences and co-produced and commissioned additional seasons of This is Minnesota Orchestra, with 25 concerts to date (as of 12/31/2021).

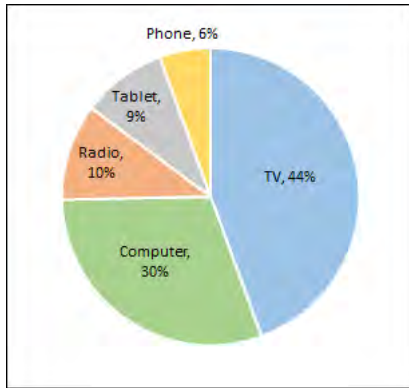
Local hours broadcast: 92 | Average viewers: 14,392 (via Neilson Ratings)

Engagement:

Pageviews: 20,636 | Users: 142,394 | Impressions: 10,439 | Video views: 7,699

Impact:

In addition to feedback shared through social media engagement, Minnesota Orchestra conducted viewer surveys in October 2020 and November 2020. 90% of viewers were satisfied or very satisfied with the experience and most watched on TPT.



Left: November 2020 Viewer Survey Results: How do you watch This is Minnesota Orchestra? Answers prompted Minnesota Orchestra to continue serving broadcast audiences even after Orchestra Hall re-opened. Courtesy Minnesota Orchestra

Television viewers shared:

"Thank you for the beautiful, uplifting, creative, innovative, adapted for Covid programming. So moving to have these concerts to bring light to our lives during tough times!"

"Tears of joy! Please continue to offer live concerts on TPT!"

"We were overwhelmed by the intimacy, the emotion, the strength and beauty of the performance. Of course, we missed being there on a Friday night, but we set aside the time, sat up straight in our chairs, and pretended we were in The Hall. The audio even on the TV was great. We thought that Sarah Hicks and Melissa Ousley did an excellent low-key job...perfect for the occasion."

"I love the fact that I could watch the MN Orchestra live on TV. In the past I would listen on the radio. It's so much better to actually see them as they play. Thank you!!!"

Livestream viewer shared:

"It was a beautiful concert and it was so good to see Osmo Vänskä and the orchestra again. We miss being there in person, but really enjoyed having the option to livestream the performance. We look forward to livestreaming future performances. Thank you for making this available to us."



Above left: Minnesota Orchestra's Stage Manager and Technical Director discuss the 9 camera-operation in a rehearsal space-turned-broadcast production control room. Photo Credit: Travis Anderson Photo



Above right: Sarah Hicks, Host and Principal Conductor of Live at Orchestra Hall. Photo Credit: Travis Anderson Photo

Episodes:

TIMO 101 Premiered October 2, 2020

Vänskä Conducts Serenades & Strings: Osmo Vänskä conducts the Minnesota Orchestra's season premiere live at Orchestra Hall, featuring Mozart's Serenade No. 12, Jessie Montgomery's Strum and Tchaikovsky's Serenade for Strings. Sarah Hicks hosts live interviews, conversations and more, along with Melissa Ousley of Classical MPR.

TIMO 102 Produced for October 23, 2020 but cancelled due to COVID

Rhythm & Grace: Minnesota Orchestra string, wind and brass ensembles perform live at Orchestra Hall in a program featuring music by Beethoven, Valerie Coleman and Paquito D'Rivera, as well as Jennifer Higdon's arrangement of Amazing Grace.

TIMO 103 Premiered November 6, 2020

Spirit & Soul: Sarah Hicks hosts this live performance at Orchestra Hall featuring compelling musical works for percussion, woodwind and brass ensembles, as well as Felix Mendelssohn's glorious String Octet.

TIMO 104 Premiered November 20, 2020

Musical Originals: Minnesota Orchestra performs brilliantly original chamber works by French composer Maurice Ravel and Jamaican-born British composer Eleanor Alberga, plus German composer Ludwig van Beethoven's First Symphony.

TIMO 105 Premiered December 5, 2020

A Mid-Winter Gathering: Sarah Hicks conducts A Midwinter Gathering, featuring holiday music, storytelling from Kevin Kling and special guests, and a virtual collaboration with Border CrosSing. Directed by Peter Rothstein.

TIMO 106 Premiered December 31, 2020

Vänskä Conducts a New Year's Celebration: Celebrate with Music Director Osmo Vänskä and the Minnesota Orchestra for a joyful evening full of hope, health and promise for the new year.



Left: Music Director Osmo Vänskä leads the Minnesota Orchestra in a performance for live television and streaming audiences.

Photo Credit: Travis Anderson

Pandemic Performances

Premiere: 12/18/20 | Outputs: 7 Episodes and 23 Outputs

Description: Remember the experience of venturing out of your home to see your favorite band perform in the haze of a local club or the expanse of a downtown theater? Those days may seem like dreams, but, faced with the challenges of a global pandemic, these Twin Cities musicians move their performances out of the venue and onto the veranda, or at least into their backyards.

Impact: This is for anyone who is interested in local music, especially in a time during the pandemic when all concerts were canceled. This will serve as an archive of local music scene and musician's struggles during the pandemic. Preserving for future Minnesotans, and hopefully inspire young musicians to participate in our valuable scene.



Episodes:

- **Humbird** - Combining a wintry longing with the warmth of a familiar folktale, [Humbird](#) stretches between experimental folk and environmental Americana to embrace the unexpected. Humbird discusses the challenges of being a musician during a pandemic and performs her song “January” in her backyard.
- **Scrunchies** - Filled with catchy hooks and relentless riffs, anthems that worm their way deep into your head, the members of Minneapolis-based rock band [Scrunchies](#) discuss the challenges of being musicians during a pandemic and perform their new single “Feral Coast” in their back yard.
- **Maria Isa** - Boricua singer, songwriter, actress, rapper, activist and international recording artist [Maria Isa](#) discusses the challenges of being a musician during a pandemic and performs “Voy Contigo.”
- **Leah Ottman (LOTT)** - The Twin Cities music community and beyond was deeply saddened by the death of Leah Ottman, who used the moniker LOTT, in early December 2020. Leah described her music as classical-experimental violin and referred to herself as an orchestra nerd at heart. Leah collaborated with many bands and artists including, We Are The Willows, Rogue Valley, Andrew Broder, Dessa, Jeremy Messersmith, Father John Misty and many more.
- **Chance York** - [Chance York](#) is a Twin Cities hip-hop/rap artist who works as a solo artist, with his band Crunchy Kids, as well as in collaboration with Big Cats and other groups. A standout figure in the MPLS music community, Chance is a rapper with dynamic lyricism in a variety of capacities. He discusses the challenges of being a musician during a pandemic and performs “Float Tank.”
- **PaviElle French** - An interdisciplinary artist known for her powerhouse vocals and performances, [PaviElle French](#) discusses the challenges of being a musician during a pandemic and performs solo.
- **Gabriel Douglas** - Known for his solo work and his band [The 4onthefloor](#), Twin Cities musician [Gabriel Douglas](#) discusses the challenges of being a musician during a pandemic and performs his song “How To Make A Home (Somebody to Call)” on his front porch.

Distribution: TPTOriginals, the TPT website, and featured in a broadcast episode of TPT’s STAGE
STAGE local broadcast hours: 3 | Viewers: 2,399 (via Nielsen ratings)

Engagement: Pageviews: 5,987 | Users: 7,796 | Impressions: 192,441 | Video views: 21,742 |
Engagements: 6,405 | Social posts: 178 | YouTube watch time in hours: 29

Music for the Holidays 2020

Premiere: 12/20/20

Outputs: 1 Episode / 3 Outputs



Description:

Music For the Holidays unites the Minnesota community through soul-stirring music while fostering togetherness. Each year, Minnesotans enjoy the musical stylings of local and national artists, musicians, choirs, and dance groups. 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.

Featured performances by Quan Howell, Alyssa Schwitzer, The Pattons, Tonia Hughes Kendrick with the Hurst Family Experience, Nunnabove, PJ Morton, Courtland Pickens with Community Youth Choir Known, Daniel Felton with Nachito Herrera, and Sara Renner with the MFTH Mass Choir.



Still from Music for the Holidays 2020

Distribution: TPT Life and TPT Minnesota Channel broadcasts

Local broadcast hours: 3 | Viewers: 2,399 (via Nielsen ratings)

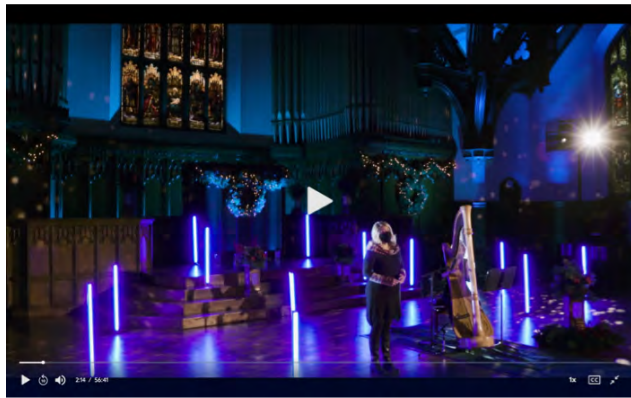
Welcome Christmas with VocalEssence

Premiere: December 19, 2020

Outputs: 1 broadcast special

Description:

In an unprecedented year of Covid-19 restrictors, VocalEssence is doing their part to bring their annual Christmas concert to the public. Since gathering for an in-person concert is forbidden, VocalEssence and Twin Cities PBS are partnering to share world-renowned choral artistry throughout the state and beyond. With strict safety protocols...including singing with masks...*Welcome Christmas with VocalEssence* sings out traditional Christmas carols, little-known international gems, and diverse American musical styles to celebrate human connection in this holiday season.



Left: Welcome Christmas with VocalEssence at Plymouth Congregational Church, Minneapolis, MN; Right: G. Phillip Shoultz, III - Conductor (l) and Philip Brunelle - Founder and Conductor of VocalEssence (r) compare notes on choral pieces

Impact:

Minnesota is home to the grand tradition of choral singing. From St Olaf College's 100+ year old institution of the St Olaf Choir, begun by F. Melius Christiansen in 1912, to the hundreds or thousands of community choirs spread around the state, Minnesotans have carried on the tradition of expressing joy, sorrow, and the entire rainbow of emotions through song. Holiday concerts are one of the most visible expressions of choral singing. They're a time for community to gather and enjoy the artistry of humanity. VocalEssence is one of the few professional choirs in the country to engage people across, race, color, and age with a wide arc of musical traditions. As such, in a year when live performances are prohibited, sharing *Welcome Christmas with VocalEssence* ensures that the long legacy of choral singing continues to reach a community aching for connection.

2021 Upper Midwest Regional Emmy for Best Entertainment Program — Long Form Content

Distribution: TPT2 and TPT Minnesota Channel broadcasts

Local broadcast hours: 7 | Viewers: 23,983 (via Nielsen ratings)

Engagement:

Pageviews: 1,808 | Users: 855 | Impressions: 3,232 | Video views: 618 | Social Posts: 6

Digital

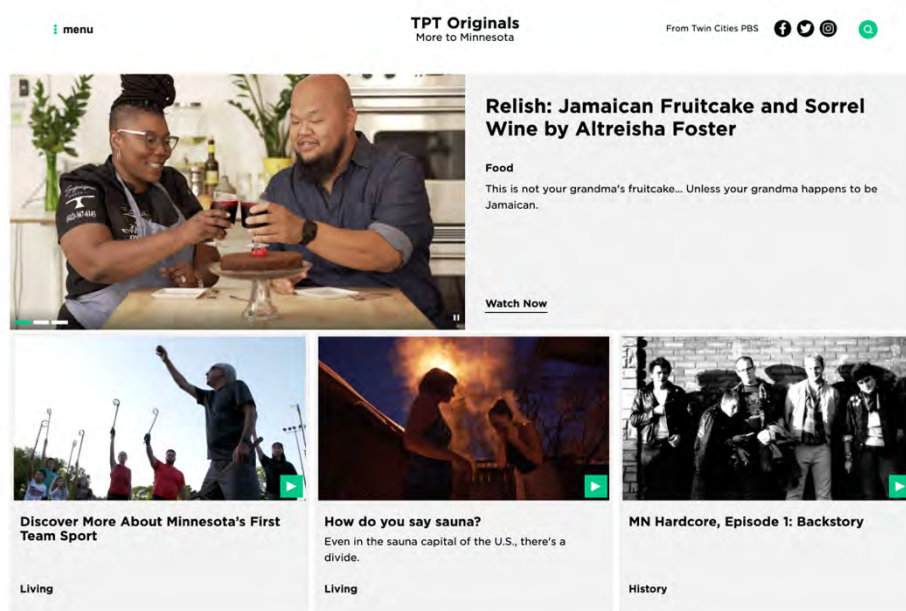
TPT Originals

Premiere: N/A

Outputs: 256 articles (most with video content), including 7 new or continuing web series

Description:

Launched in August 2018, TPToriginals.org is a Minnesota-focused storytelling hub aimed at serving younger audiences (35-55) with multimedia content. The site is also home to several web series, including new efforts *Worn Within* and *Minnesota Hardcore*, as well as continuing series such as *Relish*. Since its launch, the site has played a critical role in helping us understand audience trends in a shape-shifting media landscape.



Pictured left: Newly re-designed TPTOriginals.org homepage

Impact:

Between July 2020 and June 2021, Twin Cities PBS producers shifted gears as a pandemic and civil unrest in the wake of George Floyd's murder took our local communities by storm. As some projects halted due to production

constraints, they instead turned their attention to creating timely, relevant content for TPToriginals.org, adopting scrappier production capabilities in the process. The result was a nearly 50% increase in pageviews year-over-year, as well as an increase in the time audiences spent on the site. Much of this content revolved around how the arts community in Minnesota was grappling with the closure of venues and the cancellation of in-person events, while other stories explored Minnesota's history with racial inequity. Leveraged as a distribution channel to reach even more audiences with our local arts, culture and history work, the corresponding TPT Originals YouTube channel saw soaring success between July 2020 and June 2021. With almost 22,000 subscribers to date, content on the channel earned 1.7 million views, for a total of 410,000 hours watched. Both the site and the YouTube channel continue to offer essential audience insight about how to engage and inspire the next generations of public media fans and supporters.

Engagement: Pageviews: 764,775 | Users: 687,060 | Impressions: 1,630,030 | Video views: 91,347 | Engagements: 134,112 | Social posts: 995 | YouTube watch time in hours: 280

In Production

Bring Her Home

“In Production”): March 21, 2022 via NPS/PBS

Outputs: 1 60-minute documentary, 4 90-second interstitials, 3 trailers (20, 30, and 120 seconds), 5 VIP events

Description:

Twin Cities PBS is producing “Bring Her Home,” a 60-minute documentary film and engagement initiative exploring the Missing & Murdered Indigenous Women’s crisis today. The film follows North Dakota Representative Ruth Buffalo, activist Mysti Babineau, artist Angela Two Stars, and the 2020 MMIW March in Minneapolis, telling a story of vulnerability, healing, and resilience of the Native community as they confront this ongoing crisis, effects of historical trauma, and a lack of justice. This multimedia project will be shared on TPT’s broadcast channels, digital and social media platforms, via film festival submissions, and in community through three private premiere screenings and up to 15 virtual partner screenings nationwide.



Bring Her Home follows three Indigenous women — an artist, an activist, and a politician — as they work to vindicate and honor their missing and murdered 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 and continue this crisis.

Impact:

Bring Her Home will drive public awareness that will serve as a catalyst for conversation, cultural reclamation and ultimately, systemic change.

PROJECT GOALS

- To address the invisibility of Native women
- Build awareness of the history of systemic oppression against Native women
- Bring attention to MMIW cases and their connection to historical trauma
- Change the narrative of Native women - from one of vulnerability to strength and resilience.

AUDIENCES

- Primary audience is Native communities
- Secondary audience is changemakers: policymakers, emergency response, law enforcement agencies, sexual assault/violence prevention organizations, and groups working to end trafficking



Bring Her Home virtual Impact Summit hosted by Working Films on 10/14/21. Attendees: Alaska Native Women's Resource Center, Alliance of Tribal Coalitions to End Violence, Coalition to Stop Violence Against Native Women, MN Indian Women's Sexual Assault Coalition, Minnesota Indian Women's Resource Center, National Indigenous Women's Resource Center, Native Alliance Against Violence, Native Women's Society of the Great Plains.



(Photo by: Anna Jean Williams) Mysti Babineau at the 2020 Minneapolis MMIW March.



(Photo by: Michael Phillips) Rep. Ruth Buffalo at the 2020 Minneapolis MMIW Rally & March.



(Photo by: Jacob Kelso) Angela Two Stars at the 2020 Minneapolis MMIW March.

EVENTS: 5 VIP screenings are scheduled between February - March 2022, 1 Vision Maker Media virtual preview & conversation will precede the broadcast. More community engagement screenings to come.

Outside Chance With Chance York

In production

Outputs: 8 digital episodes to be released winter/spring2022

Description:

Minnesota is filled with people who have interesting outdoor passions. *Outside Chance* features the inquisitive Chance York. Chance is up for anything and is guided through experiences to learn about the state's outdoor spaces, cultures, and traditions.



Outside Chance digital series host, Chance York, rock-climbing in Minnesota

This work, premiering in 2022, will highlight traditional and non-traditional activities, will provide viewers with inspiration to try new things, and will begin to break down barriers people - who do not self-identify as being 'outdoorsy' - face as they consider new outdoor activities.

Distribution:

Digital series on TPT Originals and social media; live events tbd

Be My Guest

In production

Outputs: 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. Combining short-form media and interactive community meals, *Be My Guest* aims to foster social interactions and increase empathy between Muslim & non-Muslim communities through a

shared experience at the table. The multimedia event series will do this by bringing together Muslim audiences & TPT audiences via interactive workshops.

Impact: Primary Goals are to...

- Media and interactive conversation drives learning about Islam and Minnesota Muslims
- Host virtual community meals bringing Muslim and non-Muslim participants to 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 wants everyone who watches a video or attends 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

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.

Videos:

- LENT AND RAMADAN
- FARMING TRADITION TO GROW A FUTURE
- FAITH GROWS GREEN GARDENS
- HOW CAN FOOD CREATE A DIALOGUE BETWEEN ISLAM AND JUDAISM?
- ICING ON THE CAKE
- SELF- PORTRAITS

Events: 4 virtual Zoom events throughout September to November

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

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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	
Names of Legacy funded programs reporting July 1, 2020 through June 30, 2021	MPTA Admin and Production Development Minnesota Experience First Ave: Closer to the Stars Legacy Impact TPT Originals Website Developments/ Production Services Moving Lives MN MN Niche MN Outdoors Be My Guest MN Hardcore Relish Season 2 Art Is Season 3 2020 Filmmakers TPTO Arts & Culture Worn Within Baldies Porch Performances Relish Season 3 Vocal Essence Christmas MN Orchestra Stage Music for the Holidays Missing and Murdered Indigenous Women
Cost of Production	See Cost of Production below
Number of stations broadcasting program	3
Estimated viewership July 1, 2020 through June 30, 2021	1,713,300
Hours available for web streaming July 1, 2020 through June 30, 2021	355
Education materials created and distribution July 1, 2020 through June 30, 2021	646

Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
MPTA Admin and Production Development	\$218,113.82
Minnesota Experience	\$545,506.05
First Ave: Closer to the Stars	\$2,757.49
Legacy Impact	\$40,941.26
TPT Originals Website Developments/ Production Services	\$230,345.64
Moving Lives MN	\$122,909.13
MN Niche	\$247.16
MN Outdoors	\$613.96
Be My Guest	\$49,789.98
MN Hardcore	\$66,626.07
Relish Season 2	\$24,711.20
Art Is Season 3	\$24,337.62
2020 Filmmakers	\$128,530.58
TPTO Arts & Culture	\$90,688.57
Worn Within	\$65,491.70
Baldies	\$67,607.30
Porch Performances	\$26,243.07
Relish Season 3	\$175,992.76
Vocal Essence Christmas	\$19,979.41
MN Orchestra	\$15,260.59
Stage	\$98,247.12
Music for the Holidays	\$11,457.77
Missing and Murdered Indigenous Women	\$25,645.43
Total	\$2,052,043.68

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 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	Minnesota Experience First Ave: Closer to the Stars Legacy Impact TPT Originals Website Developments/ Production Services Moving Lives MN MN Niche MN Outdoors Be My Guest MN Hardcore Relish Season 2 Art Is Season 3 2020 Filmmakers TPTO Arts & Culture Worn Within Baldies Porch Performances Relish Season 3 Vocal Essence Christmas MN Orchestra Stage Music for the Holidays Missing and Murdered Indigenous Women
Recipient phone number	651-222-1717
Names of board members	See below
Recipient email address	lkadrlik@tpt.org
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	\$2,108,829.67 was appropriated from the Arts & Culture Legacy Fund for Year 1 of the biennium FY20, July 1, 2019 – June 20, 2020, of which \$226,235.66 was carried forward to Year 2. \$2,154,814.86 was appropriated from the Arts & Culture Legacy Fund for Year 2 of the biennium FY21, July 1, 2020 – June 20, 2021. The total Legacy funding available in Year 2 was \$2,381,050.52
Amount and source of additional funds	TPT utilized partnership and private donor funds to match funding for projects like Art Is Season 3, Minnesota Experience, Be My Guest, and Missing and Murdered Indigenous Women. The partnership and private donor funds raised in FY21 were approximately \$364,193 and will be used over project periods
Duration of projects	Projects took place between 07/01/2020– 6/30/2021
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	14.87

under this section, calculated as the total number of hours planned for the position divided by 2,088	
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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)	7/1/2020 – 6/30/2021	14.87	1,672,889.96	379,153.72	(see below)	(see below)	(see below)
Title (# of episodes) Description (ex. 30 minute weekly program)							
MPTA Admin and Production Development		1.52				Monthly producer calls, annual survey	Shared content for programming statewide; collaboration and shared resources
Minnesota Experience <i>Weekly broadcast history series on TPT2</i>		3.85			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics; partner feedback	15 broadcast episodes including 3 original documentaries- <i>Citizen</i> , <i>Armed With Language</i> and <i>Return to Skid Row</i> ; local engagement and events; <i>MinneHistory</i> PSA broadcast series (6 episodes)	Survey results: Learned more about MN history (65%) Visit a historic site (59%) MNX Broadcast viewers: 3,777,827 In-depth community collaboration with St. Kates students and staff Supported educators with education toolkits on PBS LearningMedia for Citizen and Armed With Language 2021 Emmy Awards for Citizen, Armed With Language and MinneHistory PSA's
First Ave: Closer to the Stars <i>1-hour broadcast history documentary</i>	Reported on last year	0.00				N/A	N/A
Legacy Impact <i>Outreach, education and engagement efforts supporting</i>	July 2020	.26			Annual Legacy Arts, Culture and History survey of	Outreach, education and engagement efforts supporting Legacy -	Supported distance learning efforts during COVID-19 pandemic

<i>Legacy -funded Arts, Culture & History projects</i>					audience members	funded Arts, Culture & History projects	Expanded educational offerings on the air, online and in community. TPT's focus on education includes a resource page for parents and content on PBS Learning Media, a robust hub of media and related curriculum for educators that is linked to statewide standards.
TPT Originals Website Developments/ Production Services <i>Website platform</i>	July 2020	1.87			Annual Legacy Arts, Culture and History survey of audience members; social and web metrics	256 articles (most with video content), including 7 new or continuing web series.	<p>Attracted new audiences to our work, and also to arts, culture and history.</p> <p>50% increase in pageviews year-over-year; increase in the time audiences spent on the site.</p> <p>Between July 2020 and June 2021 TPT Originals' YouTube channel had 22,000, earned 1.7 million views and had a total of 410,000 hours watched.</p>
Moving Lives MN	Please see MLMN Report	2.71				N/A	N/A
MN Niche <i>Digital series</i>	Reported on last year	0.00				N/A	N/A
MN Outdoors <i>Digital series</i>	In production	0.00				N/A	N/A
Be My Guest <i>Digital series & live events</i>	In production	.41				N/A	N/A
MN Hardcore <i>1 hour broadcast history documentary</i>	10/31/20	.23			Annual Legacy Arts, Culture and History survey of audience members; social and web metrics	8 digital episodes & articles on TPT Originals website	<p>Preserved local music history through a rich collection of storytelling</p> <p>42,141 Video views 2,610,799 impressions 16,999 pageviews 386,270 engagements</p>
Relish Season 2 <i>Digital series focused on cultural heritage and food</i>	Reported on last year	0.00				N/A	N/A
Art Is... Season 3 <i>Multi-platform media and live public events series (virtual)</i>	10/15/20	.08			<p>Audience event surveys</p> <p>Annual Legacy Arts, Culture and</p>	29 total outputs including digital videos and stories on TPT Originals and social media	95% of attendees rated the events "superior" or "excellent"

					History survey of audience members; Nielsen ratings; social and web metrics	Virtual events series	<p>Amplified stories of diverse creative artists, preserving their stories and enriching the lives of audiences</p> <p>32,300 video views</p> <p>We had a positive impact on our collaborators.</p> <p>We built connections across communities.</p>
2020 Filmmakers <i>Commissioned film series for broadcast</i>	5/25/21	.22			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics	4 commissioned films	<p>Commissioned films about the year 2020 preserve stories from an historic year (police killing of George Floyd, uprisings, presidential election and pandemic);</p> <p>Say His Name selected for national carriage on 185 channels</p> <p>11,994 local broadcast viewers</p> <p>We had a positive impact on our collaborators by creating visibility for their storytelling.</p>
TPTO Arts & Culture <i>Website features on arts and culture</i> <i>Minnesota Portraits</i> articles and podcast series	July 6, 2020	.62			Annual Legacy Arts, Culture and History survey of audience members; social and web metrics	11 podcast episodes; 11 articles on TPT Originals	<p>Amplifies voices of influential Minnesotans from TPT's archives; series offers cogent insight about modern times.</p> <p>YouTube listen time: 142 hours</p>
Worn Within <i>Digital series on multicultural fashion</i>		.49			Annual Legacy Arts, Culture and History survey of audience members; social and web metrics	1 trailer, 6 episodes, 6 TikTok recaps, 6 TPT Originals articles, 12 social media clips, 1 education resources collection on PBS LearningMedia	<p>We enriched lives and strengthened communities through engagement with arts, culture, and history; We built connections across communities</p> <p>2021 Upper Midwest Emmy Award</p> <p>Emphasize and bring attention to the rich cultures and clothing traditions of the different communities living in Minnesota</p> <p>After the initial release,</p>

							<p>episodes were shared online by different textile and community organizations across the Twin Cities, Greater Minnesota, and even in Midwest areas. Many communities also reached out to TPT, requesting for host appearances, panel discussions, and even a fashion show; however, because of Covid, we couldn't attend or host any events.</p> <p>62,319 video views 644 hours watched on YouTube</p>
Baldies <i>1 hour broadcast documentary</i>	In Production	.43				N/A	N/A
Porch Performances <i>Digital music series</i>	12/18/20	.12			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics	7 Episodes and 23 Outputs; featured in broadcast episode of STAGE on TPT2	<p>An archive of local music scene and musician's struggles during the pandemic. Preserving for future Minnesotans, and hopefully inspire young musicians to participate in our valuable scene.</p> <p>21, 742 video views 29 hours watched on YouTube</p>
Relish Season 3		1.22			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics; Survey of participating chefs	10 web episodes, three 30-minute broadcast episodes, 91 total outputs	<p>We built connections across communities; amplified diverse voices; and made a positive impact on the chefs we featured.</p> <p>2021 Upper Midwest EMMY® nomination for Outstanding Achievement for a Lifestyle Feature/Segment/Series</p> <p>We surveyed those featured on Relish. Respondents reported the following as a result of their Relish feature:</p> <p>More than 80% reported an increased interest or awareness of their work/business, as well as increased sales</p>

							<p>100% saw increased engagement on their social platforms</p> <p>Half of the chefs were offered new opportunities locally and/or nationally after appearing on Relish.</p> <p>Because of his work on Relish, host Yia Vang has received several additional opportunities to work on local and national video productions.</p> <p>973 hours watched on YouTube 194,873 video views 194,288 broadcast viewers</p>
<p>Vocal Essence Christmas <i>1 hour broadcast special</i></p>	12/19/20	.05			<p>Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics</p>	1 broadcast episode (:60)	<p>We enriched lives through the arts and attracted new audiences to Minnesota arts.</p> <p>2021 Upper Midwest Emmy recipient for Best Entertainment Program</p>
<p>This is MN Orchestra <i>Live orchestral broadcast and streaming series</i></p>		.06			<p>Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics;</p> <p>Collaborative survey with MN Orchestra</p>	6 Episodes/28 Outputs	<p>This live broadcast and streaming series was developed in 2020 during the pandemic to connect Minnesota Orchestra audiences to music through television and digital platforms.</p> <p>We built connection across communities and attracted new audiences to the arts.</p> <p>The series provided opportunities for togetherness and healing.</p> <p>14,392 broadcast viewers 7,699 video views</p> <p>90% surveyed were satisfied with the experience and most watched on TPT</p>

Stage <i>Musical performance series for broadcast; 1-hour programs</i>	11/2022	.46			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics	31 episodes in first season and 76 outputs	We built connection across communities and attracted new audiences to the arts. TPT partnered with local artists and arts orgs to provide arts and entertainment during the COVID 19 pandemic; Offered access to the arts during a time when venues were closed. 254,310 video views 164,908 broadcast viewers
Music for the Holidays <i>1 hour broadcast special</i>	12/20/20	.05			Annual Legacy Arts, Culture and History survey of audience members; Nielsen ratings; social and web metrics	1 Episode/3 Outputs	We built connection across communities and attracted new audiences to the arts. Continued the tradition of the Music for the Holidays performance tradition offering access on TPT during the COVID 19 pandemic 2,399 broadcast viewers
Missing and Murdered Indigenous Women <i>1 hour broadcast documentary</i>	In production	.2				N/A	N/A

Twin Cities PBS Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Minnesota Experience	Achieved proposed outcomes
TPT Originals	Achieved proposed outcomes
Be My Guest	Outcomes data not yet available
MN Hardcore	Achieved proposed outcomes
Relish Season 3	Achieved proposed outcomes
Art Is... Season 3	Achieved proposed outcomes
2020 Filmmakers	Outcomes data not yet available
Worn Within	Achieved proposed outcomes
Baldies	Achieved proposed outcomes
Porch Performances	Achieved proposed outcomes
Vocal Essence Christmas	Achieved proposed outcomes
MN Orchestra	Achieved proposed outcomes
Stage	Achieved proposed outcomes
Music for the Holidays	Achieved proposed outcomes
Missing and Murdered Indigenous Women	Outcomes data not yet available



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Darrell Thompson, President, Bolder Options

Sandra Vargas, Senior Fellow, CF Leads

R. Kirk Weidner, VP Corporate Accounts, Cargill, Inc.

Donna Zimmerman, SVP Government and Community Relations, HealthPartners

KSMQ

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Legacy funding made important conversations possible and helped raise awareness to important issues in Minnesota. KSMQ hosted conversations about significant topics that were live streamed and later broadcast. Those programs were: *Tripping the Poverty Trap* - a conversation with community members about combating generational poverty, *What COVID Took from Us: Mental Health Across Generations* - a discussion featuring Rochester community mental health advocates that unpacks growing mental health issues in the time of the pandemic across multiple generations, and *The COVID Gap: Addressing the Pandemic Racial Divide* - a discussion about the large divide in COVID hospitalizations and deaths between the white and black communities in Minnesota.

“

A note of thanks to... all who helped with the development and airing of 'Tripping the Poverty Trap,' on KSMQ-TV channels. If 2020 taught us nothing else—it's the importance of continuing to hold discussions, learn from each other and work towards the change we want to see in the world. I'm grateful to public media for taking the lead in holding such conversations and airing content that helps us see something bigger. The more we are able to learn together from a wide range of perspectives—the more hope we see is all around."

AREAS OF IMPACT

IMPORTANT DISCUSSIONS

“Tripping the Poverty Trap’ highlighting the awesome work being done in 2 of my favorite local nonprofits (Jeremiah Program Rochester and Project Legacy (Karen Light Edmonds)! Definitely worth the listen to hear how intertwined health & human services are in Rochester.”

RAISING AWARENESS

“Thank you KSMQ for bringing increased awareness to the issues that go beyond the 10-14 day duration of the viral illness itself. Mental health is an integral component of our physical wellness, as both an individual perspective and collectively in regard to societal well-being.”

ENHANCING UNDERSTANDING

“I appreciate the feature and all of the work you all are doing to promote health equity!”

KSMQ | AUSTIN

OFF 90

Start of Season (carried over into 2022 budget year): July 10, 2020

EPISODES: 8

DESCRIPTION: Weekly series featuring arts, history, and cultural content of Minnesota.

IMPACT: *Off 90* captures authentic expressions of the creative process in order 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.



In an Off 90 episode, Brian Frink and Wilbur Neushwander-Frink describe how a poor farm near Mankato became an artist's studio.

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* 1201

Family Promise Rochester is committed to helping families experiencing homelessness. "The Muse" is a short film that won the Best of Fest award at the 2020 Speechless Film Festival in Mankato. Singer-songwriter Barb Piper performs an original song at the Northfield Arts Guild. Chef Shari Mukherjee of Rochester shows us how to bake a delicious recipe just in time for Mother's Day. And we visit with Sylwia Oliver, a local immigrant who's making waves as executive director of Rochester's 125 Live.

- *Off 90* 1202

Axel Gumbel, an immigrant from Germany, reflects on how his education was different from that of his American children. Chef Shari Mukherjee shows us how to make quick pickled onions. We hear a poem by Oscar Juarez Sanchez and music from the band Loud Mouth Brass. And we learn about the history of Minnesota State University, Mankato.

- *Off 90* 1203

In this episode of "Off 90," Rochester NAACP President Wale Elegbede describes his journey from Nigeria to Minnesota. Rochester band Fires of Denmark performs their song, "Lost in Light." Filmmaker Josh Mruz

explores what it means to be “Comfortably Numb.” Local chef Shari Mukherjee makes a quick and flavorful summer cocktail. Susan Haskamp tells us all about her role with the Rochester Intercultural Mutual Assistance Association. Lastly, we hear story about how streetcars revolutionized travel in Mankato.

Off 90 season 12 carried over into the 2022 budget year.

R-TOWN

Start of Season (carried over into 2022 budget year): May 2, 2021

EPISODES: 42

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.



Chuck Smith from Lion Heart Clay Works featured on R-Town.

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).

• *R-Town* 1401

Nicole Nfonoyim-Hara sits with the new Executive Director of the Rochester Art Center Pamela Hugdahl to discuss how the Art Center has adapted during the pandemic. We check in with local restaurant owners and take a walk around the new Cascade Lake. Mary O’Neil, Program Manager of the Housing Stability Team, stops by to discuss what Olmsted County is doing to help the most vulnerable populations in the time of COVID-19.

• *R-Town 1402*

Nicole Nfonoyim-Hara talks arts with Interim Director of Rochester Civic Theatre Misha Johnson. They discuss the upcoming performances of Romeo and Juliet and how the Civic Theatre is maintaining a safe environment. We visit the History Center to check out the Onward March of Suffrage exhibit and the Chester Woods camping ground for a summer full of fun. Kendall Hughes of Three Rivers Restorative Justice discusses what's new in Rochester and how restorative justice is working in Southern Minnesota.

• *R-Town 403*

This week on R-Town, Nicole Nfonoyim-Hara checks in with Kim Edson from the Rochester Public Library to discuss the One Book | One Minnesota program, and how the library is starting a local conversation on race. The Rochester Repertory Theatre is preparing for a Drive-In Theater event and Karate Chop, Silence is playing for Riverside Concerts. Yasmin Ali and Kesarin Mehta from the Rochester Community Initiative discuss recent protests and the continued fight for social justice in Southern Minnesota.

• *R-Town 1404*

This week on R-Town, Nicole Nfonoyim-Hara discusses the upcoming primary election for Rochester City Council President with candidates Brooke Carlson, Vangie Castro, and Kathleen Harrington. They all discuss the economic impact of COVID-19 on Rochester, racial inequity, fighting for social justice and police reform, and the importance of affordable housing and education.

• *R-Town 1405*

Host Nicole Nfonoyim-Hara and Olmsted County Election Specialist Kathryn Smith explore what you can expect at the polls this Tuesday. Ballet Blake and the Rochester Symphony perform for Presto! and we head to the History Center of Olmsted County to check out their Drive-In Pandemic Pictures. Captain Jeff Stilwell of the Rochester Police Department discusses the new reforms after the passage of the police accountability bill.

• *R-Town 1406*

Host Nicole Nfonoyim-Hara discusses race and health inequity with Olmsted County Commissioner Sheila Kiscaden. The Rochester Symphony explore some of the big changes they've experienced this summer and we stop by the Rochester Art Center to visit the Grief UnMasked exhibit. Chair of the Rochester School Board Deborah Seelinger comes on to discuss the upcoming school year and how Rochester Public Schools are addressing the concerns over COVID-19.

• *R-Town 1407*

Host Nicole Nfonoyim-Hara and ROCOG Principal Transportation Planner Bryan Law ask you to share your thoughts about the long-range transportation plan. John Sievers and Tyler Aug stop by to discuss the upcoming Music Video Menagerie at the Olmsted County History Center, and we check in with the Rochester Repertory Theatre at the Drive-In Live Theatre Event. Holly Masek, Executive Director of the Rochester Downtown Alliance, stops by to discuss the changes that have come to the RDA this summer and how Thursdays Downtown have moved into a virtual space.

• *R-Town 1408*

Host Nicole Nfonoyim-Hara greets the new Program Manager of the Olmsted County Diversity, Equity, and Community Outreach Team Nikki Niles. The Chateau shows off their current exhibit, Dressing the Abbey, and Shahnoor Shafqat discusses art and her 'innocent monsters.' Dee Sabol visits to discuss the Intercultural Cities Initiative Index report and the future of Rochester as an intercultural city.

• *R-Town 1409*

Host Nicole Nfonoyim-Hara sits with René Halasy, Executive Director of RNeighbors, about the creative ways Rochester neighborhoods are handling the pandemic. Danielle Teal checks in with the educational community of Rochester and we head to SPARK to see how the new children's museum is fairing in the time of COVID. Community Organizer of the Rochester Sierra Club Rick Morris stops by to discuss the global pandemic, racial justice struggle, and an ongoing climate crisis; how all these issues intersect; and why it matters.

- *R-Town 1501*

This week on R-Town, Nicole Nfonoyim-Hara hosts a roundtable discussion with City Council Ward 6 candidates Molly Dennis and Craig Ugland. They discuss the economic impact of COVID-19 on Rochester, racial inequity, fighting for social justice, affordable public transportation, and the use of tax dollars in the community.

- *R-Town 1502*

Rochester City Council Ward 4 Candidates Kelly Rae Kirkpatrick and Katrina Pulham join Nicole Nfonoyim-Hara to discuss their platforms as we approach the Nov. 3rd. election. They discuss COVID-19, social justice, neighborhood initiatives, and the future of public safety and community in Ward 4.

- *R-Town 1503*

Danielle Teal stops by this week to sit down with Olmsted County Elections Specialist Katie Smith to discuss the upcoming November General Election. They discuss the different ways to vote, where to find the information, and how you can participate in the election.

- *R-Town 1504*

Candidates for Rochester City Council Ward 2 Incumbent Michael Wojcik and Mark Bransford join Nicole to discuss their platforms as we approach the Nov. 3rd. election

- *R-Town 1505*

Nicole discusses the future of small businesses in Rochester with Rochester Area Chamber of Commerce Assistant Director of Communications Brent Ackerman and Executive Director of the Rochester Downtown Alliance Holly Masek. They discuss grants and opportunities that are available to local businesses and different events coming to Downtown Rochester.

- *R-Town 1506*

This week on R-Town, Nicole chats with Heidi and Kamau Wilkins from Rochester for Justice to talk about their upcoming event, From Grief to Action. We check in with Dr. Lilly Wagner, an immigrant from Germany, and head downtown with Danielle Teal to say hi to some business owners. Executive Director of the Jeremiah Program JoMarie Morris and Nicole discuss the Grand Opening of the new Rochester campus and what's coming next for the Jeremiah Program.

- *R-Town 1507*

Danielle Teal sits down with RCTC Professor Chad Israelson and Century High School teacher Shane Baker to discuss the results of the election and how both educators are handling our country's political divide in the classroom. We head to Riverside Elementary to explore how they're addressing diversity and inclusion, and we head to 125Live to check in with the Castle Quilters on Veterans Day.

- *R-Town 1508*

Danielle Teal sits with Wale Elegbede to discuss his TED Talk about building community and fighting Islamophobia. We stop at SPARK Children's Museum and head to Ironside Axe Club to explore how we're having fun at all ages. Director of Olmsted County Public Health Graham Briggs comes by to discuss the current state of COVID-19 and the best way to celebrate the upcoming holidays while staying safe.

- *R-Town 1601*

This week on R-Town, Danielle sits with Reverend Emily Carson to discuss unpacking 2020 this New Year. We check in with the Rochester Community Bike Club, 125Live Esthetician Liz Guevremont describes how her new business is fairing in the pandemic, and Master Chef Contestant Shari Mukherjee shows us some popular recipes. Dr. Amit Sood and Danielle discuss the ways we can all become more resilient in 2021.

- *R-Town 1602*

This week on R-Town, Danielle sits with Graham Briggs, Director of Olmsted County Public Health, to discuss the COVID-19 vaccine. Vangie Castro discusses her immigration story from the Philippines to the United States, and Bryan Wattier from MegaWatt Entertainment stops by to discuss how they're fairing through the pandemic. New Walkabout correspondent Amarachi Orakwue chats with Naura Anderson about Threshold Arts and supporting the work of local artists.

- *R-Town 1603*

This week on R-Town, Danielle sits with Dave Oeth with the Volunteer Income Tax Assistance program to discuss how the Rochester community can access free filing assistance. We meet Rawhi Said as he describes how his family fled their home in Bosnia with two bags and the clothes on their backs, and we check in with Wale Elegbede to reflect on Martin Luther King Jr. Day, and why it's still important to celebrate King's legacy. New City Administrator Alison Zelms stops by to discuss the future of Rochester, the 2021 Budget, and collaborating with the new City Council.

- *R-Town 1604*

This week on R-Town, Danielle sits with the RDA to discuss how Social Ice is changing this year. Kim Sin describes his journey to America and Amarachi Orakwue sits down with George Thompson to discuss his life in Rochester. We also chat with Rev. Andre Crockett about the new community liaison position in Rochester.

- *R-Town 1605*

This week on R-Town, Danielle welcomes the new City Council President Brooke Carlson, and they discuss everything up and coming for the city of Rochester. Amarachi Orakwue has a chat with Abe Sauer of Old Abe Co. and checks in with Fade Clinic Barbers to discuss cool hairdo is popular in 2021.

- *R-Town 1606*

This week on R-Town, Danielle sits with Misha Johnson and Eric Decker to talk about the upcoming digital production of Romantic Fools by Rich Orloff. Amarachi chats with Jennifer Schimek from Rochester Reiki Retreat, and visits with Matt Arnold from Detour Athletics. Wale Elegbede from the Rochester NAACP comes by to discuss how the NAACP is commemorating Black History Month and addressing the pandemic.

- *R-Town 1607*

This week on R-Town, Danielle sits with the League of Women Voters to discuss redistricting in Minnesota following the 2020 Census. Maureen Wismayer from the Rochester Figure Skating Club stops by, and we visit with Lenny Williams and Dr. Nancy Adegoke from Trill or Not Trill. We also have a discussion with Dan Jensen about the COVID-19 vaccine rollout in Olmsted County.

- *R-Town 1608*

This week on R-Town, Danielle sits with Wayne Gannaway from the History Center of Olmsted County to discuss how they're handling the pandemic. We hear from Elsamawal Ali about his journey to America and Brandon Helgeson from Rochesterfest stops by to discuss their plans for 2021. Amarachi Orakwue chats with Chris Lukenbill about his new community service Shrpa. We also sit down with Chao Mwatela, the incoming Director of Diversity, Equity, and Inclusion for the City of Rochester.

- *R-Town 1701*

This week on R-Town, Danielle sits with Jeremy Westrum, owner of Rootz of Inspiration, to discuss how he came to Rochester and started his business amidst a pandemic.

- *R-Town 1702*

This week on R-Town, Danielle sits with Sylwia Oliver to discuss what's coming next for 125Live and the future of community centers in Rochester.

- *R-Town 1703*

This week on R-Town, Danielle sits with Samantha Erickson from the Rescued Room to discuss home organizing and upcycling as the weather is getting warmer.

- *R-Town 1704*

This week on R-Town, Danielle sits with Ryan Yetzer, Interim Deputy Director of Community Development, to discuss the Downtown Waterfront Southeast Small Area Plan.

- *R-Town 1705*

This week on R-Town, Danielle sits with Melissa Egger to discuss the upcoming ART(is)T Therapy Artisan Market at Little Thistle Brewing Co. Go support your local artists on May 1st, at 10 a.m. Inclement weather date is May 8th.

- *R-Town 1706*

This week on R-Town, Danielle Teal sits with Rosei Skipper to discuss the music scene in Rochester, and how you can support local artists while we continue to fight the pandemic.

- *R-Town 1707*

This week on R-Town, Amarachi Orakwue sits down with Bud Whitehorn, the new community liaison between the Black community and the Rochester Police Department, to discuss the meaning of Black Lives Matter and how the Rochester community can work to support black lives.

- *R-Town 1708*

This week on R-Town, Danielle Teal sits with local DJ LaidEe P to discuss the entertainment industry in Rochester, MN, and how the community and local businesses can come together to support local artists.

- *R-Town 1709*

This week on R-Town, Danielle Teal discusses the affordable housing crisis in Rochester with City Councilwoman Kelly Rae Kirkpatrick.

- *R-Town 1710*

This week on R-Town, Danielle Teal and Amarachi Orakwue sit down with Captain Jeff Stilwell of the Rochester Police Department to discuss community policing and building relationships with those who do not trust the police force.

- *R-Town 1711*

This week on R-Town, Danielle Teal sits with Jinny Rietmann, Executive Director at Workforce Development, Inc., to discuss the ongoing worker shortage in Rochester and across the country.

- *R-Town 1712*

This week on R-Town, Danielle Teal sits with Holly Masek, Executive Director of the Rochester Downtown Alliance and Dina Abo Sheasha, Director of Business Development at Curve Solutions to discuss Downtown Rochester and the events coming this summer.

- *R-Town 1713*

This week on R-Town, Danielle Teal sits with Brandon Helgeson, Executive Director of Rochesterfest, to discuss the upcoming festival, the schedule of events, and how Rochesterfest is celebrating coming back after a year-long pause.

LETS GO, MINNESOTA!

Start of Season: July 7, 2020

EPISODES: 7

DESCRIPTION: Program featuring art, history and cultural heritage intertwined with outdoor adventures in Minnesota.

IMPACT: Are you one of the 70% of Minnesotans who participate in outdoor recreation each year? Then, *Let's Go, Minnesota!* is for you! Join host Brenda Piekarski as she leads a team of adventurers down rivers, up cliffs, and across prairies. Hiking, biking, climbing, and paddling are just a few ways we enjoy the outdoors. And because we include an artist on every adventure, you will get to look at nature through a creative lens as well.



Paddlers on the Mississippi River headwaters south of Bemidji, Minnesota, in Episode 203 of Let's Go, Minnesota!

DISTRIBUTION: *Let's Go, Minnesota!* is broadcast on our main channel (15.1), statewide on the MN Channel, and nationwide on the Create Channel (15.3). *Let's Go, Minnesota!* is also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org).

•*Let's Go Minnesota!* 201

This adventure takes you on the Blue Earth River, just south of Mankato. We paddle some white water, hike up a narrow canyon and get a sort of spa treatment or is it a rite of passage? We see some beautiful waterfalls, Big Mo and have some sparkling conversations. Joining us this trip is artist Michelle Kaisersatt.

•*Let's Go Minnesota!* 202

On this episode of *Let's Go, Minnesota!*, Brenda takes a hike on the Hay Creek Trails by Red Wing. We explore an abandoned pioneer homestead and learn about badgers from Clarissa Shrooten of the Oxbow Park and Zollman Zoo. Brenda is joined by artist Heidi Bacon and guide Bruce Ause. Also along for the walk are Jim and Laurel Dicke.

•*Let's Go Minnesota!!* 203

100-year-old pines, headwaters of the Mississippi River, and a thigh-burning climb keep you engaged in one of Minnesota's oldest state parks. We're joined by Park naturalist Connie Cox and watercolor artist Pam Luer. Plus, Clarissa Schrooten from the Oxbow Park/Zollman Zoo tells us about porcupines.

• *Let's Go Minnesota!!* 204

From the bustling center of Bemidji to the quiet meditation of a bog, we're enjoying all that northern Minnesota has to explore. This adventure takes us biking on the Paul Bunyan State Trail from Bemidji to Lake Bemidji State Park. And we discover what it's like in a Minnesota bog. Guests include: Pete Harrison and Christa Drake - Lake Bemidji State Park Naturalists. Biff Ulm, artist and owner of MN Nice Enough. Biff is a classic maker who finds new ways to express his creativity. He then brings it to market for others to enjoy. And we learn about the Barred Owl from Clarissa Schrooten.

• *Let's Go Minnesota!!* 205

The Mississippi River has many personalities as it winds its way across Minnesota. Up north, the headwaters are cool and clear, as we explore them with our guest artist Preston Lawing. We're guided on our adventure by Mark Morrissey of Bemidji State University. And we learn about the black bear from Clarissa Schrooten (Oxbow Park/Zollman Zoo).

• *Let's Go Minnesota!* 206

Host Brenda Piekarski takes us up, up, and away in a hot air balloon. Joining us is Rochester artist Ayub Hajiomar. We're guided aloft by pilots Ed Chapman and Mark Spanier. Only the wind knows where we're going.

• *Let's Go Minnesota!* 207

Today we paddle the Cedar River, starting in Austin. We're joined by improv teacher Keren Gudeman; four members of the Wood family; and Tim Ruzek, James Fett and Paul Hunter from the Cedar River Watershed District. And we learn about turtles from Clarissa Schrooten of Oxbow Park & Zollman Zoo.

MUSIC SPECIALS

Start of Season: November 22, 2020

EPISODES: 2

DESCRIPTION: Broadcast of Minnesota-related concert performance.

IMPACT: In a normal year, KSMQ would broadcast two Christmas specials. One is *Christmas at Assisi*, a concert performed each year by the Choral Arts Ensemble of Rochester at Assisi Heights in that city. The second is *An Austin Christmas*, filmed at the KSMQ studio, which showcases in one program the performances of various local music groups. During COVID, these performances were not held. But KSMQ was fortunate to fulfill the need for music by presenting two other specials.



Kathryn Bisanti from MacPhail.

DISTRIBUTION: The music specials were broadcast on our main channel (15.1) and statewide on the MN Channel. The music specials were also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org).

- *A Fazioli Festival Featuring Roberto Plano*

With the help of generous donations, the Austin Symphony Orchestra recently purchased a Fazioli F 308 piano, one of the finest pianos in the world. KSMQ partnered with the Symphony Orchestra to bring you its debut performance recorded live at the Knowlton Auditorium in Austin with world renowned pianist Roberto Plano.

- *Connections and Transformations*

KSMQ partnered with MacPhail Center for Music to produce "Connections and Transformations," a theme inspired by the construction of a new MacPhail Center facility in Austin. The program, recorded at the MacPhail centers in Austin and Minneapolis, was developed by Mischa Santora, artistic director of the MacPhail Center's Spotlight Series. The program features modern interpretations of classical songs like "The Swan" by Camille Saint-Saëns and "Goin 'Home" by Antonín Dvořák.

DIGITAL PLATFORM AND AUDIENCE DEVELOPMENT

Start of Season: July 1, 2020

EPISODES: 4 live stream specials and 5 short digital first stories

DESCRIPTION: Develop online platforms and content that provide greater visibility to new 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.



Moderator Eric Olson, KSMQ's president and CEO, leads a panel discussion in Tripping the Poverty Trap: A Conversation About Generational Poverty.

DISTRIBUTION: The *St. Augustine Easter Service* was live streamed and broadcast on the KSMQ main channel (15.1) at the same time. It was later rebroadcast and shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org).

KSMQ also live streamed 3 specials and later broadcasted them and shared them on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org). KSMQ created 5 digital first stories that were shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org) and later broadcast on the KSMQ main channel (15.1) as interstitials.

- *St. Augustine Easter Service 2021 Austin*

As a public service while our community continued to socially distance during the pandemic, KSMQ presented the Easter Sunday 2021 service from the St. Augustine Church in Austin.

- *Tripping the Poverty Trap: A Conversation About Generational Poverty*

In partnership with Jeremiah Program Rochester, KSMQ hosted a conversation with community members about combating generational poverty. Presented by KSMQ President & CEO Eric Olson, panelists included JoMarie Morris, former executive director Jeremiah Program Rochester; Sheila Kiscaden, Olmsted County Commissioner, District 6; Jennifer Ho, commissioner of Minnesota Housing; John Edmonds, Olmsted County Child and Family Services; Sidney Frye II, program supervisor at Family Service Rochester.

- *The COVID Gap: Addressing the Pandemic Racial Divide*

KSMQ continues the conversation with Bo Thao-Urabe and Chao Yang. With R-Town associate producer and moderator Nicole Nfonoyim-Hara, they discuss the large divide in COVID hospitalizations and deaths between the white and Asian American communities in Minnesota, specifically the Hmong community. 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.

- *R-Spotlight Rochester Learning Pods*

Chrissy's Studio, Mathnasium of Rochester, Rochester YMCA, and Rochester Athletic Club, all come together to discuss the 2020/2021 school year. With a complicated school schedule and uncertain plans, each organization has a different way in which they are serving the parents and children of Rochester families.

- *R-Spotlight Counterpoint and Fagan Studios*

Shawn Fagan from Fagan Studios and Carol Bitton from Counterpoint sit with Danielle to discuss the state of Downtown Rochester and how the community can come together to help small businesses.

- *R-Spotlight Rochester First Responders*

This week, Danielle chats with Rochester First Responders, Captain Jeff Stillwell of the Rochester PD, Mandee Marx with the Rochester Fire Department, and Kate Arms with the Mayo Clinic Ambulance Rochester.

- *R-Spotlight Older Mental Health and Wellness*

This week we're tackling the mental health and wellness of the older citizens of Rochester with Sean Kinsella, Luke Mattheisen, Ken Baerg, and Holly Brown.

- *R-Spotlight Castle Quilters*

This week we visit with the Castle Quilters at 125Live for their presentation of a quilt to a local veteran.

- *R-Spotlight Celebrating the Holidays with In-Home Care*

This week we're talking with Joe Sedelmeyer from Visiting Angels and Karen Hanson from Home Instead about supporting the older community this holiday season.

- *R-Spotlight Rochester Businesses*

This week we're talking with Steve Dunn, Joe and Jessica Phillips, and Tiffany Piotrowicz about the state of businesses in Rochester.

EMBEDDED STORIES

Start of Season: July 9, 2020

EPISODES: 4

DESCRIPTION: Stories focused on arts, history, and culture will be incorporated into other topical programming.

IMPACT: Viewers are presented with a wide range of topics concerning art, culture, and history relating to the scope of other KSMQ series such as our show *Farm Connections*. Including these segments lends the focus of the series to a more holistic approach giving viewers a broader view of what the show's theme.



Storyteller JoAnne Lower on Farm Connections

DISTRIBUTION: The stories were broadcast on our main channel (15.1). The stories were also shared on the KSMQ Facebook page, the KSMQ YouTube channel, and the KSMQ website (ksmq.org).

- *Farm Connections* 1304

Storyteller JoAnne Lower shares a story about people brought together from worlds apart.

- *Farm Connections* 1305

Storyteller JoAnne Lower shares a story about ducks.

- *Farm Connections* 1307

Storyteller JoAnn Lower shares a story with us about rhubarb.

- *Farm Connections* 1402

Storyteller JoAnn Lower returns to the show to share a new tale about human nature.

AUDIOBOOK

Start of Season: July 1, 2020

EPISODES: In Production

DESCRIPTION: An audio recording of the book "The Open Road," the autobiography of George A. Hormel, the founder of Hormel Foods in Austin.

IMPACT: Listeners will feel more connected to and knowledgeable about the history and cultural heritage of southeastern Minnesota. The audiobook will shed light on how the current state of Austin and the surrounding area was shaped into becoming what it is today.



George A. Hormel's autobiography

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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 (2022 date TBD) 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, 2020 through June 30, 2021	Off 90 R-Town Let's Go, Minnesota! Music Specials Digital Platform and Audience Development Embedded Arts, History, and Cultural Segments Audiobook
Cost of Production	See Cost of Production below
Number of stations broadcasting program	3
Estimated viewership July 1, 2020 through June 30, 2021	655,000
Hours available for web streaming July 1, 2020 through June 30, 2021	220
Education materials created and distribution July 1, 2020 through June 30, 2021	0

Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
Off 90	\$49,813.19
R-Town	\$138,952.58
Let's Go, Minnesota!	\$26,217.47
Music Specials	\$15,730.48
Digital Platform and Audience Development	\$26,217.47
Embedded Arts, History, and Cultural Segments	\$2,621.75
Audiobook	\$2,621.74
Total	\$262,174.68

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 (DATE in 2022 TBD) 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>Off 90: Weekly series featuring arts, history, and cultural content of Minnesota.</p> <p>R-Town: R-Town captures the evolving community of Rochester, MN as it undergoes historic changes as a result of the DMC initiative.</p> <p>Let's Go, Minnesota! Program featuring art, history and cultural heritage intertwined with outdoor adventures in Minnesota.</p> <p>Music Specials: Broadcast of Minnesota-related concert performance.</p> <p>Digital Platform and Audience Development: Develop online platforms and content that provide greater visibility to new audiences of ACH-Workplan programs.</p> <p>Embedded Arts, History, and Cultural Segments: Stories focused on arts, history, and culture will be incorporated into other topical programming.</p> <p>Audiobook: An audio recording of the book "The Open Road," the autobiography of George A. Hormel, the founder of Hormel Foods in Austin.</p>
Recipient phone number	(507) 481-2095
Names of board members	See below
Recipient email address	eolson@ksmq.org
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	\$337,499.31 ACHF Grant Appropriation FY-21
Amount and source of additional funds	None
Duration of projects	July 1, 2020 to June 30, 2021 Off 90 and Audiobook extended 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	Direct Expenses: \$231,329.95 Administrative Costs: \$30,844.08 Moved to next fiscal year: \$115,274.63
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Off 90 8 episodes 30 minute bi-weekly program (carried over to next business year)	5/5/21 - 11/21/21	.76	\$43,952.81	\$5,860.38	Number of episodes; number of artists, events, organizations, locations, and cultural figures represented. Assessment: broadcast and production logs, viewer comments, and survey.	Completion of episodes.	Viewers in the KSMQ region will have increased their knowledge of art, history, and culture of Minnesota through watching this program. 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.
R-Town 38 episodes 30 minute weekly program	7/10/20 - 6/18/20	2.12	\$122,605.22	\$16,347.36	Number of episodes, viewer feedback. Assessment: production logs, social media metrics, and survey.	Completion of episodes.	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.
Let's Go, Minnesota! 7 episodes 30 minute weekly program	7/7/20 - 10/27/20	.4	\$23,132.73	\$3,084.41	Number of episodes, viewer comments. Assessment: production logs and survey.	Completion of episodes.	Viewers will feel more connected to and knowledgeable about the history and cultural heritage of the natural resources of Minnesota. Participating artists will also feel more appreciated and recognized for their talents.
Music Specials 2 specials One 30 minute special and one 80 minute special	11/22/20 - 5/23/21	.24	\$13,879.84	\$1,850.64	Number of programs, viewer feedback. Assessment: production logs and survey.	Completion of episodes.	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.
Digital Platform and Audience Development Three 30 minute live streamed specials to the web; 25 pieces of content posted online	7/1/20 - 6/30/21	.36	\$23,132.73	\$3,084.41	Number of stories formatted for digital distribution, number of posts on digital platforms, views/comments/shares by digital users, and quality of KSMQ presence on platforms. Assessment: digital platform metrics, survey.	Completion and posting of live streamed events and posting of content.	Viewers in the KSMQ region, and beyond, will have greater access to ACH-Workplan content across a variety of devices; new viewers will be introduced to ACH-Workplan content.
Embedded Arts,	7/9/20 -	.08	\$2,313.31	\$308.44	Number of stories and	Completion	Viewers with specific

Cultural, and History Segments	6/17/21				viewer comments; Assessment: production logs and survey.	of Segments.	topical interests will also be exposed to how arts, history, and cultural heritage are an integral component of their areas of interest.
Audiobook Audio version of the book <i>The Open Road</i> (carried over to next business year)	7/1/20-6/30/21	.04	\$2,313.31	\$308.44	Evaluation: listener feedback, units shared.	Completion of audio book.	Listeners will feel more connected to and knowledgeable about the history and cultural heritage of southeastern Minnesota. The audiobook will shed light on how the current state of Austin and the surrounding area was shaped into becoming what it is today.

KSMQ 2021 Board of Trustees

Chairperson: Edward “Ted” Hinchcliffe, Ph.D.

Vice Chairperson: Patrick Schwab

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Treasurer: Dan Nistler

Immediate Past Chairperson: Fred Bogott

Jeff Baldus

Craig Clark

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Miguel Garate

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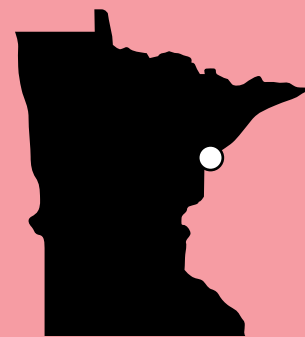
Diane Petrik

KSMQ Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Off 90	Achieved proposed outcomes
R-Town	Achieved proposed outcomes
Let’s Go, Minnesota!	Achieved proposed outcomes
Music Specials	Achieved proposed outcomes
Digital Platform and Audience Development	Achieved proposed outcomes
Embedded Arts, Cultural, and History Segments	Achieved proposed outcomes
Audiobook	Outcomes data not yet available

WDSE•WRPT

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At WDSE•WRPT it is our mission to illuminate, inspire, and enrich lives, to strengthen community. The legacy funds play a vital role in our ability to achieve that mission. This year we were called to share the stories of the community more than ever, and to explore diverse ways of doing so. From reflecting the day-to-day experiences, to telling deeper stories of strength, to offering opportunities to learn and grow, we were able to provide this service for all our viewers.

“

Thank you for making me feel a connection in my community. I cannot leave my house and it is wonderful to see how my neighbors are living their lives! It makes me feel less alone.”

–Margaret

AREAS OF IMPACT

TELLING LOCAL STORIES

WDSE•WRPT highlighted diverse local stories through a variety of different venues. In *The Slice*, community members got the chance to see their lives reflected on air and online.

Who Is Rainbow Trout?

Showcased the work of local filmmakers and producers, telling the story of a beloved Grand Marais radio DJ.

Iron Opera tells the unique tale of the Northern Lights Music Festival, which performs opera right on the Iron Range!

ENGAGING ALL LEARNERS

This past year we produced programming that offered a wide array of learning opportunities, from step-by-step instructions in our farm-to-table segments on *Great Gardening* to shared lessons learned by community members and leaders in our Lessons from COVID-19 segments on *Almanac North*.

We also worked to engage high school students through our digital series *On the Water Trail*, that explores water science, contamination, and improving waterways in the region.

SHOWCASING UNDERREPRESENTED VOICES

WDSE•WRPT is a platform for underrepresented stories and voices. During the past legacy cycle, our ‘Lessons from COVID-19’ segments on *Almanac North* included interviews with a disability rights activist and a person who was formerly homeless, discussing how the pandemic affects those communities.

Intersections expanded to tell the stories of 11 individuals who have overcome obstacles in their lives. These stories offer a glimpse into the strength of so many in our communities.

WDSE • WRPT | DULUTH, MN

ALMANAC NORTH: LESSONS FROM COVID-19

Premiere Date: 4/9/2021

OF EPISODES AND OUTPUTS

11 Episodes

11 Segments

2 Video Promos

DESCRIPTION: A lot has changed over the past year as we've all adapted to restrictions and opportunities brought on by COVID-19. What changes might stick with us as a society beyond the pandemic? In this special segment on Almanac North, our weekly news and public affairs show, we continue important conversations around topics like leadership responses to the pandemic, online access for Northland students, the rediscovery of nature, and how we've come together as a community.

IMPACT: Over the years, Almanac North has been a trusted source of information for the Northland. Through specials and segments, such as these, we find a way to connect deeper to the stories that truly matter to the community. *Lessons from COVID-19* provided a wealth of information and learnings from individuals and leaders in the community, and viewers were able to deeply connect with that information. Here are some viewers interactions with the content:

June 11th Episode: "Insight's services are needed even more now!! We can all use some positive healthy reminders to support those around us! Also thanks for being such a great neighbor!"

June 18th Episode: "Thank you for capturing who we are and what we are trying to do in rural St. Louis County!!"



Hibbing family talks about the transition to distanced learning.



Gaelynn Lea, Disability Rights Activist, speaks about concerns of equal care for disabled persons during the COVID-19 pandemic.

DISTRIBUTION

11 full episodes broadcast and distributed on YouTube, PBS Video App, wdse.org

11 segments distributed on Facebook and YouTube

- 1.25 hours available for web streaming

ENGAGEMENT

- These 11 episodes averaged a 1.5 HH rating, which is on par with the rest of the season.
- Combined Reach on YouTube and Facebook: 8443

Viewer Comment: “I truly love PBS stations and have for years. I’m retired now and PBS helps immensely during this quarantine. I appreciate your help in this effort.”

SEGMENTS

April 9, 2021 Episode This week we begin a special series "Lessons from COVID-19" with a look back at the Spanish Flu epidemic of 1918 and its parallels with the current pandemic. Dan Hartman from Glensheen, the Duluth News Tribune's Jimmy Lovrien and others compare and contrast the pandemics that struck 100-years apart

April 16, 2021 Episode We continue our special series "Lessons from COVID-19" with a look at how the Bois Forte Band of Chippewa have weather the pandemic. We talk with Bois Forte Chairwoman Cathy Chavers to find out how day-to-day operations have been affected, and the work being done to keep tribal and non-tribal members healthy.

April 23, 2021 Episode Duluth Disability Rights Activist and well-known musician Gaelynn Lea was concerned early on in the pandemic that persons with disabilities wouldn't receive the same care as others. Gaelynn has Osteogenesis Imperfecta and uses a wheelchair to get around. We talked with her about her concerns and the toll the pandemic is taking.

April 30, 2021 Episode - Our special series "Lessons from COVID-19" continues with a look at the devastating impact of the pandemic on venues, stagehands and others who make their living in the convention and entertainment industry. Hear from Duluth DECC interim Director Roger Reinert and Jay Milbridge from the local stagehands' union.

May 7, 2021 Episode - We continue our special series "Lessons from COVID-19" with a look at how local communities dealt with the pandemic. We talked with Ely, MN Mayor Chuck Novak to learn how his town navigated the pandemic.

May 14, 2021 Episode - The onset of COVID-19 in March of 2020 moved schools into a distance learning model, forcing teachers to educate students through remote technology. In this week's "Lessons from COVID-19" report, we find out how the Hibbing and Cook County school districts adapted and continued to play an important societal role in the lives of their students.

May 21, 2021 Episode - Our "Lessons from COVID-19" series continues with a look at how a Hibbing Public Schools family adapted in the pandemic. The Cedar family had to make some big changes so their three young sons could make a smooth transition to distance learning.

May 28, 2021 Episode - Our special series 'Lessons from COVID-19' continues with a look at how local residents stepped up during the COVID-19 pandemic. We spoke with Beth McCuskey who's the President of the Central Labor Body of Duluth as well as Sean O'Connor who's the coordinator of Ruby's Pantry of Mission Creek Church about food-based assistance during pandemic times.

June 4, 2021 Episode - Our special series "Lessons from COVID-19" continues with a look at how North Shore recreation boomed during the pandemic. Local businesses and the Superior Hiking Trail Association found themselves in surprisingly high demand during the pandemic.

June 11, 2021 Episode - This week our "Lessons from COVID-19" continues with a look at mental health during the pandemic. Duluth psychotherapist Dina Clabaugh from Insight Counseling talks about how society is experiencing the trauma of the pandemic together in collective grief. And we hear from Duluthian Breanne Tepler about the grief she has experienced, and how the pandemic may bring feelings of the "anniversary effect" at a time when many have been lost to COVID-19.

June 18, 2021 Episode - In the final segment of our 'Lessons from COVID-19' series, we end with a visit to a homeless shelter on the Iron Range. We spoke with a former resident of Bill's House in Virginia, Minn., who was living in her car at the start of the pandemic. Tonicka McDonald, the former Bill's House resident, is now renting her own apartment and hopes to one day own her own beauty shop. We also hear from a shelter worker and those with St. Louis County and the Arrowhead Economic Opportunity Agency who served as key players in assisting the homeless population during pandemic times.

GREAT GARDENING

Premiere Date: 4/1/2021

Digital Release Date: 4/2/2021

- 5 Episodes
- 6 Digital farm-to-table segments
- 6 Recipes posted to wdse.org

DESCRIPTION: The purpose of this program was to highlight local chefs and ingredients during our regular gardening program. We were able to share the ingenuity of local gardeners and chefs, as well as showcase the unique vegetation of our region.

IMPACT: These farm-to-table segments were the first foray into the digital-first space for Great Gardening. It was deeply impactful for us to be able to feature local chefs...showcasing the unique vegetation of our region as well as the ingenuity of Minnesotans in creating delicious meals. We received many comments on social praising the ingenuity of the chefs and their food.

"Love Wussow's Food!!" "Those pancakes looked fabulous!", "Yum!"



A finished Rosemary Honey-Mustard Chicken Salad, that was created in for an episode of the program.



A finished dish called a "Minnesota Bowl", that was created using primarily root vegetables, by Jason Wussow, a featured local chef in the program.

DISTRIBUTION

- Full episodes broadcast on 2 OTA stations and were posted to YouTube
- Digital segments were posted to Instagram and YouTube
- 3 segments posted to Facebook
- 0.5 hours available for web streaming

ENGAGEMENT

- The episodes featuring these segments garnered a 2.3 HH rating, up from the 1.3 HH average for the year. Significantly, for ages 65+ the show earned a 4.1 rating, up from the 1.8 year average.
- YouTube – 602 views
- Facebook reach for shared segments – 1,680

EPISODES

“Minnesota Bowl” – Root vegetables take center stage in a dish made by Jason Wussow of Wussow's Concert Cafe in Duluth, MN. He transforms his weekly share of Minnesota grown produce into a favorite menu item made from vegetables grown in nearby Carlton, MN.

“Tomato Potato Leek Gratin” – In this edition of Great Gardening Farm to Table, Dietician Pat McCoy teaches us how to make a tomato potato leek gratin, from locally grown ingredients!

“Sweet and Sour Cucumber Salad” – Locally sourced ingredients put a fresh twist on your go-to salads. Eldri Snow, Director of Flavor at Clover Valley Farms, shares her favorite recipe for a Sweet and Sour Cucumber Salad.

“Farm to Table with Delilah and Alyza Savage” – Two cooks share their family recipe for wild rice pancakes. Cousins Delilah and Alyza Savage collaborate in the kitchen, and in family traditions of making maple syrup and harvesting wild rice.

“Ramp and Goat Cheese Puffs” – The taste of spring comes from ramps, or wild leeks. Jen Gilbertson show us how to make the most of the season with delicious Ramp and Goat Cheese Puffs. Local, fresh, ingredients make all the difference.

“Rosemary Honey-Mustard Chicken Salad” – Locally sourced ingredients put a fresh twist on your go-to salads. Eldri Snow, Director of Flavor at Clover Valley Farms, shares her favorite recipe for delicious Rosemary Honey-Mustard Chicken Salad.

INTERSECTIONS

Start of Season – 10/9/2020

Digital Release Start – 10/9/2020

- 11 5-minute Episodes

DESCRIPTION: These five-minute 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: Over its second season, Intersections continued to make available the stories of community members of varying socio-economic, diverse, and cultural backgrounds. The program had an expanded season 2, releasing eleven episodes, up from season 1's run of two episodes. This offered much more opportunity to celebrate these diverse communities and enable audiences to have a better understanding of the diversity of the region. Viewers deeply connected with these stories and let us know through social comments:

“Sam Miletich is an amazingly gifted musician and a mental health advocate. Sam thank you again for speaking so honestly about your life. And thank you for the gorgeous music you play.”

“I admire him. He taught me something today.”



Jess Koski loading the sauna on Lake Superior.



Samuel Miltich plays the guitar.

DISTRIBUTION

Broadcast on 3 local over-the-air networks 43 times total, national distribution, Facebook, PBS Video App, YouTube, and Instagram

- 1.0 hours available for web streaming

ENGAGEMENT

- The second season maintained a 1.35 HH Nielsen average, up from the 1.05 HH average for the year in this time slot. This program also engaged ages 25-54 with a 1.0 average rating, which is a significant increase from the 0.3 average for the year.

- Combined Engagement on Facebook of Intersections episodes
 - 8,414 minutes watched
 - 1,559 engagements
 - Reached over 29,000 viewers

“I watched Intersections for the first time tonight and loved it. Kudos to those who came up with this great idea.” – Nancy Jespersen

“Such a powerful and needed story for these times.” – Emily Larson

EPISODES

Lindzi Campbell–Rorvick

Lindzi Campbell-Rorvick is a Fire Captain for the Superior Fire Department, whose passion for community keeps her active in the Twin Ports region, including helping firefighters deal with post-traumatic stress and in her role as a foster parent.

Deanna Reder

The Legal Advocate for the American Indian Community Housing Organization shares her path to this position and how she uses her voice to advocate for victims of domestic violence.

Samuel Miltich

Samuel Miltich is an international musician who has spent his adult life living with paranoid schizophrenia. While the COVID-19 pandemic has thrown the world into chaos, Sam's message to the world is "adaptation, acceptance, and gratitude."

Sawm Peter Vang

Sawm Peter Vang grew up in the Twin Ports as a member of the small Hmong community. Learn about his unique perspective on this episode of Intersections.

Lawkong Vue

Stylist and business owner, Lawkong Vue shares how he has found a home for himself in Northern Minnesota.

ChaQuana McEntyre

ChaQuana McEntyre a social worker for St. Louis Co., founded a nonprofit Family Rise Together to help BIPOC fathers and bring families together. ChaQuana is also a small business owner who received a 2020 SBA award for her venture into cosmetics.

Dr. Amy Bergstrom

Dr. Amy Bergstrom is a life-long educator and is Chief Diversity Officer at the College of St. Scholastica. She is responsible for leading the College's diversity and inclusion efforts and shares her philosophy and journey to her title.

Susana Pelayo Woodward

Susana Pelayo-Woodward is the Director of the Office of Diversity & Inclusion at the University of Minnesota Duluth. In this episode, she discusses the important role that UMD's Multicultural Center plays in ensuring that all students have a place on campus where they are welcome, and also the importance of making immigrants feel welcome during this time of division.

Sandra Oyinloye

Activist, mother, and poet, Sandra Oyinloye is the co-founder of DanSan Creatives, an artist collective in Duluth, MN. Learn how she balances fostering a creative community while enriching her own sense of self-expression.

Jess Koski

Jess Koski is a life-long runner and writer who has been exploring the stories of his Grand Portage ancestors through his imagination.

Dudley Edmondson

Dudley Edmondson is an author and photographer, with lifelong advocacy for nature. In this episode of Intersections, we explore Dudley's passion and career in the outdoors.

IRON OPERA

Broadcast Premiere: December 2, 2021

- 1 Documentary
- 2 Promos

DESCRIPTION: It's not easy to stage an opera in the middle of northern Minnesota. But this is the Iron Range. Where the people are stubborn. And the music of the Old World still runs deep in their veins. Watch as a legendary concert pianist teams up with an Ojibwe language teacher, a skateboarding accordionist and talent imported from every corner of the Earth to pull off the impossible. Because big dreams happen in small towns too.

IMPACT: This production will be premiering on December 2nd, so at the time of this report draft, we do not have impact data on the broadcast. However, we did have a premiere screening event, which was held at Mesabi East High School in Aurora, MN, where the majority of the documentary was filmed. The community connected so deeply with the film, laughing throughout and sharing their own stories of connection in our Q&A. It was deeply impactful for the Aurora community to see their own experiences reflected back to them in this way.



Iron Opera Show Art



The cast of La Cenerentola performs

DISTRIBUTION

Scheduled to broadcast four times on two local channels in December and to broadcast again in March. After that time, this will stream online and be distributed nationally.

ENGAGEMENT

Still awaiting broadcast engagement data.

Around 80 guests at premiere screening event.

EVENTS

A premiere screening event was held at Mesabi East High School in Aurora, MN. The event included a Q&A session with Veda Zuponicic, Artistic Director of the Northern Lights Music Festival, and filmmakers Mike Scholtz and Marius Anderson. Guests stayed after for a reception where they were able to share their thoughts and excitement around the film.

THE SLICE

Digital Release Date: 7/1/2020

- 104 Episodes

DESCRIPTION: This short-form series captures stories from around our community that chronicles people and events across a wide variety of topics that highlights the many lives and lifestyles from around the Northland. Subjects include local history, fashion, nature, indigenous culture, the arts, and community renewal. The success of this series is due to our video producers uncovering stories that don't fit into traditional long-form programming, and the series has achieving social media growth and engagement across a variety of platforms.

IMPACT: *The Slice* has become a favorite for viewers in our region. Many feel some sense of ownership, because they are seeing a glimpse of the community as they know it...and sometimes, viewers find out new and exciting things about their community! People are able to find connection through viewing this short for series three times a week.

“The Slice makes me feel connected to our community in ways that I’m not. I see things that are happening that I am not aware of. I feel better informed.” Viewer Comment

“You and your team do such brilliant things. THANK YOU for shining the light so brightly on all of us here in the north.” Sarah Lawrence



Image from the episode “Ice Boating on Duluth’s Park Point”, featuring an iceboat enthusiast riding on the lake.

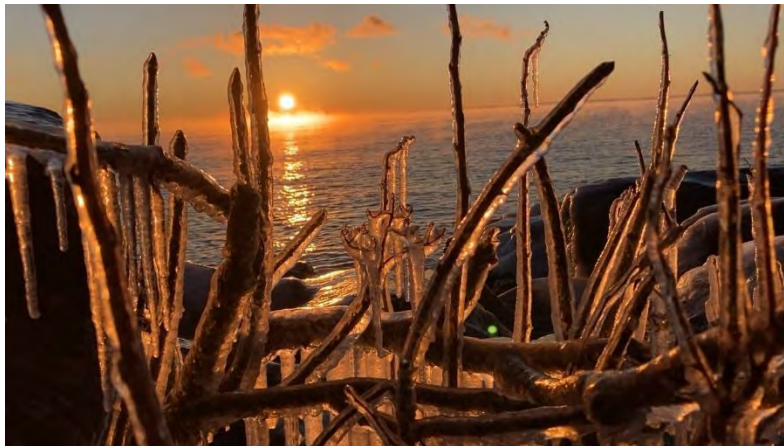


Image from the episode “Photographing Icicles on Lake Superior”, a look at the sun over the frozen lake, and how it reflects on icicles.

DISTRIBUTION

Two WDSE•WRPT over-the-air broadcast networks, the WDSE•WRPT Facebook page, The Slice YouTube channel, theslice.tv, and the @wdsrpt Instagram account, @WDSE_WRPT Twitter account.

- 2.75 hours available for web streaming

ENGAGEMENT

“Whenever the Slice comes on, if I am in the middle of something, I stop doing what I’m doing and watch it! It’s great!” Jay

“Thank you to The Slice for sharing and supporting my work. It really means a lot to me.” Blair Treuer

Combined Engagement on Facebook of the top 5 MN Slice videos

- 10,400 minutes watched
- 2,678 engagements

Stats on Top Five Performing Slices on Facebook:

- Total Reach - 97,793
- 450 Shares
- 510 Comments

Top Five Performing Slices on Facebook:

Honoring Missing Indigenous Women (August 9, 2021)

A viral tattoo photo by an Indigenous artist brought attention to the Missing and Murdered Indigenous Women crisis. The Slice spoke with artist Kevin Pendleton of Zenith City Piercing and Tattoo about how his craft is changing his clients lives.

Vintage Camera Repair (August 4, 2021)

Old cameras get a new home, by Duluth repairman Graham Burnett of Graflex Parts. He has a passion for bringing new life into old mechanical marvels, including equipment used before World War I!

A Library for Puzzles (March 15, 2021)

Have a passion for puzzles? Learn how a Duluthian is sharing used jigsaw puzzles through the Little Free Jigsaw Puzzle Library for enthusiasts in the Twin Ports.

Ice Boating on Duluth's Park Point (January 4, 2021)

In this edition of The Slice, fleeting ice conditions on Duluth's Park Point brings out iceboat enthusiasts. Chip Jacobs explains the allure of a tradition that dates back a century.

Photographing Icicles on Lake Superior (December 16, 2020)

In this edition of The Slice, we follow Michelle Hauge of Michelle Hauge Photography, and jam along to "Christmas Bells, Holiday Drums (Jingle, Jangle)" produced by Teague Alexy.

MAKING IT UP NORTH

Digital Release Date: 1/07/2021

Start of ACH Funded Season: 1/07/2021

- 10 Episodes
- 46 Videos on Facebook
- 21 Videos on YouTube
- 6 Classroom Ready Lesson Plans

DESCRIPTION: Hear from local entrepreneurs who are persevering through a challenging year to preserve traditions through art, to get outside, and to supply us with nourishing food. We hear about how they're keeping their passions alive and, more importantly, we learn about what drives them every day.

IMPACT: Making It Up North quickly became a community favorite. Viewers commented on the excitement of seeing local craftspeople and entrepreneurs featured and frequently commented on what they were able to learn from different episodes. Nielsen ratings for this season were a 1.5HH average, up from the 1.05HH year average for that timeslot. The program also saw over 26,000 total YouTube views across the series.

“Beyond impressed with the quality of this documentary and how the makers put together the story of sauna in our heartland.” – Sauna Times

Viewer comment: The content and production quality are superb...This is award-winning material.”

“Best. Show. Ever. We need more episodes!” – Ryan Brubaker



Ashley Bredemus and family warming by the fire.

“This was another great episode. Looking forward to hearing more from Ashley, through her work. Definitely recommending this camp to the kids in our life. And would love a women's retreat experience too.” Joan Evans

DISTRIBUTION

Broadcast on WDSE 8.1 and 8.2, MN Channel; Posted on YouTube; Hosted on WDSE.org website; PBS App.
Individual Stories shared on Facebook

- 6 hours available for web streaming

ENGAGEMENT

- The fourth season maintained a 1.5 HH average Nielsen rating, up from the 1.05 HH year average.
- Media mentions in newspaper, radio and blogs: Duluth News Tribune, WTIP, KAXE, Northshore Art Scene
- 20% increase on Social Media platforms Facebook followers 2,200 and Instagram 1,740.
- Over 26,000 total views on YouTube across the series and an additional 60 YouTube followers.

EPISODES

Superfoods - Founders of The Pharm and vegan food truck, Mama Roots; Josh Horky forages the fruits of the season and makes kimchi under his Gitche Gumees Kimchi label.

Timber - See how craftsmen continue the traditions in the logging and timber industries as these businesses shift and change over time. Step into the job with Holden Logging, Lester River Sawmill, and Ronning's Lake Carvings.

Start-Up - Professional boxer and culinary entrepreneur Al Sands brings his hot sauce recipes to a commercial kitchen to ramp up production; Ashleigh Swanson and her team, all age 18 or under, run Lou's Smokehouse; one-man band Steven Solkela delights in entertaining an audience.

Warrior Women - Sarah Agaton Howes transformed her one-woman jewelry business into Heart Berry, a bustling e-commerce website; Kate Lindello builds online fashion empire Noihsaf Bazaar and transforms it into a media enterprise.

Recreation Transformation - Can new recreation amenities transform a town? Explore the Redhead Mountain Bike park outside Chisholm, MN, and the impact it is already having on the Range. The investment in reclaimed mine pits enhances opportunities for locals and tourists alike.

Invention - Work and play better with inspired entrepreneurs. Workout with Lightspeed Lift's exercise system; clean up with Crud Cloth; and hone your mushroom-hunting skills with Luke Durand.

Sauna Traditions - Sauna traditions are ingrained in northern cultures. From stove makers to sauna builders, explore the profound and practical influence of the sauna today.

Stitched - Discover makers who stitch functional, innovative gear. From stylish Dock 5 masks to warm Empire Canvas jackets and rad ROMP bags, these seamsters take sewing to a new level.

Outdoor Experiences - Inviting people to embrace the outdoors is big business up north. Meet entrepreneurs setting the table for beginners on snow and swift water (with Swiftwater Adventures and Endurance Kennels of Duluth).

Building Neverland - What does it mean to be an outdoorswoman? Sixty miles up the Gunflint Trail, Ashley Bredemus redefines the term. A blogger and micro-influencer, Bredemus joins neighbor Cassidy Ritter in helping women gain confidence in the wilderness.

NATIVE REPORT

Broadcast Premiere: January 7, 2021

- 3 MN Native Artist Segments Broadcast
- 3 MN Native Language Segments Broadcast
- 6 Full Episodes shared online
- 6 Segments shared online
- 6 Lesson Plans
- Series made available to all MPTA stations through MN Channel

DESCRIPTION: Reporting on the best of Indian Country by promoting understanding between Native and non-Native cultures, offering a venue for the stories of challenge and success coming from tribal communities. Native Report shares stories of the language and arts of Indian Country.

IMPACT: Native Report is a program that celebrates native cultural, both across America and specifically within Minnesota. These arts and language segments shed a light on the beauty and cultural coming out of

our local native communities. The feedback we received from segment participants shows the importance stories like this have on the community:

"I feel that it brought what we were doing to a wider audience and educated people on the process and the meaning behind our work. I appreciate having a Native woman recording and telling our stories...It was really cool to be able to be interviewed by someone who understood these things and created a completely different interview experience. It's important that we are portraying the right messages from our stories so that we are not enforcing stereotypes. That I believe has a big impact on both our own communities and the wider public." -Michelle Defoe

"For me, working on the story about the revitalization of the Dakota language has encouraged me to study the language to help preserve it. I received amazing feedback from Dakota people and also non-Native people who have shared this story with people they know. I'm excited to continue telling stories of the native people highlighting our strengths as community." – Tina Morgan



Making of a Mural



The Jingle Dress Project

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.

- 4.5 hours available for web streaming

ENGAGEMENT

The season of Native Report in which these episodes aired averaged a 1.1HH rating.

The segments had good viewer engagement on Facebook:

Viewer comment on a Native language segment: “This is absolutely amazing hope to see more of this”

EPISODES

Art Heals – A Diné (Navajo) Nation photographer Eugene Tapahe of Tapahe Photography, with his family and friends, is taking the healing power of the jingle dress to the land. The group stopped in Minnesota as part of a national 'Art Heals: The Jingle Dress Project' journey to learn more about the origin of the Ojibwe jingle dress dance tradition, bring healing during the pandemic and reclaim special places.

Keeping Traditions Alive – Historically, almost all Native Nations played the Creator’s Game, the sport of lacrosse. But there were subtle differences in the game and the gear used to play it. One difference is in the lacrosse sticks, and we visit Thomas Howes of the Fond du Lac Band of Lake Superior Chippewa who has learned the art of Ojibwe lacrosse stick making.

Making of a Mural – We follow two Native artists on their journey in the making of a mural on the Lincoln Park Resource Center/Hostel building in Duluth, Minn. Fond du Lac descendant Moira Villiard and Red Cliff Band member Michelle Waabanangagokwe Defoe are leading artists on this now completed project, and community members even helped paint it.

Platform to Prosper – Native Report caught up with the Coordinator of the Indigenous First: Art & Gift Shop, Jazmin Wong, to learn how the pandemic has impacted the American Indian Community Housing Organization's operations, and how they've adapted. As well as what led her to serve the community in the position she's in at the nonprofit. She says they need to succeed during pandemic times because the artists need them to, as they give their work a platform to prosper.

Language (Two Parts) – *Part One:* Lac Courte Oreilles Band of Lake Superior Chippewa Indians tribal member Brian Kingfisher teaches the Ojibwe language at The College of St. Scholastica, and we interviewed him before the COVID-19 shut down back in March of 2020. Brian shares about the importance of preserving the Ojibwe language. *Part Two:* Lac Courte Oreilles Band of Lake Superior Chippewa Indians tribal member Brian Kingfisher teaches the Ojibwe language at The College of St. Scholastica, and we interviewed him about how the COVID-19 pandemic has impacted his teaching. Brian describes the complexity of teaching the Ojibwe language virtually.

Dakota Language Revitalization – We hear from Dakota language professor at the University of Minnesota Twin Cities, Šišoka Dúta, and his mother on the revitalization of the Dakota language in the Twin Cities area of Minnesota. We also hear more perspectives on the importance of carrying on the Dakota language from Dakota kindergarten teacher Carol Charging Thunder of the Bdote Learning Center as well as from the school’s project director, Elizabeth Cates. Native Language Intern Coordinator at the Minneapolis American Indian Center, Summer Lara, also weighs in.

NORTHERN RHYTHMS

Digital Premiere: 6/3/2021

Broadcast Premiere: 6/10/2021

- 1 Episode
- 5 Music Videos
- 1 "Making Of" Documentary

DESCRIPTION: Explore the unique natural landscapes of the Northland through music. This documentary will feature Northern Minnesota musicians playing everything from country to jazz to classical in the places that inspire them, from deserted mine pits to soaring vistas to popular beaches. The documentary will feature sweeping views of some of the Northland's most beloved natural and industrial landscapes, as well as interviews with the featured musicians about how this region inspires them.

IMPACT: During a time when music venues were yet to be fully opened, this program gave viewers the opportunity to see incredible local performers. Not only that, but they were able to view them in some of the most awe-inspiring locations in the region.

"A stunning production of great performers and landscapes. Awesome job WDSE." – Steve Gregorich



Briand Morrison performing at Red Rock on Lake Superior.



Boss Mama and the Jebberhooch perform at Thomson Reservoir.

DISTRIBUTION

- Full Episode: Broadcast and distributed on wdse.org and YouTube
- 5 music videos on YouTube, social media, and wdse.org
- *The Making of Northern Rhythms* was broadcast and is on wdse.org and YouTube
- 1.5 Hours available for web streaming

ENGAGEMENT

- This program garnered a 1.3 HH rating, which is average for its timeslot. In ages 65+, it rated a 2.3, which is up from the 1.5 average.
- Online streaming for the special and additional videos received over 1900 views.

EVENTS

An online streaming event took place **Thursday, June 3 at 4:30pm** on OVEE. The musicians and a producer were in attendance to answer questions from viewers.

ON THE WATER TRAIL

Digital Release Date: 12/15/2021

- 6 Episodes
- 6 Lesson Plans

DESCRIPTION: On the Water Trail explores the water science of the St. Louis River Watershed. In a new six-episode series featuring short online videos, meet the people who are working to improve the waterway after decades of dumping sewage and other legacy contamination. The intended audience is middle school science students and anyone with an interest in the issue.

This is a nationally relevant story in our own backyard that far too few of our community actually understand at this level, particularly young people. Our relationship with the key organizational players in this work, along with our goal to increase collaboration with educational institutions, makes this a key project for WDSE.

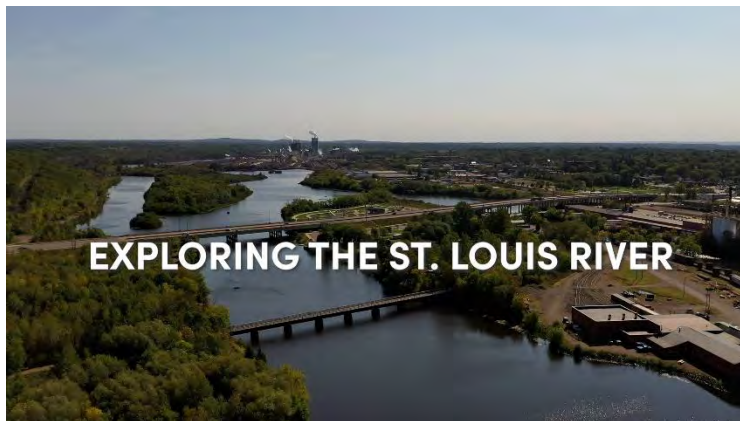
IMPACT: On the Water Trail will be published December 2021. The goal for the program is to really provide a resource to students, educators, and lifelong learners on the impact of the St. Louis River and the issues it faces. We had community partners, teachers, and students review the pilot episode in our process of completing production and this received excellent reviews and helpful feedback.

Teacher's feedback from her students: "They appreciated that you explained the WHY = relationships to the present/reasons it matters to us now."

Community partner feedback: "I found this very effective in explaining the conditions of the river around Wood waste, why the restoration was needed, and what the outcomes will be."



Our host, Emily Lockling



The St. Louis River. Cloquet, MN

DISTRIBUTION

This will be distributed on YouTube and wdse.org and will air as interstitials on broadcast. The posting on wdse.org will also be accompanied by discussion questions for educator use in the classroom setting.

ENGAGEMENT

The pilot episode (episode 6) was sent out to community members, teachers, scientists, and other stakeholders for feedback. We received feedback from a dozen participants, which helped us to narrow down the topics for the remainder of the series and also helped us improve the content for use in a classroom setting.

EPISODES

Episode 1: Exploring the St. Louis River. Mystery: Why is the estuary significant? When was it at its worst? How did we know it was in bad shape?

Episode 2: US Steel/Spirit Lake Remediation Efforts. Remediation: What does it mean? 3 common approaches to site remediation.

Episode 3: Western Lake Superior Sanitary District (WLSDD). Human and industrial waste was a BIG factor in the early contamination of the Estuary, before environmental laws existed.

Episode 4: Mercury. Mystery: Why can't we eat the fish, and will it ever be safe?

Episode 5: Restoring Sturgeon to the Upper St. Louis River. Mystery: How will sturgeon survive another millennium in the St. Louis River?

Episode 6: Buried in the Bay. Logging boom in the early 1900's fueled the expansion of communities along the river and left bays filled with layers of debris from logging and sawmills.

THE TWIN PORTS HOLIDAY SPECTACULAR

Digital Release Date: 12/11/2020

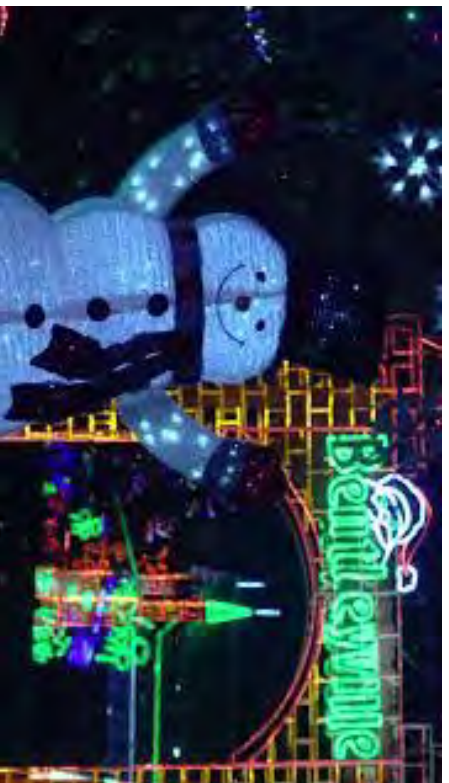
Premiere Date: 12/20/2020

- 1 Performance (1 hour)
- 1 Online Promo

DESCRIPTION: For more than 90 years, the Duluth Superior Symphony Orchestra (DSSO) has delighted audiences throughout northern Minnesota with orchestral music of the highest caliber. From chamber concerts performed throughout the city, to the epic works of the orchestral repertoire, from Young Person's Concerts to delightful Pops for the entire family, the DSSO reaches thousands of individuals throughout its season. In this special concert produced by WDSE, The DSSO and the Twin Ports "Strikepoint" bell group brought the joys of the season to home viewers, complete with the lights of Duluth's "Bentleyville" Holiday attraction. Founded in 1984 and led by Bill Alexander, Strikepoint is comprised of community members, including high school and college students, who share a love of making music with handbells.

IMPACT: At a time when concert halls were not fully open, the experience of providing a broadcast concert experience for the holidays was unparalleled for many viewers.

"My husband and I really enjoyed the DSSO Bentleyville program. Kudos for a great job of pulling this together. We'll watch it again on Christmas Day." -Ann T. Hockman



Setting the scene at Bentleyville in Duluth, MN



Strikepoint Bell Ensemble

DISTRIBUTION

Broadcast three times on two local channels and streamed for DSSO subscribers.

- 0 hours available for web streaming

ENGAGEMENT

This special garnered a 2.3 HH rating.

WHO IS RAINBOW TROUT?

Premiere Date: October 5, 2021

- 1 Episode
- 2 Promos

Description: The Question Who Is Rainbow Trout? is familiar one to the fans of Rainbow Trout classic country shows on WTIP. The passion, sacrifice, and a desire to empower people can be heard in his voice stories and sounds. The feeling of home. A celebration of life. We document a journey around the mystery of this dynamic and fun volunteer DJ, with voices of well-known classic country artists singing classic tunes and voices of fans from way past the boundaries of the air waves. Rainbow through WTIP (a community radio) engaged and created a space for classic country in a way that has left a diverse range of people inspired around Minnesota and beyond.

IMPACT: Who Is Rainbow Trout? was our chance to work with local filmmakers and producers to tell a hyper-local story. People in this region know and love radio DJ Rainbow Trout and were thrilled to share in the celebration of his career.

“Impossible to pick one highlight, the entire program was AMAZING!”

Another viewer said they learned “about resilience! Rainbow had such a hard life, but is still a kind, gentle soul.”



Who Is Rainbow Trout? Cover Art



Rainbow looks through stack of CDs

DISTRIBUTION

Broadcast twice on WDSE Explore and streamed on pbs.org and the PBS Video App.

ENGAGEMENT

The premiere streaming event reached over 880 people with over 670 engagements.

EVENTS

WDSE•WRPT hosted a Facebook Live premiere streaming event on September 30, 2021. The event included musical performances by country artists, celebrating Rainbow, and interviews with producers Arne & Ivy Vainio, filmmakers David Oyinloye and Jeremy Gardner, Matthew Brown of WTIP, and David Huckfelt, a musician featured in the film.

Report on Legacy Expenses: Cost of Production for State Fiscal Year 2021

For Period: July 1, 2020 through June 30, 2021

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	
Names of Legacy funded programs reporting July 1, 2020 through June 30, 2021	Almanac North: Lessons from COVID-19, Great Gardening Farm-to-Table, Intersections, Iron Opera, The Slice, Making It Up North, Native Report, Northern Rhythms, On the Water Trail, The Twin Ports Holiday Spectacular, Who Is Rainbow Trout?
Cost of Production	See Cost of Production below
Number of stations broadcasting program	Four of WDSE's five total stations broadcast WDSE legacy funded programs, which includes the statewide Minnesota channel.
Estimated viewership July 1, 2020 through June 30, 2021	Approximately 775,000 over the air
Hours available for web streaming July 1, 2020 through June 30, 2021	17.5 hours of new ACH-funded content
Education materials created and distribution July 1, 2020 through June 30, 2021	12

Legacy Projects	Cost of Production
For period: July 1, 2020 - June 30, 2021	For period: July 1, 2020 - June 30, 2021
Intersections	\$41,993.96
The Slice*	\$51,661.93
Almanac North: Lessons from COVID-19	\$22,976.66
Making It Up North	\$120,000.04
Native Report	\$19,132.61
Northern Rhythms	\$24,892.05
Iron Opera*	
Twin Ports Holiday Spectacular (DSSO)	\$3,648.69
Great Gardening Farm-to-Table*	\$10,684.16
On the Water Trail*	\$15,965.97
Who Is Rainbow Trout?*	\$167.58
Moved to FY22 due to extension	\$100,665.35
Total	\$total \$411,789.00

*Signifies a project that received an extension and who's funds & delivery occurred between June 30, 2021 and December 15, 2021. The remaining funds used by these projects fall under "moved to FY22 due to extension"

Report on Plan for the Use of Funds for Year Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

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

Subd. 10 As soon as practicable or by January 15 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><i>Almanac North: Lessons from COVID-19:</i> A lot has changed over the past year as we've all adapted to restrictions and opportunities brought on by COVID-19. What changes might stick with us as a society beyond the pandemic? In this special segment on Almanac North, our weekly news and public affairs show, we continue important conversations around topics like leadership responses to the pandemic, online access for Northland students, the rediscovery of nature, and how we've come together as a community.</p> <p><i>Great Gardening:</i> The purpose of this program was to highlight local chefs and ingredients during our regular gardening program. We were able to share the ingenuity of local gardeners and chefs, as well as showcase the unique vegetation of our region.</p> <p><i>Intersections:</i> Over its second season, Intersections continued to make available the stories of community members of varying socio-economic, diverse, and cultural backgrounds. The program had an expanded season 2, releasing eleven episodes, up from season 1's run of two episodes. This offered much more opportunity to celebrate these diverse communities and enable audiences to have a better understanding of the diversity of the region.</p> <p><i>Iron Opera:</i> It's not easy to stage an opera in the middle of northern Minnesota. But this is the Iron Range. Where the people are stubborn. And the music of the Old World still runs deep in their veins. Watch as a legendary concert pianist teams up with an Ojibwe language teacher, a skateboarding accordionist and talent imported from every corner of the Earth to pull off the impossible. Because big dreams happen in small towns too.</p> <p><i>The Slice:</i> This short-form series captures stories from around our community that chronicles people and events across a wide variety of topics that highlights the many lives and lifestyles from around the Northland. Subjects include local history, fashion, nature, indigenous culture, the arts, and community renewal. The success of this series is due to our video producers uncovering stories that don't fit into traditional long-form programming, and the series has achieving social media growth and engagement across a variety of platforms.</p> <p><i>Making It Up North:</i> Hear from local entrepreneurs who are persevering through a challenging year to preserve traditions through art, to get outside, and to supply us with nourishing food. We hear about how they're keeping their passions alive and, more importantly, we learn about what drives them every day.</p>

	<p><i>Native Report:</i> Reporting on the best of Indian Country by promoting understanding between Native and non-Native cultures, offering a venue for the stories of challenge and success coming from tribal communities. Native Report shares stories of the language and arts of Indian Country.</p> <p><i>Northern Rhythms:</i> Explore the unique natural landscapes of the Northland through music. This documentary will feature Northern Minnesota musicians playing everything from country to jazz to classical in the places that inspire them, from deserted mine pits to soaring vistas to popular beaches. The documentary will feature sweeping views of some of the Northland's most beloved natural and industrial landscapes, as well as interviews with the featured musicians about how this region inspires them.</p> <p><i>On the Water Trail:</i> On the Water Trail explores the water science of the St. Louis River Watershed. In a new six-episode series featuring short online videos, meet the people who are working to improve the waterway after decades of dumping sewage and other legacy contamination. The intended audience is middle school science students and anyone with an interest in the issue.</p> <p><i>The Twin Ports Holiday Spectacular:</i> For more than 90 years, the Duluth Superior Symphony Orchestra (DSSO) has delighted audiences throughout northern Minnesota with orchestral music of the highest caliber. From chamber concerts performed throughout the city, to the epic works of the orchestral repertoire, from Young Person's Concerts to delightful Pops for the entire family, the DSSO reaches thousands of individuals throughout its season. In this special concert produced by WDSE, The DSSO and the Twin Port's "Strikepoint" bell group brought the joys of the season to home viewers, complete with the lights of Duluth's "Bentleyville" Holiday attraction. Founded in 1984 and led by Bill Alexander, Strikepoint is comprised of community members, including high school and college students, who share a love of making music with handbells.</p> <p><i>Who Is Rainbow Trout?:</i> The Question Who Is Rainbow Trout? is familiar one to the fans of Rainbow Trout classic country shows on WTIP. The passion, sacrifice, and a desire to empower people can be heard in his voice stories and sounds. The feeling of home. A celebration of life. We document a journey around the mystery of this dynamic and fun volunteer DJ, with voices of well-known classic country artists singing classic tunes and voices of fans from way past the boundaries of the air waves. Rainbow through WTIP (a community radio) engaged and created a space for classic country in a way that has left a diverse range of people inspired around Minnesota and beyond.</p>
Recipient phone number	218-788-2831
Names of board members	See below
Recipient email address	Email@wdse.org
Web site address where the public can directly access detailed information on the recipient's receipt and use of money for the project	https://www.wdse.org/shows/legacy
Amount, source and fiscal year of the appropriation	ACHF Grant Appropriation FY21
Amount and source of additional funds	Any excess spent over budget was covered by WDSE•WRPT non-Legacy operating budget, underwriters, and a small number of grant funders.
Duration of projects	Project activities occurred between July 2, 2020 and December 15, 2021
FTEs funded under the project. For the purposes of this item, "full-time equivalent" means a position	4.95

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	
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 Two of the Biennium

For Period: July 1, 2020 through June 30, 2021

Project	Start-End Dates	FTE Positions	Direct Expenses	Admin Costs	Assessment Method	Measurable Outcomes	Measurable Impacts
Almanac North: Lessons from COVID-19 (11 segments) Short segments within weekly 30-minute programs	July 1, 2020-June 30 2021	0.34	\$22,976.66		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	11 segments, 2 video promos	Viewers were provided with access to experiences and information from community members and leaders about COVID-19.
Great Gardening Farm-to-Table (6 segments) Short digital segments released online and airing in weekly 30 minute episodes	April 1, 2020-December 15, 2021	0.1	\$10,684.16 (some add'l funds extended to FY22)		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	6 segments, 6 recipes	Local chefs recipes were showcased and this encouraged community engagement with local foods.
Intersections (11 episodes) 5-minute digital-first shorts	July 1, 2020-June 30 2021	0.28	\$41,993.96		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	11 episodes	Viewers were able to hear stories from underrepresented communities. One episode received an Emmy nomination. The program was highly viewed by the 25-54 audience on broadcast.
Iron Opera (1 episode) 60-minute documentary	February 1, 2021-December 15, 2021	0.08	(funds extended to FY22)		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	1 documentary, 2 promos	Community members in Aurora reported feeling excited that their home town was being showcased in a documentary for a wider sphere.
The Slice (104 segments) 1-2 minute digital-first	July 1, 2021-December	0.41	\$51,661.93		Nielsen ratings and	104 episodes	The lives of dozens of Minnesotans were

shorts	mber 15, 2021		(some add'l funds extended to FY22)		social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers		celebrated. A strong feeling of community was maintained and nurtured across NE MN.
Making It Up North (10 Episodes) 30-minute weekly program	July 1, 2020-June 30 2021	2.36	\$120,000.04		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	10 episodes, 46 Facebook videos, 21 YouTube videos, 6 lesson plans	Local creative entrepreneurs received valuable publicity for their work. Viewers learned more about creative work being done in our region. Students learned about creative entrepreneurship through lesson plans.
Native Report (6 segments) Short segments within a 30-minute weekly program	July 1, 2020-June 30 2021	0.18	\$19,132.61		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	6 segments, 6 lesson plans, 6 videos on social	Three MN native artists were recognized for their creative contributions and viewers were able to learn more about native language.
Northern Rhythms (1 episode) 60-minute special	July 1, 2020-August 1, 2021	0.35	\$24,892.05		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	1 special, 1 "Making Of" Documentary, 5 music videos	Viewers were able to see local musicians perform in the gorgeous scenery of the region. Musicians were able to broaden their audiences.
On the Water Trail (6 episodes) 5-7 minute digital-first program	July 1, 2021-December 15, 2021	0.63	\$15,965.97 (some add'l funds extended to FY22)		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads,	6 episodes 6 lesson plans	On The Water Trail will provide access to pertinent information about the St. Louis River to students.

					feedback from viewers		
The Twin Ports Holiday Spectacular (1 episode) 60-minute special performance	July 1, 2020-June 30 2021	0.14	\$3,648.69		Nielsen ratings and feedback from viewers	1 special 1 promo	Audiences were able to get a front row seat to the orchestra to experience music despite the ongoing pandemic.
Who Is Rainbow Trout? (1 episode) 60-minute documentary	February 1, 2021-December 15, 2021	.08	\$167.58 (some add'l funds extended to FY22)		Nielsen ratings and social media analysis measuring audience numbers, tracking of web hits/downloads, feedback from viewers	1 documentary 2 promos	Viewers learned the deeper story of a local favorite radio DJ and local filmmakers were able to showcase their work.

WDSE•WRPT 2021 Board of Trustees

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WDSE•WRPT Proposed Outcomes Achieved

Proposed Outcomes Achieved	
PROJECT	OUTCOME
Almanac North: Lessons from COVID-19	Achieved proposed outcomes
Great Gardening Farm-to-Table	Achieved proposed outcomes
Intersections	Achieved proposed outcomes
Iron Opera	Outcomes data not yet available
The Slice	Achieved proposed outcomes
Making It Up North	Achieved proposed outcomes
Native Report	Achieved proposed outcomes
Northern Rhythms	Achieved proposed outcomes
On the Water Trail	Outcomes data not yet available
The Twin Ports Holiday Spectacular	Achieved proposed outcomes
Who Is Rainbow Trout?	Achieved proposed outcomes

LEGACY-FUNDS — BY THE NUMBERS

July 1, 2020 – June 30, 2021

	WDSE	TPT	Prairie	Pioneer	Lakeland	KSMQ	Total
Number of Jobs <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>	3.97	14.87	3	4.5	3.48	4	33.82
Number of Freelance/Temporary Jobs	5	44	14	7	3	45	118
Dollar Value of Cumulative Contracts <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>	\$70,400	\$101,106	\$12,070.80	\$29,638.68	\$9,568	\$62,573	\$285,356
Number of Stations Broadcasting Legacy-Funded Programming	4	3	3	3	3	3	19
Channels Offered <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	L-Prime L-Plus L-MN* *MN Channel	KSMQ - Prime Create MN Channel	
Number of Hours Broadcast <small>Includes premieres and encore broadcasts as well as any other on-air representation during the reporting period</small>	661	*15,616	1,029	552.5	468.59	252	18,579
Estimated Broadcast Viewership in our Region	775,000	1,713,300	464,000	1,200,000	492,633 773,200 more can receive via direct broadcast satellite	655,000	6,073,133
Hours of Legacy Program Content Available Streaming Online	291.5	355	209	245.5	149.5	260.5	1,511
Number of Online Views <small>Website page views and online video views combined</small>	2,860,000	2,113,734	1,720,237	1,941,794	1,374,486	1,281,637	11,291,888
Number of Lesson Guides Available <small>Includes all lesson guides created by Legacy funds and readily available, not just those created during the reporting period</small>	166	646	262	11	0	3	1,088

*TPT • 1,171 Local • 14,444.5 National