

# 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.*

### *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](https://pbslearningmedia.org).

### *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.*

### *Entertains & informs during the COVID-19 pandemic*

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

### *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.

### *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.*



**mpta**  
minnesota public television association

[mptalegacymedia.org](https://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.***

