



**There is so much power in stories that are tied to place!
Local stories matter, and can really help people form
global perspectives!**



sparks local engagement



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

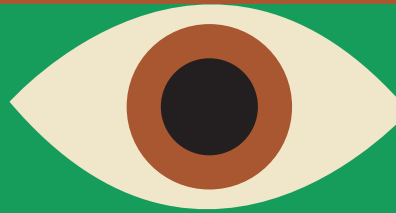
53% were inspired to visit a historic site.

53% talked with others about something they learned.

37% were inspired to visit a new part of Minnesota.

fosters learning

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



89% learned about something new related to arts, culture, or history.



59% were inspired to keep learning about Minnesota history.



It [shows] the outside world the amazingly talented and diverse people that help make up the communities of northern Minnesota.



represents the diversity of Minnesota

72% said that their local station's arts, culture, and history programming adequately represents Minnesota's diverse communities.



It educates, entertains, and fosters a sense of belonging to the Minnesota community in all aspects of diversity.



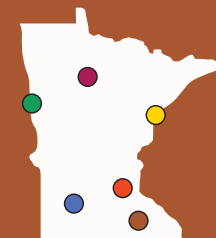
builds community connections

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

73% feel a greater sense of connection to Minnesota.

74% learned about new artists in their community.

reaches statewide



2.4 million households can access MPTA broadcast in Minnesota.

creates jobs

34 full-time jobs
140 freelance and temporary jobs

cultivates trust

87% trust their local PBS station to deliver arts, culture, and history programming that is well-researched and unbiased.



mptalegacymedia.org

**Based on 2023 MPTA Legacy Survey*