

Clean Water, Land & Legacy Amendment

Progress Report | January 15, 2010

Submitted by:

Minnesota Public Television Station Association (MPTA)

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Lakeland Public Television, Bemidji/Brainerd, 800-292-0922, www.lakelandptv.org

Pioneer Public Television, Appleton/Worthington/Fergus Falls, 800-726-3178, www.pioneer.org

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

Twin Cities Public Television, Minneapolis/St. Paul, 651-222-1717, www.tpt.org

WDSE-TV Channel 8, Duluth/Hibbing, 218-724-8567, www.wdse.org

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Introduction

The 2009 session passage of the *Clean Water, Land and Legacy Amendment* has provided a great opportunity to reinforce the foundation of Minnesota's public television system. With this additional funding, we have begun efforts to highlight the best of Minnesota – its art, history and culture.

The Minnesota Public Television Association (MPTA), made up of Minnesota's six independent public television stations, have had many planning sessions together starting with a two-day conference held at Twin Cities Public television (*tpt*) early last fall. These planning sessions included the production staff and general managers from each station. They met to discuss program ideas, the logistics of file sharing and began the process of coordinating efforts so as to maximize the financial Legacy resources available. They discussed the creation of community partnerships with non-profit arts, historical and cultural affairs organizations so as to fuel the creative process for the months and years ahead.

Shortly after this initial work together, there have been monthly conference calls communicating about each others projects, introducing team members and establishing a unified system to report back to the public and the legislature about station efforts. Each station is excited about the ways in which we will share content on the web and through broadcast, which will include a system for viewing, posting and airing stories to showcase the arts as a state-wide service. Lesson guides for educators will also be developed by some stations as the opportunities present themselves.

We thought it would be more efficient to consolidate all Legacy activities into one report so as to assure transparency and to provide the reader with the benefit of the big picture. This report contains the specific details of the Legacy production activities of each station. In order to make the report easier to read and understand we have developed common categories, when possible, and criteria upon which to report. This is the first report required of the stations receiving these grants. As such, the report reflects mostly start-up activities. Subsequent reports will contain much more detail consistent with the criteria laid out in Statute. We are excited about all that has been accomplished even though the first Legacy grants were only awarded by the Department of Administration in October 2009.

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KSMQ-TV, Austin/Rochester

Beginning February 14, KSMQ will air a “preview episode” multiple times that will explore the Legacy Amendment and talk about KSMQ’s production initiative while soliciting viewers’ ideas on possible segments for the new series that will explore arts, cultural heritage, and history in Southern Minnesota.

New Program Takes Shape

The new weekly series entitled *Off 90* will premiere on Sunday, March 28, 2010 at 7pm. It will also be repeated Wednesdays at 8:30pm and Saturdays at 11am in order to provide encore viewing opportunities. Because the station has only just hired its production team in late December and early January, they are working diligently to get the series off the ground and are in the process of discussing and reviewing possible ideas for the new series.

Some of the stories in development include:

- A tour of the Frank Lloyd Wright homes and buildings in our region
- A profile of Lark Toys in Kellogg, Minnesota that specializes in creating artisan wooden toys
- A feature on the thriving arts community in Lanesboro, Minnesota
- Chocolat – Minnesota-style with visits to area chocolatiers, The Chocolate Shoppe, in Mantorville, Minnesota and Costas in Owatonna, Minnesota
- A feature on “How do you know when it’s really cold in Minnesota” featuring a variety of citizens of Southern Minnesota tackling this enduring question

In addition to this new weekly series, KSMQ will also be producing a series of interstitials entitled *Off 90 Quick Stops* that will be 1-5 minutes in length and air throughout the KSMQ broadcast schedule. The interstitial series will be focused on the arts, culture and history of Southern Minnesota in a shorter form.

Additionally, the station will be producing a one-hour history documentary and a one-hour performance special.

Production will begin soon.

Job Creation

All this great work required seeking new talent to add to KSMQ’s existing staff. With only 12 employees before this project, the station now has 16 with the hire of four new employees – a 25% increase in staff! The new Legacy productions team includes a Legacy Production Manager, an Associate Producer, and two videographer/editors. The addition of the Legacy production team has had a huge impact on the station.

This clearly demonstrates KSMQ’s commitment to the *Clean Water, Land and Legacy Amendment* and its vision.

Lakeland Public Television, Bemidji/Brainerd

LPTV currently reaches approximately 383,500 individuals over an estimated 7,500 square miles in northern and central Minnesota who view the station either off-air (antenna), via cable or via satellite. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.

Programs in Production

Lakeland Public Television (LPTV) is currently producing a weekly half hour program entitled *Common Ground* and a weekly Lakeland News segment entitled *In Focus*. To date, LPTV has produced two hours (4 episodes) of *Common Ground* and 33 minutes (13 separate segments) of *In Focus*. LPTV's goal is to produce 26 episodes of *Common Ground*, 36 *In Focus* segments, and 26 one-minute interstitial pieces before July 1, 2010.

Artists, Organizations and Partnerships

To date, there have been 26 individuals featured in LPTV's Legacy program, *Common Ground* and 16 featured in *In Focus*. A list of featured individuals and their associated zip codes (to illustrate the diversity in areas represented) can be found in the Appendix. Of the organizations featured on *Common Ground* and *In Focus*, here are some examples: The Beltrami County Historical Society, the Nisswa Historical Society, Sons of Norway, the Blackduck Area History & Art Center Mission, the Marvin Training & Visitor Center, the Jaques Art Center, the Bemidji Symphony Orchestra and the Franklin Arts Center in Brainerd. Partnerships and collaborations with these organizations and others like Crossing Arts Alliance in Brainerd and the Beltrami County Historical Society have also been established.

Online and Social Networking Efforts

LPTV's Legacy web page is currently under construction with web analytical data to be made available as the projects move forward. LPTV's Legacy producers have also included in their projects the use of popular internet social networking sites for promotional purposes including *Facebook* and *Twitter*.

Job Creation

The following 5.5 positions have been created as a result of the Legacy Amendment funding:

Legacy Production Staffing (New Staff)

- Legacy Production Manager (FT) – Ashley Hull
- Legacy Producer/Director (FT) – Scott Knudson
- Legacy Producer/Director (FT) – Steven McKnight
- Lakeland News Segment Reporter (0.5 FTE) – Ashley Soukup

Legacy Production Staffing (Reallocation of Existing Staff)

- Executive Producer (0.2 FTE – Program/Production Mgr.)
- Producer/Director/Videographer – (0.25 FTE)
- Producer/Director/Videographer – (0.3 FTE)
- Web Site Designer - (0.25 FTE)

Pioneer Public Television, Appleton/Worthington/Fergus Falls

Pioneer Public TV used Legacy amendment funding principally to begin program development and planning in 2009, while producing or acquiring content for three programs or series. The content work included production of a new documentary, producing new content for an existing series, and acquiring new episodes for an existing series.

Programs in Production

- *Great Minnesota Parks*: This 30-minute documentary focused on the history and heritage of several parks in southwestern and west central Minnesota: Blue Mounds State Park, Sibley State Park, Lake Carlos State Park, Ramsey Park in Redwood Falls, and Vicksburg Park in Renville County. The program aired seven times in 2009, and once in 2010. The direct production costs for this program were approximately \$20,000.
- *Prairie Sportsman*: To date, Pioneer has included five segments of Legacy-related content in this long-established 13-part series. The new Legacy content includes four segments from Great Minnesota Parks, and a new segment on the art of woodcarving. These first programs began airing in 2009 and will be repeated several times during 2010. Direct production costs for Legacy content in *Prairie Sportsman* are approximately \$5,000.
- *Prairie Yard and Garden*: Pioneer worked with a production partner, the University of Minnesota Morris, to acquire new Legacy-related content for this series. During 2009, producers prepared three new 30-minute episodes of Legacy-content as part of this 13-episode series. The three new episodes will focus on the history of prairie landscapes and homes, the history of the Willmar Farmers' Market, and the art of Bonsai. The new episodes with Legacy content will begin airing in 2010 and will be repeated several times during in the year. The direct acquisition cost is expected to be approximately \$18,000.

Community Impact

To assess the community impact of Legacy content, Pioneer asked the members of its Community Advisory Board to watch *Great Minnesota Parks*. Some of their reactions are noted below:

- The program should increase awareness of how decisions and actions taken years ago, such as the decision to build local parks, has an impact on us today. The value of this long-term view is a good lesson for viewers of all ages.
- The program should increase appreciation for our local parks, and could be used as a model or pilot for future programs with similar content.
- The program should be shared statewide to increase awareness of what the region has to offer.

Educational efforts

Pioneer has offered to provide copies of *Great Minnesota Parks* to the Southwest/West Central Service Cooperative for distribution to area history teachers for classroom use. This offer is the first part of what we believe will be a series of ongoing partnerships for education enhancement.

Job Creation

To date, Pioneer has hired one full-time executive producer to coordinate Legacy content and produce a weekly series that will begin running later in 2010. In addition, we will soon be hiring a web producer that will be approximately 75% Legacy-funded in this fiscal year. Additional hiring is expected in 2010. Existing staff has also been used for Legacy productions.

Prairie Public Television, Moorhead/Crookston

With Legacy funding, Prairie Public is maintaining its commitment in providing educational services to 97 school districts serving 67,000 students in NW Minnesota. In addition to its educational services, the new funding will allow Prairie Public to produce these possible programs:

- Documentary profiles of county and municipal historical societies in Northwest Minnesota including collections at the Clay County and Becker County Historical Societies
- Barnesville Heritage Society and the Old Home Town Museum in Stephen, Minnesota
- Video tour of Moorhead's Rourke Art Galley's regional artist collection and annual invitational art exhibition
- Music performance by the Red Lake Chippewa tribe traditional drum group.

Programs in Production

Bill Holm Through The Windows of Brimnes, a program featuring Bill Holm, Minnesota poet and essayist has been produced with more production in development.

Partnerships and Collaborations

In preparation for future Legacy programs, needs assessment and planning sessions have been conducted with the Northwest Minnesota Arts Council and the Lake Region Arts Councils. In addition, production has begun on video profiles developed in collaboration with the Rourke Art Gallery Museum, Oliver H. Kelley Farm, the Historical and Cultural Society of Clay County and ITOW veterans' museum.

Further, education services assessments and planning work were conducted with Northwest Service Coop in Thief River, Lakes Region Service Coop in Fergus Falls, and with the Lake Agassiz Regional Library organization.

Diversity

Prairie Public actively recruits authorities, artists and performers for documentaries and performance broadcast programs who reflect the changing ethnic diversity of viewers within its broadcast territory. Particular care is taken that documentaries on history subjects reflect the impact and participation of Native Americans in the events covered.

Educational Efforts

The Legacy Fund will support Prairie Public's new Teacher Training Institute which will develop teacher effectiveness training to strengthen the preK-12 arts, history, and culture curriculum in area schools through the innovative use of technology, placing emphasis on cross-curricular applications. The Institute, which will host a minimum of 80 teacher participants, will be the culmination of intensive training by eight master teachers who will produce the bulk of the Institute training. Education Services held a Teacher Training Institute (TTI) Advisory Planning Committee Meeting at Prairie Public on December 21, 2009

Job Creation

To date, Prairie has created one full-time position to produce and coordinate Legacy content.

Twin Cities Public Television, Minneapolis/St. Paul

Between August and November 2009, Twin Cities Public Television (*tpt*) reached out to more than 80 people who play a significant role in the arts community and invited them to participate in brainstorm sessions. The station discussed the Legacy projects *tpt* and the other MPTA stations around the state were developing and producing. Feedback and comments were solicited to set the stage for a future of working together to identify artists and organizations to generate compelling and creative story ideas. (See *Appendix for lists of artists and organizations that participated.*)

A New Weekly Arts Series

Minnesota Original, a new half-hour weekly arts series, will profile Minnesota artists in segments produced by *tpt* staff and video producers from around the State who are staff members at the other five stations of the Minnesota Public Television Association (MPTA). The arts series will be broadcasted each week on all of the *tpt* services, *tpt 2*, *tpt MN* (Minnesota Channel), and *tpt LIFE*.

New Minnesota History Documentaries

In addition, *tpt* will produce two one-hour Minnesota history documentaries, which will also be accompanied by lesson guides for educators and made available on the *MN Original* website (under development) for downloading. These two hours of new programming will also receive multiple broadcasts on all of the *tpt* services and on the stations of the MPTA.

Partners and Collaborations

Minnesota Original staff will collaborate with many artists and staff, including 5-10 featured artist per half hour program, and will produce 15 programs by June 30, 2010 and an additional 44 programs by June 30, 2011. A database is being built to capture and track specific information about the artists and organizations the station will research and feature. To date, *tpt* has researched and connected with 275 artists and organizations.

Lesson Guides and Education Segments

Twin Cities Public Television has created a partnership with the MN Humanities Center to write lesson guides for at least one segment in each program. These lesson guides and video segments will be downloadable and available to educators around the State through the *MN Original* website.

Diversity Effort

Each *Minnesota Original* program will feature the artistic work from the many cultures of new Minnesotans. Our communications coordinator, herself a person of color, will develop segments with artists from these communities in an effort to promote viewer understanding of the origins and cultures through their artistic endeavors. *Minnesota Original* will also produce segments about the arts of the original immigrant populations who settled in Minnesota, including Native Americans, Norwegians, Swedes, Finns, Germans, the Irish and Italians, and those who came later - African-Americans, Asians, Hispanics, as well as more recent Minnesota communities from Russia and East Africa.

Job Creation

To date, *tpt* has created 13 full-time positions and maintained four existing positions to produce and coordinate Legacy content. (See *Appendix for detailed position titles.*)

WDSE-TV, Duluth/Hibbing

Art Now: Inspired by the North (*working title*)

This new art series will provide a venue for celebrating the art and artists of northern Minnesota and an opportunity for viewers to make immediate connections to events in the local artistic community. This series for public television stations will be comprised of fifteen half hour magazine style programs, this season and 26 shows next season, and will showcase the works of northern artists, independent filmmakers, actors, playwrights, musicians, novelists, poets, dancers, composers and craftspeople. The public television audience will learn about what inspires these artists, the uniquely individual process of creating art, and experience works of art from an entirely new point of view. Online learning guides will give teachers and students an opportunity to connect classroom learning to local artists.

Historical Documentary

WDSE is currently producing a historical documentary on the hundredth anniversary of Split Rock Lighthouse. Contacts and interviews have been conducted with costume interpreters Mr. Edward Maki Jr. and Mr. Winston Norby at Split Rock Lighthouse as well as with historic site manager and Minnesota Historical Society Employee, Mr. Lee Radzak, who has one of the principle interviews and is the research expert in WDSE's documentary.

Symphony and Young People's Concert

WDSE is partnering with the Duluth Superior Symphony Orchestra to broadcast two symphony performances as well as the Young People's Concert. Lesson guides are currently being completed in cooperation with the University of Minnesota Duluth Music Department which will be used to prepare students for the March performance.

Production Underway

Already, WDSE has produced a couple of art segments. Entitled *Northland Flavor*, this segment featured artist, Sheila Stauber and Mary Mathews of the NE Entrepreneur Fund in which they discussed a new program that helps artists turn their passion into financial success. Another segment featured Duluth writer Joseph Maiolo, who performed a short reading of Truman Capote's "A Christmas Memory" and talked about why this story is still a favorite a half century after it was written. These segments will be featured on "Arts Extra" on *Almanac North*, WDSE's weekly public affairs program.

Partners and Collaborations

For the weekly half hour series starting April 1, 2010 contacts have been made to many local artists and art enthusiasts including actor, Cheryl Skafte; artists Chris Monroe, Lee Zimmerman, Richard Gruchalla,, Carrin Rosetti; and arts administrators such as Samantha Gibb-Roth of the Duluth Art Institute and Kathy Neff of the University of Minnesota-Duluth's School of Fine Arts.

Lesson Guides and Education Segments

Six lesson guides are currently being created for the *Young People's Concert* coming up in March. Lesson guides are also planned for the weekly arts program and the Split Rock Lighthouse documentary production. A website will also be developed to ensure full access to these materials along with program information.

Job Creation

WDSE has hired two full time employees to create the weekly arts series. One full time person has just been hired to develop and maintain its arts website for the weekly series, assist with the monthly segment on *Almanac North*, the cooperative effort with the *Duluth Superior Symphony Orchestra*, the broadcast of the *Young People's Concert*, and WDSE's historical documentary.

Appendix A – Lakeland Public Television Raw Data

Total number of jobs (FTE's) created:

Legacy Production Staffing (New Staff)

1. Legacy Production Manager (FT) – Ashley Hull
2. Legacy Producer/Director (FT) – Scott Knudson
3. Legacy Producer/Director (FT) – Steven McKnight
4. Lakeland News Segment Reporter (0.5 FTE) – Ashley Soukup

Legacy Production Staffing (Reallocation of Existing Staff)

5. Executive Producer (0.2 FTE – Program/Production Mgr.)
6. Producer/Director/Videographer – (0.25 FTE)
7. Producer/Director/Videographer – (0.3 FTE)
8. Web Site Designer - (0.25 FTE)

Name of the program or segment produced:

LPTV is currently producing a weekly half hour program entitled “*Common Ground*”, and a weekly Lakeland News segment entitled “*In Focus*”.

Total number hours or minutes produced:

To date, LPTV has produced the following amount of Legacy program content:

Common Ground – 2 hours (4 episodes)

In Focus – 33 minutes (13 separate segments)

LPTV's goal is to produce 26 episodes of *Common Ground*, 36 *In Focus* segments, and 26 one-minute interstitial pieces before July 1, 2010.

Total number and names of artists featured:

To date, the following individuals have been featured in LPTV's Legacy program content (organized with zip codes):

Common Ground – 26

Terry Honstead-56601

Angela Shogren-56461

Kermit Anderson-56601

Cyrus Swann-56474

Julie Johsnom-56601

Paula Jensen-56461

Andy Mack-56601

Jane Freeman-56601

Donna Johannson-56601

George Olson-56601

Marlon Davidson-56601

Don Knudson-56601

Marley Kaul-56601

Fred Rogers-56433

Christina Thorne-56601

Josh Boone-56601

Dick Carlson-56468

Janet Brademan-56601

Aaron Spangler-56470

Karen Raisanen-56431

Glennis Moon-56630

Dave and Kathy Towely

George Kueber-56470

Mika Northbird-56633

Duane Shoupe-56676

Monica Hansmeyer-56601

In Focus – 16

Mark Harlow-56484

Amy Fischer- 56601

Amber Humbering-56601

Lilah Crowe-55605

Millie Morris-56401

Mary Tuomi-56401

Paul Bloom-56401

Karen Kersten-56474

Gary Kirk-56626

Michael Sunnerburg-56601

Kathy Towley-56601

Gary Burger-56601

Glennis Moon-56630

Malisa VanMagsdam-56601

Beverly Everette-56601

Zach Curtis-56601

Total number and names of organizations featured:

Common Ground – 6

- Beltrami County Historical Society- Mission: The BCHS mission is to collect, preserve and disseminate knowledge about Beltrami County history. Be a part of this exciting experience by becoming a member of the BCHS.
- Nisswa Historical Society- Collect and preserve Nisswa area history.
- Sons of Norway- Club geared toward preserving Norwegian Culture
- Blackduck Area History & Art Center Mission: To preserve materials, objects and data related to our diverse population; to remember the past, live in the present, and educate our youth for the future. To promote the arts in our community by putting a face on the artists of the area, and providing art opportunities for our residents from ages 8 to 80.
- Marvin Training & Visitor Center- History of Marvin Windows and its impact on the region.
- Jaques Art Center- The Jaques Art Center publicly presents exhibits, workshops, seminars, and programming for people of all ages, cultures, and backgrounds. Its focus is to publicly present the arts including that of Francis Lee and Florence Page Jaques.

In Focus – 5

- Blackduck Area History & Art Center – Mission: To preserve materials, objects and data related to our diverse population; to remember the past, live in the present, and educate our youth for the future.
- Bemidji Symphony Orchestra - The Bemidji Symphony Orchestra is a thriving community/college orchestra servicing the region of North Central Minnesota. Its mission is to bring classical music to new audiences, while at the same time providing performance experience for both novice and accomplished musicians.

- Franklin Arts Center in Brainerd - A multipurpose arts center with 25 affordable live/work studios for individuals and families, 37,775 square feet for artist studios, arts organizations, and arts-friendly businesses; and 36,247 square feet that will be operated by the Brainerd School District as community programs space.
- Bemidji State University Talley Gallery- BSU Students are kept aware of the arts through this gallery.
- Central School, Itasca County Historical Society – Preserving Itasca County History.

Total number and names of partners and collaborations:

- Region 2 Arts Council – The Region 2 Arts Council strengthens the presence of the arts by supporting opportunities for arts creation, promotion, education and funding for the people of Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnommen counties. Our production team is working closely with local Arts Council leadership to identify program subjects and help promote their work.
- Bemidji Community Art Center – The Bemidji Community Art Center encourages growth and development of and access to the visual arts in the Bemidji Area. Our production team is working closely with the BCAC to identify program subjects in the Bemidji area and help promote their work.
- Jaques Art Center in Aitkin- The Jaques Art Center publicly presents exhibits, workshops, seminars, and programming for people of all ages, cultures, and backgrounds. LPTV producers have worked with Art Center staff to highlight exhibitions and cross promote each organization.
- Crossing Arts Alliance in Brainerd – The Crossing Arts Alliance’s mission is to promote and enhance arts opportunities in the Central Lakes Area through facilities, partnering, and programming. Our production team is working closely with Alliance leadership to identify program subjects in the Brainerd Lakes area and help promote their work.
- Beltrami County Historical Society – The BCHS mission is to collect, preserve and disseminate knowledge about Beltrami County history. The Legacy production team has collaborated with BCHC leadership to research program subjects, identify potential topics, and in turn help promote their mission.

Total number of lesson guides and education segments:

No lesson guides or educational segments have been produced at this point.

Total number of web hits and downloads:

LPTV’s Legacy web page is under construction at this point. Web analytical data such as this will be available as we move forward.

Total number of hours or minutes broadcast:

To date, LPTV has broadcast the following Legacy funded programs:

Common Ground – 1 hour broadcast (Two 30 minute episodes)

In Focus – 29 minutes broadcast (12 separate segments)

Total number of hours or minutes streamed:

To date, LPTV has streamed the following Legacy funded programs:

Common Ground – 1 hour (Two 30 minute episodes)
In Focus – 29 minutes (12 separate segments)

Estimated Viewership:

Although not a Nielson metered market, LPTV currently reaches approximately 383,500 individuals over an estimated 7,500 square miles in northern and central Minnesota who view the station either off-air (antenna), via cable or via satellite. Another 773,200 individuals south of our primary market have the ability to receive our signal via direct broadcast satellite.

Diversity Efforts:

Legacy producers focus on the many different cultures throughout northern and central Minnesota, including the large Native American population.

Any other information:

LPTV's Legacy producers have included their projects on popular internet social networking sites for promotional purposes:

Facebook- Common Ground PBS, Facebook page. 148 Fans.

Twitter- Common Ground PBS, 2 Followers.

Appendix B – Prairie Public Raw Data

Total number of jobs created and hired with Legacy Funding: 1

Name of the program or segment produced: “*Bill Holm Through The Windows of Brimnes*”

Total # hours or minutes produced: 26:46

Cost of productions: \$6,500 television; \$12,000 education services

Total # and names of artists featured: One. Bill Holm, Minnesota poet and essayist.

Total # and names of organizations featured: 0

Total # and names of partners and collaborations:

- Northwest Minnesota Arts Council
- Lake Region Arts Councils
- Rourke Art Gallery Museum
- Oliver H. Kelley Farm
- Historical and Cultural Society of Clay County
- ITOW Veterans’ Museum
- Northwest Service Coop in Thief River
- Lakes Region Service Coop in Fergus Falls
- Lake Agassiz Regional Library organization.

Total # of lesson guides and education segments: 0

Total # of web hits and downloads: 0

Total # of hours or minutes broadcast: 450 hours of educational programming to Minnesota schools

Total # of hours or minutes streamed: 0

Estimated Viewership (providing available ratings): Ratings not available

Diversity Efforts:

Prairie Public actively recruits authorities, artists and performers for documentaries and performance broadcast programs who reflect the changing ethnic diversity of viewers within our broadcast territory. Particular care is taken that documentaries on history subjects reflect the impact and participation of Native Americans in the events described.

Any other information you think useful to report:

The Minnesota Arts and Cultural Heritage Fund supports Prairie Public’s new Teacher Training Institute which will develop teacher effectiveness training to strengthen the preK-12 arts, history, and culture curriculum in area schools through the innovative use of technology, placing emphasis on cross-curricular applications. The Institute, which will host a minimum of 80 teacher participants, will be the culmination of intensive training by eight master teachers who will produce the bulk of the Institute training. Education Services held a Teacher Training Institute (TTI) Advisory Planning Committee Meeting at Prairie Public on December 21, 2009

Appendix C – Twin Cities Public Television Raw Data

Total number of jobs created and hired with Legacy Funding

1. SERIES PRODUCER/FIELD PRODUCER (Nov 2009) – Has overall content responsibility for the weekly series. The series producer oversees content selection and final editing of each weekly program. This position will also produce half the field-based segments for the series as described below.
2. FIELD PRODUCER (Dec 2009) – Develops content, conducts interviews and write scripts, oversees technical staff for segments of the weekly arts series.
3. SEGMENT PRODUCER (Jan 1 2010) – Produces multi-camera format studio and remote performance content. Manages the acquisition of video for program and web from the MPTA stations and independent film makers.
4. DIVERSITY FELLOW / COMMUNICATIONS COORDINATOR (Jan 2010) – Act as the executive producer's ambassador and management trainee, interfacing with staff, MPTA producers. Represents *tpt* with the artistic and communities of color. Conducts content research, participates in story selection, and interfaces with the arts community and communities of color.
5. DIRECTOR OF PHOTOGRAPHY / EDITOR (Dec 2009) – Act as a principal photography and edits footage into segments for the half hour program.
6. DIRECTOR OF PHOTOGRAPHY / EDITOR (Dec 2009) – Same as above.
7. FIELD CO-PRODUCER (Dec 2009) – Partners as a trainee and assistant with series producer on field segments for the weekly series,
8. ASSOCIATE PRODUCER (Dec 2009) – Supports field producers and series producer to research stories, and locate artists to be featured on the program each week, preps locations, props and wardrobe, locates acquired elements to be included in the field segments, and assists the series producer in show assembly,
9. WEB PRODUCER (Dec 2009) – Oversees overall design of website, performs segmenting and metadata creation converts and posts all of the video content, writes web content, manages interface with Humanities Center for creation and delivery of teaching materials, produces unique video content for the web, and monitors interactive features on the website.
10. PRODUCTION COORDINATOR/PRODUCTION ASSISTANT (Dec 2009) – Schedules personnel, and equipment for production and post production as requested by producers, provides clerical and office support to Executive Producer and Managing Producer, keeps all records related to rights clearances and acquisitions and digitizes field material in preparation for edit and assists with studio productions.
11. WEB DESIGNER/PROGRAMMER (Dec 2009) – Designs and programs the arts & cultural website and updates and maintains its functionality once launched.
12. HISTORY DOCUMENTARY PRODUCER(S) (Mar 2010) – Researches and recommends subjects for history documentaries, writes scripts, conducts interviews, oversees shooting and editing, finds and selects historic photos and footage to tell the story.
13. HISTORY DOCUMENTARY ASSOCIATE PRODUCER (Feb 2009) – Supports History documentary producer and executive producer to research content, and coordinate shoot locations, interviews, history content experts, film footage, and historic photos, and assists the documentary producer in show assembly, rights clearances and post production paperwork.

Total number of jobs retained with Legacy funding:

1. EXECUTIVE DIRECTOR/PRODUCER, ARTS & CULTURAL MEDIA – Oversees all project outcomes and manages project's overall interaction with the arts community.
2. MANAGING PRODUCER- Oversees process, budget, and resource usage, supervises support staff, acts as business manager for the series, and coordinates the financial and resource usage interactions between all of *tpt*'s Legacy projects.
3. VIDEO EDITOR – Performs offline editing and HD online show assembly and color correction for the series and performance specials.
4. AUDIO TECHNICIAN – Records and mixes audio elements for the programs.

Content Advisory Board:

In addition to the producing staff, a select panel of experts will advise *tpt* producers on content and review scripts and programs for accuracy. They will also provide program feedback. The advisors will be paid a modest consulting fee for their time and expertise. They will be representative of the arts pedagogy and the arts disciplines including history, visual arts, performance and literature. In addition, advisors will be selected to represent diverse communities and new Minnesotans.

Total number of Names of Partners and Collaborations:

Minnesota Original staff will collaborate with many artists and staff, including 5-10 featured artist per half hour program, and will produce 15 programs by June 30, 2010 and an additional 44 programs by June 30, 2011. *tpt* has created a partnership with the MN Humanities Center to write lesson guides for at least one segment in each program. Those lesson guides and video segments will be downloadable and available to educators around the State through the *MN Original* website.

Total number of lesson guides and education segments: (See above – MN Humanities Center partnership)

Total number of hours or minutes of broadcast:

The *Minnesota Original* weekly arts series will include a total a half hour weekly program. The series will be broadcast each week on all of the *tpt* services, *tpt 2*, *tpt MN* (Minnesota Channel), and *tpt LIFE*.

In addition, *tpt* will produce two one-hour Minnesota history documentaries, which will also be accompanied by lesson guides for educators and made available on the *MN Original* website for downloading. These two hours of new programming will also receive multiple plays on all of the *tpt* services and on the stations of the MPTA.

Brainstorming Sessions:

Between August and November 2009, *tpt* reached out to more than 80 people who played a significant role the arts community and invited them to participate in brainstorm sessions. We discussed the Legacy projects *tpt* and the other MPTA stations around the state were developing and producing. We asked for feedback and set the stage for a future of working together to identify artists and organizations and generate compelling and creative story ideas. Throughout our brainstorm sessions, we also met internally with groups from our Marketing, Communications, Web, Programming, Development, Minnesota and National Productions departments and our Leadership team.

Those we we spoke with from the arts community:

Laura Zimmermann, McKnight Foundation
Vicki Benson, McKnight Foundation
Bob Burns, Metropolitan Regional Arts Council

Jeff Prauer , Metropolitan Regional Arts Council
Sue Gens, Minnesota State Arts Board
Nancy Fushan, Formerly of the Bush Foundation

Catherine Jordan, Achieve Minneapolis
Sheila Smith, MN Citizens for the Arts
Carolyn Roby, Wells Fargo Foundation
Sharon DeMark, S. Paul Foundation
Susan Chandler, Arts Midwest
Cindy Kleven, 3M
Cynthia Gehrig, Jerome Foundation
Robert Byrd, Jerome Foundation
Bill King, MN Council on Foundations
Jon Necterlein, American Composer's Forum
Mary Ann Pulk, Vocalessence
Jordan Sramek, Rose Ensemble
Jon Limbacker, Saint Paul Chamber Orchestra
Mele Willis, Minnesota Orchestra
Gwen Pappas, Minnesota Orchestra
Laura Zabel, Springboard for the Arts
Rob David, Minnesota College of Art and Design
Sharon Rodning Bash
Linda Shapiro
Scott Stulen, MNartists.org
Bob Rosen, Formerly of Theatre de la Jeune
Lune
Trish Santini, Guthrie Theatre
Melody Bahan, Guthrie Theatre
Lisa Middag, Walker Arts Cneter
Philip Bither, Walker Arts Center
Sheryl Mousely, Walker Arts Center
Peter Rothstein, Theatre Latte Da
Joe Chvala, Flying Foot Forum
Jarod Santek, Loft Literary Center
Jocelyn Hale, Loft Literary Center
Bao Phi, Spoken Word
Jane Minton, IFP
Dean Lucker, Sculptor
EG Bailey, Spoken Word
Mary Griep, Artist
Kathy Foran, Heart of the Beast

Heidi Shuster, Splice Here
Carl Jacobs, Splice Here
Matt Peiken, 3 Minute Egg
Lisa Blackstone, Producer
Emily Goldberg, Producer/Director
Lu Lippold, IFP
John Whitehead, Producer
Tom Adair, Director of Photography
Bill Gurstelle, Author
Michelle Hensley, 10,000 Things Theatre
Wendy Knox, Frank Theatre
Chris Osgood, McNally Smith
Michael Sommers, Open Eye Theatre
Sandy Spieler, Heart of the Beast
Seitu Jones, Sculptor
Stuart Nielsen, Artist
Marcus Young, Artist
Ed Bok Lee, Poet
Ibé Kaba, Poet
Jeff Zachmann, Kinetic Sculptor
Jan Mandell, Central High School
Tacumba Aiken, Painter
Toni and Uri Sands, TU Dance
David DeBlick, Wicked Sister Dance Theatre
Jamie Meyer, Minnesota Opera
Aparna Ramaswamy, Dance
Jennifer Ilse, Off Leash Area
James Sewell, James Sewell Ballet
Linda Shapiro, Dance Writer/University of MN
Dance Department Emeritus
Melody Gilbert, Independent Documentary
Producer
Fiona McCrae, Graywolf Press
Stanley Romanstein, MN Humanities Center
Casey DeMarais, MN Humanities Center
Eryn Dewey-Carter, MN Humanities Center
Emily Squyres, MN Humanities Center

Total number of segments/minutes produced: 13 segments, approximately 75 minutes for web and broadcast

Twin Cities Public Television created an exercise to test candidates for the two positions of directors of photography/editors on its team. The exercise identified and arranged for the candidates to shoot oil painters. While the medium was consistent across the tests, the candidates were encouraged to be creative in their treatment of the visuals and to help develop an interesting and innovative way to tell the artists' story, in the style of the artists. This process was captured and currently in the editing process and will amount to nearly 30 minutes of content for the web and broadcast. Artists featured include:

- Richard Abraham
- Matthew Rucker
- Mike Welton
- Gary Korlin
- Michael Schmidt
- Joe Paquet

Twin Cities Public Television has started shooting field segments for the series. The shoots completed by January 15 will amount to nearly 30 minutes of content for the web and broadcast:

- Kelly Marshall, Weaver
- Alex Soth, Photographer
- Jenni Undis, Letterpress
- John Munson and Twilight Hours, Red Pens, and others featured in First Avenue's annual Best New Band Showcase.

Twin Cities Public Television is producing weekly performance segments in our *tpt* studios. The musical segments we've booked before January 22 will amount to nearly 15 minutes of content for the web and broadcast:

- Andrew Broder
- Starfolk
- Small Cities

Diversity Effort

Each *Minnesota Original* program will feature the artistic work from the many cultures of new Minnesotans. Our communications coordinator, herself a person of color, will develop segments with artists from these communities in an effort to promote viewer understanding the origins of other cultures through their artistic endeavors. *Minnesota Original* will produce segments about the arts of the original immigrant populations who settled in Minnesota, like the Native Americans, Norwegians, Swedes, Finns, Germans, the Irish and Italians, and those who came later - the African Americans, Asian, Latinos, and Hmong, as well as more recent Minnesota communities from Russia and East Africa.

Appendix D – WDSE-Duluth Public Television Raw Data

Total number of jobs (FTE's) created:

Two full time employees have been retained to create a weekly arts series. One full time person has just been hired to develop and maintain our arts website for the weekly series, the monthly segment on Almanac North, our cooperative effort with the Duluth Superior Symphony Orchestra to broadcast two symphony performances as well as create study guides and broadcast the Young People's Concert, and our historical documentary on the hundredth anniversary of the Split Rock Lighthouse.

Total number and names of organizations featured for "Arts Extra" on Almanac North:

11/13/09 10 Min.	Greg Grell Almanac North WDSE	Sheila Staubus "Northland Flavor"	Ceramics; Female; Caucasian; Duluth artist/ceramics teacher. (Artist Sheila Stauber and Mary Mathews of the NE Entrepreneur Fund discussed a new program that helps artists turn their passion into financial success.)	55806
12/18/09 6:40	Greg Grell Almanac North WDSE	Joseph Maiolo "A Christmas Memory"	Writer; Male; Caucasian; UMD English Prof. (Duluth writer Joseph Maiolo performed a short reading of Truman Capote's "A Christmas Memory" and talked about why this story is still a favorite a half century after it was written.)	55803

Total number and names of partners and collaborations:

For the weekly half hour series starting April 1, 2010 the following contacts and have been made (names with zip codes):

Cheryl Skafte, actor
55806

Zeitgeist Arts/Kat Eldred, administrator
55802

John Goldfine, patron
55811

Rob West, patron
55802

Arrowhead Regional Arts/Bob DeArmond, administrator
55811

University of MN-Duluth, School of Fine Arts/Robert Hofman, administrator
55812

UMD School of Fine Arts/Kathy Neff, administrator
55812

Westmoreland Agency/Mike Malone, publicity
55802

Chris Monroe, artist
55804

Lee Zimmerman, artist
 55810
 Richard Gruchalla, artist
 55805
 Carrin Rosetti, artist
 55805
 Northeast Entrepreneur Fund/Mary Mathews, administrator
 55802
 Duluth Art Institute/Samantha Gibb-Roth
 55802 / 55806
 Alison Lutterman, patron
 55811
 NorthShore ArtScene/Joan Farnam
 55606
 Sweetwater Alliance/Jill Jacoby
 55803

For the historical documentary on the hundredth anniversary of Split Rock Lighthouse the following contacts/interviews have been done:

11/10/09 On-going production	Greg Grell WDSE	Edward Maki Jr. Split Rock Lighthouse	Costumed Interpreter; Male: Caucasian; Silver Bay volunteer. (Mr. Maki is a costumed interpreter at Split Rock Lighthouse. Greg is producing a documentary on the 100 th anniversary of the lighthouse)	55614
11/10/09 On-going production	Greg Grell WDSE	Winston Norby Split Rock Lighthouse	Costumed Interpreter; Male: Caucasian; Two Harbors volunteer. (Mr. Norby is a costumed interpreter at Split Rock Lighthouse. Greg is producing a documentary on the 100 th anniversary of the lighthouse)	55616
11/10/09 On-going production	Greg Grell WDSE	Lee Radzak Historic Site manager Split Rock Lighthouse	Historic site manager; Male; Caucasian; Minnesota Historical Society Employee. (Mr. Radzak is one of the principle interviews and research experts in WDSE's documentary on the 100 th Anniversary of Split rock Lighthouse)	55616

For the Duluth Superior Symphony Orchestra the following collaborative partners have been established:
 Duluth Superior Symphony Orchestra, Andrew Berryhill Executive Director
 University of Minnesota Duluth, Dr. Mark Whitlock, School of Music

Total number of lesson guides and education segments:

Six lesson guides are currently being created for the Young People's Concert coming up in March. Lesson guides are also planned for the "Playlist" weekly arts program and the Split Rock Lighthouse documentary production.

Total number of web hits and downloads: Website is under development.

Total number of hours or minutes broadcast: Sixteen minutes broadcast to date.

Total # of hours or minutes streamed: None