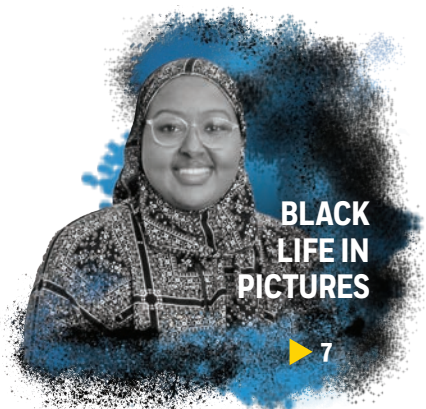


SOUTHWEST Connector

NEWS FOR EVERYONE, DELIVERED TO EVERYONE • JULY 6, 2023 • VOL. 2 • NO. 12 • 24,500 CIRCULATION



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Reflections on 10 years since
Marriage Equality Law was
passed in Minnesota

HOW LOVE WON

By Jan Willms

It has been 10 years since the Marriage Equality Law passed in Minnesota – a history-making and life-changing event for many people.

In celebration of Pride month, MSP Film Society recently screened “How Love Won,” a documentary film by Michael McIntee. It explores the nuts and bolts of a campaign to provide the same legal rights of marriage to the LGBTQ community that heterosexuals enjoy. The screening was held at the Main Cinema, 115 SE Main.

The film was released in 2016 and takes a close look at how an attempt to pass a bill that had failed in 30 other states was successful in Minnesota. Republican legislator Michele Bachmann was hoping to get an amendment passed that would ban same-sex marriage, and she supported putting it on the ballot for the people to vote on. That amendment failed, and LGBTQ activists moved forward to pass a bill that would build on this momentum and make marriage legal for everyone.

Following the screening which took viewers back to the discussions, tactics and strong emotions that flourished at the time, director McIntyre facilitated a panel discussion on what had happened then and what is happening now.

Former Minnesota United For All Families Campaign Director Richard Carlborn, co-author of the bill, State Senator Scott Dibble and UpFront Executive Director Kat Rohn, all of whom had been a part of that campaign and resulting success from 10 years ago, participated in the panel.

McIntee’s documentary could be called a blueprint for how to have conversations about difficult issues and address the hate that may be present. Those small conversations, in schools and church basements across the state in rural and



Scott Dibble of Minneapolis is one of 14 queer legislators serving in Minnesota.



Dancers from MN Krump and dance organizations across Minnesota host a three-day dance experience called the SOTA Movement.

By Talia McWright

Dj Al Metro plays music during The Uprising krump battle on Saturday, June 10, at the Indigenous Roots Cultural Arts Center in Saint Paul. (Photo by Talia McWright)

Simone Hall, aka Athena, had the crowd in an uproar. The audience surrounded her, cheering louder than the music Dj Al Metro was playing from the overhead speakers. The 20-year-old had just won both the rookie and heavy hitter dance battles on Saturday, June 10, 2023 at the Indigenous Roots Cultural Arts Center in Saint Paul. This was her first ever tournament win.

“I dance because it’s fun,” Hall said.

“Above all, I love to release any emotion I feel through movement.”

The Uprising battle was curated by MN Krump as a part of a three-day event called The SOTA Movement. The event started June 9 with an evening gathering hosted by TruArtSpeaks that included food, music and art. Attendees were encouraged to mingle and meet new people. The krump battle, The Uprising, on June 10 was

RIDWELL RECYCLING SUBSCRIPTION SERVICE GAINING POPULARITY

Items are repurposed through partnerships with other groups like Free Geek, Trex

By Allie Johnson

When it comes to curbside recycling in the city of Minneapolis, if it’s not paper, glass, metal, or a certain type of plastic, it has to go in the trash bin. But there’s a recycling program becoming more popular throughout the city that helps divert even more items from landfills.

Even if you’ve never heard of Ridwell before, odds are you’ve seen their signature white and orange boxes on one of your neighbors’ doorsteps. Ridwell is a Seattle-based subscription service that

charges customers to pick up hard-to-recycle items such as batteries, lightbulbs, clothing, and styrofoam. The company entered the Twin Cities market in January 2022, and has since expanded to cover nearly every single zip code in Minneapolis, and much of its surrounding suburbs.

The purpose of a service like Ridwell is to complement the curbside recycling most residents already do through the city. Customers who subscribe get a Ridwell box to put on their front step, where they can place items from a variety of different categories to be picked up every two weeks.

“If you look in your garbage can at home, there’s actual stuff in there that can be recycled that the city of Minneapolis doesn’t take,” said E.J. Tso, general manager for Ridwell in the Twin Cities. “That’s where



Through Ridwell’s pickup service, Minneapolis residents can recycle items that the city doesn’t pick up, such as plastic bags. (Photo submitted)

▶ 8

▶ 3

▶ 2



The audience cheers on dancer Virgo, during The Uprising krump battle on Saturday, June 10 at the Indigenous Roots Cultural Center in St. Paul. (Photo by Talia McWright)



Dancer Simone Hall, aka Athena, dances in front of an audience during The Uprising krump battle on Saturday, June 10, 2023. (Photo by Talia McWright)

▶1 SOTA MOVEMENT

hosted in the evening by MN Krump. On the final day, a free dance workshop took place at the Ordway Center for Performing Arts. That evening, Maia Maiden hosted the final show, "Rooted," at the Ordway where dancers and choreographers showcased their talents in celebration of hip hop.

"It's really uplifting to see all the different talents and people coming together, showing love and being like a community and a family," said Uprising audience member Jasmine Grant.

The krump battle on June 10 was free and open to the public. Dancers signed up for battling had the chance to win \$200 in the rookie round and \$1,000 in the heavy hitters. Hall walked away with both. Her dance career started in 2018 after a friend introduced her to a hip hop dance class. Her first introduction to krump came after connecting with Herb Johnson, aka Fair Warning, the leader of dance crew, 10k. Johnson and others associate krump with the acronym Kingdom Radically Uplifted Mighty Praise as the art is not only emotional, but spiritual.

"The people that are closest to me in my life, I initially connected with through dance," Hall said. "And I am super grateful everyday for that."

Krump is a dance style charged with passion. The dance is heavily influenced by emotion, and this is evident through powerful sharp movement along with exaggerated facial expressions. Movements

are often freestyled, though they can be choreographed to music. The events included both. During the battle, the audience and dancers were so in tune with the emotions of an artist that, at times, a crowd would run to the dance floor cheering them on in support.

"I love competing as a whole," dancer Guns said. "I like the fellowship and I like seeing people upgrade their dance styles every year."

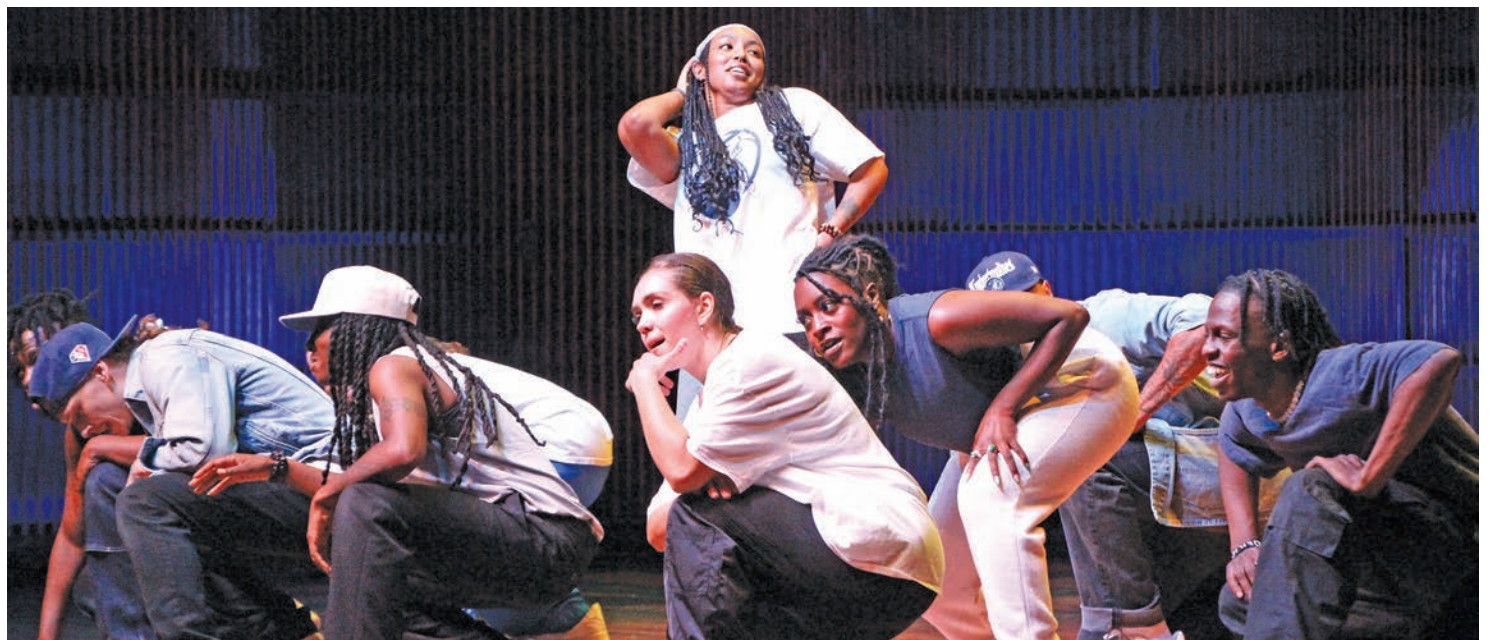
At the Rooted show, Maiden asked the audience to engage and participate in

the movement. Audience members were pulled on stage to demonstrate their dance moves. Throughout the show, and during intermissions, people of all ages in the rows danced with smiles and laughter. Dj Digie mixed music on his turntable throughout the night, as he co hosted with Maiden. Performances included a large variety of musicality and dance styles from breakdancing, to ballet, krump to rap opera.

"Hip hop is so big now that you can't contain it," said artist Desdamona.

Minnesota communities have a deep rooted history of hip hop culture and artistry. The SOTA Movement aimed to make elements of hip hop accessible to a wide audience. For some it was a source of inspiration, like the Grant family who attended The Uprising battle to inspire their youngest child, Daniel, to pursue his passion of dance.

A second SOTA Movement is in the process of being planned for the year 2025.



612 Crew performs during the Rooted show at the Ordway Center for the Performing Artst on June 11, 2023. (Photo by Talia McWright)



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COLLABORATION AIMS TO STOP AUTO THEFTS

New program targets youth who are stealing autos; hardest hit areas in city are Whittier, Lowry Hill and Lyndale neighborhoods

By **Cam Gordon**

On June 14, Hennepin County Attorney Mary Moriarty announced a new initiative to address the surge in young people who are stealing cars.

Youth auto-theft has been on the rise in Minneapolis and throughout Hennepin County since 2020, and this year has been especially significant. According to city records, in the first half of 2019, there were 1,281 cars reported stolen in Minneapolis. At the same date in 2020, the number was 1,818; in 2021, it was 1,858; in 2022, it rose to 2,295; and this year, so far, it has reached 4,260.

Auto thefts have been a particularly serious problem in southwest Minneapolis this year. The top three neighborhoods with the most stolen cars are all in southwest. Whittier had the most at 335, followed by Lowry Hill at 144, and Lyndale at 140.

"Many of the youth that are involved are 10, 11, 12, 13," said Moriarty, "and many of them are at the beginning of engaging in the kind of behavior that can be dangerous and has, for some, been deadly."

At the same time, it has been challenging for police and prosecutors to file charges. Often, several people are in the car. They may flee the scene – and proving who was driving and who stole the car isn't easy. "It's hard for law enforcement to bring us a case that can be charged," said Moriarty. "It can be very hard to prove a youth took the car or prove any

kind of criminal case against the other kids in the car."

Even without an arrest, however, Moriarty believes there is a role her office can play.

"We cannot ignore early warning signs that a child is headed down the wrong path," Moriarty said. "Youth stealing cars and driving dangerously puts lives at risk and is unacceptable. But what we adults have been doing is not enough. This initiative gets the system and community working together to help kids and families who are at risk, and to intervene early before a kid hurts themselves or someone else."

The centerpiece of the initiative is a multi-jurisdictional partnership that will allow different entities, such as law enforcement agencies and child protection services, to share information about youth considered to be "at risk." Then they, and their families, can be offered services and resources.

The initiative is a result of discussions between the county attorney's office, law enforcement, county court system, impacted families, and other Hennepin County offices following a series of meetings to discuss auto theft and related issues.

Following those meetings, this new initiative was developed to intervene earlier to get help to families to prevent future crimes, instead of waiting for court-ordered intervention that typically only come at the end of a charged case.

Calling it "a first of its kind collaboration in the county," Moriarty explained that the effort will include regular youth-specific intervention meetings with the county attorney's office and local law enforcement agencies. At the meetings, youth in need of intervention will be identified and information will be shared about them with staff from the county attorney's office youth prosecution, child protection, and the "Be@School" truancy teams.

A social worker from the county will

contact the family to make an assessment, discuss the concerning behavior that has come to the attention of law enforcement, and offer to connect the youth and family to voluntary existing supports and resources. This focus will be on offering voluntary services and not bringing youth into the legal system. If those issues are not addressed, youth remain at risk of escalating behavior that could lead to legal system consequences in the future.

"We don't want youth to have records," said Moriarty. "So, what we want to do is intervene effectively and early on in the hopes that we can get the youth and their families services that they need."

Moriarty also announced that she will be making charging decisions more quickly. If a youth who was admitted to the juvenile detention center on an auto-theft related arrest is released, a charging decision will be made in a day with a court date set within three days.

If a youth is arrested on an auto-theft related incident, but never admitted to the juvenile detention center, a charging decision will be made within five business days. In the past charging decisions and a first court appearance have taken weeks or months.

In June, courts began requiring a judicial review on detention decisions for youth charged with fleeing police in a motor vehicle. This means that any youth arrested for fleeing in a motor vehicle will be held in detention until a judge can review the case.

While the city has yet to see how effective this collaboration will be, people are hopeful.

"There are families we know who are desperate for help but don't know where to turn," said Minneapolis Police Chief Brian O'Hara. "This new initiative and collaboration will help us get kids and families connected to supportive resources that are out there before it's too late."

Rogers Police Chief Dan Wills said, "By working together in this focused and

3 STEPS

Youth-specific collaborative intervention meetings – Staff from the Hennepin County Attorney's Office Youth Prosecution, Child Protection, and Be@School (truancy) teams will partner with law enforcement to learn about high-risk youth who they have strong reason to believe are engaging in auto theft-related behaviors.

Family contact – A social worker from the Hennepin County Attorney's Office will then conduct an initial family contact to begin the process of identifying issues and connecting the youth and their family to needed services.

Connect with resources – Families that accept services will be connected to resources via Hennepin County's existing Family Response and Stabilization Services, community restorative practices (through HCAO's existing contracts), community resources and school-based resources (through HCAO's Be@School program).

innovative approach, we hope to be part of the solution in reducing this behavior, and helping kids and families live healthy and safe lives."

Minneapolis Youth Coordinating Board Director Ann DeGroot said, "Our afterschool partners are talking about it and are looking for ways to help. As you can imagine, there is a great deal of concern about what to do especially since some of the youth attend afterschool programming."

"We want to make sure youth are not falling through the cracks," said Moriarty. "We want to make sure they get the resources they need."

▶1 RIDWELL

we step in."

Part of it is convenience, too. Many of the items Ridwell collects could be recycled in some way, but not everyone has the time or ability to do so.

"If you did want to recycle the items that we collect on your own, you would have to make five or six different trips on a regular basis," Tso said. "It's a convenience factor. Everything is collected at your doorstep. You don't even have to be home."

One of the biggest categories of items Ridwell collects is plastic film, which includes plastic bags, bubble wrap, plastic wrap, and plastic that comes with ordering items online. While the city will take some types of plastic, it cannot take these items because they will clog the machines at their facility.

Ridwell collects that plastic film from its members every two weeks and brings it back to their warehouse, where workers package it up for one of their partner organizations to pick up. In the Twin Cities, that partner is Trex, a company that makes composite decking boards from recycled plastic film and sawdust.

That is one of the reasons Katie McClelland signed up to get a Ridwell box when she and her family moved when her family moved from D.C. to Minneapolis' Linden Hills neighborhood last spring.

"With having a baby and moving, we had a lot of packaging associated with ordering stuff online," she said. "I thought it would be interesting to try out."

McClelland said she finds herself utilizing the service every two weeks, with plastic film being the items she now recycles the most of.

Not everything Ridwell collects is re-



Ridwell founder Ryan Metzger (left) and Buy Nothing founder Liesl Clark share a desire to reuse and repurpose. (Photo submitted)

cycled; much of it is repurposed and reused. In the Twin Cities, the company works with nonprofits like Free Geek to collect portable electronic devices, which the organization refurbishes and resells to low-income customers for well below the retail price.

There is a rotating category every few

weeks that lets members dispose of additional items that don't fall into the other categories, like old pillowcases and towels.

"You switch out your bedding and you don't want to throw it away but you don't know what else to do with it. Well, the folks at the Wildlife Rehabilitation Center love to use pillowcases and towels

“

You switch out your bedding and you don't want to throw it away but you don't know what else to do with it. Well, the folks at the Wildlife Rehabilitation Center love to use pillowcases and towels to help wildlife they're trying to rehabilitate."

E.J. Tso

pounds of items to be recycled or reused that may have otherwise ended up in a landfill, Tso said.

Ridwell is always looking to expand what types of items it can collect. As the company grows its footprint in the Twin Cities, Tso said he expects they will add new categories to the service, as long as they can find partners that can take those items.

There are over 5,000 Twin Cities residents participating in the program, many of them in Minneapolis. Anyone can sign up for a Ridwell box, Tso said, whether you live in a single-family home, a duplex, or an apartment.

"I think we have an obligation as neighbors and as Twin Cities residents to be more mindful about what goes in the trash," Tso said.

More information about Ridwell can be found at ridwell.com.

to help wildlife that they're trying to rehabilitate," Tso said.

Christmas lights were another recent rotating category, one that McClelland was particularly happy to take advantage of.

"[They] felt like such a bad thing to put in the trash," she said.

Over the last 18 months, Ridwell has collected over 500,000

HOW WE RESTORE FAITH IN JOURNALISM

Over 70 million Americans don't have access to quality local news and information about their communities.

Every community in the United States needs local news. But today, over 70 million Americans live in a county with no newspapers or only one, according to a report by the Medill Local News Initiative. That's over 1,700 counties of 3,143 counties in the nation. In other words, more than half the country is a news desert.



By Eric Ortiz



Many communities in the United States need a new model of local news. (Jose M/Unsplash)

A better future for journalism has no news deserts in the U.S. Every resident has access to quality news and information about their communities. This means creating at least 340 new local news organizations a year for the next five years.

It's an ambitious goal, but it is possible with support from a diverse media ecosystem of partners. The future of a democratic society depends on finding a better way to do journalism.

This media ecosystem can be built from the ground up, amplifying what's working in journalism and local news. We need to focus on what's strong, not what's wrong, to create an ecosystem of support that promotes a diverse new generation of news ownership. By creating an equitable future for journalism, we can create an equitable future for everyone.

Ending news deserts can help restore

trust in journalism, and local news can help get journalism on this path. It's no secret that public trust in the media has fallen to historic lows. Americans have lost faith in the news. One of the biggest reasons so many Americans distrust the media is the decline of local news.

Local news helps people understand what is happening in their community and how it impacts them, their families and friends. Local news builds trust. Local news builds community. Local news is essential to having a strong and healthy community.

Without local news, people turn to social media and news sources outside their community. These other sources outside the community can blur the lines between news and opinion, present biased news coverage, and produce misleading stories that don't present all the facts, or tell the whole story.

Less local news has led to reduced civic

engagement, less accountability for government, more corruption, more partisanship, and more polarization. When people have access to local news about their community, they think like locals. When they rely on news sources outside their community, they think along party lines.

We are fortunate to have many local news sources in Minneapolis, but other communities don't have that luxury or benefit.

In our brave new world of journalism, every American will have access to credible and comprehensive news and information about their communities. Every local news organization will be owned by people who represent the communities they serve and uphold the highest ideals of journalism.

These local newsrooms will be run by a small, innovative team of professional journalists and be a true collaboration with the community. Community members can pitch story ideas, submit stories, and report news with training and support from the newsroom.

Each local news organization will generate revenue through events, memberships, sponsorships, donations, advertising and grants. And everyone will be paid for their work.

Investing in local news can create well-functioning communities with more opportunities for the whole community. The end result is community problems turn into community solutions.

To assist in restoring the credibility of journalism and its reputation as a noble calling, schools, starting in middle school, will have youth journalism programs with digital news services run by students. Professional journalists, including those who have lost journalism jobs in the last decade, can oversee the programs. Philanthropies,

local agencies, community members and businesses will fund the programs.

Local news organizations will provide journalism micro-internships to local students to give youth "first job" opportunities and inspire them to create positive change in their communities.

More local news helps restore trust in journalism. Trust leads to understanding. Understanding leads to humanity. And humanity unites us all.

There are journalism and media organizations that are doing this kind of work. They have built the foundation and infrastructure to help communities build sustainable news organizations and reshape the media landscape from the ground up. They just have to scale operations to help more news deserts become news communities, connect them all, and create a national collaborative network of mutual support.

This collaborative network will include news organizations, journalists, and academic institutions. Everyone will be committed to building a sustainable local news ecosystem through collaboration, innovation, and education. Partners will include foundations, philanthropies, public institutions, private companies, individuals, and other organizations that share the same values. They will provide funding, expertise, and other resources to help advance the shared mission.

There is no single solution to end local news deserts, but this media ecosystem could help reverse the loss of local news. It starts by building newsrooms in every local news desert, one community at a time.

Eric Ortiz lives in the Wedge with his family. When he's not community building, he's the head of content and strategy for Big Edition and writes bilingual children's books with his kids. Their first book, "How the Zookalex Saved the Village," is available in English and Spanish.

THREE KINDS OF TRUST IN MY LIFE

STORIES & JOURNEYS

TRUST

This column revolves around three kinds of trust. There is the Donald L. Hammen Trust. There is what I call the Stories and Journeys Readership Trust, as well as the Elder Voices (Telling Our Stories, Sharing Our Journeys) Trust.



By Donald L. Hammen

is a part in the Donald L. Hammen Trust where I list to whom I want my assets, such as they are, to be distributed. I have included TMC Publications CO. My reasons might seem obvious given that I am grateful that TMC Publications publishes Stories and Journeys in the Messenger and Connector. That aside, dear reader, have you thought about including TMC Publications CO in your estate plan?

Trust me. If you have read this far you have taken the plunge into the river(flow) of life experiences that is Stories and Journeys.

STORIES AND JOURNEYS READERSHIP TRUST

OK. I made up this trust. Allow me to explain.

Trust me. This is for real. It's May 25, 2023. I am at the monthly meeting of the Minneapolis Regional Retirees Council (MRRRC) AFL-CIO at the United Labor Center. President Leif Grina is facilitating a group discussion around the theme, "Culture Trumps Politics." He invites us to share what our daily life experiences reveal about how we are perceived as elders/retirees vs. how we are portrayed in the culture via marketing ads and other media. I offer that, from my perspective,

we are invisible as we exist in the dominant culture. I go on to say it depends on cultural context in which one is an elder. For example, I perceive Native American cultures recognizing and embracing being an elder.

So, dear reader, what daily life experiences have revealed how you are perceived as an elder/retiree? Tell yourself, tell others or tell me at tessa@longfellownokomis-messenger.com.

Next, seemingly out of nowhere, Louise Sundin, part of the MRRRC leadership and southwest Minneapolis resident, suggests that I tell everyone about the column I write. I'm stunned! I say, "How do you know about the column?" She says, "I read it!" As in the Southwest Connector.

Internally, I felt like I had just been found out. I take the mic from President Grina. I vaguely remember saying that the column is called Stories and Journeys. It appears in two south Minneapolis neighborhood newspapers, the Messenger and Connector, published by TMC Publications. I remember saying that the current column is headlined, "Goodbye, Vic Rosenthal, and thank you." Many people in MRRRC knew Vic. Beyond that I was just rambling hoping I could figure out a way to stop talking.

President Grina gave me that opportunity to stop talking when he tapped me on the shoulder as if to suggest it was time to give him the mic, which I did with a feel-

ing of relief, so that the next person could speak.

The second week of every month I manage to settle down to write Stories and Journeys. When I send it to Tesha M. Christensen for editing and publication, I have always trusted that someone besides Tesha and myself reads the column. Occasionally - like now - a reader reveals themselves to me. I trust there is readership of Stories and Journeys. Sometimes you reveal yourself as in the case of Louise.

ELDER VOICES (TELLING OUR STORIES, SHARING OUR JOURNEYS) TRUST

Once again, I made up this trust. Allow me to explain. This is a reboot of Elder Voices that last met in February of 2019.

First gathering will be Friday, July 28 in Greater Longfellow at Turtle Bread (4205-34th St.), 10 a.m. to 11:30 a.m. Location, date and time for southwest Elder Voices is under consideration. I intend to be there. I trust some of you will join me. Meeting notifications will appear in this column for now. I trust I'll see some of you at Turtle Bread. A lot has happened since February 2019.

In gratitude.

Donald L. Hammen is a longtime south Minneapolis resident, and serves on the All Elders United for Justice leadership team.

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- and we don't sacrifice one for the other. We consider ourselves a zebra company, one that is both black and white, both/and. As a media company, we work to highlight issues, solve real, meaningful problems, and repair existing social systems. We are working with our readers and advertisers to create a more just and responsible society that hears, helps and heals the customers and communities we serve.

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GEN Z NEEDS STORIES, TOO

Across many cultures and generations, storytelling has played an immense role in our understanding of the world. It is the tradition of storytelling in all its unique forms that connect us all.



By Talia McWright

Storytelling contains the capacity to establish identity, fight to preserve and provoke change. In our current culture it seems that this tradition has taken a different shape. Stories are to be captured in no longer than eight seconds; about the time of the average person's attention span. This shift can sound as if value is lost, but that is simply untrue. People, especially of my generation, can scroll and still want to read the paper. The truth is, people will always need stories and storytellers that adapt and change as the world does.

People often express that their distaste for journalism is due to a lack of trust. Each of us have our own preconceived notions and biases. Thus we tend to pay attention to stories that align with our personal values and beliefs. At the same time, many seek journalism that is as unbiased as possible. Unbiased journalism is the kind of work I strive to create. Stories that tell the truth, and represent multiple points of view, so that you the reader can form your own opinion.

It is equally important for journalists to care about storytelling. Along with trust, people want to know that reporters care about their beats, and the communities they represent. As racial injustice, inclusivity and diversity are topics that are beginning to be brought up more frequently and openly, the world of journal-

ism has leaned into stories that relate.

Though this can be extremely positive, it also presents challenges. Who is telling these stories? Do they care? And do they really understand?

As a biracial, Black woman, I often explain that I have two sides of history that exist within me. One of the oppressed and oppressor. This does not at all sum up what it is to be biracial, and I do make light of the statement. I am proud of being biracial, and of being Black. What it does mean, however, is that my experiences with race and culture are very nuanced, and I am fortunate to have this awareness. To understand the ways in which I am privileged, along with negative ways in which I have been and can be perceived in the world. As a Black journalist, I strive to write stories of the multitudes of BIPOC communities in a way that uplifts, honors, respects and are true.

Local journalism is highly encouraged for new journalists that are excited about reporting. In order to write good stories we must start in our own backyards. But it's more than that. Our "backyards" are full of rich history, and wonderful people, organizations and businesses that do amazing things each day. Sometimes you have to be a tourist in your own home state to be able to see what already exists with clarity. I love writing about our Twin Cities communities like Como, Midway, Frogtown, Longfellow, and Nokomis because I am able to do just that.

As a 21-year-old journalism student, I have been fortunate to travel to countries like Guatemala and Belize through study abroad programs at Bethel University. Traveling has challenged my writing and storytelling abilities, and allowed me to experience the world in ways I never would have before. I've seen how Guate-



Traveling to places like Belize has challenged Talia McWright's storytelling and writing abilities, and allowed her to experience the world in new ways. (Photo submitted)

malan families persevere after a volcano eruption took many lives and destroyed entire neighborhoods. How communities in Belize thrive using resources from the jungle, and more. I feel extremely fortunate of the travel experiences I've had, and even more grateful for the relationships formed.

I can say first hand that, yes, people of my generation do care about journalism.

We do want to engage in our communities and have awareness of what things currently and historically are affecting the world. Gen Z has the negative connotation that we're hyper aware and hyper sensitive. What may be viewed as a weakness is our greatest strength. We care, seek the truth, and are outspoken about it. That being said, there is always room for all of us to

learn and be open to constantly learning, changing and growing, myself included. The transition to digital is clearly what our generations are leaning towards, though no one can deny the glorious feeling of the turn of a page. The beautiful thing is that they can coexist and continuously evolve.

Born and raised in Saint Paul, Talia McWright is incoming senior at Bethel University, majoring in journalism with a minor in creative writing and studio art. She believes that journalism is alive and well, and will continue to thrive as there are many stories deserving to be told, and readers awaiting.

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Looking for a rooftop patio in Uptown?

There are a few to pick from, including:

- Pinoli's at the former Amore space, 1601 W. Lake Street (shown at right). It's dog-friendly.
- Uptown Collab x Beacon, the redressed rooftop bar at Seven Points (once known as Calhoun Square), on the southeast corner of Lake and Hennepin. The restaurant was known originally as Arts + Rec when it opened last year, and also has mini-golf, a speakeasy, arcade, and theater space.
- The double rooftop at Uptown Ties and Daisys Uptown, 1400 Lagoon and 1430 Lagoon. Ties is at the old Uptown Tavern spot, and Daisys is in the revamped Cowboy Slim's space.



Want to check out a show in Uptown?

There's plenty to choose from.

- Uptown Theater (2900 Hennepin Ave.), at left, reopened in May as a multi-purpose live entertainment venue.
- The Green Room (2923 Girard Ave.), an independent music venue, hosts shows Wednesday to Sunday evenings.
- Uptown Collab's Upstage (3001 Hennepin Ave.) has music Fridays and Saturdays.
- Granada Theater (3022 Hennepin Ave.) boasts an "atmospheric auditorium" with its iconic, curved, soaring, midnight-blue ceiling.
- Troubadour Wine Bar (2827 Hennepin Ave.) features an array of wines by the glass and bottle, plus snacks and nightly live music.

RENEWED UPTOWN

By **Tesha M. Christensen**

Kim Bartmann of Placemaker Hospitality has been working in the Uptown neighborhood since the mid 1980s. The owner of the French bistro Barquette (1600 W. Lake St.), as well as Trapeze, Gigi's Cafe, Book Club, Pat's Tap, Star Bar & Bistro, Tiny Diner, and Bread & Pickle, said she always had an itch to do an Italian restaurant.

When the Amore space across the street from Barquette opened, she decided it was time.

"I wanted to seize the opportunity," said Bartmann.

"The mainstream media really likes to go after Uptown and denigrate Uptown. It's always been a sort of alternative neighborhood," observed Bartmann. "What's going to bring it back is more arts and entertainment. Things with soul. That will happen."

Pinoli officially opened at 1601 W. Lake St. in April. They specialize in Roman pizzas, with a focaccia base that is crunchy and buttery. Using seasonal ingredients is important to Bartmann, and they work to source them locally. Those following specific diets, including gluten-free, Keto, and paleo, can opt to order their veggies, meats and fish ala carte.

People are excited about the rooftop patio, observed Bartmann. "It's really nice to sit up there," she remarked. Feel free to

bring your dog.

Check out the largest selection of amaro cocktails in town. These herbal-infused liquors make excellent apertifs and digestifs. Or, try a hard Italian soda featuring house-made simple syrup.

"I think people are really enjoying our low-alcohol drinks," said Bartmann.

What's next for Pinoli? Maybe rooftop movies.

Stay tuned.

Uptown Art Fair



AUGUST 4 - 6, 2023 | WWW.UPTOWNARTFAIR.COM

BLACK LIFE IN PHOTOS

Weaving history with present-day experiences, The Bureau's new exhibit at MCAD highlights Black communities of Martha's Vineyard.

By **Talia McWright**

Bobby Rogers graduated from the Minneapolis College of Art and Design (MCAD) nine years ago. This summer, he's part of the exhibit, "Grow As We Are" featuring photographs of the Black residents of Oak Bluffs in Martha's Vineyard.

Rogers first visited Martha's Vineyard in 2018 as an artist-in-residence. During his stay, he learned about the communities and inhabitants, especially of Oak



Artists Fadumo Ali (left), and Bobby Rogers (right) sit in the MCAD gallery space of the "Grow As We Are" art exhibition. It is open through the end of the day on Aug. 5. (Photo by Talia McWright)

Bluffs, a historically Black community in Martha's Vineyard. Rogers noticed that there was little awareness of the neighborhood and their connection to Black history, especially through photo documentation. In 2020, Rogers and others combined their talents to create a multi-disciplinary creative media studio, The Bureau. In 2021, Rogers and The Bureau business partner and friend, Fadumo Ali, went to

Martha's Vineyard with the goal of capturing the relationships between the residents and visitors of Oak Bluffs, and highlighting their connection to the land.

"As archivists and artists who care about things like this, we wanted to figure out a way to capture this part of diasporic history," Rogers said.

Rogers grew up in Minneapolis, and studied design and illustration at MCAD.



Community members greet each other as they walk through The Bureau's "Grow As We Are" art exhibition on Friday, June 9, 2023. (Photo by Talia McWright)

After graduating, Rogers leaned into photography and now combines the three in his work. Ali was born in Saudi Arabia, but grew up primarily in Minnesota. Passionate about teaching, Ali was a finalist for the 2023 Minnesota teacher of the year as an English teacher at Hopkins High School. Working in

8

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▶1 HOW LOVE WON

urban settings made the difference, pointed out panelists after the film showing. "Conversations will change hearts and minds," said Carlbom.

The filmmaker focuses on people who would directly be affected by the legislation they were hoping to pass. Activists studied carefully what had worked and had not worked in previous states that were trying to pass the marriage equality bill and had failed. They embraced the tough conversations. And love won.

HOW THE NARRATIVE WAS CHANGED

Reflecting on the film, Carlbom said he remembered fundraisers, fundraisers, fundraisers.

Dibble said seeing the film again reminded him, especially with some of the current issues regarding LGBTQ across the nation, that Minnesota was able to stand up and achieve passage of the marriage equality law. "The whole state was able to fight, and the film reminds me that we can do so again," he said.

"I think the power of story, of people showing up for one another, the story of Minnesotans all over the state having these conversations is what the film brings out," said Rohn. "I think about my parents and grandparents sitting in church basements and having these conversations about us. That's what changed this narrative."

When McIntee asked about the current situation across the country regarding the LGBTQ community, Carlbom noted that in 2021, there were zero laws against trans individuals on the books. Today there are 23 anti-trans laws that have been passed.

According to Dibble, what is happening today is shocking and deeply disturbing. He cited the circumstances of women in the 50s trying to enter the professional



Panelists (left to right) Richard Carlbom, Scott Dibble, and Kat Rohn with facilitator Michael McIntee, director of "How Love Won," chat during a recent screening in Minneapolis. (Photo by Jan Willms)

work force, the Japanese internment, and the civil rights struggles. Although progress can always draw pushback, Dibble said progress always prevails. "With integrity, courage and dignity we will stand up and tell our stories," he stated.

Carlbom said that with recent pro-LGBTQ legislation passed in the state, Minnesota has become a shining beacon for the 21 states that have had anti-trans laws passed.

"We are going to dig in deep here and do everything we can to show up," Carlbom said. "People have been empowered to say things out loud that they have been thinking for a long time, and they are getting on school boards and city councils. We have to show up at Pride, we have to be visible, and we have to continue these conversations we have started to make people realize how proud of ourselves we are. We have to fight this fight day in and day out, every year."

Rohn said she applied for her job

with UpFront because "we need this moment. National polls are at 71 percent in favor of gay marriage across the country. I firmly believe we will have these same conversations about trans," Rohn said.

Rohn added, "We have to push as hard as we can, giving people hope. I hear from other states that our stories and messages will resonate. When people lose that sense of hope and go back to living silently is when we have to keep that hope up."

Carlbom observed that he believes when you invite people into conversation and share part of your perspective, it is the most effective way of getting someone to change their mind. "Forces coming after our trans brothers and sisters are scary, and we need to organize around those conversations."

He recalled waking up this last November and seeing how Minnesota voted "made me so proud. It actually made for a safer Minnesota. It makes these conversations we have to have a little easier."

Dibble talked about the importance of bread and butter issues for everyone, and he also said the things learned from the LGBTQ community are so profound. "We have to win the next election, he stated. "The Minnesota United For All Families campaign is so important."

Rohn said she thinks real strength is so much built on decades of grassroots organizing. Referring to the work done on behalf of the marriage equality law, she said people did not just show up. "This is a model for moving forward. You can start building a sustaining movement across the country. That is the goal."

'YES, WE ARE BETTER OFF'

When McIntee asked the panel if things were better now than 10 years ago, the panel agreed that they were.

"We have 14 queer legislators in Minnesota," Dibble said. We have three women of color, and two of them are queer."

Carlbom reflected on the great people he is meeting these days. He admitted that hatred and uncertainty are still out there and very real for many, but the organizing has continued. "Queer people and trans people have been elected and lead the country," he said. "We have a lot to be proud of 10 years later in Minnesota. There have been so many great victories. We are definitely better off 10 years later."

"I worry a little about going to bathrooms," Dibble said. "That can be real scary in this moment, but it is exactly the same stuff I heard. Growing up in middle school. Ten years later on there are more of us. We are in a better place, and we need to keep persevering."

More people are coming out and having a marriage experience, according to Rohn. "Young people get to see it, and I am proud of what we have done. Yes, we are better off."

▶7 BLACK LIFE IN PHOTOS

the past as a movement photographer, Ali uses photography to document underrepresented stories. Both artists currently live in Minneapolis.

"I'm realizing that I care more about the educational aspect of it," Ali said. "Helping with this exhibition merges the passion that I have for education."

The Bureau curates art exhibitions, like "Grow As We Are," designs and sells clothing, conducts research and creates space for community conversations. They infuse refined artistic aesthetics with community-oriented activations. The Bureau has opened exhibits in multiple states, various Minnesota neighborhoods and museums like the Walker Art Museum in Minneapolis.

"We address problems with multiple creative solutions," Rogers said.

The first "Grow As We Are" exhibition took place in August 2022 at the Martha's Vineyard Museum, and opened to the Minnesota public on June 9, 2023 at MCAD. From 5 p.m. to 9 p.m. people walked around the gallery stopping to



The Bureau team poses in front of the "Grow As We Are" art exhibition on Friday, June 9, 2023 at the Minneapolis College of Art and Design. The exhibit showcases the Black communities of Martha's Vineyard. (Photo by Talia McWright)

look at the photos of Oak Bluff community members. Sounds of bird songs coming from a small speaker were drowned out by the dj's afrobeat and r&b tunes. Parents brought their kids while others traveled in groups, but the environment was structured by the artists to encourage new connections to form.

"There's something about physical images that you just can't capture in writing entirely," Ali said.

As the large majority of Martha's Vineyard is White populated, The Bureau highlights another perspective with "Grow As We Are." The exhibit is that of a Black experience, and the historical impact on Martha's Vineyard. Rogers and Ali shared how Oak Bluffs has played a pivotal role in the civil rights movement, and continues to develop. For this piece, The Bureau felt it important to focus on the human-

ization of their subjects. Rather than cropping, blurring and heavily editing the photos, the team left details in the photos like potted plants and tapestries. The intention is to create a real connection between the viewer and the portrayed.

"It feels more alive," Rogers said.

As an organization where the diaspora of Blackness is the heart of their work, The Bureau remains conscious of their involvement in the communities of Minnesota post the deaths of Jamar Clark, Philando Castile, George Floyd and many more. After the riots, movements and protests in 2020, the team noticed a shift in the way they were perceived being from Minnesota. Suddenly there was an awareness of the state, and concern for their well-being as Black people. For the team, experiences of injustice are fuel, but not the driving force.

"It seems like a hot button thing that people talk about," Ali said. "A lot more money has been poured into the city, but not much has changed."

The "Grow As We Are" exhibition closes at MCAD (2501 Stevens Ave.) Aug. 5 at 5 p.m.



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LAKES AREA REALTY

EVOLVING INTO YOUR HEALTHIEST SELF

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One of the many changes we have seen over the past few years in health and wellness is our increased access to online information. There are more podcasts, videos, meet up groups, webinars, and telehealth than ever.



By Michele Rae

Yes, we must sift through using critical thinking and analysis to be sure our sources are credible. That said, I have learned valuable nuggets of wisdom that have supported me in making healthier choices through online events and resources. I have been invited to share my experiences and knowledge around a variety of well-being topics in these venues, as well.

Recently, I was asked to be a presenter at an international health and wellness coach summit. The four days of immersion and interactive learning for health coaches and professionals were filled with new research, best practices, and shared experiences. Research shows that up to 80% of non-communicable, chronic health issues like diabetes, heart disease, obesity, cancer, depression, and anxiety can be reversed through comprehensive lifestyle medicine protocols often admin-

istered by health coaches. As a health and wellness coach myself, I continue to be inspired by the progress towards well-being my clients have made through the support of coaching.

Why is health care utilizing health coaches so beneficial? Over 70% of deaths worldwide are related to non-communicable diseases (NCD) and they devastate individuals, families, communities, and country healthcare systems. Health care providers and patients are frustrated and agree that we need new evidence-based, innovative solutions proven to stop and reverse lifestyle-based chronic diseases. The scientific evidence has proven lifestyle is medicine, and health coaches are trained to guide clients through habit and life changes using comprehensive tools to address the root-causes of chronic health issues.

The three-person panel I participated in chose the topic "Evolving into Your Best Self." I engaged in an inspiring conversation with two physicians who are also health coaches. We each have a mind-body-spirit approach to our understanding of well-being and our practices. It was fun to bounce ideas and tips off each other throughout the live presentation. I'm passing along a few of them to you.

FOUNDATIONAL PRACTICES FOR SELF-CARE

It is important to build self-care prac-

tices into your daily life. Living mindfully, paying attention in the present moment with as little judgment as possible, is critical. Noticing how you are feeling – when you are stressed, tired, hungry, or unsatisfied – is the first step in choosing to make a positive change. Consider the pillars of lifestyle medicine in your self-reflection. They include nutrition, sleep, physical activity, stress management, tobacco/alcohol cessation, and healthy relationships. How satisfied are you in each of these categories? Is there one small step you could take to improve your health in each of these areas?

EXPANDING YOUR MINDSET

With foundational practices as a part of your daily routine, continuing your mindful living can open you to noticing more experiences of gratitude, positivity, beauty, and delight. When you move from primarily living dysregulated to being mostly regulated, you can develop your well-being practices into expanding your mindset. Your mindset acts as a lens through which you see the world. It impacts what you notice, how you interpret different situations, and your well-being.

Beginner's mind refers to having an attitude of openness, eagerness, and lack of preconceptions as you live moment to moment. This ignites curiosity, creativity, and new possibilities. Growth mindset en-

courages you to learn new strategies and skills which enhances meaning and purpose. A positive mindset uses strategies like gratitude, reappraisal, and savoring to identify the good things and increases your positive emotions and contentment.

These mindsets foster conditions for transformation, a new expanded world view. They can also cultivate your capacity to notice more subtle ways of knowing such as intuition, synchronicity, and revelation. You may also experience an increase in your confidence to take risks, stretch yourself, and explore new areas of learning. These practices not only improve your physical health, but can positively impact your mental, emotional, relational, spiritual, occupational, and societal health.

As your inner health and wellness improves, you have a direct positive impact on your family, friends, neighbors, and community. If you continue to expand your mindset, you become more authentic and empowered. You live as the best version of yourself. Your example will inspire those around you to do the same. Optimal health is a gift that keeps on giving!



Michele Rae, RPh, MA, NBC-HWC is the founder of The Center Within, LLC and author of "Living From the Center Within: Co-Creating Who You Are Becoming." She provides holistic coaching designed to accelerate and support personal, professional, and organizational transformation.

LAVISH MACK ENTERS WARD 11 RACE

Zachery Metzger, also known as Lavish Mack, is running for the Minneapolis City Council seat in Ward 11.

If elected Metzger says he is committed to donating half of his city council salary to local non-profits to truly stay connected to the people.

With a progressive campaign, Metzger is focused on making Minneapolis become a beacon of what is possible. As a life long southerner, Metzger has made a career out of fighting for this vision and the needs of the people. "We envision a Minneapolis that invests in the needs of its people. These needs include affordable housing, structurally supported public safety alternatives, protecting our green spaces and expanding social protections that protect all our residents," he said. Metzger has led campaigns, created laws and organized movements that have created lasting change. He has worked deeply with community and in the capitol as a legislative aide, with major policy wins, such as The Beyond Bullying



Bill which ensures schools are safe learning environments for every Minnesotan, no matter their race, religion, sexuality, gender, or disability

Since 2020, Metzger has been deeply rooted in the community, dedicated to justice, and creating real change. He says he is committed to continue the selfless work needed to make a difference. More at www.zachforthepeople.com.

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LINDEN HILLS

NEIGHBORHOOD ASSOCIATION

TASTE FUNDRAISER RAISES \$12K

On May 23, more than 200 people came out to support LHiNC's Taste of Linden Hills Fundraiser at St. Thomas the Apostle. The delicious event brought together neighborhood restaurants, musicians and neighbors to raise more than \$12,000 for LHiNC's Neighborhood Grants program. Thank you to everyone who came out to support the event, especially the restaurants that generously donated their time and delightful tastes: Bread and Pickle, Cafe Ceres, Coffee and Tea, Great Harvest, Harriet Brasserie, Linden Hills Co-op, Naviya's, Martina, Rosalia, Old Southern BBQ, and Tilia.

LHINC SCHOLARSHIPS

Each spring, LHiNC awards \$1,000 scholarships to two Southwest High School graduates who show dedication to community service. The scholarships are funded by the Taste of Linden Hills Fundraiser held in May. Congratulations to this year's winners:

- Karli Taney - chosen for her dedicated commitment and volunteering experience at Feed My Starving Children and Caring Hands, and for helping neighbors with yard work.
- Jack Bode - chosen for his dedication to multiple community volunteering projects through National Honor Society.

MUSICAL COMING TO SWHS

July 14 - 22 at Southwest High School the Minneapolis Community Education presents "Bring It On The Musical." Original story by Tony Award winner Jeff Whit-



The Taste of Linden Hills fundraiser raised more than \$12,000 for the neighborhood. (Photo courtesy of lindenhills.org)

ty (Avenue Q) and music and lyrics by Pulitzer- and Tony Award-winning composer Lin-Manuel Miranda (In the Heights, Hamilton). This hilarious, universal story features a colorful assortment of characters, an exciting fresh sound and explosive choreography. Tickets at: commed.mpls.k12.mn.us/summermusical.

WARD 13 CITY COUNCIL CANDIDATE FORUM

LHiNC is a proud co-sponsor of the Minneapolis City Council Ward 13 Candidate Forum organized by the League of Women Voters Minneapolis on Wednesday, Sept. 6 at 6 p.m., Mount Olivet Lutheran Church (5025 Knox Ave S, Room 207). The forum will be moderated by a LWV moderator and take place before a live audience; it will also be live-streamed and recorded. Other co-sponsors include the neighborhood associations of Armatage, East Harriet, Fulton, Kenny and Lynn-

neapolis police and an agreement between the city and DOJ to begin negotiation of a consent decree. Federal investigators found a pattern of unlawful and unconstitutional practices, and concluded that "there is reasonable cause to believe that the city engaged in a pattern of practice of excessive force, unlawful discrimination against Black and Native American people, unlawful responses to protected First Amendment activities, and unlawful discrimination against people with behavioral health disabilities."

HEARING POLICING AGREEMENT

On July 13, Hennepin County District Court Judge Janisch will hold a hearing on the potential court enforceable agreement between the city and the state department of human rights (MDHR) that outlines steps for improving policing in the city. At this hearing, MDHR and the city will explain why the judge should enter the court enforceable agreement.

TEEN SUMMER MEDIA CAMP

Registration is open for a "Representing Youth Stories and Experiences" (RYSE) summer media camp. This is a free two-week program for high school students interested in media, technology and storytelling. Students will collaborate with local media professionals and their peers to bring a story they are passion-

ate about to life, ready for the big screen and TV. Two sessions are being offered that will run 10 a.m. - 4 p.m. Monday to Friday. The first begins July 31 and the second Aug. 14. Find more information and apply on the SPEAK MPLS website.

WARD 10 ENDORSEMENT

The Ward 10 Democratic Farmer Labor (DFL) party endorsement concluded on June 22 with a tally of an online voting process. Council Member Aisha Chughtai was endorsed for reelection to the city council with 69% of the vote.

OPEN STREETS

Open Streets Glenwood will be held on Sunday, July 16 and follow Glenwood Avenue North from Washburn Avenue North to Bryant Avenue North. Open Streets Lyndale will be held Sunday, Oct. 8 on Lyndale Avenue from West 22nd Street to West 42nd Street. Open Streets Minneapolis is a city of Minneapolis initiative organized by Our Streets Minneapolis that gives local businesses, artists and community groups a chance to transform the streets into a place where people can gather and celebrate the diversity and creativity of the city while walking, biking and rolling.

▶▶ Briefs compiled by Cam Gordon.

NEIGHBORHOOD NEWS

RAIL DETRAILMENT EXERCISE

Cedar-Isles-Dean Neighborhood Association (CIDNA) and other neighborhood organizations along the SWLRT line have been requesting a public preparedness and evacuation drill from the city for some time. One was held on Thursday, June 29 from 9 a.m. to 1:30 p.m. It began with classroom instruction at Sisyphus Brewing (712 Ontario Avenue West). Then interested participants were transported to a designated area to observe the field exercise.

KINGFIELD GARDEN TOUR JULY 13

This year's Kingfield Garden tour will be Thursday, July 13 from 5:30-8:30 p.m. and then all attendees and garden hosts are invited to close the evening behind Butter Bakery at the Sundial Building for a Community Garden Party.

NEW PLANTS AT MUELLER PARK

A small team of volunteers helped get 48 new plantings added to the pergola garden in Mueller Park on Thursday, June 15. The drought of the past few years had made it necessary to refresh the plantings. The park board supplied the drought-resistant flowers and shrubs. Diablo Ninebark shrubs were added along the back section. Flowers added to the front were: White Swan Coneflower, Moonshine Yarrow, Catmint and Ornamental Onion. If you have an interest in joining the gardening team, send Joan an e-mail: joan@thewedge.org.



BOAT LAUNCH TO REOPEN JULY 7

The Bde Maka Ska boat launch is scheduled to reopen by Friday, July 7, 2023. Concrete work will be finished soon, but it will need time to cure before it's ready for heavy vehicles. Construction on the rebuilt pavilion area is still ongoing. The project is on track to reopen to the public this summer. The project will create two new buildings, including new, all-gender accessible restrooms and ample outdoor public seating to replace the building that burned down in 2019. The Minneapolis Sailing Center and Wheel Fun Rentals are operating at north-east Bde Maka Ska this season.

ADOPT A STORM DRAIN

Hamline University recently reported on Adopt-a-Drain programs in the United States. Of the 170 active programs in the nation, the Minneapolis program ranked No. 1 for communities over 100,000 people because it had the most storm drains adopted (6,179 at the time of the report in September 2022) and the highest rate of adoption: 14.5 storm drains adopted per 1,000 people.

CITY BRIEFS

CEDAR ISLE PLAN

A public hearing was held on June 21 to hear final comments on the park board's plan for Cedar-Isles park area. The hearing ran for about two hours and included a 15-minute staff presentation, 17 speakers and commissioner discussion. The planning committee passed the plan unanimously after making several amendments. Three of Commissioner Barbara Shaffer's amendments were approved by the committee. One clarified a funding source for improvements. One ensured that "as staff implement amenities within the Amenity and Wayfinding category, the assessment and repair of like-amenities within the plan scope will be addressed and communicated with the public." The third will remove the soft surface, two-way bike trail northeast of Cedar Lake and add a pedestrian trail in its place. The amended plan will be considered for final approval by the full Board of Commissioners at their next meeting on July 5.

DOJ FINDINGS

On June 16, U.S. Attorney General Merrick Garland held a press conference to announce the results of the Department of Justice's (DOJ) investigation into Min-

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SUZIE MARTY

believes in buying local and shopping local. She has held various positions over the years that promote local artists and tourism, including as an art buyer for Love from Minnesota Company, artisan manager at St. Croix Promotions and Retail, and docent at MIA. She is the owner

CONTACT SUZIE TODAY!

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of Everett & Charlie, a Linden Hills art gallery where art meets experience. It features only Minnesota artists. She is a TMC Publications marketing specialist, and can help you develop a comprehensive marketing plan that fits your budget and needs.

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57% of Consumers Turn to Print or Digital Advertising in Minnesota Newspapers when Deciding Which Brands, Products and Services to Buy. Source: 2021 Minnesota Market Study, by Coda Ventures)

57%
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28%
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43%
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24%
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ABOUT THIS RESEARCH: Newspaper effectiveness is universal, so that's why we're sharing benchmark research from an Australian cooperative of publishers, ThinkNewsBrands, that also appeared as an E&P magazine article. The latest installment is called The Social chapter.

Source: 'Demand Generation', Feb 2021, Mindshare/MediaCom/Wavemaker/GroupM/Gain Theroy. The payback series analyzed the ROI of 60 brands with annual turnover of \$23b, and \$450m in advertising. Data is based on 14 finance brands. Total News is primarily based on print and magazine data.





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