ACTIVITIES SUPPORTED BY THE MINNESOTA LEGACY ARTS AND CULTURAL HERITAGE FUND

Minnesota Public Radio's Fiscal Year 2022 July 1, 2021 - June 30, 2022





TABLE OF CONTENTS

STATEWIDE REACH	2
ARTS AND CULTURAL HERITAGE FUND ACTIVITIES	4
Highlighting Minnesota Artists	
Supporting Music Education	
Live Events Arts Experiences	19
Highlighting and Preserving Minnesota's Cultural History	20
Supporting Minnesota's Media Ecosystem	24
APPENDICES	
MPR Board of Trustees	27
Financial Report	28
Workplan Details and Outcomes	29

Minnesota is a culturally rich and diverse state. MPR's programs are aligned with the goals of the Minnesota Legacy Amendment's Arts and Cultural Heritage Fund to create and showcase "arts, history and cultural heritage programs that will bolster Minnesota's reputation as a center for creativity, innovation and imagination, supporting the long-term vitality of our state." MPR achieves the state of Minnesota's goals through MPR News, Classical MPR, The Current, and live events programming. Information about about MPR's activities can be found on our website: mpr.org/public/legacy-amendment-projects.

In 2008, Minnesota's voters passed the Clean Water, Land, and Legacy Amendment (Legacy Amendment) to the Minnesota Constitution. The amendment created four funds, one of which is the Arts and Cultural Heritage Fund ("ACHF"). The ACHF receives 19.75 percent of the sales tax revenue resulting from the Legacy amendment to support arts, arts education and arts access, and to preserve Minnesota's history and cultural heritage.

Minnesota Public Radio is proud that the Minnesota Legislature has chosen to allocate ACHF funds for our work across Minnesota. Following each fiscal year, MPR is required to submit an annual report to the Legislature detailing its ACHF activities and expenditures. This report covers MPR's programs and projects conducted in our 2022 fiscal year and supported by the following ACHF Grant:

MPR Fiscal Year 2022 (July 1, 2021 - June 30, 2022) - \$1,950,000 total award

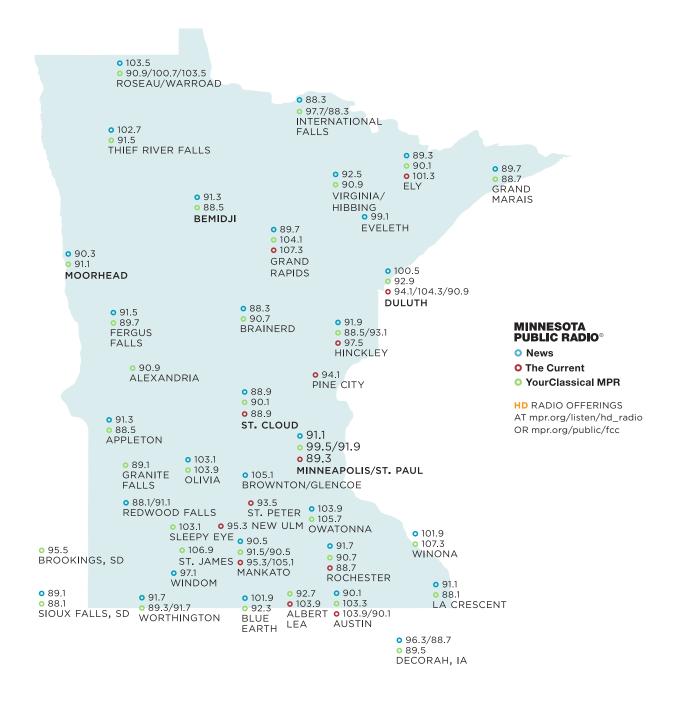
• ACHF Grant administered by the Department of Administration (Minnesota Laws, 2013 Regular Session, Chapter 137, Article 4, Section 2, Subdivision 6)

Cost of Report Preparation

The total cost for Minnesota Public Radio to prepare this report was approximately \$1,350. These costs involved staff time in compiling and analyzing data, and preparing the written report.

Estimated costs are provided in accordance with Minnesota Statutes section 3.197 (2020), which mandates that the cost of preparing a required report must be provided at the beginning of all reports to the legislature.

MINNESOTA PUBLIC RADIO STATIONS



DEAR LEGISLATIVE LEADERS AND FELLOW MINNESOTANS,



At the end of 2022, Minnesota Public Radio ("MPR") shared its new mission statement: "Creating the future of public media by amplifying voices that include, inspire, and inform." This past year MPR has been leaning into the future of how to serve the region, thanks in part to the generous support of The Minnesota Legacy Amendment's Arts and Cultural Heritage Fund. From all of us at MPR, thank you!

MPR helps advance the Legacy Amendment's public broadcasting priority to expand Minnesotans' "knowledge, information, and access to arts, and Minnesota's history and cultural heritage." Through its three regional

services—MPR News, Classical MPR and The Current—as well as its preservation and community engagement efforts, MPR **amplifies** Minnesota's artists and cultural organizations, reaching 95 percent of the state with 46 stations and 41 translators providing additional local coverage. MPR **informs** and **inspires** nearly one million listeners weekly with news and information and music programming for radio, digital on-demand and live audiences.

And increasingly MPR **includes**, with content that highlights diverse artists and communities throughout the state to be more reflective of all that makes us uniquely Minnesota. Just as the pandemic pushed us to grow our digital capabilities, the social changes following the killing of George Floyd pushed us to contemplate the ways MPR, as a public service media organization, can more fully represent our state. Here are some of the efforts that came out of that reflection over the past year:

- We created a new MPR News series North Star Journey to share more complete stories of the history and culture that make up diverse communities across our state, with more than 40 stories published over four months on our website, broadcast on air and available digitally.
- We launched Carbon Sound, a new streaming station dedicated to the depth, breadth, and influence of Black musical expression, to serve new audiences; this is a partnership between The Current and KMOJ.
- We increased the percentage of artists of color and women who are represented on YourClassical's playlists, currently 32.5% with a goal of 35% by the end of FY23.
- We hosted a new roundtable event series in collaboration with Indigenous led organizations that is bringing Minnesota media and community leaders together to examine and discuss how communities of color are represented in our coverage and to imagine together how we could do this better.

While these are exciting new efforts that we are proud of, MPR also remained true to its roots. We continued to highlight Minnesota musicians and musical groups across platforms. We tapped citizens to share arts events across the state with each other. We preserved Minnesota's history through our archives. We provided music education to more than 23,000 Minnesota students. We were especially thrilled that we brought audiences together to sing in person for the first time in two years.

The generous funding of the Legacy Amendment grant has allowed MPR to provide the best of both worlds – to continue beloved programming and to experiment with new programming that adds vibrancy to the story of who we are as Minnesotans – and for that we are deeply grateful.

Sincerely,

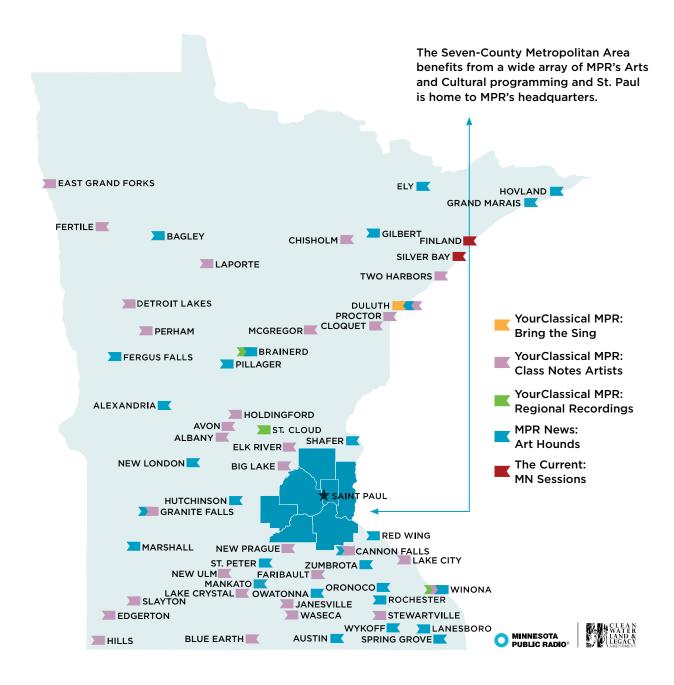
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ACTIVITIES SUPPORTED BY
THE MINNESOTA LEGACY
ARTS AND CULTURAL
HERITAGE FUND
JULY 1, 2021 - JUNE 30, 2022

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Legacy Amendment's Arts and Cultural Heritage Fund
to create and showcase "arts, history and cultural
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reputation as a center for creativity, innovation and
imagination, supporting the long-term vitality of our
state." MPR provides programming via special events,
YourClassical MPR, MPR News and The Current®.



MINNESOTA ARTS AND CULTURAL HERITAGE FUND LEGACY

HIGHLIGHTING MINNESOTA ARTISTS

Fiscal Year 2022 was two steps forward, one step back as Minnesota's arts and cultural ecosystem continued to navigate the COVID-19 pandemic. With the availability of vaccines, in-person activities surged back, and audiences were eager. We settled into the first stage of our new normal with frequent testing for performers and negative test and masking requirements for audience entry to events. But the rise of virulent variants sometimes meant last minute cancellations or switches to virtual. Through it all, MPR's news and information and music services adapted in step with the artists we were covering.

MPR News

MPR News' arts and cultural coverage, made possible by the Minnesota Legacy Arts and Cultural Heritage Fund, helps Minnesotans understand what is happening in our state, from the changes at major Twin Cities arts institutions to small shows that we want to make sure audiences hear about.

This past year, MPR News added a new daily news show with Cathy Wurzer focused on life across the state, Minnesota Now. Minnesota Now is providing new opportunities to amplify Minnesota's arts, culture, and history. In FY22, Legacy funding helped support the show's history segments.

In addition, MPR News launched an ambitious new project - North Star Journey - focused on history and culture of diverse communities across Minnesota. Details about North Star Journey can be found in the Highlighting Minnesota History section of this report.

MPR News: Arts and Cultural Coverage

Longtime arts reporter Euan Kerr moved to another position within MPR News mid-year and with a long timeline for hiring in the past year, arts coverage was spread across newsroom staff. Across the team, MPR News reported 50+ stories on Minnesota's arts and cultural scene.

Highlights of FY22 Coverage Included:

Minneapolis author Sequoia Nagamatsu began working on his novel How High We Go in the Dark a decade ago to explore different approaches to grief and grieving: Minnesota novelist delves into pandemic grief

Artist Angela Two Stars, who is Dakota, Sisseton Wahpeton Oyate unveils her new piece inside of the Minneapolis Sculpture Garden by the Walker Art Center: 'Okciyapi' celebrates Dakota language and brings some healing

A check in with Minnesota theater directors Joseph Haj, of the Guthrie Theater; Kevin West of the Capri After School Theater; and Lily Tung Crystal of Theater Mu on life during the pandemic and returning to the stage in all its forms: Exploring the new normal for Minnesota's live theater scene

This year the Twin Cities Film Festival is maintaining its hybrid of live events and streaming — and not just because of the pandemic: Twin Cities Film Fest 2021 takes on the hybrid mantle permanently

Teatro del Pueblo's 'Coco's Barrio' addresses immigration and children caged by ICE: <u>New theater</u> production doesn't shy away from taking on serious issues

The Southern Minnesota Initiative Foundation's Paint the Town effort is poised to fund its 300th painting project: Grant program supporting community murals in southern MN nears milestone

The May Day celebration of labor rights returns after a two-year hiatus, hosted by Kalpulli KetzalCoatlicue: Aztec dance group hosts 'reimagined' May Day festival: Annual celebration of labor rights will not include parade

Robbinsdale resident Amy Fisher spent over a year knitting her blanket based on COVID data from the state of Minnesota: Knitting through COVID: One Minnesotan's journey



LEFT: A mural in Le Sueur, funded with a Paint the Town grant from the Southern Minnesota Initiative Foundation (Courtesy Southern Minnesota Initiative Foundation) **MIDDLE:** Susanna DeLeon, a leader of Kalpulli KetzalCoatlicue (Judy Griesedieck | MPR News) **RIGHT:** Artist Angela Two Stars, who is Dakota, Sisseton Wahpeton Oyate, stands with her piece "Okciyapi" inside of the Minneapolis Sculpture Garden (Euan Kerr | MPR News)

MPR News: Art Hounds

Each week three Minnesotans or "Art Hounds" tell us why they are excited about an arts happening in their respective communities that they want to highlight for others. Art Hounds represents what we strive for in our statewide coverage by inspiring enthusiasm for arts and culture and fostering engagement while also building community. Art Hounds stories can be found here.

Art Hounds continued to be a main forum for arts coverage from MPR during this time. The tone and content of this segment are a bright spot in the news cycle: celebrating beauty, supporting artists statewide, and uplifting creative works that invite further conversation. In FY22, Art Hounds was produced by Emily Bright, with support from Art Hounds Ambassador and scheduler Denzel Belin, and Aron Woldeslassie, who focused on booking and outreach.

Art Hounds by the Numbers:

• Art Hounds featured 128 artists or performances, of which 36% were in Greater Minnesota, including:

Greater Minnesota: Alexandria, Austin, Bagley, Brainerd, Cannon Falls, Duluth, Ely, Fergus Falls, Gilbert, Grand Marais, Granite Falls, Hastings, Hovland, Hutchinson, Lanesboro, Mankato, Marshall, New London, Oronoco, Owatonna, Pillager, Red Wing, Rochester, Shafer, Spring Grove, St. Peter, Winona, Wycoff, and Zumbrota.

Seven-county metropolitan area: Bloomington, Eagan, Hastings, Hopkins, Isanti, Lakeville, Minneapolis, Robbinsdale, Saint Anthony Village, Saint Louis Park, Saint Paul, Stillwater, and White Bear Lake.

Art Hounds showcased more than 26 styles of art ranging from ancient (blacksmith work, pottery, weaving) to today (glitch art) and included musical performances, opera, dance, arts festivals, studio tours, theater, film, puppetry, a 1960s style light show, public art, jewelry, a video game music conference, drag performance, cabaret, improv, an escape room, comedy, book launch/ poetry, photography, multimedia arts, painting, encaustic, and screen printing.

- Art Hounds included works by and for people of all ages, races, and backgrounds, ranging in age from college students to 80. FY22 included events by artists with physical and cognitive disabilities, as well as several works for young children. Twenty of the events were group shows featuring multiple artists
- Art Hounds highlighted work in 9 of the 11 Regional Arts Council Districts as defined by the Minnesota State Arts Board.

A Few of Our Favorite Art Hounds Stories from FY22:

In July, Art Hounds <u>focused on art by and for all generations</u> featuring an <u>immersive exhibit</u> combining sculpture, video and paintings, the <u>Mni Sota Native Music Series</u>, and Theatre 55's <u>outdoor</u>, <u>music-only version of Hair</u>.

In August, Art Hounds <u>highlighted art that challenges</u>, with fantastical theater and science fiction-driven visual art, as well as an emerging screen printer whose work bridges her Vietnamese and Mankato homes.

In October, Art Hounds <u>featured a dose of natural beauty and a pinch of Halloween horror</u> including an <u>exhibit of photography water landscapes</u>, a <u>one-man play</u> that dives deep into the horror of being alone, and a <u>theater production about a woman afraid to leave her apartment</u>.

In April, Art Hounds showed when art forms collide and complement each other, featuring digital media transformed into traditional Dakota quillwork, the 21st annual juried Poet Artist Collaboration, and the indie rock, pop synth, classic folk Mid West Music Fest.

In May, Art Hounds <u>pointed to art that celebrates milestones of life</u> including a visit to see a <u>painting</u> exhibit, a jazz tribute show put on by the Rochester Chamber Music Society, and a Minneapolis musician's new concept album.

"The community of St. Joan of Arc really appreciated Art Hounds having Robert Robinson talk about our Black History Month show on Feb 20th. Our show was a full house, and the impact on our community and neighborhood was a real door opening of listening and dialogue. Thank you, thank you."

- Fred Vargle, "Oh Let us Build This Place" performance



LEFT: Autumn Cavender's artwork is of the digital form of the sounds of her son's birth (Courtesy of Autumn Cavender) **MIDDLE:** "November Night at Stoney Point" by Dudley Edmondson from an exhibit at the Minnesota Marine Art Museum in Winona (Courtesy of Dudley Edmondson) **RIGHT:** A photo of the installation entrance for "Bubbles (Mom's House)," a mixed media artwork by Preston Drum (Courtesy of Preston Drum)

The Current

The Current, MPR's contemporary and indie rock music station, receives funding from the Minnesota Legacy Arts and Cultural Heritage Fund to help audiences connect with Minnesota artists on air, online and through in person events. The Current's programming influences what other DJs play; at least one local song gets aired every hour, every day. In FY22, The Current featured 800+ Minnesota artists, who received approximately 15,000 spins for nearly 1,000 hours of MN music. The programming staff added over 700 new local songs to the library last year.

"The Current represents and provides for a diverse community of people. The talk show hosts care about their listeners, demonstrating this through their concern for the challenges and victories of the people in their local community...and through celebrating a wide variety of music and culture. Thank you for being a personal, thoughtful presence on air, while also letting the music take the spotlight on your shows." – Current Listener

Carbon Sound



The Current team spent much of FY22 preparing for the launch of Carbon Sound (<u>listen here</u>), a dynamic new platform dedicated to the depth, breadth, and influence of Black musical expression, with an an eclectic mix of genres like hip-hop, R&B, electronic, Afrobeat and local music. Officially launched in June 2022, Carbon Sound is a standalone stream, with crossover on The Current's FM airwaves, and ongoing collaboration with community radio station KMOJ in the areas of content, social and digital engagement, and community engagement. Carbon Sound is led by content director Julian Green, former program director of Radio K and founder of their online hip-hop stream The Vanguard, in partnership with community engagement specialist Andre Griffin, formerly of Banyan Community, and hosted by Sanni Brown, longtime host for The Current and The Purple Current. The stream features interview segments and in-studio sessions with local artists and Twin Cities community figures. FY22 was focused on hiring staff, holding community listening sessions, developing connections to the local music community, building the music library, etc. to prepare for this ambitious new music service designed to serve new audiences.

The Duluth Local Show

The Duluth Local Show showcases Minnesota-based artists from the Arrowhead region and Greater Minnesota. The Duluth Local Show airs statewide every Sunday at 8 p.m. following The Local Show. Hosted by Brittany Lind, every Duluth Local Show features up to 15 local artists, averaging one new release per week. Special themes highlighted in FY22 include a spotlight on the Duluth Homegrown Festival (one of the regions largest local music festivals), inclusion of local events in weekly programming, holiday themes, year-end "best of" programing, and the debut of new local tracks from artists based in Duluth and across the Iron Range. Artists from this region received over 500 spins on The Current in 2022 from airplay on The Duluth Local Show.

The Local Show

Sunday evenings from 6 to 8 p.m. on The Current's Local Show, radio listeners get a window into the Minnesota music scene, with songs and interviews from emerging metro and regional Minnesota musicians as well as Minnesota musicians who've become nationally recognized names.



Host Diane, then top to bottom: Mankwe Ndosi, Martin Dosh, and Lady Midnight as part of the Line Check event on the importance of artmaking.

We were thrilled to have new Local Show host Diane Miller join us in August 2021. Diane comes to the role with deep roots in the local music scene, including serving as editor of the alt-weekly in Fargo-Moorhead, The High Plains Reader, and co-founder of the hip-hop band D Mills & The Thrills. In her own words: "I would characterize myself as a Minnesota Nice rapper."

As Local Show host Diane serves as The Current's representative within the local music scene. She selects the music to play on-air but also the artists to interview and also acts as moderator for programming such as Line Check.

Local Show highlights from FY22 include interviews with folk musician Mason Jennings, hip-hop artist/ Netflix star Dua Saleh, progressive R&B artist FPA, and singer-songwriter PaviElle. This past year, The Local Show returned to hosting sessions in The Current studios and featured groups such as MMYYKK and Scrunchies. Broadcast content created for The Local Show is also shared with audiences via The Current's digital channels which includes features at thecurrent.org and our YouTube channel which surpassed over 350,000 subscribers in FY22. In fall 2021, Diane founded The Scouting Report, a monthly column highlighting 10 Minnesota artists actively performing and/or releasing new music to represent the high volume of submissions we receive.

"Thank you for supporting local artists. It lifts the whole community, not just the individuals. We are lucky to have radio that wants to support local music - most places don't have that." -Low



LEFT: Mason Jennings in The Current's studio (Nate Ryan | MPR) **MIDDLE:** Dua Saleh performed at Fine Line Music Cafe in Minneapolis in May 2022 (Morgan Winston for MPR) **RIGHT:** MMYYKK performs with The Blackbeat Theory in The Current studio for The Local Show (Eric Romani | MPR)

Line Check Virtual Events



First launched in June 2021, LineCheck is a series of virtual conversations with Minnesota's music community. The idea is to create an exchange of ideas for keeping the scene healthy, safe, and inspired. Led by The Local Show host Diane, each virtual event brings together top artists, industry leaders, and audiences to reflect on where things are at, and where they're going. And to keep the music at the center, each event integrates performances from Minnesota musicians.

In FY22 topics included:

March 10: How Minnesota musicians are thriving on TikTok

Featuring panelists TikTok star Xavier Goodman, former TV producer Mark Mallman, and Austin and Taryn Durry discussing how they use TikTok to gain new fans and express themselves with performances by Mark Mallman.

March 31: The realities of putting on shows in a pandemic

Featuring panelists First Avenue general manager Nate Kranz, Chair of Minnesota Independent Venue Alliance Shayna Melgaard, and musicians Natalie Klemond and Mariah Mercedes of Gully Boys with musical guest Nat Harvie.

May 15: A closer look at NFTs (non-fungible tokens) and how they can help musicians

Featuring panelists Marketplace Business News Senior Editor Rick Karr and musicians Ness Nite and Allan Kingdom with performances by Ness Nite.

May 18: How to get a grant - opportunities and advice for Minnesota musicians

Featuring panelists Minnesota Music Coalition executive director Joanna Schnedler, Springboard for The Arts artist resource director Andy Sturdevant, and grant-winning musician PaviElle with performances by Moise.

June 15: How Minnesota musicians approach artmaking

Featuring panelists Dos Musicians Lady Midnight, Martin Dosh, and Mankwe Ndosi with performances by Dosh.

Additional Virtual Performances

The Current published 29 videos to our YouTube featuring Minnesota musicians and topics, including the Minnesota Sessions, newly surfaced performance footage from our archives, Miloe Recorded at The Current's 17th Anniversary at First Avenue, and music video premieres of Good Morning Bedlam's "Lulu" and the Suburbs' "Social Style Lush."

Like LineCheck, The Minnesota Sessions evolved in response to limitations on being able to perform live music in person during the height of the pandemic. Launched in June 2021, The Minnesota Sessions, pairs great Minnesota musicians with Minnesota's great outdoor spaces. Two of our Minnesota Sessions videos were nominated for Regional Emmy awards. Find the Minnesota Sessions here.

Minnesota Sessions:



Dave Simonett at Wolf Ridge



Faith Boblett at the Belwin Conservancy



Lanue at Black Beach

Alongside sessions captured outdoors across Minnesota, The Current supported the local music ecosystem by renting studios in our community to capture content while MPR's facilities were closed. Sessions captured local studios include work with Americana group The Cactus Blossoms and the emerging sibling duo, Durry.

The Cactus Blossoms at The Terrarium (live for The Current)

Durry at Flowers Studio (live for The Current)

The Local Current Blog

The Current underwent a website redesign that integrated what was formerly marketed as "The Local Current Blog" into the front page of the website. This change puts our local music coverage at the forefront of our web experience to complement The Current's broadcast and digital content with features covering Minnesota musicians as well as the everyday stories of our rich music culture. There were 319 digital posts featuring Minnesota musicians and topics during this period, from concerts to Covid-19 policies to artist profiles. In addition, we created regular engagement on Instagram to celebrate anniversaries, Local Current Twitter updates, email newsletter inclusions, and more.

In FY22, we covered live concerts as the Twin Cities got back into the swing of things including <u>Hippo Campus</u> at the Armory, <u>Cornbread Harris</u> reuniting with son Jimmy Jam, <u>Dua Saleh</u> at Fine Line, <u>Joe Rainey</u> at 7th St Entry, <u>Low's final Twin Cities performance</u> with Mimi Parker at Rock the Garden, Kiss the Tiger's performance of "Stone Baby," and <u>First Avenue's Best New Bands of 2021</u>.

Our coverage in FY22 spanned <u>vaccination requirements for music venues</u> in summer 2021 to a list of <u>notable Minnesota albums of 2021</u> in December as well as various profiles and features including of <u>bassist Liz Draper</u>, <u>photographer Zoe Prinds-Flash</u>, <u>Pachyderm Studio</u> in Cannon Falls, vital Hmong musicians <u>Ka Lia Universe and Amanda Yang</u>, a local production of <u>Cambodian Rock Band</u>, <u>Moodie Black</u>, bassist <u>Megan Mahoney</u>, <u>DNM</u>, <u>Ber</u> as well as the previously buried footage of <u>11-year-old Prince</u> and the Sign 'O' the Times' 35th anniversary.



LEFT: Cornbread Harris (left) and Jimmy Jam (right) at the Hook & Ladder (Nate Ryan | MPR) **MIDDLE:** Hippo Campus guitarist Nathan Stocker and trumpeter DeCarlo Jackson performing at the Armory in April 2022 (Tony Nelson | MPR) **RIGHT:** Austin and Taryn Durry pose for a portrait at First Avenue (Sara Fish | MPR)

The Current also covered the passing of several individuals who were influential on the Minnesota music scene, including:

Anomaly (Jason Heinrichs), a music producer and member of the Twin Cities hip-hop group Cenospecies: RIP Foundational Twin Cities hiphop producer Anomaly.

Disco T (Tredis Adams): DJ Disco T, a champion in our community leaves a legacy of inspiration.

In keeping with The Current's mission is to improve the music ecosystem through partnerships with musicians and artists, we offered seasonal guides for each of the four seasons (89 Days of Fall, 89 Days of Winter, 89 Days of Spring + 89 Days of Summer). We worked with local artists Natalia Toledo, Alexis Politz, Laura Hlavsa and Andres Guzman to create art to accompany these content campaigns highlighting top concerts, things to do, and much more happening in Minnesota.

Finally, The Current published <u>the Gig List</u>, a calendar where Minnesota artists can share information about their upcoming concerts with Current audiences.

The Current Streams

The Current streams makes it possible to offer music highlighting Minnesota's contemporary musicians all day, every day. Our streams include:

The Local Current (listen <u>here</u>), dedicated entirely to musicians from Minnesota. As a 24/7 (8,760 hours of programming) service that elevates the voices of Minnesota musicians, this stream has continued to serve as the first place local music reaches music fans.



Morris Day and the Time performing at the Minnesota Zoo (Emmet Kowler | MPR)

Purple Current (listen here), which shares the music of Prince, those who influenced him, and those he influenced. Purple Current provided over 1,000 spins to Minnesota artists in FY22. The stream also hosts special tributes to Prince and artists connected to Minnesota's must iconic musician. Features included "25 Hours of the Time" putting a spotlight on the career of Morris Day and the band that helped launch Prince's music career. The stream also serves as a beacon for the history of the Minneapolis Sound by sharing history highlights via the Purple Current Newsletter and social media. The innovative work behind Purple Current as a streaming experience from The Current led MPR to launch Carbon Sound at the very end of the fiscal year.

Radio Heartland (listen here), which features acoustic, Americana and roots music. This past year, Radio Heartland highlighted local musicians with new releases including Kelley Smith, The Foxgloves, Luke LeBlanc, Bo Ramsey, The OK Factor, Mary Bue, Charlie Parr, Dave Simonett, J.S. Ondara, and more.



The OK Factor -- Karla Colahan on violin, Olivia Diercks on celloperform in the Radio Heartland studio (Nate Ryan | MPR)

Podcasts

In FY22, The Current featured over 50 Minnesota artists as part of <u>The Current's Song of the Day download</u>, which received a monthly average of 95,000 downloads per month. The podcast is featured on air on Fridays at 11 a.m. on The Current's statewide network and is promoted on social media to help extend the reach of new local music to our audience.

SUPPORTING MINNESOTA MUSIC EDUCATION

YourClassical MPR

YourClassical MPR receives funding from the Minnesota Legacy Arts and Cultural Heritage Fund for its programming to highlight Minnesota music organizations and artists across its broadcast and digital services, including videos on social media and feature articles on the Minnesota classical music scene on its website, as well as to offer music education experiences for schools and families across the state.

"After [a personal tragedy] I couldn't listen to the music I normally listened to (country). I didn't want there [to be] words or ideas in my head. I found classical music. The music helped me to deal with my emotions and I continue to listen to it... no one does know the trouble I've seen but classical music has seen me through it." - YourClassical Listener

YourClassical MPR: Classical Minnesota Stories

During FY22, we published <u>23 stories</u> about Minnesota music makers, many of whom might have not otherwise received media coverage. Together, these articles received more than 26,000 page views and more than 260,000 Facebook impressions. Of these, 39% focused on BIPOC or women artists/subjects and 44% focused on topics related to Greater Minnesota.

FY22 Highlights of Our Music Coverage:

Relive 33 marching bands' shows at Youth in Music Championships: The annual high-school marching band championship at U.S. Bank Stadium features 3,000 diverse performers from across the state and region. As in years past this was our biggest story, as families and friends throughout the state visited the website and Facebook post.

Beyond Spam: Hormel family's musical legacy thrives to this day: Our story about the Austin company's history with the first all-woman drum and bugle corps, hit records and a thriving youth music competition.

Border CrosSing curates new series of Latin American choral music: This chronicles how a Minnesota choir is making waves with its own music series to "truly reflect the cultural reality in which we live."

Women's Drum Center in St. Paul finds its rhythm: The YourClassical team saw them at the State Fair parade, which led to this story about women of all ages and backgrounds finding a common bond in music.

<u>Listen to the Singers' choral celebration of Dale Warland's 90th birthday:</u> YourClassical aired a live broadcast of the Singers' Dale Warland Tribute Concert, hosted by Steve Staruch, to celebrate the 90th birthday of the choral legend.



Choral Works Initiative and Regional Recordings

Each year Legacy funds help support MPR's efforts to amplify classical music in Minnesota. This is accomplished through regional recordings of music performances across the state by MPR's broadcast operations staff as well as highlighting Minnesota's rich choral tradition through our dedicated vocal stream, the Choral Stream and public Bring the Sing events that bring young and old to sing together.

This year MPR's broadcast operations staff captured recordings of 17 different Minnesota artists/ ensembles groups including Winona's Minnesota Beethoven Festival and beautiful performances from Cantus and the Minnesota Opera, as well as regular performances of the Minnesota Orchestra and The Saint Paul Chamber Orchestra (SPCO).

Among the regional music highlights recorded by YourClassical MPR this year was a choral video project. In March 2022, we captured nine videos of a choral concert at St. Michael-Albertville (STMA) High School that included 800 performers, including the all-female STMA Vivace Treble Choir, STMA Concert Choir, the visiting Aeolians (an acclaimed choir from the HBCU Oakwood University of Alabama) and the STMA Festival Chorus (a massed ensemble of these performers and other choral students from neighboring school districts). Watch the STMA Concert Choir sing "The Sacred Veil" here.

Another bittersweet highlight for YourClassical MPR was our goodbye to departing Minnesota Orchestra Music Director Osmo Vänskä. We had a week-long celebration of Osmo's legacy here in Minnesota leading up to our broadcast of the Orchestra's performance of Gustav Mahler's Eighth Symphony on June 10, 2022. Known as the "Symphony of a Thousand", this is one of the most ambitious choral symphonies that exists today and included four choirs and eight soloists in addition to the Orchestra.



LEFT: Director Joseph Osowski, center, poses with his choir students recently at St. Michael-Albertville High School (Provided) **MIDDLE:** Osmo Vänksä (Nate Ryan | MPR) **RIGHT:** Minnesota Orchestra's performance of Gustav Mahler's 'Symphony of a Thousand' (Greg Helgeson)

Project DJ

Project DJ engages the next generation of classical music lovers by bringing young performers, 14 to 24, to join Classical Host Steve Staruch as co-hosts on Friday Favorites. Guest DJs are interviewed on-air, introduce a few requests and share their favorite performances. Twenty-six young DJs from a variety of musical backgrounds served as co-hosts in FY22. For more on the young people who have participated, you can find them here.

What attracted you to the second movement of Beethoven Symphony No. 7? "I guess there's a lot to unpack there. I love the contrast between the 1st and 2nd movements. The first movement is wild and triumphant, the second is mournful and haunting...Then the second movement fades to a whisper or a sigh at the end and there's that moment of silence before the 3rd movement comes bursting in. I just love it so much." – Project DJ cohost Elizabeth Larson

Class Notes Artists

YourClassical MPR's Music Education programs open a door to greater understanding of and enthusiasm for classical and other music. At the center of our music education work is the Class Notes program, which partners with Minnesota musicians who go into K-12 schools across the state to perform and deliver curricula tailored to meet Minnesota's state standards. Like so many of MPR's Legacy funded projects, the Class Notes program has been flexible during the pandemic, now offering pre-recorded digital concerts and virtual experiences in addition to in person experiences.

That doesn't mean it's always easy. FY22 was unpredictable when it came to scheduling live Class Notes artists visits, which schools were eager for. Since school districts were handling Covid policies individually rather than operating under a statewide standard, visits had to be more customized than in the past, according to gathering limitations, masking, etc. This also resulted in frequently offering two concerts per school to smaller groups. And of course, there were also disruptions to plans. The team would often learn that a visit scheduled for later that week needed to be rescheduled as the school went into virtual learning or an artist tested positive for Covid, etc. More than 30 concerts were cancelled for this reason though all but one were rescheduled.

In FY22, we were pleased to be able to offer a mix of live in person experiences, virtual experiences, and digital concerts reaching more than 23,500 students in 94 unique schools across 51 districts. During this same period, there were more than 91,000 unique visitors to our music education pages.

Class Notes featured 15 ensembles representing 55 artists during the 2021-22 school year, including several which were new to Class Notes:

- 10th Wave Chamber Collective is a new music ensemble featuring mallet percussion, clarinet, and violin. Emphasis on repertoire by living composers.
- Artu Duo is a duo featuring music for cello and piano by Beethoven, Brahms and Schumann.
- Border CrosSing presents music from all over Latin America, spanning 400 years of history.



Border CrosSing (L-R): Nico Muñoz, zampoña, maracas, cajón, charango, guitarra; Ahmed Anzaldúa, director artístico, harpsichord, piano, tenor; Jake Endres, barítono; Justin Staebell, barítono; Shahzore Shah, tenor; Bethany Battafarano, soprano; Alyssa Anderson, mezzo-soprano; Gabby Doran, soprano. (No visto: Rahn Yanes, contrabajo) (Venn Productions)

- Cantus is a premiere men's vocal ensemble with a wide-ranging repertoire.
- The Dream Songs Project performs music for voice and guitar with a focus on composers from Minnesota.
- e(L)ement is a duo featuring flute and harp focusing on music from the last 100 years, including contemporary composers.

- Gaelynn Lea is a violinist and songwriter born with osteogenesis imperfecta who has a unique style of playing, holding her violin upright like a tiny cello. She is also the winner of the 2016 NPR Tiny Desk Concert.
- Heliopsis is a duo featuring cello and a variety of traditional Sub-Saharan instruments.
- **Kroehm Duo** touches on improvising while highlighting the music of the marimba and vibraphone.



Kroehm Duo: Jenny Klukken, marimba; Steve Roehm, vibraphone (Venn Productions)

- Lyra Baroque Orchestra is a quintet of musicians specializing in Baroque music from around the world.
- Mill City String Quartet includes violins, violas, and a cello and plays the music of contemporary composers.
- Mirandola Ensemble is focusing on choral music for grades K-8.
- The Paper Clips is a tenor and bass trombone quartet.



The Paper Clips (L-R): Chris Allen, bass trombone; Ben Bussey, tenor trombone; Lauren Husting, tenor trombone; Brooke Audette, bass trombone (Venn Productions)

- Riverside Winds is a woodwind quintet featuring flute, oboe, clarinet, horn, and bassoon with a program of contemporary and local composers.
- Siama's Congo Roots, a trio featuring original music from the Democratic Republic of Congo.

Highlights from our FY22 Class Notes Concerts:

Border CrosSing performs their live concert in either English or Spanish, depending on the school's preference and we offered virtual concerts in both languages, adding more Spanish language options in FY22. An example can be found here.

Lyra Baroque Orchestra specializes in the music of the 17th and 18th centuries. This year they created a virtual concert of a piece called *Lama Bada Yatathama*, and demonstrated their individual instruments. The concert can be found here.

Heliopsis features cello and a variety of traditional Sub-Saharan instruments which they use to improvise. Their virtual concert features a piece called *Katydid*. The concert can be found here.



Heliopsis: Mikaela Marget and Nyttu Chongo (Venn Productions)



BorderCrosSing (L-R): Ahmed Anzaldua at the harpsichord, Rahn Yanes playing double bass, Nico Munoz playing cajon, Gabrielle Doran, Bethany Battafarano, Alyssa Anderson, Shahzore Shah, Jake Endres, Justin (Courtney Perry | MPR)

The Value of Class Notes in the Classroom

Class Notes has always had great evaluation responses from teachers. A silver lining from distance learning is that now everyone is familiar with online tools and more willing to utilize them to help us collect feedback, including from students.

"Thank you! This is an incredible program that is such a gift to our students (and staff!) Our students love music but often have limited access to performances, even in our city full of the arts. We are so grateful that Classical MPR is working to bridge that gap. We also appreciate the diverse options of performers so that our students can see themselves mirrored in the musicians they see and hear." – Music Teacher, Minneapolis

"I learned more about chamber music, and how It's so important to listen to the people you are playing with to learn how to fit your sounds together when playing the music." - Class Notes student

Educators help us shape our programming

In addition to post-program evaluations, the Class Notes team is regularly reaching out to teachers across the state for input on our programming. Feedback from teachers has influenced things such as 1) format and delivery of materials (pdfs with live links); 2) integrating a movement-based activity; 3) including grade ranges for lessons and approximate time limits (how long each lesson or activity takes); 4) creating more video that shows professional musicians demonstrating proper technique and tone quality; and 5) developing more lessons that facilitate student creativity, improvisation, and composition in the classroom.

LIVE EVENTS ARTS EXPERIENCES

MPR Events

Each year, MPR sets aside a portion of its support from the Minnesota Legacy Arts and Cultural Heritage Fund to create live events to bring audiences together with local artists, other community organizations and each other. After two years of being "together apart" though virtual events and other creative programming, we were glad to be able to be in person again in the first part of FY22. We spent the second half of the year gearing up for several events which took place in July 2022, including our first Rock the Cradle since the pandemic.

At the same time, we are also grateful for the new opportunities that live digital experiences provide going forward to allow us to offer programming to a wider audience, not restricted by geography.

Bring the Sing

Classical MPR's Bring the Sing is a community sing-a-long choral event series that brings Minnesotans and local artists together through the joy of music. To celebrate the longest day of the year, YourClassical MPR, The Current and the MPR Events team were thrilled to offer an in person Bring the Sing in December after a hiatus during the pandemic.

We celebrated the solstice at Saint Paul's Union Depot with a festive, light-filled singalong hosted by YourClassical MPR Host Andrea Blain. Guest artists including the Minnesota Boychoir, Nur-D, Tesfa Wondemagegnehu, and Jerry Rubino. Bring the Sing Solstice was attended by nearly 600 people. Many guests said that it was the first time they had enjoyed live music with others in close to two years and credited the MPR Events team's great care for health and safety protocols.

In addition, YCMPR and The Current offered other live event experiences, including an outdoor Bring the Sing at Duluth's Bent Paddle with the Twin Cities Beer Choir leading an Oktoberfest sing-a-long and performances by the Duluth Superior Symphony Orchestra, as well as State Fair shows with Cantus and the Twin Cities Beer Choir and local bands including Annie Mac, and Turn Turn.



LEFT: Tesfa Wondemagegnehu (Tom Campbell | MPR) MIDDLE: Nur-D (Tom Campbell | MPR) RIGHT: Minnesota Boychoir (Tom Campbell | MPR)

HIGHLIGHTING AND PRESERVING MINNESOTA'S CULTURE AND HISTORY

North Star Journey



North Star Journey is an ambitious new project from MPR News made possible by the Minnesota Legacy Arts and Cultural Heritage Fund. Launched in March 2022, North Star Journey is a celebration of the history and culture of diverse communities across Minnesota.

"Minnesota's stories are a constellation of experiences, histories, moments and journeys that shape our lives today. Many of these stories are difficult to hear and untold. Others are beautiful and heroic." - Brandt Williams, MPR News

In the span of four months, we published more than 40 content pieces with contributions from reporters from across the newsroom. All North Star Journey stories can be found here. North Star Journey covered a gamut of topics from the origin of Minnesota place names to cultural foods and their meaning to how our neighborhoods and cities have evolved to the leaders who have been (and are) making change along the way. Our hope is to bring new understanding of our state and what brought us to today.

North Star Journey Highlights:

Minnesota names reveal our connections, struggles for inclusion: Naming is tied closely to the history of colonization and oppression of Indigenous people. Minnesota, as well as across the country, is seeing an acceleration of the idea of changing names as a reflection of changing values. Since so many of our names for water and land come from the Ojibwe and Dakota people, this piece also includes a pronunciation guide to some of those familiar names.

In Duluth, schools struggle to bridge city's long-standing east-west divide: This piece contrasts Duluth's two public high schools - East High School and Denfield High School - and how the history of how the city developed on the east and west sides contributed to economic divides that continue to show up in an achievement gap today.

Hmong snack connects present with the past: Chef Yia Vang, who runs the wildly successful Union Hmong Kitchen, serves as an emissary for our state's understanding Hmong cuisine. He brings us into his mother Pang Vang's kitchen where they make a dish that she used to have growing up in Laos.

Rochester confronts its segregated housing history, Mayo founders' role: Housing covenants were a tool used across the nation and in Minnesota to keep nonwhite people out of white neighborhoods. They're illegal now, but their impact remains, including in Rochester.

<u>League of her own: Twins baseball clinic to honor St. Paul's Toni Stone:</u> Toni Stone shattered racial and gender barriers. A second baseman in the Negro Leagues in the 1950s, she's considered the first woman to play professional men's baseball.

<u>Troubling stories surface as U probes its history with Native people:</u> In collaboration with the TRUTH (Towards Recognition and University-Tribal Healing) Project, the University of Minnesota is now broadly reviewing its treatment of and impact on Native people going back to its founding in 1851.



LEFT: Pang Vang ladles batter into a frying pan as she prepares Fawm Kauv, a Hmong steamed rice roll filled with a ground pork mixture. (Mecca Bos | MPR News) **MIDDLE LEFT:** Phil Wheeler points out homes in the historic "Pill Hill" neighborhood where restrictive neighborhood covenants were once enforced. (Ken Klotzbach | MPR News) **MIDDLE RIGHT:** Toni Stone meeting boxer Joe Louis. (Minnesota Historical Society) **RIGHT:** L-R: Misty Blue, An Garagiola, and Audrianna Goodwin, student researchers helping to lead the TRUTH Project, pose for a portrait outside Elliott Hall at University of Minnesota. (Kerem Yücel | MPR News)

Untangled Roots, a North Star Journey Podcast: <u>Untangled Roots</u> is a podcast of the North Star Journey project. MPR journalist Brandt Williams and media entrepreneur Jonathan Rabb unpack the untold stories of communities of color.

The first six episodes of the podcast focus on the Rondo Neighborhood of Saint Paul. The podcast covers the history of what the Rondo community was like before the construction of I-94, why Rondo was chosen, what happened to the community after the highway physically divided the neighborhood, and asks "what can we do now that we see that the destruction of the Rondo neighborhood was wrong?"



Interstate 94 runs through the Rondo neighborhood with a view toward Minneapolis above the Victoria Street bridge, March 14, 2022 in St. Paul. (Derek Montgomery | MPR News)

MPR Archive

The Minnesota Legacy Arts and Cultural Heritage Fund continues to be essential to the MPR Archive as it preserves and makes accessible Minnesota history through its collections. In FY22, this work included preservation of born digital broadcast and programming recordings; digitization and migration of at-risk analog and digital media; updating, correcting, and completing catalog records so that they fully and accurately describe their content; uploading audio to the MPR Archive Portal public website and creating publicly accessible catalog records; and by creating engaging collections, stories, and content to share with Minnesotans through our social media platforms.

At the very heart of this work, the MPR Archive preserved 77,500 broadcast audio recordings across our three major brands: MPR News, The Current, and YourClassical MPR. These files included news content covering both Minnesota specific stories, from the triumphant return home of 2021 Olympic gold medalist Suni Lee to the Minneapolis teacher strike to the legalization of THC edibles, as well as national and international developments and their effects in Minnesota, such as the overturning of Roe v. Wade and continued coverage of the Covid-19 pandemic. Associated with that work was time spent updating, correcting, and completing around 7,500 archival catalog records in the MPR Archive internal content management system. This is ssential work that allows for the newsroom and other internal MPR partners to use archival recording in their reporting and programming. In addition, the Archive spent hundreds of hours digitizing and migrating at-risk analog and digital content, including 9 full-length analog reels, 11 full-length DATs, 10 files from CDs, and analyzing around 11,000 files on hard drives.

We grew publicly accessible content on the MPR Archive Portal by adding and updating 752 audio pieces and curating 20 new collections to highlight and showcase related content. Of particular note is the <u>Award Collection</u>, an interactive directory to MPR award-winning content across its complete history.

Other collections and stories of note that were made accessible during FY22:

Notable Contemporary Native Americans in Minnesota

Minnesota Lore: The Halloween Blizzard of 1991

Asian Heritage in Minnesota

1991 World Series: Minnesota Twins vs. Atlanta Braves

Women in the 1970s

<u>Trouble in the Water MPR News 8-part award-winning series from 2016</u>

Minnesota Orchestra Looks Ahead After Triumphant Cuban Tour

Louise Erdrich's novel "LaRose" wins the National Book Critics Circle Prize for Fiction



LEFT: Steve Dale's daughter Katy, then 10 years old, sits in a snowbank with the family dalmatian Rosy and some buried pumpkins during the Halloween blizzard of 1991 (Steve Dale) **MIDDLE:** In this Oct. 27, 1991 file photo, Minnesota Twins' Dan Gladden celebrates as he heads home on teammate's Gene Larkin's single to win the World Series against the Atlanta Braves (Mark Duncan | AP) **RIGHT:** The south branch of the Whitewater River near Crystal Springs, the site of a large fish kill that affected a six-mile stretch of the river's south branch (Alex Kolyer | MPR News)

The Archive continued to work with partners to share Minnesota history. A 1990 Midday interview with Bette Bao Lord was included in the *Asian American and Pacific Islanders* special collection by the American Archive of Public Broadcasting. Minnesota Orchestra collaborated with the MPR Archive for their 50th anniversary of live broadcasting their concerts on MPR by sharing our recording of their first broadcast in 1971.

The Archive regularly served as a primary source for historical content for MPR's news and information and music services on current stories and events. In particular, the Archive often partnered not only with MPR Newsroom, but with the programs Minnesota Now, North Star Journey, and the Untangled Roots podcast.

Some examples of that collaboration:

Remembering environmentalist Sigurd Olson, 40 years after his passing on Minnesota Now



Sigurd Olson near his home on Burntside Lake near Ely, in approximately 1960 (Minnesota Historical Society)

Marking the Anniversary of Black newspaper founder, Cecil Newman's death on Minnesota Now

On this day in MPR history: Landmark decision protects Ojibwe hunting, fishing treaty rights on Minnesota Now

Students honor St. Paul school's namesake, trailblazing Black artist Gordon Parks on MPR News



Student Peter Rodriguez performs at Gordon Parks High School in St. Paul (Nikki Tundel for MPR)

In addition, the Archive further engaged the public through its social media platforms. The MPR Archive shared archival audio on social media when notable Minnesotans passed away during FY22, including Clyde Bellecourt, Louie Anderson, and Connie Goldman. The Archive's Twitter account in particular acts as a space where the public can directly connect with local history by viewing shared content from the Archive and by engaging with the Archive team in Minnesota history and archival practice discourse.

Finally, the Archives continued the ongoing work of archiving MPR broadcasts and programming as it is happening. From archiving the first day of Carbon Sound to video footage of the final Rock the Garden event for The Current; from capturing and preserving live broadcasts of Minnesota Orchestra and preserving the podcast *Rhapsody in Black* for YourClassical to preserving weekly newscasts and investigative reporting from MPR News; thanks to Legacy support, the MPR Archive captured and preserved Minnesota's history in FY22 to inform and inspire future generations of Minnesotans.

SUPPORTING MINNESOTA'S MEDIA ECOSYSTEM

MPR uses a portion of its support from the Minnesota Legacy Arts and Cultural Heritage Fund to help strengthen the public media ecosystem now and for the future through collaborations with community partners. In FY22, this work included our Youth Radio Camp, Indigenous Roundtable Events for media as well as partnerships with individual community journalists, with the goal to learn from each other and advance narrative change.

Youth Radio Camp

MPR News is committed to mentoring the next generation of journalists through the annual Youth Radio Camp, a collaboration with ThreeSixty Journalism at the University of St. Thomas, MIGIZI, KRSM LPFM 98.9 (Pillsbury United Communities), and American Indian Family Center. The goal of the Radio Camp is to train diverse Minnesota youth to tell stories of their lives and communities.

Twelve students of color attended the FY22 Radio Camp week long camp in June 2022. The aspiring journalists were mentored by staff from MPR's news, information technology and production services teams, as well as staff from our community partners. By the end of Radio Camp, each camper participated in the creation of an audio story. You can find their stories online here.

Over four days and under expert instruction from MPR Newsroom staff and our partners, students learned unique skills around writing and interviewing for radio. Students then embarked on their own radio adventure of interviewing, script writing and producing. This year's focus was on Native Narratives and the students conducted their interviews at MPR's Indigenous Roundtable event in June at Hocokata Ti, a gathering space at the Shakopee Mdewakanton Sioux Community.

We're pleased that some of the participants shared their learning beyond their Radio Camp experience. Two of the campers became interns at MIGIZI. These interns were better equipped for audio storytelling because of the skills they learned in Radio Camp, and they became peer mentors to other interns while helping to produce a podcast.

"[M]y respectful gratitude to you and the Native presenters who came to Radio Camp. I too learned so much from everyone. Maraming salamat po! (Respectful gratitude in my native language - Tagalog - which means "of the river.")" - Binesikwe Means, Lead Media Instructor at MIGIZI

"This week at Radio Camp I've learned a lot...One thing that really stood out to me was going on our field trip to Hoċokata Ti...I got to do an interview and learn...what it's like to be an Indigenous woman in journalism. I got to learn how to make new software and edit voice recordings...I felt very fancy walking around with my tape recorder and my headphones!" – Radio Camp participant



COMMUNITY MEDIA LEARNING EXCHANGE

In FY22 MPR launched the Roundtable Series. This first series was created in partnership with We Are Still Here Minnesota and MIGIZI and consisted of three community conversations in March, May and June involving media professionals and Indigenous community members aimed at increasing mutual understanding. The first two were Zoom events and the third was an in person gathering at Hoċokata Ti Cultural Center in Shakopee. We had more than 350 participants across these three events.

Indigenous & Media Community Roundtable 1

Indigenous & Media Community Roundtable 2

Indigenous & Media Community Roundtable 3



Indigenous & Media Community Roundtable Event at Hocokata Ti Cultural Center. (Shakopee Mdewakanton Sioux Community)



Rebecca Crooks-Stratton, Business Council Secretary/Treasurer, Shakopee Mdewakanton Sioux Community and MPR President Duchesne Drew (Shakopee Mdewakanton Sioux Community)

Using case studies and real-life examples, Indigenous community leaders led discussions on how media practitioners can tell fuller, more accurate stories through preparation, building trust, and other efforts. Leaders involved the conversations included **Dr. Anton Treuer**, professor of Ojibwe at Bemidji State University; **Leah Lemm**, Indigenous community story sharer; **Scott Russell**, blogger for Healing Minnesota Stories; **Emma Needham**, Producer & Reporter for Minnesota Native News on the AMPERS network; **Reuben Kitto Stately**, recording artist (Kitto); and **Jaida Grey Eagle**, Report for America fellow for Sahan Journal.

"Media work is not just about fast news and deadlines but about building relationships to get deeper, to build trust and knowledge. That's not new to me, but it was an important confirmation." - Roundtable Series participant

"When you ask people about what motivates them or what they are passionate about and dive deep into the subject you will uncover stories related to the deeper issues that drive them." - Roundtable Series participant

In addition, MPR News added two respected local BIPOC journalists to our team in the spring as part of our learning exchange work. Melissa Olson, formerly of MIGIZI, and Jacob Aloi, formerly of Frogtown Community Radio, brought rich reporting experience and deep ties within the community that benefited MPR's reporting and other projects, while MPR provided resources and training in new skills for them.

MINNESOTA'S DIVERSE COMMUNITIES

Supported in part by the Minnesota Legacy Arts and Cultural Heritage Fund, the Minnesota's Diverse Communities survey by the APM Research Lab was fielded in spring 2021 and was designed to capture perspectives from diverse communities across a variety of topics, from criminal justice, discrimination, jobs, news media consumption, trust in institutions, education, etc. in the wake of the pandemic and the social unrest following the killing of George Floyd. The Minnesota Diverse Communities Survey was the first survey of its kind in Minnesota that did intentional oversampling in order to gain adequate representation from five different BIPOC communities (Black, Indigenous, Latinx, Hmong and other Asian Minnesotans).

One of the areas covered in the survey was the arts and culture ecosystem. The APM Research Lab published its report on how Minnesotans view Arts and Culture in February 2022. It is available to the public here. The survey found that less than half of BIPOC Minnesotans believe the state's cultural amenities reflect their heritage well, compared to 77% of white Minnesotans. The biggest gap on this question exists between younger BIPOC Minnesotans, ages 18-29, only 41% of whom think their culture is reflected in the state's cultural amenities. However, when asked about the most positive thing happening in their communities, Hmong, Indigenous and Latinx Minnesotans indicated it was arts and culture.



MPR created a virtual conversation to share these findings - Art and Artists in MN: Diversity, data and discussion - that took place in July 2022. Hosted by Art Hounds Ambassador Denzel Belin and featuring Ben Clary from the APM Research Lab as well as eight artists of color representing a variety of genres. Participating artists included Lily Tung Chrystal, Artistic Director of Theater Mu, Autumn Cavendar, traditional Indigenous artist, Dae Yang, Actor, Playwright and Teaching Artist, Lue Thao, founder of Cypher Side Dance Studio, May Lee-Yang, co-founder of Funny Asian Women Kollective, Mary Anne and Sergio Quiroz, co-founders Indigenous Roots, and Tish Jones, Founding Director TruArtSpeaks. The data results were discussed as well as thoughts from the artists on what should being done to bridge the longstanding gaps to access and inclusion in the arts for people of color and ways that Minnesotans can get involved. This virtual event included performances from Cypher Dance Studio and Theater Mu.

"Your creative practice disrupts the norm. You documenting and telling your story disrupts the norm. And changes the narrative. And pushes for policy change as well. It all works together." – Tish Jones, Founding Director, TruArtSpeaks, Art and Artists in MN panelist

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Minnesota Public Radio Fiscal Year 2022 (July 1, 2021 - June 30, 2022)					
FY22	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Salary and Benefits	124,365.67	216,516.51	275,619.67	380,969.65	997,471.50
Contracted Services	12,709.30	59,366.50	65,663.26	264,779.56	402,518.62
Marketing and Advertising	-	5,095.19	(1,654.94)	142,354.97	145,795.22
Production and Supplies	2,311.27	2,877.11	5,703.75	14,434.70	25,326.83
Digital Equipment	-	-	-	-	-
Travel	25.85	315.28	201.60	-	542.73
Total	139,412.09	284,170.59	345,533.34	802,538.88	1,571,654.90

Minnesota Public Radio Fiscal Year 2022 (July 1, 2021 - June 30, 2022)					
FY21 Rollover	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Salary and Benefits	103,320.73	46,703.90	51,354.70	113,529.72	314,909.05
Contracted Services	-	-	-	10,500.40	10,500.40
Marketing and Advertising	-	-	-	-	-
Production and Supplies	1,140.75	-	-	11,351.55	12,492.30
Digital Equipment	-	-	-	-	-
Travel	-	44.80	-	-	44.80
Total	104,461.48	46,748.70	51,354.70	135,381.67	337,946.55

Details and Outcomes Fiscal Year 2022 (July 1, 2021 - June 30, 2022)

	FTE		
Project Title	Positions	Assessment Method	Measurable Outcomes
Highlighting Minnesota Artists	11.53 (FY22)	Stream Requests	Actual FY21: 1,679,375 Actual FY22: 1,661,083
Please see detailed breakdown for MPR News, The Current, and Classical MPR.		Web Page Views	Actual FY21: 1,284,007 Actual FY22: 764,152
Achieved all of the outcomes		Video Views:	Actual FY22: 857,072
		On-Air Listeners (estimated weekly cume for Legacy-funded shows only)	Actual FY21: 33,000+ (MPR News)* 9,000+ (Classical MPR)* 12,000+ (The Current) *
			Actual FY22: 31,000+ (MPR News) 15,000+ (Classical MPR) 17,000+ (The Current) *Approximate
Supporting Music Education for Minnesota Students	1.80 (FY22)	Students Reached	Projected: 21,000 (revised) Actual FY22: 23,525
Class Notes Program		MN Artists Engaged	Projected: 15 groups Actual FY22: 15 groups (55 artists)
Achieved all of the outcomes		Schools/Districts Participating	Projected: 50/90 (revised) Actual FY22: 51/94 documented (additional reach digitally)
		Minnesota Counties Served	Projected: 30 (revised) Actual FY22: 30 documented (additional geographic reach digitally)
		Classroom Hours	Projected: 180 (revised) Actual FY22: 301
		Digital Impressions	Projected Web Page Views: 90,000 (rev. Projected Video Views: 185,000 (rev.) Projected Unique visitors: 80,000 Actual Web Page Views: 100,649 Actual Video Views: 183,785 Actual Unique visitors: 91,776
		Evaluation: A 14-question survey was shared with teachers booking Class Notes Concerts to assist MPR in assessing if Class Notes content was valuable to their students/classroom.	Of 150 respondents: • Ave. rating of 1.4 (on a scale of 1 to 5 with 1 being the highest rating) that Class Notes was a valuable experience for students. • Ave. rating of 1.4 that students learned from their Class Notes experience. • Ave. rating of 2 that Class Notes provided useful tools for teachers.
		A 15-question survey was sent to 15 artists/groups to assist MPR in assessing if being featured on Class Notes had an impact on their growth as MN artists. 40% response rate.	Of 6 respondents: • A majority felt being featured as part of Class Notes was extremely valuable, benefited them as artists, and helped more people to be aware of their music. • 83% found tremendous value. 17% found some value. • 67% replied that being featured definitely benefited them as artists.

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Live Events/Arts Access	0.10	Live Events	Projected: 1-2 (rev.)
Includes Bring the Sing and Artist performances at the Minnesota State Fair Achieved all of the outcomes	(FY22)	MN Artists Engaged (NOTE: This does not include Class Notes Artists or artists for The Current or YourClassical.) Event Attendees	FY22: 1 (plus State Fair performanes) Projected: 16 FY22: 7 groups (48 individuals) Projected (rev.): 500 FY22: 572 (Bring the Sing Solstice)
Highlighting and Preserving MN History and Culture		North Star Journey from MPR News (Launched March 14, 2022)	
Includes North Star Journey and MPR Archive		Number of Broadcasts	35 stories
Achieved all of the outcomes		Number of Digital Stories	39 (many broadcast stories are also digital)
		On-Air Listenership Web Page Views Downloads	31,500 343,819 2,130
		MPR Archive Stories Digitized	FY21: 60,897 new audio files and 1,915 transcripts added to Archive database FY22: 77,500 new audio files added to Archive database, 7,500 archival catalog records in the MPR Archive system
		Stories Accessible via Public Portal	FY21: 221 stories added,1,894 records were updated with additional metadata, etc., 10 new collections curated FY22: 752 stories added and updated, 20 new collections curated
		Web Page Views	FY21: 8,565/month FY22: 8,797/month

FTE		
	Assessment Method	Measurable Outcomes
	Learning Exchange Initiative:	
(1122)	Indigenous Roundtable Events	3
	Event Attendees	350
	Learning Exchange Community Journalists	2
	Evaluation: 1st Event: An 8-question survey was sent to 135 Roundtable attendees to assist MPR in assessing if content was valuable to them. 25% response rate.	Of 34 respondents: • 85% rated the presentation from Dr. Anton Treur as the most meaningful part of the event. • 35% rated the Q&A as the most meaningful part of the event. • 32% rated the breakout discussions as the most meaningful part of the event.
	2 nd Event: An 8-question survey was sent to 95 Roundtable attendees to assist MPR in assessing if content was valuable to them. 15% response rate.	Of 15 respondents: • 93% rated the panel with Leah Lemm and Scott Russell as the most meaningful part of the event. • 60% rated the Q&A as the most meaningful part of the event. • 47% rated the breakout discussions as the most meaningful part of the event.
	3 rd Event: An 8-question survey was sent to 116 Roundtable attendees to assist MPR in assessing if content was valuable to them. 22% response rate.	Of 25 respondents: • 72% rated the personal statements as the most meaningful part of the event. • 12% rated the Q&A as the most meaningful part of the event. • 36% rated the breakout discussions as the most meaningful part of the event.
	Radio Camp:	
	Number of Camps	FY21: 2 one-week camps FY22: 1 one-week camps
	Number of Community Partners	FY21: 4 FY22: 4
	High School Campers	FY21: 16 students FY22: 12 students
	Number of Stories Created	FY21: 16 stories FY22: 6 stories
	Evaluation: A 10-question survey was shared with 12 Radio Camp participants to assist MPR in assessing if training content was valuable to them. 83% response rate.	Of 10 respondents: • 100% indicated they felt comfortable using the audio and editing equipment. • 80% indicated that they felt prepared for their interviews. • 60% said they are interested in a career in broadcast journalism after their Radio Camp experience. • Students expressed attending the Indigenous and Community Media Roundtable event as their favorite part of Radio Camp.
	FTE Positions 0.26 (FY22)	O.26 (FY22) Learning Exchange Initiative: Indigenous Roundtable Events Event Attendees Learning Exchange Community Journalists Evaluation: 1st Event: An 8-question survey was sent to 135 Roundtable attendees to assist MPR in assessing if content was valuable to them. 25% response rate. 2nd Event: An 8-question survey was sent to 95 Roundtable attendees to assist MPR in assessing if content was valuable to them. 15% response rate. 3rd Event: An 8-question survey was sent to 116 Roundtable attendees to assist MPR in assessing if content was valuable to them. 22% response rate. Radio Camp:

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Real-Time Program	0.5	Survey	1,500 respondents
Opportunities	(FY22)	Geographies Represented	Statewide
Minnesota's Diverse			
Communities Survey Achieved all of the outcomes		Racial/Ethnic Communities Represented	Black, Indigenous, Latinx, Hmong, other Asian Minnesotans, and White
removed an of the outcomes		Services Supported	MPR News, YourClassical MPR, The Current
		Reports Created	10 reports: core survey findings plus 9 focused sub reports including one focused on Arts and Culture.
		Surveys Web Page Views	5,804
		Arts and Artists in MN: Diversity, Data and Discussion Video Views (published July 12, 2022)	193
MADD N. T. C		ng Minnesota Artists: Details across the 3	
MPR News: The Changing Face of Minnesota: Told through Arts and Culture	2.94 (FY22)	Number of Broadcasts	66 stories
Workplan Details	Reflected above under	Number of Digital Stories	89 (many broadcast stories are also digital)
Includes MPR News Arts Coverage, Art Hounds	Highlighting MN Artists	Number of MN Artists/ Ensembles/Arts Orgs/Events Covered	128+ (many Art Hounds mentions include multiple artists)
Achieved all of the outcomes		Number of Cities/Towns Featured	42
outcomes		Art Hounds: % of Greater MN Communities	36%
		On-Air Listenership Downloads Web Page Views Social Media Followers	31,500/week 2,694/month (Art Hounds podcast) 2,118/month 10,700 followers (Facebook, Twitter)
		Evaluation: A 15-question survey was sent out to artists/groups featured on Art Hounds to assist MPR in understanding if being featured on Art Hounds had an impact on them as MN artists.	Of 52 total respondents: • A majority would recommend Art Hounds to other artists and indicated the exposure benefited their careers. • 71% answered that being featured on Arts Hounds was very valuable. • 27% highlighted that it definitely led to new artistic opportunities. • 58% highlighted that it definitely made people more aware of their art.

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
YourClassical MPR	1.89	Regional Recordings:	
Morkplan Details continued Includes Regional Recordings, Digital Features, and the Choral Works initiative (Choral Stream and Bring the Sing)	(FY22) Reflected above under Highlighting MN Artists	MN Artists/ Ensembles Recorded On-Air Listenership	17 (many were recorded multiple times) 6,900/week (MN Orchestra) 15,600/week (SPCO) 9,100/week (Project DJ)
Achieved all of the outcomes		YourClassical MPR Online: Web Page Views	2,219/month (Digital Features) 70/month (Project DJ)
		Diversity in Stories (Geographic and Communities Represented)	Of 23 Minnesota Classical Stories published, 44% were related to Greater Minnesota and 39% featured BIPOC and/or women musicians
		Choral Works Initiative: Streaming Requests (Choral Stream) Video Views	30,090/month 252,070 (Facebook, YouTube)
		Choral concert at St. Michael-Albertville Number of Performances Created	9 videos
		MN Artists/Ensembles Recorded	4 groups (800 individuals)
		Bring the Sing Duluth: MN Artists/Ensembles Engaged	2 groups
		Event Attendees	125
		Evaluation: A 16-question survey was sent out to 23 artists/groups to assist MPR in understanding if being featured as part of YourClassical's Digital Features had an impact on their growth as MN artists.	Of 4 respondents: • All said they would highly recommend being featured on YourClassical MPR and found the program at least "somewhat useful" in promoting their music to wider audiences. • 3 indicated that being featured "definitely helped" make more people were aware of their music; 1 responded "somewhat helped." • 4 indicated being featured "somewhat helped" lead to new opportunities.
The Current Workplan Details continued Includes The Local Show and The Duluth Local Show, The Current Streams (Local Current, Purple Current, and Radio Heartland), The Current	6.69 (FY22) Reflected above under Highlighting MN Artists		Overall, in FY22 The Current aired 800+ Minnesota artists who received 15,000+ spins for nearly 1,000 hours of music. 700 new local songs were added to the Current's library in FY22. Minnesota artists received an additional 150,000 spins on The Current Streams.
Digital Programming, Achieved all of the outcomes		The Local Shows: On-Air Listeners	17,800/week (The Local Show) 200/week (The Local Show Duluth)
		% Devoted to New/Emerging MN Artists	60%

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
The Current Workplan Details continued Includes The Local Show and The Duluth Local Show, The Current Streams (Local Current, Purple Current, and Radio Heartland), The Current Digital Programming,	6.69 (FY22) Reflected above under Highlighting MN Artists	The Current Streams: Local Current Stream Requests Video Views Purple Current Stream Requests Video Views Radio Heartland Stream Request Video Views	7,240/month 10,443 total 27,158/month 10,836 total 73,936/month 37,319 total
Achieved all of the outcomes		Carbon Sound	No data available. Launched June 2022.
		The Current Studios: The Current Blog Videos of MN Artists Digital Posts about MN Artists	29 319
		Video Views Web Page Views	546,404 total 39,000/month
		MN Artists/Groups Engaged (MN Sessions and Line Check)	10
		Evaluation: A 16-question survey was sent out to artists/groups who had been featured on the Local Show, the Duluth Local Show, and Line Check to assist MPR in understanding if being featured on The Current had an impact on them as MN artists.	Of 5 respondents: • 4 rated being featured on The Current as valuable and that they would highly recommend being featured on The Current to others. • 2 indicated that being featured "definitely helped" make more people were aware of their music; 2 indicated "somewhat helped." • 2 indicated being featured "definitely helped" lead to new opportunities.

Sources for outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, 2021-2022, Persons 6+.
- Page view data from Google Analytics, 2021-2022.
- Stream request data from Triton Digital, 2021-2022.
- Video views from Facebook, Twitter, Instagram & YouTube, 2021-2022.