

**ACTIVITIES SUPPORTED BY THE  
MINNESOTA LEGACY ARTS AND  
CULTURAL HERITAGE FUND**

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Minnesota Public Radio's Fiscal Year 2024  
July 1, 2023 - June 30, 2024



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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.” Minnesota Public Radio (MPR) achieves the state of Minnesota’s goals through MPR News, YourClassical MPR, The Current, and live events programming, as well as archiving our regionally created and distributed content. Information about MPR’s activities can be found on our website: [mpr.org/public/legacy-amendment-projects](http://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.

MPR is proud that the Minnesota Legislature has chosen to allocate ACHF funds for our work across the state. 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 2024 fiscal year and supported by the following ACHF Grant:

MPR Fiscal Year 2024 (July 1, 2023 – June 30, 2024) – \$2,050,000 total award

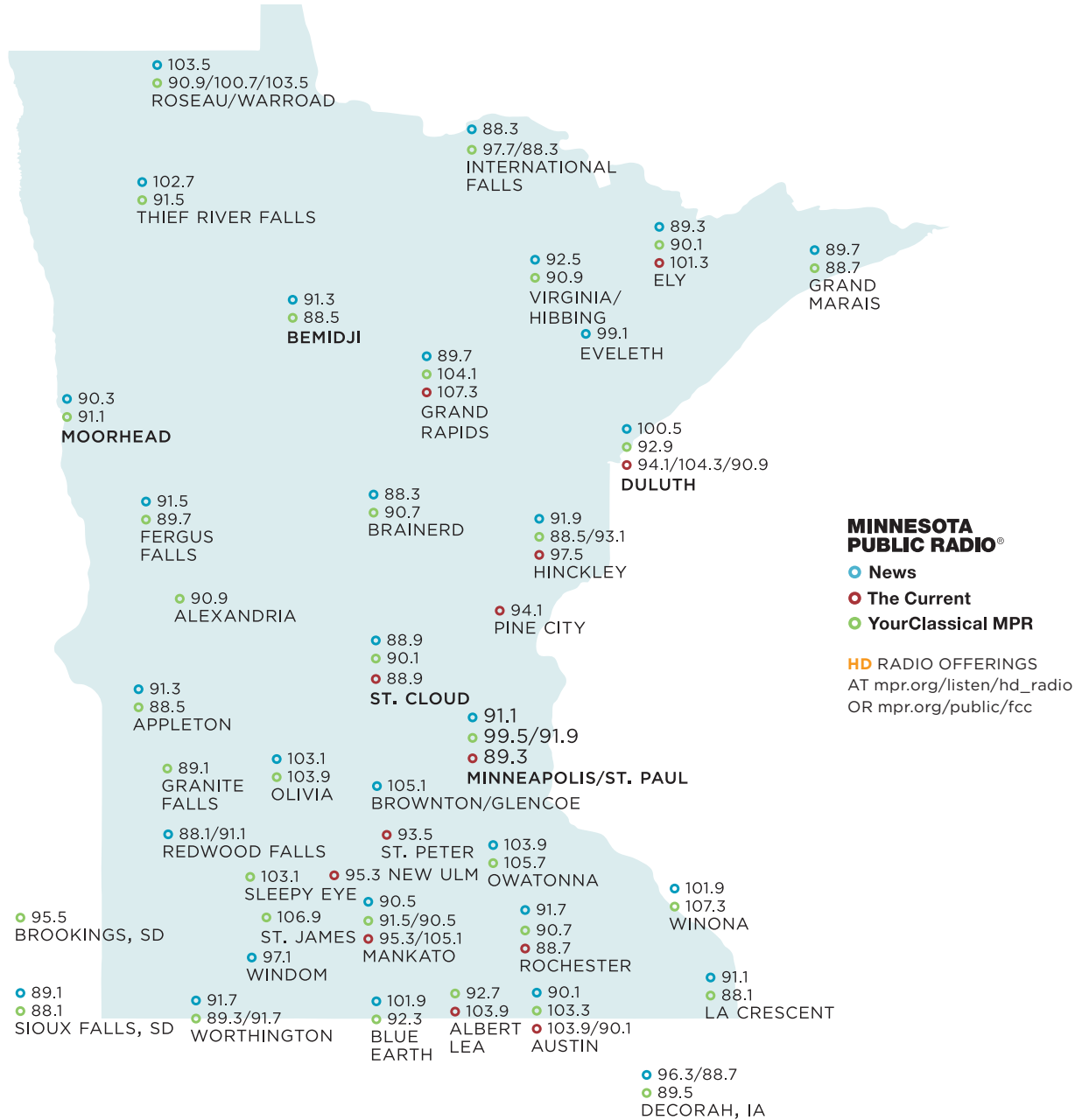
- ACHF Grant administered by the Department of Administration (Minnesota Laws, 2013 Regular Session, Chapter 137, Article 4, Section 2, Subdivision 6)

## Cost of Report Preparation

The total cost for Minnesota Public Radio to prepare this report was approximately \$1,400. 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,



“Innovate through collaboration and co-creation” is one of the five key pillars of Minnesota Public Radio’s (MPR’s) strategic plan that is guiding our work through 2027. MPR’s ability to advance the Minnesota Arts and Cultural Legacy Amendment’s public broadcasting priority to expand Minnesotans’ *“knowledge, information, and access to arts, and Minnesota’s history and cultural heritage”* is only made possible through this commitment to partnership.

MPR’s work to amplify arts, culture, and history in Minnesota across our services and across the state provides a model for how MPR can lean into this strategic pillar. Serving nearly one million listeners each week, MPR and its three regional services—MPR News, YourClassical MPR and The Current—produce and present programming for radio, digital on-demand and live audiences. MPR broadcasts on 45 stations that serve Minnesota and its neighboring communities, with 41 translators providing additional local coverage. From idea, to reaching audiences on whatever platform they prefer, MPR’s Legacy content is sustained by dozens of external, as well as internal, acts of collaboration and co-creation.

Here’s what collaboration and co-creation looked like at MPR for our Legacy programming in FY24:

- One hundred twenty-nine (129) arts and culture events across the state, highlighted by listeners for more than 30,000 weekly listeners through Art Hounds stories on MPR News.
- Three (3) Class Notes Community Concerts, new partnerships in Greater Minnesota to add performances for the public in the places where our Class Notes Program brings musicians into schools; Class Notes reached more than 50,000 students in FY24.
- A five-day summer Youth Radio Camp that helped a dozen high school students hone their skills in telling the stories of their communities, planned and executed by MPR News with Three-Sixty Journalism, KRSM Radio, and MIGIZI.
- Live performances by three (3) Minnesota artists for the 200,000 people who attended St. Paul’s annual summer event, Grand Old Day, made possible by a partnership between The Current and Grand Old Day.
- Eight (8) unique music mixes shared by local DJs every other Wednesday on Carbon Sound, connecting these artists with fans across the state and the country through streaming.
- Twenty-four (24) Friday evening concerts from Minnesota Orchestra, broadcast live on YourClassical MPR from Orchestra Hall, making these performances available free of charge to 8,300 listeners across Minnesota each week.

In addition to these external partnerships, much internal collaboration and co-creation among MPR staff goes into bringing these experiences to Minnesotans. They include people ranging from our reporters to our hosts and producers who capture what’s going on throughout Minnesota. They include our media operations team that records our content and makes it sound extraordinary and the network engineers who make sure our programming can reach up to 95% of Minnesotans via MPR’s stations and translators across the state. There are a lot of people here at MPR working together to amplify extraordinary artists, musicians, dancers, writers, actors, directors, historians, and culture bearers who are highlighted in this report.

On behalf of our nearly one million weekly listeners, thank you for the extraordinary support of The Minnesota Legacy Amendment’s Arts and Cultural Heritage Fund that supports the many partnerships that make this local content possible.

Sincerely,

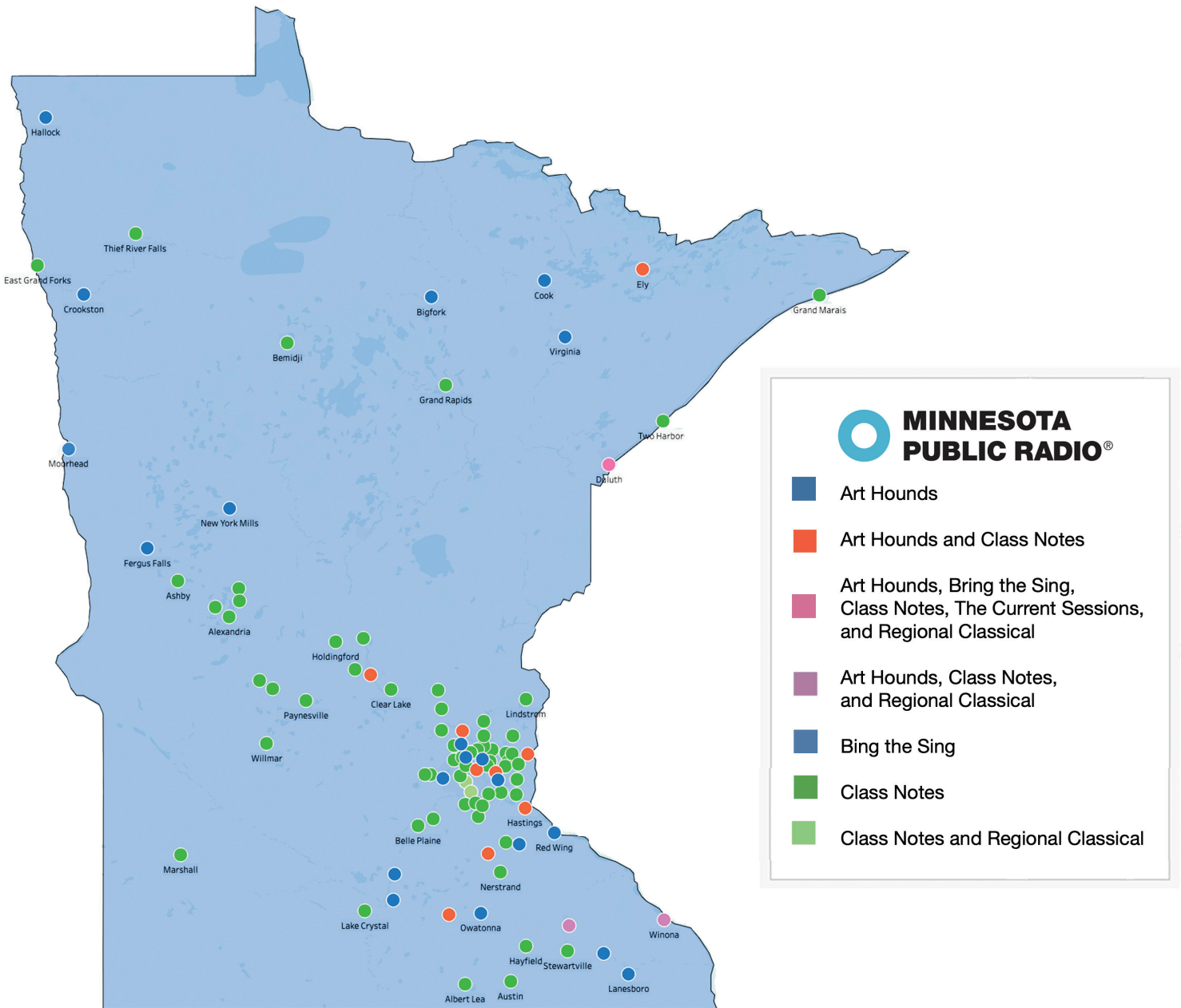
A handwritten signature in black ink, appearing to read "Duchesne Drew". The signature is fluid and cursive, written in a professional style.

Duchesne Drew  
MPR President



**ACTIVITIES SUPPORTED BY  
THE MINNESOTA LEGACY  
ARTS AND CULTURAL  
HERITAGE FUND  
JULY 1, 2023 - JUNE 30, 2024**

Minnesota is a culturally rich and diverse state. MPR's goal is aligned with that 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 provides programming via special events, YourClassical MPR, MPR News and The Current.



# MINNESOTA LEGACY ARTS AND CULTURAL HERITAGE FUND

## HIGHLIGHTING MINNESOTA ARTISTS

Fiscal Year 2024 was busier than ever for MPR's three regional services – MPR News, The Current, and YourClassical MPR – when it came to highlighting Minnesota's arts and cultural community. And our services were able to get out into the community with more live events for more people across Minnesota.

“Minnesota Public Radio has long been and continues to be one of Minnesota's greatest assets”  
–MPR Listener

### MPR News

MPR News' arts and cultural coverage, made possible by the Minnesota Legacy Arts and Cultural Heritage Fund, helps Minnesota artists and Minnesota audiences connect, highlighting arts and cultural news and happenings from throughout the state. We cover this across MPR News, including on Morning Edition and All Things Considered, and MPR News with Angela Davis. Minnesota Now also included programming focused on Minnesota history, which is detailed on page 21.

### MPR News: Arts and Cultural Coverage

Our FY24 stories reflect the excitement and challenges of working in Minnesota's arts and cultural ecosystem. We saw organizations celebrate big anniversaries (Greywolf Press and the Art Shanty Project) and major achievements (The Guthrie Theater's *Henriad* trilogy) while other important institutions closed (the Cowles Center and the Old Log Theater). Three Minnesotans were honored with Guggenheim fellowships (Dyani White Hawk, David Mura, and Lamar Peterson) while another had his work removed from the sculpture park he founded (Franconia Sculpture Park founder John Hock). Meanwhile Minnesota museums are adapting to new federal regulations around how they can display, provide research access to or repatriate Native American human remains and objects in their collections.

Our outstanding arts team includes editor Max Sparber and reporters Alex V. Cipolle and Jacob Aloï. Together with other reporters from across the state, MPR News was able to report on nearly 100 arts and culture stories this year. The arts team continued MPR News Arts Briefs, a guide that consolidates and highlights what's going on in Minnesota's art and added art reviews.

### Highlights of FY24 coverage include:

The **Minneapolis Institute of Art** partnered with **Catholic Charities Twin Cities** Higher Ground campus on a unique opportunity for residents: [Drawing connection: Art class unites formerly unhoused men with case managers](#)

Artist **Russell Sharon's** show in Randall, MN **embraced his lifelong obsession with nature**, including repurposing tree branches into dancing sculptures: [Roots of the Dancing Debutantes](#)

Local artists came together for the Pumpkin Artist Workshop to carve masterpieces for the Jack-O-Lantern Spectacular: [Smashing: The artists behind the pumpkins at the Minnesota Zoo](#)

The entire community of Ely came together to support middle and high school students putting on a Disney musical **after they won a national contest** to have the rights: [“North Woods Arendelle: With Disney's blessing, Ely stages “Frozen the Musical”](#)

The **Native American Graves Protection and Repatriation Act (NAGPRA)** passed updated regulations in January 2024 **affecting museums** across the state: [Minnesota museums adapt to new federal rules regarding Native American objects and remains](#)



**LEFT:** Dyani White Hawk. (Photo: John D. and Catherine T. MacArthur Foundation) **MIDDLE:** Minneapolis artist Susannah Belbas. (Photo: Alex V. Cipolle for MPR) **RIGHT:** Alison Poppler with Lucy Luthens at Ely Memorial High School. (Photo: Erica Dischino for MPR)

**Greywolf Press**, an independent non-profit publisher of short stories, poetry, novels, nonfiction and translated works, **celebrated an important anniversary:** [Greywolf Press celebrates 50 years of publishing wild literature](#)

Local visual artist **Dyani White Hawk**, writer **David Mura**, and painter **Lamar Peterson** were among 175 fellows chosen by **John Simon Guggenheim Memorial Foundation:** [Three Minnesotans announced as Guggenheim Fellows](#)

Mixed Blood Theatre’s **production of “The Most Spectacularly Lamentable Trial of Miz Martha Washington”** looks at questions of justice and racial equality: [Last chance review: “Miz Martha Washington” and the ghosts of slavery](#)

**The Cowles Center for Dance & The Performing Arts**, ceased operations in March after facing financial issues: [As Cowles Center closes, local dancers reflect on its impact](#)

### **MPR News: Art Hounds**

As part of MPR News’ Arts and Cultural coverage, each week three Minnesotans or “Art Hounds” tell us about an arts event they want to highlight for others. Art Hounds represents the best of public media, inviting listener voices onto our airwaves, helping us reach into every part of the state with our coverage, and fostering connections between arts and culture lovers. Art Hounds stories can be found [here](#).

Art Hounds is overseen by a talented team passionate about the arts in Minnesota. It is produced by Emily Bright, with support from Art Hounds Ambassador and scheduler Denzel Belin.

#### **Art Hounds by the Numbers:**

- Art Hounds featured 129 artists or performances, of which 39% were in Greater Minnesota, in 10 of the 11 Regional Arts Council Districts including:

Greater Minnesota: Appleton, Austin, Bemidji, Bird Island, Buffalo, Duluth, Ely, Fergus Falls, Franconia, Grand Rapids, Granite Falls, Hinkley, International Falls, Lanesboro, LeCenter, Madison, Mankato, Milan, Monticello, Moorhead, New Prague, Northfield, Ortonville, Owatonna, Puposki, Red Wing, Spring Grove, St. Cloud, and Winona. St. Croix River Valley and Cannon River Valley.

Seven-county metropolitan area: Bloomington, Eagan, Excelsior, Hopkins, Lakeville, Minneapolis, Saint Louis Park, Saint Paul, and White Bear Lake. One show that took place in Minneapolis featured artists from the Red Lake Nation.

- Art Hounds is always finding new and interesting forms of cultural expression to cover. This year it shared a wide variety of arts and cultural activities for all ages, including all genres of theater (Shakespearean to experimental), dance, interactive multimedia installations, poetry, all forms of 2D visual art, sculpture (including textiles and Nordic silverwork), music (from chamber music to gospel to a demonstration of the power of music for people with dementia).





**FIRST:** BYoung Dance in “Organic Knitting” at the 2022 Off-Kilter Cabaret (Photo: Courtesy of Off-Leash Area) **SECOND:** Fiber artist Lydia Hansen with crocheted mushrooms. (Photo: Courtesy Lydia Hansen) **THIRD:** “Life Sucks” at Open Eye Theatre. (Photo: Courtesy Girl Friday Productions and Open Eye) **FOURTH:** The Bakken Ensemble. (Photo: Courtesy of Nate Ryan)

### A Few of Our Favorite Art Hounds Stories from FY24:

In October, Art Hounds [focused on new works](#), including a loose adaptation of “Uncle Vanya” by playwright Aaron Posner called “Life Sucks,” a concert by Winona Symphony Orchestra featuring work by three contemporary Minnesota composers, and a performance by the Bakken Ensemble at the MacPhail Center in Minneapolis.

In November, Art Hounds [highlighted events in all corners of the state](#), including a Native American gallery show at the Northwoods Friends of the Arts in Cook, “Off-Kilter Cabaret,” featuring artists living and making art with a range of mental and physical abilities, and the Commonwealth Theatre Company production of the musical “She Loves Me.”

In January Art Hounds [drew our attention to unique arts experiences](#), including Minnesota Opera’s Elixir of Love, a nocturnal dance performance on a frozen lake by Morgan Thorson, and artist Cecilia Cornejo Sotelo’s interdisciplinary art project traveling southeast Minnesota that transforms community interviews about home and belonging into a series of quilts.

In April, Art Hounds [celebrated Minnesota’s creators past and present](#), including an exhibit in Stillwater of new artwork by Dougie Padilla memorializing artist Jim Denomie, a one-woman play based on the life and letters of Zelda Fitzgerald staged at Yellow Tree Theatre in Osseo, and a performance by the Bakken Ensemble inspired by the cosmos.

Also in April, Art Hounds [showcased textiles as well as young musicians](#), with the “Musicians on the Rise – Competition Winners Recital” at the Ordway in St. Paul featuring high school and college students, a textile exhibit, “Making Climate Change Visible” featuring knitted wire by Carolyn Halliday, and a Native American fashion show at the Tweed Museum at the University of Minnesota Duluth.

In June, Art Hounds [spanned various artistic genres from fiber art to music and dance to theater](#), including a hike with Fiber artist Lydia Hansen to see her life-sized crocheted models of native mushrooms tucked along the trail outside of Rochester, Duluth-stämman, a gathering that included Nordic folk music, dance, and workshops, and local playwright Liqing Xu’s “Devoured: Notes on Love and Enmeshment,” at Southern Theater in Minneapolis.

“Art Hounds consistently delivers great word-of-mouth for our small theatre that has an almost non-existent advertising budget.” -Artist featured on Art Hounds

“I’ve always viewed the MN creative community as connected, and Art Hounds is one of the reasons for that. Anyone in the arts scene can be featured and that feels unique in that it’s a rare ‘level playing field.’” - Artist featured on Art Hounds

## 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 is an industry leader in amplifying the local music scene, consistently winning awards, breaking artists and exposing Minnesota artists to national audiences as well because our programming influences what other noncommercial radio stations play. In FY24, The Current featured 850+ Minnesota artists, who received more than 16,000 spins.

"When my partner and I moved to the Twin Cities, The Current gave us a way to feel connected to our new community. We trust The Current to give us info on events and shows in the area. Thank you for all the fun!!" -Current Listener

## MINNESOTA MUSIC CHANNELS

### The Local Show

Sunday evenings from 7 p.m. to midnight The Current's Local Show with host Diane Miller gives radio listeners a window into the best in Minnesota music from all genres, including emerging metro and regional Minnesota musicians as well as Minnesota musicians who've become nationally recognized names.

Each week features a variety of artists curated by Diane, sometimes organized around a theme such as a [Minnesota State Fair live music preview](#), [October album releases](#), [highlights of outstanding local emcees and upcoming live events](#), [best Minnesota songs of 2023 + holiday music](#), [honoring of the 40th anniversary of Purple Rain](#), and [celebrating Pride](#).

The Local Show also provides an opportunity for audiences to hear artists perform live and learn more about them through one-on-one interviews with Diane. Performances and interviews are also shared with audiences via The Current's digital channels which includes features at [thecurrent.org](#) and our [YouTube channel](#), which surpassed 450,000 subscribers in FY24. See also The Current Studios summary below.



**FIRST:** Nur-D performing with the Minnesota Orchestra in The Current Studio. (Photo: Evan Clark for MPR) **SECOND:** Laamar and bandmates perform at The Current. (Photo: MPR) **THIRD:** Dessa and Aviva Jaye. (Photo: Evan Clark for MPR) **FOURTH:** Dessa and Joshua Holmgren. (Photo: Evan Clark for MPR)

### Highlights of FY24 Local Show Sessions include:

**An interview and live performance with rapper [Nur-D and DJ Hayes](#) and four members of the Minnesota Orchestra ahead of their performance at Orchestra Hall in April 2024.**

**An interview and live performance with poet, writer, rapper and songwriter [Dessa along with Joshua Holmgren and Aviva Jaye](#) at their visit to The Current studios to perform three tracks from Dessa's most recent release, *Bury The Lede*.**

**An interview and live performance with** [buzzed about artist Laamar](#) on finding his voice, his band's sound, and his next record.

**An interview with viral TikTok star and Walker native Ber**, who was The Local Show's Artist of the Month, about her new, unreleased music, as well as her collaboration and writing process.

"This Minnesotan is so honored. Thank you to the DJ's and fans that are spinning and listening at @thecurrent for your endless support this year... To be recognized and heard in this way is so unexpected and kind and all I can say is thank you very very much."  
-Ber

### The Morning Show

The Morning Show is a daily morning show hosted by Jill Riley that features local news breaks on music and culture across the region. Though not dedicated exclusively to local music, The Current has been using this popular listening window to amplify the work of local musicians through the Gig List, a curated list of local events and artists coming to local venues, music history and interviews, and promotions for artists.

### The Current Streams

The Current streams make it possible to offer uniquely curated playlists highlighting Minnesota's contemporary musicians all day, every day. In addition to the Carbon Sound stream, detailed later in this report, our Legacy-supported streams include:

**Radio Heartland** (listen [here](#)), which features acoustic, Americana and roots music streaming 24/7. In addition, each weekday from 9 a.m. to noon, the show is hosted by Mike Pengra. As of this past year, Radio Heartland highlighted local musicians with new music, including Luke LeBlanc, Barbaro, The High 48s, The Roe Family Singers, and Sarah Morris, and also hosted in-studio sessions and interviews. Radio Heartland's YouTube Channel continues to attract audiences, with 199,000 followers. Radio Heartland is also broadcast on The Current Sunday mornings from 7-8 a.m.

**An interview and live performance with Luke LeBlanc**, who plays songs from "Places" on Radio Heartland.

**Purple Current** (listen [here](#)) focuses on the legacy of Prince and the music he inspired through our library of over 750 titles from his genre-spanning career and amplifying artists who shaped the Minneapolis sound. The innovative work behind Purple Current as a streaming experience from The Current led MPR to launch Carbon Sound.

"The Current plays a stunning variety of music and always lifts my mood. I love that they sponsor so many new bands." -Current Listener



Luke LeBlanc in The Current Studio. (Photo: Evan Clark for MPR)



she's green (from left to right): Kevin Seebeck, Liam Armstrong, Zofia Smith, Teddy Nordvold, and Raines Lucas. (Photo: Nate Ryan for MPR)





**FIRST:** Lady Midnight at MPR. (Photo: Jaida Grey Eagle for MPR) **SECOND:** The core of Saltydog; from left, brothers Jacob and Owen Mahon and Calvin Lund. (Photo: Mark Nicklawske for MPR) **THIRD:** Gully Boys. (Photo: Bump Opera for MPR)

## THE CURRENT STUDIOS

The Current Studios is a digital editorial initiative that creates weekly content posted at [thecurrent.org](http://thecurrent.org) and [carbonsound.fm](http://carbonsound.fm) as well as on social media; it includes local profiles of artists, interviews, show reviews, coverage of arts and cultural events in Minnesota, and creation of playlist-driven content, often produced by hiring local content creators. Coverage features artists from across Greater Minnesota and includes profiles of emerging voices, local events, and niche genres that are often not included by other media sources. The Current Studios published 192 digital posts during FY24.

In 2024 The Current profiled many great members of Minnesota’s vibrant local music community, highlighted for The Current by local writers and photographers. Artists featured included: [KC Rae](#), [Semisonic bassist John Munson](#), [Ber](#), [Lady Midnight](#), [Charlie Parr](#), [Nat Harvie](#), [The Gully Boys](#), [Remo Drive](#), [Duluth-based Saltydog](#), [Trash Date](#) and [Spider John Koerner](#). The Current also marked the passing of several influential Minnesota musicians including [Efren Luis Maldonado](#), keyboardist for Minneapolis-based alt-rock acts 12 Rods and Plastik Boxes, Zuzu’s Petals frontwoman [Laurie Lindeen](#) and [Ben Larson](#), a Duluth-based rap poet formerly of Crew Jones and Southwire.

The Current also published news and information about the industry, including an [interview with Peter Jespersen](#), who discovered and managed The Replacements, on his new book; coverage of [First Avenue’s first Rock Lottery](#), where five newly bands formed have just two days to write and rehearse before they compete; a conversation with [Jon Clifford](#), proprietor of HiFi Hair, a two-seat hair salon that is also a record shop; a profile of [Drew Kinkade and Flavor World](#), his expanding creative brand which is part of the art, fashion and music scenes; and [The Revolution performing at First Avenue](#) in Minneapolis in June.

Other digital features include monthly editions of [The Scouting Report](#) highlighting 10 Minnesota artists actively performing and/or releasing new music, to represent the high volume of submissions we receive. Each report includes a short summary of the artists’ work as well as a sample track.

We polled the local music industry for the April edition of The Scouting Report and 253 unique artists were chosen overall. The top 10 artists (actually 11 because of a tie) who received the most support are highlighted [here](#) and included she’s green, Clare Doyle, Ber, Laamar, Prize Horse, Molly Brandt, Chutes, Zora, Ricki Monique, Riotgrrrrldarko, sahn.

“Honored to be featured in the first ever Minnesota Music Month Scouting Report and to be @thecurrent Artist of the Month! You can read our interview and check out the other amazing artists at the link in bio, and catch us chatting with @dianealsoraps on air 89.3.”  
-she’s green



**LEFT:** Drew Kinkade at The Flavor Shop. (Photo: Nikhil Kumaran for MPR) **MIDDLE:** Eric Caranza and Mary Cutrufello performing in the Rock Lottery. (Photo: Laura Buhman for MPR) **RIGHT:** Jon Clifford. (Photo: Shelly Mosman for MPR)

### LOCAL MUSIC EVENTS AND ENGAGEMENT

The Current works to increase engagement within our local music community through the activation, amplification, and promotion of local music events. This includes production of local performances in front of live audiences as well as the promotion of local events by independent promoters. The Current promoted 92 Minnesota music events featuring local artists in FY24.

We amplify local music through the [Gig List](#), a calendar where Minnesota artists can share information about their upcoming concerts with Current audiences, as well as promotions and giveaways on The Current, Carbon Sound, and Radio Heartland. In addition, The Current offers regular engagement on Instagram to celebrate anniversaries, email newsletter inclusions, and more.

The Current creates video content of live concerts making them accessible to people across the state and the nation. Highlights from FY24 live performances include:

#### The Minnesota State Fair August-September 2023

Every year, MPR takes advantage of its presence at the Minnesota State Fair to host many performances by musicians at its booth and at Dan Patch Park. This is outlined in greater detail in the Event section of this report. A few highlights from FY24 captured to be shared with Current audiences include:

[Kiss the Tiger](#) at an MPR Day Session at Dan Patch Park at the State Fair

[Cactus Blossoms](#) at an MPR Day Radio Heartland Session at Dan Patch Park at the State Fair



**FIRST:** Kiss the Tiger. (Photo: Darin Kamnetz for MPR) **SECOND:** Nolan Sellwood and his band. (Photo: Aaron Reichow for MPR) **THIRD:** Your Smith at Grand Old Day 2024. (Photo: Sara Fish for MPR)

#### Emerging Artists Showcase January 2024

The Emerging Artist Showcase provides a platform for musicians who are in the beginning phases of their careers and builds a portfolio of recorded work to advance their career. The 2024 Emerging Artists Showcase took place at Duluth’s Masonic Temple. The evening featured performances by two artists selected by curator Aby Wolf, a Twin Cities-based musician.

[Folk talent Nolen Sellwood at the Showcase](#)  
[Singer-songwriter Carisa at the Showcase](#)  
[Aby Wolf and Eric Mayson at the Showcase](#)



### Minnesota Music Month April 2024

Minnesota Music Month celebrated local music throughout the month of April, highlighted on air, online, and with four live shows in Saint Paul, to showcase our thriving Minnesota music community. Legacy funding supported a live recording of The Local Show at MPR’s UBS Forum and made it possible to create audio and video recordings from the other shows for our digital channels so that they are accessible to all Minnesotans.

[Anna Graves performs a three-song set at MPR](#)  
[Porcupine performs three-song set at MPR](#)

### Grand Old Day June 2024

For the second year in a row, The Current had a [live show as part of Grand Old Day 2024](#) in Saint Paul. Performers at The Current’s Grand Stage were Yam Haus, Your Smith, and Charlie Parr. DJ and The Current host Shane Kramer provided tunes in between sets.

### Carbon Sound



Carbon Sound, launched by The Current in June 2022, is a standalone stream dedicated to the depth, breadth, and influence of Black music, with an eclectic mix of genres like hip-hop, R&B, electronic, Afrobeat and local music. Content is shared 24/7 on the [stream](#) with twelve hours of live content a week with host Sanni Brown. In addition, Carbon Sound content is shared on “The Message,” The Current’s hip-hop and R&B show, also hosted by Sanni. Carbon Sound received an average of 4,100 stream requests monthly in FY24.

Carbon Sound features a dynamic playlist. Content director Julian Green adds new music weekly posted on the website and also invites listener suggestions. In FY24, Carbon Sound featured more than 12,000 spins of local music featuring 149 local artists. In addition, Carbon Sound’s stream, YouTube channel, and website include interviews with local artists and Twin Cities community figures. It also regularly partners with local community concerts and events.



**FIRST:** Mayyadda. (Photo: Amaya Peña for MPR) **SECOND:** First Avenue celebrates 50 Years of Hip-Hop. (Photo: Liam Armstrong for MPR)  
**THIRD:** REIKI. (Photo: Amaya Peña for MPR) **FOURTH:** Timothy Wilson. (Photo: Eric Xu Romani for MPR)

Carbon Sound published 67 features on its [website](#) in FY24 , including Sanni interviewing a number of artists who stopped by Carbon Sound studios:

[L.A. Buckner](#) talked about his upcoming album “Norfside,” a project paying homage to the musical and cultural influence yielded by North Minneapolis, the presence of Minnesota music across all genres today, and a whole lot more.

[Zora](#) shared about music she's been working on since the release of her first album, themes and sounds people can expect from her next album, and her everlasting love for hip-hop and performing.

MC, producer, drummer, and visual artist [Greg Grease](#) discussed his love of music that started with his musical family and was evident as young preschool.

[Gigi Berry \(DJ Omgigi\)](#) talked about a number of her creative endeavors including Gigi's Flair Emporium, how her dance parties came to be, and more.

Carbon Sound features also included a profile of local self-taught musician and internet sensation [Mayyadda](#); photos and video footage from [First Avenue's celebration of 50 years of hip-hop](#) in October 2023; a conversation with punk-fueled R&B musician [REIKI](#); a look at a collective of local DJs [Crimes Against Ravers \(CAR\)](#), which is core to the Twin Cities underground rave scene; and a profile of the owner and operator of City Lights Music [Timothy Wilson](#).



FIRST: MKwey at Carbon Sound's studios. (Photo by Julian Green for MPR) SECOND: DJ JEN-E at Carbon Sound's studios. (Photo by Julian Green for MPR) THIRD: Alexis Rose at Carbon Sound's studios. (Photo: Julian Green for MPR) FOURTH: Zora at Carbon Sound's studios. (Photo: John Kueppers for MPR) FIFTH: Greg Grease at Carbon Sound's studios. (Photo: John Kueppers for MPR) SIXTH: Omgigi at Carbon Sound's studios. (Photo by John Kueppers for MPR)

### DJ Mixes

In December 2023, Carbon Sound introduced a new feature, bi-weekly original mixes from DJs across the Twin Cities, all of which can be found [here](#). Highlights from FY24 include:

**Kwey** stopped by for a global music-inspired DJ mix, featuring Afrobeats and Amapiano grooves. Listen here: [Kwey's DJ mix](#)

**DJ JEN-E** joined us in the studio to lay down a set full of energetic techno, sure to get you moving wherever you listen. Listen here: [DJ JEN-E's DJ mix](#)

**Alexis Rose**, a resident DJ at Modist Brewing in Minneapolis and a fixture of house dance floors across the Twin Cities, recorded a blend of subgenres of house music. Listen here: [Alexis Rose's DJ mix](#)

### Live Performances

Carbon Sound hosted six live events throughout the year and amplified more than 60, including performances at the Minnesota State Fair and a showcase at the Amsterdam Bar & Hall as part of Minnesota Music Month:

[MMYYKK for the Minnesota Music Month Showcase](#)  
[Zora for the Minnesota Music Month Showcase](#)

"Carbon Sound has actively promoted and supported the local DJ and dance music scene not only through support and promotion, but by directly platforming artists. That's powerful." –Artist featured on Carbon Sound

## 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. This also includes 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. Through this programming, YourClassical MPR highlighted more than 500 Minnesota musicians in FY24.

"I end up leaving YourClassical MPR on 24 hours a day because I never tire of the beauty, culture, and education that I've gained from your incredible programming and hosts. Despite a life steeped in classical music, nearly everyday I hear something that's new, thrilling, and energizing!" -YourClassical MPR Listener

## YourClassical MPR: Classical Minnesota Stories

During FY24, we published [five features](#) about people who are making important contributions to Minnesota's music scene. We also produced three original videos, which are shared in the Choral Works section below.

**Highlights of FY24 coverage include:**

**A concert featuring a premiere work for women's voices**, honoring a longtime St. Olaf College choral conductor: [Choral legend Sigrid Johnson to be honored with premiere of "Song in My Heart"](#). The concert took place at Central Lutheran Church in Minneapolis.

**The annual high-school marching band championship at U.S. Bank Stadium** which featured Minnesota bands, nearly half of which were from Greater Minnesota: [Relive 34 high school marching bands' shows at 2023 Youth in Music Championships](#). With an online gallery with more than 100 photos, this coverage proved to be very popular again this year with more than 5,500 page views.

"So excited for each and every one of these bands! The marching arts are alive in Minnesota!" -YourClassical MPR Listener

**A look at how longtime Children's Theatre Company resident music director and composer served as a one-man band** for a local show: [Victor Zupanc brings "Alice in Wonderland" to musical life](#). Zupanc played keyboard, violin, guitar, accordion, kazoo and "lots percussion things" for the play.

**A profile of Michael McIntosh, percussion designer:** [Meet the Minnesota music educator behind the top drumline in the country](#). The Cavaliers' drumline won the award for best percussion performance at the Drum Corps International World Championships in summer 2023.



**FIRST:** Igrid Johnson conducts the Manitou Singers during a St. Olaf Christmas Festival. **SECOND:** Victor Zupanc. (Photo: Children's Theatre Company)  
**THIRD:** Hastings High School in Music Marching Band Championships. (Photo: Dack Nehring for MPR)



### Regional Recordings and Choral Works

Each year Legacy funds help support MPR's efforts to amplify classical music in Minnesota. One of the most important ways this is accomplished is through regional recordings of music performances across the state by MPR's Media Operations team. This year, MPR's staff captured the annual Minnesota Beethoven Festival in Winona; performances by Cantus; a performance with Kenny Broberg as part of the Matinee Musicale in Duluth; and the Minnesota Opera, as well as live performances by the Minnesota Orchestra and the Saint Paul Chamber Orchestra (SPCO). And we traveled to Rochester and Duluth and across the Twin Cities with even more regional performers. Thanks to these partnerships, audiences across the state were able to tune in to hear an excerpt from the Mount Calvary "Buxtehude Cantata" concert and the Minnesota Orchestra and Minnesota Chorale performance of Handel's "Messiah," among many other performances.

"We are grateful for the opportunity to have choral music shared more widely through the partnership with YourClassical MPR. We have benefited by having listeners be able to hear our performances, which encourages them to attend our concerts."

-Artist featured on YourClassical MPR

### Highlights of FY24 Regional Recordings include:

Your Classical MPR recorded the annual [Minnesota Beethoven Festival](#), which brings in top-tier international artists alongside Minnesota Orchestra concerts, making these extraordinary performances available to audiences across the state. This is the opening performance with Steven Isserlis and Connie Shih.

A performance and recording of Cantus and the Canadian Brass [Gabrieli's "Litaniae Beatae Mariae Virginis"](#), made for YourClassical MPR.

A performance and recording of Rochester's Choral Arts Ensemble [Celebrate Earth Day with the Choral Arts Ensemble's "The Wisdom of Nature"](#), which included new works by Minnesota composers Carol Barnett and Timothy Takach.

YourClassical MPR's Choral Works Initiative helps highlight Minnesota's outstanding choral community through several avenues. Music by Minnesota's revered choral groups is available 24/7 through YourClassical MPR's [Choral Stream](#). We also host choral groups in our studios and work with them to produce original content which helps them attract new audiences. Finally, YourClassical MPR also helps audiences of all ages participate in making music through Bring the Sing community choral events.



**FIRST:** Choral Arts Ensemble. (Photo: Erin Sinnwell) **SECOND:** Cantus. (Photo: Provided) **THIRD:** The Lakes Area Music Festival in Brainerd. (Photo: Provided)

### Highlights of the Choral Works Initiative in FY24 include:

The Augsburg/Mirandola Collective performed with the Voces8 Scholars on two songs, Paul Smith's breathtaking ["The Day Sky"](#) and Charles Wood's majestic ["Hail, Gladdening Light"](#). Voces8 Scholars' curriculum includes a recording residency at MPR's studios each fall with Minnesota-based composers and performers.

In partnership with Class Notes, a Twin Cities based choir which brings over young singers and musicians from South Africa and the Democratic Republic of Congo to live and perform, was recorded at Harding High School: [29:11 International Exchange brings African music traditions to Harding High School in St. Paul.](#)

In March 2024, YourClassical MPR partnered with the College of St. Scholastica to host the 5th year of Bring the Sing Duluth. This community choral event drew both returning attendees and newcomers alike. This year marked a special edition with the inclusion of high school choirs. Ten high schools from Minnesota and Wisconsin engaged in an honor choir morning session led by St. Scholastica's Director of Choral Activities Dr. Richard Carrick, and then participated in Bring the Sing in the afternoon. Also in attendance were middle school students from the Lake Superior Youth Chorus.

YourClassical MPR provides additional exposure for Minnesota classical musicians and groups as well as deepening understanding about the industry through our online features, broadcast discussion of upcoming events through Host John Birge's [Birge's Picks](#), aired weekly on Fridays, and through Project DJ.

Project DJ is a chance to get to know some of Minnesota's up and coming young musicians as they share their favorite classical music pieces. To help infuse fresh perspectives into our playlists, YourClassical Host Steven Staruch invites young performers, aged 14 to 24, to join him as co-hosts for "Friday Favorites". The guest DJs get a chance to share their background and passion for music, introduce pieces from the playlist and share favorite pieces. Sixteen different DJs participated in FY24. For more on the young people who have participated, you can find them [here](#).



**FIRST:** 29:11 International Exchange at Harding High School. (Photo: MPR) **SECOND:** The Augsburg/Mirandola Collective performed with the Voces8 Scholars. (Photo: MPR) **THIRD:** Bring the Sing Duluth. (Photo: Maria Isley) **FOURTH:** Host Steve Staruch with Project DJ co-hosts Charity Duran and Jacob Barsness at the State Fair MPR. (Photo: Ines Guanchez for MPR)

## SUPPORTING MINNESOTA MUSIC EDUCATION

### 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 designed with standards-based learning objectives in mind.

Demand continued to be incredibly high for Class Notes experiences in FY24. Class Notes served more than 53,000 students in 168 unique schools across 86 districts with in-person and digital programming. Nearly 20% of Class Notes concerts happened outside of the seven-county metro area and 49% of Class Notes student audiences qualified for free or reduced-price lunch.



**FIRST:** Box Cat Music. (Photo: Jenny Cvek for MPR) **SECOND:** Siam's Congo Roots. (Photo: Jenny Cvek for MPR) **THIRD:** Flipside Percussion. (Photo: Jenny Cvek for MPR) **FOURTH:** Afoutayi Dance Music and Arts Company. (Photo: Jenny Cvek for MPR)

**Class Notes featured 15 ensembles representing 37 artists during the 2023-24 school year:**

- Afoutayi Dance Music and Arts Company
- Alma Brasileira
- Box Cat Music
- e(L)ement
- Flipside Percussion
- Helen & Mikey
- Heliopsis
- Mirandola Ensemble
- Nanilo
- Ninebark Ensemble
- OK Factor
- The Paper Clips
- Siam's Congo Roots
- Titambe West African Dance Ensemble
- Wood N' Wind

The [Class Notes website](#) was launched in February 2023. The new standalone website consolidates years of Class notes content, from virtual concerts to more than 100 lesson plans, in a user-friendly format to make it easy for teachers and parents to find what they need. Examples of content available on the website:

**Virtual Concert: Border CrosSing.** Border CrosSing presents music from all over Latin America, spanning 400 years of history. They also offer a Spanish-language version of their programming. This concert includes a Concert Guide and a Concert Script to aid teachers and suggested learning extensions.

**Meet the Composer: Gabriela Lena Frank.** Here's one lesson in a series of 18 that features a diverse array of composers. Ms. Frank comes from Lithuanian, Chinese, and Peruvian heritage and often speaks about how this background influences her musical compositions.

**Music & Meditation: Relax.** Here's one lesson in a series of six to promote mindfulness and social/emotional support for students and their teachers. It features guided breathing and mindfulness exercises paired with solo cello music.

### **The Value of Class Notes in the Classroom**

Class Notes asks for formal teacher and student evaluations from every Class Notes visit. We are grateful that we have high response rates and that we continually have positive feedback, including in FY24.

The Class Notes team found that student responses indicated good alignment with the learning objectives. In addition, common themes in their responses included using music as a tool for social emotional regulation, as a way to connect, and as an aid to learning:

“The Class Notes Program has transformed music education offerings for our students. We are the new-to-country site for high school students arriving from other countries, and the world-class performers and artists they get to engage with opens their minds to performers as real people and instruments as real things. They get to sit just feet away from instruments that are played in both traditional and contemporary ways, hear the stories from performers about how they were exposed to their instruments and how they followed their hearts to create the life of musicianship that they dreamed of.”

-Music Teacher, Minneapolis



“Please continue to offer these concerts! Rural schools need exposure to great musicians and music! My students were so impressed. They took lots of musical ideas from the concert. The ensemble’s connection was amazing and honest.” - Music Teacher, Alexandria



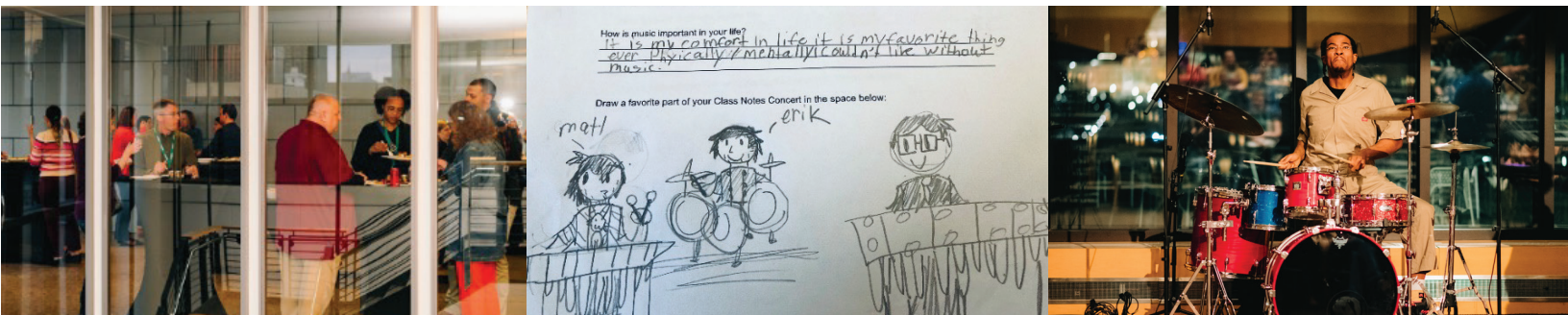
**LEFT:** Wood N' Wind Class Notes Concert. (Photo: Courtney Perry) **MIDDLE:** Wood N' Wind Class Notes Concert. (Photo: Courtney Perry) **RIGHT:** Wood N' Wind Class Notes Concert. (Photo: Courtney Perry)

### Educators help us shape our programming

Class Notes strives for continuous improvement in its service to schools. In addition to post-program evaluations, the Class Notes team regularly reaches 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.

Teachers are critical to making the Class Notes Program work and we wanted to show our appreciation with a new event. In March, Class Notes invited teachers to MPR’s headquarters for a reception, a tour of our studios, and a live concert.

Teachers got to meet and mingle with class notes artists, like Djenane and Fofu from Afoutayi, and a concert in MPR’s UBS Forum. Performers included The OK Factor; Charles Lazarus from the Minnesota Orchestra joined by his son, Kai, and Tommy Barbarella on piano; and L.A. Buckner & Big Homie. Tommy shared a touching story about the impact his high school choir teacher had on his career and life trajectory. Then the event came full circle when L.A. Buckner noticed his former third grade teacher in the audience and the crowd went crazy.



**LEFT:** Class Notes Teacher Appreciation Event. (Photo: Jenny Cvek for MPR) **MIDDLE:** Class Notes student response. **RIGHT:** L.A. Buckner Homie at Class Notes Teacher Appreciation Event. (Photo: Photo: Jenny Cvek for MPR)

## 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 extraordinary live events that bring audiences together with local artists, other community organizations, and each other. In FY24, we were happy to be able to offer in-person experiences designed to meet different audience interests, including a new addition in Greater Minnesota – Class Notes Community Concerts.

### Class Notes Community Concerts

After a small pilot, YourClassical MPR began collaborating with Class Notes artists, who do music education in schools, to offer concerts to the wider community while they are in town. There was one additional event scheduled for Worthington this year that had to be canceled due to a snowstorm.

FY24 Class Notes Community Concerts included:

**A concert at Winona State University in March** featuring [Alma Brasileira](#) performing traditional folk from Brazil and original compositions. More than 60 people attended.

**A concert at Castle Danger Brewery in Two Harbors in May** featuring [The Paper Clips](#) trombone quartet which drew out trombone enthusiasts and band directors from the region. More than 120 people attended.

**A concert at Bernie’s Restaurant in East Grand Forks in May** featuring [e\(L\)ement](#), a flute and harp duo. Nearly 80 people attended.

“Awesome and unique program LIVE in my area! Had a great time and was delighted to know these musicians are in our schools! THANKS”

-Class Notes Community Concert Attendee

“This was my first time [attending an MPR event]. I had never heard of MPR.”

-Class Notes Community Concert Attendee



**LEFT:** e(L)ement in East Grand Forks. (Photo: Kristi Booth for MPR) **MIDDLE:** Class Notes Community Concert with Alma Brasileira in Winona. (Photo: Benazir Kerezoudis for MPR) **RIGHT:** Class Notes Community Concert with The Paper Clips in Two Harbors. (Photo: Maria Isley for MPR)



## Rock the Cradle

Rock the Cradle is an annual collaboration between MPR and the Minneapolis Institute of Arts (Mia), and Children’s Theatre Company (CTC) that brings families with young kids together for a day of exploring music, arts, and culture. MPR and its partners hosted Rock the Cradle in June 2024, allowing for lots to do both outdoors and indoors.

Our Rock the Cradle events offered a mix of fun activities for people of all ages to inspire creativity, from longtime favorites such as the Kids’ Disco with DJ Ayisha Jaffer from The Current, visits from MPR’s Smash, Boom, Best kids podcast team to hands on arts and crafts, including making a musical instrument, building a paper house and face painting. For those who wanted a more active experience, there was Music in Motion with CTC Training Artists, and a derby race. And of course, there was plenty of live music from a variety of artists. More than 5,500 people attended.

### Our FY24 Rock the Cradle artistic partners:

Aric Beganek and R.O.C.K.  
David Billingsley and Guests  
O’Shea Irish Dance  
Riffin Griffin  
Salsa Del Soul

In addition, YourClassical MPR and The Current offered other live experiences, including Minnesota State Fair shows with a variety of artists including Kiss the Tiger, The Cactus Blossoms, BLU BONE, and Known MPLS Choir on MPR Day. You can find all of the artists who performed, including at the Camp MPR booth here: [The Current 2023 State Fair Artists](#) and [YCMPR 2023 State Fair Artists](#). MPR also participated in the 2024 Twin Cities Pride Event in June.

Between Class Notes Community Concerts, Rock the Cradle, and MPR presented performances at the State Fair, audiences were able to connect with fifteen live groups representing more than 100 individual Minnesota artists.

“I think public radio is the equalizer for presenting music and art that doesn’t fall into mainstream genres. I’m always discovering new artists, especially local ones that I come to truly enjoy and would have never discovered through streaming algorithms.”  
-MPR Listener



**FIRST:** Rock the Cradle. (Photo: Darin Kamnetz for MPR) **SECOND:** The Cactus Blossoms. (Photo: Eric Xu Romani for MPR) **THIRD:** 2024 Pride Event. (Photo: Nicole Neri for MPR)

## HIGHLIGHTING AND PRESERVING MINNESOTA'S CULTURE AND HISTORY

### North Star Journey

North Star Journey is a project of MPR News celebrating the history and culture of diverse communities across Minnesota. North Star Journey seeks to bring new understanding of our state, what brought us to today, and where we are headed in the future, all while highlighting the leaders who have helped enact change.

In FY24, reporters across the state produced nearly 30 content pieces shared on Morning Edition and All Things Considered, as well as online. North Star Journey content was also featured regularly in hour-long segments on MPR News with Angela Davis, which reaches a weekly audience of nearly 75,000. North Star Journey covered a wide range of topics over the past year, from the historical work toward equality to the promising ways that diverse Minnesota communities are embracing their cultures and what it means to be Minnesotan. All North Star Journey stories can be found [here](#).

#### Highlights of Legacy supported North Star Journey stories for FY24:

**A visit with Zak Amin, who teaches English as a Second Language and now Kurdish:** [Kurdish language class bridges generations and cultures in a Moorhead classroom](#). He started a new class for Kurdish students to learn about their language as Kurdish is spoken in the homes of 239 families with students in Moorhead Public Schools.

**A conversation with some members of Hmong Cornhole:** [Inside Hmong Cornhole, the largest cornhole club in Minnesota](#). Launched in 2021, it now has about 120 players with weekly events in Minneapolis and St. Paul.

**A look behind the scenes at Teatro del Pueblo's "Romeo and Juliet: Love in a Time of Hate":** [From Verona to Nogales with a Latino adaptation of "Romeo and Juliet"](#) The play was rewritten to include characters speaking Spanish and performing spoken word poetry — and centers in Latin American culture.

**A visit to Milan, MN where families from the Federated States of Micronesia have been building community:** [For more than 20 years Micronesians have made Milan their home](#). The Micronesian community has boosted Milan's once declining population and brought a new energy to town.



**FIRST:** A Micronesian girl is depicted in a mural on Main Street in Milan. (Photo: Ben Hovland for MPR News) **SECOND:** The Hmong Cornhole club at the National Guard Armory in Minneapolis. (Photo: Judy Griesedieck for MPR News) **THIRD:** Writer James Curry (left) and artist Tom Nguyen (right). (Photo: Kerem Yücel for MPR News)

A conversation with Justis Brokenrope, who is Sicangu Lakota and has collected vinyl by Native American musicians for the past decade: [Lakota vinyl collector revitalizes Indigenous music, language one record at a time](#). He shares music with the digital world through curated music sets on YouTube.

A visit with James Curry, author of *Hate Stings*, a graphic novel based on his ancestor who was part of the Black regiment during the Civil War and eventually made his way to Minnesota: [Hastings natives create graphic novel from difficult hometown history](#). Curry has partnered with fellow Hastings resident and renowned comic artist Tom Ngyuen to bring the story to life.

A visit to the congregation of the Church of the Assumption in Richfield: [As church's Latino population grows, so does Our Lady of Guadalupe celebration](#). Parishioners line up before the doors open for the musical event to celebrate the feast day for Our Lady of Guadalupe, the patron saint of Mexico.

An interview with the founders of ConFluence, a pop culture convention that is BIPOC-centered and BIPOC-led: [Nerds of color assemble for ConFluence this weekend](#). Confluence is part of a larger movement among Minneapolis's artists of color to create spaces for themselves, rather than waiting for opportunities from others.

A look at the first museum in Minnesota devoted to the Indigenous perspective on treaty rights, environmental justice and culture which opened in Park Rapids: ["In the North" - Minnesota's first independent Indigenous museum opens in an "ironic" location](#). Giiwedinong: The Anishinaabe Museum of Treaties and Culture is housed in the former Carnegie Library.

Angela Davis interviews civil rights leader Josie Johnson: [Josie Johnson, iconic Minnesota civil rights activist, on hope and her legacy](#). The conversation also includes Daniel Bergin, an executive producer at Twin Cities PBS and producer of the new documentary "Hope in the Struggle: The Josie Johnson Story."

"It was the working of the Black people before me who had set a stage for equality and justice, and for whom that work would benefit our children." —Josie Johnson

Angela Davis interviews two brothers from Northern Minnesota who are writers and college professors: [Power Pair: Brothers David Treuer and Anton Treuer on writing and Ojibwe culture](#). The Treuer brothers discuss their latest books and how their close relationship continues to evolve.



**FIRST:** A celebration for Día de la Virgen de Guadalupe at the Church of the Assumption. (Photo: Nicole Neri for MPR News) **SECOND:** Dr. Josie Robinson Johnson. (Photo: Doualy Xaykaothao for MPR) **THIRD:** Justis Brokenrope with Winterhawk's "Electric Warriors." (Photo: Kerem Yücel for MPR News)



## Minnesota Now and Then

Minnesota Now, MPR's daily noon show with Cathy Wurzer (now hosted by Nina Moini) tells stories from throughout the state through live, unscripted interviews, launched a new series focusing on Minnesota history last year. The name of this recurring segment - Minnesota Now and Then - was suggested by one of our listeners. The Minnesota Now team produced thirteen stories, from Minnesota's early days to the more recent past. All Minnesota Now stories can be found [here](#). Many of these stories are produced in partnership with the team in the MPR Archives, as they provide access to our historical content and ensure it is available in digital formats.

Highlights from our FY24 coverage include:

The story behind the 55-foot statue that has made its home in Blue Earth since 1978: [How the Green Giant became "Jolly"](#). The MPR team found that the origin of this character dates back to the 1920s.

A look back at how this Minnesota State Fair thoroughfare got its name: [The surprising story behind Dan Patch Avenue](#). Dan Patch was one of Minnesota's most famous athletes and he was also a harness racehorse.

A story pulled from our MPR Archives about Duluth's annual offering of 7,000 free turkey dinners: [Duluth Thanksgiving feast feeds thousands](#). Back in 2009, MPR went to the Duluth Entertainment and Convention Center to go behind the scenes on the preparations for the event, now in its 34th year.

A profile of a hockey legend from Warroad: [Henry Boucha's legacy and impact on Minnesota](#). When he died in September 2023, Minnesota Now and Then remembered Boucha as a hometown hockey star from Warroad, an Olympic silver medalist, and a player with the NHL's Minnesota North Stars.

The R.W. Lindholm Service Station has an interesting story: [Frank Lloyd Wright's Minnesota legacy ... in a Cloquet gas station?](#) The station opened in 1958 and is still in use today. Frank Lloyd Wright died a year after it opened.



**FIRST:** The Jolly Green Giant statue in Blue Earth. (Photo: John Cross | The Free Press via AP 2015) **SECOND:** Dan Patch and a driver. (Photo: Courtesy of the Minnesota Historical Society) **THIRD:** Lindholm's service station in Cloquet, MN. (Photo: Tom Weber for MPR) **FOURTH:** Henry Boucha in 1969. (Photo: Minneapolis Tribune, courtesy of the Minnesota Historical Society)

## MPR Archive

The Minnesota Legacy Arts and Cultural Heritage Fund continues to be essential to the MPR Archive as it supports the preservation of and access to Minnesota history through the unique audiovisual collections in the Archive. The MPR Archives covers cultural and historical events of Minnesota since MPR began. By preserving important news stories, local narratives, and community voices, this work fosters engagement, promotes educational opportunities, and amplifies Minnesota's rich and unique history for future generations. It serves as a collaborative hub for researchers, educators, and the public.

Work funded by the Legacy Amendment includes preserving daily digital and broadcast content and recordings; digitizing and preserving at-risk media; updating, and completing catalog records so that they fully, accurately, and respectfully describe their content; processing and preserving paper records and ephemera; publishing audio and transcriptions to the [MPR Archive public website](#); creating publicly accessible catalog records; and by creating engaging collections, stories, and content to share with Minnesotans through our website and social media platforms.

During FY24, the MPR Archive focused its work on providing public access to the archival collections. This work included completing and updating the metadata in the Archives catalog records internally and on the public facing portal - 3,300 records in all - as this increases findability on the portal and the internet. Another major effort was transcribing 623 hours, or 2,206 audio stories. Providing high-quality transcripts of the recordings on the portal also increases the findability of and access to Minnesota history because transcripts are both searchable on the website and increase SEO. Additionally, the transcripts increase accessibility of content for those who may not be able to listen to audio recordings. When choosing archival recordings for transcription, the team focused on collections and audio pieces aligned with Legacy goals. Collections transcribed include, "Poems, Poets, and Poetry," "Boundary Waters Canoe Area Wilderness: A Chronology," "Hispanic Heritage of 10,000 Lakes," and many others.

Publicly accessible content on the MPR Archive Portal continued to expand this year with the addition and updating of 275 stories on the website. The Archive also curated seven new digital collections, which exhibit and highlight related content under a singular theme, and digitized 14 stories, mostly within the Mainstreet Radio program. At the same time, more than 70,000 pieces of new broadcast content were archived.

### **New MPR Archive Collections in FY24 include:**

[Black Music in the North Star State \(50 stories\)](#)

[Mainstreet Radio \(410 stories\)](#)

[Gichigami - Moments along Lake Superior's shore \(150 stories\)](#)

[Hmong Life in Minnesota \(240 stories\)](#)

[Cryptids \(20 stories\)](#)

The Archive regularly served as an essential resource for primary source and historical content for MPR's news, information, and music services on current stories, programming, and events. In particular, the Archive worked regularly with the MPR newsroom and the Minnesota Now team to source archival materials for current stories.

### **Highlights of FY24 MPR News collaborations include:**

This July 27, 2023 MPR News story about **a new feature at the Minnesota Zoo** includes archival audio from **when the monorail opened in 1979**: [Atop former monorail track, Minnesota Zoo's new Treetop Trail set to open.](#)

A November 23, 2023 BBC **special on The Ruby Slippers** included 10 minutes of MPR regional coverage from the Archives at the end.



**FIRST:** The North Shore. (Photo: Derek Montgomery for MPR) **SECOND:** Minnesota Lynx star Maya Moore. (Photo: Jeffrey Thompson for MPR) **THIRD:** Visitors to the Minnesota Zoo are seen from the Treetop Trail. (Photo: Kerem Yücel for MPR News)

This March 29, 2024 **web story that included Maya Moore**, former Minnesota Lynx player and Olympian, **samples an interview with Moore from 2011: [MPR News highlighted 15 influential Minnesotans for Women’s History Month.](#)**

This September 12, 2023 episode of Minnesota Now with Cathy Wurzer includes archival audio from a 1993 Morning Edition story about the Minnesota Academy for the Deaf: **[How deaf education has changed in Minnesota over 160 years.](#)**

On May 2, 2024, Morning Edition’s **“On this day in Minnesota History” segment remembering Ann Bancroft at the North Pole** included audio from a 1986 Midday story.

The Archive further engaged Minnesotans and the public with regional history through its social media platforms. The Archive’s Facebook, Instagram and TikTok followers all grew in FY24 (Instagram by 45%). A post that highlighted our “Cryptids” collection received top engagement on social media.

The stories and news captured and preserved by the MPR Archive are essential to telling Minnesotans’ stories and depicting an accurate portrait of Minnesota for future generations.

## 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 FY24, this work focused on Radio Camp with the goal that participants (both mentors and students) will learn from each other and together advance narrative change.

### Youth Radio Camp

MPR News is committed to mentoring the next generation of journalists through its annual Youth Radio Camp, a collaboration with ThreeSixty Journalism at the University of St. Thomas, KRSM LPFM 98.9 (Pillsbury United Communities), and MIGIZI. The goal of the camp is to train diverse Minnesota youth to tell stories of their lives and communities. You can see more about the camp through the years [here](#).

Twelve students of color from throughout the Twin Cities attended the weeklong camp in June 2024. Partners filled the crucial role of recruiting and selecting the students.

The camp took place at MPR headquarters in Saint Paul. These aspiring journalists were mentored by MPR News staff including reporters, editors, and digital producers, as well as staff from our community partners. Over five days and under expert instruction from MPR Newsroom staff and our partners, students learned to prepare for and conduct one-on-one interviews. They recorded the interviews themselves, selected quotes, and wrote scripts. Then they recorded narration and produced the pieces. This is much the same process used by MPR News reporters.

Our partner for interviews this year was the Ordway Center for the Performing Arts in Saint Paul. Students spent time getting to know the people at the Ordway who hold key jobs behind-the-scenes. They discovered a wealth of stories. Each student got a chance to interview one of these leaders, from which they created their own original audio story. You can find student stories online [here](#).

On the last day of camp, parents, friends, and mentors joined campers, MPR staff, and community partners in a final celebration highlighting the students and their audio projects.

A few things the campers liked best about this experience:

“Seeing the behind-the-scenes of how radio is produced.”

“Interviewing and chopping up my interviewee’s voice into an interview.”

“Working with the equipment and becoming familiar with how creating a story for radio works.”

“The new friends I made and the people who helped make my story.”

Youth Radio Camp is one important way that MPR is investing in the greater media ecosystem in Minnesota. Our work with high school students from communities of color helps them build their reporting and media skills so that they can continue to tell stories that are important to them and their communities, creating new narratives. For some, it may even spark a passion to continue in media as a career pathway. If it does, MPR has also offers internships and fellowships and we would welcome them back.



**FIRST:** Ekseer Elhassan works on her story with MPR News lead producer Gracie Stockton. (Photo: Ben Hovland) **SECOND:** MPR News reporter Estelle Timar-Wilcox instructs Hannah Vang in an editing booth. (Photo: Ben Hovland) **THIRD:** Amani Davis reviews her interview tape. (Photo: Ben Hovland) **FOURTH:** Leonna Kier works on her story with MPR News editor Leah Lemm. (Photo: Ben Hovland)



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Mary Brainerd (2014)  
Former CEO, HealthPartners

Ian Friendly (2007-2019)  
Retired COO, General Mills

## HONORARY LIFE TRUSTEES

Addison (Tad) Piper (1986-1995) (1999-2008)  
Retired Chairman & CEO, Piper Sandler Companies, Inc.

Steven M. Rothschild (1987-2005) (2006-2018)  
Founder & Chair Emeritus, Twin Cities Rise

## PRESIDENT EMERITUS

William H. Kling (1973-2011)  
Green Island Group, LLC

DATE: Denotes beginning of current term or current consecutive terms.



**Minnesota Public Radio**  
**Fiscal Year 2024 (July 1, 2023 - June 30, 2024)**

FY24	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
<b>Salary and Benefits</b>	253,319.43	345,529.71	425,828.68	397,507.24	1,422,185.06
<b>Contracted Services</b>	58,665.95	74,435.08	114,818.74	199,678.26	447,598.03
<b>Marketing and Advertising</b>	5,201.41	-	8,574.70	56,714.16	70,490.27
<b>Production and Supplies</b>	1,230.75	4,398.21	6,607.76	15,489.92	27,726.64
<b>Digital Equipment</b>	-	-	-	-	-
<b>Travel</b>	-	-	-	-	-
<b>Total</b>	\$318,417.54	\$424,363.00	\$555,829.88	\$669,389.58	\$1,968,000.00

**Details and Outcomes**  
**Fiscal Year 2024 (July 1, 2023 - June 30, 2024)**

Reporting per:

- Minn. Stat. [3.303, Subd. 10](#)
- Minn. Stat. [129D.17, Subd. 2 \(d\)](#)
- Minn. Stat. [129D. 19, Subd. 5](#)

<b>Project Title</b>	<b>FTE Positions</b>	<b>Assessment Method</b>	<b>Measurable Outcomes</b>
<p>Highlighting Minnesota Artists</p> <p><i>Please see detailed breakdown for MPR News, The Current, and Classical MPR.</i></p> <p><i>Achieved all of the outcomes</i></p>	<p>9.24 (FY24)</p>	<p>Stream Requests</p> <p>Web Page Views</p> <p>Video Views:</p> <p>On-Air Listeners</p>	<p>1,233,262 total</p> <p>Actual FY24: 676,370 total</p> <p>Actual FY24: 915,101 total <i>(does not include social media for all services)</i></p> <p><u>MPR News</u>            Art Hounds: 31,600/weekly*            MPR News with Angela Davis: 75,100/weekly            MN Now: 79,100/weekly            Morning Edition: 159,800/weekly            All Things Considered: 185,400/weekly</p> <p><i>*Indicates a regular weekly window for content. Other Arts and Culture, North Star Journey, and MN Now content varies in what time/frequency it is aired.</i></p> <p><u>The Current</u>            The Local Show: 10,900*            The Morning Show: 90,600            The Current overall (some local content played across shows): 292,993/weekly</p> <p><i>*Indicates a regular weekly window for content. Other local music and programming on The Current varies in what time/frequency it is aired.</i></p> <p><u>YourClassical MPR</u>            Live MN Orchestra Concerts: 8,300*            SPCO Concerts: 13,400*            Project DJ: 10,100            YMPR overall (Regional Recordings varies): 193,936/weekly</p> <p><i>*Indicates a regular weekly window for content. Regional Recordings and other local content varies in what times/frequency it is aired.</i></p>
<b>Project Title</b>	<b>FTE Positions</b>	<b>Assessment Method</b>	<b>Measurable Outcomes</b>
<p>Supporting Music Education for Minnesota Students</p> <p>Class Notes Program</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.13 (FY24)</p>	<p>Students Reached</p> <p>MN Artists Engaged</p> <p>Schools/Districts Participating</p> <p>Minnesota Counties Served</p>	<p>Projected: 25,000 Actual: 53,504</p> <p>Projected: 14 groups (revised) Actual: 15 groups (37 artists)</p> <p>Projected: 100/50 Actual: 168/86</p> <p>Projected: 30 Actual: 31 (additional geographic reach digitally) <span style="float: right;">29</span></p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Supporting Music Education for Minnesota Students continued</p> <p>Class Notes Program</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.13 (FY24)</p>	<p>Digital Impressions</p> <p><u>Evaluation</u> Teachers: A 15-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.</p> <p><u>Evaluation</u> Artists: A 10-question survey was sent to artists who participated in the Class Notes Program.</p>	<p>Projected Web Page Views: 65,000 (rev.) Projected Video Views: 150,000 (rev.)</p> <p>Actual Web Page Views: 71,759 Actual Video Views: 139,263</p> <p>Of 97 respondents:</p> <ul style="list-style-type: none"> <li>● Ave. rating of 1.08 (on a scale of 1-4, 1=the highest rating) that Class Notes was a valuable experience for students.</li> <li>● Ave. rating of 1.15 that students learned from their Class Notes experience.</li> <li>● Ave. rating of 1.15 that Class Notes provided useful tools for teachers.</li> </ul> <p>Of 23 respondents:</p> <ul style="list-style-type: none"> <li>● 99% of respondents considered Class Notes extremely valuable.</li> <li>● 88% found being featured on Class Notes definitely helped make audiences more aware of their art.</li> <li>● 77% found Class Notes definitely helped lead to other opportunities.</li> <li>● 100% would highly recommend Class Notes to other artists and musicians.</li> </ul>
<p><b>Project Title</b></p>	<p><b>FTE Positions</b></p>	<p><b>Assessment Method</b></p>	<p><b>Measurable Outcomes</b></p>
<p>Supporting Minnesota’s Public Media Ecosystem</p> <p>Radio Camp in FY24</p> <p><i>Achieved all of the outcomes</i></p>	<p>0.57 (FY24)</p>	<p>Number of Camps</p> <p>Number of Community Partners</p> <p>High School Campers</p> <p>Number of Stories Created</p> <p><u>Evaluation:</u> Participants: MPR fielded a 5-question survey with Radio Camp participants.</p>	<p>Projected: 1 one-week camp Actual: 1 one-week camp</p> <p>Projected: N/A Actual: 3</p> <p>Projected: 12 students Actual: 12 students</p> <p>Projected: 6 stories Actual: 12 stories</p> <p>Of 10 respondents:</p> <ul style="list-style-type: none"> <li>● Ave. rating of 4.7 (on a scale of 1-5, 5=the highest rating) that Youth Radio Camp was a valuable experience.</li> <li>● 80% indicated they would attend another Radio Camp if that was possible in the future.</li> </ul>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Highlighting and Preserving MN History and Culture Workplan Details continued</p> <p>Includes North Star Journey, Minnesota Now, and MPR Archive</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.65 (FY24)</p>	<p><b>North Star Journey from MPR News</b></p> <p>Number of Broadcast Stories</p> <p>Number of Digital Stories <i>Note: all broadcast stories are also digital.</i></p> <p>On-Air Listenership Morning Edition, All Things Considered, MPR News with Angela Davis</p> <p>Web Page Views</p> <p><u>Evaluation</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for North Star Journey coverage.  <i>Note: 97% of survey respondents identified as White/Caucasian alone, 3% as mixed race.</i></p> <p><b>Minnesota Now and Then from MPR News</b></p> <p>Number of Broadcast/Digital Stories <i>Note: All Minnesota Now stories are broadcast and digital</i></p> <p>On-Air Listenership</p> <p>Web Page Views</p> <p><b>MPR Archive</b></p> <p>Utilization of archival content by MPR regional services</p> <p>Publish content to the public portal</p> <p>Enhance searchability of audio content by publishing transcriptions</p>	<p>Projected: Up to 12 stories Actual: 26 stories</p> <p>Projected: Up to 12 stories Actual: 29 stories</p> <p>Projected: N/A Actual: 159,800/week (ME), 185,400/week (ATC) 75,100/week (AD)</p> <p>60,949 total</p> <p>Of 24 survey respondents:  <ul style="list-style-type: none"> <li>● 82% found it extremely valuable to learn about the culture and history of BIPOC communities in MN.</li> <li>● 94% feel that NSJ stories definitely or somewhat helped increase their understanding of the history and culture of diverse communities in MN.</li> </ul> </p> <p>Projected: N/A Actual: 13</p> <p>Projected: N/A Actual: 79,100/week</p> <p>Projected: N/A Actual: 14,832 total page views</p> <p>Projected: determined by services Actual: once per month</p> <p>Projected: N/A Actual: 275 pieces of archival audio, also curated 7 new collections including a total of 870 pieces.</p> <p>Projected: up to 250 hours transcribed Actual: 623 hours transcribed/2,206 transcripts (1 per story)</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Highlighting and Preserving MN History and Culture Workplan Details continued</p> <p>Includes North Star Journey, Minnesota Now, and MPR Archive</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.65 (FY24)</p>	<p><b>MPR Archive continued</b></p> <p>Expand catalog records/digital preservation files for digital-born audio</p> <p>Expand number of catalog/digital preservation files from analog audio</p> <p>Preservation of Physical Records</p> <p><i>Note: Rehousing physical records that include analog audio object, manuscript record, image, or ephemera archival quality boxes</i></p> <p>Web Page Views</p> <p><u>Evaluation</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for Archives</p>	<p>Projected: up to 5,000 Actual: 70,095</p> <p>Projected: up to 500 Actual: 14</p> <p>Projected: at least 1,000 Actual: 36,000</p> <p>Projected: 7-10% increase Actual: 12% increase to 5,532/month</p> <p>Of 62 survey respondents:</p> <ul style="list-style-type: none"> <li>● 77% were likely to discover the MPR Archives through MPR News.</li> <li>● 74% believe that their experience with the MPR Archives helped increase their knowledge of MN.</li> <li>● 56% were extremely positive about the quality of the content in the MPR Archives.</li> <li>● 77% of users of the MPR Archives tend to be General Users while 12% are Educators.</li> </ul>
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Live Events/Arts Access</p> <p>Includes Class Notes Community Concerts and artist performances at the Minnesota State Fair</p> <p><i>Achieved all of the outcomes</i></p>	<p>0.56 (FY24)</p>	<p>Live Events</p> <p>State Fair performances (Aug-Sept. 2023)</p> <p>Class Notes Community Concerts (March, May 2024)</p> <p>Rock the Cradle (June 2024)</p> <p>Twin Cities Pride (June 2024)</p> <p>MN Artists Engaged</p> <p>Event Attendees</p> <p><u>Evaluation:</u> Audiences: A 5-question survey about the Class Notes Community Concerts was conducted in person for each one of the events.</p>	<p>Projected: 1-2 (rev.) Actual: 4 (plus State Fair performances)</p> <p>Projected: N/A Actual: 15 groups (100+ including individuals, plus large choirs and bands)</p> <p>Projected (rev.): 5,000 Actual: 5,935</p> <p>Of 114 survey respondents:</p> <ul style="list-style-type: none"> <li>● 78% of respondents were attending their first MPR event.</li> <li>● Ave. rating of 9.73 (on a scale of 1-10, 10=the highest rating) that the respondent would recommend an MPR event to a friend or family member.</li> </ul>

Highlighting Minnesota Artists: Details across the 3 Services			
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>MPR News: Arts and Culture</p> <p>Includes MPR News Arts Coverage, Art Hounds</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.97 (FY24)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Number of Broadcast Stories</p> <p>Number of Digital Stories <i>Note: all broadcast stories are also digital.</i></p> <p>Number of MN Artists/ Ensembles/Arts Orgs/Events Covered</p> <p><b>Art Hounds:</b> % of Greater MN Communities</p> <p>On-Air Listenership</p> <p>Web Page Views</p> <p>Social Media Followers</p> <p><u>Evaluation:</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for MPR’s Arts and Culture work.</p> <p><u>Art Hounds Evaluation:</u> Artists: A 10-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. The survey included open-ended questions such as “how can the MPR News Arts Team support Minnesota’s art scene?”</p>	<p>Projected: 50 Actual: 76 stories</p> <p>Projected: 100 Actual: 132</p> <p>250+ (many stories include multiple artists)</p> <p>Projected: At least 33% Actual: 39%</p> <p>Projected: 20,000/week Actual: 31,600/week</p> <p>Projected: 500 per story Actual: 549 per story</p> <p>10,281 followers (Facebook, Instagram)</p> <p>Of 200 survey respondents:  <ul style="list-style-type: none"> <li>● 76% felt that MPR News’ local arts and cultural coverage is extremely valuable.</li> <li>● 67% felt that MPR News’ local arts and cultural coverage definitely helped to increase their knowledge of MN-based artists.</li> </ul> </p> <p>Of 32 survey respondents:  <ul style="list-style-type: none"> <li>● 81% indicated that being featured on Art Hounds was a valuable experience as an artist.</li> <li>● 78% indicated that being featured on Art Hounds helped make audiences/ people more aware of their art.</li> </ul> </p>
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>YourClassical MPR</p> <p>Includes Regional Recordings, Classical Minnesota Stories, and the Choral Works initiative (Choral Stream and Bring the Sing)</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.08 (FY24)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><b>Regional Recordings:</b></p> <p>MN Artists/ Ensembles Recorded</p> <p>On-Air Listenership</p>	<p>11 (several were recorded multiple times)</p> <p>Projected: N/A Actual: 8,300/week(MN Orchestra Concerts) 13,400/week (SPCO Concerts) 10,100/week (Project DJ)</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>YourClassical MPR Workplan Details continued</p> <p>Includes Regional Recordings, Classical Minnesota Stories, and the Choral Works Initiative (Choral Stream and Bring the Sing)</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.08 (FY24)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><b>YourClassical MPR Online:</b></p> <p>Total Number Digital Features</p> <p>Diversity in Stories (Geographic and Communities Represented)</p> <p>Web Page Views</p> <p><b>Choral Works Initiative:</b></p> <p>Streaming Requests (Choral Stream)</p> <p>Video Views</p> <p>Number of Performances Created</p> <p>MN Artists/Ensembles Recorded</p> <p>Bring the Sing Live Regional Events</p> <p>Event Attendees</p> <p><u>Evaluation</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for YCMPR’s coverage.</p> <p><u>Evaluation</u> Artists: A 10-question survey was sent out to artists/groups who are part of YourClassical MPR Regional Recordings to help us assess whether this program had an impact on them as MN artists.</p>	<p>Projected (rev.): up to 10 stories Actual: 5 stories</p> <p>Projected.: 25% related to Greater MN 40% featured BIPOC and/or women musicians Actual: 50% related to Greater MN 50% featured BIPOC and/or women musicians</p> <p>Projected: At least 300 views per story Actual: All but one story received 300+ views for a total of 8,333 total views</p> <p>Projected: 20,000/month (rev.) Actual: 22,532/month</p> <p>664,674 (Facebook, YouTube)</p> <p>3 videos</p> <p>2 groups</p> <p>Projected: up to 2 Actual: 1</p> <p>Projected: up to 500 across 2 events Actual: 175 across 1 event</p> <p>Of 200 survey respondents:</p> <ul style="list-style-type: none"> <li>● 61% felt that exposure to MN artists/composers is extremely valuable.</li> <li>● 80% felt that coverage on YCMPR helped to increase their knowledge of MN-based artists.</li> <li>● 78% felt that coverage on YCMPR helped to connect them to artists, composers, groups, or instruments they were not aware of before.</li> </ul> <p>Of 6 survey respondents:</p> <ul style="list-style-type: none"> <li>● All indicated that being featured on YCMPR was a valuable experience as an artist.</li> <li>● Most indicated that being featured on YCMPR at least somewhat helped make audiences/people more aware of their music and led to new opportunities.</li> </ul>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>The Current Workplan Details</p> <p>Includes The Local Show, The Current Streams (Radio Heartland, Purple Current), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.19 (FY24)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><b>The Local Shows:</b> On-Air Listeners</p> <p>% Devoted to New/Emerging MN Artists</p> <p><b>The Current Streams:</b> Radio Heartland Stream Requests</p> <p>Video Views</p> <p>Purple Current Stream Requests</p> <p><b>Carbon Sound</b> Stream Requests</p> <p>Video Views Web Page Views (local content)</p> <p><b>The Current Studios:</b> Videos of MN Artists</p> <p>Digital Posts about MN Artists</p> <p>Video Views Web Page Views</p> <p><u>The Current Evaluation</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for The Current’s coverage.</p>	<p>Overall, in FY24 The Current aired <b>850+ Minnesota artists</b> who received <b>16,000+ spins</b>.</p> <p>Projected: 10,000/week (rev.) Actual: 10,900/week</p> <p>60%</p> <p>Projected: 60,000/month (rev.) Actual: 61,905/month</p> <p>664,633 views/month</p> <p>Projected: 20,000/month Actual: 14,179/month</p> <p>Projected: 3,000/month (rev.) Actual: 4,156/month</p> <p>223,583 total 65,841 total</p> <p>36 videos</p> <p>Projected: Up to 400 pieces/year Actual: 192</p> <p>26,112 total (does not include social media) 76,060 total</p> <p>Of 135 survey respondents:</p> <ul style="list-style-type: none"> <li>● 71% find The Current’s coverage of local music extremely valuable.</li> <li>● 82% feel that coverage of local artists on The Current helped to increase their knowledge of MN-based artists.</li> <li>● 79% feel that coverage of local artists on The Current helped to connect them to new MN music or artists they were not aware of before.</li> <li>● 44% said that reading and/or listening to features on The Current changed the way they engage with the MN scene.</li> </ul>



Project Title	FTE Positions	Project Title	Measurable Outcomes
<p>The Current Workplan Details continued</p> <p>Includes The Local Show, The Current Streams (Radio Heartland, Purple Current), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.19 (FY24)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><u>Carbon Sound Evaluation</u></p> <p>Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, AM Update, YourClassical and Member Essentials Newsletter. There were 267 responses overall. There were 10 questions for Carbon Sound’s coverage.</p> <p><i>Note: It is possible that Carbon Sound’s core listeners were not captured through this survey’s distribution plan via email newsletters, particularly considering the low sample of aware audiences.</i></p> <p>Artists: A 10-question survey was sent out to artists/groups featured on Carbon Sound to assist MPR in understanding if being featured on Carbon Sound had an impact on them as MN artists. The survey included open-ended questions.</p>	<p>Of 22 survey respondents:</p> <ul style="list-style-type: none"> <li>● 60% feel coverage of local artists on Carbon Sound is extremely valuable.</li> <li>● 55% feel coverage of local artists on Carbon Sound helped to increase their knowledge of MN-based artists or inspired them to attend a live event.</li> <li>● 50% feel coverage of local artists on Carbon Sound helped to connect them to artists or groups they were not aware of before.</li> </ul> <p>Of 5 survey respondents:</p> <ul style="list-style-type: none"> <li>● All indicated that being featured on Carbon Sound was a valuable experience as an artist.</li> <li>● All indicated that being featured on Carbon Sound helped make audiences/people more aware of their music.</li> </ul>

**Sources for data on outcomes listed above and cited throughout report:**

- Listenership data © Nielsen Audio, 2023-2024, Persons 6+.
- Page view data from Google Analytics, 2023-2024.
- Stream request data from Triton Digital, 2023-2024.
- Video views from Facebook, Twitter, Instagram, TikTok & YouTube, 2023-2024.
- MPR Audience Insights Audience and Artist Surveys.