

Details and Outcomes
Fiscal Year 2022 (July 1, 2022 - June 30, 2023)

Reporting per:

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

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Highlighting Minnesota Artists <i>Please see detailed breakdown for MPR News, The Current, and Classical MPR.</i> <i>Achieved all of the outcomes</i>	10.49 (FY23)	Stream Requests Web Page Views Video Views: On-Air Listeners (estimated weekly cume for Legacy-funded shows only)	Actual FY22: 1,661,083 Actual FY23: 1,609,216 Actual FY22: 764,152 Actual FY23: 896,458 Actual FY22: 857,072 Actual FY23: 1,272,817 Actual FY22: 31,000+ (MPR News) 15,000+ (Classical MPR) 17,000+ (The Current) Actual FY23: 25,000+ (MPR News)* 21,300+ (Classical MPR)* 14,000+ (The Current) * *Approximate
Supporting Music Education for Minnesota Students Class Notes Program <i>Achieved all of the outcomes</i>	3.06 (FY23)	Students Reached MN Artists Engaged Schools/Districts Participating Minnesota Counties Served Digital Impressions <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.	Projected: 25,000 Actual: 56,140 Projected: 14 groups (revised) Actual: 14 groups (41 artists) Projected: 56/125 Actual: 123/195 Projected: 35 Actual: 46 (additional geographic reach digitally) Projected Web Page Views: 75,000 (rev.) Projected Video Views: 140,000 (rev.) Projected Unique visitors: 75,000 (rev.) Actual Web Page Views: 66,672 Actual Video Views: 149,779 Actual Unique visitors: 48,871 <i>Note: digital numbers were more challenging to track this year as the new standalone Class Notes website was launched mid-year in February 2023.</i> Of 152 respondents: <ul style="list-style-type: none"> • Ave. rating of 1.2 (on a scale of 1-4, 1=the highest rating) that Class Notes was a valuable experience for students. • Ave. rating of 1.23 that students learned from their Class Notes experience. • Ave. rating of 1.59 that Class Notes provided useful tools for teachers.

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Supporting Music Education for Minnesota Students Workplan Details continued Class Notes Program <i>Achieved all of the outcomes</i>	3.06 (FY23)	<u>Evaluation</u> Artists: In lieu of a survey, staff conducted an 8-question interview of 10 FY23 Class Notes Artists to assist MPR in assessing the impact of participating in the Class Notes Program and areas for improvement. Of 14 groups, 9 were represented in this survey. <i>Note: while percentages are included for how many respondents brought up a given thought, this does not mean that other artists would not have agreed with that thought if prompted.</i>	General themes: <ul style="list-style-type: none"> ● Artists aligned with Class Notes mission and core values, including a desire to reach new audiences and serve teachers and schools ● Artists enjoyed artistic freedom and professional development support in concert preparation ● Artists appreciated the opportunity for work with equitable and fair pay ● Desire for even more networking and professional development opportunities Free responses to stock questions tended to fall into four broad categories: appreciation, artist purpose, classroom management, and teacher relationship , as well as program logistics. <u>Appreciation</u> <ul style="list-style-type: none"> ● 40% expressed sheer appreciation for the existence of Class Notes. 30% expressed gratitude for the freedom to develop their own program. <u>Artist Purpose (both pragmatic and abstract)</u> <ul style="list-style-type: none"> ● 40% noted the importance of their presence for introducing their instrument Also shared: <ul style="list-style-type: none"> ● the importance of artists bringing their full authentic selves ● cultivation of students' [metaphorical] voices ● the joy of performing for children, children's own joy in response to music. <u>Classroom Management</u> <ul style="list-style-type: none"> ● 40% expressed gratitude for MPR staff insight and tools for managing the classroom <u>Teacher Relationship</u> <ul style="list-style-type: none"> ● 50% wanted the opportunity to observe teachers and/or other artists in classroom settings. ● 30% noted the positive impact of teachers having prepared their students for the concert beforehand using Class Notes materials

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<p>Live Events/Arts Access</p> <p>Includes Bring the Sing and Artist performances at the Minnesota State Fair</p> <p><i>Achieved all of the outcomes</i></p>	0.09 (FY23)	<p>Live Events</p> <p>Rock the Cradle (July 2022) Rock the Cradle (March 2023) Bring the Sing (January 2023) Twin Cities Pride Parade (June 2023)</p> <p><i>Note: Events managed the Minneapolis Bring the Sing events. The regional Bring the Sing events are reflected under YourClassical MPR.</i></p> <p>MN Artists Engaged</p> <p><i>Note: This does not include Class Notes Artists or artists for The Current or YourClassical MPR.</i></p> <p>Event Attendees</p> <p><u>Evaluation:</u> Audiences: An 8-question survey was sent to attendees of the March 2023 Rock the Cradle (RTC) event to assist MPR in assessing what audiences value to help it improve future events.</p> <p>Artists: A 14-question survey was sent to artists who participated in the Rock the Cradle and Minneapolis Bring the Sing events to assist MPR in assessing the value of being part of MPR events for artists. MPR received 3 responses.</p>	<p>Projected: 1-2 (rev.) Actual: 4 (plus State Fair performances)</p> <p>Projected: N/A Actual: 19 groups (57 individuals, plus large choirs and bands)</p> <p>Projected (rev.): 5,000 Actual: 16,700</p> <p>Of 61 respondents:</p> <ul style="list-style-type: none"> ● 85% were first time attendees of RTC ● 46% indicated the performances were their favorite part of RTC. ● Ave. rating of 6 (on a scale of 1-10, 10=highly recommended) how likely to recommend RTC to a friend or family member <p>Of 3 responses:</p> <ul style="list-style-type: none"> ● 100% believed that being featured made people more aware of their art. ● 2/3 indicated that being featured as part of an MPR event positively impacted their art and/or career ● 1/3 made connections with other performers that they did not have before. ● Ave. rating of 7 (1-7, 7=highly recommended) how likely they would be to recommend to other artists that they be featured as part of an MPR event
<p>Highlighting and Preserving MN History and Culture</p> <p>Includes North Star Journey, Minnesota Now, and MPR Archive</p> <p><i>Achieved all of the outcomes</i></p>	3.96 (FY23)	<p>North Star Journey from MPR News</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 Downloads</p>	<p>Projected: N/A Actual: 49 stories</p> <p>Projected: N/A Actual: 63</p> <p>Projected: N/A Actual: 25,200/week 105,000/week</p> <p>26,830/month 25,030 total</p>

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<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>3.96 (FY23)</p>	<p>North Star Journey continued</p> <p><u>Evaluation</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to MPR members who subscribe to the Member Essentials Newsletter. There were 190 responses overall.</p> <p><i>Note: 90% of survey respondents identified as White/Caucasian.</i></p> <p>Minnesota Now and Then from MPR News</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>MPR Archive Stories Digitized</p> <p>Stories Accessible via Public Portal</p> <p>Web Page Views</p>	<p>Of survey respondents:</p> <ul style="list-style-type: none"> ● 22% have listened to North Star Journey (NSJ). ● 79% (who are aware of NSJ) feel that NSJ stories definitely or somewhat helped increase their understanding of BIPOC culture and history in MN. ● 83% (who are aware of NSJ) feel that NSJ stories definitely or somewhat helped increase their understanding racial disparities in MN. ● On a scale from 1-7 (7 = extremely valuable), those who were aware of NSJ rated the value of learning about the culture and history of BIPOC communities in MN as a 6.1. ● On a scale from 1-7, those who were aware of NSJ rated the authenticity and dignity of NSJ stories as a 5.4. <p>Projected: N/A Actual: 15</p> <p>Projected: N/A Actual: 85,800/week</p> <p>Projected: N/A Actual: 9,815/month</p> <p>Projected: Expand number of catalog records, digital preservation files, and published streaming audio by 5,000. Actual: 37,771 new audio files added to Archive database, 8,000 archival catalog records in the MPR Archive system</p> <p>Projected: Incr. by 10% (approx. 1,000) Actual: 947 stories, 5 new collections curated</p> <p>Projected: Portal utilization increases by 7-10% to 9,412/month Actual: 4,919/month</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Supporting Minnesota's Public Media Ecosystem Learning Exchange and Radio Camp <i>Achieved all of the outcomes</i>	0.41 (FY23)	Learning Exchange Initiative Indigenous and Community Media Roundtable Event Event Attendees Number of Community Partners <u>Evaluation:</u> MPR attempted a new survey evaluation method using a QR code (rather than the mailed survey following the event). We did not receive any responses. Radio Camp Number of Camps Number of Community Partners High School Campers Number of Stories Created <u>Evaluation:</u> MPR attempted a new survey evaluation method using a QR code (rather than the mailed survey following the event). We did not receive any responses.	Projected (rev.): 1 Actual: 1 75 4 Projected: 1 one-week camp Actual: 1 one-week camp Projected: N/A Actual: 3 Projected: 12 students Actual: 12 students Projected: 6 stories Actual: 12 stories
Highlighting Minnesota Artists: Details across the 3 Services			
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
MPR News: The Changing Face of Minnesota: Told through Arts and Culture Includes MPR News Arts Coverage, Art Hounds <i>Achieved all of the outcomes</i>	2.77 (FY23) Reflected above under Highlighting MN Artists	Number of Broadcast Stories Number of Digital Stories <i>Note: all broadcast stories are also digital.</i> Number of MN Artists/Ensembles/Arts Orgs/Events Covered Art Hounds: % of Greater MN Communities On-Air Listenership Downloads (podcast) Web Page Views Social Media Followers	Projected: 50 Actual: 71 stories Projected: 100 Actual: 137 250+ (many stories include multiple artists) Projected: At least 33% Actual: 38% Projected: 27,000/week Actual: 25,200/week Projected: 1,500/month Actual: 1,654/month Projected: N/A Actual: 4,202/month 10,187 followers (Facebook, Instagram)

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>MPR News: The Changing Face of Minnesota: Told through Arts and Culture Workplan Details continued</p> <p>Includes MPR News Arts Coverage, Art Hounds</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.77 (FY23)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><u>Evaluation:</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to MPR members who subscribe to the Member Essentials Newsletter. There were 190 responses overall.</p> <p><u>Evaluation:</u> A 20-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>Of survey respondents:</p> <ul style="list-style-type: none"> ● 80% have listened to MPR News' local arts coverage. ● On a scale from 1-7 (7 = extremely valuable), respondents valued MPR News coverage featuring MN artists at a 5.9. ● 91% felt that local arts and cultural coverage helped to increase their knowledge of MN-based artists. <p>On a 1 to 7 scale (7 = extremely valuable) 52 survey respondents rated:</p> <ul style="list-style-type: none"> ● the value of being featured on Arts Hounds at 6 (averaged). ● 95% indicated that being featured on Art Hounds definitely or somewhat helped make people more aware of their art. ● 60% indicated that being featured on Art Hounds definitely or somewhat helped lead to new artistic opportunities.
<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>2.59 (FY23)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Regional Recordings:</p> <p>MN Artists/ Ensembles Recorded</p> <p>On-Air Listenership</p> <p>YourClassical MPR Online: Total Number Digital Features</p> <p>Diversity in Stories (Geographic and Communities Represented)</p> <p>Web Page Views</p>	<p>13 (several were recorded multiple times)</p> <p>Projected: N/A Actual: 10,200/week(MN Orchestra) 21,300/week (SPCO) 14,700/week (Project DJ)</p> <p>Projected (rev.): 10 stories Actual: 13 stories</p> <p>Proj.: 25% related to Greater MN 40% featured BIPOC and/or women musicians Actual: 38% related to Greater MN 46% featured BIPOC and/or women musicians</p> <p>1,327/month (Classical MN Stories) 66/month (Project DJ)</p> <p>Proj.: At least 300 page views each for Classical MN Stories Actual: 75% of stories received 300+ page views (the most popular received 8,000 pageviews)</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>2.59 (FY23)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Choral Works Initiative: Streaming Requests (Choral Stream)</p> <p>Video Views</p> <p>Number of Performances Created</p> <p>MN Artists/Ensembles Recorded</p> <p><u>Bring the Sing Live Regional Events</u> Fargo-Moorhead, Rochester, Duluth</p> <p><i>Note: Minneapolis Bring the Sing is reflected under the Events section.</i></p> <p>MN Artists/Ensembles Engaged</p> <p>Event Attendees</p> <p><u>Evaluation</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to MPR members who subscribe to the Member Essentials Newsletter. There were 190 responses overall.</p> <p><u>Evaluation</u> Artists: A 20-question survey was sent out to artists/groups featured as part of YourClassical MPR MN Stories to help us assess whether this program had an impact on them as MN artists.</p>	<p>Projected: 28,000/month <i>Actual: 27,972/month</i> <i>537,335 (Facebook, YouTube)</i></p> <p>10 videos</p> <p>3 groups</p> <p>10 artists/groups</p> <p>Projected: 400 <i>Actual: 620</i></p> <p>Of survey respondents:</p> <ul style="list-style-type: none"> ● 78% occasionally or frequently listen to YourClassical MPR's (YCMPR's) coverage of local music. ● On a scale from 1-7 (7 = extremely valuable), respondents valued YCMPR coverage featuring MN artists at a 5.8. ● 78% felt that coverage of local artists on YCMPR helped to increase their knowledge of MN-based artists or inspired them to attend a live event. ● 87% felt that coverage of local artists on YCMPR helped to connect them to artists, composers, or groups they were not aware of before. <p>On a 1-7 scale (7 = extremely valuable) 8 respondents rated:</p> <ul style="list-style-type: none"> ● the value of being featured on YCMPR at 6 (averaged). ● how likely they are to recommend to other artists that they be featured on YCMPR at 7 (averaged). ● 88% indicated being featured on YCMPR definitely or somewhat helped make people more aware of their art. ● 75% indicated being featured on YCMPR definitely or somewhat helped lead to new artistic opportunities.
<p>The Current Workplan Details</p> <p>Includes The Local Show and The Duluth Local Show, The Current Streams (Local Current, Purple Current, and Radio Heartland), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.13 (FY23)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>The Local Shows: On-Air Listeners</p> <p>% Devoted to New/Emerging MN Artists</p>	<p>Overall, in FY23 The Current aired 900+ Minnesota artists who received 15,000+ spins for nearly 1,000 hours of music. Minnesota artists received an additional 150,000 spins on The Current Streams.</p> <p>Projected: 12,000/week <i>Actual: 14,700/week (The Local Show)</i> <i>200/week (The Local Show Duluth)</i></p> <p>60%</p>

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<p>The Current Workplan Details continued</p> <p>Includes The Local Show and The Duluth Local Show, The Current Streams (Local Current, Purple Current, and Radio Heartland), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.13 (FY23)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>The Current Streams:</p> <p>Local Current Stream Requests</p> <p>Video Views</p> <p>Purple Current Stream Requests</p> <p>Video Views</p> <p>Radio Heartland Stream Request</p> <p>Video Views</p> <p>The Current Studios:</p> <p>Videos of MN Artists</p> <p>Digital Posts about MN Artists</p> <p>Video Views</p> <p>Web Page Views</p> <p>Carbon Sound</p> <p>Stream Requests</p> <p>Video Views</p> <p>Web Page Views (local content)</p> <p><u>Evaluation</u></p> <p>Current Audiences: A survey about MPR's local arts, culture, and history programming was sent to MPR members who subscribe to the Member Essentials Newsletter. There were 190 responses overall.</p> <p><u>Evaluation</u></p> <p>Carbon Sound Audiences: A survey about MPR's local arts, culture, and history programming was sent to MPR members who subscribe to the Member Essentials Newsletter. There were 190 responses to the overall survey. Only 8 people responded to this section of the survey.</p> <p><u>Evaluation</u></p> <p>Artists: The Current did not conduct an artist survey in FY23.</p>	<p>Projected: 6,000/month Actual: 6,735/month 660 total</p> <p>Projected: 20,000/month Actual: 20,979/month 1,549 total</p> <p>Projected: 65,000/month Actual: 72,162/month 98,783 total</p> <p>70 videos Projected: Up to 400 pieces/year Actual: 554 224,192 total 24,117/month</p> <p>Projected: N/A Actual: 6,243/month 410,298 total 1,943 total</p> <p>Of survey respondents:</p> <ul style="list-style-type: none"> ● 95% are aware of The Current's local music coverage and listen frequently or occasionally. ● On a scale from 1-7 (7 = extremely valuable), respondents valued The Current's featuring of MN artists at 6.5. ● 89% feel that coverage of local artists on The Current helped to increase their knowledge of MN-based artists or inspired them to attend a live event. ● 89% feel that coverage of local artists on The Current helped to connect them to artists they were not aware of before. <p>Of survey respondents:</p> <ul style="list-style-type: none"> ● 16% of those who listen to The Current were also aware of and listen to Carbon Sound. ● On a scale from 1-7 (7 = extremely valuable), respondents valued Carbon Sound featuring of MN artists at 6.3. ● 63% 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. ● 88% feel coverage of local artists on Carbon Sound helped to connect them to artists or groups they were not aware of before.

Sources for outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, 2022-2023, Persons 6+.
- Page view data from Google Analytics, 2022-2023.
- Stream request data from Triton Digital, 2022-2023.
- Video views from Facebook, Twitter, Instagram & YouTube, 2022-2023.