

Details and Outcomes
Fiscal Year 2020 (July 1, 2019 - June 30, 2020)

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
<p>Highlighting Minnesota Artists</p> <p><i>Please see detailed breakdown for MPR News, The Current, Classical MPR, and Real Time Program Opportunities appended to this chart.</i></p> <p><i>Achieved all of the outcomes</i></p>	10.69 (FY20)	<p>Stream Requests</p> <p>Web Page Views</p> <p>On-Air Listeners (estimated weekly cume for Legacy-funded shows only)</p>	<p>Actual FY19: 727,031 Actual FY20: 1,743,700</p> <p>Actual FY19: 1,023,725 Actual FY20: 1,488,341</p> <p>Actual FY19: 50,000 (combined number)* Actual FY20: 40,000+ (MPR News)* 13,000+ (Classical MPR)* 12,000+ (The Current) *</p> <p><i>*Approximate</i></p>
<p>Supporting Music Education for Minnesota Students</p> <p><i>Achieved all of the outcomes</i></p>	1.075 (FY20)	<p>Students Reached</p> <p>Minnesota Artists Engaged</p> <p>Schools/Districts Participating</p> <p>Minnesota Counties Served</p> <p>Classroom Hours</p> <p>Digital Impressions</p>	<p>Projected: 26,500 Actual FY20: 28,492</p> <p>Projected: 11 (groups) Actual FY20: 13 groups with 46 artists</p> <p>Projected: 125/70 Actual FY20: 163/75</p> <p>Projected: 35 Actual FY20: 27 documented (additional geographic digital reach after March was not able to be tracked by county)</p> <p>Projected: 250 Actual FY20: 353</p> <p>Web Page Views: 125,000 Video Views: 261,000 Unique visitors: 97,000</p>
<p>Live Events/Arts Access</p> <p>Includes Bring the Sing and Rock the Cradle</p> <p><i>Achieved all of the outcomes</i></p>	1.443 (FY20)	<p>Live Events</p> <p>Minnesota Artists Engaged (NOTE: This does not include Class Notes Artists.)</p> <p>Event Attendees</p>	<p>Projected (rev. for Covid-19): 2 Actual FY20: 2</p> <p>Projected (rev. for Covid-19): 20 Actual FY20: 58</p> <p>Projected (rev. for Covid-19): 5,500 Actual FY20: 8,800 (Bring the Sing State Fair and Solstice as well as Rock the Cradle)</p>
<p>Preserving MN History</p> <p><i>Achieved all of the outcomes</i></p>	1.125 (FY20)	<p>Stories Digitized</p> <p>Stories Accessible via Public Portal</p>	<p>Actual FY18-19: 2,006 (total biennium) Actual FY20: 2,092 new audio files added to Archive database</p> <p>40+ stories added, 100+ existing stories updated with additional metadata, etc.</p>
<p>Supporting Minnesota's Public Media Ecosystem Low Power FM Training and Outreach Initiative (New)</p> <p><i>Achieved all of the outcomes</i></p>	0.125 (FY20)	<p>Training Attendees</p> <p>Digital Access</p>	<p>Actual FY20: 65 (22 low power FM and AMPERS community radio stations)</p> <p>6 Virtual Trainings created</p>

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<p>MPR News: The Changing Face of Minnesota: Told through Arts and Culture Workplan Details</p> <p>Includes MPR News Arts Coverage and Art Hounds</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.04 (FY20)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Number of Broadcasts</p> <p>Number of Digital Stories</p> <p>Number of Minnesota Artists/Ensembles/Arts Organizations Covered</p> <p>Number of Cities Featured</p> <p>Art Hounds: % of Greater MN Communities</p> <p>On-Air Listenership Downloads</p> <p>Web Page Views</p> <p>Social Media Followers</p>	<p>102 stories/143 with repeat broadcasts</p> <p>109 (many broadcast stories are also digital)</p> <p>207</p> <p>31</p> <p>39%</p> <p>40,700/week 2,380/month (Art Hounds podcast) 8.170/month 9,200 followers (Facebook, Twitter)</p>
<p>Classical MPR Workplan Details</p> <p>Includes Regional Recordings, Classical Digital Features, and the Choral Works initiative (with the Choral Stream and Bring the Sing)</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.51 (FY20)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Regional Recordings: On-Air Listeners</p> <p>Classical MPR Online: Web Page Views:</p> <p>Diversity in Stories (Geographic and Communities Represented)</p> <p>Choral Works Initiative: Streaming Requests (Choral Stream):</p> <p>Live Event Participants (Bring the Sing State Fair, Solstice)</p> <p>Bring the Sing Home (all 3 services) On-Air Listeners</p> <p>Web Page Views</p> <p>Social Media Reach</p>	<p>12,900/week (Minnesota Orchestra) 8,600/week (SPCO) 13,500/week (Project DJ) In addition, Weekend Picks was woven into John Birge’s regular CMPR broadcast, which reached 63,000/week</p> <p>740/month (Digital Features) 520/month (Weekend Picks ran October 2019 through March 2020)</p> <p>Of 12 Digital Features published, 25% were from Greater Minnesota and 40% featured BIPOC and/or women musicians</p> <p>38,600/month</p> <p>2,000 (also represented in Live Events)</p> <p>6,800 (Classical MPR), 13,400 (MPR News), 11,200 (The Current)</p> <p>107,000+ (overall Bring the Sing)</p> <p>200,000</p>

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<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 Digital Programming, The Current Digital Associates Program, and Sounds Like Home</p> <p><i>Achieved all of the outcomes</i></p>	<p>6.14 (FY20)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>The Local Shows: On-Air Listeners</p> <p>Podcast Downloads Video Views</p> <p>% Devoted to New/Emerging MN Artists</p> <p>The Current Streams: Local Current Stream Requests Video Views</p> <p>Purple Current Stream Requests Video Views</p> <p>Radio Heartland Stream Request Video Views</p> <p>Digital Current: The Current Blog Web Page Views</p> <p>The Current Podcasts The Current Rewind Downloads Prince Remembered Downloads</p> <p>Sounds Like Home Video Views Web Page Views Social Media Reach</p> <p>Digital Associates: Each Associate Led One Larger Project</p>	<p>Overall, in FY20 The Current played 700 Minnesota artists who received 16,541 spins for over 1,000 hours of music.</p> <p>12,800/week (The Local Show) 400/week (The Local Show Duluth)</p> <p>534 (total) 1,360/month</p> <p>60%</p> <p>9,430/month 4,218/month</p> <p>34,254/month 7,388/month</p> <p>63,068/month 21,728/month</p> <p>76,296/month</p> <p>7,057 (total) 40,166 (total)</p> <p>84,000 (total) 17,886 (total) 183,081(total)</p> <p>Yes. Digital Associates contributed writing and/or photo/videography to 175+ Local Current Blog posts and other projects</p>
<p>Real-Time Program Opportunities Workplan Details</p> <p>“Dessa: The Making of Sound the Bells”</p> <p><i>Achieved all of the outcomes</i></p>	<p>0 (FY20)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Number of Events</p> <p>Artists Employed</p> <p>Geographies Represented</p> <p>Services Supported</p> <p>Audience Live Event Attendees On-Air (aired on The Current’s Local Show) Downloads Video Views</p>	<p>1</p> <p>8</p> <p>Minneapolis</p> <p>Classical MPR/The Current</p> <p>200 3,700 (aired on The Local Show)</p> <p>437 (total) 12,921 (total)</p>

Sources for outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, 2019-2020, Persons 6+.
- Page view data from Google Analytics, 2019-2020.
- Stream request data from Triton Digital, 2019-2020.
- Video views from Facebook, Twitter, Instagram & YouTube, 2019-2020.