Q1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

As a statewide convener, Minnesota Public Radio (MPR) builds an informed citizenry, stimulates lifelong learning, broadens perspectives, and works to strengthen communities by offering programs that foster dialogue, celebrate diversity, and highlight creativity.

FY 21 continued challenging with the ongoing global pandemic, a fraught national election, and continued racial reckoning following the murder of George Floyd. People witnessed and experienced a changing world, and MPR’s regional news and information service were vital to our engaged audiences, who turned to MPR for information, inspiration, and entertainment.

Skills and capabilities in the digital space have been expedited by MPR to create multi-platform content to meet audience needs. Now with even more MPR content available virtually, more Minnesotans have access to more programming. As a result, MPR saw dramatic increases in digital numbers, interactions via social media, and virtual event attendance.

MPR continues to be a trusted lifeline for people as we all grapple with a global pandemic, economic upheaval, and new challenges affecting our own lives.

The following are examples of how community issues, needs, and interests were addressed by MPR in FY21 through its three services — MPR News, YourClassical MPR, and The Current.

**MPR News:**

- *In Focus* was a series of conversations with community leaders committed to raising awareness, fostering dialogue, and engaging in potential solutions to address Minnesota’s persistent racial disparities. These conversations were initially shaped by our curious and engaged audience in statewide listening sessions. *In Focus* encouraged new connections and relationships to assist Minnesota communities in making progress toward equity and inclusion.

- After the killing of George Floyd, the world’s attention turned to Minneapolis as the city became the focus of outrage, confrontation, demonstration, and calls for police reform. MPR News provided the continuous and in-depth reporting necessary to inform listeners of the aftermath and the trial of Derek Chauvin.
MPR was a recipient of the National Headliner and Edward R. Murrow Awards for the coverage of George Floyd’s murder.

MPR produced a collaborative series of stories for the first anniversary of George Floyd’s death. Additionally, MPR News journalists hosted a live virtual discussion, Capturing History: One year covering the George Floyd story.

MPR’s Making George Floyd’s Square was a culmination of reporting from over several months that looked at how the community transformed the site of George Floyd’s death. This was a partnership with South High School to engage neighborhood youth in telling their community’s story.

The MPR newsroom won a National Headliner Award for George Floyd coverage in the category “Radio Stations- Breaking News or Continuing Coverage of a Single News Event.”

MPR’s In Front of Our Eyes was dedicated to the coverage of the Derek Chauvin trial and brought listeners updates from the MPR newsroom.

- MPR journalists adapted to the challenge of covering news during the pandemic. They interviewed people, reported on government and institutions, and captured images while following Covid-19 protocols. Hundreds of stories on Covid-19 were written updating people with the latest Covid-19 news, and the impact it was having on communities and individuals.
- A section on MPR.org was dedicated to the latest news, resources, guides, and stories for audiences to stay up to date. Audiences could also subscribe to receive a weekly analysis as well as a daily podcast on the pandemic.
- MPR News aired live coverage of the Minnesota Department of Health briefings.
- MPR News hosts Kerri Miller and Angela Davis spoke with medical experts and officials from Minnesota and around the country about the pandemic to give Minnesotans the chance to ask questions and to dispel misinformation and rumors.

YourClassical MPR (YCMPR):

- Classical MPR received a new name, look, and website. YourClassical MPR’s (YCMPR) new website was built to improve audience ease of accessing regional and national content. The top two listener requests were addressed by adding a volume control and developing a YourClassical streaming app.
- YCMPR offered a dozen streams including Relax, Favorites, Peaceful Piano, Performance Today, Composers Datebook, as well as Daily Download, and podcasts such as New Classical Tracks.
- YCMPR provided engaging content for kids and their families such as YourClassical Kids Storytime, YourClassical Kids Music Lessons, and YourClassical Kids Corner.
- YCMPR offered interviews with top performers, recommended listening lists, and written features to expand on the music played.

- Project DJ gave young performers aged 14 to 24, an opportunity to join Classical host Steve Staruch as co-hosts on Friday Favorites. Guest DJs were interviewed on-air,
introduced requests, and shared their favorite performances. Thirty-six young DJs from a variety of musical backgrounds participated.

- **YourClassical MPR’s Education** programs provided a means for greater understanding and enthusiasm for classical and other music. It provided increased flexibility for schools by producing video concerts and learning tools as well as virtual residencies in real-time through Zoom. The Class Notes program partners with Minnesota musicians to perform and deliver curricula tied to Minnesota’s state standards.
  - YCMPR intentionally created a full virtual Class Notes program designed with several standards-based learning objectives. Asynchronous virtual concerts allowed teachers to integrate music in whatever way made sense for their students. Several teachers used this flexibility to customize these resources for an even wider age group and tailored the content to their specific needs.
  - As students started coming back to the classroom, “live” virtual visits were added. These experiences with Class Notes artists and schools in real-time varied in focus according to need and included performances, Q & A, and demonstrations of musical concepts.

**The Current**, MPR’s AAA music service:

- The Current hosted the Listeners Audience Board. A group of listeners participated in Zoom discussions about two topics: The risk, cost, and concern of attending live concerts; The risk and the experiences of virtual events during a pandemic.
- The *Duluth Local Show* expanded its on-air presence to reach statewide in FY 21. The show highlighted and amplified artists from the Arrowhead region and Greater Minnesota by delivering a weekly playlist while covering the ever-changing landscape of live events. The artist’s played on The *Duluth Local Show* received over 700 spins.
- **Wellness Wednesdays** featured on The Current’s *Morning Show* connected listeners with experts and organizations that provided resources for keeping a sound mind and body. The topics ranged from tips on taking care of oneself while working from home to the impact the pandemic has had on our mental health.
- The Current is vital to the local music scene in Minnesota. Here are some features from FY 21:
  - In the Current’s “Back to School” on the *Local Show*, submissions were collected from the youngest members of the Minnesota music scene and were used to create a program celebrating musicians who attended high school across the state.
  - The Current played live music experiences from recordings in The Current's deep archive of live concerts from venues and events across the Twin Cities.
The Current launched **The Minnesota Sessions**, which paired local musicians with Minnesota’s spectacular outdoor spaces through virtual concerts in parks throughout the state.

The Current hosted over 50 sessions with local musicians connecting with them from their homes. These sessions included a diverse cross-section of the music community from the entire state.

The Current published the **Virtual Gig List**, a calendar where Minnesota artists could share information on upcoming digital concerts with The Current’s audiences during Covid-19.

The Current dove deep into Minnesota music stories through podcasts:

- **The Current Rewind.** The second season examined the 50-year history of the Minneapolis club First Avenue, using 10 pivotal dates to explore how a city, a scene, and popular music have evolved since the dawn of the ’70s.

- **Prince: The Story of Sign of the Times** is the latest in a series of Prince audio documentaries. This podcast chronicled what went into the making of Prince’s ninth studio album and the subsequent tour. The work was also supported by the Prince Estate and Warner Records and received two Webby award nominations.

**Additional Examples:**

- All three MPR services reflected and dedicated programming on the first anniversary of the murder of George Floyd.
  - In a special broadcast heard on public radio stations across the country, MPR News host Angela Davis reflected on how George Floyd’s death changed people.
  - MPR News photojournalist, Evan Frost presented a photo essay documenting the Minneapolis community a year since his death.
  - Composer Adolphus Hailstork and host Tesfa Wondemagegnehu held a conversation on YourClassical MPR on the anniversary discussing the medium of classical music as a means for African American expression, voice, protest, and triumph.
  - The Current’s hip-hop and R&B program, *The Message*, aired a special episode looking at the history of protest music and music’s reaction to George Floyd’s murder.

- Over a dozen Low Power FM and community radio stations attended training with panelists from MPR and other local radio stations. The panelists offered insightful professional development guidance and skill-building information while bridging new connections within the community-centered media. The attendees represented a broad range of ages, cultural identities, metro and rural communities, and positions within their station.

- In FY 21 the MPR Archive examined current catalog records for accuracy and depth, digitized hundreds of hours of physical media, published newly digitized content to the
MPR Archive Portal, and curated new digital collections including stories and collections that focused on underrepresented and diverse communities throughout Minnesota. MPR Archive added 60,897 new audio files and 1,915 transcripts audio file records, and the MPR Archive Portal published 221 new audio files, updated 1,894 records, and curated 10 new collections.

- APM Research Lab created the interactive 2020 Voter Profile Tools that provided essential nonpartisan context for understanding political races – both congressional and presidential – by exploring the demographic and economic differences in the electorate. Ballotpedia, the referenced “encyclopedia of American politics,” featured this voter tool showing the demographic characteristics for all 435 Congressional Districts.

Q2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.

Minnesota Public Radio (MPR) partnered with other media organizations, government agencies, non-profits, educational institutions, and businesses to provide news, information, music, and cultural services throughout the state.

MPR collaborated with media organizations, such as the Star Tribune, Twin Cities PBS, KARE-11 News, and Sahan Journal to fully serve the state. MPR ensured its best content was delivered to Minnesota through partnerships with Low Power FM and Community Radio stations and a wide array of education, civic, arts, and cultural organizations from around the state. By working with media partners, local radio stations, and other community partners, MPR maximized statewide resources for a greater regional reach to help strengthen the public media ecosystem now and in the future.

MPR continues to serve and collaborate with audiences around the state by listening to, and engaging communities to create stories and programming that transforms the way people see and treat one another.

**Partnerships with Public Media Outlets:**

- *Deeply Human* is a podcast collaboration among American Public Media (APM), the BBC World Service, and iHeartMedia. The show, hosted by Minnesota musician and Marketplace contributor Dessa, strived to answer questions about the inner self: why people do the things they do and how the brain guides and plays tricks on them.
- The venerable *Minnesota Spokesman-Recorder (MSR)* has been covering the Black community in the Twin Cities since 1934. In a historic partnership, MSR joined forces with MPR to provide a wide range of live-streamed conversations with topics that
included reshaping and reimagining policing and public safety, thriving during a pandemic, and rebuilding for the sake of sustainability.

- **APM Reports** is a collection of investigative journalists and documentary producers, editors, researchers, and digital producers from MPR and the former American RadioWorks. They are dedicated to producing high-quality reporting on issues that are often shrouded from public view. Examples of investigative reporting collaborations are:
  - APM Reports and The Intercept, a nonprofit news organization, produced a year-long investigation highlighting thousands of federally subsidized housing properties within a mile of Superfund sites – in 480 cities and 49 states.
  - APM Reports and WABE Radio (Atlanta, GA) investigated predatory investor practices in selling homes within longtime Black neighborhoods located near development projects. As a response to a series of these reports, this investigative collaboration led to a housing law change in Atlanta.
  - APM Reports led a team of public radio reporters across 10 states in a year-long investigation of a company that operates juvenile centers. Reporters found widespread abuse as more than 40 states were still sending vulnerable children to the centers.

**Partnerships with Community Nonprofits, Educational Institutions/Teachers and Parents, Business and Government:**

**MPR News Partnerships:**

- In partnership with Report for America, a national service program placing journalists in newsrooms, Vicki Adame joined MPR News to serve a one-year term. She specifically focused upon Minnesota’s Latino community to present new perspectives on immigration and people.
- MPR News hosted Radio Camp in partnership with ThreeSixty Journalism, MIGIZI, KRSM, and the American Indian Family Center to provide two-week-long virtual camps bringing together BIPOC youth and mentors from MPR’s three services to develop storytelling, digital, and audio skills. This was an opportunity for BIPOC youth to learn more about radio and journalism and inspire them to consider this as a career path, as their voices are critical to ensuring the future of journalism representation.
- Although many staff were working remotely, MPR News worked on collaborative projects with the other services. Examples are:
  - The podcast *In Front of Our Eyes* updated listeners on the Derek Chauvin trial while it was happening and stressed its consequences for the city of Minneapolis and the country. The collaboration brought MPR News reporting to a national audience.
  - The *In Focus: Addressing Disparities in Minnesota* series facilitated conversations around the persistent racial inequities present in our communities. It was produced as a collaborative effort with external partners, Catholic Charities, Tech Dump, and Twin Cities Diversity in Practice.
The Warming House, MPR News’ collaboration with The Current, created 16 programs as a feel-good audio antidote to the long winter nights and pandemic-induced isolation. Hosts Sean McPherson of The Current and Nina Moini of MPR News was joined by mayors, rabbis, and regular folks from around the state to share music, games, and uplifting news stories creating a sense of togetherness and connection.

YourClassical MPR (YCMPR) Partnerships:

- YCMPR partnered with the Minnesota Orchestra and Saint Paul Chamber Orchestra to produced live broadcasts and streams. These performances can be found on dedicated pages of the YourClassical website.
- YCMPR worked with symphony orchestras from around the state collecting performances to be included in YourClassical programming. Statewide and national audiences heard the symphonies from Bemidji, Duluth, Grand Rapids, Little Falls, Mankato, Rochester, and Virginia.
- YCMPR scheduled Class Notes performances with schools around the state but due to COVID-19, the content was adapted to be accessible as virtual concerts. School partners could access the content, teacher tutorials, personalized virtual greetings, and Q&A sessions on the YCMPR website.
- YCMPR’s Choral Works Initiative supports Minnesota’s rich choral tradition by working closely with the community and school choirs to produce public events such as Bring the Sing. These performances are available on Choral Stream.

The Current Partnerships:

- The Current partnered with Manitoba Music Exchange, a longtime collaborator, to feature a virtual exchange that spotlighted sessions with artists from Canada and a delegation of Minnesota musicians.
- The Current produced Play-Along, a virtual version of Rock the Cradle, to offer this annual opportunity for kids and grownups to explore music, art, and culture during the pandemic. The Current worked with community partners such as the Minneapolis Institute of Art, the Bell Museum, Little Moments Count, MacPhail Center for Music, and Pizza Luce to create six video episodes bringing dance parties into people’s homes. The Current streamed these events live and posted them on The Current’s YouTube channel and its Facebook page.
- The Current, in cooperation with APM Distribution, provided national syndication opportunities for the Time Machine, a program that offers a balance of music and music history.
• The Current presented Line Check, a series of virtual conversations facilitated by MPR/APM hosts with a diverse panel of arts and culture leaders having frank conversations about topics ranging from mental health, safe spaces, and activism. Performances by Minnesota musicians bookended these conversations.

Other MPR partnerships in FY21:

• APM Research Lab and MPR collaborated to create a first-of-its-kind report, the Minnesota Diverse Communities Survey. The responses from this public opinion survey provided a representative picture of the opinions and experiences of several racial and ethnic groups in Minnesota. MPR is using this information from those underrepresented in mainstream narratives to increase cultural fluency and support new and expanded engagement with BIPOC communities. Now in partnership with other news outlets, APM Research Lab and MPR are reporting their findings throughout the state.

• MPR maintained its leadership role with Little Moments Count, a statewide collaboration of organizations working to increase parent and community interactions with babies and children. Little Moments Count launched a promotional campaign working with media partners KMOJ Radio, Minneapolis/St. Paul Business Journal, and Minnesota Public Radio.

• Call to Mind worked with public radio stations to create virtual events to raise awareness and to activate and amplify conversations about mental health unique to their region. An example of these partnerships is:
  o KNOW, Minnesota. Presented “In Focus: Black Youth Resilience in Minnesota.” This was one of MPR’s highest virtual event engagements and aired on 124 stations across the country.

• APM Research Lab partnered with The Ten Across initiative, which is housed at Arizona State University. The APM Research Lab and The Ten Across Initiative featured the collaboration and work by the Fellows of both organizations. Its work informed the public on uniquely critical challenges facing communities in the U.S. Interstate 10 corridor – from Los Angeles to Jacksonville – and projected how these challenges may affect the future of the country. Its FY 21 work focused upon COVID-19:
  o COVID-19 Deaths By Race and Ethnicity in the Ten Across Region.

Q3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning, or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.
Minnesota Public Radio (MPR) and its three regional services—MPR News, YourClassical MPR, and The Current—produce and air programming for radio, digital on-demand, and live audiences. Broadcasting on 46 stations with 41 translators MPR provides essential daily journalism, delivers poignant and calming music, and brings audiences innovative cultural programming to build human connections.

MPR is powered by millions of listeners. MPR serves as storytellers, sense-makers, and conveners; by bringing people together and creating space for civil conversation in this culturally rich and diverse state.

**MPR News:**

- MPR News efforts to inform and engage audiences on-air and online are working. In FY 21 average monthly digital numbers included Livestream requests over 2 million, podcast downloads over 700,000, social media views over 600,000, video views over 800,000, and web users over 2.1 million. Below are examples of listener comments:
  - “I appreciate the mix of local and international news. I love that a diversity of perspectives is presented without creating overly simplified dichotomies. Our neighborhoods and our world require more nuanced investigations.”
  - “I trust MPR to provide unbiased reporting and respect their accomplished and dedicated staff to speak the truth. MPR is my go-to station in these trying times when fake news needs to be challenged. MPR provides fact and science-based information that I rely on to make good decisions!”

- MPR News, the largest broadcast newsroom in the upper Midwest, won regional and national awards for outstanding reporting:
  - A National Headliner Award for Radio-Breaking News/Continuing Coverage.

- A young black man, Daunte Wright, was killed by police officers during Minneapolis police officer Derek Chauvin’s trial for killing George Floyd. The event prompted more than 170 interview requests with MPR News reporters. The reporters participated in over 100 interviews, reaching audiences in the United States, New Zealand, Europe, Australia, and Canada. This widespread MPR News exposure propelled record-breaking numbers across the website, Livestream, and social channels.
  - The final weeks of the Derek Chauvin trial ranked among the top-ten video views recorded on the Facebook page.
  - MPR News Livestream skyrocketed on the days around the verdict of the Chauvin trial. Over 122,000 requests were made the day before the verdict. Over 175,000 requests were made the day of the verdict. When the verdict was read, Livestream set a record for hourly unique listeners at 35,796.
• **Art Hounds** formed a foundation of arts coverage and maintained a weekly schedule despite the pandemic. Its segments told the stories of creative Minnesotans adapting to an ever-changing environment and highlighted a wider array of emerging and mid-career artists. *Art Hounds* holds a unique space on statewide coverage, fostering engagement, building community, and inspiring enthusiasm for the arts.

  o *Art Hounds* featured 139 artists and performances with 62 percent based in seven metropolitan counties and 38 percent were based in Greater Minnesota from 27 counties ranging from Aitkin to Fergus Falls to Granite Falls to Mankato to Red Wing to Silver Bay to Winona.

  o *Art Hounds* highlighted at least 25 art disciplines that included theater, public art, 2-D art, opera, dance, quilting, audio plays and podcasts, photography, and film.

  o *Art Hounds* featured works by and for people of all ages and backgrounds, including high school and college students, writers within Minnesota’s prison system, and artists with physical or cognitive disabilities, as well as several works designed for young children.

**YourClassical MPR (YCMPR):**

• YCMPR digital services were amplified. Some highlighted features in FY 21 include:

  o *Classical Kids Storytime*’s record of 77,000 downloads in one month and 487,656 download requests.

  o A high number of downloads: *YourClassical MPR* at 2,056,92 and *Performance Today* at 404,546. Streaming hours were also high with *YourClassical MPR* at 9,265,683 hours.

  o YCMPR’s 25 stories featured local classical music makers of which 40 percent were women artists, nearly 25 percent were focused on BIPOC content, and over 33 percent were from Greater MN.

  o Over 60,000 followers of *Choral Stream* on Facebook, up 30 percent over the previous year.

• The *Class Notes* program quickly adapted to creating videos and a curriculum for virtual learning. Nearly 50 Minnesota elementary and middle schools representing 26 counties and more than 22,000 Minnesota students participated. Videos from 14 different ensembles representing 51 artists were used by schools and families across Minnesota. Viewers around the world accessed the video content more than 365,000 times. Teachers and students found *Class Notes* concerts and curriculum useful, educational, and enjoyable.

  o “Students AND staff loved the concert. I loved that we were provided with guided lesson plans to familiarize the students with what exactly the concert would be about. We are so appreciative that this high-quality, free concert was available - thank you!” - Music teacher

  o “I really enjoyed getting to know the instrument part. I learned a few things today like the use of the mutes and the importance of looking at each other while performing...Thank you so much for sharing your time and passion with us. You are inspiring.” - Student
The annual airing of *Festival of Nine Lessons and Carols* from Kings College was particularly successful for online audiences whose members were isolated due to the pandemic:

- The website features received almost 55,000 page views, up 77 percent from 2019.
- Unique page view increased 80 percent from 25,000 to 45,000.
- Online listening peaked at 11,560 during the broadcast, up 32 percent from 8,736 in 2019.
- Listener comments confirmed why these numbers were so high:
  - “Thank you for the 9 Lessons and Carols from Kings College. I listen every year, but it was especially meaningful this year since regular services at my church have been canceled. It has brought cheer to this day for me.”
  - “Thank you, Michael Barone, for the King’s College broadcast! An annual tradition for us! Marvelous, as usual, and so needed this year.”
  - “I cried. For joy. Thank you so much for the beautiful Christmas music. I know my mom nearby was listening also. Music brought us together. You have made the day so very special and holy. Thank you again.”

**The Current:**

- In FY 21, The Current featured 800+ Minnesota artists, receiving 15,355 spins for nearly 1,000 hours of Minnesota music.
- *Sounds Like Home* helped audiences connect to Minnesota musicians. The socially distant virtual event served as a substitute for live micro shows from past years.
  - Eight *Sounds Like Home* Livestream/Facebook events featured 118 individuals.
  - *Sounds Like Home* received more than 77,000 views on The Current’s YouTube channel, where it is also archived.
  - “We felt fortunate to receive this opportunity, in this land of 10,000 bands. The tremendous value starts by being able to include a link to the Sounds Like Home performance in our EPK that we use to book our band. Since our appearance, we have received many offers to perform, including shows outside of MN.”
- The Current was named as the Best Non-Comm station of the year at the 2020 JBE Triple-A Summitfest Awards. Listeners agree:
  - “I am a SUPER FAN of all things The Current. I greatly appreciate your carefully curated playlists, your outstanding crew, and your thoughtfulness in streaming live music to all of your listeners near and far. I love that I can listen anytime, anywhere - whether through my Alexa enabled devices, the app, online... Thank you!”
  - “Over the past few months, my mental health has been subpar. But whenever I get in my car and turn on the current, I always feel better. I never want this station to go away. I am so in love with this community whom I feel so connected to over the airwaves. Lots of love to everyone who makes the current possible, and to anyone listening.”
The Current Streams highlight Minnesota contemporary musicians. Combined streams played local artists 150,000 times annually. Examples of streams in FY 21 include:

- **The Local Current** is dedicated entirely to musicians from Minnesota. As a 24/7 service, 8,760 programming hours elevated the voices of Minnesota musicians.
- **The Purple Current** shares the music of Prince, those who influenced him, and those he influenced. Purple Current provided over 15,000 spins to Minnesota artists.
- **Radio Heartland** features acoustic, Americana, and roots music. In a year with limited opportunities to perform in front of live audiences, Radio Heartland provided a format for local musicians to present new releases to a wider audience.

**Additional Examples:**

- Listeners shared their comments and feedback for all three MPR services.
  - “Minnesota Public Radio is a state treasure, and our family listens every day. Public Radio is a state treasure, and our family listens every day. Starting with MPR News in the morning, The Current during family meals, and YourClassical MPR to unwind at the end of the day. Our family runs on MPR. Thank you for all you do!”
  - “I live in Germany and being able to listen to YourClassical MPR and The Current has kept me connected to my home and community for the last two years. I was so grateful they could continue to keep us company throughout the pandemic.”
  - “I am a new permanent citizen and I’ve listened to MPR every day for years while waiting for my papers to come through. I learned so much about the social and political landscape of Minnesota. It’s such an amazing resource, and a pleasure to listen to all the fantastic stories from around the world.”

- **In the Dark** is a series dedicated exclusively to investigative and documentary reporting. Season One investigated the abduction of Jacob Wetterling and ultimately brought justice to his family. Season Two investigated the case of Curtis Flowers, a Black man who was tried six times for the same crime. The report resulted in all charges against him being dropped making him a free man after being in prison for 21 years.
  - An In the Dark limited-run series focusing on the pandemic delivered 3.3 million downloads.
  - Seasons One and Two were downloaded 71.4 million times to date.
  - In 2020, In the Dark received awards from George Polk, American Bar Association Silver Gavel, Robert F. Kennedy Journalism Award, Alfred I. duPont-Columbia, and Peabody.

- **APM Research Lab’s** nonpartisan research and analysis work has been cited in over 295 stories and 208 regional and national media organizations such as the American Medical Association, Black News, Co-op News, Frontline, MPR News, National Catholic Reporter, Teen Vogue, and the White House. Over 60 percent of the citations used the Color of Coronavirus report, an analysis from race and ethnicity data of people who died from COVID-19 in this country since 2020.
Q4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during the Fiscal Year 2021, and any plans you have made to meet the needs of these audiences during the Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Minnesota Public Radio (MPR) used its resources to build understanding and empathy to strengthen deeper community connections and cultural fluency. To do this, MPR needed to see and better understand Minnesota to amplify Black, Indigenous, and People of Color (BIPOC) and those in underserved communities. MPR audiences deserve reporting and content that is authentic, accurate, and representative of the whole state’s experiences.

MPR used engagement work to boost thoughtful decision-making in creating inclusive programming to fulfill its mission to enrich the mind and nourish the spirit, thereby assisting audiences to enhance their lives, expand perspectives, and strengthen their communities.

MPR continued its work to transform and advance its mission by looking inward and improving the cultural fluency of its staff, and to in turn, better serve diverse audiences and all communities across Minnesota.

**MPR News**

- Reporters and hosts covered a broad range of topics in FY 21 to highlight Minnesota’s diverse culture:
  - Duluth reporter Dan Kraker’s report *Confronting Racism with a ‘Hello’*, brought to light the impact one email had in confronting microaggressions.
  - In *Minnesota House poised to declare racism a public health crisis*, political reporter Tim Pugmire wrote about how Minnesota lawmakers were prepared to make a strong statement against racism during a special session.
  - In *Subwax wanaagasan: In St. Cloud Somali language class, using greetings to build connection*, Collegeville reporter Kirsti Marohn introduced audiences to Farhiya Iman who was working to overcome barriers by hosting gatherings to learn more about the Somali language and culture.
  - Education reporter Elizabeth Shockman wrote *How do you talk to kids about racism? Two black teachers share how they do it* encouraged by students who were curious about the circumstances leading up to George Floyd’s violent death and the unrest which followed.
  - Worthington reporter Hannah Yang wrote about how Marshall, Minn. is working to bridge division and address inequities in their small town in *Growing Pains: How one southern Minnesota city is taking steps to address diversity, inclusion.*
Arts and culture reporter Emily Bright shared *How Hip-Hop brought a young Hmong American and his grandma* and how this unlikely pairing helped bridge language and culture.

In *Muntaas Farah and Yezi Gugsa: Teenagers lead the charge in Rochester*, reporter Catharine Richert wrote about how two teens organized one of the largest protests the city has seen in decades.

MPR News host Kerri Miller discussed the problem of anti-Asian violence with two experts who know the history and the tropes that shape the Asian experience in America in *Why anti-Asian violence is on the rise – again*.


In *What is Pride in Minnesota in 2021*, reporter Grace Birnstengel shared stories from around the state about what people did to celebrate pride, commemorate history, build community, and seek justice.

Moorhead reporter Dan Gunderson’s story *Moorhead Mayor Johnathan Judd: Welcoming tough conversations about race* reported on how the city’s first Black Mayor is engaging his community in a city-wide conversation.

Reporter Nina Moini reflected with law enforcement peace officers about race and policing, one year after the killing of George Floyd, in *In their own words: Three Black Minnesota officers reflect on race and policing*.

MPR News Host Angela Davis talked with the woman synonymous with Black power and intellect, and who happens to share her same name, in *Angela Davis interviews civil rights leader in scholar Angela Davis*.

Pat Northrup, Sioux, from Cloquet, Minn. was worried if she got COVID-19, she might not survive it. Reporter Dan Kraker shared her story in *'This is where my roots are': Pandemic brings woman home to southern Minnesota*.

- *Talking Volumes* was held virtually. The FY 21 Fall guest list was all women authors: Claudia Rankine, Helen MacDonald, Sarah Broom, and Isabel Wilkerson. Feedback from the series showed that people wanted more conversations about race. In the Spring, *Talking Volumes: Talking Race* conversations explored the topic of race with authors: Reginald Dwayne Betts, N. Scott Momaday, Chang-rae Lee, and Naima Coster.

- *Changemakers* was a special feature by photojournalist Evan Frost who highlighted the contributions of historically marginalized communities. Indigenous and Asian and Pacific Islander Minnesotans making history across the state discussed what being Indigenous and Asian in Minnesota meant to them, their background, and their hope for the future.

- *Art Hounds* highlighted the BIPOC arts and cultural community. By being an active partner MPR helped amplify efforts such as a collaborative Black Lives Matter Street painting, the Twin Cities Iranian Culture Festival, and Spring Grove’s first International Film Festival.

- Sarah Glover was hired as managing editor, making MPR News one of the only, Black-led newsrooms in the region. One of her commitments is ensuring MPR News coverage is not only reflective of the community but that it is authentic. Other culture work in the MPR Newsroom:
  - Updated its internal style guide to capitalizing the word Black in racial, ethnic, and cultural contexts as well as capitalizing Indigenous when referring to the
original inhabitants of a place, to reflect a shared sense of cultures, experiences, and history, as well as understanding and respect.

- A long-term cultural fluency pathway was created for the Newsroom. This journey included foundational Diversity and Inclusion training.
- Consistently tracking MPR News source information to ensure diversity throughout the state is reflected in reporting.

**YourClassical MPR (YCMPR)**

- **Classical Kids Storytime** debuted *Yer and the Tiger*, a traditional Hmong folk tale from a rich immigrant community with the intent to increase young listeners’ capacity to respect and celebrate differences in all people. The story was co-adapted by MPR employee Ka Vang, illustrated by artist Xee Reiter, and included traditional music provided by the Hmong Cultural Center.

- **Class Notes** created virtual concerts for educational music performances and curriculum for Minnesota school students. Examples of FY 21 *Class Notes* artist diversity included:
  - **Border CrosSing** created virtual concerts in both Spanish and English. There was a great response from Spanish immersion schools and schools with a high percentage of Spanish-speaking students.
  - In addition to her music performance, **Gaelynn Lea** spoke eloquently on disability and inclusion issues, receiving high admiration from teachers and students.
  - **Afoutayi Dance Music and Arts Company** received the second-highest number of digital page views and performed the most live virtual school visits.

- YourClassical MPR recognized Black History Month with special programming celebrating the contributions of Black performers and composers in the music industry. The lineup included storytelling and performances that honor the rich history of Black music.

**The Current**

- Examples of The Current’s efforts to highlight BIPOC music are:
  - **The program The Message**, hosted by Sanni Brown and Sean McPherson, focused on classic hip hop and R&B, as well as keeping listeners up to date on tours, music news, and in-studio interviews with Minnesota artists.
  - With input from Minnesotans with tribal nation heritage, The Current compiled a playlist to explore and honor musical contributions tied to the spirit, diversity, and legacies of Indigenous communities in the U.S. and beyond.
  - **Rock the Cradle Play-Along** BIPOC musicians included Gaby Moreno, Elena Moon Park, Annie Humphrey, and Siama’s Congo Roots.

- The Current aired **SHEROES**, a weekly celebration of women in music. This inclusive, and wide-ranging one-hour show spotlighted some of the most influential, exciting, and groundbreaking women in music: from past to present, including all genres, and all generations.

- **The Local Current** took a behind-the-scenes look at new music videos from Minnesota artists. An example was an in-depth feature of a video the city of Duluth commissioned to encourage local Census participation. Working with Voices for Racial Justice, directors
Sandra and Daniel Oyinloye created a version of the century-old gospel American hymn "This Little Light of Mine," sung by local artists in English, Spanish, and Ojibwe.

Additional efforts:

- MPR is doing the work, starting within our organization, to be more equitable, diverse, and inclusive. In FY 21, MPR:
  - Hired a Director of Diversity and Inclusion.
  - Completed an Equity, Inclusion, Diversity, and Access (EIDA) Blueprint for the company. This action plan contained context on the organization’s FY 21 and organizational commitment as it related to EIDA. The blueprint included company-wide feedback and ideas, and incorporated industry promising practices.
  - Offered a workshop to provide the building blocks necessary to develop a lens of equity through interactive activities, discussion, and incremental action plans. The Racial Equity through Action and Learning (R.E.A.L.) workshop is part of a cultural fluency series that utilizes a racial equity curriculum.
    - All members of the President’s Council completed the 21-hour series.
    - The executive team participated in the R.E.A.L training.
    - Over one-third of the company-wide employees have participated.
- Little Moments Count (LMC) launched a racial justice resource page for parents and caregivers on its website. This page was created in response to people seeking racial justice and anti-racism parenting resources. LMC and MPR also created a podcast Early Risers to offer frank facts, engaging stories, and real how-to about raising children with an understanding of cultural differences, race, and implicit bias.
- MPR hosted two BIPOC focused Community Listening Sessions:
  - BIPOC people living in rural Minnesota met with MPR to deepen relationships, broaden a collective understanding of racial narratives and barriers, and broaden cultural fluency. The Listening Session outcomes informed MPR News’ election coverage, connected MPR reporters with new sources, and generated story ideas.
  - Little Moments Counts hosted sessions with parents from African American, Latinx, Hmong, Native American, and East African communities in Minnesota to provide a deeper understanding of how to reach these parents through trusted messages and programming to meet their unique community needs.
- A first of its kind state-wide survey, The Minnesota Diverse Communities Survey focused on voices less often included in mainstream narratives with 67 percent of the survey participants representing the state’s Black, Indigenous, Latinx, and Asian populations, including the state’s single largest Asian ethnic group, Hmong Minnesotans. Several thought-leaders and researchers, most of them BIPOC, were asked to serve on a response panel to process the findings. These results served as a catalyst for additional research, improved reporting, and encouraged a broader and deeper public dialogue about the racial and ethnic issues confronting the state.
- The APM Research Lab’s ongoing project, The Color of Coronavirus: Covid-19 Deaths by Race and Ethnicity in the U.S., monitored how and where COVID-19 mortality was inequitably impacting diverse communities. This research was featured in hundreds of statewide, national, and international media stories, cited in congressional testimonies.
three times, appeared in numerous peer-reviewed journals including the *Journal of the American Medical Association*, used in college curricula and professional training, and has received over a million page views.

**Q5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?**

Minnesota Public Radio (MPR) and its three regional services produced programming for radio, digital, and live audiences reaching nearly one million radio listeners weekly. Using its extensive network, MPR also delivered vital public services such as:

- Providing daily weather reports and live severe weather updates.
- Serving as the technological backbone and infrastructure for Minnesota’s Emergency Alert System and the AMBER Alert System.
- Airing live briefings from the Minnesota Department of Health.

During the past fiscal year, MPR focused on strengthening the organization to be more diverse, equitable, and inclusive by hiring a Director of Diversity and Inclusion. Recognizing as communities change, MPR must also reflect the diverse voices and distinctive perspectives of those around the state.

MPR will continue to apply its unique public service strengths to help bridge the differences in our state, uncover racial inequities and amplify new voices, and help rebuild the arts and cultural ecosystem. Efforts will be made to maintain relationships and build trust with audiences and rapidly changing communities to deepen MPR’s value and attract new and diverse audiences.

MPR will use the music services to represent and celebrate artists who have not benefited from the music industry systems, and in the newsroom invest in talented journalists who reflect the rich diversity in our state and country. Additionally, MPR will utilize new technology to deliver meaningful programs and experiences across a range of platforms and channels that are highly relevant, distinctive, and meaningful.

CPB’s generous support allows MPR to respond to demands for new ways to consume media and inspire a deep focus on the audience, not just a product. This funding ensures that MPR is a public service with fact-based journalism and independent music that is free and accessible.