

FY22 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.

Minnesota Public Radio’s (MPR) three services presented audiences with trusted and compelling reporting as well as superb classical and new music in FY22. MPR expanded into communities to bring listeners stories, experiences, and music with the intent of empowering and celebrating connections. MPR News reported on facts, provided thoughtful context, and convened with community leaders to hold hard conversations about equity and inclusion. The Current brought music to audiences in new and creative ways to support, amplify, and uplift the Minnesota music ecosystem. YourClassical MPR connected classical listeners of all ages with music in a variety of ways.

New talent and fresh content were introduced. With the comeback of live events and discussions, MPR’s content is still available virtually. Minnesotans who had previously been unable to attend live shows due to geography, mobility, transportation, or even busy schedules, have seen that barrier lowered by live-streamed performances and social media posts, making programming accessible to more people.

As part of the change that was happening around the world, MPR took this opportunity to update and refresh its mission with input from employees, the Board of Trustees, community leaders, members, and donors. Moving forward with a new mission and commitment to public service, the organization will strive to enhance, magnify, and accelerate the potential to produce and deliver indispensable content and experiences that connect people with each other, their communities, and the world.

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

MPR News:

- *In Focus* was a series that centered on what Minnesota’s communities needed to thrive by bringing awareness, dialogue, and potential solutions to persistent racial disparities through a mix of community-engaged reporting, live discussions, and original digital

content. MPR prioritized this digital content as a resource to reach more diverse audiences. Topics included:

- [“How housing can shrink the racial wealth gap”](#) tackled Minnesota’s racial wealth in a conversation with panelists from across the state. A [toolkit](#) was included with this episode.
- [“Environmental justice and Minnesota’s climate future”](#) explored some of the meaningful and culturally specific ways environmental justice was being addressed in the state. This conversation prompted a more in-depth story, [How to get involved in environmental justice efforts in Minnesota.](#)
- [“Celebrating Intersectional Identities within Minnesota’s LGBTQ+ Communities”](#) examined what people needed to better understand intersectionality and how it affected Minnesotans, especially LGBTQ+ people. A companion story, [How well do you know LGBTQ+ terms,](#) explained what terms mean, and how and when to use them.
- In partnership with We Are Still Here Minnesota [“Sustainability in Indian Country”](#) highlighted Minnesota’s Indigenous communities’ connection to land, nature, language, and culture by honoring the delicate balance between the past, present, and future to ensure their ways of life are viable today
- [Minnesota Now with Cathy Wurzer](#), a daily news show and podcast that brought the day’s news through a Minnesota lens, was launched. Cathy Wurzer hosted live, down-to-earth, unscripted interviews that aimed to connect, inform, and entertain.
- MPR News ensured that trusted news was represented and available to all Minnesotans. Community Engagement Reporter [Simone Cazares](#) focused on cultural celebrations, community champions, local traditions, and other “good news” from Black, Indigenous, and People of Color (BIPOC) and immigrant communities. BIPOC freelance writers, as trusted messengers in their communities, were contracted to expand the reach of MPR News. In addition, six full-time regional reporters in Greater Minnesota are deeply embedded in the communities they serve, including the new Bemidji reporter, [Mathew Holding Eagle III.](#)

YourClassical MPR (YCMPR):

- Returning to YCMPR’s roots of gathering people together for community singing, two Bring the Sing events were held with safety protocols in place. Teaming up with The Current, [“Bring the Sing Solstice”](#) integrated four musical acts, art activities, and the world’s largest Lite-Brite sculpture. Partnering with the Beer Choir and the Duluth Superior Symphony Orchestra for [“Bring the Sing Duluth”](#), people gathered in Greater MN for an outdoor Oktoberfest sing-along.
- With a special focus on supporting young artists and making classical music accessible and relevant for the next generation, YCMPR programming continued to grow with a variety of options. [YourClassical Kids](#) offered content for kids and their families such as [YourClassical Kids Storytime](#) and [YourClassical Children](#) and [Lullabies](#) streams. Programs like [YourClassical Adventure](#) and Class Notes [Lesson Library](#) and [Concerts](#) enabled programming to be accessed anytime.

- [Project DJ](#) engaged the next generation of classical music lovers, 14 to 24 years of age, to be co-hosts by joining Friday Favorites host Steve Staruch on air. As co-hosts, twenty-six young DJs, from a variety of musical backgrounds hosted interviews, introduced requests, and shared their favorite performances.

The Current, MPR's Adult Album Alternative (AAA) music service:

- [The Local Show](#) and [The Duluth Local Show](#) supported Minnesota's vibrant music scene by amplifying artists, musicians, and venues online, on-air, and in person. These programs showcased and discovered Minnesota artists by highlighting the history and breadth of the Minnesota music scene, with both legendary and emerging artists featured. Broadcasted statewide, these shows were also available through the website and apps.
- [Minnesota Sessions](#) paired Minnesota musicians with Minnesota's scenic locations: [Dave Simonett](#) at Wolf Ridge, [Faith Boblett](#) at Belwin Conservancy, and [Lanue](#) at Black Beach. The Current also supported the local music ecosystem by renting studios in communities to capture content while MPR's facilities were closed. Sessions captured at these studios included [The Cactus Blossoms](#) and the emerging duo, [Durry](#). Two of these [sessions](#) were nominated for a Regional Emmy award.
- LineCheck was a series of virtual conversations with the Minnesota music community that gave musicians the opportunity to exchange ideas for keeping the music scene healthy, safe, and inspired. Heard on the Local show and available on The Current's YouTube channel, topics included:
 - [How Minnesota musicians approach artmaking](#)
 - [How to get a grant-opportunities and advice for Minnesota musicians](#)
 - [A closer look at non-fungible tokens and how they can help musicians](#)
 - [The realities of putting on shows in a pandemic](#)
 - [How Minnesota musicians are thriving on TikTok](#)
- [The Current's](#) website received a makeover with a cleaner and streamlined appearance to improve the ease of accessing regional and national content. This change also put Minnesota music in the forefront, as well as provided access to the Current's broadcast and digital content such as [Stories](#), [Studio Sessions](#), [The Current on YouTube](#), the extensive [Playlist](#), and the [Gig list](#). Also available online:
 - Access to [Local Current](#), [Rock the Cradle](#), [Carbon Sound](#), [Radio Heartland](#), and [Purple Current](#) streams.
 - Seasonal guides: For each season [[Fall](#), [Winter](#), [Spring](#), [Summer](#)], 89 Days featured posts about events, entertainment and recreation throughout the state. The Current contracted with a group of diverse visual artists to provide illustrations, providing them with additional exposure for their graphic design and commercial art.
- [The Morning Show](#) started off the listener's day by awakening curiosity and connection through music. [Coffee Break](#) engaged listeners by giving them the opportunity to request

songs and suggest a theme of the day. Host Jill Riley also connected with experts and local personalities for some real talk about keeping minds and bodies healthy—from staying safe in the music scene, to exercising during a pandemic, to life coaching and personal journaling.

Additional Examples:

- [In its third year, MPR hosted](#) capacity building sessions [for Low Power FM](#) attendees representing a broad range of ages, cultural identities, geographic locations, and positions. People came together to learn and share their knowledge about activating listeners and supporters, increasing underwriting and sponsorship sales, creative fundraising strategies and producing engaging content. Training videos and past [sessions](#) are accessible on MPR’s website.
- [Volunteers are the backbone of MPR and were involved in many ways, even virtually, to represent MPR throughout their community at events, conversations, performances, and concerts. This year, events like Rock the Garden engaged over 400 volunteers. Serving on Advisory Councils, 91 people from around the state advocated on behalf of MPR and advised the Board of Trustees on the needs of the diverse communities that MPR serves.](#)
- [As the only stateside media organization that reached](#) over 95 percent of the state, and with over 900,000 listeners that tuned in each week, maintaining infrastructure is key in amplifying and connecting listeners to MPR. Much of the key infrastructure for its regional network received an upgrade. [Replacement of network-wide aging satellite receivers provided the following services for regional coverage:](#)
 - Weather notification inserts.
 - Emergency Activation System audio and warning deployment for national and local emergencies.
 - Insertion of programming for playback during solar outages.
 - Ability to stream programming if satellite reception is lost.
- MPR honored the legacy of Minnesotans in a couple of ways. Utilizing the intensive archives, when notable Minnesotans such as [Clyde Bellecourt](#), [Louie Anderson](#), and [Connie Goldman](#) passed away, past audio was shared on social media. Each of MPR’s services created content to honor people. For example:
 - [Going beyond the headline, Students honor St. Paul school’s namesake, trailblazing Black artist Gordon Park, featured the school’s work to embrace Park’s legacy.](#)
 - YourClassical MPR hosted and aired a legacy celebration of Minnesota choral legend Dale Warland in [Dale Warland at 90: A Legacy Celebration.](#)
 - The Current showcased photos and a performance of [Cornbread Harris celebrates 95th birthday with son Jimmy Jam.](#)

FY22Q2. 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 media companies, community radio stations, and a wide array of education, civic, arts, and cultural organizations to provide news, information, music, and cultural services. These collaborations enabled trusted and meaningful content to be produced and shared with a broader audience throughout the state.

MPR is poised to take action in committing to become more relevant to all Minnesotans. By working closely with community organizations and other trusted partners, MPR's statewide regional hubs in Bemidji, Duluth, Moorhead, Rochester, St. Paul, St. Cloud, and Worthington have developed partnerships to address community challenges and opportunities.

As a public media organization, MPR has a responsibility to amplify the voices who are working to change policies, bridge divides, heal wounds, and build thriving communities. By being a part of and advancing conversations with individuals and organizations across Minnesota, MPR will continue to inform, include, and inspire.

Partnerships with Public Media Outlets:

- Collaborations on podcast journalism strengthened the ability to deliver trusted and meaningful content. Here are new and ongoing podcast partnerships:
 - In a new investigative series, "[Sent Away](#)" told the story of Utah's multi-million-dollar troubled teen industry and how the government failed to keep kids safe. In partnership with APM Reports, KUER, and The Salt Lake Tribune, and led by APM reporter Curtis Gilbert, this award-winning podcast series was downloaded nearly 2 million times.
 - The ongoing collaboration between BBC World Service, iHeartMedia, and APM returned with "[Deeply Human](#)" for a second season. Minnesota writer and musician Dessa continued her exploration of human behavior, instincts, and culture, and investigated tendencies to create social hierarchies and use intoxicants.
- [The APM Research Lab](#) is a fact-based research team that supported media outlets across the country to inform the public with both original and curated research, facts, and analysis. It partnered with numerous organizations and media which included close collaborations with MPR News.
 - To reach a broader audience, APM Research partnered with Penn State's McCourtney Institute for Democracy on their [Mood of the Nation Poll](#), a public opinion poll about constitutional principles.
 - In [Arts and Artists in MN: Diversity, data, and discussion](#), MPR News hosted a celebration of the art and artists with [Art Hounds](#) as they showcased how the arts

are serving diverse communities. APM's Research Lab shared research on how Minnesotans of color view and access the state's cultural amenities.

- Partnering with MPR News and other news outlets, the APM Research Lab produced a series, [Minnesota Diverse Communities Survey](#), based on the findings from a public opinion survey that reflected the opinions and experiences of several racial and ethnic groups in Minnesota. The project aimed to elevate the collective voices of communities that are underrepresented, sometimes stereotyped, and often not well understood. A series of [Lunch and Learns](#) were held to share this information with the public.
- [The Water Main](#) and [APM Reports](#) investigated the impact of climate change in the documentary "[In Deep: One City's Year of Climate Chaos](#)". A portrait of how after suffering two hurricanes, a winter storm, and devastating flooding in less than a year, Lake Charles, Louisiana offered a troubling view of the wrenching, disturbing, and inequitable effects of climate change.

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

MPR News Partnerships:

- Mirroring MPR News [In Focus](#), Story Circles created a space for vital and safe conversations with an intent of fostering connections with community members statewide. These conversations gave people the opportunity to share what matters to them and presented information on key issues for MPR News from a diverse array of viewpoints facing Minnesotans.
- MPR News launched a Community Media Learning Exchange Roundtable Series in partnership with We Are Still Here Minnesota and MIGIZI. Three sessions involving media professionals and Indigenous community members were held to increase mutual understanding for more accurate and complete narratives.
 - Session 1: [A Truly Insightful Conversation](#)
 - Session 2: [Discussion with Leah Lemm and Scott Russell](#)
 - Session 3: [Indigenous Community Leaders](#)
- MPR News is committed to mentoring the next generation of journalists through their annual Youth Radio Camp, a collaboration with ThreeSixty Journalism at the University of St. Thomas, MIGIZI, KRSM LPFM, and American Indian Family Center. Twelve students of color were mentored by MPR Newsroom staff and our partners and learned unique skills around writing and interviewing for radio. This year's focus was on Native Narratives and the students created [audio stories](#) during MPR's Indigenous Roundtable event at Hocokata Ti, a gathering space at the Shakopee Mdewakanton Sioux Community.
- APM Research Lab examined the data from 6,162 sources from February 2021 through April 2022 providing MPR News with a [source diversity report](#), that tracked trends and insights. This data was used to understand and strengthen MPR's trust with Minnesota communities, build meaningful relationships, and increase the diversity of sources. MPR

News then implemented a procedure to track source data that included race/ethnicity, age, pronouns, place of residence and source role.

Your Classical MPR (YCMPR) Partnerships:

- YCMPR led a special recording project that revived and archived historic pre-1861 American hymns in collaboration with the [American Classical Hymns](#) project. Featured performances by renowned choral groups that included Lumina, Cantus and Border CrossSing brought nine beautiful, once-neglected hymns back to public awareness.
- YCMPR partnered with [Saint Paul Chamber Orchestra](#), [Minnesota Beethoven Festival](#), and the [Minnesota Orchestra](#) to record and produce live broadcasts and streams. A special recording featuring Minnesota Orchestra's conductor [Osmo Vänskä](#) in his final concert that featured four choirs and eight soloists performing along the orchestra was broadcasted. YCMPR also aired series from [Carnegie Hall Live](#) and the [Metropolitan Opera](#). YCMPR recorded, produced, and broadcasted 17 Minnesota ensembles and artist concerts in Brainerd, Duluth, Northfield, St. Michael, Winona, Saint Paul, and Minneapolis including the live broadcasts of St. Olaf Christmas Festival, the Winona Beethoven Festival, and Chamber Music St. Cloud.
- In a regional choral video project, YCMPR recorded nine videos of a [choral performance](#) at St. Michael-Albertville (STMA) High School that involved 800 performers, including STMA's Vivace Treble choir and Concert choir. Also performing with STMA was Aeolians, an acclaimed choir from University of Alabama and the Festival choir, an ensemble of the STMA choir and other choral students from neighboring school districts.
- The Class Notes team engaged with educators throughout the state for programming input about developing more lessons for the classroom that focused on five core tenants:
 - Format and delivery of materials (pdfs with live links).
 - Integrating a movement-based activity.
 - Grade ranges for lessons and approximate time limits (how long each lesson or activity takes).
 - Creating more video that shows professional musicians demonstrating proper technique and tone quality.
 - Developing more lessons that would facilitate student creativity, improvisation, and the composition in the classroom.

The Current Partnerships:

- The Current reconnected with audiences in-person after a two-year pandemic hiatus. In its final year, [Rock the Garden](#), returned to the Walker Art Center and the iconic Minneapolis Sculpture Garden to celebrate music, art, and community. Nearly 9,000 festival goers came together for a day of live music that featured national acts as well as local talent, concluding the 13-year festival partnership.
- The Current sponsored [Caravan du Nord](#), a program of the Minnesota Music Coalition that is a traveling musician showcase. Top regional acts visited 9 Greater Minnesota

communities for a weekend of cultural and creative community workshops and performances.

- To attract a younger and more-diverse audience to public media, The Urban Alternative Project focused on music from new, independent, local hip-hop and R&B artists. Led by [Julian Green](#), this was an initiative from The Current and KMOJ, and KMOJ's HD2 station, [The ICE](#). The Current and KMOJ worked closely on content sharing, developed new talent, and built social media capacity. Once it was launched, the team developed partnerships with local non-profits, festivals, and music venues to be a part of community events.

Other MPR partnerships in FY22:

- MPR sponsored events and worked with community organization partners, many were small and independent, to provide them an opportunity to expand their reach. In return, MPR was able to connect its audience to a thriving and creative local community event. MPR worked with 27 statewide organizations and events, such as Pride Festival, Juneteenth, local music festivals, and independent film festivals and expanded its connection with many different audiences.
- As a collaborative movement, [Little Moments Count](#) (LMC) and their partners were out in the communities promoting the benefits of brain development in the first 1000 days of life. Examples are:
 - Convened influencers together at LMC's annual meeting to discuss how families and communities can be supported during the challenging times.
 - The [Little Moments Count Radio Podcast](#) is a collection of powerful audio stories from across Minnesota and is a partnership with Power Perspectives KRSM and Native Roots Radio.
 - With The Itasca Project, a cross-sector alliance of employers, LMC helped to create the [First 1,000 Days](#). An initiative that raised awareness among employers of the lifelong impact of early experiences prenatal to age 3.
 - LMC collaborated with the Think Small Institute. Dianne Haulcy hosted 10 episodes of the [Early Risers podcast](#) that focused on raising children with an understanding of cultural differences, race, and implicit bias. Each episode of the podcast included a discussion guide.
 - LMC continued its partnership with Power to the Parents, a KMOJ program that broadcasted 8 episodes on topics that ranged from nature-based education to early childhood educators to recognize life-long benefits of brain development during the first three years.
 - Offered a wealth of resources through LMC's digital library on racial justice, families, new parents, and professionals.
- The Glen Nelson Center launched [The Next Challenge for Media & Journalism](#), a national competition of groundbreaking and student-led ventures that were committed to promoting equity and embracing the demographic shift to reinvent media over the coming decade. The Next Challenge had 480 participants that represented 265 startups from 37 U.S. states and 2 U.S. territories. 84 percent identified as BIPOC (Black, Indigenous, people of color), LGBTQ+, and female/non-binary. This competition was a

partnership with WarnerMedia, Google New Initiative, The John S. and James L. Knight Foundation, The Lenfest Institute for Journalism, Klein College of Media and Community at Temple University, and The Carlson Family Foundation.

FY22Q3. 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) has grown from a single classical music station in 1967, into an acclaimed regional and national provider of news, information, and culture. Today, MPR is one of the nation's premier public radio stations serving nearly all of Minnesota and parts of the surrounding states with an MPR radio signal. [MPR News](#), [YourClassical MPR](#), and [The Current](#) reach nearly 1 million listeners weekly and have 123,280 members, one of the largest membership bases in public radio.

MPR reconnected with thousands of Minnesotans at live events and forums, including the Minnesota State Fair and Rock the Cradle, and at concerts, policy discussions, sing-a-longs, and events throughout the state. New audiences were reached with the launch of programs and initiatives such as MPR News' "[North Star Journey](#)" and "[Minnesota Now](#)," The Current's "[Carbon Sound](#)," YourClassical MPR's "[Rhapsody in Black](#)", and "[The Next Challenge for Media & Journalism](#)."

Relevant programming strengthened communities, fostered dialogue, and celebrated Minnesota's diversity and creativity. Reaching global audiences, MPR's web pages received an average of 8.4 million monthly pageviews. Online audio and video content were streamed or downloaded more than 9.5 million times each month.

MPR is equipped to be a public media leader in producing indispensable content and experiences to engage diverse audiences to connect people with each other, their communities, their country, and the world.

MPR News:

- Through its broadcast network, MPR News reached approximately 195,000 weekly listeners, and approximately 60,000 rural and Greater Minnesotans streamed MPR's News services. Audience testimonials:

- *“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.”*
- *“Wherever I am I can find out what is really happening in my city, state, country, and the world, with outstanding and level-headed reporting that gives me the facts and informs me so I can process the information and draw my own conclusions. We really are better off because of MPR News.”*
- *“MPR News is one of the most trustworthy places to get the news. You can always expect to hear the truth. People-powered news needs to be more common and thrive in a world confused and angered by traditional corporate news.”*
- [Art Hounds](#) shared why people around the state are excited about specific arts happening in their communities. This program featured 128 artists and performances, with 36 percent in Greater Minnesota and 28 being group shows, that supported artists and uplifted creative works. Showcasing 26 styles of art, Art Hounds is broadcast each week and was heard as a podcast, included in weekly newsletters, and rebroadcast on weekends.
- MPR News’ rise in digital engagement reflected the consistent coverage of breakout and top topics. For example, Minnesota Olympian Suni Lee’s watch party video was viewed by more than 145,000 people on the YouTube channel and another 100,000 on Facebook and saw a high engagement with young women. The Arts and Arts Hounds coverage had an average of 2,694 downloads, and 2,118 web page views, with 10,700 social media followers monthly. [North Star Journey](#), which launched in March 2022, featured 39 digital stories, 343,819 web page views, and 2,130 downloads.
- In FY22, MPR | APM received more than 1,000 journalism awards. MPR News was awarded first place for their coverage of the [January 6th attack](#), [George Floyd](#), and [the Derek Chauvin trial](#). MPRnews.org won Editor & Publisher’s 2021 Eppy Award for “Best Local Radio news website (1 million or more unique visitors)”. Here are a few that were awarded to Greater Minnesota reporters:
 - Page One: Best Single Feature Story/Package- First Place, Dan Gunderson: [A reckoning: St. Benedict nuns apologize for Native boarding school.](#)
 - National Headliner: Radio Stations Pandemic Coverage/Project – First Place, Catharine Richert, Kirstie Marohn, Hannah Yang & Minnesota Public Radio for Coverage of the COVID-19 Pandemic from MPR News.
 - Public Media Journalists Association: First Place – Sports Feature, Dan Kraker: [Outdoor sports remain very white. Duluth groups are working to close the 'adventure gap.](#)

YourClassical MPR (YCMPR):

- [Class Notes](#) Artists is YCMPR’s most successful and long-running artists-in-schools program and brought the wonder and joy of live classical music into classrooms. Increasing student access and exposure to music, 15 different ensembles comprised of 55 performing artists provided enhanced learning opportunities for 23,525 students in 94

schools, 30 counties, and 51 different school districts in Minnesota. Class Notes' supplementary online resources received over 94,000 page views and 179,000 video views. Audience testimonial:

- *"Thank you for putting your music out to students across the state! It isn't usually possible for our kids in Bemidji to do a music field trip. You're opening the world of different genres and professionalism to them."*
- [YourClassical Regional](#) featured 23 stories about Minnesota music makers, many of whom might have not otherwise received media coverage. These articles received more than 26,000 page views and more than 260,000 Facebook impressions. Of these, 39 percent focused on BIPOC or women artists/subjects and 44 percent focused on topics related to Greater Minnesota.
- The Bello Collective, a collective that focuses on audio storytelling and podcasts, named [YourClassical Storytime](#) as one of the [100 best podcasts of 2021](#). As one of the most downloaded programs, Storytime combines time-honored children's tales with classical music selections and is part of the [YourClassical Kids](#) content that introduces timeless favorites to a new generation through educational, fun, and engaging programming. Audience testimonial:
 - *"We listen every day and so do our young children. We love the relaxation and mental stimulation YourClassical MPR provides during our work commute, and nothing lulls the kids to sleep better at night! It's great to hear famous pieces and familiar movie scores amidst beautiful music we've never heard before."*

The Current:

- Over 800 Minnesota artists received over 15,000 plays on the radio and received an additional 150,000 plays on The Current streams. In FY22, 700 new local songs were added to The Current's library. Audience testimonials:
 - *"We've been long time listeners of The Current, but since the pandemic started, this station has become my companion and sanity lifeline while working alone from home. I enjoy keeping up with the DJs and having a playlist I can turn on without needing to think about it. Thank you for your service!"*
 - *"I've been a listener to The Current since day one, when my dad introduced me to the station as a 15-year-old. Sixteen years later, I still listen regularly and consider it essential to my continually developing music tastes. I have many fond memories of hearing new artists or hearing a deep cut from a well-known favorite. It's always kept me coming back."*
 - *"I started listening to The Current as a high school suburbanite and I attribute the expansion of my taste in music to you guys. Having left Minnesota for school and work [London, England], The Current has helped me stay in touch with 'back home.' I try to listen every day — thank you, guys!"*
- The Current received three Page One awards:
 - Cecilia Johnson received First Place honors for profiles on [Your Smith](#) and [Joe Rainey, Sr.](#)
 - Reed Fischer received honors for three [Album of the Week](#) reviews.

- Luke Taylor was recognized for a thought-provoking review of the film [The United States vs. Billie Holiday](#).
- Three Current streams- [The Local Current](#), [The Purple Current](#), and [Radio Heartland](#)- had a combined total of 108,334 requests per month. [The Current Studios](#) received half a million video views and averaged 39,000 monthly web page view.

Additional Examples:

- [MPR Archives](#) is home to 77,500 MPR broadcast audio recordings covering the cultural and historical events of Minnesota. This year, 7,500 archival records were updated and around 11,000 files were digitized. Using social media, 753 audio pieces and 20 new collections of MPR Archives were highlighted and showcased, resulting in an increase of public requests to use archive material for research, academic, journalistic, and personal use.
- Programs produced by MPR's national programming brand, American Public Media (APM), reached over 17 million listeners weekly via approximately 1,000 public radio stations and nearly 400 commercial stations nationwide. APM is one of the largest producers and distributors of public radio programming in the world, and [APM Studios](#) offered a diverse array of podcasts. Examples of these new and award-winning podcasts are:
 - [The One Recipe](#), a new podcast from [The Splendid Table](#), talked with chefs about the story behind their cherished and personal favorite 'one recipe'.
 - The episode "[Black at Mizzou: Confronting Race on Campus](#)" from the [Educate](#) podcast won an Edward R. Murrow award for Excellence in Diversity, Equity, and Inclusion.
 - These podcasts made 'best of' lists from Mashable to Best Kids Stuff to Glamour: [Terrible](#), [Thanks for Asking](#), [Smash Boom Best](#), [Brains On!](#), [Splendid Table](#), and [In the Dark](#).
 - [Field Work](#) co-host Mitchell Hora was named in Forbes magazine's "30 Under 30" list of industry movers and shakers in the category of leaders making a difference in social impact.
 - Marketplace downloads reached more than 12 million listeners each week.
- The support of listeners enabled MPR to fulfill a public service need, and provide independent, fact-based journalism, vital cultural programming, and inspiring music. Audience testimonials:
 - *"I trust MPR News and appreciate the cultural contributions that Classical MPR and The Current make to our society. Everything you do is first rate."*
 - *"Through it all, MPR remains a place I can go for calm, reasoned analysis, solid and fact-checked old-school reporting, journalistic "decency", polite and thoughtful guest commentary, and a fair dose of entertainment and information, like the Splendid Table, the Moth, and more. And when the news is too much even for me, I have the Current AND Classical MPR to fall back on."*

- *“I give because 90 percent of my daily radio listening is to one of MPR’s radio stations. Wonderful programs, balanced news, great hosts, and wonderful music. I just love you all — I consider you friends!”*
- *“Our family runs on MPR, from listening to MPR News during breakfast, The Current in the car and YourClassical MPR when we are relaxing at night. Thank you for keeping us informed and inspired throughout the day. We love MPR!”*

FY22Q4. 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 2022, and any plans you have made to meet the needs of these audiences during the Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY22, Minnesota Public Radio (MPR) connected with audiences and highlighted diverse perspectives to create equitable reporting and unbiased programming. MPR used its platforms to amplify underrepresented and new voices; stimulate lifelong learning and broaden perspectives. MPR will continue to be a source of community connections by building and sustaining relationships informed by mutual discovery, collaboration, and dialogue.

Work has been done internally to help facilitate difficult conversations about race, ethnicity, equity, and biases to strengthen the inclusivity of the workplace. This work will also positively impact the quality of programming, and lead to audience growth, engagement, and retention.

MPR News

Reporters and hosts covered a broad range of topics in FY22 to highlight Minnesota’s diverse culture. Here’s a sampling:

- Reporter Peter Cox shared a community’s pride as the first Hmong American competed in the Olympics in ‘A historic moment for our community’: Hmong Minnesotans revel in Sunisa Lee’s Olympic journey.
- In the segment Returning land to Native Americans, MPR News guest host Dan Kraker talked about the efforts to return and buy back Native land, and why it is important to Native identity and sovereignty.
- On MPR News with Angela Davis, the host talked with Black business leaders, Checking in with Black-owned businesses to see if the large number of pledges after the murder of George Floyd from corporations, businesses, organizations, and the public were realized and made a difference.

- [Worthington reporter Hannah Yang put a spotlight on the lack of recognition and representation of women in *Minnesota's first all-women pro esports team wants to reshape gaming culture.*](#)
- [In *Rochester rental crunch, Afghan refugees struggle to find housing*, reporter Catharine Richert shared the complicated factors that affected refugees as they tried to settle in this country.](#)
- [Reporter for America Corps, Vicki Adame, covered Minnesota's diverse Latino communities in *'Latins on Ice' takes comical look at life for Latino newcomers to Minnesota, a humorous side to the challenges of settling into a colder climate.*](#)
- [In *'This is how they see the world': Mille Lacs launches Rosetta Stone program to teach Ojibwe*, St. Cloud reporter Kirstie Marohn brought to light the solution to preserving the Ojibwe language for future generations.](#)
- [Reporter Hannah Wang went in-depth about *Worthington's fast-growing communities of color see economic gains but little political power.* Minnesota Now host Cathy Wurzer also highlighted this story, reflecting the culture and concern for communities throughout the state.](#)
- [Recognizing that Black, Indigenous, and People of Color \(BIPOC\) communities have a history that hasn't been well documented, reporter Dan Gunderson shared the work that is being done in *Moorhead museum tells long-overlooked stories of Black history.*](#)
- [Reporter Mathew Holding Eagle III featured the *New Bemidji State degree draws on Indigenous practices to teach 21st century sustainability* an effort to teach students traditional Indigenous practices while incorporating Western ideals.](#)
- [Race, Class, and Communities reporter Jon Collins showcased BLCK Press, a *New public service newsroom will train, employ young journalists of color to cover news in their communities.*](#)
- [Rochester reporter Catharine Richert story, *Bikes and braids: How one school district is teaching life skills, too*, featured a school's teaching model of going beyond academics to incorporate life skills for students.](#)
- [Minnesota Now host Cathy Wurzer spoke about *The unique challenges LGBTQ folks face when it comes to aging.*](#)
- [North Star Journey](#) is an in-depth reporting of the history and culture of the diverse communities throughout Minnesota. It focused on providing solutions, as well as, celebrating stalwarts who are driving them. Newly launched in March 2022 with more than 40 content pieces, this project reached millions of people through broadcast, web, social media, podcast, video, and audio segments. North Star Journey's next project will cover the founding of the American Indian Movement and its roots in Minneapolis with interviews, MPR archive content, and partnerships with Minnesota Historical Society, The University of Minnesota, and the Institute of American Indian Art.
- In the [Untangled Roots](#), reporter Brandt Williams and media entrepreneur Jonathan Rabb unpacked the stories, issues, and events that have impacted communities of color. It is a signature podcast of North Star Journey that celebrated the culture and history of diverse communities across Minnesota.

- MPR News is working to create a more diverse and inclusive newsroom to reflect community voices and deliver trusted, fact-driven news to Minnesota. Internal work that has been done:
 - Continued to participate in the Cultural Fluency Pathway in partnership with the Maynard Institute, Fault Lines Program.
 - Collaborated to develop a digital news partnership strategy and expanded the collaboration with Sahan Journal to include reporting synergies.
 - Reported on staff diversity in the Newsroom to foster trust and transparency.
 - Expanded staffing to be reflective of different communities and actively recruited within networks, such as the National Association of Black Journalists and the National Association of Hispanic Journalists.
 - Updated ethic guidelines from 2016 to reflect the journalists' use of social media, ensure that structure inequalities are reviewed, and that marginalized and diverse communities are illuminated.

YourClassical MPR (YCMPR)

- YCMPR playlists of artists of color and women increased to 32.5 percent with a goal of 35 percent by the end of FY23 and 1,900 pieces from BIPOC and/or female/non-binary artists were added to YCMPR's music library.
- Tesfa Wondemagegnehu, a singer, composer, conductor, and professor at St. Olaf College created two projects for YCMPR:
 - [*Rhapsody in Black*](#), a weekly program that is an exploration of classical music that's aesthetically and uncompromisingly Black.
 - In [*To Repair*](#), Wondemagegnehu traveled across America to places where damaging racial events occurred and talked with people about what it would take to repair their communities. This project inspired a world premiere at the Lincoln Center, as well as a three-day series of conversations and performances around race called "[Let's not go back to normal: Racial reckoning, repair, and reconciliation](#)."
- To celebrate the diversity of listeners and performers, these programs were produced:
 - [Homeward Sound: The Lives of Women Composers](#) was a special in honor of Women's History Month. It featured women composers, highlighted their works, and talked about the vulnerability and strength of women in the classical composition field.
 - [Proud to Be](#) celebrated the lives and accomplishments of LGBTQIA musicians in classical music and asked what Pride means to them.
 - [Class Notes Artist, Border CrosSing](#) performed their live school concerts in either Spanish or English and their virtual concerts were offered in both languages.
- Performance Today® Young Artists in Residence, [violinist Randall Goosby](#) talked with host Julie Amacher about his debut album *Roots* and how it is grounded in his personal and cultural roots in the African-American music, culture and tradition.

The Current

- With the intent on serving a younger and more diverse audience, The Current launched the [Urban Alternative Project](#), an initiative that brought hip hop, R&B, Afrobeats, Funk, and Electronic music to listeners. The Current then launched [Carbon Sound](#), a music stream, website and app dedicated to the foundational role and influence of Black music. With a daily crossover on The Current's airwaves and an ongoing collaboration with community radio station KMOJ, content, social, digital, and community engagement was shared to increase the accessibility and influence of Black music.
- Expanding The Current's reach to connect listeners to music and each other, diverse hosts were hired.
 - [Ayisha Jaffer](#) is The Current's evening host. Having worked at radio stations and in music management throughout the U.S. and New Zealand, Jaffer offers a world-wide knowledge and passion for music.
 - Minnesota musician and journalist [Diane Miller](#) is the host and producer of the [The Local Show](#). As part of the Minnesota music scene, Miller brings a strong connection and perspective of the vibrant music lineup.
 - [Julian Green](#) is content director of [Carbon Sound](#), the Urban Alternative streaming service. Green is an influential voice in the Twin Cities music scene with his work at Radio K and his 24/7 hip hop stream.
- Dedicated playlists, programs and awards highlighting diversity include:
 - The Current celebrated [Pride](#) with special programming.
 - With input from Minnesotans with tribal nation heritage, The Current compiled a playlist exploring and honoring the musical contributions connected to the [Indigenous communities](#).
 - *A playlist curated by [Jaida Grey Eagle](#) (Oglala Lakota), a St. Paul-based photojournalist, writer, producer, and beadwork artist, represented her Indigenous community and personal relationship with music.*
 - [The Siren](#) was launched to honor and amplify women's voices and music. A month-long 24/7 DJ-curated stream educated, entertained, and featured the important roles women have played throughout music history.
 - The Current was recognized by Triple-A (Adult Album Alternative) industry site, "[The Top 22](#)", for their gender equity. Of the 44 most played songs on Triple-A format stations, 68 percent played on The Current were performed by women or prominently featured women compared to similar stations that played only 13.6 percent.

Additional efforts:

- MPR hosted Listening Sessions specifically for BIPOC, BIPOC youth, Black and LatinX community members that assisted in gaining insight for:
 - Content for MPR News series [In Focus](#).

- Listening preference and habits to inform MPR News and Audience Insights.
- MPR continued the journey to transform into a more equitable and inclusive workplace. Examples of the action taken to advance cultural fluency are:
 - A comprehensive organizational equity audit that included staff surveys and listening sessions was conducted to evaluate and advise the current state of Equity, Inclusion, Diversity and Access (EIDA). This data was used by leadership to develop a long-term EIDA strategy for the organization.
 - An EIDA Book Club where co-workers read a curated book and spent time together to reflect.
 - Determined a baseline of Minority Business Enterprises (MBEs) vendors that the organization currently worked with. Employees were encouraged to start working with MBE suppliers when possible.
 - 3 Employee Resource Groups (ERGs), officially sanctioned clubs, provided opportunities for employees who share EIDA interest and experiences to connect.
 - BIPOC ERG represents the interests of the BIPOC employees.
 - Anti-Racism Community Interest Group participates in the creation of an anti-racist workplace culture.
 - The Women’s ERG is a space to build community and talk about issues that are important to women in the organization.
 - The seven week series, Racial Equity Through Action and Learning (REAL), helped develop a lens of equity through activities, discussion, and action plans, and continues to be offered to employees. Past participants testimonials demonstrated the long-lasting impact:
 - *“The REAL series has had a significant impact on my cultural growth as an individual and as a leader.”*
 - *“It deepened my understanding and awareness of systematic racism and my own contributions to these systems. I appreciate going through this training with my colleagues and creating a shared language and awareness amongst our team.”*
 - *“The REAL training takes lot. It was hard work, mentally and emotionally. But it’s going to take hard work to improve our newsroom to better reflect and better serve our audiences.”*

FY22Q5. 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?

CPB’s support has enabled Minnesota Public Radio (MPR) to advance and strengthen public broadcasting through its three regional services—MPR News, YourClassical MPR, and The Current. MPR delivered meaningful content and spotlighted the arts and culture of Minnesota communities to local and national audiences.

MPR worked to amplify new voices, bridge differences to uncover racial inequities, and rebuild Minnesota's arts and cultural ecosystem by listening to and engaging with audiences. These meaningful community engagements informed programming for news, supported the music services to better represent and celebrate artists, and, most importantly, built lifelong relationships with listeners and their communities.

This work and effort covered 95 percent of the state with 46 stations and 41 translators that reached nearly one million listeners weekly with news and music programming for radio, digital on-demand, and live audiences. The MPR network also delivered vital public services throughout the state, including maintaining the technical infrastructure for Minnesota's Emergency Alert System and distributing Minnesota's AMBER Alert System to all broadcasters in the state.

This past year, two leadership appointments were filled to bring the company through transformational change, create a sustaining strong inclusive culture, and drive growth. Jean Taylor, the first woman to lead the organization, was hired for being a strategic and passionate leader not only committed to public media but also to diversity, inclusion, equity, and justice. In a new role, Senior Vice President and Chief Transformation Officer, Liwanag Ojala will mobilize the organization's digital transformation and guide cross-functional initiatives to accelerate new revenue growth, audience growth, and impact.

In FY23, MPR is poised to position the organization for a future that requires strengthened digital capabilities, more focused branding, and a high-performing diverse organizational culture. CPB's support and partnership ensure that the power of public media will strengthen the communities throughout Minnesota as they continue to have free access to this resource of independent, fact-based journalism, vital cultural programming, and compelling music.