Grantee Information

ID	1458
Grantee Name	KSJR-FM
City	Saint Paul
State	MN
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. 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 goal is to enrich the mind and nourish the spirit, enhance the lives and expand the perspectives of our audiences and assist in strengthening communities. Our approach to address community issues, needs and interests is through three services: Classical MPR, MPR News and The Current. We create and produce long and short-form content through multiple platforms including radio broadcasts, digital streaming, podcasts, online blogs, live events, community forums, and educational services. The following examples illustrate how community needs, issues and interests were addressed in FY16: Classical MPR (CMPR): • Hosted two Bring the Sing (BTS) events in Duluth, Minnesota and St. Paul, Minnesota. CMPR's conductor, Tesfa Wondemagegnehu, convened two diverse groups with a wide range of singing abilities. The goal was to create a new community of singers and music-lovers and revive Minnesota's rich tradition of mass choral singing, as well as diversify our existing audience and help develop the next generation of classical music listeners. The BTS events were recorded and produced for on-air and online listening. Catherine, a Duluth BTS participant remarked, "We were not singing for perfection, but for inspiration. That freed me, an 80-year-old woman with Parkinson's and Bursitis, to open my heart and sing with joy. This experience touched my soul in the happiest of ways." • Minnesota Varsity is a showcase for top high-school music talent in Minnesota. Students between 9th and 12th grade submitted recordings of an instrumental or vocal performance for evaluation by a panel of judges. Student composers submitted an original score. In FY16, 123 students submitted recordings from which 15 were selected as featured artists. Featured artists received professionally engineered recordings of their submissions which aired on radio and online, a $1,000 gift from an anonymous donor, and four year scholarships to three colleges. Five showcase artists went on to perform at the Fitzgerald Theater in St. Paul to an audience of over 500. • In FY16, CMPR partnered with Northern Lights Music Festival for a full-length opera production of The Merry Widow. CMPR host and Program Director Julie Amacher worked with Musical Director Gavriel Heine of St. Petersburg's Mariinsky Theatre. This opera was performed in Aurora, Chisholm and Ely with over 1,600 in attendance. These productions engaged local talent and brought new audiences to the operative experience. MPR News: • MPR News hosted a live event, ""Minnesota's Iron Range: Ideas for the Future,"" in April 2016 at Mesabi Community College in Hibbing, MN. A six speaker panel addressed the Iron Range economic downturn and shared ideas for economic diversity in the Range communities. The panel was made up of a combination of local business owners, Bioeconomy Coalition of Minnesota, college instructors and the director of the Natural Resource Research Institute. Approximately 300 attended. Of survey respondents 61% encouraged other individuals to take action and 23% contacted a legislator about the Iron Range Economy. • APM Reports was launched in FY16, an investigative and documentary group that combines the work of our signature American RadioWorks documentary program with a newly created investigative reporting team. The mission is to raise awareness, trigger debate and prompt positive change through non-partisan and independent investigative and documentary journalism. The new team's first investigation revealed concealed abuse and neglect of youth at a juvenile corrections facility in northern Minnesota. The multi-part story brought to light lack of institutional oversight and led to the facility closing. • Statewide News Coverage – MPR News employs five Greater Minnesota reporters who covered over 350 stories in FY16. The

overarching goal of our rural reporting team is to foster a healthy news ecosystem across Minnesota and strengthen the relevance, reach and impact of our journalism. Each day MPR News distributes up to four of its stories to 35 newspaper partners around the state providing communities – via their newspapers – with more news and exposure to a broader range of important issues, while allowing MPR to reach new audiences. • MPR News partnered with ThreeSixty Journalism, through the University of St. Thomas, which uses the principles of strong journalism, writing and reporting to help Minnesota youths of color tell the stories of their lives and communities. MPR worked with this program to recruit students to volunteer and gain hands-on radio and digital experience. Seven students experienced all aspects of radio producing, from interviewing to working with radio equipment. They volunteered at MPR's impact audio booth at the MN State Fair to record MPR testimonials. They collected over 300 audio stories from our MPR audience. The Current: • MPR's AAA music format, The Current, brings listeners the best authentic new music alongside the music that inspired it, from local to legendary, indie to influential, new to nostalgic. In February, 2016, we expanded our service to Duluth, Minnesota. Our new radio station offers Duluth audiences the opportunity to connect more deeply to long-time and emerging artists in the Duluth area community. The new station's programming includes a weekly local music show featuring the best of Duluth, Iron Range, North Shore music. • The Current was launched in 2005 and Prince, one of the greatest stars in rock history, became a supporter of the station. Prince bridged rock and R&B to fuse a ""Minneapolis Sound"" that helped define the music of the 1980s. He is one of the best-selling artists of all time. On the day of Prince's death, April 21, 2016, The Current responded by gathering mourners together. We produced a tribute by combining documentary, live play on-air and online and live events. The Current's ability to affect and mobilize community members was unmistakable in the 10,000 people who assembled for an outdoor musical memorial on the day of Prince's death. The event symbolized the community's response to the music industry's loss. Prince's catalogue of music was shared by The Current non-stop over 75 hours. Thousands of people from over 200 countries tuned in to the stream or accessed online content. • Because Minnesota music is vital to The Current and Minnesota citizens, we created The Local Current Stream, a one-stop hub of all-Minnesota music. It's a 24/7 stream of music dedicated entirely to musicians from Minnesota, available via our web stream, mobile apps or HD Radio in the Twin Cities. In FY16, this service brought 84,000+ unique listeners. Additional examples: • MPR stepped in to sponsor and host the Twin Cities Regional Spelling Bee, the qualifying competition for the Scripps National Spelling Bee. Without MPR's involvement there would not have been a regional spelling bee in 2016. According to Nathan Ziegler, Hope Academy's Upper School Principal: "Because of the generosity of Minnesota Public Radio, students of Minneapolis (and the surrounding area) will now have a chance to qualify for the National Spelling Bee, no matter their financial situation. Thank you for the part you are playing in creating equity in our city." • The Music Library, located at Minnesota Public Radio's St. Paul headquarters, houses over 60,000 CDs. Due to the length of some classical music pieces and given that many recordings are not available in a digital format, CMPR manages an extensive library of CDs for our own use but we also allow college and high school students to access the music for research purposes. "

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2. 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.

"MPR provides vital programming to audiences. We reach more than 950,000 listeners each week through our network of 84 full-powered radio stations and translators, and via digital mediums and public events. Our regional partnerships help us engage and connect with communities. Whether through dialogue or song, we take our public service role seriously. We gather people together to foster conversation and civic engagement, to promote understanding and healing, and to build stronger communities. Key partnerships with public media outlets include: • NPR's Next Generation Radio. MPR News sponsored a weeklong boot camp in Minneapolis in FY16. The goal was to train future journalists for a career in public media with a focus on those from diverse backgrounds. The students were from around the country and each student was paired with a professional journalist. • Low-Power FM Community Radio Stations in the Twin Cities. Low Power FM radio stations were created by neighborhood organizations and social service organizations to amplify voices in communities of color. In FY16, MPR provided support to grow low powered radio stations including KALY 101.7 FM – a Somali Radio Station, WFNU 94.1 FM Frogtown Radio Station, and WEQY 104.7 FM East Side Community Radio. • MPR provides a service to PRSS, Public Radio Satellite Service, an independent non-profit organization that serves public radio stations and National Public Radio. MPR is the back-up network operating center for PRSS. Partnerships with community nonprofits, educational institutions/teachers and parents include: Classical MPR (CMPR): • CMPR hosted and recorded the season performances of the world renowned St. Paul Chamber Orchestra (SPCO) at Ordway Concert Hall in St. Paul. These recordings are provided to the SPCO Listen Library which includes 250 recordings accessible online on SPCO's website. Every Friday you can hear the SPCO Spotlight program on all CMPR radio stations. Additionally, in FY16, CMPR recorded, produced and broadcast other regional symphony orchestra concerts including the St. Cloud Symphony Orchestra, Mankato Symphony Orchestra, Duluth Superior Symphony Orchestra, and the Rochester Symphony Orchestra, among others. • Play It Forward (PIF) is a co-sponsored initiative with Vega Productions and the Minnesota Music Educators Association. This statewide musical instrument drive encourages people across Minnesota to donate clean, gently used and playable instruments to school music programs in need of instruments, particularly to kids who could not otherwise afford them. In FY16, PIF distributed over 225 instruments to students across Minnesota. • CMPR created 24 Class Notes™ videos for elementary and middle school teachers. We partnered with the Minnesota Music Educators Association to ensure the videos are based on Minnesota's music education standards as well as national standards. In FY16, CMPR produced additional videos including a teacher tutorial video to give teachers an overview of our video and curricula resources and to demonstrate how to adapt them to unique classroom needs. MPR News: • MPR News partnered with ThreeSixty Journalism through the University of St. Thomas to teach the principles of strong journalism, writing and reporting to Minnesota youths of color so they could tell the stories of their lives and communities. In August and September of FY16, MPR recruited students to volunteer and gain hands on radio and digital experience. Seven students collected over 300 audio stories heard on-air and online. • In January, 2014, in partnership with Arizona State University's Cronkite School of Journalism, MPR created the Public Insight Network (PIN) Bureau to provide services to professional news organizations and increase the capacity of public media stations. In FY16, PIN's diverse pool of 228,000 sources contributed insights and experiences to journalists in nearly 70 newsrooms around the country. The PIN team is headquartered at MPR and provides technology development, editorial coaching, production assistance, and training (web-based and live events) support. • MPR News partnered with Penumbra Theater, Minnesota's only African-American Theatre, to broadcast several Penumbra Theater's Let's Talk sessions including On The Front Lines, Discussion About Race. These sessions created space for compassionate and challenging conversations around issues of social justice, equity, and the arts. The Current: • The Current partnered with the Minnesota Music Coalition to bring The Caravan du Nord concert tour to new audiences and independent regional musicians and community presenters in Greater MN. These events included educational workshops for developing artists. In FY16, 15 bands played in five Minnesota communities including Red Wing, Ely, Faribault, Austin and Detroit Lakes. • In FY16, The Current co-presented a live

event, Rock the Garden, with the reputable Walker Art Center in Minneapolis (a national and international arts organization). More than 14,000 people gathered at Boom Island Park in Minneapolis where eight national and local musicians were featured on two stages. • The Current partnered with Mid West Music Fest in Winona! in FY16. This festival featured over 100 bands and musicians of multiple genres who performed in 11 venues. Musicians included new and emerging artists alongside those with established careers. Concert goers attended a live recording of The Current's Local Show with host Andrea Swensson which was heard on radio and online. Approximately 4,500 attended the three-day event. Other partnerships in FY16: • The Current and MPR News partnered with the Minneapolis Institute of Art, HealthPartners and MakeItOk.org on April 13, 2016 for a day-long gathering of artists, health professionals, and community members to explore the relationship between mental health and creativity. Content aired on radio, podcast shows and online on MPR News, The Current and mpr.org. • In partnership with the Minnesota State Services for the Blind, MPR is the closed-circuit provider of Radio Talking Book (RTB) which broadcasts programming for the visually impaired. Programming includes reading of newspapers, magazines and books. This 24/7 service is available throughout Minnesota and is free of charge to listeners based on eligibility. • As a partner of the Minnesota Integrated Public Alert Warning System, MPR provides the technological infrastructure for Minnesota's Emergency Alert System (EAS). Our investment of MPR staff and equipment ensures that all Minnesotans via broadcast stations and cable systems have reliable access to state or federal emergencies and AMBER Alert emergency messaging 24/7. • MPR, in partnership with the MN Historical Society, is committed to preserving MN's cultural heritage by creating digital copies of more than 2,000 historic stories, including recordings of MN's political, business, and cultural stories from the years 1968 through 2004 with a focus on Greater Minnesota. Tapes are transcribed from speech to text to increase accessibility to those who are hard-of-hearing. "

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3. 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.

"In the fall of FY16 MPR hired Ka Vang as our Director of Impact and Community Engagement. Vang has developed frameworks, metrics and tools to measure our community impact on-air, on-line and with live events. These findings inform our current activities and help us create new programming to help MPR's three services connect to community. The following are examples of programming, outreach and measures of impact for each MPR service: Classical MPR (CMPR) Initiatives and Partnerships: ? ASE – American Spiritual Ensemble. In the spring of 2016, CMPR collaborated with Luther College, Concordia College, Bethel University and other area organizations to bring ASE to Minnesota. ASE, composed of classical music's finest singers, aims is to keep the American Negro Spiritual alive. ASE held multiple master classes for college students and performed three public concerts for approximately 1,200 concert goers. 380 attendees completed a survey. 94% rated the performance "high quality". Twenty community partners were surveyed with a 65% completion rate and 92% rated performances "high quality". Quotes from survey comments include: ? "I didn't know that a voice could feel like a light. I could almost see light coming out of the high tenors as they sang, "This Little Light of Mine." To see the dynamic between the conductor and Luther students gave me goosebumps." ? "Several of us voice teachers agreed that the performers and their master classes were down to earth, helpful and most informative. It is a good thing for our students, largely white, to see and work with mostly African American professionals at very high levels in our field." ? Classical MPR's Class Notes® Artists program partners with artists to bring live classical music and musicians to Minnesota schools. More than 80,000 students have been served over three years. In FY16, the program reached over 25,000 students with visits, lessons and live performances by nine different musicians and ensembles, including NPR's FY16 Tiny Desk winner Gaelynn Lea. One measure of the program's success is the countless requests from schools for this program for FY17. Teachers witness the notable impact the program has on their students: ? "For a low income school like ours, it is a WONDERFUL experience to get these artists here at our school they may not otherwise receive. Our students do not typically get this kind of exposure to music. So it is a wonderful experience for all." – Hillary, teacher in Fridley, Minnesota ? "The Class Notes Artists are amazing musicians and it's so great to see my students become inspired by these musicians and set higher goals for themselves." - Bethany, St. Paul Public School teacher ? Music for Learning (MFL) is a supportive multimedia response to the erosion of music education. MPR's services permeate Minnesota, giving the public access to musicians and classical music regardless of circumstances. MFL harnesses that breadth to support kids, educators, and parents where they learn. It integrates digital and broadcast media with live experiences to support music and classroom educators, students, and parents. Teachers and interested others can find many resources on MFL's website channels: "Teacher Resources," "School Initiatives," "Education Features." The website was built with direct input from teachers and recognizes how their needs differ from traditional public media consumers. ? "I love Audio Backpack. I have been presenting the musical periods to my piano students this year. We started with the baroque and are now on the classical period. The ability to direct them to the playlist links has been most helpful and I appreciate including Classical MPR as a teaching resource!" –Teresa, piano teacher from Rochester, Minnesota MPR News Initiatives and Partnerships: • Climate Change and Health – An MPR News event was held April 26, 2016, in Rochester, Minnesota, in partnership with the Mayo Clinic and the Minnesota Department of Health. This four segment forum examined the intersection between real-world extreme weather events and the health of everyday Minnesotans. Over 300 attended and completed a survey. Eighty percent rated the event "high quality"; 90% responded they would share what they learned with family, friends and work colleagues. The edited program was broadcast two times on MPR News Presents on May 19, 2016. Quotes from survey comments include: ? "I learned about how climate change affects my aspects of health which I had not considered before. My eyes were opened to some new concepts." ? "That as health care workers in MN, the risks associated with climate change should alarm us to act." • Rainbow Research, a Minneapolis firm, completed 12 focus groups to help us understand perceptions about MPR's impact. We partnered with College of St. Scholastica, Minneapolis Community and Technical College, and Rasmussen College to engage group members. The groups were designed to capture information from underrepresented communities including African-Americans, Latinos and millennials as well as core MPR listeners. They were held in three diverse geographic areas focusing on four impact areas: education, business/economy, healthcare and the arts. One focus group finding was learning our core stakeholders care about water scarcity issues while those who don't listen to MPR are not aware of the critical issues facing water today. Results gave us specific information to shape content and outreach strategies. ? In FY16, MPR News launched the Water Initiative, a major new initiative on water in Minnesota. Minnesota is rich in water, but regulators say 40 percent of Minnesota's lakes and streams are polluted. The initiative went live in May with a series of reports detailing the threats to Minnesota's surface and ground water. The project also explored Minnesotans' connections to water in first person accounts told by people around the region. The collection of stories is at http://www.mprnews.org/story/2016/05/25/mpr_news_presents. • Muslims in Minnesota was a community event about what it is to be Muslim. The event was held at the St. Cloud Public Library and was hosted by MPR's Tom Weber. The standing room only event partnered with the St. Cloud police department. An all Muslim panel as well as St. Cloud police chief Blair Anderson discussed the issues and

concerns about a threatened way of life, racism, children's safety, as well as what the rest of Minnesota thinks of St. Cloud given its developing reputation as an intolerant place. This discussion focused on how to build a cultural bridge between Muslim residents and other community members. Event producer Julie Siple received over 65,000 emails requesting information, reservations and providing input. The Current Initiatives and Partnerships: • In the wake of the death of Minnesota musician Prince, The Current connected fans across cities and continents through on-air and online tributes. Prince's catalogue of music was shared non-stop over 75 hours. Thousands of people from more than 200 countries tuned in to the stream or accessed online content. Over 10,000 people joined a live event hosted by The Current with partner First Avenue in Minneapolis. The Current collaborated with 3 radio stations in New York, Seattle and Philadelphia to simultaneously broadcast Prince's song Nothing Compares 2 U on May 3, 2016. Quotes from listeners online and on-air: ? "I heard a DJ mention that on the day Prince died the station had received messages from 200 countries…what a global community you created for so many people touched by this artist's life and death. I am so grateful for it." – Sam from Rhode Island ? "It's amazing that The Current has brought together so many people throughout the world; it has made me truly realize how The Current is a place of unity and community." – Julia from St. Paul, Minnesota ? "Thank you for opening up the fire hydrant of healing waters from Prince's fountain of youth so i

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4. 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 Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

"As the state's largest cultural organization and a leading news and information source, Minnesota Public Radio acts as a statewide convener to engage citizens who seek to be informed, educated, nourished and entertained. MPR's three services reach our audiences across three platforms: on-air, digital and live events. Our programming fosters dialogue, enriches communities and celebrates the diversity and creativity that make Minnesota one of the most civic-minded and culturally vibrant states in the country. Below are some examples. Classical MPR (CMPR) efforts: ? ASE Residency – April of 2016, CMPR collaborated with educational institutions & church groups to bring the American Spiritual Ensemble – a professional vocal group comprised mostly of African American singers – to several Minnesota communities. Their renditions of classic African spirituals were performed at three public concerts reaching an audience of over 1,200 people, as well as at three black churches where they sang during Sunday service. ? APM Radio Choir – This CMPR grass roots initiative reversed the typical choral ensemble model, by focusing 90% of its efforts on community building and outreach and 10% on performances. The group's activities, led by director Tesfa Wondemagegnehu, included individualized instruction with K-12 students in schools serving diverse populations. Over 2,000 attended the January 2016 performance held at Orchestra Hall in Minneapolis. ? Sing to Inspire – This weekly show of online videos and interviews covered the broad spectrum of the choral community. It emphasized diversity and the importance of lifelong music making – from Memphis Tennessee's Shelby County Schools ArtsFest High School Honor Choir to the homeless and disadvantaged singers in the Dallas Street Choir. MPR News editors and reporters covered a broad range of topics, exemplifying the diverse culture of Minnesota. For example: ? 8.25.2015 – MPR News host Kerri Miller facilitated the discussion, "Are Multi-Racial Millennials Leading The Way Toward A More Inclusive Society?" This topic was explored with her guests and comments from callers and online. ? 2.2.2016 – Reporters Doualy Xaykaothao and Ibrahim Mukhtar's story, What It's Like To Be Muslim In Minnesota, featured interviews with leaders of the Muslim community, including entrepreneurs and innovators, who shared their experiences as they establish their place within Minnesota communities. ? 2.3.2016 – Digital producer for MPR News, Tracy Mumford's story, Where Are The Diverse Children's Books?, delves into the fairly homogeneous industry of publishing and how that stymies opportunities for authors who are people of color. ? 3.9.2016 – Reporters Laura Yuen, Mukhtar Ibrahim and Sasha Aslanian presented the series A Call to Fight. A story from this series, Called To Fight: Minnesota's ISIS Recruits reports on Somali-Americans recruits who left Minnesota to join al-Shabaab in Somalia. ? 3.24.2016 – Reporter Doualy Xaykaothao's story Some Young Somalis Voice Skepticism About Federal Anti-Terror Program Centers, reports on Minnesota's Somali community and their division over a federal program that aims to address the root causes of radicalization through job training, academic tutoring and mentoring for Somali young people. ? 5.16.2016 – Reporter Riham Feshir's story, Group Helps People With Mental Illness Cope By Sharing Struggles, Strategies drew attention to the Minnesota chapter of Hearing Voices Network. Albert Garcia founding member of HVN discussed the shortage of mental health services in Minnesota and how to integrate support for those with mental illness. ? 5.18.2016 – Reporter Brandt Williams' story, Poor American Indian Graduation Rates May Have Deep Roots, examines Minnesota's graduation gap with respect to the Native American population citing historical trauma, effects of federal government policies and the denigration of the Indian culture within the formalized education system. ? 6.29.2016 – A reporter of MPR News' Young Reporter Series, Amanda Furu, detailed in her story Dozens Of New Immigrants Become U.S. Citizens At Harriet Island ceremony, the 80 people from around the world who became United States citizens during a ceremony representing citizens from Ecuador, Peru, Kenya, Zambia, Nepal, Poland, Pakistan and China. Other illustrations of intentional reporting by MPR News to address the needs of minority and diverse audiences during fiscal year 2016: ? Counter Stories Series – This monthly podcast and on-air series of stories discussed race, identity, social justice and culture in a region grappling with demographic changes. MPR's diverse group of contributors include: Anthony Galloway, Luz Maria Frias, Don Eubanks and Hlee Lee. An illustration from July 2, 2015, Independence Day For Whom, emphasized not all Americans have a special place in their hearts for the 4th of July. • MPR News aired Penumbra Theater's Let's Talk Sessions, conversations on issues of social justice, and equity showcasing diverse voices on the radio, which introduced a primarily white audience to an established Black organization. On September 14, 2015, On The Front Lines featured speakers from the University of St. Thomas, Minneapolis Chapter of the NAACP, the Metro Transit Police chief, a former State Senator, artists and activists. • MPR hosted Minnesota's Naturalization Ceremonies on March 1, 2016. These free and open ceremonies welcomed new citizens, introduced them to the American justice system, celebrated their new status in the country and educated the public about the naturalization process and importance of citizenship. • A Community Conversation, with MPR News' Tom Weber on Thursday, January 28, in St. Cloud, Minnesota. This discussion focused on being Muslim in Minnesota where a rapid change in population has brought tension and worry about a threatened way of life, racism, children's safety and what the rest of Minnesota thinks of St. Cloud, given all the attention — fair or not — as an intolerant place. Guests on the panel were Muslim leaders. • Alan Page Education Foundation Partnership, the summer of 2015. MPR partnered with Page Foundation to bring an intern of color to work at MPR. The intern gained skills and knowledge about public media and MPR gained an ambassador to communities of color. By teaming up with the Page Foundation MPR is investing in a more diverse workforce. MPR's AAA music service, The Current: Diverse programming examples: • The Current expanded its broadcast service in February, 2016 to Duluth, Minnesota. The new service offers Duluth audiences the opportunity to tune in via radio, connecting more deeply to long-time and emerging artists in this community. This includes a weekly local music show featuring the best of Duluth, North Shore and Iron Range music. • Black History Month 2016: This month-long celebration spotlighted African-American musical icons throughout history and across genres and

included an Album of the Week feature to highlight African-American blues, soul, rap, and rock musicians including Ella Fitzgerald, Stevie Wonder, A Tribe Called Quest, and Sam Cooke. • The Current's College Contributor Program engaged a diverse group of 29 students from 11 Minnesota colleges. 26 writers and three photographers created on-air and online content. One contributor is now a permanent staff member of MPR. Outreach to minorities and other diverse populations planned for FY17 include: • MPR News will present The Human Potential, a live event series of conversations that dig into topics and issues facing our society, particularly communities of color. Topics include disrupting the school to prison pipeline, bridging the divide between communities of color and the police, and decoding the stigma of mental health in communities of color. • MPR News will collaborate with JJ Hill Library, to present Unraveling Networking Collaboration with Pollen, a conversation about how Minnesota

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5. 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?

"Corporation for Public Broadcasting support continues to be an important part of the financial health of Minnesota Public Radio. It is especially important in helping MPR add value and outreach activity to the kind of news and public affairs coverage and arts and cultural programming described in this report. Corporation for Public Broadcasting support helps make numerous MPR projects possible, both through financial support that is invested directly into programs and projects, and by providing financial support that allows MPR to leverage other sources of private funding, to further expand the impact we have in the communities we service. It allows us to hire talented reporters and staff in Greater Minnesota to keep us close to the diversity, news and cultural happenings in all of Minnesota. The Corporation for Public Broadcasting funding helps make many MPR projects possible, including public events, speeches, web and digital projects, print material, diversity outreach and educational programs. Minnesota Public Radio serves a large rural and increasingly demographically diverse community. Corporation for Public Broadcasting support is crucial to our ability to reach the larger region. CPB funding helps support MPR's mission of public service to strengthen communities. Minnesota Public Radio operates a network of 84 stations and translators with a broadcast signal that reaches 95% of the population of Minnesota. Reaching more than 950,000 listeners each week, MPR and its three regional services—MPR News, Classical MPR and The Current—produce programming for radio, online and face-to-face audiences, as well as for our increasingly mobile digital audience. Programs produced by MPR's parent company, American Public Media, reach 20 million listeners on nearly 1,000 radio stations nationwide each week. While we provide international and national content, MPR is committed to providing indispensable regional journalism and cultural content to meet the needs of our local audiences. "

Comments

Question	Comment
No Comments for this section	