

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 occurred in Fiscal Year 2017. 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 2017 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

2017 marks Minnesota Public Radio's 50th anniversary. MPR's mission is to enrich the mind and nourish the spirit, enhance the lives and expand the perspectives of MPR audiences and assist in strengthening communities. MPR addresses community issues, needs and interests through three services: MPR News, Classical MPR and The Current. To do this, MPR creates and produces long and short-form content which is distributed via multiple platforms including social, mobile, radio broadcasts, digital streaming, archiving, listening apps, Amazon Alexa, podcasts, online blogs, live events, community forums, and educational services. The following are examples that illustrate how MPR addressed community needs, issues and interests in FY17: MPR News: • MPR News hosted a live event in May 2017 on the Fond du Lac Indian Reservation called 'Water in a Time of Climate Change'. Nearly half of the Fond du Lac tribal lands are wetlands. Scientists, elders and community members from the Fond du Lac Band of Lake Superior Chippewa gathered to discuss the science, adaptation plans and traditional ways to protect water and other resources. • Statewide News Coverage – MPR News employs six Greater Minnesota reporters who covered over 425 stories in FY17. The overarching goal of MPR's rural reporting team is to foster a healthy news ecosystem across Minnesota and strengthen the relevance, reach and impact of MPR journalism. Each day MPR News distributes its stories to 30 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 (a nonprofit that uses the principles of strong writing and reporting to help diverse Minnesota youth tell the stories of their lives and communities) to launch ThreeSixty Radio Camp. MPR hosted ten talented teenagers for five days. Each was paired with mentors from across the MPR newsroom to teach them the basics of radio production. The summer radio camp was created to honor the legacy of Toni Randolph, a longtime MPR journalist who passed away in 2016. • MPR News launched the award-winning podcast and radio feature, 74 Seconds. In July 2016, police officer Jeronimo Yanez shot Philando Castile

during a traffic stop. Yanez was charged with manslaughter. Reporters from MPR News followed the case, beginning with the traffic stop. Seventy-four seconds is the amount of time that elapsed between the moment Yanez turned on his squad car lights to the moment he fired the seventh and final shot into Castile's car. The podcast has more than 1.2 million downloads, making it the most successful podcast MPR has produced. • MPR News, the BBC and Augsburg College hosted an event for broadcast to explore President Trump's travel ban on Muslims. There are 100,000 Somali people who have settled in the U.S. and about 80,000 of them call Minnesota home. The BBC's weekly global news program, Newshour Extra, discussed the travel ban at the March 29, 2017 event, which included a live recording, panel discussion, and post-show reception with the audience. BBC Newshour Extra host Owen Bennett Jones spoke with American Somali lawmakers and leaders in the heart of the nation's largest Somali community. About 100 people attended the event. To ensure a robust conversation, MPR reached out to the Somali community including Somali community centers, grocery stores and social service non-profits. Classical MPR (CMPR): • Minnesota Varsity is a showcase for top 9th to 12th grade musical talent in Minnesota. Students submit recordings in either an instrumental/vocal performance or an original score that is evaluated by a panel of judges. In FY17, 75 students submitted recordings, from which 10 were selected as Semi Finalists Featured Artists. These Featured Artists received professionally engineered recordings of their submissions which were broadcast on-air, streamed, and made available on the MPR website. Five of these finalists went on to perform in a live broadcast concert at the Fitzgerald Theater in St. Paul to an in-house audience of 300. • CMPR continues to record, produce and broadcast the Minnesota Beethoven Festival performances from Winona, MN. This event has quietly grown into one of the crown jewels of Minnesota festivals over the past 10 years. MPR has a host and emcee onsite. This project illustrates MPR's initiative to share the best music and talent in Greater MN with the whole region. • CMPR hosted "Bridge of Song" on July 14, 2016, a community sing-a-long event that brought more than 1,000 people together after a shooting in St. Paul. Dallas, TX, a community that suffered a similar tragedy, also hosted a community sing. Both communities sang the same piece of music at the same time, bringing these two cities together. "We believe that there's real power in the act of singing together," said Brian Newhouse, Managing Director of Classical MPR. The livestreamed Facebook post "Bridge of Song" was awarded a Gabriel Award in the new media category. • CMPR held Bring the Sing in three locations statewide, Rochester, Duluth and Collegeville, and brought voices of all abilities together for community choral events. Results from a post event survey showed that over 60% of respondents felt that they could attend the event alone and they intended to talk to someone else about it and attend another CMPR event. Over 90% responded that the most meaningful portion of the event was the act of singing together. Data from the Duluth event showed attendees were from 26 towns and cities throughout the region. All three Bring the Sing events were recorded and produced for on-air and online streaming. The Current: • The Current partnered with the Citizen's League to bring Policy and A Pint to Hibbing in May. The topic for the assembled panelists and audience was "Talent Within Range: Bridging the Workforce Divide in Greater Minnesota." Minnesota has one of the lowest unemployment rates in the country. Yet, certain Minnesota communities still struggle with unemployment with 10% of adults on the Iron Range without work. Other Policy and A Pint events took place in the Twin Cities and Greater MN in FY17 with topics including "Next Generation Leaders; Young Minnesotans Serving in Public Office", "Moving our Mental Health System Forward", and "Reinventing High Schools". • March 8, 2017 marked The Current's first ever International Women's Day on air, with all women DJs and all women artists featured all day long. The audience response reinforced the success of the new activity. This will now become an annual event. • The Local Current Stream was created as a one-stop hub for all-Minnesota music. It's a 24/7 stream of music dedicated entirely to musicians from Minnesota, available via our web stream, mobile apps and on HD Radio in the Twin Cities market. Minnesota music is vital to The Current and Minnesota citizens. In FY17, this service reached a monthly average of 4,765 unique listeners. Additional examples: • MPR Day in Collegeville celebrated the founding of Minnesota Public Radio in 1967 at its birthplace, Saint John's University in Collegeville. MPR News, Classical MPR and The Current all broadcast live onsite throughout the day. The day featured a mayoral proclamation, archival clips, interviews with local dignitaries, news of the day and live musical performances. MPR Day in Mankato was also celebrated in FY17. Multiple MPR anniversary events and activities were planned and executed throughout the state in 2017. • APM Research Lab was launched in FY17. Craig Helmstetter, formerly of Wilder Research, was hired to lead the Research Lab & Analyst Group. This new unit delves into important issues, providing facts and analysis to inform issues of importance for the communities MPR serves. The Lab works with MPR News on special projects, performs independent research and curates important research.

6.1 Telling Public Radio's Story

Jump to question: ▼

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.

Minnesota Public Radio reaches more than 1.1 million listeners each week with programming heard on a network of 84 full-powered radio stations and translators. MPR interacts with audiences via digital mediums and public events. MPR's regional partnerships help us engage and connect within communities and grow audience. Whether through dialogue or music, MPR is committed to the public service we provide Minnesota communities. MPR gathers people together to build stronger communities, foster conversation and civic engagement, and promote understanding and healing. Key partnerships with public media outlets in FY17 include: • Indivisible, a public radio show about America in a time of change, aired on radio, online and podcast from January 17-April 26, 2017. For the first 100 days of the new presidential administration, stations around the country joined together to bring a live discussion to audiences four nights a week. Each call-in show had its own host. Each night had its own theme. Hosts included Minnesota Public Radio's Kerri Miller, WNYC's Brian Lehrer, WNYC's Kai Wright, John Prideaux and Anne McElvoy of The Economist and longtime conservative radio host Charlie Sykes. • MPR/APMG is a part of Public Media Village, a consortium of public media organizations, including NPR, WBEZ, WBUR, WGBH, WNYC, WPR, WAMU, KPBS and WNPR, that are joining forces to ensure greater participation at diversity and journalism conferences and at job fairs to recruit diverse talent. Public Radio Village registered more than 500 people at the National Association of Black Journalists conference last year which led to 16 public

media organizations hiring diverse talent. • MPR is the back-up network operating center for PRSS, Public Radio Satellite Service, an independent non-profit organization that distributes live and pre-recorded content via satellite and the Internet to hundreds of public radio stations across America. Partnerships with community nonprofits, educational institutions/teachers and parents include: MPR News Partnerships: • North Minneapolis Bureau Outreach: North Minneapolis is a racially and socio-economically diverse neighborhood. In 2015 MPR News opened an engagement and news bureau in the heart of North Minneapolis. The bureau is located one block from both the federal courthouse and City Hall and two blocks from the Hennepin County Government Center/Courthouse. The bureau's studio location helps reporters to better cover what goes on inside these institutions as well as cover the demonstrations and protests which occur outside the buildings. MPR's goal for opening a North Minneapolis bureau is to give a voice to new audiences. Another advantage of the downtown location is the new event partners and organizations MPR has identified that address the needs of this diverse neighborhood. • MPR created the Public Insight Network (PIN) Bureau in 2014 to provide services to professional news organizations and increase the capacity of public media stations. In FY17, PIN's diverse pool of 228,000 sources contributed insights and experiences to journalists in the MPR Newsroom as well as other newsrooms around the country. The PIN team is headquartered at MPR. • Fall 2016 marked the 17th season of Talking Volumes. Talking Volumes is a partnership of MPR and the Star Tribune, in collaboration with The Loft Literary Center to bring high profile authors to the Twin Cities for a live interview. These interviews are later broadcast on MPR and accompanied by in-depth stories about the authors in the Star Tribune. All Talking Volumes events are hosted by MPR award-winning journalist Kerri Miller. • The BBC and MPR News held a Community Reception on March 30, 2017 with communities of color and immigrant communities. About 40 community influencers attended the reception held at the Wellstone Community Center, a community space that helps people gain skills, knowledge and confidence to thrive in diverse communities. The goal of the reception was to build positive connections to better serve MPR's audience. • MPR News partnered with the Twin Cities chapter of the National Association of Black Accountants (NABA) to host "Women Empowering Women: A Conversation About Financial Security" at MPR in Saint Paul. The event took place as the result of a survey by the Public Insight Network of 170+ women. Women of diverse professional and personal backgrounds explored the relationship each one has to money, and the role money plays in their relationships. Some audience responses: o Andrea Jauli, 28, said she learned a lot from the older women about planning for kids and retirement, and she has since connected with women she met at the event. o Kristin Campbell, 31, said, "It was really incredible to speak with other women and hear about their struggles. Money is one of those things that no one talks about so it's easy to assume you're the only person who's made poor choices ... or that those times are permanent. Here was a group of women in various stages of their lives, all who have struggled and worked and made their financial situations better." Classical MPR (CMPR) Partnerships: • CMPR partners with the Minnesota Orchestra to bring live, full-length Minnesota Orchestra performances at Orchestra Hall to MPR listeners each week. To help MPR celebrate 50 years of service, the Minnesota Orchestra will present a concert devoted to MPR in November. Our MPR on-air host worked with Minnesota Orchestra conductor Osmo Vänskä to select concert music devoted to the shared history of the Minnesota Orchestra and MPR. Each piece has a story that will be shared on the concert stage by our MPR host. • Play It Forward is a partnership with CMPR, Vega Productions and the Minnesota Music Educators Association that sponsors an instrument drive to ask MPR listeners to donate used band or orchestra instruments. These clean, gently used and playable instruments are distributed throughout Minnesota communities, especially to schools and families who lack the funds to buy new instruments. • Music for Learning (MFL) portfolio of programs is designed to foster student passion for classical music. It's the go-to resource for classroom educators, students, and parents and provides public access to materials. MPR collaborated with the Minnesota Music Educators Association to create the MFL website which integrates digital and broadcast media with live experiences to support music education and educators. Educators can find resources like "Education Features", "Teacher Resources," and "School Initiatives" on MFL's website. The Current Partnerships: • The Current partnered with The Citizen's League to bring Policy and a Pint to live audiences. Policy and a Pint engages young people in important conversations about public policy in Minnesota and the United States. In FY17, the following topics were discussed: Next Generation Leaders (August 2016), Moving Our Mental Health System Forward (October 2016), and Re-inventing High Schools (March 2017). In FY18 Policy and a Pint will expand into Greater MN. • The Current and Minnesota Music Coalition partner to bring The Caravan du Nord, a traveling showcase of Minnesota music, including top regional acts, emerging bands and music industry professionals, to towns across Greater Minnesota for a weekend of workshops, networking and performances. Since its creation, the fall tour has presented more than 200 artists to audiences totaling more than 10,000. The FY17 traveling tour made stops in Austin, Winona, Faribault, Detroit Lakes, Grand Marais and Red Wing. • Rock the Garden, The Current's flagship event, partners with the reputable Walker/Minneapolis Sculpture Garden in Minneapolis. More than 11,000 people gathered in Minneapolis to watch the eight national and local musicians that were featured. Rock the Garden is proud to be a zero-waste event. The success of this annual event relies on multiple partners, such as Eureka Recycling. • The Current

6.1 Telling Public Radio's Story

Jump to question: [6.1 ▼](#)

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.

MPR has developed Impact frameworks, metrics and tools to measure community impact on-air, on-line and with live events. These findings inform MPR's current activities and help us create new programming to help MPR News, Classical MPR and The Current connect to community. The following are examples of FY17 programming, outreach and measures of impact for each MPR service: MPR News: • The Human Potential: Creating a forum for respectful and challenging discussions to foster shared understanding is a priority for MPR News. Another priority is reaching new and more diverse community groups who historically are not connected with public media or MPR by providing them a forum to talk about issues that matter to them. The Human Potential event series brings community members together for

important and timely conversations. Two events took place in FY17. On October 25, 2016 was The Human Potential: Disrupting the School-to-Prison Pipeline and on March 28, 2017 was The Human Potential: Bridging the Divide Between Communities of Color and the Police. MPR invited community partners to each event including the Alan Page Education Foundation, Minnesota Education Equity Partnership and American Civil Liberties Union of Minnesota. MPR partners had outreach tables and were able to help participants learn how they could get involved. Here are post-event responses to MPR's on-line survey: o "In an era when public discourse is strained, and lives are lived in bubbles, and when issues and solutions are complex, it's more important than ever to tap into the collective wisdom of the community. This was an important topic that deserved the breadth of voices provided by panelists and audience members alike." —Beth Bailey o "I'd like to see a follow up discussion. It seems like we (events like this) are always just beginning the conversation surrounding racial inequities." — Jessica from Eagan, MN • Penumbra Theatre: For the second year in a row, MPR News is sustaining a mutually beneficial relationship with Penumbra Theatre, one of the oldest and most respected African-American theatre company in the country. Building on our previous partnership which included broadcasting Penumbra's community conversation after shows, in FY17 MPR News promoted their My America theatre project to solicit and commission new plays by novice playwrights. The partnership promoted and amplified the My America project to MPR's large radio and digital audience. In return, Penumbra provided access to their diverse audiences, most of whom are African-American. Twelve new plays will be commissioned as a part of the project. • In December 2016, MPR partnered with the community organization Make it. MSP. to host Northern Vibes: Sharing Your Stories to Shape Our Future. More than 40 professionals of color attended the storytelling event in St Paul. They engaged in small group discussions organized by themes that emerged from Make it. MSP's research and included how professionals of color choose to come, stay and leave Minneapolis-St. Paul. In a follow-up survey, every respondent said they planned to share their experience with colleagues, and 68% said they felt better reflected and connected to their community and to MPR as a news source. "MPR can be a gathering place for POC's to tell their stories. And folks want to tell their stories. So honored to listen," said one participant. Added another: "I have never met so many other professionals who were also people of color. It was an emotionally overwhelming experience and incredibly encouraging. Thank you." • Presidential Debate Viewing Party: MPR News created a community space for people of all political backgrounds and demographics to come together to view and converse about the 2016 Presidential Debates. MPR strengthened conversational ties across diverse communities through two Viewing Parties on Oct. 9 and 19, 2016. The Viewing Parties were well attended, particularly among millennials. After each event, MPR sent out a survey to learn if the Viewing Parties had an impact on people's thinking, voting and decision-making. Classical MPR (CMPR): • Bring the Sing is a community sing program that brings people together and builds community through live classical music. 701 community members attend three Bring the Sing events in FY17 in Rochester, Duluth and St Cloud. MPR was intentional about engaging and marketing to historically underrepresented communities including communities of color, new immigrant communities and people from various faith groups. A post-event survey was deployed after every event. About 20% of the participants who received a survey completed it. About 90% of the survey respondents said, "The act of singing together" was the most impactful part of the program, with 30% responding that "Learning new music" was the second most impactful part of the program. Here are other impact survey responses: o "I would definitely attend another event like this one, and appreciate the opportunity MPR created for people who like singing to do this together, create beautiful music, and get to know each other. I appreciate the fact that the music was provided beforehand, giving an opportunity to study it." Elizabeth, Rochester o "Singing in a big group of dedicated singers brings a sense of connectedness to the hearts. I agree with the idea that if everyone could come together and sing, there would be less conflict." Sandra, Lanesboro • Classical MPR's Class Notes program brings live classical music and musicians to Minnesota schools. Class Notes curriculum addresses core learning standards. Since FY13, artists and ensembles have created a transformative live-music experience for more than 120,000 students. In FY17, the program reached 17,976 students. One impact measurement method is a post school visit survey of teachers. In FY17, 36 school teachers completed the survey. 100% of teacher respondents told MPR, "Class Notes Artists has made a positive impact on their students". Other teacher responses: o "We have students ... who are on free and reduced lunch who would never get to go to a concert if it weren't for MPR." Anonymous, teacher o "Gaosong Hu and Dolce Wind Ensemble were both well prepared, engaging and hit so many of our learning targets surrounding the standards. Because of the preparation provided with the anticipatory curriculum, the wonderful performance at our school, and the subsequent reference that this experience provides, our students have internalized important concepts through these authentic experiences. It is becoming harder and harder to bring students to Orchestra Hall, the Ordway etc. for great performances geared towards students. The MCA testing has classroom teachers and administration in a lather worried about seat time for Math & Literacy. Because you bring great musicians and content to us vs. taking great time and expense to bus our students to concert halls, MPR's Class Notes is the only way our students will be able to engage with high quality authentic performances." Brett, teacher The Current: • The Current and Children's Hospitals and Clinics of Minnesota's annual Rock the Cradle event took place on April 9, 2017 at the Minneapolis Institute of Art and Children's Theatre Company campus. This free daylong event featured perennial favorites such as the kids' disco, story time with The Current hosts, live music and more. Over 10,000 attended. • Here are some impact testimonials: o "I am from Duluth, Minnesota. I'm with the band Superior Siren. I'm so thankful for MPR and for The Current coming to Duluth. When The Local Show came to Duluth at the Red Herring, I was honored to be featured with the band Low. That opportunity has opened many doors for me and I give thanks to Minnesota Public Radio." - Laura Sellner o "The Current is worth supporting because it gives local artists a chance to make a name for themselves. A fun story about The Current that I've had was here at the University of Minnesota there

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Minnesota Public Radio is one of Minnesota's largest cultural organizations and a leading news and information source. MPR's three services reach audiences across multiple platforms including on-air, online and live events. Our programming fosters dialogue, enriches communities and celebrates the diversity and creativity of our state. Diversity and Inclusion are at the heart of MPR's People and Culture goals which roll up into MPR's Audiences First plan. Our company focus on growing our audience in size and diversity, translates directly into our commitment to increase the diversity of our employee population and cultivate an inclusive work environment. We continue to increase the ethnic diversity of our staff, including in our executive, senior level staff and managers while seeing a decrease in the turnover rate for our ethnically diverse staff. Below are some examples that demonstrate how MPR programming in FY17 focused on the needs of minority and diverse audiences. MPR News reporters covered a broad range of topics in FY17 that highlight Minnesota's diverse culture. All stories are archived online. Some examples:

- 7.14.2016 - Reporter Emma Sapong story, Allies on the front lines: Black Lives Matter non-black activists, looks at the roles and impact of non-black activists who participate in Black Lives Matter protests.
- 7.28.2016 – Reporter Dan Gunderson story, In Minnesota, Ojibwe recall horror of ancestors' death march, reminds us of the time when more than 400 Native American died in the winter of 1850 at Big Sandy Lake due to the U.S. government's failure to deliver food and treaty payments.
- 8.25.2016 – Reporter Doualy Xaykaothao story, Controversy over Muslim swimwear creates ripples in Minnesota, focuses on an international controversy of the burkini and the effect this has on Muslim women who want to use community swimming pools in Minnesota.
- 1.4.2017 – Reporters Solvejg Wastvedt story, Spring Lake Park High School band looks for diversity in its repertoire, features a high school band that has pledged to perform a piece composed by a woman and a person of color because most high school band performances have been dominated by white male composers.
- 2.7.2017 – Arts reporter Marianne Combs story, Smaller, diverse groups swim against art-funding tide, compares arts funding to larger organizations that are majority white and serve upper-class audiences to smaller arts organizations and those led by people of color.
- 3.10.2017 – Reporter Laura Yuen story, Snubbed by one team, transgender football player feels at home at last, focuses on whether transgender athletes have a competitive advantage in sports, with a report on Christina Ginther who was denied the opportunity to play for a semi-pro Independent Women's Football League team.
- 6.1.2017 – Reporter John Enger story, Woman's death alarms Canadians over more refugees crossing MN border, focuses on some refugees in North America who are heading to Canada for asylum. Many choose to walk where the trek can be perilous due to the cold or getting lost, which is posing concern for officials.
- 6.19.2017 – Digital Producer Nancy Yang story, St. Paul Hmong-American gymnast leaps towards her Olympic dream-and history, focuses on the groundbreaking opportunity of fourteen-year old Sunisa Lee potentially making the Olympic team and being the first Hmong-American to make the national gymnastics team.

Other MPR News examples of FY17 reporting that addressed the needs of minority and diverse audiences:

- Standing Rock - MPR News staff coverage from Sept 2016 to June 2017 devoted multiple hours of coverage of the thousands of protesters that sieged in North Dakota with the intent on stopping the Dakota Access Pipeline. MPR efforts included rotating MPR journalists for on-site reporting and devoting several hours of MPR call-in shows to the topic.
- Counter Stories Series – Luz Maria Frias, Anthony Galloway, Don Eubanks and Hlee Lee host a podcast that discusses race, identity, social justice and culture as our region grapples with demographic changes. One example of a discussion topic was on August 10, 2016, shortly after the shooting of Philando Castile by a police officer, when the conversation focused on how to create meaningful change in race relations. Counter Stories also airs on MPR News stations.
- Friday Roundtable on MPR News with Kerri Miller - On Aug 5, 2016 the topic was Disparities in Minnesota, from the eyes of those who fight them. Abdul Omari, Sondra Samuels, and Taiyon Coleman talked about the inequality many Minnesotans are facing. On Sept 20, 2016, Mahmoud Noor, executive director of the Confederation of Somali Community in Minnesota joined the program to talk about what the MN Somali community is doing to help people assimilate and to combat homegrown radicalism.
- Classical MPR (CMPR) efforts: • Classical MPR's Class Notes brings educational musical performances and programming, including curriculum that addresses core education standard components, to elementary schools throughout Minnesota. Since FY13, artists and ensembles have created a transformative live-music experience for more than 120,000 students. The program reaches out to schools and students who live in the remotest parts of our state. In FY17, the program reached 17,976 students. One of the FY17 Class Notes artists was Duluth, MN native Gaelynn Lea, a violinist, song writer and winner of the NPR Tiny Desk contest, who has a congenital disability called Brittle Bones disease. She not only is a music educator but speaks to students about living with disability.
- Fifteen-year old Japanese-American pianist Ray Ushikubo visited Denfeld High School and Lincoln Park Middle School in Duluth, MN in January as part of a Classical MPR residency in Greater MN. Ushikubo has performed on the stages of Carnegie Hall and Merkin Concert Hall in New York City, and on NBC's The Tonight Show with Jay Leno. The Current, MPR's AAA music service - examples of diverse programming:
- H2 on The Current is co-hosted by former Redefinition Radio host and Twin Cities hip-hop fixture Kevin Beacham and Rhymesayers Entertainment President and CEO Siddiq. H2 features a great mix of hip-hop both new and old. The show airs at 10 p.m. on Wednesdays.
- March 8, 2017 marked The Current's first ever International Women's Day on air, with all women DJs and all women artists featured all day long. The audience response reinforced the success of the new activity. This will now become an annual event.
- The Current and Children's Hospitals and Clinics of Minnesota's hosted the annual Rock the Cradle on April 9, 2017 at the Minneapolis Institute of Art and Children's Theatre Company campus. This free daylong event featured perennial favorites such as the kids' disco, story time with The Current hosts and live music. Over 10,000 attended. There is a year-round corresponding audio stream, Rock the Cradle Radio at rockthecradle.org, that is a kid-friendly version of The Current with music for kids and their grown-ups, Story Time at 7:00pm, parenting tips, and The After School Special featuring STEM content from the APM podcast Brains On!
- In February 2017, The Current celebrated Black History Month by featuring African American artists chosen by listeners. The music selected aired on the radio and was featured online. Additional efforts to reach minorities and other diverse populations:
- APM Research Lab was launched in FY17. The Lab works with the MPR News service on special projects, performs independent research and curates research for MPR audiences to inform key debates and discussions. In FY18, MPR News will work with the APM Research Lab on a statewide survey called Ground Level to go behind the headlines and politics to expand our understanding of various communities in our state and reintroduce us to each other and build common ground. This research will inform a body of stories, discussions and events that will explore how

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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?

Funding from the Corporation for Public Broadcasting allows Minnesota Public Radio to achieve its mission of public service and strengthening communities by providing news and music content. MPR's unique and wide range of coverage includes arts and culture, public affairs, news and breaking news reports, and emergency alert system broadcasts. Support from the Corporation for Public Broadcasting ensures that numerous MPR projects and programs are produced and provided to a broad and diverse audience. These include public events, speeches, web and digital projects, print material, diversity outreach and educational programming. Financial support from CPB also allows MPR to leverage other sources of funding such as Legacy funding from the State of MN, institutional and educational sponsorship, foundation, underwriting and membership support to expand impact in the communities that MPR serves. CPB funding enables MPR to hire talented reporters and staff in Greater Minnesota. These key staff keep MPR close to the news and cultural happenings in all of Minnesota, which includes a large rural and increasingly diverse population. Minnesota Public Radio is committed to providing indispensable regional journalism and cultural content to meet the needs of our local audiences. MPR reaches 1.1 million listeners a week with three regional services, MPR News, Classical MPR and The Current, and produces programming for radio, digital and live audiences, as well as for an increasingly mobile digital audience. MPR operates a network of 84 stations and translators with a broadcast signal that reaches 95% of the population of Minnesota. Corporation for Public Broadcasting support is crucial to Minnesota Public Radio's ability to meet the needs of and provide content to a large statewide region. CPB funding makes it possible for MPR to accomplish the initiatives outlined in this report.

Comments

Question

Comment

No Comments for this section