

**Minnesota Public Radio
Corporation for Public Broadcasting (CPB) – Station Activity Survey: Local
Content Report
Fiscal Year 2018
CPB Grantee Name: WSCD-FM | ID 1460**

Question 6.1: 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 vision is to be an indispensable resource for audiences and an essential public service. We aspire to enrich the mind, nourish the spirit, expand the perspectives of MPR audiences and assist in strengthening Minnesota communities. MPR develops and distributes its multiplatform content using social, mobile, radio broadcasts, digital streaming, archiving, listening apps, Amazon Alexa, Google Home, podcasts, online blogs, live events and community forums.

In FY18, three MPR major program initiatives were rolled out:

- Summer 2017: The Water Main goals are to measurably increase the public’s understanding of and affinity for water and build a societal ethic that values clean, abundant, accessible water. Water Main will continue to work with all three services. Examples of FY 18 events are:
 - o 11.20.17: With MPR News, presented Know Water Know Beer. Water is a crucial ingredient in beer, comprising more than 90 percent of it. This was a live broadcast event in Duluth where panelists in the MN craft beer industry discussed water conservation, quality and availability.
 - o 10.2.17: With MPR News, Our Water, Our Stories. MPR News statewide reporters wrote stories of the waters that flow throughout Minnesota and the lives that they impact.
 - o 3.2.18: With CMPR, A Water-Themed Concert featuring guest conductor Juraj Valčuha conducting Debussy's La Mer. MPR’s Brian Newhouse hosted a live broadcast on Classical MPR.
- August 2017: APM Research delves into important issues, providing facts and analysis to inform issues of importance for the communities MPR serves, and plays a vital role by informing key debates and discussions. APM Research Lab performs independent research and curates important research for MPR audiences

and works with Marketplace, APM Reports, MPR News, The Water Main, and Call to Mind. Their work can be followed on Twitter, Facebook and through their newsletter. Some examples from their blog are:

- o 12.13.17: In the U.S., Language Covers the Map. Researcher Andi Egbert explores immigration patterns of the past three centuries that have left their mark on the varied linguistic patterns across the United States.
- o 4.11.18: Do Schools Reduce, Replicate, or Exacerbate Inequality? In response to a 2017 report from the National Assessment of Educational Progress, Senior Researcher Craig Helmstetter goes in-depth with the data from this report to find out if America's educational system is really broken.
- o 5.4.18: Family Has Never Been Simple: Understanding "Chain" Migration in the United States. Kassira Absar, research associate, investigates the mechanics of family migration in the United States and the facts behind related policy conversations.

- May 2018: Call to Mind is designed to increase awareness and understanding about mental health through partnerships and leveraging of MPR's media platforms. The aim is twofold, to activate and amplify public conversation by bringing people together and to establish a platform for change. Such a platform will bring potential for change for individuals, communities, educators, employers and health care systems, and will inform policy discussions. Call to Mind will work with all three services. So far in FY18:
 - o 5.4.18: Lulu Miller of Invisibilia! walked us through her own creative work around storytelling and the exploration of mental health and what it is to be human. She sat down with MPR News host Tom Weber for a conversation and some Q&A, and musicians Aby Wolf and Eric Mayson performed their dark pop jam.

- o 5.16.18: Emerging Strategies for Mental Well-Being. MPR News Tom Weber hosted a panel with influential leaders in the field of mental health. They discussed taking control of mental well-being through innovative approaches like nutrition, mindfulness, and digital tools. They also discussed the role of community and culture in mental health. Musician Manchita performed.

In FY18, the following are examples of how MPR addressed community issues, needs and interests through its three services: MPR News, Classical MPR and The Current.

MPR News:

- MPR News hosted live broadcasts around the state to celebrate MPR's 50th anniversary. In July 2017, panelists and audience members shared what they thought the rest of the state doesn't understand about life in rural Ely. In September 2017, a live broadcast in Moorhead celebrated Minnesota food traditions with a panel of food experts that talked about the traditions and ingredients inspiring them in the kitchen.

- MPR’s Broadcast Journalist Series commissions journalists and correspondents to share insights on their craft, as well as on people and events. In April 2018, journalist David Fahrenthold, a writer for The Washington Post and a contributor to CNN, was featured at The O’Shaughnessy Educational Center in Saint Paul. An hour-long live discussion with Fahrenthold and audience members was recorded for later broadcast on MPR News.
- MPR News launched a series of podcasts, Rivers of Oil. Duluth Reporter Dan Kraker created, reported, wrote, hosted and produced the podcast. It is a look at how the pipelines beneath our feet, from Keystone XL to Dakota Access to Line 3, have come to the forefront of an epic tug of war between reliance and risk — and how we all have a role to play. Kraker was a guest on The Takeaway and several MPR News shows talking about this podcast.
- MPR News’ Chris Farrell moderated Conversations on the Creative Economy around the state featuring Minnesota’s business community and highlighted the region’s intriguing and inspiring stories of entrepreneurship, innovation and creativity. These were live events and recorded for later broadcast.
 - o 12.15.17: Chef Ann Kim's Restaurant and Entrepreneurial Tips, Minneapolis
Kim talks on how she became a restaurateur, offers her perspective on entrepreneurial creativity and shares ideas for innovation in the restaurant business.
 - o 1.18.18: The Importance of Creativity and Innovation, Minneapolis
A conversation with the founders and directors of Juxtaposition Arts on ways to develop creative skills and entrepreneurial ambitions among youth.
 - o 2.21.18: Women Leaders in Business, St. Paul
Three women talk about the challenges, especially heightened for women entrepreneurs, and their insights gained through building their businesses.
 - o 3.21.18: What's to Become of the Great American Road Trip?, Minneapolis
Winnebago president and CEO Michael Happe talked about how changing demographics and lifestyle choices are affecting American vacations.
 - o 4.3.18: Bemidji Entrepreneurs, Bemidji
Three entrepreneurs behind the creative ventures- Bemidji Brewing, Stittsworth Meats and Aircorps Aviation- share how their town of Bemidji is a growing entrepreneurial hub.
 - o 5.24.18: Duluth Artisan Entrepreneurs, Duluth
Artisan entrepreneurs from Vikre Distillery, Aero Design and Epicurean discuss why Duluth is a good city to start an artisan business.
- MPR News in collaboration with APM Research formed Ground Level, a series of reports and conversations to reintroduce us to each other and rebuild common ground. In FY18, Ground Level went to communities around the state to listen to people talk about topics affecting them. These conversations were recorded and broadcast to expand and share an understanding of these community perspectives.

- o 11.14.17: Unfit to Print? Minnesotans Deeply Skeptical of Mainstream Media, Brainerd
- o 11.15.17: On Immigration Issues, Minnesota Shows Deep Divides, St. Cloud
- o 1.08.18: On a Cold Morning, a Conversation about Race and Hope, Minneapolis
- o 6.18.18: Changing Rural Narratives: A Ground Level Conversation, Grand Rapids
- MPR News employs six Greater Minnesota reporters in Duluth, Rochester, Moorhead, Worthington, Collegeville and Bemidji who covered over 500 stories in FY18. 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.

Classical MPR (CMPR):

- In August 2017, Pop Up Classical traveled statewide with The Concert Truck, a classical piano concert venue on wheels, to Rochester, Alexandria, Fargo, Nisswa, and Duluth. Pop Up Classical stages live performances in unexpected places with the intent to share beauty, benefits and joy. Details of these shows were announced on social media.
- o In December 2017, Pop Up Classical traveled to Brainerd for a partner performance with High School choral ensemble, Windfall, as a musical thank you to MPR audiences.
- Bring the Sing brought together voices of all abilities for the joy of singing. Over 750 people in Rochester, Moorhead and Duluth worked with a conductor and sang choral music with local choirs and other community members. All three Bring the Sing events were recorded and produced for on-air and online streaming. In August 2017 Classical MPR and Vocal Essence teamed up for a Bring the Sing on the Capitol Green to celebrate the opening of the new Minnesota State Capitol Building, where approximately 1,000 people attended.
- In FY18, 75 ninth to twelfth-grade students applied to MPR's Minnesota Varsity. Musical students from across the state submitted recordings of an instrumental/vocal performance or an original score which was then evaluated by a panel of judges. Ten semi-finalists received professionally engineered recordings of their submissions which were broadcast on-air, streamed, and made available on the MPR website. Five musicians went on to perform and two composers had their compositions premiered at a live broadcast concert in St. Paul.
- Every Saturday, Classical Kids Corner features classical music for kids. This new program is comprised of listener requests.

The Current:

- The Current – Duluth broadcasts programming by DJ Mike Novitzki. Each

Sunday, the hour-long Duluth Local Show features artists from the region and those performing as part of regional festivals. For example, from July to September 2017, 103 musicians/bands were featured on-air.

- o In July 2017, The Current Duluth added a new radio signal to strengthen and widen The Current's reach.

- o The Current Duluth presented a concert series Glensheen Unplugged. Held in the Glensheen mansion in an intimate room, Minnesota musicians performed a free acoustic concert.

- In April 2018, two years after the death of Minnesota musician Prince, Purple Current was launched. This 24-hour stream is primarily Prince's music but also explores the world of music that inspired Prince, his peers during his career, and the incredible group of artists that follow in his footsteps. For ten years, The Current has partnered with the Walker Art Center for the outdoor music festival, Rock the Garden. This music festival features two stages with eight international, national and local musicians performing in the sculpture garden. Over 10,000 people attended. • Microshows are big-name music acts that perform in small, intimate spaces. In FY18, The Current hosted seven free microshows in Minnesota.

- The Current gave everyone access to nationally known musicians performing in St. Paul. Five concerts were live streamed and then made available on The Current's website. In November, two days of live broadcast performances and interviews were streamed from the Iceland Airwaves Music Festival. These broadcasts can be found on the Current's website.

Additional Examples:

- MPR Connects! traveled to Bemidji, Duluth, St. Cloud and Rochester in Fall 2017. Over 340 people attended these family-friendly free events. Kids of all ages and their adults participated in a science demonstration, a test of mystery sounds and a Q/A with the host and producer of MPR's popular science podcast Brains On! More than 300,000 people listen each month to this award-winning podcast that turns on kids to STEM fun. • In January 2018, MPR launched a series of videos as part of a campaign to build awareness and appreciation for MPR's impact and public service around the state. The most powerful way to convey the impact of MPR on Minnesota, is to have Minnesotans tell stories in their own voices. These videos celebrate the state and reinforce how Minnesota and MPR continue to shape and inspire each other.

- The MPR Archive contains 50 years of MPR stories and featured collections and is free and available to the public online.

Questions 6.2: 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.

Because of member support and community relationships, Minnesota Public Radio is able to share public programming to over one million listeners each week using a network of 84 full-powered radio stations and translators. MPR seeks to serve, interact and engage with current and new audiences. All three services are committed to maintaining and building community relationships. In FY18 MPR traveled around the state hosting events, community conversations and performances in all corners of Minnesota including Moorhead, Bemidji, Ely, Duluth, Rochester and Worthington. Many of these outreach activities were recorded, and broadcast statewide and are now archived on the MPR website. MPR values community partners and holds many long-standing relationships with notable organizations such as the Minnesota Orchestra, Walker Art Museum and the Star Tribune. Collaboration with these and other community groups is one example of how MPR's services can amplify and present content to audiences in innovative and creative ways. As stated by MPR trustee, Mary Brainerd, "There has never been a greater need for thoughtful voices, deeper understanding, and constructive exchange than there is today. MPR and APM bring that to us every day."

Key Partnerships with Public Media Outlets in FY18:

- MPR worked with StoryCorps to capture Minnesotan's stories as part of MPR's 50th anniversary. The StoryCorps mission is to preserve and share humanity's stories in order to build connections between people and create a more just and compassionate world. MPR News worked in partnerships with 91 community organizations to participate, for example, Hmong American Farmers Association and New Native Theatre. Later in the spring, a free event was held to revisit these stories as the storytellers reflected on their experiences.
- One of MPR's key relationships is with the BBC. MPR broadcasts the World Service and the BBC Newshour. This fiscal year, MPR News broadcast programs such as "Witness", a documentary series that highlighted key stories from the civil rights era. The "Heart and Soul" series focused on Catholic sisters from Mankato, MN who took part in a pioneering study on Alzheimer's disease. In April 2018, Host Kerri Miller spoke with BBC's Mary Hockaday in 'How Does the BBC World Service Cover the U.S. for the Rest of the World', talking about how BBC

journalists pick which stories to cover each day, how they contend with the proliferation of fake news, and how the BBC covers the U.S. for a global audience.

- Each day MPR News distributes its stories to 35 newspaper partners around the state providing communities with more news and exposure to a broader range of important issues, while allowing MPR to reach new audiences. Examples of these statewide partners include the Rochester Post Bulletin and the Forum Newspapers of Bemidji, Duluth and Brainerd.

Partnerships with Community Nonprofits, Educational Institutions/Teachers and Parents: MPR News Partnerships

- In November 2017, an NPR training team led sessions on storytelling, field producing, writing, ear training, diversity and more. This two-day workshop was held at MPR headquarters. In addition to the MPR newsroom, station representatives attended from South Dakota and Iowa and across the state of MN including Grand Marais, Mankato, Grand Rapids, and Minneapolis.
- MPR News has a long-standing collaboration with the Westminster Town Hall Forum in Minneapolis. Their mission is to engage the public in reflection and dialogue on the key issues of our day from an ethical perspective. Since the very start of these forums in the 1980s, they have been recorded live and MPR has aired 250 speaker presentations on MPR News.
- MPR News' digital managing editor Chris Graves worked with the Cincinnati Enquirer on the project Seven Days of Heroin, which won a Pulitzer Prize. This piece was about the ongoing drug epidemic in Ohio and provided an unflinching view of the enormous damage heroin has inflicted on a Midwestern city. "The story took about two months of preparation and then reporters were dispatched for one week, all times of the day and night to report on what heroin's grip on Greater Cincinnati looked like," said Graves.
- For over 18 years, MPR and its partners the Star Tribune and The Loft Literary Center have produced Talking Volumes, bringing international and national authors to Minnesota. In FY18, host Kerri Miller talked with authors Sherman Alexie, Jacqueline Woodson, Amy Tan, Ron Chernow, and Dan Brown at live events. Each conversation was later broadcast on MPR and accompanied by in-depth stories about the authors in the Star Tribune.

Classical MPR (CMPR) Partnerships:

- CMPR host Lynne Warfel spent time in elementary schools as part of a Minnesota Orchestra's outreach program. Stories in Music encourages school kids 12 and under to listen for the stories in compositions and to make up their own stories that the music inspires. This year, about 9,000 children participated. In

March 2018 following school visits, a free family concert was recorded and later broadcast on CMPR.

- One of MPR's longest standing partnerships is with the Minnesota Orchestra, going back to the late 1960s, with the first live MPR broadcast in 1971. Minnesota is one of only a handful of major orchestras that can still be heard live on the radio. For over 25 years, MPR's Brian Newhouse has hosted live broadcasts of the concerts featuring onstage interviews and insights. In FY18, one standout concert was comprised of highlights from the Orchestra's 2015 Cuba tour, the 1974 opening night of Orchestra Hall, tours to Finland and the Netherlands, and the days immediately following 9/11.
- The Minnesota Beethoven Festival in Winona, MN has partnered for many years with CMPR. In FY18, several MPR hosts were on-site during the festival for live recordings, on-air interviews, and to host concerts. Many of the festival guest musicians have been featured in on-air interviews, like in June 2018 with violinist Joshua Bell.
- CMPR's Choral Works Initiative supports Minnesota's rich choral tradition with the program Choral Stream, highlighting local choral concerts through educational outreach efforts. CMPR and Choral Stream work closely with college choirs to feature their performances on-air. Some participating schools include Luther College in Decorah, IA, Michigan Technological University in Houghton, MI, as well as Minnesota school choirs including College of Saint Benedict, Saint John's University, Saint Olaf College and Concordia College. Professional choruses based in Minnesota such as Rose Ensemble, Dale Warland Singers, and VocalEssence are often played. Choral music from other choirs around the state have also been featured such as the Twin Ports Choral Projects, Youth Chorale of Central Minnesota, and the Bemidji Alumni Choir.

The Current Partnerships:

- In November 2017, The Current partnered with the Citizen's League to bring Policy and A Pint to Duluth. Featuring "Entrepreneurial Approaches to Increase Wealth for Low-Income Communities", three panelists discussed how Duluth area social enterprises are creating locally-controlled wealth as well as providing valuable workforce training opportunities and jobs for those who have been excluded from the traditional labor market. Over 75 community people attended this free event.
- The Minnesota Music Coalition (MMC) and The Current teamed up to present Caravan du Nord, a day of workshops, networking and live music of Minnesota musicians. It featured 18 different acts in six cities - Austin, Fergus Falls, Detroit Lakes, Grand Marais, Red Wing and Worthington. Ellen Stanley MMC's executive director, says "The Caravan works on a lot of different levels, it not only just

showcases great music in different parts of the state, but it connects audiences with new artists, and it helps bring in younger audiences.”

- In partnership with the Children’s Hospitals and Clinics of Minnesota, the annual Rock the Cradle event took place in February 2018. Over 8,000 people attended this free daylong event that featured a kid’s disco, story time, live music and more. Activities with community partners included MacPhail Center for Music’s early childhood music specialists as they explored the magic of music and play; the St. Paul Saints, with kids learning basic motor skills; and the Minneapolis Institute Arts which offered an Art Cart to explore and handle art objects from America and China.
- In its third year, The Current supported the Local Music Exchange by working with fellow Canadian non-profit Manitoba Music to foster cultural exchange and goodwill. In addition to being highlighted on The Current's airwaves, the four finalists chosen by listeners — two from Minnesota, two from Winnipeg — played a show in each city and, new this fiscal year, they performed midway between the two cities with gigs in Fargo, ND and Moorhead, MN.
- Hosted by The Current Duluth’s Mike Novitzki, Storytellers was a monthly acoustic song circle, featuring various Minnesota musicians. In an intimate listening room, the audience got to know local songwriters and learned about their process with raw, stripped-down renditions of their music.

Other partnerships in FY18:

- In collaboration with the Science Museum of Minnesota, MPR’s The Water Main hosted the Citizen Science Winter Salt Lab. Over 250 kids and adults brought in samples of melted snow or ice from where they live to test the measure of salinity. Kids were guided through the experiment by Water Main, museum experts, scientists from the U of MN’s Department of Earth Sciences and St. Croix Watershed Research Station. Kids got to do experiments testing the salinity of water samples. A young girl mentioned that she was going to use the Citizen Science Winter Salt Lab as a model for her school science project. The event was on Facebook Live to spark interest and received 10,000 views.
- Great River Greening partnered with MPR’s The Water Main to clear buckthorn at Valley Park for MPR’s Water Month in April. 231 volunteers removed 1.5 acres of invasive buckthorn and scattered 6 pounds of grass and wildflower seeds, clearing the woodland and allowing space for these native seeds to grow to reduce soil erosion.
- MPR continues to serve the needs of Minnesotans by serving as the backbone and technological infrastructure for Minnesota’s Emergency Alert System and the AMBER Alert System. Other Minnesota Integrated Public Alert Warning System partners include FEMA, Association of Public Safety Communications Officials,

Association of Minnesota Emergency Managers, Minnesota Bureau of Criminal Apprehension, MN Homeland Security Emergency Management and MN Department of Transportation. In addition, MPR stations throughout the state provide the subcarrier for Radio Talking Books (RTB). Produced by Minnesota State Services for the Blind, RTB provides 24/7 access to local and statewide newspapers, magazine articles and best-selling books and reaches thousands of visually-impaired residents in Minnesota who rely on this public service to live independent lives.

- MPR partnered with Catholic Charities of St. Paul and Minneapolis and the Dorothy Day Center on a fundraising breakfast in May 2018. This fundraiser raised money for the Dorothy Day Center facility which provides more than 300,000 meals, 75,000 shelter stays and access to job training, veteran's services, showers, laundry, healthcare and housing assistance. Over 400 community leaders attended this event.

Questions 6.3: 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.

For over 50 years, MPR has created programming and outreach activities to connect communities. We measure our impact on-air, on-line, through downloads and live events by using impact frameworks, metrics and tools. The results are used to define key initiatives and company goals. Examples in FY18 of some of the impact of the three MPR services, project initiatives and community partnerships are listed below.

MPR News:

- Flyover is a live national call-in radio program and provides a platform for listeners to contribute to the dialogue, help broaden the understanding of one another and bridge the divides we face as a nation. Calls and social media comments provide perspectives that transcend the daily news feed offering candid conversations and viewpoints from people across the aisle and between the coasts. MPR News Kerri Miller hosts the show which airs on more than 100 public radio stations including in Las Vegas, Phoenix, San Diego, Wisconsin, Iowa, North Carolina, and New York City. A sampling of topics covered were bridging the

racial divide, immigrants and the American dream, and gun control. Comments from stations airing Flyover: o “Kerri and team did a good job of unpacking the context for ‘pulling yourself up by the bootstraps’ and what different versions of that have meant in this country. I thought it was a compelling listen.”– Jacqueline Cincotta, WNYC o “I’ve heard of WUNC creating “driveway moments” plenty, but rarely have I heard a listener describe a “break-through” moment. I got a call from a listener this week who heard something that helped her see a world beyond her own life experience and made her want to engage in the church conversation about race that until this week she thought was unnecessary. It was an inspiring call and made my week.” – David Brower, WUNC o “The program is very timely as I think there are a number of fluid conversations surrounding these topics on-air and in social media. Particularly last week’s white resentment focus has resonated with content on our schedule recently. And I can say I’m happy with the opportunity to have a call-in option available for those who tune in. The internal comments have been positive; that the conversation is timely and the call for engagement feels inviting.” – Erik Jones, Boise State Public Radio

- In FY18, Art Hounds highlighted 136 Minnesota artist voices and arts organizations. Artists were represented in the seven-county metro area from Bloomington to St. Paul, with 30% of artists featured from Greater Minnesota: Alexandria, Battle Lake, Bigfork, Colledgeville, Duluth, Ely, Fergus Falls, Franconia, Lanesboro, Montevideo, New York Mills, Northfield, Red Wing, Rochester, Silver Bay, St. Cloud, St. Peter, Two Harbors, and Winona. They represented more than a dozen different art disciplines including choral music, comedy, flamenco, music, painting, photography, poetry, public art, sculpture, textile art, theater, visual art collaborations, writing, and numerous mixed-discipline performances. Comments from artists and listeners: o “You helped make this year’s Byzantine concert a standing-room-only success. Thank you for everything you do for the arts in the Twin Cities.” -Fran Linhart “Art Hounds is an excellent way for artists to feel valued, and to create value for fellow artists and for the wonderful art patrons of the Twin Cities and Minnesota at large. I am grateful to have been a guest, pumping up the work of others, and to have been on the receiving end of promotion from another artist. Thank you for this fantastic opportunity!” -Erinn Liebhard, dancer o “I appreciate that it includes stories about arts organizations across the state and I find each of them to be very interesting. The stories are always told in a way that is succinct and compelling. I am especially grateful that attention is paid to lifting up many voices. It is my favorite part of MPR News!” -Cindi Beth Johnson

Classical MPR (CMPR):

- CMPR held Bring the Sing in Rochester, Moorhead and Duluth bringing over 750 voices of all abilities together for community choral events. All three Bring the Sing events were recorded, produced for radio, streamed and are archived online. In August 2017 Classical MPR and VocalEssence teamed up for a Bring the Sing on the Capitol Green where approximately 1,000 attended. o “I had the privilege of singing in Bring the Sing Duluth. When I walked into the auditorium not knowing a single person, I wondered what in the world I had done registering myself for this event. Last June I participated in a Manhattan Concert Production with some members of our Community Chorale. That was enjoyable and satisfying but time-consuming and a bit pricey. I found Saturday's event to be just as enjoyable and satisfying with much less cost and preparation time. It was a most memorable and enjoyable experience.” – Lois Carlson
- Music for Learning is a resource of core music learning standards with public access to online curricula. Class Notes materials are available offering curricula videos and lesson plans at no charge. In FY18, there were 60,450 unique page views. Audio Backpack, a tool for music teachers to create, save, and share playlists for classroom use, had 1,368 unique page views.

- Class Notes fosters student appreciation for music through in-person live musical performances in MN schools along with accompanying curriculum. The program continues to focus on reaching under-resourced student populations and all programming is available at no charge to schools and students. During FY18, Class Notes served more than 29,000 students at 109 schools in 34 counties. Of the participating schools, 60% were in Greater Minnesota and 40% were in the metropolitan area. Not only did this program impact students, but also teachers and community members. o “I liked when you told us the words in French. Thank you for coming to Hope Academy. Thank you to teach about Afoutayi instruments.” - Student o “THANK YOU for this awesome opportunity. Our students LOVED it and learned even more than they consciously realize. Our teachers couldn't stop talking about it during lunch in the teacher lounge today.” - Janelle Rau, Music Specialist o “This group was amazing, and they interacted with the audience so well. Our elderly friends from the retirement home absolutely loved it too. It made their day!” Carol Metz, Music Specialist o “I can't miss an opportunity to sing the praises of your Class Notes outreach. We watched fourth graders enthralled by the musically rich program. The students were engaged and participated in this subtly educational and intriguing backdoor approach to creating music. My work at UMD for the last 25 years focused on instructional design and development for the faculty. Looking at this program from an instructional viewpoint, I can't say enough good things about Robot Rickshaw. Terrific teaching.” -LeAne Rutherford

- Choral Stream provides audiences 24/7 access to choral music via the Internet and is one of the only classical music streams dedicated solely to choral music.

Fifty percent of content hours are devoted to Minnesota choral ensembles, conductors, and composers. During FY18, the Choral Stream had 397,597 requests.

- The Daily Download is a newsletter that provides a handpicked selection of classical music for download. The newsletter goes to about 5,000 people every weekday and about 110,000 actual tracks a month are downloaded.

The Current:

- The Current's Duluth signal has been broadcasting for nearly a year and has become an integral part of the local music scene in FY18. The Duluth Local Show featured 251 Minnesota artists. The Current made a big splash in Duluth in July 2017:
 - o Live broadcast from Duluth Coffee Company with hosts Oake and Riley.
 - o A free, standing-room-only concert at Red Herring.
 - o All Pints North event was emceed by hosts Oake and Riley and showcased new local businesses/spaces and Duluth bands.
 - o "We were grateful to have you all here and your willingness to showcase some of the great things happening in Duluth." - Eric Faust, owner Duluth Coffee Company.
- In September, The Current welcomed its 2017-2018 group of interns who produced content for the Local Current Blog. Hanna Bubser (12 articles), Simone Cazares (18 articles), Erianna Jiles (8 articles), Colleen Cowie (9 articles), Maia Jacobson (6 articles), Jeyca Maldonado-Medina (8 articles), and Adrian Williams (6 articles) were responsible for some of the most-read stories on the Local Current Blog.

- The Current offers 24-hour streaming music available via a webstream and mobile apps. In FY18, these services reached a monthly average of more than 115,000 unique listeners.
 - o The Local Current Stream is a 24/7 stream of music dedicated entirely to musicians from Minnesota. For example, from October 1 to November 21, 2017, 74 artists received their first spin during 16 hours of programming. It averaged 3,400 unique listeners per month during FY18.
 - o Radio Heartland features acoustic, Americana and roots music with more than 11,000 unique listeners each month.
 - o Purple Current explores the Minnesotan musician Prince's musical legacy. It's a curated playlist of funk, soul, hip-hop and R&B. It launched during the last three months of FY18 and averaged 13,000 listeners per month.
 - o Rock the Cradle is music for kids and grownups to enjoy together. It had nearly 4,000 unique listeners per month in FY18. Parenting tips are provided and every night at 7p.m. there is story time, where hosts and friends of The Current read children's stories before bed.

All MPR Services:

- For over nine years, MPR has hosted a U.S. Naturalization Ceremony at the Fitzgerald Theater. This year, 202 people became U.S. Citizens that represented 47

different countries of origin. MPR News host Tom Weber provided the welcome and Minnesota musician Ashley Dubose sang the National Anthem. MPR has hosted 15 U.S. Naturalization Ceremonies since 2009.

- MPR traveled around the state celebrating with events, special programs and an exhibition in honor of MPR's 50th anniversary. MPR Days were held in Moorhead, Ely, Mankato and Collegetown with over 500 people in total attendance. The Current held music concerts affiliated with MPR Days in Mankato where 350 people and in Fargo 100 people attended. The Greater MN MPR Bureaus hosted Open Houses in Bemidji (160 visitors); Moorhead (140 visitors); Duluth (200 visitors); and in Rochester (250 visitors).
- "Faces of Minnesota" is a collection of 50 images from the last decade documenting Minnesota and its people. Pictures were from the news and music services and regional freelancers. This exhibit traveled all around the state in conjunction with the MPR Days and Open Houses.
- Brains On!, is a science podcast for kids that MPR News staffers Molly Bloom, Marc Sanchez and Sanden Totten launched. Six years later, Brains On! has more than 100 episodes produced, thousands of new listeners, over 12 million downloads, more than 5,000 letters, emails, and artwork from enthusiastic fans, and has been recognized in Parents magazine, the Today show, the Economist, and The Atlantic.

Question 6.4: 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Minnesota Public Radio's three services reach diverse audiences across multiple platforms including on-air, online and live events. MPR is one of Minnesota's largest cultural organizations as well as a leading news and information source. Our programming fosters dialogue that enriches communities and celebrates the diversity and creativity of our state. Our company is committed to increase and cultivate the diversity and inclusion of our employee population and work environment to better reflect our audiences. We continue to increase the diversity of our staff, including our executive, senior level staff and managers, while seeing a decrease in the turnover rate for our ethnically diverse staff. This effort and focus will strengthen the organization and reflects our commitment to grow and

meet the needs of minority and diverse audiences. **MPR News** reporters covered a broad range of topics in FY18 that highlight Minnesota's diverse culture. Some examples:

- 7.6.17-Host Kerri Miller leads an hour-long conversation with a former prosecutor and retired police officer about Addressing Distrust and Disparities in the Criminal Justice System and how this is reflected through policing communities of color.
- 7.20.17-In Homecoming: Experiences of Korean-American Adoptees who Returned to Korea to Live, host Tom Weber's show features Kaomi Goetz, an adoptee, and her podcast Adapted, which tells stories of those who repatriated or resettled.
- 9.5.17-Reporter Solveig Wastvedt goes in-depth with her story *Diversity Grows in Minn. School, but Not School Boards*, which highlights that MN has a high number of diverse students.
- 9.5.17-In the story, *In Minneapolis, a Call for Somali Entrepreneurs, and 'Sharks'*, reporter Laura Yuen writes about a project, dubbed the Somali version of "Shark Tank", featuring startups competing in a contest to win seed money to support economic growth in Somalia.
- 9.21.17-Laura Yuen reports in *Summit Aims to Boost Black Infants' Chance in Survival*, that babies born to African-American women in Minnesota are twice as likely to die during infancy than babies born to white women. A summit in St. Paul brought together health care providers, social workers and community members to talk about how to reduce this stark and persistent disparity.
- 11.8.17-History was made when transgender candidate Andrea Jenkins won a Minneapolis city council seat. Reporter Jon Collins writes about what made this win historical.
- 11.8.17-MPR News Tom Weber hosts an hour-long conversation with Steven Belton and Amalia Moreno Damgaard to discuss the economic crisis facing communities of color in the Twin Cities, which is ranked the second worst city in the U.S. for racial disparities.
- 12.28.17-Senior Economics Contributor Chris Farrell hosted a roundtable discussion, *Minority-Owned Businesses are Growing But they're Still Struggling*. The audience was invited to join the conversation with studio guests about where there is growth in minority owned-businesses and why entrepreneurs of color still face challenges.
- 1.19.18-Mikayla Holmgren sat down with host Tom Weber for an in-depth live interview about her love of pageants and dance in *Minnesotan Breaking Barriers in the Pageant Community*. Holmgren is breaking these barriers by being the first person with Down syndrome to compete in the Miss Minnesota USA pageant.
- 2.1.18-Reporter Riham Feshir talks to Muslim voters about their plans to attend Republican caucuses in the story, *Muslim Voters Say They Want to Participate, Not "Infiltrate"*.
- 2.22.18-Bemidji reporter John Enger story, *Drug Court Approved on White Earth Indian Reservation*, introduces a new program that will help ease longstanding drug problems affecting the Indian community.
- 2.26.18-Minnesotan Bao Phi was born in Vietnam and raised in Minnesota. His Caldecott Medal Honor Book, "A Different Pond," highlights the sacrifices a father made to

support his family in a new and foreign place. Reporter Marianne Combs led an audience discussion with Phi, illustrator Thi Bui and Sarah Park Dahlen, Ph.D., about the importance of diversifying children's literature. • 2.28.18-Duluth reporter Dan Kraker story, *Human Rights Department Questions Pipeline Proposal*, examines the impact of a proposed oil pipeline on northern Minnesota Indian tribes. • 3.15.18-MPR News Brandt Williams hosts an hour-long conversation with Lois Beckett, senior reporter for the Guardian US, on *How Should We be Covering Racism* and best practices for newsrooms. • 3.29.18-In an area where not many black people live, The Lake Superior Community Theatre cast only local black actors to perform August Wilson's play "Fences" in Duluth, Two Harbors and Silver Bay, Minn. The performance was featured in Art Hounds, MPR's weekly arts segment. • 4.9.18-In *Women Share Stories of Genital Mutilation*, reporter Riham Feshir talks with survivors as they visit the Minnesota State Capitol to support a bill to fight the procedures. • 5.18.18 Reporter Nancy Yang's story, *How a Mom-Daughter Talk Led to a Global Celebration of Hmong Women*, recounts how a simple conversation turned into a virtual summit to honor the Hmong sisterhood. • 6.25.18-Regional reporter Catherine Rickert's story, *As Transgender People Seek Change, Hospital Doors Open*, features a 14-year-old navigating the Transgender Intersex Specialty Care Clinic at Mayo in Rochester. The Clinic is at the forefront of a revolution in care for transgender people driven by the federal Affordable Care Act. • 6.27.18-Digital producer Jiwon Choi goes in-depth about the children involved in illegal border crossings in, *Minnesota expects more migrant children separated from parents*. **Other MPR News**, examples of FY18 reporting and events that addressed the needs of minority and diverse audiences: • In October 2017, MPR host Gary Eichten sat down with former Vice President Mondale to talk about his work and the struggle for civil and voting rights in America. This event, in front of a live audience, featured scenes from the Tony Award-winning play "All the Way". It was recorded and later broadcast on MPR News stations. • In March 2018, Reporter Tom Weber and Photojournalist Evan Frost traveled with a group from Duluth, Minnesota to Montgomery, Alabama for the opening of a memorial honoring the thousands of African-American men, women and children that were lynched in America. Weber blogged about the bus trip in *Follow Along from Duluth to Montgomery*. The trip resulted in several stories and conversations that were broadcast on MPR including *The Legacy of Lynching: A Chance to Remember, A Chance to Heal*. • In April 2018, MPR News joined over 20 Native American university students to listen and record their Talking Circle, which allowed them the freedom to express themselves. University of MN, Morris is located on the land that was once an Indian boarding school. Students talked openly of being accepted, being native,

being a college student and historical trauma. Native Students in Morris, *Finding Ways to Excel in a Place of Trauma*, was produced and broadcast state-wide.

Classical MPR (CMPR), some examples of diversity and outreach efforts • Class Notes brings educational music performances and programming to elementary schools throughout Minnesota. Examples of artists that performed cultural music and dance are Lumina, playing renditions of folk songs from around the world; The Rose Ensemble, featuring medieval and renaissance music from the Middle East, North Africa and Spain played with traditional instruments; The Flying Forms, who presented early music from Spain; and Afoutayi, a MN based Haitian dance, music and arts company. In FY 19 the goal is to increase the outreach to 125 schools. • In January 2018, Host Alison Young's story, One Voice Mixed Chorus Finds Sanctuary in Stories of Immigrants, highlights a concert, "Sanctuary" that celebrated the music of immigrants in Minnesota. The concert included music in Ojibwe, Arabic, French, Spanish, Swedish, German, Somali and Hmong. One Voice Mixed Chorus is an ensemble made up of lesbian, gay, bisexual, transgendered and allied singers and they partnered with Green Card Voices, who collected stories of youth immigrants for this concert. Jane Ramseyer Miller, artistic director, "I wanted audience members to be immersed in the beauty of music of their immigrant neighbors, but also to be reminded that everyone in this state was an immigrant at some time." • In March 2018, music curated by the women employees of Classical MPR put the spotlight on women composers and performers. This lineup was featured as part of Women's History Month and was featured on-air, online and made available on American Public Media's YourClassical. **he Current**, MPR's AAA music service – some examples of diversity outreach efforts: • In September 2017, The Current presented a great night of Minnesota R&B with ZULUZULUU, featuring hard grooves, Afro-futurism and soulful melodies; Nooky Jones, blending soul, jazz, and R&B; and Lady Midnight, whose music speaks to contemporary issues to provide a space for reflection and healing. This show was an eclectic mix and nearly 500 people attended. Hired in November 2017, Toki Wright started hosting his weekly program "Wright About Now" that focuses on hip-hop, the people and music that influenced the culture, plus the styles, sounds and stories that have come from that root. It also features classic soul, reggae, afrobeat(s), R&B and includes exclusive interviews and world premieres from independent artists. • Over 8,000 people attended the annual Rock the Cradle in February 2018. This free daylong event featured a kid's disco, story time, live music and more. Activities with community partners included BATO BATO! a high school band playing marimbas and a percussion playing Latin rhythms and the Shona music of Zimbabwe, and the Minneapolis Institute Art offered an Art Cart to explore and handle art objects

from America and China. Chione, a women's woodwind quintet, also performed. **Additional MPR efforts** to reach minorities and other diverse populations: • MPR continues to work with Low Power FM stations to reach diverse communities. For example, Radio Kaly 101.7 LPFM translated MPR News stories into Somali and distributed them to their Somali audiences. In addition, WFNU 94.1 LPFM partnered with MPR to hold monthly meetings of LPFM stations. • MPR sponsored the Council for American Islamic Relations (CAIR) 10th anniversary banquet, demonstrating our commitment to serve and reach new audiences. Over 500 community members, most of them from Muslim-American community, attended the banquet. • The MPR Newsroom continues to work on a process to dismantle the "whiteness of public radio" through the following efforts: o Tracking the diversity of the sources heard on our stations. o Working on diversifying the newsroom and MPR leadership. o Adding a diversity-minded lens into our story review process. At daily meetings the day's stories are critiqued with an eye toward inclusion. o Regular conversations about improving the coverage of communities of color. o Partnering with ThreeSixty Journalism to run an annual summer radio camp for high school students of diverse backgrounds. o Our newsroom's diversity and inclusion committee has outlined a plan for improving the onboarding experience of new employees as well as enhancing our newsroom training. o Amplifying stories that push new narratives. • The MPR Inclusion Council includes the following groups and is open to all employees. In FY 19, these employee-led groups will continue to work connecting staff with each other, the organization and the community to create a welcoming and inclusive workplace. o Women at MPR – advocates for women and gender equality. o Millennial ERG – a steward of the Millennial voice within the organization and community o Equalizers-creates a welcoming and inclusive workplace for the LGTBQ community and allies by providing education, resources, events and support for all employees across the spectrum of gender and sexuality. o People of Color ERG – seeks to amplify the voices and perspectives of People of Color within the organization and create a community for POC and allies. o Culture Club -plans various company-wide events throughout the year to enhance the overall MPR life and encourage interdepartmental socialization.

Question 6.5: 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?

The Corporation for Public Broadcasting grants Minnesota Public Radio and its three services (MPR News, Classical MPR, and The Current) the opportunity to

strengthen, sustain and innovate. Reaching more than one million listeners each week with 46 stations and 39 translators, MPR's signal reaches 95% of the population of Minnesota, ensuring that listeners, regardless of income or location, have access to news and information as well as arts, culture and music programming. MPR is an important community partner. MPR continues to serve the needs of the state by serving as the backbone and technological infrastructure for Minnesota's Emergency Alert System and the AMBER Alert System. In addition, MPR stations throughout the state provide the subcarrier for Radio Talking Books (RTB). Produced by Minnesota State Services for the Blind, RTB provides 24/7 access to local and statewide newspapers, magazine articles and best-selling books and reaches thousands of visually-impaired residents in Minnesota who rely on this public service to live independent lives. Recognizing that Minnesota is a culturally-rich and diverse state, MPR seeks to transform audiences in new and innovative ways through music, art and culture, public affairs, news and breaking news reports, speeches, live events, and web and digital projects, as well as through diversity outreach and educational programming. CPB funding provides MPR the opportunity to weave into daily coverage the stories of both local and national significance to go deeper and to better understand the people and places behind the headlines. MPR highlights underrepresented communities and organizations to a wider and diverse audience to enhance the lives of all Minnesotans and strengthen our vibrant culture. MPR enlists and develops a diverse talent pool to enrich and diversify our content and programming. In addition, hiring reporters and staff living in Greater MN keeps MPR close to the news and cultural happenings in all of Minnesota, connecting diverse metro and rural populations. Financial support from CPB allows MPR to leverage other sources of funding such as State of Minnesota Legacy funding, institutional and educational sponsorship, foundation support, business underwriting and memberships. MPR invests these resources into programming, talent, innovation and technology. CPB support enhances and grows MPR services to reach more people in new ways, ensuring our relevance for generations to come.