

Details and Outcomes
Fiscal Year 2017 (July 1, 2016 - June 30, 2017)

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Highlighting Minnesota Artists	10.28 (FY17)	Stream Requests	Projected: 410,000 Actual: 537,358
		Minnesota Artists Featured On-Air	Projected: 2,300 Actual: 4,109
		Radio and Digital Minnesota Arts Features	Projected: 1,700 Actual: 1,000
		Page Views	Projected: 1,720,000 Actual: 1,720,000
		On-Air Listeners (estimated weekly come for broadcast only – does not include streaming)	Projected: 50,000 Actual: 42,000
		Performances Produced for Broadcast	Projected: 120 Actual: 122
Supporting Music Education	1.48 (FY17)	Students Reached <i>*Note: Greater Minnesota focus served more schools but with smaller student populations.</i>	Projected: 24,000 Actual: 18,576
		Minnesota Artist Participants	Projected: 15 Actual: 19
		Schools Participating	Projected: 45 Actual: 65
		Minnesota Counties Served	Projected: 16 Actual: 25
Live Events Arts Experiences	1.27 (FY17)	Live Events	Projected: 17 Actual: 20
		Local Performers	Projected: 150 Actual: 146
		Event Attendees	Projected: 7,200 Actual: 7,096
Preserving Minnesota History	1 (FY17)	Stories Digitized	Projected: 2,200 Actual: 17,000

Sources for outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, July 2016-June 2017, Persons 12+.
- Page view data from Google Analytics, 2017.
- Stream request data from Ando Media, 2017.