

Music Education: Increasing Access & Programming

Class Notes Artists is Classical MPR's successful artists-in-schools program. During the 2019-20 school year, MPR worked with 13 MN musical groups representing 46 artists to provide instruction to over 26,500 students in 163 schools throughout MN. As schools went to virtual formats during the COVID-19 pandemic, *Class Notes Artists* shifted to a virtual format. MPR's *Class Notes Artists Curricula* and *Class Notes Videos* featuring MN musicians and available online have become popular with teachers adapting to virtual instruction. The videos' popularity has grown beyond MN borders with teacher across the country requesting to use the instructional videos in their classrooms. Many requests have come from other countries including Australia and China.

Bring the Sing teams with Classical MPR's acclaimed choral concert series to offer in-person experiences for audiences. During 2019 MPR hosted Bring the Sing events at the MN State Fair and at Theo Wirth Park during the Solstice. In 2020, Classical MPR teamed up with the Current and MPR News to host *Bring the Sing Home*. Minnesotans across the state were encouraged to step outside or open a window to join their neighbors to sing Carole King's *You've Got a Friend*. The original event's popularity led to several more Bring the Sing Home sing-alongs featuring *Lean on Me*, *This Little Light of Mine*, *Here Comes the Sun*, *What a Wonderful World*, and *You've Got a Friend in Me*.

Reaching MN: Digital Programming & Live Events

Classical MPR, MPR News, and The Current have digital programming beyond live streaming available for each service. MPR's digital presence includes:

- **Classical MPR:** *Choral Stream*, a 24/7 stream of mostly Minnesota-based choirs.
- **MPR News:** Dedicated arts coverage page and an archive of *Art Hounds* episodes.
- **The Current:** Local Current blog, podcasts, and live video streams plus local music calendars.

MPR's Live Events Team produces The Current's *Rock the Cradle*, the annual, free, family-centric event which draws 8,000 to 10,000 guests of all ages each year. In May 2020 MPR hosted *Sounds Like Home* a 3-day virtual music festival in featuring 17 Minnesota artists and bands. The first festival proved so popular, MPR offered a second *Sounds Like Home* event later in the summer.

Preserving MN History

MPR Archive: MPR enhanced its *Archive* public portal, improving site design and adding metadata updates behind the scenes, as well as context and contributor information. These improvements to make the site more easily searchable, together with social outreach, is part of our effort to increase the reach of Archive content to a broader audience. The changes have led to greater number of permission requests to use for research, academic, journalistic, and personal use.

Supporting MN Public Media Ecosystem

MPR held six (6) virtual training sessions involving 65 attendees representing 22 low power FM and AMPERS community radio stations.

Highlighting MN Artists: Raising Arts Profiles Statewide

Regional Classical Broadcast Recordings: Classical MPR records, produces, and broadcasts concerts in Brainerd, Duluth, Northfield, St. Michael, Winona, Saint Paul, and Minneapolis including the nationally-broadcast St. Olaf Christmas Festival and the Lakes Area Music Fest.

Art Hounds: MN artists and arts lovers participate in a weekly MPR News broadcast and podcast: 2020 *Art Hounds* featured events from the following Greater MN communities: Avon, Duluth, Ely, Fergus Falls, Grand Marais, Lanesboro, Mankato, Montevideo, Moorhead, New Prague, New York Mills, Northfield, Oronoco, Red Wing, St. Joseph, Winona, Winsted, and Wykoff.

MN Arts and Culture Coverage: MPR News provides daily coverage, features, and profiles about art and artists, and turns its focus to Greater Minnesota.

The Current Streams and Podcasts: Minnesota musicians featured prominently in streams that listeners can access from the device of their choice include *Purple Current*, *Local Current*, and *Radio Heartland*. The Current Rewind is a podcast featuring original reporting on MN music and focusing on unsung stories through the state.

The Current's Local Shows: MPR's St. Paul and Duluth stations air local shows featuring Minnesota artists, particularly those who are up-and-coming. The Duluth Show is now heard statewide on MPR's the Current.

Classical MPR's Digital Features: A growing program features stories about classical music in Minnesota. Features include the Marshall High School Marching Band (where 20% of the students participate in marching band) and Tensae Fayise (a Worthington, MN artist featuring Ethiopian music).