

# MY MUSIC

with Rhiannon Giddens

Filming for Season 2 begins



The historic Greensboro, NC train station was where we recently filmed our first Season 2 episode, featuring Celtic harpist Maeve Gilchrist. The new season will accompany Rhiannon on her flagship project as artistic director of Silkroad Ensemble. Entitled "American Railroad", the project will explore the musical cultures of the people who built our transcontinental railroad and the ways that Irish, Chinese, Japanese, African American, and Native American communities helped shape our cultural identity.

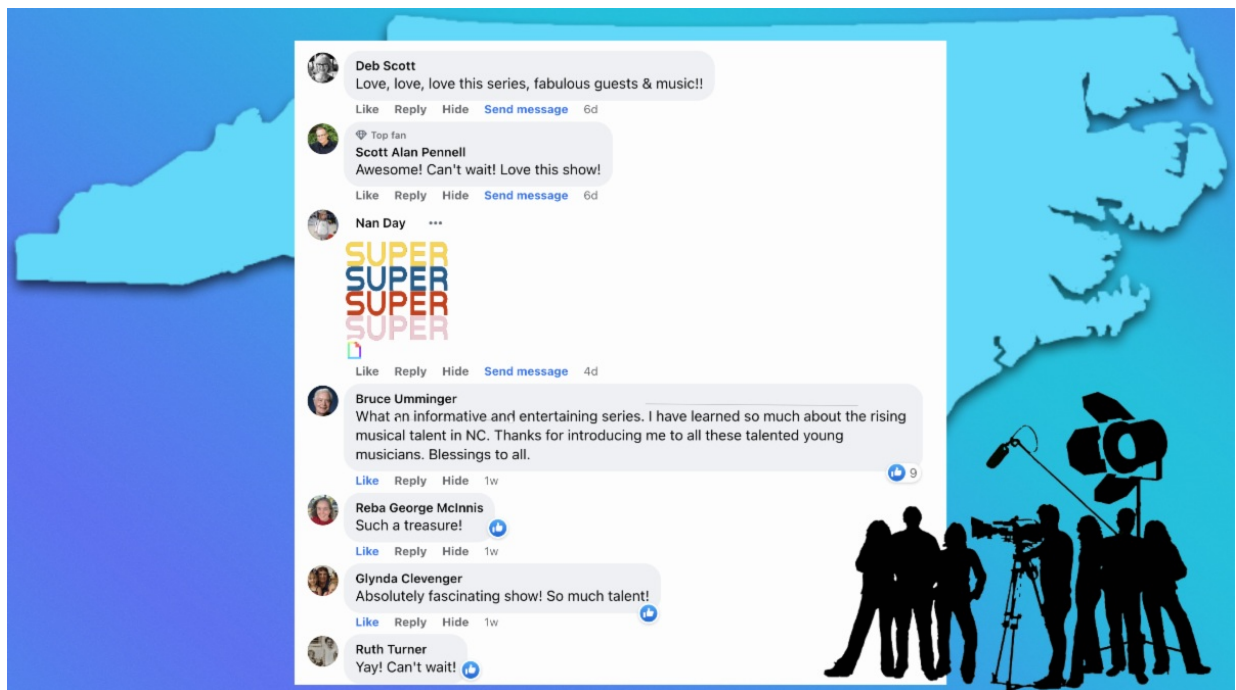
Meanwhile, Season 1 continues to build viewership around the country. Sadie Kneidel of consulting firm Artemis Independent reports that "*My Music with Rhiannon Giddens* has gained 72.6% carriage [on PBS affiliated stations] in just 3 months. For a series, which requires more space in a programming schedule than a one-off program does, reaching the low 60s on independently programmed channels is very challenging. Before *MMRG*, I didn't think such numbers were possible. It's exemplary."

April's launch party at the Carolina Theatre in Greensboro (below) was a great evening of video clips, music, and discussion. More than 100 attended the event, which was sponsored by the Tannenbaum-Sternberger Foundation and the Carlyle Adams Foundation.





Social media comments about the series have been raves; below is a sample taken from a grant presentation we made:



This fall, fifth-grade teachers across the country can use content from *MMRG* Season 1 developed through PBS Learning Media to engage students with artists, music, and history. This educational benefit is thanks to PBS NC partnering with us as our presenting station for the series.

**The Community Foundation of Henderson County**, NC just awarded us a grant of \$25,000 to help fund Season 2. CFHC and its Perry N. Rudnick Endowment supported *David Holt's State of Music* as well as *MMRG* and continue to find value in sharing the traditional music of this region with the rest of the nation.



**Season 2 Underwriters!** Our underwriters make this project possible. They are the Rhea Bigelow Charitable Trust; Carlyle Adams Foundation; The Community Foundation of Henderson County and its Perry N. Rudnick Endowment; Cheri and Ron Allari; Betty and Ben Cone, Jr; Lyles and Melanie Glenn, Hunter Glenn and Daniel Eggleston, Frances and Joe Farmer; Ben and Laurie Duke and Family; A Bar A Ranch; Myrna Harris; Richard and Jenny Schwartz; The Tannenbaum-Sternberger Foundation; Fred and Lauren Weed; Charlie & Lois Brummitt; Tom Erickson; Walt and Patti Teague; Adrienne Livengood; Jack Mitchell III and Marion Mitchell; Laurene C. Mann and Casey R. Bartman; Valerie Hillings; Bernie Harberts; John and Lisa Millican; Joe and Terry Graedon; Kathy Brion; Dr. Theodore Gasper; Pat Grebe; and Larry Isberg. A complete list is available from PBS. If you'd like to become an underwriter, please contact producer Will McIntyre at [will@macfoto.com](mailto:will@macfoto.com) or at the ***Will & Deni McIntyre Foundation***.



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