



To Reporters, Editors, and Friends of the Will & Deni McIntyre Foundation:

We are pleased to let you know that we have been awarded \$10,000 in a grant from the Perry N. Rudnick Endowment of the Community Foundation of Henderson County.

This grant will help fund a remastering project designed to repurpose music and interviews originally filmed for broadcast, giving them new life on streaming platforms.

We would greatly appreciate your helping us spread this good news by sharing our media release (below) through your print, digital, radio and social outlets.

Here is a link to downloadable photos for media use in conjunction with this release:

[Downloadables](#).

If you have questions or need more information, please contact series producer Will McIntyre at 336-399-2080 or macfoto@macfoto.com.

Thank you!

Will and Deni McIntyre

Will & Deni McIntyre Foundation

a 501(c)(3) organization

WillandDeni.org

FOR IMMEDIATE RELEASE

**Local producers of PBS music series
receive grant from the COMMUNITY FOUNDATION OF HENDERSON COUNTY's
PERRY N. RUDNICK ENDOWMENT**

Hendersonville, NC (November 11, 2025) – The Will & Deni McIntyre Foundation has been awarded a \$10,000 grant by the Perry N. Rudnick Endowment of the Community Foundation of Henderson County to help fund an ongoing project that will create musical content and interviews for streaming media.

The Will & Deni McIntyre Foundation has produced two popular series broadcast nationally by PBS. *My Music with Rhiannon Giddens* premiered on PBS in May of 2023 and is currently in its third PBS season. It is hosted by McArthur Fellow and Pulitzer Prize winner Rhiannon Giddens,

a native of Greensboro. Previously, Will and Deni McIntyre produced six seasons of *David Holt's State of Music* that have been aired by PBS affiliates in all fifty states. It was hosted by four-time Grammy Award winner David Holt, who lives in Fairview.

The streaming project, titled Legacy Remastered, aims to repurpose dozens of hours of music and artists' interviews that were originally filmed for these series and deliver them to streaming platforms such as YouTube, where they will find an ever-increasing new audience.

“For a while now, viewership demographics have been shifting from broadcast to streaming media,” said Will McIntyre, foundation co-chair and producer. “Our content, which is primarily musical performances and interviews, holds up well over time if we can deliver it to viewers on their preferred platforms. The content has to be re-edited and streaming rights have to be negotiated: that’s where the cost comes in. But if we can get it out for public viewing, it should help raise the profiles of the contributing artists— many of whom are from North Carolina and other parts of Southern Appalachia.

“We’re extremely grateful to the Perry N. Rudnick Endowment for its support in this timely popular media project.”

Community Foundation of Henderson County supports charitable programs in the greater Henderson County area. Founded in 1982, the Community Foundation administers over 500 funds with total assets of more than \$130 million. In addition to the latest grant, The Perry N. Rudnick Endowment Fund and CFHC have helped support Will & Deni McIntyre Foundation’s two PBS series through grants totaling more than \$100,000.

The Will & Deni McIntyre Foundation is a 501(c)(3), charitable nonprofit that was established in 2009 to raise the profile of the arts and educational organizations through the creation of videos, books and photography for websites and related media. It is the prime fundraising entity for *My Music with Rhiannon Giddens*.

To help celebrate and preserve the traditional and modern musical heritage of Appalachia, please consider supporting the production of *My Music with Rhiannon Giddens* by making a tax-deductible contribution to the Will & Deni McIntyre Foundation at WillandDeni.org.

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