

npr tiny desk concert
CONTEST

for **LAGUNITAS**
BREWING COMPANY

npr

NPR MUSIC & LAGUNITAS BREWING CO.

2016 Tiny Desk Contest & Live Events Overview



NPR MUSIC'S TINY DESK CONTEST & LAGUNITAS

NPR Music launched the Tiny Desk Contest with the goal of discovering under-the-radar musical talent from artists across the U.S.

In its second year, the Contest drew more than 6,000 entries, national press recognition and added a nationwide 10-city tour – all part of an integrated partnership with Lagunitas Brewing Company.

As part of Lagunitas' multi-platform partnership with Tiny Desk and NPR Music, the campaign generated increased press recognition (over 200 articles), a social reach of 28.5 million and an in-person audience of 2,300.

As Lagunitas and Tiny Desk Contest become inextricably linked, the partnership and opportunities for expansion become more impactful.





NPR MUSIC & LAGUNITAS: TINY DESK CONTEST 2016

- **6,000:** User-generated video submissions received across NPR Music digital and social media channels
- **200+:** News stories that covered the Contest and Tour. Major press includes [Mashable](#), [The New York Times](#), [People](#), [Wall Street Journal](#) and AP.
- **75%:** Rated *Tiny Desk Contest: On the Road* events at a “5” on a 5-point scale. Nearly all gave the events a “4” or “5”. They praised the mix of bands, great venues, friendly community and free beer.²
- **80%:** Percent of event attendees ages 21-44*

“Since its launch... NPR's Tiny Desk Contest has become something of a grail for rising independent artists. The rules are simple, and it's about as open and democratic as a battle of the bands can get.”

– [Mic](#), 3.3.16

The screenshot shows the NPR Music Tiny Desk Contest website. At the top, it says "npr music tiny desk CONTEST". Below that is a "LAGUNITAS" logo with a dog and the text "congratulations!". A video player shows a woman playing a violin. Below the video, it says "Out of thousands of entries, one rose to the top. Watch [Suzanne Liza's](#) Tiny Desk performance now!".

The "what the judges said" section features three judges:

- Bob Dillon:** "The melody of this song wouldn't be one I had stuck with me. It conveyed an overwhelming emotion of yearning and love that's unforgettable."
- Robin Hilton:** "I was particularly moved by her song, particularly its simplicity, rawness, honesty, and the beautiful heartache in her poetry."
- Sean Little:** "I am a fan of instruments and amazing live in act. It is truly wonderful to see an artist like Suzanne look so straight in the eye and express her love without a word."

Below that are three more judges:

- Jess Wolfe:** "The way her voice resonates is so original and beautiful. Like nothing I've ever heard before. It has a voice and an arrangement that captured me immediately. I can't wait to see what she does with the 'Tiny Desk'."
- Holly Lerman:** "We've seen the use of melody that played with me throughout the process. It's sparkling and powerful."
- Dan Auerbach:** "This song starts off with the sound of 20 and Rochester's growing and creating a unique and their Karen Dalton and Joanne Hansen meet together in the form of Suzanne Liza and all about absolutely obliterating your heart."

At the bottom, there is a "watch the entries" section with a video player showing a woman playing a guitar.



CROSS-PLATFORM RECOGNITION

- Branding Opportunities:** Lagunitas was recognized as the exclusive sponsor of the Contest across NPR Music platforms, custom contest video and Tiny Desk Contest newsletter.
- Social Media Extensions:** Recognition of Lagunitas in NPR Music's social media channels, including the successful Tiny Desk Contest Tumblr. On Twitter, the Tiny Desk Contest had a Twitter reach of **28.5+ million**.*
- On Air Recognition:** Lagunitas was recognized with sponsor credits across NPR programs.
- Live Events:** Ten-city tour featuring Lagunitas pouring opportunities and branding.

POSTED ON 15 JUNE, 2016 Follow tinydeskcontest tumblr.

3 notes | Permalingk



This was the second ever Tiny Desk Contest. We received over 6,000 videos this year from every state in America. Gaelynn Lea of Duluth, Minn., won the Contest, but we discovered so many acts we love — many of which we've featured in this blog. Read up and celebrate local music with us.

Find all the details and the Official Rules at npr.org/tinydeskcontest.

To get in touch, contact us. Curated by Bob Scilen, Ben Naadaf-Hatvey and Rachel Horn.




See you soon

We recently had the last stop of our Tiny Desk Contest On The Road tour. With our friends KUTX in Austin, Texas, we hosted four great local bands that we discovered through our Tiny Desk Contest. As I flew back to Washington, D.C., the home of the Tiny Desk, I thought about you all, and I was thrilled.



Tiny Desk Contest entrants united at our Petaluma tour stop. Image credit: Talia Herman

Since we launched this year's contest with a silly video back in December, we received over 6,000 video entries from every state in our nation. The contest is about discovery — not just for us, but for everyone who watches Tiny Desk contests, eager to find unknown artists to fall in love with. This year, our winner was Gaelynn Lea, a powerful fiddle player from Duluth, Minn., who sent in a simple video of her heart-wrenching song, "Somebody We'll Linger In The Sun." The Contest's judges — Holly Laessig & Jess Wolfe from Lucius, Son Little, Dan Auerbach, Robin Hilton and I — were immediately captivated. Her performance at the Tiny Desk in March was equally stunning and beautiful. Gaelynn joined us on some of the tour, and I have to say she's one of the loveliest people I've met.

The Contest isn't just about finding that one special musician, though. Every single day we discovered an act we loved. We saw you perform on our 10-date tour across the country. We wrote about you on our Tumblr and in this newsletter, we hosted your videos on our site, we featured you in all sorts of Tiny Desk Contest mash-ups. You've given us more new music to listen to, and more great undiscovered bands to cheer for. And in return, I hope you gained confidence to pursue your craft.

When I think about the Tiny Desk Contest, the most important thing I think of is our

 **Gaelynn Lea** @GaelynnLea Follow

Grateful to @nprmusic, @allsongs & @lagunitasbeer for #TinyDeskContest tour! Last night's show was a perfect ending.

 **Olivia Lee** @OTLeePhoto

Last night's glorious triple threat: @MarkKozelek, @GaelynnLea, and Alan Sparhawk of @lowtheband, at @StarlineSC.



TINY DESK CONCERTS: SERIES OWNERSHIP

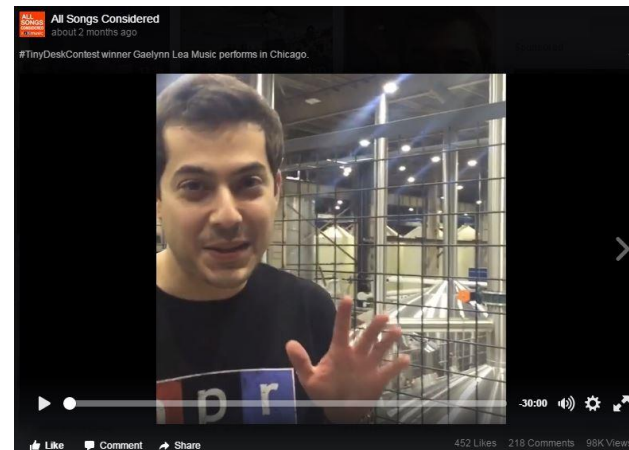
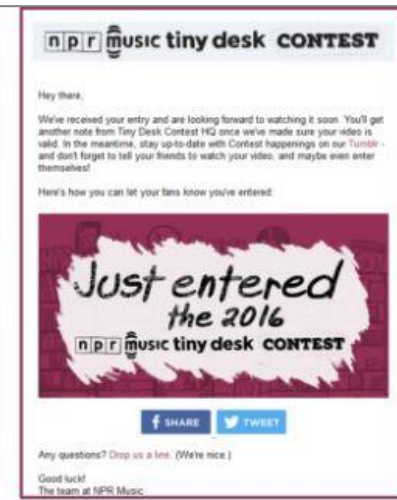
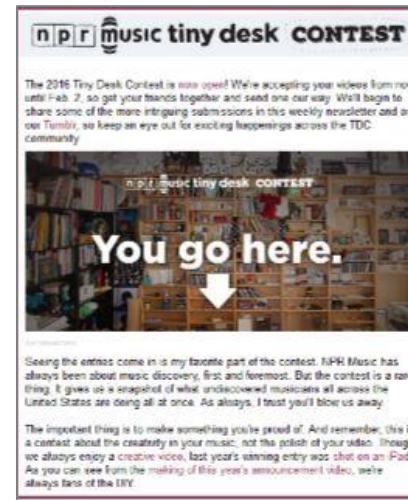
- Tiny Desk Concert series pages
- Tiny Desk Concert series video pre-roll
- Tiny Desk Concert podcast video and audio pre-roll
- Logo recognition on all Tiny Desk Contest pages and Tiny Desk Contest Tumblr
- Custom, co-branded halo units on NPR.org

The image displays a collection of digital assets for the NPR Music Tiny Desk Concert series. At the top, a navigation bar includes the NPR Music logo and the call to action 'Listen to NPR Music Radio All Songs 24/7'. Below this, the 'tiny desk' branding is established with the tagline 'INTIMATE VIDEO PERFORMANCES, RECORDED LIVE AT THE DESK OF ALL SONGS CONSIDERED HOST BOB BOILEN'. Two video thumbnails are featured: 'Shakey Graves' (10:05) and 'Land Lines' (14:46), each with a play button icon. The bottom section shows a full-page view of a concert page for 'Sharon Jones & The Dap-Kings Play One For Hanukkah' (December 10, 2015), which includes a large image of the artist performing and a 'share' button. To the right, a vertical promotional graphic for the 'NPR Music tiny desk CONTEST' is shown, sponsored by 'Lagunitas Brewing Company'. The graphic includes the text 'See some of our favorite vids from last year' and 'Become an NPR sponsor'.



TINY DESK CONTEST: SOCIAL REACH

- **Newsletter subscriber growth: 124%**
 - 14,276 subscribers at end of 2016 vs. 6,385 at end of 2015
- **Newsletter open rate: 67%**
- **Eligible Contest submission growth: 6.5%**
 - 5,107 in 2015 to 5,441 in 2016
- **81.5% of 2016 entrants were newcomers** who did not submit videos in 2015*
- Over **310k Facebook Live** video views of performances by Tiny Desk Contest entrants along the Tour
- Total Twitter reach of **28.5 million***





TINY DESK CONTEST IN THE PRESS

Top national outlets [The New York Times](#), [Wall Street Journal](#), [People](#), [USA Today](#), [Mashable](#)

Local markets – Press across top 25 DMAs

Tiny Desk Contest mentioned across 150+ total publications

- [Mashable](#) – NPR’s Tiny Desk Concert contest winner is the best thing you’ll hear all day
- [The New York Times](#) (“Women in the World”) – NPR Tiny Desk winner is “captivating” violinist with brittle bone disease
- [People](#) – Hear NPR Tiny Desk Concert Winner Gaelynn Lea’s Haunting Tune, ‘Someday We’ll Linger in the Sun’
- [USA Today](#) – Gaelynn Lea’s NPR Tiny Desk Concert is staggeringly beautiful
- [USA Today](#) – NPR’s Tiny Desk concert winner will blow you away
- [Wall Street Journal](#) – ‘Get Gone’ by Seratones Review: Sound From Louisiana and Beyond
- [Music.Mic](#) – Watch the Winner of NPR’s 2016 Tiny Desk Contest’s Inspiring Submission Video
- [PBS NewsHour](#) – ‘Tiny Desk’ winner on why musicians with disabilities are an ‘unequal minority’
- [U.S. News & World Report \(AP\)](#) – A Minnesota singer-songwriter beat 6,100 other people to win NPR’s ‘Tiny Desk’ contest
- [Local Spins](#) – Tiny Desk Concerts contest gives nod to Minnesota not Michigan in compelling ‘arresting’ fashion
- [The Odyssey](#) – Gaelynn Lea Wins NPR Tiny Desk Contest
- [Global Citizen](#) – Woman with disabilities creates beautiful music, winning Tiny Desk Award
- [The Current](#) – Tiny Desk contest winner Gaelynn Lea talks about her big victory
- [City Pages](#) – Duluth Fiddler Prevails as NPR’s Tiny Desk Contest Winner
- [DIY Musician](#) – Congrats to Gaelynn Lea, winner of NPR’s Tiny Desk Contest (and a CD Baby artist)
- [City Pages](#) – Watch Duluth’s Gaelynn Lea Perform an Amazing Tiny Desk Concert

A photograph of a social gathering, possibly a networking event or conference. In the foreground, a woman with short brown hair and glasses is smiling and looking towards the right. She is wearing a dark turtleneck and a light-colored jacket. She is holding a dark glass beer bottle with a white label. In the background, several other people are visible, some holding drinks. The scene is lit with warm, orange-toned lights, creating a cozy and social atmosphere. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text.

TINY DESK CONTEST: ON THE ROAD



Tiny Desk Contest: On the Road

In partnership with Lagunitas Brewing Company, NPR Music hit the road for the first-ever Tiny Desk Contest tour. The 10-city series featured performances by local musicians who entered the Tiny Desk Contest, along with panel discussions led by *All Songs Considered* host Bob Boilen and Contest winner Gaelynn Lea.

NPR Music and Lagunitas traveled across the U.S. to major music markets – including New York, LA, Nashville and Austin – with stops at Lagunitas breweries in Chicago and Petaluma, CA. With an average venue size of 225 people, the Tiny Desk Tour reached over 2,300 fans, with more than 310,000 users tuning into the concerts via [Facebook Live](#).

Concert goers experienced the Lagunitas brand through a pop-up photobooth with vintage polaroids, sandstone drink coasters and bars stocked with Lagunitas' signature craft brews. The tour gave local musicians a unique platform to showcase their craft and highlighted the strong partnership between NPR Music and Lagunitas who – above all – share a love for great music.



TINY DESK CONTEST: ON THE ROAD



Gaelynn Lea's Tiny Desk Concert & Happy Hour

- NPR Music & Lagunitas welcomed Gaelynn Lea, the 2016 Tiny Desk Contest winner, to the NPR Headquarters in Washington, DC on March 9
- Gaelynn performed a [Tiny Desk Concert](#) recorded at Bob Boilen's famous desk, followed by a Lagunitas-fueled happy hour with over 200 NPR staff



Songs We Love Live Highlights

- NPR Music presented three editions of *Songs We Love Live*. These interactive storytelling events featured a panel of music experts in conversation about songs they love.
- Audience members were also invited to share a song they loved with NPR. A few shared their stories aloud, inviting a blend of funny, poignant storytelling



TINY DESK CONTEST: ON THE ROAD



Ask Me Another Podcast Taping

- Gaelynn Lea was featured in a special live event experience and podcast taping of *Ask Me Another*, NPR's popular comedy quiz show taped at The Bell House in Brooklyn, NY
- Gaelynn performed two original songs, and was also paired up with NPR Music's Bob Boilen for a [fun quiz segment](#) about common items you'd find "in your own tiny desk"



Live Music Meet-Ups

- Six out of the ten events were billed as music meet-ups in collaboration with local NPR Member stations
- Three to four Tiny Desk Contest entrants performed live in Philadelphia, New York, Seattle, LA, Nashville and Austin
- The meet-ups brought together audiences of local music fans and tastemakers in each community



TINY DESK CONTEST: ON THE ROAD

- Lagunitas was prominently recognized as the exclusive sponsor of NPR Music's Tiny Desk Contest, including:
 - Select Lagunitas brews
 - Lagunitas signage displayed throughout venues
 - Bar signage
 - Lagunitas collateral display table
 - Lagunitas pop-up photobooth activation
 - Co-branded *Songs We Love* forms

Recognition from the Stage

- At each event, NPR Music Host Bob Boilen thanked Lagunitas from the stage for their support of NPR Music's Tiny Desk Contest
- In Chicago, Lagunitas executive Karen Hamilton opened the event by welcoming guests to the Lagunitas Brewery for a special evening of music, conversation and beer. She recognized the natural alignment between the NPR Music and Lagunitas partnership around a shared love and celebration of music and the community it creates.





TINY DESK CONTEST: ON THE ROAD





TINY DESK CONCERT & HAPPY HOUR @ NPR





NPR

CONTACT:

Ann Lam
NPR Sponsorship
alam@npr.org
310.815.4282

APPENDIX



LAGUNITAS BREWING COMPANY

npr music @nprmusic Follow

Watch the video that won our [#TinyDeskContest](#) with [@lagunitasbeer](#)!

Gaelynn Lea: 2016 Tiny Desk Contest Submission
 This is an original song by Gaelynn Lea entitled "Someday We'll Linger in the Sun". Gaelynn Lea is a musician, fiddle teacher, and public speaker from Duluth...
 youtube.com

RETWEETS 16 LIKES 30

2:52 PM - 3 Mar 2016

npr music @nprmusic Follow

[.@GaelynnLea](#) & [@PWRBTTMBAND](#) take the [#TinyDeskContest](#) to Chicago tonight at the [@lagunitasbeer](#) TapRoom! Stay tuned.

RETWEETS 10 LIKES 38

3:03 PM - 3 May 2016

npr music @nprmusic Follow

Watch all the amazing entries to our [#TinyDeskContest](#) with [@lagunitasbeer](#) [n.pr/1RZNVs5](#)

RETWEETS 13 LIKES 33

11:25 AM - 1 Mar 2016

npr music @nprmusic Follow

We're announcing the winner of the [#TinyDeskContest](#) soon! They'll go on a tour supported by [@lagunitasbeer](#)

RETWEETS 19 LIKES 59

12:15 PM - 25 Feb 2016

NPR GenerationListen @NPRGenListen Follow

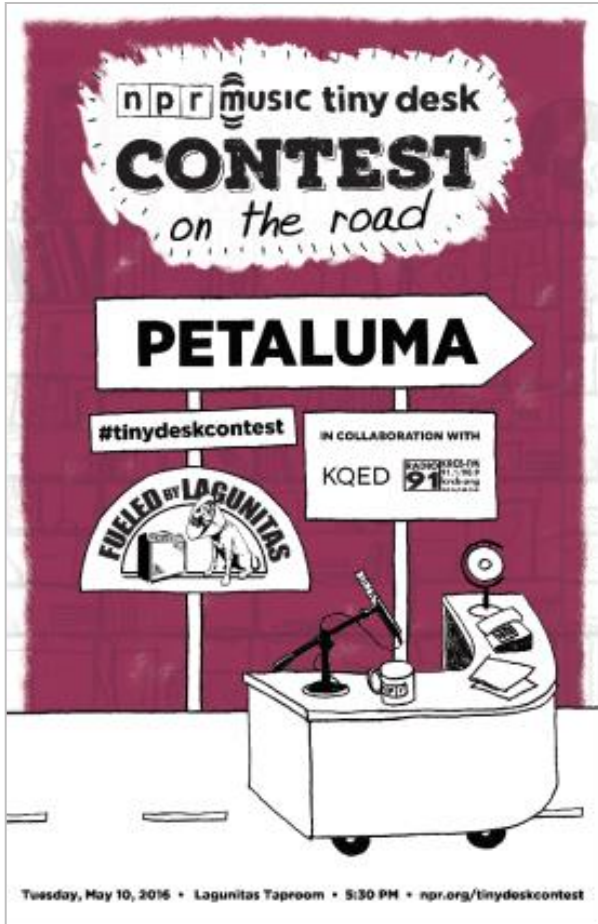
We just got to [@NoVacancyLA](#) for [@nprmusic](#) [#tinydesk](#) concert - about to get our dance on! Hey hey [@lagunitasbeer](#) 🍻🎸

RETWEETS 3 LIKES 5

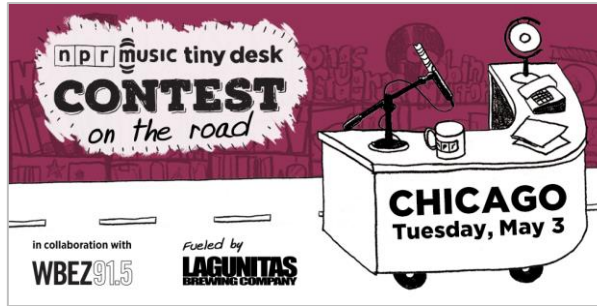
8:15 PM - 12 May 2016



CO-BRANDED EVENT SIGNAGE



11x17" Event Poster



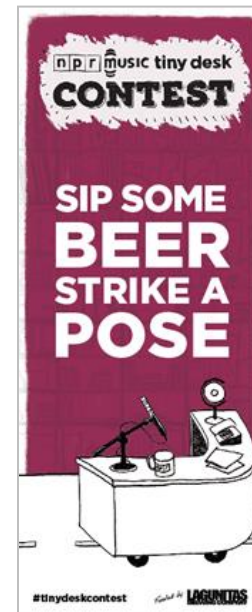
Facebook & Twitter Social Graphic



4x6" Bar signage



Lagunitas Beer Menu



4x11" Photobooth Poster (LA)



LAGUNITAS BREWING COMPANY

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[RECENTIALS](#) | [best music of 2015](#) | [tiny desk](#) | [all songs considered](#)

[radio streams](#)

2015

SONGS WE LOVE

NPR Music's Favorite Songs Of 2015

Listen to more than 400 of the best songs of the year, as selected by NPR Music and public radio stations around the country.

[LAUNCH THE MIX](#)

[SEE THE PLAYLIST](#)

RELATED: [10 Favorite Folk Albums Of 2015](#) | [NPR Music's 50 Favorite Albums Of 2015](#) | [10 Favorite Electronic Albums Of 2015](#)

npr music tiny desk CONTEST

ALL SONGS CONSIDERED

Announcing Our 2016 Tiny Desk Contest

by Bob Boilen

Calling all undiscovered artists: This might be your chance to perform at music's most famous desk.

[SEE DETAILS](#)

MORNING EDITION

M.I.A.: 'How Can The West Turn People Away?'

The London-born, Sri Lanka-raised artist has made a habit of crossing borders in her life and in her music. In her latest video, she wonders why those borders exist at all.

[HEAR THE INTERVIEW: 8:18](#)

FIRST LISTEN

Listen: Sharon Jones & The Dap Kings, 'It's A Holiday Soul Party'

by Phoebe Gilroy

The soul singer's new collection of holiday songs may be destined to become a revisited classic.

[HEAR THE FULL ALBUM: 33:07](#)

NPR Music thanks **LAGUNITAS** Brewing Company for its support.

npr music tiny desk CONTEST

NPR Music wants YOU to play a concert in our office.

[LEARN MORE](#)

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SONGS WE LOVE

handpicked by npr music staff and public radio hosts

iPad | 12:13 PM | npr.org | 66%

2015

SONGS WE LOVE

NPR Music's Favorite Songs Of 2015

Listen to more than 400 of the best songs of the year, as selected by NPR Music and public radio stations around the country.

[LAUNCH THE MIX](#)

[SEE THE PLAYLIST](#)

RELATED: [10 Favorite Folk Albums Of 2015](#) | [NPR Music's 50 Favorite Albums Of 2015](#) | [10 Favorite Electronic Albums Of 2015](#)

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AT&T | 11:57 | npr.org | 88%

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ALL SONGS CONSIDERED

Announcing Our 2016 Tiny Desk Contest

by Bob Boilen

Calling all undiscovered artists: This might be your chance to perform at music's most famous desk.

npr music tiny desk CONTEST



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The image is a screenshot of a web browser displaying an NPR Music contest page. At the top, the browser address bar shows 'npr music tiny desk concerts contest' and 'FOLLOW NPR MUSIC' with social media icons. Below the browser bar, there are social media sharing options: '#TINYDESKCONTEST', 'TWEET', and 'SHARE'. The main content area has a dark background with a pattern of white line drawings. At the top of this area, the text 'npr music tiny desk CONTEST' is displayed in a stylized font. Below this, there is a logo for Lagunitas Brewing Company featuring a dog sitting on a crate, with the text 'Fueled by' above it and 'LAGUNITAS BREWING COMPANY' below it. Underneath the logo, the text 'from your desk to ours' is written. In the center, there is a video player showing a person in a floral shirt and a hat, with a play button in the middle. At the bottom of the page, there is a paragraph of text: 'NPR Music has hosted hundreds of musicians at our [Tiny Desk](#). Now, we're looking for the next great talent to play here. Could that be you?'



LAGUNITAS BREWING COMPANY

The screenshot shows an NPR Music article page. At the top, there's a navigation bar with the NPR Music logo, the station call sign 'KKJZ', and a search icon. Below the navigation bar is a large promotional banner for the 'Fueled by LAGUNITAS BREWING COMPANY' contest. The banner features a stylized illustration of a dog wearing a sombrero and playing a guitar, with the text 'Winner will also tour the U.S. with NPR and Lagunitas'. To the right of the main article is a sidebar with a 'CONTEST' announcement, a video player showing a person playing guitar, and a 'LEARN MORE' button. At the bottom of the sidebar, there's a 'fueled by LAGUNITAS BREWING COMPANY' logo and the text 'NPR thanks our sponsors' and 'Become an NPR sponsor'. The main article text below the banner identifies the author as 'tiny desk' and the subject as 'Shakey Graves', with a 'share' button. The article is dated 'Updated December 15, 2015' and 'Published December 14, 2015'. The byline reads ', by BOB BOILEN • When Alejandro Rose-Garcia, aka Shakey Graves, breaks out his guitar and suitcase kick drum/hi-hat, a palpable rush of swooning adrenaline'. A '[+] read more' link is at the bottom of the article text.



LAGUNITAS BREWING COMPANY

Home npr music KJZZ Listen to NPR Music Radio All Songs 24/7

tiny desk

Sharon Jones & The Dap-Kings Play One For Hanukkah

December 10, 2015, by BOB BOILEN • The moment Brooklyn soul singer Sharon Jones sang the line, "We're cooking up the brisket the kosher butcher sold my uncle Saul," I knew the world had a new Hanukkah classic. This week, Sharon Jones & The Dap-Kings played a special, holiday-themed Tiny Desk Concert that

[\[+\] read more](#)

share

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[LEARN MORE](#)


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npr music KKJZ
Listen to NPR Music Radio
All Songs 24/7




tiny desk


INTIMATE VIDEO PERFORMANCES, RECORDED LIVE AT THE DESK OF ALL SONGS CONSIDERED HOST BOB BOILEN




Shakey Graves
December 14, 2015 • When the singer breaks out his guitar and suitcase drum, a rush of adrenaline hits the room. 18:05



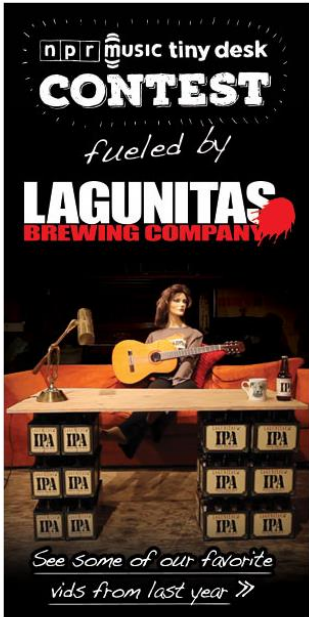
Land Lines
December 11, 2015 • The Denver band's mysteriously swirling music is singular, new and adventurous. 14:46



Sharon Jones & The Dap-Kings
December 10, 2015 • While the Festival Of Lights is still in full swing, watch Jones perform "8 Days (Of Hanukkah)." 4:29




The Oh Hellos
December 8, 2015 • The nine-piece band bursts with anthemic joy, even as its songs convey darkness and loneliness. 16:06




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KKJZ
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All Songs 24/7



first listen
HEAR UPCOMING ALBUMS IN THEIR ENTIRETY

First Listen: Sharon Jones & The Dap Kings, 'It's A Holiday Soul Party'

December 13, 2015 • The soul singer's new collection of holiday songs seems destined to become a revisited classic.


▶
LISTEN
33:57

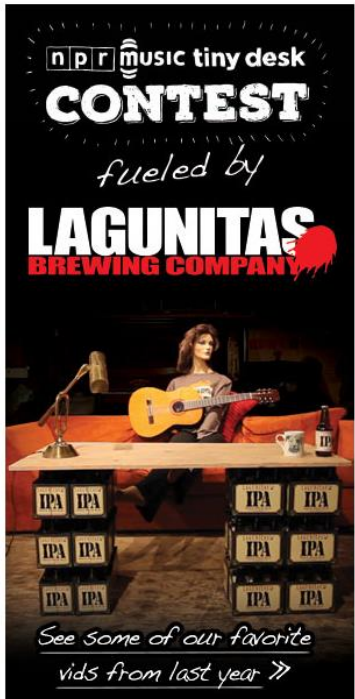
+ Playlist
↔ Embed



Review: Tom Jones, 'Long Lost Suitcase'

November 30, 2015 • *Long Lost Suitcase* is not just Jones' story, but also the story of America's musical roots spreading to reach the whole planet, generation by generation.





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[Become an NPR sponsor](#)



LAGUNITAS BREWING COMPANY

The screenshot shows the NPR Music website interface. At the top, there's a navigation bar with the NPR Music logo, the station call sign KKJZ, and a search icon. Below the navigation bar, the main header reads "all songs considered" with the tagline "MUSIC YOU'LL FALL IN LOVE WITH". There are links for "our show", "24/7 music channel", "tiny desk", "all songs tv", and "nerds!". A "LISTEN TO RECENT STORIES" button is visible, along with "browse by date", "subscribe", and "share" options.

The main content area features a large image of a woman sitting on a roof. Below the image, the text reads "NERDS! Bob Boilen's Top 10 Albums Of 2015".

On the right side, there is a promotional banner for the "npr music tiny desk CONTEST". The banner text says "NPR Music wants YOU to play a concert in our office." and includes a "LEARN MORE" button. Below the banner, it says "fueled by LAGUNITAS BREWING COMPANY". At the bottom of the banner, it reads "NPR thanks our sponsors" and "Become an NPR sponsor".

Below the banner, there is a "Most Viewed" section with three items:

- HEALTH**: Bodies Through Time: A Historian Traces Our Evolving Relationship With The Dead
- NEWS**: Los Angeles Closes Down Public Schools Over 'Electronic Threat'
- MUSIC**: Songs We Love: Zane Campbell, 'Layaway Plan'



LAGUNITAS BREWING COMPANY

Support for NPR is provided by:

npr music tiny desk *fueled by* **LAGUNITAS BREWING COMPANY**

See vids from last year

IPA IPA

00:00 / 00:10

MY PLAYLIST

- First Listen
It's a Holiday Soul Party

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12:13 PM npr.org 66% battery

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music articles

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npr music essentials

MUSIC INTERVIEWS

M.I.A.: 'How Can The West Turn People Away?'

December 15, 2015 • The London-born, Sri Lanka-raised artist has made a habit of crossing borders in her life and in her music. In her latest video, she wonders why those borders exist at all.

6:16 LISTEN

Download Embed

DECEPTIVE CADENCE

A New Music Journey From The U.S. To Havana

December 9, 2015 • A misunderstanding morphed into an exciting idea: Take 10 American composers to Cuba. Hear their Havana concert.

1:13:12 LISTEN

Anastasia Tsoukalas/NPR

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Back to i-nigma 11:59 87% battery

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MUSIC INTERVIEWS

M.I.A.: 'How Can The West Turn People Away?'

December 15, 2015 • The London-born, Sri Lanka-raised artist has made a habit of crossing borders in her life and in her music. In her latest video, she wonders why those borders exist at all.

6:16 LISTEN

Embed

DECEPTIVE CADENCE

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arts & life

books movies pop culture food art & design performing arts photography

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Illustration by Annette Elizabeth Allen/NPR

earbud.fm: Your Friendly Guide To Great Podcasts

We just made discovering new podcasts a whole lot easier. Here are 200+ episodes, hand-picked by listeners like you (and Matthew McConaughey).

Courtesy of Joan Morgan

the salt

'The Book of Pears': A Love Letter To A Once Pre-Eminent Fruit

code switch

Kenya Barris Creates An 'Absolutely Black' Family for Prime Time

Listen 4:35

+ Playlist

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Most Viewed

HEALTH

Bodies Through Time: A Historian Traces Our Evolving Relationship With The Dead

NEWS

Los Angeles Closes Down Public Schools Over 'Electronic Threat'

MUSIC

Songs We Love: Zane Campbell, 'Layaway Plan'



LAGUNITAS BREWING COMPANY

Podcast Copy

- **GENERAL READ :15 (ROS / MUSIC / ALL SONGS CONSIDERED)**

Support for NPR Music comes from the Lagunitas Brewing Company, helping keep the Pub in public radio, online and off. Learn more at Lagunitas dot com.

- **GENERAL READ :15 ALT**

Support for NPR Music comes from the Lagunitas Brewing Company—brewers of fine ales and mystery. Since 1993, Lagunitas has been fueling interesting stories by the ounce. More at Lagunitas dot com.

- **GENERAL READ :30 AUDIO**

The Lagunitas Brewing Company began on a kitchen stove in Northern California in 1993. From actually getting beers into bottles and onto the streets, Lagunitas looks to the future... From expanding the Petaluma Brewery to building a second in Chicago and soon a third in Azusa, Calif., to bringing its flagship IPA across the pond, Lagunitas could probably make good beer on the Moon if needed. 'Cuz wherever you go, beer speaks, people mumble. More mumblings at LAGUNITAS dot com.



LAGUNITAS BREWING COMPANY

Podcast Copy

- **GEO-TARGETED SEATTLE :15**

Support for NPR Music comes from the Lagunitas Brewing Company, fueling the love of music one ounce at a time—in Seattle and beyond. More at Lagunitas dot com.

- **GEO-TARGETED PORTLAND :15**

Support for NPR Music comes from the Lagunitas Brewing Company, fueling the love of music one ounce at a time—in Portland and beyond. More at Lagunitas dot com.

- **ASK ME ANOTHER :15**

Support for ASK ME ANOTHER comes from the Lagunitas Brewing Company. Leave no questions un-asked... Because life is uncertain, don't sip. More at Lagunitas dot com.

- **ASK ME ANOTHER :30**

Support for Ask Me Another comes from Lagunitas Brewing Company, who are no strangers to being asked for another. So much so they've expanded their Petaluma Brewery, built a second location in Chicago, and building a third in Azusa, Calif. Some've even been asked to send their flagship IPA across the pond. Wherever you get asked, beer speaks, people mumble. Mumble along with us at LAGUNITAS dot com.



LAGUNITAS BREWING COMPANY

Podcast Copy

- **HOW TO DO EVERYTHING :15**

Support for HOW TO DO EVERYTHING comes from the Lagunitas Brewing Company who believe everyone should know a little sumpin' about everything. More at Lagunitas dot com.

- **HOW TO DO EVERYTHING :30**

Support for How To Do Everything comes from the Lagunitas Brewing Company. Lagunitas began doing everything on a kitchen stove in Northern California in 1993. From actually getting beers into bottles and onto the streets, Lagunitas looks to the future... From expanding the Petaluma Brewery to building a second in Chicago and soon a third in Azusa, Calif., to bringing its flagship IPA across the pond, Lagunitas could probably make good beer on the Moon if needed. 'Cuz wherever you go, beer speaks, people mumble. More mumblings at LAGUNITAS dot com.

- **POP CULTURE HAPPY HOUR :15**

Support for POP CULTURE HAPPY HOUR comes from the Lagunitas Brewing Company. Helping keep culture on top of mind and tip of tongues. More at Lagunitas dot com.



LAGUNITAS BREWING COMPANY

Podcast Copy

- **POP CULTURE HAPPY HOUR :30**

Support for Pop Culture Happy Hour comes from the Lagunitas Brewing Company. Popular belief has it that Lagunitas began on a kitchen stove in Northern California in 1993. From actually getting beers into bottles and onto the streets, Lagunitas looks to the future... From expanding the Petaluma Brewery to building a second in Chicago and soon a third in Azusa, Calif., to bringing its flagship IPA across the pond, Lagunitas could probably make good beer on the Moon if needed. 'Cuz wherever you go, beer speaks, people mumble. More mumblings at LAGUNITAS dot com.

- **TED RADIO HOUR :15**

Support for TED RADIO HOUR comes from the Lagunitas Brewing Company. Lagunitas brews fine ales, mystery, and interesting stories by the ounce. Learn more at Lagunitas dot com.

- **TED RADIO HOUR :30**

Support for TED Radio Hour comes from the Lagunitas Brewing Company. Lagunitas began on a kitchen stove in Northern California in 1993. From actually getting beers into bottles and onto the streets, Lagunitas looks to the future... From expanding the Petaluma Brewery to building a second in Chicago and soon a third in Azusa, Calif., to bringing its flagship IPA across the pond, Lagunitas could probably make good beer on the Moon if needed. 'Cuz wherever you go, beer speaks, people mumble. More mumblings at LAGUNITAS dot com.