

**ACTIVITIES SUPPORTED BY THE
MINNESOTA LEGACY ARTS AND
CULTURAL HERITAGE FUND**

Minnesota Public Radio's Fiscal Year 2025
July 1, 2024 - June 30, 2025



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Minnesota is a culturally rich and diverse state. MPR’s programs are aligned with the goals of the Minnesota Legacy Amendment’s Arts and Cultural Heritage Fund to create and showcase “arts, history and cultural heritage programs that will bolster Minnesota’s reputation as a center for creativity, innovation and imagination, supporting the long-term vitality of our state.” Minnesota Public Radio (MPR) achieves the state of Minnesota’s goals through MPR News, YourClassical MPR, The Current, and live events programming, as well as archiving our regionally created and distributed content. Information about MPR’s activities can be found on our website: mpr.org/public/legacy-amendment-projects.

In 2008, Minnesota’s voters passed the Clean Water, Land, and Legacy Amendment (Legacy Amendment) to the Minnesota Constitution. The amendment created four funds, one of which is the Arts and Cultural Heritage Fund (“ACHF”). The ACHF receives 19.75 percent of the sales tax revenue resulting from the Legacy amendment to support arts, arts education and arts access, and to preserve Minnesota’s history and cultural heritage.

MPR is proud that the Minnesota Legislature has chosen to allocate ACHF funds for our work across the state. Following each fiscal year, MPR is required to submit an annual report to the Legislature detailing its ACHF activities and expenditures. This report covers MPR’s programs and projects conducted in our 2024 fiscal year and supported by the following ACHF Grant:

MPR Fiscal Year 2025 (July 1, 2024 – June 30, 2025) – \$2,050,000 total award

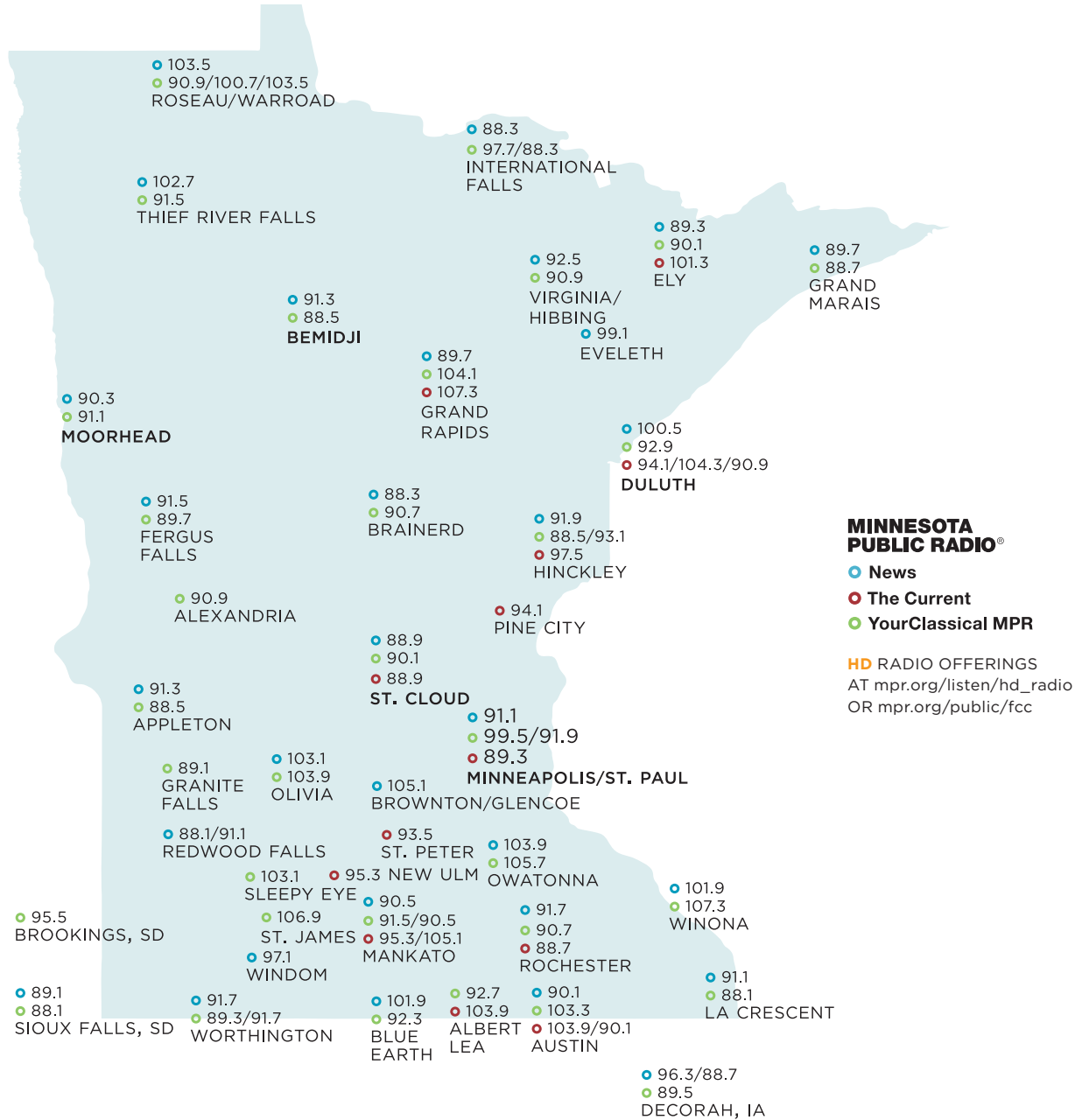
- ACHF Grant administered by the Department of Administration (Minnesota Laws, 2013 Regular Session, Chapter 137, Article 4, Section 2, Subdivision 6)

Cost of Report Preparation

The total cost for Minnesota Public Radio to prepare this report was approximately \$1,500. These costs involved staff time in compiling and analyzing data, and preparing the written report.

Estimated costs are provided in accordance with Minnesota Statutes section 3.197 (2020), which mandates that the cost of preparing a required report must be provided at the beginning of all reports to the legislature.

MINNESOTA PUBLIC RADIO STATIONS



DEAR LEGISLATIVE LEADERS AND FELLOW MINNESOTANS,



Minnesota Public Radio (MPR) continues to advance its strategic plan, guided by five key pillars. Among them, “multi-channel access for all” is essential to fulfilling our public service mission and meeting the Minnesota Arts and Cultural Legacy Amendment’s goal of expanding Minnesotans’ *“knowledge, information, and access to arts, history, and cultural heritage.”*

Radio remains our foundation, reaching nearly one million listeners weekly across 45 stations and 41 translators statewide. While this core service endures, we are increasingly meeting evolving audience needs through digital on-demand programming and live events from our three regional services — MPR News, YourClassical MPR, and The Current. Legacy funding extends our reach to more Minnesotans, allowing us to show up across platforms and in communities across the state. MPR connects audiences and 1,200+ artists, organizations and other culture bearers each year, contributing to the sustainability of Minnesota’s overall arts and culture ecosystem.

Here are some of the ways Legacy funding helped us highlight what is unique to Minnesota in FY25:

The tradition of wild ricing: [Finding Manoomin: A Search for the Spirit of Wild Rice](#) followed MPR News senior editor and citizen of the Mille Lacs Band of Ojibwe Leah Lemm on her journey learning about the wild rice harvest and winning an Upper Midwest Emmy Award. Legacy funds made it possible to create a multi-platform project, including a radio documentary and an Emmy Award winning video documentary that was also distributed locally and nationally by Twin Cities PBS, as well as to host a live screening and panel discussion in St. Paul.

A rich local music scene: MPR celebrated [Minnesota Music Month](#) in April, highlighting our local music scene on air, online and with live performances. Content included local music all day on The Current on April 10, digital features on the top 10 artists chosen by the local music industry, a new partnership with Twin Cities PBS STAGE to air their content on the Local Show, and three live shows in Saint Paul. Legacy funds made this range of programming possible, including the creation of videos of the live performances so that they would be available to Minnesotans anywhere for free.

The George Floyd anniversary: The murder of George Floyd put Minnesota on the map both nationally and internationally as it set off protests worldwide. To mark the fifth anniversary of his death, MPR’s North Star Journey Live program hosted [Five Years After George Floyd: The Healing and Rebuilding That Still Needs to Happen](#). Legacy funds made it possible for us to bring community leaders together in a venue near George Floyd Square for a live discussion to reflect together on what has changed and what hasn’t. This content was also broadcast on MPR News and is available as a video on the MPR News site.

High quality live arts experiences: Minnesota offers many opportunities for audiences to experience extraordinary live music. But these are not as easily available to communities in Greater Minnesota. MPR’s [Class Notes](#) program, which brings musicians into K-12 schools, traveled to 69 school districts across the state and served nearly 40,000 students in FY25. Legacy funds made it possible for us to ensure wide reach across the state as well as have our Class Notes artists offer six additional Greater Minnesota concerts for local community members to enjoy.

MPR plays a unique role as a force multiplier of arts, music, culture, and history in our state. On behalf of our nearly one million weekly listeners, thank you for the extraordinary support of The Minnesota Legacy Amendment’s Arts and Cultural Heritage Fund that made this and so much more possible. We are proud to present our FY25 body of work in this report.

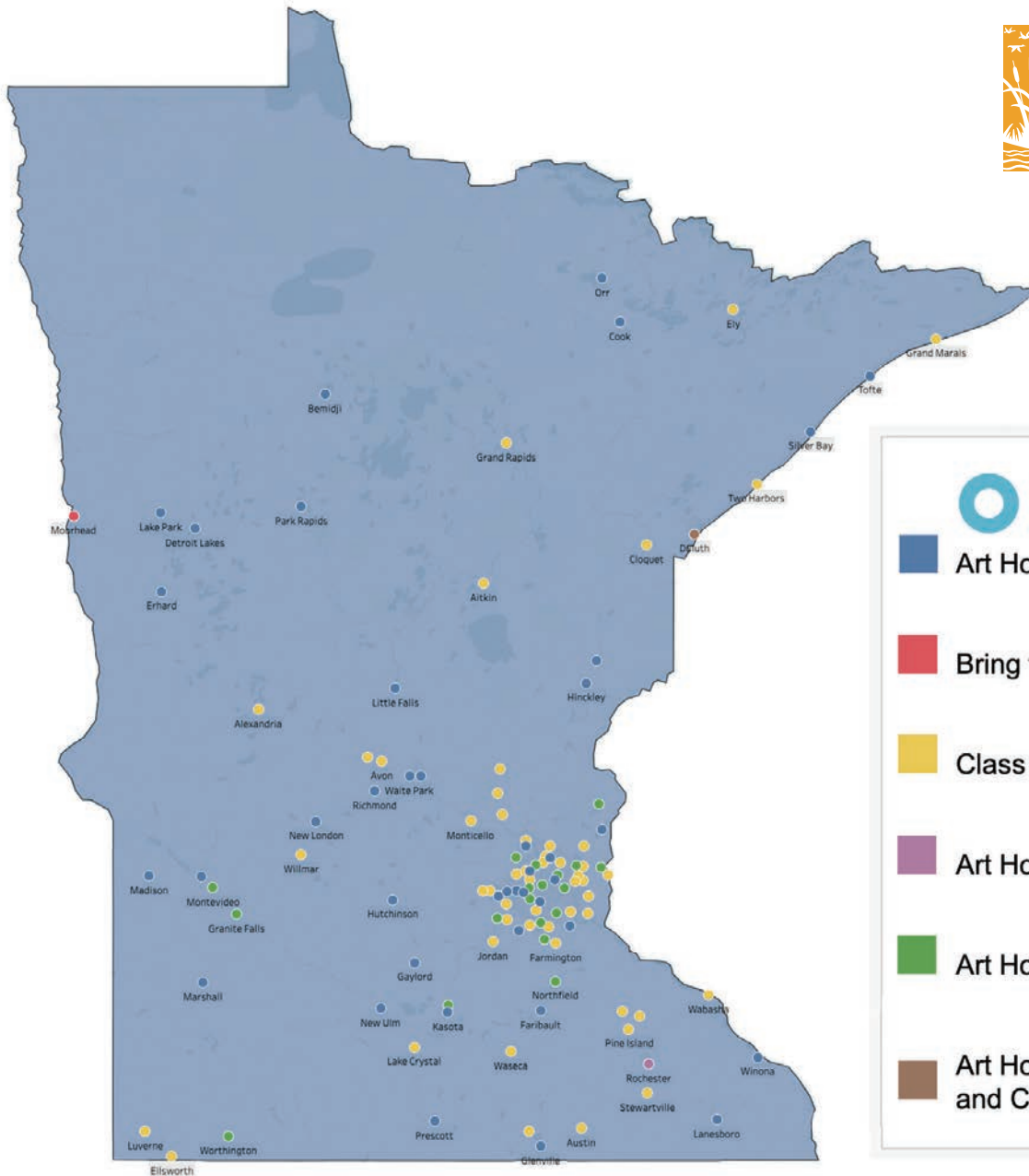
Sincerely,

A handwritten signature in black ink, appearing to read "Duchesne Drew". The signature is fluid and cursive, written in a professional style.

Duchesne Drew
MPR President

**ACTIVITIES SUPPORTED BY
THE MINNESOTA LEGACY
ARTS AND CULTURAL
HERITAGE FUND
JULY 1, 2024 - JUNE 30, 2025**

Minnesota is a culturally rich and diverse state. MPR’s goal is aligned with that of the Minnesota Legacy Amendment’s Arts and Cultural Heritage Fund to create and showcase “arts, history and cultural heritage programs (that) will bolster Minnesota’s reputation as a center for creativity, innovation and imagination, supporting the long-term vitality of our state.” MPR provides programming via special events, YourClassical MPR, MPR News and The Current.



MINNESOTA PUBLIC RADIO®

- Art Hounds
- Bring the Sing
- Class Notes
- Art Hounds and Bring the Sing
- Art Hounds and Class Notes
- Art Hounds, Bring the Sing, and Class Notes

MINNESOTA LEGACY ARTS AND CULTURAL HERITAGE FUND

HIGHLIGHTING MINNESOTA ARTISTS

Fiscal Year 2025 was full of opportunity for MPR's three regional services – MPR News, The Current, and YourClassical MPR – when it came to highlighting Minnesota's arts and cultural community. And our services were able to get out into the community with more live events for more people across Minnesota.

“MPR helps keep our community strong, well informed, and connected by creating high quality, thoughtful and well-researched local content. I want to see MPR continue to thrive for years to come.” – MPR Listener

MPR News

MPR News' arts and cultural coverage, made possible by the Minnesota Legacy Arts and Cultural Heritage Fund, helps Minnesota artists and Minnesota audiences connect, highlighting arts and cultural news and happenings from throughout the state. We cover this across MPR News, including on Morning Edition and All Things Considered, and MPR News with Angela Davis. Minnesota Now also included programming focused on Minnesota history, which is detailed on page 23.

MPR News: Arts and Cultural Coverage

Our FY25 stories reflect the dynamism of the ebb and flow of Minnesota's arts and cultural ecosystem. There were exciting new chapters for some organizations (new leadership at the Minnesota Orchestra and Black Garnet Books) as well as big anniversaries (Minnesota ArtCars Parade). We also said goodbye to some cultural touchstones (Hymie's records and HUGE Improv theater closed while “A Very Die Hard Christmas” and The Steeles played their last holiday shows). We also lost many important artists, including Chanhassen Dinner Theatre artistic director Michael Brindisi. And in the second half of the year, Minnesota institutions also began to deal with a changed reality in terms of reduced national funding for arts and culture.

Our outstanding arts team includes editor Max Sparber and reporters Alex V. Cipolle and Jacob Aloï. Together with other reporters from across the state, MPR News was able to report on more than 100 arts and culture stories this year. The arts team continued MPR News Arts Briefs, a guide that consolidates and highlights what's going on in Minnesota, and introduced Critical DMs, lightly edited Slack conversations about Minnesota art and culture, in addition to reviews.

Highlights of FY25 coverage include:

Ananya Dance Theatre premiered an ensemble work in St. Paul exploring feminist mythology and connection. [A dance for a world in crisis: Ananya Dance Theatre presents “Antaranga: Between You and Me”](#)

The MacRostie Art Center in Grand Rapids hosts over 20 shows annually in an inclusive space that uplifts regional and Native artists. [The MacRostie Art Center: A hub for art in Grand Rapids](#)

Maureen Sorensen found artistic passion in crop art, earning State Fair recognition with iconic Minnesota images. [Blossoming late: A new State Fair crop artist emerges in retirement](#)

Jacob Aloï reviews a new play looking at **the subculture of Hmong women's volleyball** at the **Jungle Theater** by Minnesota writer **Katie Ka Vang**: [“SIXPACK” is a raw family drama, steeped in Hmong American culture](#)



LEFT: Cartonero Edgar Camargo with his creation “Michael.” (Photo: Alex V. Cipolle for MPR) **MIDDLE:** Dan Larson of Gamut Music at his workshop.. (Photo: Erica Dischino for MPR) **RIGHT:** Maureen Sorensen’s seed art. (Photo: Ben Hovland for MPR)

Dan Larson crafts gutstrung violins, lutes and baroque guitars at Gamut Music, melding historical methods with modern precision. [New tools, old ways help Duluth violin builder create an ancient sound](#)

K. Woodman Maynard transformed Fitzgerald’s classic into a graphic novel, using abstract watercolor metaphors to bring the Roaring Twenties to life. [Great Gatsby graphic novel by Minnesota author](#)

The **Metropolitan Museum of Art** showcases “The Magical City: George Morrison’s New York,” featuring works by the late Ojibwe abstract expressionist. [The Met announces exhibition of late Minnesota artist George Morrison](#)

The **Minnesota Latino Museum** and artists installed **16** monumental, brightly hued **papier-mâché spirit creatures** on Raspberry Island. [Free public art exhibition of Alebrijes at St. Paul’s Raspberry Island](#)

The **Rural Futures Summit** brought fellows from across the Upper Midwest to **Fergus Falls** for workshops, story circles and networking. [Springboard for the Arts hosts rural artists in multi-state summit in Fergus Falls](#)

Gospel-fusion trio Gifted Handz blends Martin Luther King Jr.’s “I’ve Been to the Mountaintop” speech with ’70s-influenced rhythms. [Twin Cities band Gifted Handz uses music as medicine, vulnerability as power](#)

MPR News: Art Hounds

As part of MPR News’ Arts and Cultural coverage, each week three Minnesotans or “Art Hounds” tell us about an arts event they want to highlight for others. Art Hounds represents the best of public media, inviting listener voices onto our airwaves, helping us reach into every part of the state with our coverage, and fostering connections between arts and culture lovers. Art Hounds stories can be found [here](#).

Art Hounds is overseen by a talented team passionate about the arts in Minnesota. It is produced by Emily Bright, with support from Art Hounds Ambassador and scheduler Denzel Belin.

Art Hounds by the Numbers:

- Art Hounds featured 104 artists or performances, of which 40% were in Greater Minnesota, including:

Greater Minnesota: Bemidji, Bluff country, Cook, Faribault, Gaylord, Granite Falls, Hinckley, Kasota, Lake Park, Lanesboro, Little Falls, Madison, Marshall, New London, Northfield, Park Rapids, Prescott, Richmond, Rochester, Sandstone, Silver Bay, St Cloud, St. Croix Falls in Wisconsin, St. Peter, Tofte, Winona, Worthington, and Duluth.

Seven-county metropolitan area: Brooklyn Park Burnsville, Champlin, Deep Haven, Eagan, Falcon Heights, Hopkins, Minneapolis, Minnetonka, Mounds View, Richfield, Roseville, Shorewood, St. Paul, and St. Louis Park.



FIRST: "Strata" by Olga Ziemka in Detroit Lakes. (Photo: Courtesy Project 412) **SECOND:** Hometown Opera Company's New Media Opera. (Photo: Courtesy of AB_Photography) **THIRD:** The Minnesota Museum of American Art (Photo: Courtesy of Minnesota Museum of American Art) **FOURTH:** Saint Peter Art Stroll. (Photo: Courtesy of Dana Melius)

- Art Hounds consistently finds new and interesting forms of cultural expression to cover. This year it shared a wide variety of activities for all ages, including all genres of theater (Shakespeare to musicals to puppeteering to improv), dance (including breaking), poetry, all forms of 2D visual art and 3D art (such as larger-than-life outdoor installations), music (from opera to bluegrass) and an immersive, site-specific storytelling soundscape.
- Art Hounds highlighted work in 10 of the 11 Regional Arts Council Districts as defined by the Minnesota State Arts Board.

A Few of Our Favorite Art Hounds Stories from FY25:

In September, Art Hounds [shared stirring theater and dance](#), including **Bucket Brigade Theater's *Survivors of the Fire***, a musical play remembering the Great Hinckley Fire, and "**SOLO**," the McKnight Dancer Fellowships' 20th-anniversary showcase of six newly choreographed solos at O'Shaughnessy and the **St. Peter Art Crawl**.

In November, Art Hounds [spotlighted new exhibits and student voices](#), including **the Minnesota Museum of American Art's expanded wing** in St. Paul with "**Here, Now**," displaying of 150 works from its permanent collection, "**Layers of Joy**," a student-curated show celebrating Black identity, and "**Mini-Golf and Chairs**," a project which uses chairs to create five mini golf holes.

In January, Art Hounds [shone a light on photography and theater](#), including "**The River Connects Us**," Winona Arts Center's exhibit pairing Pete Mutschler's Mississippi River photographs with Tom Gillaspay's poetry, **Elena Glass's "Loudly, Clearly, Beautifully" at the Hive Collaborative**, and **Minnesota State High School League one-act plays**.

In February, Art Hounds [celebrated gospel, theater, and nature](#), including "**The Sound of Gospel: An Anthology**" at Fitzgerald Theater, "**Sanctuary City**" at Frank Theatre exploring the lives of undocumented teens, and **a showcase of orchids at the Minnesota Landscape Arboretum**.

In March, Art Hounds [offered a pulse on dynamic happenings](#), including "**Rocking Chair (Re) Evolution**" at the Weisman Art Museum, a cutting-edge **New Media Opera by Hometown Opera Company** in Rochester blending live performance with digital projections, and the high-energy world of **Red Bull BC One** breakdance culture.

In May, Art Hounds [highlighted cultural expressions](#), including "**Dhaxal-suge**," a Somali Museum Dance Troupe showcase of traditional folk dance, **a sculptural book exhibit** reimagining text and form at the Minnesota Center for Book Arts, and **raw photography confronting homelessness**.

"After I heard an episode of Art Hounds promoting "Til Death: a Marriage Musical" before Valentine's Day, my husband and I went to see it and had truly the most magical evening!! We LOVED the show!! And we would never have heard of it had it not been for Art Hounds" - MPR Listener

"I am speechless... And ever so thankful to you for making this all happen. Again and again, the Arts community owes MPR so much for your continuing support."
- Art Hounds Featured Artist

The Current

The Current, MPR's contemporary and indie rock music station, receives funding from the Minnesota Legacy Arts and Cultural Heritage Fund to help audiences connect with Minnesota artists on air, online and through in-person events. The Current is an industry leader in amplifying the local music scene, consistently winning awards, breaking new artists and exposing Minnesota artists to national audiences because our new programming influences what other noncommercial radio stations play. In FY25, The Current celebrated a major milestone – 20 years of local music – featuring 760+ Minnesota artists, who received 16,406 spins.

“20 years ago, the current began broadcasting and the very first song they played was one of our songs... and I wanna thank you for that. But more importantly I want to thank you for 20 years of dedication to the local, national, and international music scene.” – Artist featured on The Current

MINNESOTA MUSIC CHANNELS

The Local Show

Sunday evenings at 7 p.m. The Current's Local Show with host Diane Miller gives radio listeners a window into the best in Minnesota music from all genres, including emerging metro and regional Minnesota musicians as well as Minnesota musicians who've become nationally recognized names.

Each week features a variety of artists curated by Diane, sometimes organized around a theme such as a [Minnesota State Fair music preview](#), [local Halloween music and song debuts](#), [best local songs of 2024](#), and [20 years of local music](#).

The Local Show also provides an opportunity for audiences to hear artists perform live and learn more about them through one-on-one interviews with Diane. Performances and interviews are also shared with audiences via The Current's digital channels which includes features at [thecurrent.org](#) and our [YouTube channel](#), which surpassed 480,000 subscribers in FY25.



FIRST: Dua Saleh. (Photo: Bump Opera for MPR) **SECOND:** Hippo Campus perform at MPR (Photo: Evan Clark for MPR) **THIRD:** Humbird. (Photo: Darin Kamnetz for MPR)

Highlights of FY25 Local Show Sessions include:

An interview with singer-songwriter [Dua Saleh](#) about their debut album and upcoming world tour, exploring themes of identity and creative evolution.

An interview and performance with indie band [Hippo Campus](#) detailing the ambitious vision and creative risks behind their latest album, *Flood*.

An interview with musician [Papa Mbye](#) about the global influences and personal stories behind his new album, *Parcelles 16*.

An interview and performance with folk artist [Humbird](#) exploring themes of inner anger and resilience on her third album, *Right On*.

“If a radio frequency could be considered home 89.3 would be mine.” - MPR listener

The Morning Show

The Morning Show is a daily morning show that features local news breaks on music and culture across the region. Though not dedicated exclusively to local music, The Current uses this popular listening window to amplify the work of local musicians through the Gig List, a curated list of local events and artists coming to local venues, music history and interviews, and promotions for artists.

Radio Heartland (listen [here](#)) features acoustic, Americana and roots music streaming 24/7. In addition, each weekday from 9 a.m. to noon, the show is hosted by Mike Pengra. Radio Heartland programming highlights local musicians with new music and hosts in-studio sessions and interviews. Radio Heartland is also broadcast on The Current Sunday mornings from 7 to 8 a.m. Radio Heartland’s YouTube Channel continues to attract audiences, with 208,000 subscribers.

“There is so much music happening here, that it can be overwhelming. Love getting curated info from MPR to help get me started..” - MPR Listener

THE CURRENT STUDIOS

The Current Studios is a digital editorial initiative that creates weekly content posted at [thecurrent.org](#) and [carbonsound.fm](#) as well as on social media; it includes local profiles of artists, interviews, show reviews, coverage of arts and cultural events in Minnesota, and creation of playlist-driven content, often produced by hiring local content creators. Coverage features artists from across Greater Minnesota and includes profiles of emerging voices, local events, and niche genres that are often not included by other media sources. The Current Studios published 571 digital posts during FY25.

The Current spotlighted the diverse musicians who make up Minnesota’s music scene, highlighted by local writers and photographers. Interviews this year included in part: [Gary Louris](#) of The Jayhawks; percussionist [Emma Garau](#); singer-songwriter [Anna Graves](#); producer and rapper [Zora](#); singer, composer, pianist [Nona Invie](#); country rock artist [Clare Doyle](#); singer-songwriter and new resident of Minnesota [Samia](#); and band [Stolyette](#). We also brought audiences to Minnesota music legend [Bob Dylan’s intimate listening-room performance](#) in Mankato. In addition, The Current honored the legacy of local artists lost this year, including influential bassist [Heath Henjum](#).



FIRST: Emma Garau. (Photo: Liam James for MPR) **SECOND:** Dylan fans enter the Mayo Clinic Health System Event Center in Mankato. (Photo: Luke Taylor for MPR) **THIRD:** The Langertsons highlighted by the Duluth Homegrown Festival. (Photo: provided)



FIRST: Rosa Garcia, owner of Wax World. (Photo: Natalia Mendez for MPR) **SECOND:** Homestead Pickin' Parlor owner Marv Menzel. (Photo: Eric Xu Romani for MPR) **THIRD:** Berlin. (Photo: Bump Opera for MPR)

Beyond individual stories, The Current explored the people, places and spaces that shape our rich music culture. We highlighted [the 27th annual Duluth Homegrown Music Festival](#), which introduced three new bands to watch - Willem Dafoe Fan Club, The Langertsons, and the Peat Boggs. We interviewed [Alec Ness](#), a mastering engineer from Minneapolis who works with many Twin Cities musicians. We also featured the [Homestead Pickin' Parlor](#), a folk music staple for 45 years, the opening of [Wax World](#), a DJ-centered record store in South Minneapolis, and [Berlin](#), a venue known for creating unmatched intimacy between artists and audiences.

Other digital features included monthly editions of [The Scouting Report](#) highlighting 10 Minnesota artists actively performing and/or releasing new music. Each report includes a short summary of the artists' work as well as a sample track. We polled the local music industry for the April edition of The Scouting Report and 489 unique artists were chosen overall. The top 10 artists who received the most support are highlighted [here](#) and included Room3, SoulFlower, Bizhiki, Porch Light, Crush Scene, Christy Costello, Kiernan, Fend, and Ghosting Merit.

LOCAL MUSIC EVENTS AND ENGAGEMENT

The Current works to increase engagement within our local music community through the activation, amplification, and promotion of local music events. This includes production of local performances in front of live audiences as well as the promotion of local events by independent promoters. The Current promoted 75 Minnesota music events featuring local artists in FY25.

We amplify local music through [The Gig List](#), a calendar where Minnesota artists can share information about their upcoming concerts with Current audiences, as well as promotions and giveaways on The Current, Carbon Sound, and Radio Heartland. In addition, The Current offers regular engagement on Instagram to celebrate anniversaries, email newsletter inclusions, and more.

[“You all rock! Thanks for including us in the mix today on \[The Gig List\]! Lotta talent everywhere in this State! Be well and thanks again The Current” - Artist featured on The Current](#)

The Current creates video content of live concerts making them accessible to people across the state and the nation. Highlights from FY25 live performances include:

The Minnesota State Fair August-September 2024

Every year, MPR takes advantage of its presence at the Minnesota State Fair to host many performances by musicians at its booth and at Dan Patch Park for MPR Day. This is outlined in greater detail in the Event section of this report.

[The Twins of Franklin](#) at an MPR Day Session at Dan Patch Park



LEFT: Yonder performing as part of the Live Local Show (Photo: Darin Kamnetz) **MIDDLE:** The Twins of Franklin at the State Fair. (Photo: Bump Opera for MPR) **RIGHT:** Papa Mbye at Amsterdam Bar & Hall. (Photo: Bump Opera for MPR)

Minnesota Music Month April 2025

Minnesota Music Month celebrated local music throughout the month of April, highlighted on air, online, and with two live shows in Saint Paul featuring local artists. Legacy funding supported a live recording of The Local Show at MPR’s UBS Forum and made it possible to capture audio and video recordings from the other two shows at Amsterdam Bar & Hall for our digital channels so that they are accessible to all Minnesotans.

[Room3 and Yonder perform at MPR](#) as part of a Local Show live showcase.
[Papa Mbye and Friends perform at Amsterdam Bar and Hall](#)

Grand Old Day June 2025

For the third year in a row, The Current had a [live show as part of Grand Old Day 2025](#) in St. Paul. Performers at The Current’s Grand Stage were The Cactus Blossoms, Them Coulee Boys, Yonder, and FénixDion.

“The Current is a place to unwind and discover new and interesting music. Plus, there are always great interviews with artists that pique interest in exploring new genres” - MPR Listener

Carbon Sound



Carbon Sound is a standalone stream dedicated to the depth, breadth, and influence of Black music, with an eclectic mix of genres like hip-hop, R&B, electronic, Afrobeat and local music. Content is shared 24/7 on the [stream](#) with 12 hours of live content a week with host Sanni Brown. In addition, Carbon Sound content is shared on “The Message,” The Current’s hip-hop and R&B show, also hosted by Sanni. Carbon Sound received an average of 3,700 stream requests monthly in FY25.

Carbon Sound features a dynamic playlist with new music weekly, posted on the website. In FY25, Carbon Sound featured 17,513 spins of local music featuring 182 local artists. In addition, Carbon Sound published 52 features on its [website](#) in FY25 including interviews with a number of artists who stopped by Carbon Sound studios:



FIRST: André Cymone. (Photo: John Kueppers for MPR) **SECOND:** Dizzy Fae. (Photo: John Kueppers for MPR) **THIRD:** Taylor Ngiri Seaberg. (Photo: John Kueppers for MPR)

[André Cymone](#) reflects on his storied career and musical evolution in an in-depth conversation about influences, creativity, and the enduring impact of Minneapolis sound.

[Dizzy Fae](#) shares insights on her artistic journey, **creative process**, and the bold vision behind her latest work, blending genre-defying sounds with personal storytelling.

[Nunnabove](#) talks about family collaboration, musical growth, and **the values that drive their unique blend of soul, R&B, and pop.**

[Taylor Ngiri Seaberg](#) explores **identity, activism, and artistry**, sharing how these elements intersect in her music and creative projects:

Host Sanni Brown had conversations with [SoulFlower](#) about her creative journey and the energy behind her latest work and representatives from the [Twin Cities United Performers](#), an event showcasing diverse local talent and the power of unity in music. Additionally, Carbon Sound featured [a conversation with author S.H. Fernando Jr.](#) about his book Behind the Mask, which explores the life and legacy of rap legend MF DOOM. We also honored the legacy the late Minneapolis [DJ Liara Kaylee Tsai](#).

DJ Mixes

Carbon Sound features bi-weekly original mixes from DJs across the Twin Cities, all of which can be found [here](#). Highlights from FY25 include:

[Luzia Fuchsia](#) brought an eclectic set blending deep house and experimental sounds, creating a sonic journey that's both immersive and vibrant. Listen here: [Luzia Fuchsia's DJ mix](#)

[Byzarra](#) delivered a futuristic set full of bass-driven rhythms and genre-bending sounds, perfect for fans of cutting-edge electronic music. Listen here: [Byzarra's DJ mix](#)

[El Niño Indigo](#) curated a mix infused with global influences and hypnotic beats, offering listeners a fresh and adventurous soundscape. Listen here: [El Niño Indigo's DJ mix](#)



FIRST: Nadi McGill and Katie Drahos from Twin Cities United Performers. (Photo: John Kueppers for MPR) **SECOND:** DJ Luzia Fuchsia. (Photo: Julian Green for MPR) **THIRD:** DJ BYZARRA. (Photo: Julian Green for MPR)

Live Events

Carbon Sound regularly partners with local community concerts and events, including the concert with Papa Mbye and friends at the Amsterdam Bar & Hall as part of Minnesota Music Month and at the [Soul of the Southside Juneteenth celebration](#).

“Being featured on Carbon Sound [provided] a platform to expand my reach to a broader audience. Additionally, the feedback and support...fostered my technical knowledge and overall growth while encouraging collaboration.” – Artist featured on Carbon Sound



FIRST: SoulFlower performing on the Carbon Sound Stage at Soul of the Southside. (Photo: Nick Greseth for MPR) **SECOND:** Carbon Sound at Soul of the Southside. (Photo: Nick Greseth for MPR) **THIRD:** Darnell Davis & The Remnant perform on the Carbon Sound Stage at Soul of the Southside. (Photo: Nick Greseth for MPR)

YourClassical MPR

YourClassical MPR receives funding from the Minnesota Legacy Arts and Cultural Heritage Fund for its programming to highlight Minnesota music organizations and artists across its broadcast and digital services, as well as to offer music education experiences for schools and families across the state. Through this programming, YourClassical MPR highlighted more than 500 Minnesota musicians in FY25.

“I’ve learned so much over the years about all forms of classical, but especially appreciate the emphasis on composers of color and women. It’s great to know we have so many local composers whose works are featured on Your Classical.” - MPR Listener

YourClassical MPR: Classical Minnesota Stories

Through Classical Minnesota Stories, YourClassical MPR highlights the people and organizations who are making important contributions to Minnesota’s music scene. In FY25, MPR deepened its investment in what has been our most popular annual digital post: [The Youth in Music Marching Band Championships](#).

For the past couple of years, we have had a photographer go to U.S. Bank Stadium to document this event; this year we captured all 35 bands from the day’s 10-hour competition. In addition, we published the story before the event to promote it, updating it with the photo gallery post-event. YourClassical MPR host Steve Staruch also featured two of the drum majors whose bands competed in Youth in Music — Lakeville South’s Cassandra Tandeski and Hastings’ Oliver Gerger — on a pre-event [episode of Project DJ](#). This year’s audience engagement was strong, with 25,000 total views of three posts across Facebook and Instagram.

“Thank you YourClassical MPR for these amazing photos from 2024 YIM!” - Youth in Music



FIRST: Champlin High School at Youth in Music Championships. (Photo: Dack Nehring for MPR) **SECOND:** Irondale High School at Youth in Music Championships. (Photo: Dack Nehring for MPR) **THIRD:** Mankato High School at Youth in Music Championships. (Photo: Dack Nehring for MPR)

Regional Recordings and Choral Works

Each year Legacy funds help support MPR’s efforts to amplify classical music in Minnesota. One of the most important ways this is accomplished is through regional recordings of music performances across the state by MPR’s Media Operations team. This year, MPR’s staff captured the annual Minnesota Beethoven Festival in Winona; performances from the Matinee Musicale in Duluth; VocalEssence; the Shubert Club; and the Minnesota Opera, as well as live performances by the Minnesota Orchestra and the Saint Paul Chamber Orchestra (SPCO). We recorded in a variety of venues, from Orchestra Hall to the Capri Theater to the Ordway to Wooddale and Gloria Dei Lutheran churches.



FIRST: Minnesota Orchestra. (Photo: Jacob Aloï for MPR) **SECOND:** The National Lutheran Choir with artistic director Jennaya Robison. (Photo: Provided. Provided) **THIRD:** Bring the Sing at Trinity Lutheran Church, Moorhead. (Photo: Maria Isley for MPR)

Highlights of FY25 Regional Recordings include:

Your Classical MPR records the annual [Minnesota Beethoven Festival](#), which brings in top-tier international artists alongside Minnesota Orchestra concerts, making these extraordinary performances available to audiences across the state.

A performance and recording of the National Lutheran Choir presenting [“New Day: A Choral Anthem for a New Era”](#), performed with members of the Angelica Cantanti Youth Choirs and Treble Singers, and Grammy-winning soprano and soloist Sarah Brailey.

A performance and recording of The Saint Paul Chamber Orchestra presenting [Handel’s “Messiah”](#), led by conductor Patrick Dupré Quigley, an all-star roster of vocal soloists and the renowned vocal ensemble The Singers.

“It was so much fun to come to a concert and sing...I appreciate MPR showing local support.”
 – Participant, Bring the Sing

YourClassical MPR’s Choral Works Initiative helps highlight Minnesota’s outstanding choral community through several avenues. Music by Minnesota’s revered choral groups is available 24/7 through YourClassical MPR’s [Choral Stream](#). We also host choral groups in our studios and work with them to produce original content which helps them attract new audiences. Finally, YourClassical MPR also helps audiences of all ages participate in making music through Bring the Sing community choral events.

This year MPR co-hosted Bring the Sing events in Greater Minnesota with local partners. These community sing-a-longs attracted 571 people.

In March 2025, we partnered with **the College of St. Scholastica** to host the 6th year of **Bring the Sing Duluth**. Fourteen (14) high schools from Minnesota and Wisconsin engaged in an honor choir morning session led by Director of Choral Activities Dr. Richard Carrick, and then participated in the Duluth Bring the Sing in the afternoon.

In June 2025, we worked with **The Chateau Theater** to host a **Bring the Sing Rochester**. Four Minnesota musicians – Marueen Howell on the violin, Emmeline Liske on the piano, Canaan McDuffie on percussion and Ryan Deignan conductor – participated.

Also in June 2025, MPR partnered with **Concordia College** for a **Bring the Sing in Moorhead** at Trinity Lutheran Church led by Dr. Michael Culloton, Associate Professor of Music. This event was held in conjunction with the Concordia Choir Camp, which brings together 45 high school singers from across the region for a week of singing.



FIRST: Project DJ guests Cassandra Tandeski and Oliver Gerger host 'Friday Favorites' with Steve Staruch ahead of the Youth in Music Championships. (Photo: Provided) **SECOND:** Bring the Sing at the College of St. Scholastica, Duluth. (Photo: Maria Isley for MPR)

“We’re thrilled to once again include the College of St. Scholastica Honor Choir in this year’s Bring the Sing event. It’s inspiring to see high school students from across the region come together for a day of making music, forming friendships, and connecting with others who share their passion... creates memories that will last a lifetime.” – Dr. Richard Carick of St. Scholastica.

YourClassical MPR provides additional exposure for Minnesota classical musicians and groups as well as deepening understanding about the industry through our online features, broadcast discussion of upcoming events through Host John Birge’s [Birge’s Picks](#), aired weekly on Fridays, and through Project DJ.

Project DJ is a chance to know some of Minnesota’s up and coming young musicians as they share their favorite classical music pieces. To help infuse fresh perspectives into our playlists, YourClassical Host Steven Staruch invites young performers, aged 14 to 24, to join him as co-hosts for “Friday Favorites”. The guest DJs get a chance to share their background and passion for music, introduce pieces from the playlist and share favorite pieces. Twenty-two (22) different DJs participated in FY25. For more on the young people who have participated, you can find them here. Steve was also able to do live interviews with members Greater Twin Cities Youth Symphonies (GTCYS) and Angelica Cantante Youth Choirs in preparation for their concerts and tours.

“Project DJ made a real impact on my daughter! [She reported about her first radio shift at university]: ‘I had to freeze for like 5 seconds because I almost said you’re listening to ‘Project DJ.’”
– Parent of Project DJ participant

SUPPORTING MINNESOTA MUSIC EDUCATION

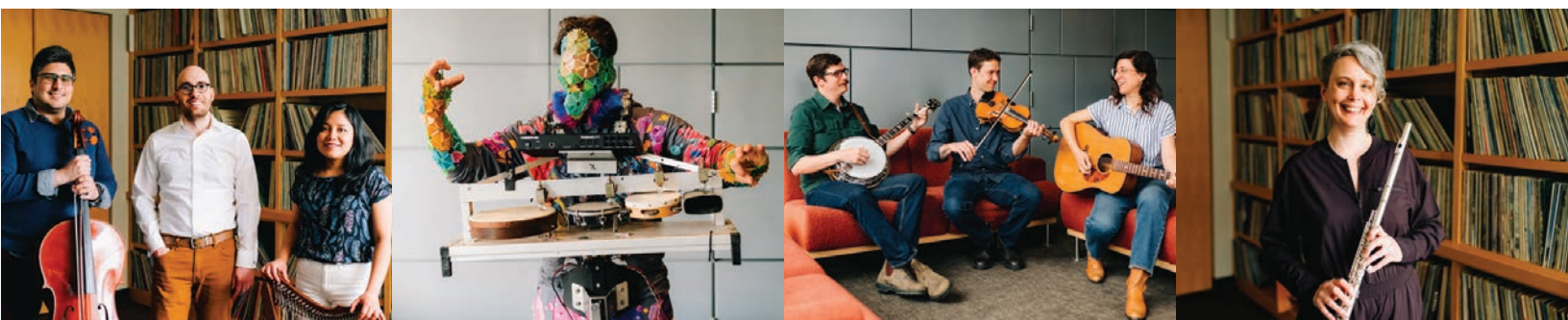
Class Notes Artists

YourClassical MPR’s Music Education programs open a door to greater understanding of and enthusiasm for classical and other music. At the center of our music education work is the Class Notes program, which partners with Minnesota musicians who go into K-12 schools across the state to perform and deliver curricula designed with standards-based learning objectives in mind.

In FY25, Class Notes served nearly 40,000 students in 114 unique schools across 69 districts with in-person and digital programming. More than 40% of Class Notes student audiences were from communities of color and nearly 45% qualified for free or reduced-price lunch.

Class Notes featured 17 ensembles representing 40 artists during the 2024-25 school year:

- Afoutayi Dance Music and Arts Company
- Alma Brasileira
- Box Cat Music
- Flipside Percussion
- Flutist Julie Johnson
- Juniper Trio
- Trumpeter Charles Lazarus
- Lux String Quartet
- Minnesota Winds Trio
- Mirandola Ensemble
- Red Thread
- Son de Cuerdas
- The OK Factor
- The Paper Clips
- Robot Rickshaw
- Siama's Congo Roots
- Steam Machine
- Wood N' Wind



FIRST: Son de Cuerdas. (Photo: Jenny Cvek for MPR) **SECOND:** Robot Rickshaw. (Photo: Jenny Cvek for MPR) **THIRD:** Steam Machine. (Photo: Jenny Cvek for MPR) **FOURTH:** Julie Johnson. (Photo: Jenny Cvek for MPR)

Digital Resources

The [Class Notes website](#) consolidates years of Class notes content, from virtual concerts to more than 100 lesson plans. In FY25, the entire [Lesson Library](#) went through a search engine optimization audit, and we implemented several key recommendations to help make the library more accessible and user friendly to all teachers. Key features include filters so that teachers can easily and quickly find what they need, grade level recommendations for each lesson, and printable pdfs for all lessons.

We also added a [Watch tab](#) to the website. This page features dozens of high-quality video performances by Minnesota artists. We were able to shoot additional videos with Class Notes Artists to add to the [Studio Session](#) category of the Watch tab. We also created a series of curated playlists for general classroom teachers to accompany common classroom activities, available on the new [Listen tab](#).

Examples of content available on the website:

[Virtual Performance: Alma Brasileira](#)

[Virtual Performance: Wood n' Wind](#)

[Meet the Composer: Raven Chacon](#). Here's one lesson is a series of 21 that features a diverse array of composers. Chacon is a Pulitzer Prize-winning composer from the Navajo Nation.

In October of 2024, a teacher contacted the Class Notes team to let them know that her school was requiring an hour's worth of content for every grade level for Indigenous People's Day. We shared the Raven Chacon lesson. Thinking other music teachers might be in the same position, staff shared this widely among the network of music teachers and saw a huge one-day spike in web traffic for that lesson. The team also received several personalized thank you messages, since many teachers found the lesson timely and useful.

The Value of Class Notes in the Classroom

Class Notes asks for formal teacher and student evaluations from every Class Notes visit. We are grateful that we have high response rates and that we consistently have positive feedback, including in FY25. We gather feedback from students that helps us determine if the content is meeting our learning objectives. In addition, we find common themes in their responses such as music as a tool for social emotional regulation, as a way to connect, and as an aid to learning.

“Class Notes is very well run and bridges a much-needed gap in providing a well-rounded music education with live music by relatable, living artists.” – Music Teacher, Edina

“Please continue to offer these concerts! Rural schools need exposure to great musicians and music! My students were so impressed. They took lots of musical ideas from the concert. The ensemble’s connection was amazing and honest.” – Music Teacher, Alexandria

“[Class Notes] is an amazing program and gives students so many varied musical experiences. I have used the online materials for many years.” – Music Teacher, Lake Crystal

“The students really enjoy the Class Notes curriculum and we use it to supplement our music programming. It is of very high quality and user-friendly.” – Music Teacher, St. Paul

“Music makes my brain organized.” – Class Notes student participant

“(I learned) how to match note length, improve timing, and start together.”
- Class Notes student participant

“(I learned) that when learning a song of a different language and culture, it’s extremely important to educate yourself on the meaning and history behind the song you’re learning.”
- Class Notes student participant

Educators help us shape our programming

Class Notes strives for continuous improvement in its service to schools. In addition to post-program evaluations, the Class Notes team regularly reaches out to teachers across the state for input on our programming. Feedback from teachers has influenced things from the format and delivery of materials (pdfs with live links) to creating more video that shows professional musicians demonstrating proper technique and tone quality. To demonstrate our gratitude for our partnership with teachers, Class Notes held its second annual Teacher Appreciation Event at MPR headquarters in March 2025. Teachers were treated to a reception, tour of our studios and live concert with Class Notes artists.

“I just wanted to say THANK YOU for a wonderful event last night! Everyone was warm and welcoming and made us teachers feel so very special A thousand thanks for a great night!!”
– Attendee, Class Notes Teacher Appreciation Event



FIRST: Son de Cuerdas at Birch Grove Elementary, Osseo. (Photo: Provided) **SECOND:** Box Cat Music at Park Spanish Immersion School, St. Louis Park. (Photo: Jenny Cvek for MPR) **THIRD:** Box Cat Music at Park Spanish Immersion School, St. Louis Park. (Photo: Jenny Cvek for MPR) **FOURTH:** Charles Lazarus at Edina High School. (Photo: Provided)

LIVE EVENTS ARTS EXPERIENCES

MPR Events

Each year, MPR sets aside a portion of its support from the Minnesota Legacy Arts and Cultural Heritage Fund to create extraordinary live events that bring audiences together with local artists, other community organizations, and each other. In FY25, we were able to offer a variety of in-person experiences across the state

Class Notes Community Concerts

YourClassical MPR began collaborating with Class Notes artists, who do music education in Greater Minnesota schools, to offer concerts to the wider community while they are in town.

This year's Class Notes Community Concerts, attended by more than 300 community members, included:

A concert in Worthington at Minnesota West Community & Technical College in October featured Son de Cuerdas performing vibrant Latin American string music. This was a completely bilingual concert in Spanish and English.

A concert in Wabasha at Herb & Arrow restaurant in October featured Alma Brasileira performing traditional folk from Brazil and original compositions.

A concert in Grand Rapids at Rapids Brewing Company in March featured The Paper Clips trombone quartet performing a mix of brass repertoire and contemporary selections.

A concert in Luverne at Grace Lutheran Church in April featured The Paper Clips trombone quartet performing a mix of brass repertoire and contemporary selections.

A concert in Granite Falls at YES! House in May featured Steam Machine performing lively Americana and roots music for the community.

A concert in Ely at The Vermilion Fine Arts Theater at Minnesota North in May featured Wood N' Wind, a flute and bass duo, performing.

“This was a great performance – so much fun with a variety of music. So appreciate to have a concert of this caliber in out-state MN!” - Class Notes Community Concert Attendee

“I loved the cultural relevance for our community and the educational narrative of the performers.” - Class Notes Community Concert Attendee



FIRST: Steam Machine in Granite Falls. (Photo: Provided) **SECOND:** Son de Cuerdas in Worthington. (Photo: Kay Hocker for MPR) **THIRD:** Son de Cuerdas in Worthington. (Photo: Kay Hocker for MPR) **FOURTH:** Alma Brasileira in Wabasha. (Photo: Kay Hocker for MPR)

Rock the Cradle

Rock the Cradle is an annual collaboration between MPR and the Minneapolis Institute of Arts (Mia), and Children’s Theatre Company (CTC) that brings families with young kids together for a day of exploring music, arts, and culture. MPR and its partners hosted Rock the Cradle in June 2025, allowing for lots to do both outdoors and indoors.

Our Rock the Cradle event offered a mix of fun activities for people of all ages to inspire creativity, from longtime favorites such as the Kids’ Disco with DJ Kendall Stewart from The Current, visits from MPR’s Smash, Boom, Best kids podcast team to hands on arts and crafts, including making a musical instrument, building a paper house and face painting. For those who wanted a more active experience, there was Music in Motion with CTC Training Artists, and a derby race. And of course, there was plenty of live music from a variety of artists. More than 5,600 people attended in FY25.

Our FY25 Rock the Cradle artistic partners:

Afoutayi Dance, Music, and Arts
Dr. Mambo’s Combo
The Jolly Pops
Nur-D
Celtic Junction Irish Dancers

In addition, YourClassical MPR and The Current offered other live experiences, including Minnesota State Fair shows with a variety of artists including The Twins of Franklin, FènixDion, Nur-D, and Minnesota Winds on MPR Day. You can find all of the artists who performed, including at the Camp MPR booth here: [The Current 2024 State Fair Artists](#) and [YourClassical MPR 2024 State Fair Artists](#). MPR also participated in the 2025 Twin Cities Pride Event in June.

Between Class Notes Community Concerts, Rock the Cradle, and MPR Day performances at the State Fair, audiences were able to connect with 14 live groups representing more than 80 individual Minnesota artists.

“Public radio and local music create community.” - MPR Listener



FIRST: FènixDion at the Minnesota State Fair. (Photo: Bump Opera for MPR) **SECOND:** Rock the Cradle. (Photo: Darin Kamnetz for MPR) **THIRD:** MPR Team at The 51st Annual Twin Cities Pride Festival. (Photo: Liam Doyle for MPR)

HIGHLIGHTING AND PRESERVING MINNESOTA'S CULTURE AND HISTORY

North Star Journey

North Star Journey is a project of MPR News celebrating the history and culture of diverse communities across Minnesota. North Star Journey seeks to bring new understanding of our state, what brought us to today, and where we are headed in the future, all while highlighting the leaders who have helped enact change.

In FY25, reporters across the newsroom and across the state produced nearly 30 content pieces shared on Morning Edition, All Things Considered, and Minnesota Now as well as online. North Star Journey content was also featured regularly in hour-long segments on MPR News with Angela Davis, which reaches a weekly audience of nearly 130,000. North Star Journey covered a wide range of topics over the past year, from history to food to cross-cultural efforts. All North Star Journey stories can be found [here](#).

North Star Journey: Celebrating the Minnesota Tradition of Wild Ricing

[Finding Manoomin: A Search for the Spirit of Wild Rice.](#)

This multi-platform project included both audio and video documentaries which followed MPR News senior editor and citizen of the Mille Lacs Band of Ojibwe Leah Lemm on her personal journey learning about the wild rice harvest. In addition to being available on the MPR News website, the video documentary was distributed locally and nationally by Twin Cities Public Television, helping to extend the reach of this beautiful piece. MPR also hosted a live screening and panel discussion at its headquarters in St. Paul. Finding Manoomin won an Upper Midwest Emmy Award.



MPR News senior editor Leah Lemm harvesting wild rice. (Photo: Ben Garvin for MPR)

Additional Legacy supported North Star Journey stories for FY25 highlights:

A conversation about a project uniting two historic neighborhoods: [Frondo: Bringing together Hmong and Black cultures of Frogtown and Rondo](#). Minnesota Now speaks with May Lee-Yang and Nicole M. Smith, the organizers behind the project

A look at a family-run deli that's been a neighborhood staple for decades: [Family is the secret to success at Cecil's Deli after 75 years](#). Minnesota Now speaks with Becca Kvasnik, the granddaughter of Cecil's founders



FIRST: Gloria Perez, president and CEO of the Women's Foundation of Minnesota. (Photo: Nikhil Kumaran for MPR) **SECOND:** May Lee-Yang (left) and Nicole M Smith (right) are the creators of Frondo. (Photo: courtesy May Lee-Yang) **THIRD:** Visitors view exhibits at the Hmong Cultural Center Museum in St. Paul. (Courtesy of Mark Pfeifer) **FOURTH:** Musician JD Steele, left, and Ahmed Ismail Yusuf of the music group Ardaa. (Photo:Liam James Doyle for MPR)

A look at a new book honoring Hmong contributions over five decades: [Book to recognize 50 years of Hmong contribution to Minnesota culture](#). A special issue of the Hmong Studies Journal will commemorate 50 years of Hmong people residing and contributing to life in Minnesota.

A conversation about food and faith during Ramadan: [Holy Land Deli imports 26 varieties of dates to make Muslims feel at home during Ramadan](#). The deli's offerings connect customers to tradition.

A look at a musical collaboration bridging cultures: [Somali blues and Black soul music in cross-cultural collaboration](#). Musicians from Somali and African American communities unite to blend traditional Somali sounds with soul music, creating a project that celebrates shared roots and cultural exchange.

A discussion about historic Minnesota sites that offered safety and dignity: [Twin Cities Green Book sites were a touchstone for Black travelers in the segregation era](#). Minnesota Now speaks with Rondo native Nieeta Presley about her research.

Angela Davis interviews three recent Bush Fellows: [Bush Fellows draw on their heritage to lead in a more diverse Minnesota](#). Guests included Irma Márquez Trapero, co-founder and CEO of LatinoLEAD, Vayong Moua, director of racial and health equity and advocacy at Blue Cross Blue Shield of Minnesota, and Michelle Goose, Ojibwe language instructor and faculty program coordinator for American Indian Studies at Fond du Lac Tribal and Community College in Cloquet.

Angela Davis interviews St. Paul superintendent Stacie Stanley: [St. Paul's new superintendent on the challenges in public education](#). Stanley discusses equity, resources, and the future of schools.

Angela Davis interviews Gloria Perez, President and CEO of the Women's Foundation of Minnesota: [Investing in women and girls to ensure their safety, health and success](#). Perez talks about growing gender and racial equity.

“[North Star Journey is] educational and thought-provoking content that helps us all connect and understand each other better.” - MPR Listener

North Star Journey Live: Remembering George Floyd

To mark the fifth anniversary of the death of George Floyd, in May 2025 MPR's North Star Journey Live program host, a live event at Pillsbury House. Angela Davis hosted Black leaders from south Minneapolis for a candid conversation reflecting on the question “what does healing require when the spotlight fades, but the work continues?” Panelists included Anthony Taylor, community development lead for the Cultural Wellness Center and outdoor educator-activist; Jeanelle Austin, founder of the Racial Agency Initiative and a board member for the George Floyd Global Memorial; Jermone Richardson, co-founder of the youth-led Minnesota Teen Activists; Signe Harriday, artistic producing director at Pillsbury House + Theatre and lead local organizer for the Million Artist Movement; and Tabitha Montgomery, executive director of the Powderhorn Park Neighborhood Association.



MPR News host Angela Davis moderates a conversation with the Black community for North Star Journey Live. (Photo: Tom Campbell for MPR)

Minnesota Now and Then

Minnesota Now, MPR's daily noon show focused on telling stories from throughout the state through live, unscripted interviews has a recurring history segment – Minnesota Now and Then. Minnesota Now was hosted by Cathy Wurzer in the first part of FY25 and since November 2024 by Nina Moini, new host. The Minnesota Now team produced seven stories, from Minnesota's early days to the more recent past. All Minnesota Now stories can be found [here](#). Many of these stories are produced in partnership with the team in the MPR Archives, as they provide access to our historical content and ensure it is available in digital formats.

Highlights from our FY24 coverage include:

A discussion with historian Karen Sieber whose “Finding Moses” project **uncovers an unexpected chapter in Minnesota's 1850s history: [Minnesota's role in the Underground Railroad](#)**. The project looks at Black abolitionist Moses Dickson's active presence in St. Paul.

This edition looks at what has changed for women in politics since 1984, when Geraldine Ferraro became the first female VP nominee: [Democratic National Conventions in 1984 and 2024 were momentous for women in politics](#).

An interview with Anne Peterson, manager of the Minnesota State Public School Orphanage Museum in Owatonna **discussing how the Owatonna school helped shape the system we have today: [Remembering the Owatonna state school, Minnesota's early approach to child welfare](#)**.

A conversation with St. Peter Claver Catholic School alumni and Principal Terese Shimshock about the St. Paul institution's legacy: [A pillar of Rondo, St. Peter Claver Catholic School marks 75 years](#).

Leading up to the holidays, this segment revisits a 1998 MPR story about Bemidji's Santa Lucia celebration, a Swedish tradition marked by candlelight processions and festive songs: [Santa Lucia](#).



FIRST: Marlene Johnson, left, speaking to Ember Reichgott Junge at the 1984 Democratic National Convention. (Photo: Courtesy of Ember Reichgott Junge) **SECOND:** Two hundred people attended a Lucia event at the American Swedish Institute in Minneapolis. (Photo: Nikki Tundel for MPR) **THIRD:** Unnamed children who were residents of the Minnesota State Public School for Dependent and Neglected Children in Owatonna in 1904. (Photo: Courtesy of Anne Peterson)

MPR Archive

The Minnesota Legacy Arts and Cultural Heritage Fund continues to be essential to the MPR Archive as it supports the preservation of and access to Minnesota history through the unique audiovisual collections in the Archive. The MPR Archive covers cultural and historical events of Minnesota since MPR began. By preserving important news stories, local narratives, and community voices, this work fosters engagement, promotes educational opportunities, and amplifies Minnesota's rich and unique history for future generations. It serves as a collaborative hub for researchers, educators, and the public.

Work funded by the Legacy Amendment includes preserving daily digital and broadcast content and recordings; digitizing and preserving at-risk media; updating, and completing catalog records so that they fully, accurately, and respectfully describe their content; processing and preserving paper records and ephemera; publishing audio and transcriptions to the MPR Archive public website; creating publicly accessible catalog records; and by creating engaging collections, stories, and content to share with Minnesotans through our website and social media platforms.

During FY25, the MPR Archive added to its publicly accessible archives content and continued its internal work of managing and updating internal catalog records. Over 600 new stories were added to the public portal, while an additional 600 stories were updated to include better metadata and catalog record descriptions to ensure accuracy and ease of searchability. Two hundred twelve (212) more hours of audio were also transcribed increasing accessibility of content for those who may not be able to listen to audio recordings. The team also curated eight new collections. In addition, over 900 catalog records were digitized from at-risk media sources or were modified to correct missing or metadata errors and another 4,200 records with full metadata were added to our internal catalog from new daily digital or broadcast content produced during this period.



FIRST: Representative Melissa Hortman. (Photo: Ben Hovland for MPR) **SECOND:** The referee drops the puck at the start of the Minnesota boys state hockey tournament game between New Ulm vs. Warroad at Xcel Energy Center in St. Paul. (Photo: Kerem Yucel for MPR) **THIRD:** Cornbread Harris at the MPR Booth at the Minnesota State Fair. (Photo: Kerem Yucel for MPR)

New MPR Archive Collections in FY24 include:

[Play Like a Girl: Evolution of Women's Sports in Minnesota \(56 stories\)](#)

[Sonic Explorers \(27 stories\)](#)

[Minnesota Twins \(558 stories\)](#)

[Ann Bancroft: A Profile \(20 stories\)](#)

[Sharon Sayles Belton: A Profile \(47 stories\)](#)

[Cornbread Harris: A Profile \(3 stories\)](#)

[Sharon Isbin: A Profile \(5 stories\)](#)

[Tim Walz: A Profile \(92 stories\)](#)

The Archive regularly serves as an essential resource for primary source and historical content for MPR's news, information, and music services on current stories, programming, and events.

Highlights of FY25 MPR broadcast collaborations include:

On September 11, 2024, this episode of Minnesota Now looks back at an **MPR News interview with Deena Burnett in November 2001**, two months after her husband's death following his heroic role on United Flight 93: [Remembering Tom Burnett, 23 years after the 9/11 attacks.](#)

On October 3, 2024, **The Current remembered Kris Kristofferson** when he passed away with a web story including **an audio clip from 1991**: [Listen to Kris Kristofferson recorded by MPR at the Minnesota State Fair.](#)

This December 16, 2024 episode of Minnesota Now and Then **includes an MPR interview from 1975 featuring 98-year-old Ole Olson** recalling Christmas when he was a boy: [Christmas in the 1880s on the prairie.](#)

On March 5, 2025, Minnesota Now kicked off the 2025 Minnesota Boys State Hockey Tournament by playing a **2020 MPR interview with sports journalist David La Vaque**: [A look back at its 81-year history of the boys state hockey tournament](#)

On June 27, 2025 All Things Considered used **an audio clip from a 2023 story to remember DFL Leader Melissa Hortman**: [A political force known for ambitious goals, adept ways.](#)

FY25 was a year that demonstrated the value of the archives. Average traffic to the portal in this first half of the year doubled over FY24, in part driven by nationwide interest in learning more about Governor Walz during his campaign with former Vice President Kamala Harris. The stories and news captured and preserved by the MPR Archive are essential to telling Minnesotans' stories and depicting an accurate portrait of Minnesota for future generations.

“Thank you for the work you do every single day to tell the stories of our community with heart and integrity.” - MPR Listener

SUPPORTING MINNESOTA'S MEDIA ECOSYSTEM

MPR uses a portion of its support from the Minnesota Legacy Arts and Cultural Heritage Fund to help strengthen the public media ecosystem now and for the future through collaborations with community partners. In FY25, this work focused on our MPR News Radio Camp (aka Youth Media Makers Camp in our workplan) and new partnerships with other community organizations and institutions with the goal to better serve audiences and artists.

MPR News Radio Camp

MPR News is committed to mentoring the next generation of journalists through the annual Radio Camp, a collaboration with ThreeSixty Journalism at the University of St. Thomas, KRSM LPFM 98.9 (Pillsbury United Communities), and MIGIZI. **The goal of the camp is to train diverse Minnesota youth to tell stories of their lives and communities.** You can learn more about the camp through the years [here](#).

Seventeen (17) students from throughout the Twin Cities attended the week-long FY25 camp in June 2025. Partners filled the crucial role of recruiting and selecting the students.

The camp took place at MPR headquarters in St. Paul. These **aspiring journalists were mentored by MPR News staff** including reporters, editors, and digital producers, as well as staff from our community partners. Over five days and under expert instruction from MPR Newsroom staff and our partners, **students learned to prepare for and conduct one-on-one interviews.** They recorded the interviews themselves, selected quotes, and wrote scripts. Then they recorded narration and produced the pieces. This is much the same process used by MPR News reporters.



FIRST: Radio Camp students focus on their scripts. (Photo: Nikhil Kumaran for MPR News) **SECOND:** MPR News producer Ellie Roth and camper Ella Khang at Kling Public Media Center. (Photo: Nikhil Kumaran for MPR News) **THIRD:** Radio Camp students at Kling Public Media Center. (Photo: Nikhil Kumaran for MPR News)

Our partner for interviews this year was the Loft Literary Center in Minneapolis. Students spent time getting to know the artists and staff at the Loft, who offered a wealth of stories. Each student got a chance to interview one of these leaders, from which they created their own original audio story. You can find their stories online [here](#).

On the last day of camp, parents, friends, and mentors joined campers, MPR staff, and community partners in a final celebration highlighting the students and their audio projects.

“[Radio Camp] gave us a lot of independence at the same time it provided a ton of support. So if I needed help the staff always were there ready to help, but they wouldn’t do my work for me and it was on me to ask my question in order for it to get answered. I really loved this opportunity.”
- Radio Camp Participant

MPR News Radio Camp is one important way that MPR is investing in the greater media ecosystem in Minnesota. Our work with high school students from communities of color helps them build their reporting and media skills so that they can continue to tell stories that are important to them and their communities, creating new narratives. For some, it may even spark a passion to continue in media as a career pathway. If it does, MPR has also offers internships and fellowships and we would welcome them back.

COMMUNITY LEARNING EXCHANGE

New Community Engagement Director Andrea Pierre is broadening MPR’s vision of engaging with stakeholders, expanding the scope of the Community Engagement program beyond MPR News to our music services. So, while **one important project in FY25 was supporting MPR News in developing partnerships for the North Star Journey Live event around the five-year anniversary of the death of George Floyd** (detailed under the North Star Journey section of this report), it also included some new partnerships with YourClassical MPR and The Current:

Partnership with YourClassical MPR

Under Pierre’s leadership, MPR is looking for opportunities to bring new and different people together with the joy of the arts in unexpected places. For example, **Every Valentine’s Day, the City of Minneapolis offers a day of free weddings. This year, Community Engagement helped facilitate having Class Notes artists playing live music at the event**, to the delight of couples getting married that day. In addition, Community Engagement helped provide resources and support to our Greater Minnesota staff to host Bring the Sing events in Fargo-Moorhead and Rochester in June 2025 (detailed in the YourClassical MPR section of this report).



FIRST: Class Notes Artist Ruth Marshall. (Photo: Andrea Pierre for MPR) **SECOND:** Carbon Sound and Tangible Collective. (Photo: Provided) **THIRD:** Music Career & Collaboration Workshop in partnership with Springboard. (Photo: Nick Greseth for MPR)

Partnership with Carbon Sound

Pierre is also working alongside The Current and Carbon Sound to uncover ways that MPR can better support Minnesota’s musicians. In partnership with Carbon Sound’s Community Engagement Specialist Andre Griffin, MPR offered two new opportunities for artists.

In March 2025, **Carbon Sound hosted its first Music Career & Collaboration Workshop in partnership with Springboard.** The purpose of the workshop was to equip local artists with practical knowledge about grants, alternative funding methods, and networking opportunities. Twenty-two (22) music makers attended, and all survey respondents reported making meaningful connections. Carbon Sound also followed up with a list of local resources, including events, ways to connect with speakers, and local businesses and services that would be helpful for artists.

In May 2025, **Carbon Sound and Tangible Collective** hosted a community gathering that **brought together artists, organizers, and cultural leaders for relationship building, reflection, and dialogue about the local arts ecosystem.** The evening included a facilitated dinner and discussion on creative culture and community impact in creative spaces. The data acquired from these conversations has helped influence Carbon Sound’s community engagement, workshops, and gave us insight into issues that our audience faces.

“...So valuable! I hope you can do more of these workshops in the future!”
- Music Career & Collaboration Workshop Participant

MPR will continue to look for innovative ways to collaborate with community organizations and serve new audiences to strengthen both Minnesota’s media and arts and culture ecosystems, reinforcing Minnesota’s place as a national leader.

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Managing Director, Vermilion Group,
M.A. Mortensen Companies Inc.

Jason Radisson (2024)

Founder and CEO, Movvo

Karen Richard (2022)

SVP, Chief Human Resources Officer,
Andersen Corporation

Jean Taylor (2013)

President & CEO, American Public Media Group

Bo Thao-Urabe (2023)

Founder & President, Seed.Grow.Bloom LLC

Isaac Thompson (2023)

President & CEO, Minnesota Orchestra

Mandy Tuong (2021)

President & CEO, Thrivent Char. Impact & Investing

ACTIVE LIFE TRUSTEES

Susan Boren King (1985-1998) (1999-2008)

Retired Partner, Spencer Stuart

Mary Brainerd (2014)

Former CEO, HealthPartners

Jim Dwyer (2013)

Chairman of the Board

8th Ave Food & Provisions

Ian Friendly (2007-2019)

Retired COO, General Mills

HONORARY LIFE TRUSTEES

Addison (Tad) Piper (1986-1995) (1999-2008)

Retired Chairman & CEO, Piper Sandler
Companies, Inc.

Steven M. Rothschild (1987-2005) (2006-2018)

Founder & Chair Emeritus, Twin Cities Rise

PRESIDENT EMERITUS

William H. Kling (1973-2011)

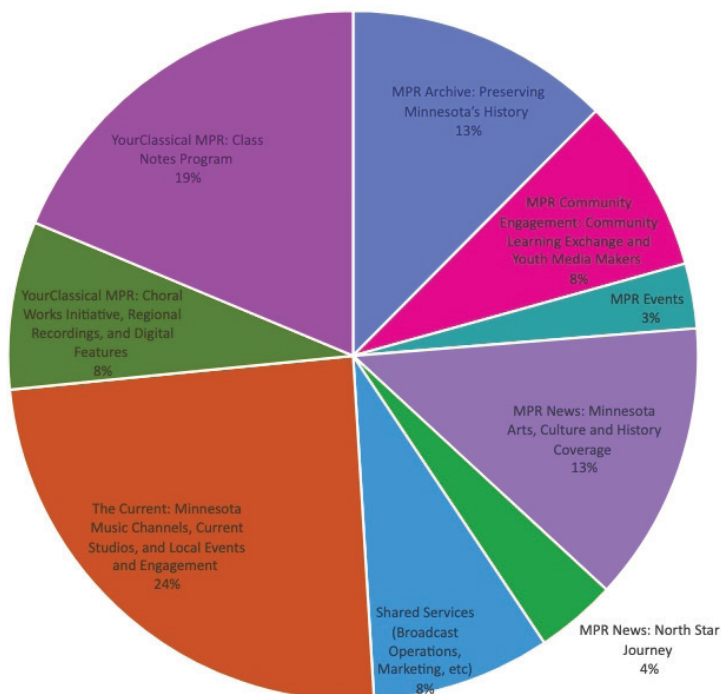
Green Island Group, LLC

DATE: Denotes beginning of current term or current consecutive terms.

Minnesota Public Radio
Fiscal Year 2025 (July 1, 2024 - June 30, 2025)

FY25	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Salary and Benefits	396,167.13	355,763.35	382,894.06	394,443.17	1,529,267.71
Contracted Services	55,566.13	104,039.71	94,681.30	129,274.53	383,561.67
Marketing and Advertising	1,200.00	1,212.73	8,393.00	36,535.92	47,341.65
Production and Supplies	1,266.08	1,509.96	4,289.00	29,234.96	36,300.00
Digital Equipment	-	-	-	2,278.97	2,278.97
Travel	-	-	-	-	-
Total	\$ 454,199.34	\$ 462,525.75	\$ 490,257.36	\$ 591,767.55	\$ 1,998,750.00

FY25 Legacy Projects



Details and Outcomes
Fiscal Year 2025 (July 1, 2024 - June 30, 2025)

Reporting per:

- Minn. Stat. [3.303, Subd. 10](#)
- Minn. Stat. [129D.17, Subd. 2 \(d\)](#)
- Minn. Stat. [129D. 19, Subd. 5](#)

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Highlighting Minnesota Artists</p> <p><i>Please see detailed breakdown for MPR News, The Current, and Classical MPR.</i></p> <p><i>Achieved all of the outcomes</i></p>	<p>10.10 (FY25)</p>	<p>Stream Requests</p> <p>Web Page Views</p> <p>Video Views:</p> <p>On-Air Listeners</p>	<p>1,233,262 total</p> <p>Actual FY25: 664,836 total</p> <p>Actual FY25: 1,336,145 total <i>(does not include social media for all services)</i></p> <p><u>MPR News</u> Art Hounds: 52,800/weekly* MPR News with Angela Davis: 129,300/weekly MN Now: 125,700/weekly Morning Edition: 280,300/weekly All Things Considered: 293,100/weekly</p> <p><i>*Indicates a regular weekly window for content. Other Arts and Culture, North Star Journey, and MN Now content varies in what time/frequency it is aired.</i></p> <p><u>The Current</u> The Local Show: 16,900/weekly* The Morning Show: 124,800/weekly The Current overall (some local content played across shows): 328,300/weekly</p> <p><i>*Indicates a regular weekly window for content. Other local music and programming on The Current varies in what time/frequency it is aired.</i></p> <p><u>YourClassical MPR</u> Live MN Orchestra Concerts: 9,500* SPCO Concerts: 19,800* Project DJ: 11,900 YMPR overall (Regional Recordings varies): 196,000/weekly</p> <p><i>*Indicates a regular weekly window for content. Regional Recordings and other local content varies in what times/frequency it is aired.</i></p>
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Supporting Music Education for Minnesota Students</p> <p>Class Notes Program</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.79 (FY25)</p>	<p>Students Reached</p> <p>MN Artists Engaged</p> <p>Schools/Districts Participating</p> <p>Minnesota Counties Served</p>	<p>Projected: 25,000 Actual: 39,419</p> <p>Projected: 15 groups (revised) Actual: 17 groups (47 artists)</p> <p>Projected: 100/50 Actual: 114/69</p> <p>Projected: 30 30 Actual: 31 (additional geographic reach digitally)</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Highlighting and Preserving MN History and Culture Workplan Details continued</p> <p>Includes North Star Journey, Minnesota Now, and MPR Archive</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.74 (FY25)</p>	<p>North Star Journey from MPR News</p> <p>Number of Broadcast Stories</p> <p>Number of Digital Stories <i>Note: all broadcast stories are also digital.</i></p> <p>On-Air Listenership Morning Edition, All Things Considered, MPR News with Angela Davis</p> <p>Web Page Views</p> <p>Finding Manoomin Video Views</p> <p><u>Evaluation</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for North Star Journey coverage. <i>Note: 96% of survey respondents identified as White/Caucasian alone</i></p> <p>Minnesota Now and Then from MPR News</p> <p>Number of Broadcast/Digital Stories <i>Note: All Minnesota Now stories are broadcast and digital</i></p> <p>On-Air Listenership</p> <p>Web Page Views</p> <p>MPR Archive</p> <p>Utilization of archival content by MPR regional services</p> <p>Publish content to the public portal</p> <p>Enhance searchability of audio content by publishing transcriptions</p>	<p>Projected: Up to 12 stories Actual: 29 stories</p> <p>Projected: Up to 12 stories Actual: 29 stories</p> <p>Projected: N/A Actual: 280,300/week (ME) 293,100/week (ATC) 129,300/week (AD) 125,700/week (MN Now)</p> <p>35,181 total</p> <p>817,535 views including social media</p> <p>Of 16 respondents: <ul style="list-style-type: none"> ● 88% found it extremely valuable to learn about the culture and history of BIPOC communities in MN. ● 88% feel that NSJ stories definitely helped increase their understanding of the history and culture of diverse communities in MN. ● Those who attended the NSJ event found it impactful. </p> <p>Projected: N/A Actual: 7</p> <p>Projected: N/A Actual: 125,700/week</p> <p>Projected: N/A Actual: 4,119 total page views</p> <p>Projected: determined by services Actual: once per month</p> <p>Projected: N/A Actual: 600 pieces of archival audio, also curated 8 new collections including a total of 808 pieces.</p> <p>Projected: up to 250 hours transcribed Actual: 212 hours transcribed 32</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Highlighting and Preserving MN History and Culture Workplan Details continued</p> <p>Includes North Star Journey, Minnesota Now, and MPR Archive</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.74 (FY25)</p>	<p>MPR Archive continued</p> <p>Expand catalog records/digital preservation files for digital-born audio</p> <p>Expand number of catalog/digital preservation files from analog audio</p> <p>Preservation of Physical Records</p> <p><i>Note: Rehousing physical records that include analog audio object, manuscript record, image, or ephemera archival quality boxes</i></p> <p>Web Page Views</p> <p><u>Evaluation</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for Archives</p>	<p>Projected: up to 5,000 Actual: 4,211</p> <p>Projected: up to 500 Actual: 137</p> <p>Projected: at least 1,000 Actual: This work was completed in FY24</p> <p>Projected: 7-10% increase Actual: 66% increase to 9,196/month</p> <p>Of 30 respondents:</p> <ul style="list-style-type: none"> ● 57% were likely to discover the MPR Archives through MPR News. ● 70% were extremely positive about the quality of the content in the MPR Archive. ● 77% were extremely or somewhat positive about their experience using the MPR Archive. ● 76% believed that their experience with the MPR Archives helped increase their knowledge of MN. ● 70% of users of the MPR Archives tend to be General Users while 7% are Educators.
<p>Project Title</p>	<p>FTE Positions</p>	<p>Assessment Method</p>	<p>Measurable Outcomes</p>
<p>Live Events/Arts Access</p> <p>Includes Class Notes Community Concerts and artist performances at the Minnesota State Fair</p> <p><i>Achieved all of the outcomes</i></p>	<p>0.45 (FY25)</p>	<p>Live Events</p> <p>State Fair performances (Aug-Sep. 2024) Class Notes Community Concerts (October 2024, March, April, May 2025) Rock the Cradle (June 2025) Twin Cities Pride (June 2025)</p> <p>MN Artists Engaged</p> <p>Event Attendees</p> <p><u>Evaluation:</u> Audiences: A 5-question survey about the Class Notes Community Concerts was conducted in person for most of the events.</p>	<p>Projected: 1-2 (rev.) Actual: 7 (plus State Fair performances)</p> <p>Projected: N/A Actual: 18 groups (nearly 80 individuals)</p> <p>Projected (rev.): 5,000 Actual: 5,912 (excluding State Fair attendees)</p> <p>Of 80 survey respondents:</p> <ul style="list-style-type: none"> ● 78% were attending their first MPR event. ● Ave. rating of 9.70 (on a scale of 1-10, 10=the highest rating) that the respondent would recommend an 33 MPR event to a friend/family member.

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
Live Events/Arts Access continued	0.45 (FY25)	Audiences: A 10-question survey was shared with audiences at the Rock the Cradle event. The survey included open-ended questions.	Of 68 survey respondents: <ul style="list-style-type: none"> ● 62% said they were attending their first MPR Rock the Cradle. ● 65% said the musical performances were their favorite part of the event. ● 50% said the sponsor activities were their favorite part of the event. ● 40% said the kid's disco was their favorite thing about the event.
Highlighting Minnesota Artists: Details across the 3 Services			
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>MPR News: Arts and Culture</p> <p>Includes MPR News Arts Coverage, Art Hounds</p> <p><i>Achieved all of the outcomes</i></p>	<p>2.93 (FY25)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Number of Broadcast Stories</p> <p>Number of Digital Stories <i>Note: all broadcast stories are also digital.</i></p> <p>Number of MN Artists/Ensembles/Arts Orgs/Events Covered</p> <p>Art Hounds: % of Greater MN Communities</p> <p>On-Air Listenership</p> <p>Web Page Views</p> <p>Social Media Followers</p> <p><u>Evaluation:</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for MPR's Arts and Culture work.</p> <p><u>Art Hounds Evaluation:</u> Artists: A 10-question survey was sent out to artists/groups featured on Art Hounds to assist MPR in understanding if being featured on Art Hounds had an impact on them as MN artists. The survey included open-ended questions such as "how can the MPR News Arts Team support Minnesota's art scene?"</p>	<p>Projected: 50 Actual: 91 stories</p> <p>Projected: 100 Actual: 154</p> <p>250+ (many stories include multiple artists)</p> <p>Projected: At least 33% Actual: 40%</p> <p>Projected: 20,000/week Actual: 52,800/week</p> <p>Projected: 500 per story Actual: 787 per story</p> <p>10,134 followers (Facebook, Instagram)</p> <p>Of 135 survey respondents: <ul style="list-style-type: none"> ● 77% felt that MPR News' local arts and cultural coverage is extremely valuable. ● 73% felt that MPR News' local arts and cultural coverage definitely helped to increase their knowledge of MN-based artists. ● 50% indicated that they attended an event or engaged with an artist's work after learning about it through MPR News' local arts and cultural coverage. </p> <p>While we have had good responses from Art Hounds artists and organizations in the past, we did not receive any survey responses to analyze for FY25. We did have meaningful anecdotal feedback directly to our Art Hounds Senior Producer.</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>YourClassical MPR</p> <p>Includes Regional Recordings, Classical Minnesota Stories, and the Choral Works initiative (Choral Stream and Bring the Sing)</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.27 (FY25)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>Regional Recordings:</p> <p>MN Artists/ Ensembles Recorded</p> <p>On-Air Listenership</p> <p>YourClassical MPR Online:</p> <p>Total Number Digital Features</p> <p>Diversity in Stories (Geographic and Communities Represented)</p> <p>Web Page Views</p> <p>Choral Works Initiative: Streaming Requests (Choral Stream)</p> <p>Bring the Sing Live Regional Events</p> <p>Event Attendees</p> <p><u>Evaluation</u> Audiences: A survey about MPR's local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for YCMPR's coverage.</p> <p><u>Evaluation</u> Artists: A 10-question survey was sent out to artists/groups who are part of YourClassical MPR Regional Recordings to help us assess whether this program had an impact on them as MN artists.</p>	<p>9 (several were recorded multiple times)</p> <p>Projected: N/A Actual: 9,500/week(MN Orchestra Concerts) 19,800/week (SPCO Concerts) 11,900/week (Project DJ) Projected (rev.): up to 10 stories Actual: 1 story/photo gallery</p> <p>Projected.: 25% related to Greater MN 40% featured BIPOC and/or women musicians Actual: The story included representation of BIPOC and/or women musicians including from Greater MN</p> <p>Projected: At least 300 views per story Actual: 2,972 pageviews plus 25,000 views on social media</p> <p>Projected: 20,000/month (rev.) Actual: 21,296/month</p> <p>Projected: up to 2 Actual: 3</p> <p>Projected: up to 500 across 2 events Actual: 571 across 3 events</p> <p>Of 111 survey respondents: <ul style="list-style-type: none"> ● 64% felt that exposure to MN artists/composers is extremely valuable. ● 76% felt that coverage on YCMPR helped to increase their knowledge of MN-based artists. ● 74% felt that coverage on YCMPR helped to connect them to artists, composers, groups, or instruments they were not aware of before. </p> <p>We did not receive sufficient survey responses to analyze for FY25.</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>The Current Workplan Details</p> <p>Includes The Local Show, The Current Streams (Radio Heartland, Purple Current), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.90 (FY25)</p> <p>Reflected above under Highlighting MN Artists</p>	<p>The Local Show: On-Air Listeners</p> <p>% Devoted to New/Emerging MN Artists</p> <p>The Current Streams: Radio Heartland Stream Requests</p> <p>Video Views</p> <p>Carbon Sound Stream Requests</p> <p>Video Views Web Page Views (local content)</p> <p>The Current Studios: Videos of MN Artists</p> <p>Digital Posts about MN Artists</p> <p>Video Views Web Page Views</p> <p><u>The Current Evaluation</u> Audiences: A survey about MPR’s local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for The Current’s coverage.</p> <p>Artists: A 10-question survey was sent out to artists/groups featured on The Current to assist MPR in understanding if being featured on The Current had an impact on them as MN artists. The survey included open-ended questions.</p>	<p>Overall, in FY25 The Current aired 760+ Minnesota artists who received 16,000+ spins.</p> <p>Projected: 10,000/week (rev.) Actual: 16,900/week</p> <p>60%</p> <p>Projected: 60,000/month (rev.) Actual: 60,590/month</p> <p>651,011 views/month</p> <p>Projected: 3,000/month (rev.) Actual: 3,736/month</p> <p>375,223 total 8,200 total</p> <p>67 videos</p> <p>Projected: Up to 400 pieces/year Actual: 343</p> <p>134,199 total 126,097 total</p> <p>Of 118 survey respondents:</p> <ul style="list-style-type: none"> ● 77% find The Current’s coverage of local music extremely valuable. ● 83% felt that coverage of local artists on The Current helped to increase their knowledge of MN-based artists. ● 83% felt that coverage of local artists on The Current helped to connect them to new MN music or artists they were not aware of before. <p>We did not receive any survey responses to analyze for FY25.</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>The Current Workplan Details continued</p> <p>Includes The Local Show, The Current Streams (Radio Heartland, Purple Current), The Current Studios, and Carbon Sound</p> <p><i>Achieved all of the outcomes</i></p>	<p>5.90 (FY25)</p> <p>Reflected above under Highlighting MN Artists</p>	<p><u>Carbon Sound Evaluation</u></p> <p>Audiences: A survey about MPR's local arts, culture, and history programming was sent to people who subscribe to the following newsletters: CrossCurrents, The Thread, Minnesota Today, YourClassical and Member Essentials Newsletter. There were 221 responses overall. There were 10 questions for Carbon Sound's coverage.</p> <p><i>Note: It is possible that Carbon Sound's core listeners were not captured through this survey's distribution plan via email newsletters, particularly considering the low sample of aware audiences.</i></p> <p>Artists: while we did not do formal artist survey in FY25, we gathered artist perspectives from the Carbon Sound/Tangible Collective event, which is helping to inform our programming going forward.</p>	<p>Of 25 survey respondents:</p> <ul style="list-style-type: none"> ● 72% felt coverage of local artists on Carbon Sound is extremely or somewhat valuable. ● 78% felt coverage of local artists on Carbon Sound helped to increase their knowledge of MN-based artists or groups. ● 64% felt coverage of local artists on Carbon Sound helped to connect them to artists or groups they were not aware of before.

Sources for data on outcomes listed above and cited throughout report:

- Listenership data © Nielsen Audio, 2024-2025, Persons 6+.
- Page view data from Google Analytics, 2024-2025.
- Stream request data from Triton Digital, 2024-2025.
- Video views from Facebook, Instagram, TikTok, YouTube & LinkedIn, 2024-2025.
- MPR Audience Insights Audience and Artist Surveys.