

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 Actual: 31 (additional geographic reach digitally)</p>

Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Supporting Music Education for Minnesota Students continued</p> <p>Class Notes Program</p> <p><i>Achieved all of the outcomes</i></p>	<p>1.79 (FY25)</p>	<p>Digital Impressions</p> <p><u>Evaluation</u> Teachers: A 15-question survey was shared with teachers booking Class Notes Concerts to assist MPR in assessing if Class Notes content was valuable to their students/ classroom.</p> <p><u>Evaluation</u> Artists: A 10-question survey was sent to artists who participated in the Class Notes Program.</p>	<p>Projected Web Page Views: 65,000 (rev.) Projected Video Views: 150,000 (rev.)</p> <p>Actual Web Page Views: 116,256 Actual Video Views: 128,074</p> <p>Of 157 respondents:</p> <ul style="list-style-type: none"> ● Ave. rating of 1.21 (on a scale of 1-4, 1=the highest rating) that Class Notes was a valuable experience for students. ● Ave. rating of 1.28 that students learned from their Class Notes experience. ● Ave. rating of 1.61 that Class Notes provided useful tools for teachers. <p>Of 17 respondents:</p> <ul style="list-style-type: none"> ● 76% found being featured on Class Notes definitely helped make audiences more aware of their art. ● 65% found Class Notes definitely helped lead to other opportunities.
Project Title	FTE Positions	Assessment Method	Measurable Outcomes
<p>Supporting Minnesota's Public Media Ecosystem</p> <p>Radio Camp in FY25</p> <p><i>Achieved all of the outcomes</i></p>	<p>0.54 (FY25)</p>	<p>Number of Camps</p> <p>Number of Community Partners</p> <p>High School Campers</p> <p>Number of Stories Created</p> <p><u>Evaluation:</u> Participants: MPR fielded a 5-question survey with Radio Camp participants.</p>	<p>Projected: 1 one-week camp Actual: 1 one-week camp</p> <p>Projected: N/A Actual: 3</p> <p>Projected: 12 students Actual: 17 students</p> <p>Projected: 6 stories Actual: 17 stories</p> <p>Of 13 respondents:</p> <ul style="list-style-type: none"> ● Ave. rating of 4.8 (on a scale of 1-5, 5=the highest rating) that Radio Camp was a valuable experience. ● Ave. rating of 4.9 for interactions with Radio Camp staff. ● 12 out of 13 indicated they would attend another Radio Camp if that was possible in the future.

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</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 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
MPR News: Arts and Culture Includes MPR News Arts Coverage, Art Hounds <i>Achieved all of the outcomes</i>	2.93 (FY25) Reflected above under Highlighting MN Artists	Number of Broadcast Stories Number of Digital Stories <i>Note: all broadcast stories are also digital.</i> Number of MN Artists/Ensembles/Arts Orgs/Events Covered Art Hounds: % of Greater MN Communities On-Air Listenership Web Page Views Social Media Followers <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. <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?"	Projected: 50 Actual: 91 stories Projected: 100 Actual: 154 250+ (many stories include multiple artists) Projected: At least 33% Actual: 40% Projected: 20,000/week Actual: 52,800/week Projected: 500 per story Actual: 787 per story 10,134 followers (Facebook, Instagram) 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. 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.

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:</p> <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>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.