

Public Media for All

Impact Report—April 2025



Building trust through locally focused, fact-based journalism, storytelling and music

At Minnesota Public Radio (MPR) and American Public Media (APM), we are committed to supporting the most comprehensive and effective system in our country for **strengthening communities** and serving citizens at the **local level**: the public media system. With 1,300 stations across the United States, public media covers over 95% of the country through news, storytelling, music, emergency alert systems, educational offerings and public affairs coverage.

MPR | APM is the second largest organization in the public radio ecosystem. We believe that our vision for **a connected America fueled by trust and understanding** is possible, and that well-supported, freely accessible public media is uniquely suited to deliver on that vision.

We have strong relationships with our community and create programming and events that are deeply valued because they enrich the lives of the people in the communities we serve. Donor support powers MPR | APM's commitment to covering the issues and stories that matter most to our communities, members and listeners, including the need for locally focused, fact-based journalism, storytelling and music that reflect the breadth of diverse communities of Minnesota, Southern California and our nation.

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MPR MINUTE

Public media powered by you

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HIGHLIGHTS:

Public media is a **network of local media** made possible through a public-private partnership that has successfully brought people together in communities big and small across our country to learn, to debate, to celebrate and to find joy. **Minnesota Public Radio strengthens local communities by connecting people to something larger than themselves; engaging with their community, its culture, each other and the world in ways that offer rich meaning to their lives.** No other media shares our mission of providing high-quality, commercial-free, not-for-profit service to every American community: rural and urban, wealthy and working class.

As part of the public media ecosystem, MPR | APM holds a unique role in our media landscape, ensuring universal access to trustworthy news and information, education, resources, local content, music and cultural programming. Each of our brand areas emphasizes programming that focuses on local communities as well.

MPR News

For nearly 60 years, MPR has been a trusted source of community connections, fact-based journalism and in-depth storytelling. From reporting on COVID-19 pandemic, the murder of George Floyd and subsequent protests, the 35W bridge collapse and other historical moments important to Minnesotans and beyond, to projects and series like [North Star Journey](#) and [Talking Volumes](#), MPR News helps Minnesota better see, understand and value itself.

In addition, **we report on news that is important to ALL Minnesotans.** [The Native News initiative](#) is a new enterprise that helps people stay informed with the latest news about local and national Native American communities, highlighting stories and issues important to Native American communities in Minnesota and beyond. Our coverage includes cultural events, policy updates, community stories and more to provide a platform for Native voices, perspectives and important news. This team has already been recognized locally and nationally for their work and for making meaningful connections with tribal communities and leaders.

We also make news accessible for younger audiences on multiple platforms. [Reverb](#) is an initiative and a reporting team from MPR News focused on serving younger and young-at-heart Minnesotans. We know Minnesota is changing and younger adults want news in new, more accessible ways expanding our reach outside of radio. Reverb covers trending topics, local issues and stories that matter to Minnesotans.

REACH:

14,872,450

weekly listeners to national programming from APM

826,400

weekly FM radio listeners to MPR regional radio programming

2,266,482

monthly website visitors across MPR | APM

2,714,872

monthly podcast audience MPR | APM

9,707,779

monthly video views MPR | APM

147,820

contributing members

5

Bureaus around the state of MN (Bemidji, Collegeville, Duluth, Morehead, and Rochester)

*These numbers are from July 1, 2023-June 30, 2024



MPR News reporter Feven Gerezgiher and producer Anne Guttridge pose for a photo with Minneapolis Fire Department responders after interviewing them during their lunch break about reality TV show “Love is Blind” in Minneapolis on March 7. Ben Hovland | MPR News

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YourClassical

One of YourClassical's goals is to look at local projects and determine whether they can have an impact nationally. For example, Cantus and Vocal Essence, both nationally renowned vocal ensembles based in Minnesota, are partnering with YourClassical to produce national specials. YourClassical also partners with various arts institutions around the state, including the Minnesota Orchestra, Saint Paul Chamber Orchestra and the Minnesota Opera to air special broadcasts of performances and programming that would otherwise not be widely available.

APM Studios

APM is the distributor of several public radio programs reaching 16 million listeners on nearly 1,000 radio stations nationwide each week, and its suite of podcasts delivers over 18 million downloads every month. One of these programs, [The Splendid Table](#), hosted by award-winning food writer Francis Lam, is an original weekly companion that has been celebrating the intersection of food and life for more than 30 years. The Splendid Table is on tour this year to bring the beloved broadcast show to cities across the country, largely in partnership with local stations, including WFYI in Indianapolis, LAist, KUOW in Seattle, WOI-AM in Iowa City and WUSF in Tampa. [The Indianapolis show](#) highlighted local restaurants, chefs and how local farms created food that was different than other cities.



The Current

The Current supports new and local artist development in several ways, including airplay on the radio and digital channels, in-studio sessions, at live events and through content production, which is often not accessible on commercial radio for many emerging artists. Local engagement includes the [Emerging Artists Showcase](#), [summer happy hours](#) and [The Local Show with Diane](#), which dedicates five hours a week to local musicians and explores Minnesota's local music scene.

The station has become a launchpad for the careers of many local artists including Lizzo, Cloud Cult, Trampled by Turtles, Dessa, Hippo Campus, and has been an early amplifier of well-known artists like Mumford and Sons, Adele, Kendrick Lamar and Bon Iver.

Emergency Services

Public media is also the backbone of the [Emergency Alert System](#), a statewide emergency service. We offer fundamental and irreplaceable services and play a critical role in keeping Americans informed and safe during emergencies. Our locally targeted emergency alerts remain operational and reliably fact-based, even when other networks fail, ensuring reliable communication during crises and disasters. One recent local example is an [Amber Alert issued](#) that saved the life of a pregnant mother and four children who were abducted at gunpoint in Brainerd, Minn.

Finally, when much of Los Angeles lost power, people relied on our sister station, LAist, and public radio to stay informed and safe. The team provided heroic coverage and exceptional, block-by-block reporting, even as many employees were evacuated, and some lost their own homes to the fires.



The Splendid Table in Indianapolis

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Marketplace

Through its wide range of programs and podcasts, Marketplace from American Public Media shares economic perspectives and realities relevant to all communities, while pursuing its mission to raise the economic intelligence of the country. Most recently, Marketplace Morning Report aired an episode in the wake of the devastating fires in Los Angeles, where host David Brancaccio returned to the site of his Altadena home, which was destroyed in the fires. [The episode provided a firsthand account](#) of the challenges ahead for David and his community, as well as what it takes to rebuild structures and the financial toll large-scale disasters have on communities.



Marketplace's David Brancaccio crouches in the rubble of his and his wife's Altadena home. (Emily Macune/Marketplace)

COMMUNITY RESPONSE:

“

The best news station in America is MPR News. You can count on it every day to be honest, straightforward, objective and accurate. You get worldwide coverage and local and state-wide interest stories on one station. MPR News is simply the best.”

– Michael in Coon Rapids

“

Eclectic music, MN-sourced ... recently to my new home near Minneapolis, MPR helped me connect with my new city and state. As local journalism resources continue to diminish, it's wonderful to have MPR put a focus on communities and local storytelling, making me feel more connected to issues that matter to Minnesotans.”

– David in Saint Peter

“

I'm 25 and maybe younger than your normal donor or audience, but MPR's efforts to keep me and the state updated on the national, international and local news is important work. Also, know that your efforts to reach out to younger folks are working. I started listening because of your TikToks! Keep innovating, and I know the people of our great state will come your way!”

– Joseph in Saint Paul

“

Local news is absolutely critical, and especially news that does not have paywalls. I absolutely love that rural Minnesota can be represented through MPR news stories!”

– Winona in Saint Paul