

# The Current

Impact Report—October 2025

## VIEW PAST IMPACT REPORTS

- ☑ [The Current's Carbon Sound Turns One](#)
- ☑ [The Current Supports Artist Development](#)

## 20 Years of The Current

The newest of [MPR's three services](#), The Current began broadcasting in 2005. But The Current is much more than just a local radio station, also reaching thousands of listeners around the world daily who listen via [the stream](#). The Current awakens curiosity and connects communities through music, and The Current discovers, empowers and celebrates the new and important voices that are shaping the future of music.

Thanks to generous donors, [The Current](#) brings listeners the best authentic new music alongside the music that explores roots and influences. For more than 20 years, The Current has remained a resource for music lovers in Minnesota and around the world. The Current continues to bring listeners the best authentic new music alongside the hits that inspired it from local to legendary, indie to influential, new to nostalgic, and remains a resource for music lovers. Donor support has helped The Current reach new audiences, celebrate important voices and support diverse artists, with members and listeners joining in from Minnesota and around the world.

### HIGHLIGHTS:

The Current was recently described by SPIN Magazine as the “[heart and soul of Minnesota music](#).” Throughout 2025, The Current has celebrated 20 years of great music and service to the community.



- In January, several Minnesota leaders spoke with The Current to celebrate the station's 20th anniversary. Gov. Tim Walz, U.S. Senators Tina Smith and Amy Klobuchar, and Saint Paul Mayor Melvin Carter shared their thoughts about the station and its role in the community. Governor Walz joined The Current's 20th Anniversary Celebration on the air with his [official proclamation](#).
- To commemorate 20 years of live performances from The Current's studios, an archive of unpublished sessions were released on [YouTube](#) to amplify two decades of sessions with local to legendary artists.
- Radio Heartland and The Current returned to [Grand Old Day](#) for the third year of a collaboration between MPR and The Grand Avenue Business Association to curate the mainstage at Saint Paul's annual street festival.
- In collaboration with [SXSW and non-commercial stations from across the country](#), The Current produced a one-hour distributed radio program focused on discovering emerging acts at the Public Radio Day Stage in Austin, TX.

### HIGHLIGHTS: *continued*

- **The Current teamed up with TPT** for the fourth season of the award-winning music series “STAGE” by supporting the promotion and engagement of the live tapings of the program and as the exclusive radio partner producing the program for radio audiences in Minnesota.
- In collaboration with Springboard for The Arts, Carbon Sound hosted **artist development workshops** aimed at serving new and mid-career artists seeking opportunities to grow their skill sets and learn about opportunities for accessing resources.
- The **Carbon Sound DJ Mix series** welcomed more than 30 DJs to Minnesota Public Radio to create a new series of content focused on serving audiences 18-34 in the diverse music community of Minnesota and the Midwest.
- In August Colin and Sophie Hortman **paid tribute to their late parents** in a special program on The Current, sharing memories of how the music-loving duo intertwined melodies into their lives alongside public service. “We wanted to celebrate our parents’ memory, Mark and Melissa Hortman, through music,” Colin Hortman said on the morning show.
- Every summer, The Current hosts happy hours at venues across the Twin Cities and Greater Minnesota. The Current’s hosts provide the soundtrack, and a special musical guest performs at each event. Each of The Current’s Happy Hours is free and open to everyone. **The Current’s 2025 Happy Hour series** expanded access to free in-person music experiences to audiences in the Twin Cities and Greater Minnesota.



Kashus Culpepper performed at The Current’s Happy Hour at Utepi’s Brewing

### REACH:

Over the last year, Carbon Sound reached

**161,298**

people on Instagram and gained 1,559 new followers (for a total of 4,217)

**10**

summer Happy Hours were held across the state including one in Fargo/Moorhead

**5,868**

hours of the 20th anniversary program were streamed on YouTube, and 79 videos were posted totaling 188,972 views

Total YouTube views for The Current in 2025 is

**20.1 million**

**18,325**

website visits to thecurrent.org for the Hortman tribute

**200,000**

attendees at Grand Old Day



Jeremy Messersmith performed at The Current’s Happy Hour at Surly Brewing Co.

### COMMUNITY RESPONSE:

“

*The Current has been part of my daily routine since 2005. The humanity, community and connection it provides, to music and to others, is an essential service, even more so in today's world. Thank you to all who make it possible, both staff and listeners.”*

– John in McLean, VA

“

*I used to live in northwest Wisconsin and discovered The Current when going to the Twin Cities for a conference. Among the best things was when I discovered I could say ‘Alexa, play The Current.’ Happy Anniversary from Oklahoma City.”*

– Brian from Threads

“

*The Current is the heart and soul of Minnesota music. I was honored to join the show today to celebrate 20 years of bringing Minnesotans together through music. And of course, I requested a song by The Replacements.”*

– Minnesota Governor Tim Walz from Threads

“

*I've been with The Current since the first day it came on air. Since then, I have been a super fan sharing The Current with everyone as I've moved from Minneapolis to Scottsdale and now to Charlotte, North Carolina. I don't know what I'd do without The Current. You bring music to my ears every day.”*

– Shannon in Mount Holly, NC

“

*I remember when I moved to the metro to be closer to my then boyfriend and he introduced me to The Current. We bonded over artists like Courtney Barnett, Janelle Monae and of course The Replacements. The Current really started opening my eyes to such great music. 10 years later and I am now married to that same boyfriend, and we STILL have The Current on daily. We support The Current because it is a vital part of our community. Here's to another 20+ years you wonderful people you!”*

– Christopher in Minneapolis, MN