



Contacts:

Christina Schmitt, The Current, 651-290-1449, cschmitt@mpr.org

SOUTH BY SOUTHWEST COMES TO NEW YORK VIA THE TWIN CITIES

THE CURRENT AND RADIO NEW YORK PRESENT HIGHLIGHTS FROM THE SOUTH BY SOUTHWEST MUSIC FESTIVAL IN AUSTIN, TEXAS

(St. Paul, Minn.)—March 9, 2007—Radio New York 91.5 FM and The Current will partner to air highlights from The Current's live broadcast from the South by Southwest (SXSW) festival in Austin, Texas for the New York audience. Radio New York 91.5 FM will broadcast the two hour program, "**SXSW Live**" on Sunday, March 18, from 9-11 p.m. (ET). This marks the first-ever collaboration between The Current and Radio New York.

SXSW Live will be culled from The Current's live broadcast on March 15 and 16. An official SXSW event, The Current's two days of live broadcasts will be held at Austin's Buffalo Billiards, located at 6th and Congress streets in the thick of the festival action.

This collaboration is part of Radio New York's ongoing effort to bring New Yorkers a unique, coast-to-coast cultural experience, along with its sister television station, NYC TV. The **SXSW Live** radio program will also build on the tremendous success of NYC TV's famed indie music program, "New York Noise," which highlights New York City's thriving indie music scene. Radio New York and NYC TV are part of NYC Media Group, the official network of the City of New York.

The Current's award-winning DJs Mary Lucia and Steve Seel will present festival updates and guest band appearances throughout both days of the SXSW broadcast. From afro beat to indie rock, electronica to hip hop, the broadcast will give its live audience and radio and Web listeners a peerless sampling of the festival.

SXSW Live will feature performances and interviews with New York Artists Antibalas and EL-P plus Andrew Bird, Sondre Lerche, Tom Morello, and Peter Bjorn and John. In addition to the Sunday March 18 broadcast on Radio New York 91.5 FM in New York City, the show will be archived online at thecurrent.org.

About The Current

The Current is a unique radio station featuring the best new music alongside legendary artists. The Current began in 2005 as a non-commercial, member-supported Minnesota Public Radio station in the Twin Cities. During its first two years of broadcasting, the station has grown its terrestrial radio audience to include members from around the world via thecurrent.org.

The Current is heard on 89.3 KCMP FM in the Twin Cities, 88.7 KMSE in Rochester and via a live Web stream at thecurrent.org.

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