



2025 Minnesota State Fair Media Relations Recap

Overall

In-depth coverage of Minnesota 4-H at the Minnesota State Fair, including several features where we were able to expand the original story to include a broader youth perspective.

13 livestock media spots

[Star Tribune](#) dedicated spread, in-depth [MinnPost](#) feature

6 llama/alpaca media spots - 2 pre- and post-fair

[Star Tribune](#) dedicated spread, [PEOPLE Magazine](#) feature, [MPR](#) spotlight

8 general project/overall 4-H media spots

[Fox 9](#) promoting center area activities, [Star Tribune Op-Ed](#) featuring an arts-in-participant and state ambassador

5 found media spots - not facilitated by Minnesota 4-H

including a [CBS](#) story on a youth receiving a trailer for his pigs through Make a Wish and the 4-H love stories [MPR](#) feature

7 user-generated content (created by the public/influencers) assets found - primarily featuring the llama/alpaca costume contest

[Full spreadsheet](#) of media hits.

Compared to 2024

Not as high of volume of media spots, but coverage seemed to be more in-depth. Volume likely can be attributed to several factors:

- Turnover, both internally and externally
- News media shifts in state fair reporting
- Abrupt shift in media coverage following the school shooting in Minneapolis

21 livestock media spots - 8 more than '25

11 general media spots - 3 more than '25

16 llama/alpaca media spots - 10 more than '25

Considerations for 2026

- Connect with certain journalists earlier! Some wanted to get onto farms but reached out too late for coordination.
- Consider more influencer pitching. Reached out to One Minute Tours this year - no response - but want to have a more coordinated effort with Extension Communications next year.
- Determine which reporters can come into the 4-H building to showcase certain projects that can't easily move onto a set, as well as the Engineering Design Challenge.



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