#### MINNESOTA PUBLIC RADIO AMERICAN PUBLIC MEDIA *annual report* JULY 2013 TO JUNE 2014



Rachel rarely reads newspapers because of a reading disability, and she finds television news too sensationalized. Her husband, who she says is always well informed about national and global news, introduced her to MPR News, and she now listens every day in her car and while she's at work.

*"I want to thank the staff of MPR for* the gift they have given to me. I am now able to inform my husband about what's going on before he hears about it. I feel



#### > Public Service that **touches and transforms**

"MPR has changed my life," says Rachel W.

intellectually lifted out of a black hole. I can't tell you how much I appreciate MPR's journalists. They are truly some of the last standing ethically strong, cognitively aware and determined journalists in this country. You all have given this 30-year-old woman with a reading impairment the ability to be fully engaged just by listening to the radio."

Rachel became a sustaining member just a month after she tuned in to MPR News.

## "MPR has changed my life,"

says Rachel W.



Our mission is to enrich the mind and nourish the spirit, thereby enhancing the lives and expanding the perspectives of our audiences, and assisting them in strengthening their communities.

#### Dear Friends,

Thanks to you and your fellow members, we are pleased to report that Minnesota Public Radio and American Public Media (MPR | APM) had another successful year. With your sustaining and generous support, MPR | APM continues to provide vital public service and real value to millions of listeners around the region and across the country.

Over the past year, you may have been one of the many listeners who told us what you love about MPR APM—whether it's a program on the radio, a live performance or event, or something you've read on our websites or mobile apps. While the experiences vary, the common theme is that the work we do makes a difference for you. We're proud to share a few of those stories in this annual report.

It's your generosity that fuels the talented teams who bring these stories to life and enables us to bring you the voices you trust, programs you don't hear anywhere else and a calm harbor in what can be a chaotic media ocean. We strive to serve you and our communities with a bridge between the issues we face as a society and the solutions to address them.

Technology has enabled greater access to the quality programming you've come to expect from us, but we couldn't do that without you. With your sustained support, we are able to be where you want us to be—in your car, in your kitchen and living room, on your computer and on your mobile device. Your gifts are even more critical now as we aim to stay abreast of the technology evolution and continue to provide

awesome programs wherever you are and however you choose to experience us.

Why do we do it? It's simple—our Mission: "to enrich the mind and nourish the spirit, thereby enhancing the lives and expanding the perspectives of our audiences, and assisting them in strengthening *their communities.*" That is the driving force for all of us at MPR | APM, and perhaps the reason vou choose to give.

We hope you'll see yourself in the experiences we've shared in the following pages and that you'll recognize the important role you have in making them happen. Thank you, again.

Gratefully.

Jon McTaggart President and CEO Minnesota Public Radio I American Public Media

Chair, Board of Trustees Minnesota Public Radio I American Public Media

# Awesome programming is our promise

## The American Spi audience with bea

## > Delivering more than music

Grammy award-winning singer-songwriter Dan Wilson was thrilled when 89.3 The Current first hit the airwaves and he has been impressed with how it's improved every year. He shared his love for The Current in a *City Pages* feature for the station's ninth birthday in January 2014.

"As a friend of many Twin Cities musicians and hopefully 'lifetime member' of the local scene in Minneapolis, I can testify that The Current's support of local music has made an enormous difference in the lives of local musicians. And this support has enlivened the whole local music scene. Airplay, interviews, promoting shows, just showing love, all strengthen the community and make it easier for musicians to get by in tough times. What a gift you've given us!"



The American Spiritual Ensemble inspires the St. Paul audience with beautifully soulful sound and energy.



The MPR News team gets the whole tory in International Falls, Minnesota.

## > Giving a voice to Minnesotans

When the MPR News team covered the paper mill closing in International Falls, Koochiching Economic Development Authority Director Paul Nevanen appreciated how MPR reporters provided context to the story, especially about the extent of the deeper impacts on education, mental health, family dynamics and more.

"MPR's reporting on our community was terrific—it was balanced and had a great deal of depth. The reporting team took great effort to get a variety of perspectives and spent a lot of time with people to get the personal and community response."

"MPR gives a voice to greater Minnesota that might not be heard otherwise. There are distinctive differences in the regions of Minnesota and I think MPR helps to capture that."

## > Experiences that create joy

MPR Legacy Society member Walter Gray is still ecstatic about the incredible artistry he experienced when Classical MPR hosted the American Spiritual Ensemble last spring. Renowned for their powerful performances, the critically acclaimed group of classical music's finest singers thrilled their audience with beautiful sound and dynamic energy.

"I was touched by the soulful elegance of the performance," Walter says. "It was musically and visually entertaining. It was also an amazing opportunity for the larger community to see primarily African-American performers who were formally trained and were absolutely exquisite in the delivery of their craft. I was



mpr.org/groundlevel

## Technology delivers great programs to you anywhere, anytime

New mobile phone and tablet apps for MPR News and Marketplace let users create personal playlists and access programming across the globe, 24/7.

#### > New apps make it easy to listen on your favorite device and on your schedule

Leadership Circle Member Diane Carlson loves that the MPR News app makes it so easy for her to wake up to Cathy Wurzer and MPR News during her extended stays in Florida. While she's running errands in the Florida sun, she can effortlessly listen live to Minnesota weather updates and programs through her car radio via the mobile app.

"When I'm away I miss the quality and depth of MPR News. The app makes it so easy for me to keep up with my news, from the people I know and trust. I love that the new app has more stories and more variety and everything is so

MPRNews current

LOCAL

HEARTLAND

easily accessible. And if I miss a favorite program or segment, like the Political Junkie, I can easily listen to it whenever I want to."

Even when she's home in Minnesota, Diane appreciates how easily she can use the app to find her favorite programs, and personalize her listening experience on her own schedule.



#### > Reaching classrooms to educate and inspire

New digital capabilities are creating more ways for Classical MPR to serve schools and young listeners all over the state with our series of Class Notes videos. Based on state teaching standards, the videos are available as a free resource for K-8 Minnesota music teachers and include classroom curricula.

Christopher Martino, a teacher at Hoover Elementary School in Anoka, says the videos have been a huge hit with his students, who especially enjoy those that include kids demonstrating their musical skills.

"I can use these digital resources to extend learning both inside and outside my classroom," he says. "The most valuable are those that relate to fundamental skills and application of learning. Thank you to MPR and all the benefactors for working to play an active and effective role in advancing music education."

classicalmpr.org/education

#### > Being there for audiences in real time through **social channels**

Social media gives MPR and APM programs and personalities multiple digital channels for connecting with listeners and fans in new ways—whether to give them the latest headlines, solicit their opinions about an issue or warn them about severe weather. Social channels help us reach our audiences where they are and serve them in more personal, immediate ways.

MPR Weather @MPRweather Happy to help! RT @MPRweather Your tweets saved my vehicle from certain hail damage tonight.

Splendid

The

Table<sup>\*</sup>

About Photos Reviews More -

- SI I love her voice, but her knowledge is incredible. I get so inspired, and am no chef by any stretch of the imagination, but I do improve as much as possible and as often as possible my cooking skills. I also love the international appeal of the show as it deals with so many nationalities of foods. It has never been an hour wasted, ever. Thank you so much for enriching my life

Like Comment about 5 months ago

## Innovating to discover new ways to *serve audiences*

#### > **Top Score**: Innovation that connects

Combining her passions for music and video gaming led Classical MPR's Emily Reese to create *Top Score*, an innovative program about composers and the music they create for video games. Maria Hed and her 14-yearold son Nathaniel listen to the program together and have found that their mutual appreciation for the show has brought them even closer.

"I have never been a gamer, and have had more of an aversion to all gaming. I tried to discourage my son from playing video games, even though he had a very clear passion for it," Maria wrote to Emily. "But then Top Score caught my attention, and I began asking my son if he was familiar with games I would hear about on the show. All of a sudden there was a connection. Now we listen together and he knows how to grab my interest about his games, and I appreciate the artistry in an industry that I once looked down on. While I'm still not a 'gamer,' I appreciate this wonderful new avenue of communication which has been opened between my son and me thanks to your show."

classicalmpr.org/topscore



#### > Brains On fuels passion for science and learning

The Brains On podcast features science for kids and curious adults. When Gabriel Nuñez-Soria discovered the program through a Google search, it was exactly what the San Diego father of two was looking to share with his sons Miguel and Emmanuel. His boys are curious kids, and Brains On has really fueled their love for science, Gabriel says.

"Brains On is a valuable tool to make science come alive, to make science accessible in language and sounds that capture my children's imagination and fuel their curiosity. We look forward to listening during our car trips. I enjoy being able to share my love of science with my boys because the program engages

#### them and their lev The Brai Bloom, N Sanden

them and meets them at their level."

The Brains On team—Molly Bloom, Marc Sanchez and Sanden Totten—was able to set aside some focused time to develop additional podcast episodes to satistfy curious kids like Miguel and Emmanuel. We continue to explore and test new ways to serve and satisfy current and new audiences. Mayo Clinic's Dr. Amit Sood talks with Chris Farrell at a Healthy States event exploring Innovation in Mind-Body Health.

#### > Partnering to think differently about the future of health and health care

Healthy States was launched in fiscal year 2014 with a mission to "share knowledge and build relationships that move individuals and communities toward better health." A new model for increasing community impact, Healthy States produces multimedia content, highlights the valuable work of others, and partners with organizations to cultivate and catalyze social movements for health.

The Mayo Clinic Center for Innovation (CFI) is an early collaborator with Healthy States in creating health-focused content and empowering audience experiences in support of shared goals. According to CFI's Gerry Greaney, the Mayo-APM partnership is built on: "thinking differently about the future of health and care. We are each connected to communities of people who are actively engaged and interested in the diverse perspectives that help us understand and address this challenge. This growing network expands the capacity for change."

Greaney adds, "Healthy States and American Public Media are trusted sources with an audience beyond our current reach. We have been energized by our early collaboration with Healthy States and grateful for the kindred effort to see beyond the noise of much of the health care debate to explore and reveal opportunities that can help us all move forward."

#### healthystates.org

#### brainson.org

## MPR | APM highlights of FY14

Journalism students at ASU's Cronkite PIN Burea elp newsrooms find diverse ke comm

APM's Public Insight Network (PIN) opened a new bureau and education hub at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, making the 225,000 PIN source network and management system more accessible and affordable. Under the direction of professor Rebecca Blatt who serves as bureau chief, the student-staffed bureau provides on-demand community engagement, crowd-sourcing, social journalism services to newsrooms while teaching student journalists how to make listening to and meeting the needs of diverse audiences a core component of newsgathering. Through PIN, more than 400 journalists identify news stories, voices and insights to make coverage more relevant and to connect more closely with the communities they serve.



Garrison Keillor and Co. serenade the audience at A Prairie Home Companion's 40th Anniversary Celebration held on the Macalester College campus, where the show began 40 years ago.

#### > Celebrating **40 years** of News from Lake Wobegon

Thousands of fans who've spent their Saturday evenings listening to Garrison Keillor and the A Prairie Home Companion cast of characters converged on St. Paul to kick off the start of the show's 40th anniversary year with a weekend of memorable performances. A celebratory weekend of music and laughter consumed the Macalester College campus, the site of the first Prairie Home program 40 years ago. Communities all across the state became honorary "Lake Wobegons" for the weekend in honor of the show that brought the town to life.

#### > Public Insight Network launches service bureau

publicinsightnetwork.org

#### > The Current beer with a side of Minnesota music

89.3 The Current teamed up with Schell's, the oldest familyowned brewerv in Minnesota. to introduce a co-branded Schell's The Current beer. The Current beer was a limited edition of Schell's seasonal offering, and it came with a special six-song download of Minnesota musicians.

# MARKETPLACE

#### > APM's Marketplace live on the road

To mark 25 years on air telling the stories behind the business and economic news of the day, Marketplace convened live stage shows in six major cities—Houston, New York, Chicago, Los Angeles, Cleveland and Washington, D.C.—and enjoyed a repeat visit to the Aspen Ideas Festival. Kai Ryssdal, the *Marketplace* team and a compelling line-up of local guests presented a revealing and entertaining look behind the numbers.

APM's Marketplace host Kai Ryssdal tells a Cleveland audience "How I Learned to Stop Worrying and Love the Numbers."



## Award-winning programming

#### The Current

2014 Station of the Year, Non-Commercial, FMQB Triple A Conference 2014 Best Radio Station, Readers' Poll, *City Pages* 

#### Classical

2014 Gabriel Award for Artistic Achievement - Performance Today

#### **MPR News**

2014 National Murrow Award - Best Large Market Radio Website
2014 Regional Emmy for Politics/Government-Single Story category
2014 Gracie Award for Outstanding Investigative Program or Feature for "Betrayed by Silence"
2014 Regional Murrow Award - Best Large Market Radio: four awards
2014 Society for Professional Journalists - Young Journalist of the Year: Madeleine Baran
2014 Society for Professional Journalists - Story of the Year:
"Betrayed by Silence" and eight first place awards
2014 Northwest Broadcast News Association - four first place awards
2013 Regional Emmy Politics/Government- Single Story category "What we don't know about the voter ID amendment"

2013 National Murrow Award - Best Large Market Radio Website
2013 Minnesota AP Awards - five first place awards
2013 Regional Murrow Award - Best Large Market Radio: Investigative Reporting; Website

#### APM's Marketplace

2014 Gracie Award for Outstanding Series for its "One School, One Year"

2014 National Murrow Award for Network Radio for Hard News Reporting - "China's Toxic Harvest"
2013 Emmy for Investigative Journalism-Long Form in collaboration with PBS FRONTLINE: "Big Sky, Big Money"

"Big Sky, Big Money" earned *Marketplace* and FRONTLINE an Emmy.



# Thank you,

We are honored to thank and acknowledge the 134,000 members and hundreds of organizations that supported MPR | APM during the 2014 fiscal year (July 1, 2013 to June 30, 2014). The following pages highlight leadership donors who made gifts to support our daily work, designated gifts to fund special projects or donated funds to help grow our endowment. The extraordinary generosity of our members ensures that MPR | APM can be an indispensable resource for our audiences and an essential public service for our communities. Thank you!

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He and his wife Vicki generously support *Performance Today*'s Young Artists program, which brings musicians from top American conservatories to MPR studios for a week-long residency. Chip suggested the residency include visits to nearby schools and was able to watch the Dover String Quartet perform at Nova Classical Academy, a St. Paul charter school. He saw just how quickly and beautifully the performance connected the teachers, students and artists.

"The room just palpitated with energy; the students were instantly wrapped up in the music and the musicians. I knew the artists would reach the kids no matter where they were at with music. People come together through a common appreciation of artistry, even if they don't know anything about classical music. To see that kind of an impact in a school around classical music is gratifying."

#### Chip and Vicki Emery, President's Circle

Chip Emery says, "Classical MPR is the background to my daily life."

## Leadership Circle

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#### Joe Tashjian and Kay Savik, Leadership Circle

Joe says, "Why wouldn't you support something you love?" He and wife Kay listen to and appreciate all three MPR services—News, Classical and The Current.

A special project for the couple has been supporting Classical MPR's Minnesota Varsity program for aspiring high school it gives promising young artists from all over the state an outlet to expand and grow, and inspires them to advance their skills, develop as musicians and move on to bigger things," says Joe.

For years, Kay played Classical MPR constantly in her office and says it had a calming effect on her colleagues—and today she's a relatively new Current listener. "I listen to The Current often in my car, and it's definitely expanded my perspective. It's wonderful that all these musicians in the region now have an outlet that's helped them tremendously."





#### Sharon Van De North and Lee Knight, President's Circle

Sharon and Lee made a special gift this year to support MPR digital initiatives, in part because digital channels keep them connected to the public radio programs and personalities they love. Before streaming and the mobile app were available, Lee says traveling out of state for long stretches without access to MPR left a void. "I'd feel something missing. There were not enough people or new ideas—not enough storytelling or jokes or thoughtprovoking discussions in my day."

They especially enjoy weekend drives listening to the entertainment programs offered on MPR News. "MPR truly is a well-rounded service that brings stories to life," Sharon says. "It's a credible, trusted source that people really look to for in-depth reporting, new music, new ideas and perspective that you just can't find anywhere else."

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#### James and Kathryn Catalano, Leadership Circle and Legacy Society

James has been a public radio fan since he was a young boy and could only pick up two stations on the transistor radio he'd built himself. "Public radio and baseball. That was all I needed," laughs James.

He and Kathryn made a special gift this year with a matching contribution from his employer to support Classical MPR's education initiatives. Kathryn says they were inspired by "the potential for MPR's classical resources to impact the lives of so many children."

The couple has also committed an estate gift to MPR. "MPR is part of our lives; it's part of our every day so it was an easy decision to do something more significant through a legacy gift," says James. "We thought about the things we value that we want to make sure continue on long after we're gone. MPR was an easy one in the mix for us," adds Kathryn.

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Sharon and Bill Torodor Thomas D. and Pat Trautman Barbara E. Tretheway Evelyn Turner Emily Anne and Gedney Tuttle Ruth E. Ulvog Donald P. Untiedt Al and Karen Valerius Dr. Stephanie Van D' Elden Mr. Kim Vandenberg Stephen Vitvitsky Jane Voglewede and David Abbott Joanne and Philip\* Von Blon Ed and Carol Wagner Laraine Walker Pauline A. Walle Susan Waller Diana and Steven Warner Rev. LeeAnne Watkins R. Karl and Jo F. Watkins Karel M. Weigel Mary Lou Werner Seth E. Werner Kristen and Kyle Wesloh Mr. and Mrs. Dave Wester Pat Whitcomb and Patty Napier Erica Whittlinger Thomas Williams Neil and Julie Williams Frank and Laurel Winsor Jean C. Wirsig Col. and Mrs. Nat and Harri Wisser Michael and Donna Wolsted Bernard and Jane Worth K.P. Worthington Ivar Archer Zemmels Fred J. and Roxanne E. Ziecina Jane Zilch Sally and Steve Zorich Ruth and Dale Zschoche Allen and Phyllis Kuehl Zumach



We are honored and grateful to recognize the following new named endowed funds:

Fred J. and Roxanne E. Ziecina Endowed Fund for MPR News and **STEM Coverage** 

Those funds join the William Kling Founders Endowment for the Creative Advancement of Public Media, created upon the retirement of MPR Founder Bill Kling in 2012. Donors may establish a named endowment with MPR APM with a commitment of \$100,000 or more through lifetime or estate gifts. Funds can be named for the donor or someone the donor wishes to honor or memorialize.

A cappella group Six Appeal was one of three choral groups who perform eapolis's Minnehaha Park. Classical MPR also hosted Harmony in the Park con certs in Mankato and Duluth.

## Endowed Funds – A New Opportunity

In 2013, MPR APM launched a new initiative for donors to provide lasting support for the services they love the most by creating named endowment funds. In the past year, four donors established new named endowed funds, which are permanently invested with the general MPR endowment assets, and dedicated to MPR APM's core needs or services as directed by the donor. Each year, a portion of the fund's value (currently 5%) is distributed for the fund's designated purpose.

Therese and James Daniel Endowed Fund for Classical MPR

Marolyn Halverson Endowed Fund for Classical and Choral Music

Kevin and Leela Joseph Scattum Endowed Fund for Classical MPR



#### Kevin and Leela Scattum, Legacy Society and Sustaining Members established an Endowed Fund

Kevin and Leela took advantage of a new opportunity and established an endowed fund to provide support for the classical music programming they love for years to come.

to Kevin, who recalls a favorite Classical MPR memory from the economic downturn of 2008: "Steve Staruch introduced a piece of bad economic news. But then, there's Bach ... there's always Bach.' how it grounds and uplifts, pacifies and provokes, asks questions deal of charm. What a synchronicity and partnership with music!"

"Every MPR program we listen to is so valuable so we want to make sure we do our part to keep it going," adds Leela, an avid MPR News listener. "The programs are very educational and appealing to the

## Institutional Funders

#### **Philanthropic Program Partners**

#### \$100,000 and above

Public Media Platform

#### \$10.000 to \$99.999

Hunger-Free Minnesota

#### \$5,000 to \$9,999

Twin Cities Chapter of the American Guild of Organists

#### **Government Support**

#### \$1.000.000 and above

Clean Water, Land & Legacy Amendment Arts and Cultural Heritage Fund Corporation for Public Broadcasting

#### \$20,000 to \$100,000

Minnesota Historical and Cultural Heritage Grants National Endowment for the Humanities City of Saint Paul Cultural STAR Program

#### \$1,000 to \$19,999

Minnesota Department of Labor and Industry

#### Private and Corporate Foundations

#### \$1.000.000 and above

Ford Foundation The Kendeda Fund

#### \$250.000 to \$999.999

**Bush Foundation** Bill and Melinda Gates Foundation John S. and James L. Knight Foundation The Kresge Foundation Lilly Endowment Inc. Henry Luce Foundation Lumina Foundation John D. and Catherine T. MacArthur Foundation Spencer Foundation John Templeton Foundation

#### \$100.000 to \$249.999

Blandin Foundation General Mills Foundation The William and Flora Hewlett Foundation The McKnight Foundation Newman's Own Foundation The Osprey Foundation **Target Foundation** 

#### \$50,000 to \$99,999

**3M** Foundation The Cargill Foundation Carlson Family Foundation The John E. Fetzer Institute The Mosaic Company Foundation Thomson Reuters

#### \$25,000 to \$49,999

Augustine Foundation The Annie E. Casey Foundation Ecolab Foundation Sidney E. Frank Foundation **George Family Foundation** Phyllis S. Poehler / Walter E. Stremel Charitable Trust Wells Fargo Foundation - Minnesota

#### \$10.000 to \$24.999

**Best Buy Foundation** Delta Dental of Minnesota **Deluxe Corporation Foundation** MAHADH Fund of HRK Foundation The Pentair Foundation Securian Foundation Union Pacific Foundation U.S. Bank Foundation Valspar Foundation

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#### \$1,000 to \$9,999

American Crystal Sugar Company Edward R. Bazinet Charitable Foundation The James Ford Bell Foundation **Boss Foundation** COMPAS - Travelers Arts & Diversity Program Aaron Copland Fund for Music Emerson Process Management - Rosemount Inc. GLS Companies Hartz Foundation Horton Holding Inc. Art and Martha Kaemmer Fund of HRK Foundation Kraus-Anderson Insurance National Trust for Historic Preservation George W. Neilson Foundation Carl and Eloise Pohlad Family Foundation The Elizabeth C. Ouinlan Foundation Inc. Red Wing Shoe Company Foundation Margaret Rivers Fund Otter Tail Power Company Sit Investment Associates Foundation Shapco Printing Inc. The Stratford Companies **Tennant Foundation** Wenger Foundation



#### Kathy Annette, President and CEO, Blandin Foundation, MPR Funder

Blandin Foundation President and CEO Kathy Annette appreciates MPR's commitment to keeping reporters embedded in rural Minnesota. "With up to six reporters and several photographers based in greater Minnesota, MPR is uniquely positioned to be both about and of rural Minnesota."

With a mission to strengthen rural Minnesota communities, the Foundation has supported MPR's greater Minnesota coverage since 1978, with cumulative grant support totaling more than \$6 million.

"Half of Minnesota's people live in rural places. MPR illuminates the vibrancy of our rural communities, connecting them to each other and to the whole state. The breadth and depth of MPR reporting is important to our rural communities, to the state and to the Foundation."

## Underwriters

#### Major National Corporate Underwriters

Allianz USA Ally Bank Arizona State University Battelle Birst, Inc. Brandware Citrix Online Constant Contact CSX Transportation Delta Air Lines Emerald Data Solutions, Inc. Fast Company Ford Motor Company Fox Searchlight Hiscox Holiday Vacations Invest Northern Ireland

#### LogMein Lumosity MassMutual MailChimp Medtronic Foundation Novo Nordisk Nuance Communications **Progressive Insurance** Reputation.com **RetailMeNot** Robert H. Smith School of Business Robert W. Baird S. Martinelli & Company The Economist The Poetry Foundation T. Rowe Price United-Health Group Vanderbilt University Medical Center Zillow

Kronos

#### Major Regional Corporate Underwriters

Allianz Life Insurance Company of North America **Bremer Financial Corporation** By The Yard ClearWay Minnesota/Quitplan Hennepin Theater Trust Koch Companies Public Sector LLC Minnesota State Fair MNSure (Minnesota Health Insurance Exchange) PowerObjects Standard Heating and Air Conditioning St. Catherine University Thomson Reuters UCare University of Minnesota

#### Greater Minnesota Regional Corporate Underwriters

Alliant Energy Bursch Travel Jade Presents Luther College Lutsen Mountains Saturn Systems St. Cloud Subaru The College of St. Scholastica Third Street Brewhouse University of Wisconsin-Superior



#### Jeanne Crain, President and CEO, Bremer Bank, Underwriter

Bremer Bank President and CEO Jeanne Crain sees the bank's long-time sponsorship of MPR as a natural partnership. "We look at the mission of MPR with the underlying theme of strengthening the community, and that priority is completely aligned with the mission of Bremer Bank, and with who we are at the core. We genuinely value supporting MPR as a sponsor and having MPR as a partner."

Jeanne also values MPR on a personal level, as an avid MPR News listener and member. "MPR provides vital information for consideration and a broad perspective to raise your awareness, stimulate critical thinking and help you get more involved as a citizen. Personally, I find it tremendously enriching."

Hip-hop trio De La Soul was one of eight musical groups featured at the two-day Rock the Garden celebration at the Walker Art Center. A collaboration between The Current and the Walker, this year's event hosted nearly 20,000 concert-goers.

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### MPR | APM Financials

#### **Year-End Operating Results**

Minnesota Public Radio | American Public Media (MPR | APM) finished fiscal year 2014 (FY14) with a balanced budget. Careful budgeting and disciplined rebalancing over the year helped the organization maintain strong financial health while continuing to provide indispensable content and essential public service to regional, national and global audiences. Philanthropic support, including gifts from individual donors and institutional funders, is the foundation for all support and revenue, which together provide a diversified pool of resources that keep MPR | APM strong.

#### **Financial Highlights**

- MPR APM finished FY14 with a record \$88.8 million in operating support and earned revenue.
- National underwriting support increased 23% over FY13.
- Regional underwriting support increased 13% over FY13.
- Earned revenue grew 10.7% over FY13.
- Support and revenue from endowments and investments contributed \$4.6 million to the FY14 operating budget

#### Accountability—Top Rating

MPR APM continues to be a national leader in public media while achieving the highest standards for nonprofit accountability and transparency—earning a four-star rating from Charity Navigator and fulfilling all 27 accountability standards of the Charities Review Council in the areas of public disclosure, governance, financial activity and fundraising.

#### **Endowment**

As of June 30, 2014, there is \$190.5 million in endowment funds for the benefit of MPR, including \$32.3 million in endowment contributions from estates, individual donors and other community gifts. Gifts earmarked for endowment are critically important for organizational strength and sustainability.

#### **Independent Auditor's Reports**

MPR APM follows Generally Accepted Accounting Principles and is audited annually by an independent accounting firm. The FY14 audit was issued by McGladrey. Complete audited financial statements for FY14 and other financial information can be found at mpr.org/finances.

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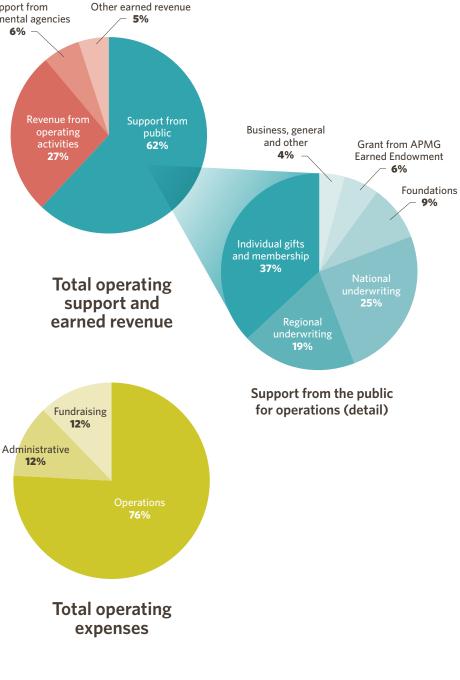
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MINNESOTA PUBLIC RADIO I AMERICAN PUBLIC MEDIA AND SUBSIDIARY

(An Affiliated Organization of American Public Media Group)

SCHEDULE OF OPERATING FUND AND LONG-TERM ACTIVITIES For the Year Ended June 30, 2014 With Comparative Totals for the Year Ended June 30, 2013 (In Thousands)

	Total FY14	Total FY13
Operating Fund activities:		
Support from public: Individual gifts and membership	\$19,995	\$20,091
Regional underwriting	10.243	9,104
National underwriting	13,641	11,127
Business general support	910	860
Foundations	5,185	4,982
Grant from APMG Earned Endowment	3,539	4,249
Other intercompany grants Educational sponsors	- 477	262 454
Other public support	606	461
Total support from public	54,596	51,590
Support from governmental agencies:		
Corporation for Public Broadcasting	4,228	6,000
Grants from other governmental agencies	1,497	1,231
Total support from governmental agencies	5,725	7,231
Earned revenue:		
Revenue from operating activities	23,891	21,705
Royalties and licensing fees Investment return, net	149	499 987
Other earned revenue	1,012 3,423	987 2,543
Total earned revenue	28,475	2,343 25,734
Total support and earned revenue	88,796	84,555
Expenses:		
Operations	67,768	63,491
Administrative	10,581	11,447
Fundraising	10,293	9,467
Total expenses	88,642	84,405
Support and revenues in excess of expenses before long-term activities	154	150
Long-term activities:		
Designated Fund support from operations	1,859	1,807
Designated Fund net change	1,322	144
Property Fund net change Temporarily restricted net change	(2,990)	(2,551)
Temporarily restricted het change		(747)
Permanently restricted net change	1,333 532	(747) 302
Permanently restricted net change Change in net assets	1,333	
,	1,333 532	302
Change in net assets	1,333 532 <b>2,210</b>	302 ( <b>895</b> )

### Board of Trustees and Staff Officers

#### Minnesota Public Radio Board of Trustees

July 1, 2013 to June 30, 2014

#### **Board Officers**

lan R. Friendly Chair

**Bradbury H. Anderson** Vice Chair

Marti Morfitt Secretary

Emery Koenig Treasurer

#### Trustees

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**Steve Fritze\*** Retired Chief Financial Officer Ecolab Inc.

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**Rick King** Chief Operating Officer, Technology Thomson Reuters

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C. Douglas Kranwinkle\* Retired Executive Vice President General Counsel Univision Communications

Nancy Lyons President and Chief Executive Officer Clockwork Active Media

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Jon R. McTaggart President and Chief Executive Officer Minnesota Public Radio and American Public Media

Marti Morfitt\* Chief Executive Officer River Rock Partners

Kate Mortenson Community Leader **Dave Murphy** President Red Wing Shoe Company Inc.

**Dr. Mary Nichols** Dean, College of Continuing Education University of Minnesota

**Richard B. Payne, Jr.** Vice Chairman, Corporate Banking U.S. Bancorp

James J. Phelps President Northcrest Corporation

**Robert Pohlad** The Pohlad Companies

James T. Prokopanko President and Chief Executive Officer The Mosaic Company

**Paul Reyelts\*** Retired Executive Vice President Finance and Chief Financial Officer The Valspar Corporation

**Steven M. Rothschild** President, Invest in Outcomes

Patricia Simmons, M.D. Executive Medical Director, Health Policy Mayo Clinic

**Robert Stephens** Founder, The Geek Squad

**Jean Taylor** President Life is Now

**Samuel S. M. Wai** Treasurer American Crystal Sugar Company

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Robert J. Sivertsen

#### Honorary Life Trustees

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Joanne Von Blon

#### **President Emeritus**

William H. Kling GreenIsland Group LLC

#### **Dave and Patty Murphy,** President's Circle, Board of Trustees and Legacy Society

Dave and Patty have been avid MPR listeners for more than a decade. Patty says Classical MPR is her "homebase" and her "musical haven," but she's also a News listener. "I'm grateful to MPR for informing, educating and inspiring me with stimulating content and above all for feeding my soul all day, every day."

A member of the MPR I APM Board of Trustees, Dave appreciates the important role MPR plays in promoting tolerance in the region and nationally. "If I could literally imbue the world with any one trait that's lacking today, it would be tolerance—the ability to listen and understand and accept multiple points of view. MPR programming really fosters that tolerance and raises the bar on your thinking and your sensitivity to balanced, respectful dialogue."

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#### MPR | APM Staff Officers

**Officers** July 1, 2013 to June 30, 2014

**Jon R. McTaggart** \* President and Chief Executive Officer

**Deborah Clark** Vice President Executive Producer, Marketplace

**Morris Goodwin \*** Senior Vice President Chief Financial Officer

**David W. Kansas \*** Chief Operating Officer Senior Vice President, Content

Nicholas Kereakos Vice President, Technology, Operations, Engineering Chief Technology Officer

**Thomas J. Kigin \*** Executive Vice President Chief Administrative Officer General Counsel

\*Denotes American Public Media Group Staff Officer

#### **About American Public Media Group**

American Public Media Group is the largest station-based public radio organization in America, combining multi-regional station operations, national content creation and distribution in one organization. APMG is a taxexempt nonprofit parent support organization that provides Judy McAlpine Senior Vice President, International and Affiliate Content Partnerships

Mette McLoughlin \* Senior Vice President Chief Human Resources Officer

Mary Nease Senior Vice President Chief Audience Development Officer

**Mike Reszler** Vice President, Digital Media

**Doug Roderick \*** Vice President Corporate Controller

**Timothy T. Roesler** Senior Vice President Chief Business Development Officer

Randi S. N. Yoder Senior Vice President Chief Development Officer

administrative, financial, and human resources services to its supported organizations, Minnesota Public Radio | American Public Media and The Fitzgerald Theater Company, and to Southern California Public Radio and Classical South Florida.

## About MPR | APM

#### Minnesota Public Radio

Minnesota Public Radio<sup>®</sup> (MPR), a nonprofit, is one of the nation's premier public media organizations, producing programming for radio, online and face-to-face audiences. With its three services— MPR News, Classical MPR and The Current—MPR operates a 45-station radio network serving nearly all of Minnesota and parts of surrounding states, reaching 900,000 listeners each week. A complete list of stations, programs and additional services can be found at minnesotapublicradio.org. MPR meets all 27 Accountability Standards of the Charities Review Council and is supported by more than 134,000 members annually.

#### **American Public Media**

American Public Media<sup>™</sup> (APM), is one of the largest producers and distributors of public radio programming in the world, and the largest producer and distributor of classical music programming in the United States. A portfolio of APM programs (listed below) reaches more than 18 million listeners on more than 900 radio stations nationwide each week. A complete list of stations, programs and additional services can be found at americanpublicmedia.org.

#### On the Web:

minnesotapublicradio.org mprnews.org classicalmpr.org thecurrent.org

#### Other Ways to Hear Us:

Aha Radio<sup>™</sup> Google Newsstand iHeartRadio iTunes Kaliki Slacker Stitcher<sup>™</sup> TuneIn

#### Streaming Audio Services: MPR News

Classical MPR The Current<sup>®</sup> Wonderground Radio<sup>™</sup> Local Current<sup>™</sup> Radio Heartland<sup>™</sup> Classical MPR's Choral Stream<sup>™</sup>

#### News and Information:

American RadioWorks® BBC World Service BBC Newshour Marketplace® Marketplace Morning Report® Marketplace Tech® Marketplace Weekend™

#### **Classical Music:**

Performance Today® SymphonyCast® Pipedreams® Composers Datebook® Top Score® New Classical Tracks™ Classical 24® BBC Proms King's College Choir, Festival of Nine Lessons and Carols

#### Arts and Culture:

A Prairie Home Companion® The Splendid Table® The Writer's Almanac® On Being The Dinner Party Download® Wits™ Infinite Guest™ podcast network

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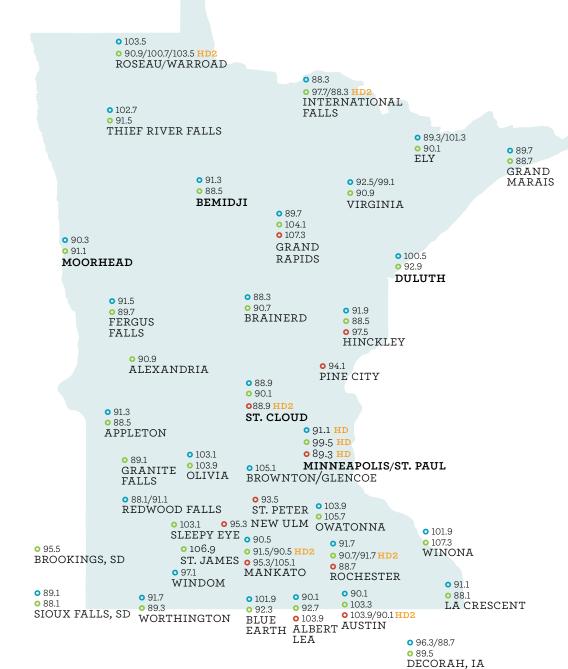
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#### MINNESOTA PUBLIC RADIO





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The MPR | APM annual report is also available at mpr.org/finances