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

We know you’ve heard it before: “This program is supported by listeners like you,” “You make MPR happen,” “Thank you.”

The reality is that you do make MPR happen, and you tell us that the reason you support us is because you value the services we offer — excellent statewide reporting and coverage, innovative arts and cultural programming, national and international content, and music you won’t find anyplace else.

What you may not realize is the impact you are having through your gift to MPR. Your generous support — together with our talented Minnesota Public Radio and American Public Media teams — is having a significant impact on people and communities throughout the state and across the country. This report captures just some of the stories of how individuals, families and communities have been positively affected by an MPR-sponsored event, an MPR News story, a Marketplace feature or an MPR or APM program. You made that happen.

We also know that there are many other stories of the impact we make together. Stories that we don’t hear about — but are evidence of the programming only found on MPR. Your gifts bring live Carnegie Hall concerts and Performance Today to the retired teacher in Warroad. They allow the homesick college student to stream The Current so he feels a little closer to home. They create those “driveway” moments when you can’t leave the car until the story or song is over, moments that inform and inspire listeners everywhere.

You also make it possible for MPR and APM to become even more accessible to our listeners through the very latest technology. Our goal is to make our outstanding content available to listeners where and when they want it, and on their favorite device. That means no matter where you are, MPR and APM are there.

Our promise to you is that we will continue to deliver outstanding content, anytime and anywhere. Your generous support makes that possible. As you will read in this report, your gifts to MPR and APM extend far beyond the airwaves, and we thank you.

Gratefully,

Jon McTaggart
PRESIDENT AND CEO
MINNESOTA PUBLIC RADIO | AMERICAN PUBLIC MEDIA

Ian Friendly
CHAIR, BOARD OF TRUSTEES
MINNESOTA PUBLIC RADIO | AMERICAN PUBLIC MEDIA
What you helped MPR do...

**MPR NEWS**
You’ve seen the impact of exceptional journalism from MPR News. Our award-winning newsroom reaches beyond the radio audience — on digital platforms, on television and in newspapers — with robust journalism, sharp daily reporting and strong investigative work. The results are more informed, civically engaged Minnesotans. We’re connecting with audiences to deliver insightful coverage of important issues such as the 2012 election, the changing healthcare landscape, climate change, rural issues, public policy and the disparities besetting some Minnesotans. More than ever, MPR News is committed to delivering news from all around Minnesota — for all of Minnesota.

**You put a real face on homelessness**

The news piece "Life in a homeless shelter through the eyes of an 8-year-old" showed the entire community that the new face of the homeless was a child’s. People watched and listened with tears — in their cars, in their kitchens and even in committee hearings at the legislature.

“It was a powerful piece that really told a terrific story about an important issue. It didn’t just help the cause, it helped the whole community. Our community is stronger when people are aware of important issues like this that are often quite invisible. Adult homeless men are very visible. Eight-year-old homeless children are not. This program made invisible people visible in a tremendously humane and moving way.”

DANIEL GUMNIT, CEO of People Serving People (PSP), a Minneapolis shelter that housed the child featured in the story. PSP hosts more than 350 people each night; more than two-thirds of them are children.
You helped ignite the fan base of The Chalice

On-air and online attention from The Current helped catapult The Chalice, a brand new local band, into local prominence, bringing with it fans and opportunities that have helped the all-female group emerge and succeed locally and regionally in the hip-hop music scene.

“We weren’t on a cool label. We weren’t recycled members of cool bands. We just made music that was good and different. The Current recognized that in us and enabled the entire region and beyond to hear us. That’s what The Current does. They care about the local scene. They truly just want their listeners to hear the best music and they help local musicians in the process.”

CLAIRE “DE LUNE” TAUBENHAUS, The Chalice, Minneapolis

You brought a celebration of music to young ears

As the primary sponsor of The Current’s Rock the Cradle, Children’s Hospitals and Clinics of Minnesota brings a celebration of music, fun and community to more than 10,000 parents and kids.

“It’s important for us to be active in the community to do what we can to enrich the health and well-being of children and their families. Rock the Cradle is a perfect opportunity.”

“MPR is an important service to keep Minnesotans informed and entertained — through on-air programming as well as through community events that bring people together. We appreciate that MPR is a catalyst and conduit for community engagement and enrichment — a value we share and a primary reason that we like to partner with MPR.”

BJORN GUNNERUD, Vice President, Marketing and Communications, Children’s Hospitals and Clinics of Minnesota – Underwriter/Sponsor of Rock the Cradle
You helped students learn the music of their culture

Lyz Jaakola brought her Anishinaabe music and culture to hundreds of Minnesota students through Classical MPR’s Artist in Residence program. Osseo school district students were enthralled with her lessons and her performance at their school.

“This experience had a positive impact on my students. I especially noticed the students who are also Native American really perk up with pride when they realized that this was matching their culture. Lyz gave students quality, real examples of the music and culture through the resources she provided. They were intrigued with her ability to change singing styles and could even pick up on that nuance listening to the recordings on her website. One second grader asked, “Where can I take lessons to learn to sing Ojibwe?””

RACHEL VEENKER, Teacher at Cedar Island Elementary School, Osseo School District

You shared an insightful voice for ALS

Diagnosed with Amyotrophic Lateral Sclerosis (ALS) in 2005, Karen Dahlen appreciates Cathy Wurzer’s extensive and moving 15-part series with Bruce Kramer about his experience with ALS. Bruce and Cathy began sharing his story in late 2011.

“I’d like to thank Bruce, Cathy and MPR for sharing his ALS journey. Bruce’s eloquent reflections connect to those of us who have ALS and give voice to broader challenges of ALS research and the practical frustrations of living with this disease. … The stories are inspiring even to people who don’t have the disease, and to those of us who do, it’s a great outlet and identification when we’re experiencing some of the same things Bruce is.”

KAREN DAHLEN, Minneapolis
You helped Briana become an artist

One of 15 featured student Artists in the Minnesota Varsity program, Briana Moynihan was thrilled to have the opportunity to record in the studio at MPR as part of the annual competition.

"Before being part of Minnesota Varsity, I had only thought of myself as a student studying music. But while going through the Minnesota Varsity process, I realized I wasn’t just a student. I was an artist. Whether I sing at the Met or not, being a classical singer is what I’m meant to do with my life. Minnesota Varsity reassured me of that.”

BRIANA MOYNIHAN, Red Wing
2012 Minnesota Varsity Featured Artist

CLASSICAL MPR
Classical MPR seamlessly blends tradition and innovation, serving loyal listeners while fueling a passion for classical music among new, young audiences. Our Artist in Residence program brings classical musicians to under-resourced schools, touching more than 12,000 metro area students in 2012–13, with plans to reach more than 24,000 students statewide in 2013–14. Classical MPR also creates music education videos that align with state curriculum standards for teachers to easily access online. You and audiences everywhere are treated to Carnegie Hall performances and BBC Proms concerts live via Classical MPR. And our service continues to do what it has always done best, connecting people to beautiful, moving music every day.

Thank you.
We are honored to thank and acknowledge the 133,932 MPR Members and hundreds of organizations that supported MPR | APM during the 2013 fiscal year. The following pages highlight leadership donors who made gifts to support our daily work, designated funds to help grow special projects, or donated gifts to fund special events. We acknowledge those who made gifts to support our daily work, designated gifts to support our organizations that appreciate the broad range of programming and resources that MPR | APM provides. Thank you!

“Thank you!”

Terry Devitt has been listening to MPR for as long as she can remember. She recently made a gift to MPR News because she values its reporting as an unbiased and thorough source of essential information.

“What I appreciate most about MPR is its variety. In one day I can be absorbed in a heavy discussion from the Aspen Institute, pick up movie and book reviews, hear discussions with artists and authors, learn how to cook and laugh out loud. All this, in addition to excellent, up-to-the-minute news reporting throughout the day.”

TERRY DEVITT
PRESIDENT’S CIRCLE; LEGACY SOCIETY

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TERRY DEVITT
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“We chose to support Marketplace’s education work because we think knowledge about personal finance is very practical, and is important no matter where you are on the socio-economic scale. We like that Marketplace keeps us informed about economics and personal finance in a very easy-to-digest format. ... And being able to listen to news and information that is accurate, balanced and unbiased is really important to us. We’re getting the straight story rather than the sensationalized, hyped-up version. We hear news stories on MPR that we wouldn't hear anywhere else.”

JASON AND DEBBIE ERICKSON
LEADERSHIP CIRCLE; MARKETPLACE KRESGE CHALLENGE
DEBBIE IS A MEMBER OF THE MPR REGIONAL DEVELOPMENT ADVISORY COMMITTEE
YOU

NEAL CUTHBERT
VICE PRESIDENT OF PROGRAM,
THE MCKNIGHT FOUNDATION;
FOUNDATIONAL SUPPORT

“MPR News has the deepest, the best and most consistent coverage in broadcast. It provides a touchstone for everybody working in the civic sector, whether you’re on the public side, the private side or the philanthropic side. It’s a source of information that is really unparalleled, creating shared dialogue to help communities forge shared, forward-looking solutions. All three services are unique and each contributes differently, but cumulatively they have a real impact on community life and the civic life of Minnesota.”
Growing up in rural Wisconsin, Joy says “public radio was always my window into the outside world. ... Today, MPR goes beyond just being a voice for Minnesota, it sets Minnesota apart, and it’s integrated closely with our music and culture. MPR provides a great service to the whole state.”

“MPR in Minnesota has an incredible impact compared to any other state ... it’s a huge part of the community,” adds Ali. “I think it does a great job of educating the public much more than public radio in any comparable size city or state that I can think of.”
appreciate the special U.S. nonprofit sector! We and one of the highest in the Members in all of public media the highest rate of Sustaining are sustainers, giving MPR 60% of our 133,900 members though their donation can be prudently, saving us the time card, debit card or bank account. an ongoing monthly contribution than 80,000 Sustaining A Sustainer is one of our more

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WHAT IS A SUSTAINER?
A Sustainer is one of our more than 80,000 Sustaining Members, who pledge to give an ongoing monthly contribution to MPR through their credit card, debit card or bank account. Sustainers help us use their gifts prudently, saving us the time and money involved in soliciting and renewing memberships, though their donation can be stopped at any time. More than 60% of our 123,900 members are sustainers, giving MPR the highest rate of Sustaining Members in all of public media and one of the highest in the U.S. nonprofit sector! We appreciate the special commitment of our Sustainers.

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**LEGACY GIFTS RECEIVED THIS YEAR**

Our sincere appreciation goes out to the families of the following individuals from whom MPR received legacy gifts in the last fiscal year.

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**LEGACY SOCIETY MEMBERS**

Italics are new Legacy Society members *indicates deceased

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**BONNIE CREAISON**

LEGACY SOCIETY; SUSTAINING MEMBER

Bonnie Creason grew up in Missouri with no access to public radio, and today she can’t imagine life without it. Her passion motivated her to designate MPR as a beneficiary of her 401(k) fund to help ensure public radio will be here for future generations.

“I think MPR is one of the things that makes the quality of life here so awesome. I love that it offers fair reporting and they present both sides whenever possible. They’re not sensationalistic yet they keep it very interesting. And I associate the education and arts level in Minnesota with MPR. It’s kind of synonymous and is one of the big reasons I moved here.”
If you prefer to be recognized in another manner, or if your name was omitted from this list, please contact Melissa Schedler at 651.290.1331 or mschedler@mpr.org

The MPR I APM annual report is also available at mpr.org/annualreport

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The MPR I APM annual report is also available at mpr.org/annualreport
As a board member since 2008, Marti says being able to support MPR | APM “with my energy and my talents and not just financially is just a wonderful privilege. It’s been exciting to watch MPR as it not only keeps pace but leads in so many areas of the media world. This organization has deep roots in the past and the ability to write its own future. Being able to span that is a rare talent. It makes me excited about where we’re headed.”

MARTI MORFITT
MPR | APM TRUSTEE; PRESIDENT’S CIRCLE; LEGACY SOCIETY
Financials

YEAR-END OPERATING RESULTS

Strong individual and community support along with prudent fiscal management helped MPR I APM end fiscal year 2013 (FY13) as a healthy organization with a balanced budget. Monitoring results closely and making adjustments to ensure a balance between operating revenue and operating expense helped the organization meet financial requirements while continuing to deliver exceptional news, music and entertainment to all our audiences.

FINANCIAL HIGHLIGHTS

• MPR finished FY13 with a record $84.6 million in operating support and revenue, including philanthropic, earned and endowment income.
• Philanthropic support — gifts from individuals, memberships, businesses for general support, foundations, and governmental agencies — grew more than 4%, reaching a non-campaign-year high of $33.2 million.
• Revenues from endowments contributed $5.2 million to the FY13 operating budget.

ACCOUNTABILITY - TOP RATING

MPR I APM follows generally accepted accounting principles and is audited annually by an independent accounting firm. The FY13 audit was issued by McGladrey. Complete audited financial statements for FY13 and other financial information can be found at mpr.org/finances.

ENDOWMENT

As of June 30, 2013, there is $167.2 million in endowment funds for the benefit of MPR, including $27.8 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

MINNESOTA PUBLIC RADIO AND SUBSIDIARY
(An Affiliated Organization of American Public Media Group)

SCHEDULE OF OPERATING FUND AND LONG-TERM ACTIVITIES
For the Year Ended June 30, 2013
With Comparative Totals for the Year Ended June 30, 2012
(In Thousands)

<table>
<thead>
<tr>
<th></th>
<th>FY13</th>
<th>FY12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Fund activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from public:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual gifts and membership</td>
<td>$20,091</td>
<td>$18,674</td>
</tr>
<tr>
<td>Regional underwriting</td>
<td>9,304</td>
<td>8,851</td>
</tr>
<tr>
<td>National underwriting</td>
<td>11,127</td>
<td>13,335</td>
</tr>
<tr>
<td>Business general support</td>
<td>860</td>
<td>872</td>
</tr>
<tr>
<td>Foundations</td>
<td>4,249</td>
<td>5,040</td>
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<tr>
<td>Grant from APMG Earned Endowment</td>
<td>4,249</td>
<td>5,197</td>
</tr>
<tr>
<td>Other intercompany grants</td>
<td>262</td>
<td>184</td>
</tr>
<tr>
<td>Educational sponsors</td>
<td>454</td>
<td>434</td>
</tr>
<tr>
<td>Other public support</td>
<td>461</td>
<td>349</td>
</tr>
<tr>
<td>Total support from public</td>
<td>$51,590</td>
<td>$52,936</td>
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<tr>
<td>Support from governmental agencies:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporation for Public Broadcasting</td>
<td>6,000</td>
<td>5,762</td>
</tr>
<tr>
<td>Grants from other governmental agencies</td>
<td>1,231</td>
<td>1,474</td>
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<tr>
<td>Total support from governmental agencies</td>
<td>7,231</td>
<td>7,236</td>
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<tr>
<td>Earned revenue:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from operating activities</td>
<td>21,705</td>
<td>18,776</td>
</tr>
<tr>
<td>Royalties and licensing fees</td>
<td>499</td>
<td>498</td>
</tr>
<tr>
<td>Investment return, net</td>
<td>987</td>
<td>1,009</td>
</tr>
<tr>
<td>Other earned revenue</td>
<td>2,543</td>
<td>2,203</td>
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<tr>
<td>Total earned revenue</td>
<td>25,734</td>
<td>22,486</td>
</tr>
<tr>
<td>Total Operating Support and Revenue</td>
<td>$84,555</td>
<td>$82,658</td>
</tr>
<tr>
<td>Expenses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations</td>
<td>63,491</td>
<td>61,346</td>
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<tr>
<td>Administrative</td>
<td>11,447</td>
<td>11,930</td>
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<tr>
<td>Fundraising</td>
<td>9,467</td>
<td>9,229</td>
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<tr>
<td>Total Operating Expenses</td>
<td>84,405</td>
<td>82,505</td>
</tr>
<tr>
<td>Support and revenue in excess of expenses before long-term activities</td>
<td>150</td>
<td>153</td>
</tr>
<tr>
<td>Long-term activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated Fund support from operations</td>
<td>1,807</td>
<td>-</td>
</tr>
<tr>
<td>Designated Fund net change</td>
<td>144</td>
<td>1,015</td>
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<tr>
<td>Property Fund net change</td>
<td>(2,551)</td>
<td>(3,617)</td>
</tr>
<tr>
<td>Temporarily restricted net change</td>
<td>(747)</td>
<td>(6,180)</td>
</tr>
<tr>
<td>Permanently restricted net change</td>
<td>302</td>
<td>(165)</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(895)</td>
<td>(8,794)</td>
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<tr>
<td>Net assets — beginning of year</td>
<td>95,259</td>
<td>104,053</td>
</tr>
<tr>
<td>Net assets — end of year</td>
<td>$94,364</td>
<td>$95,259</td>
</tr>
</tbody>
</table>

Complete audited financial statements can be found on our website at mpr.org/finances.
About MPR

Minnesota Public Radio, a nonprofit, is one of the nation’s premier public media organizations producing programming for radio, online and live audiences. With its three services — MPR News, Classical MPR and 89.3 The Current — operating a 44-station regional radio network and serving a regional population of five million people, MPR has 133,900 members and one million listeners each week.

OTHER WAYS TO HEAR US:
Aha Radio™
Google Currents
iHeartRadio streams
iTunes
Slacker
Stitcher™
Swell
Tuneln

ON THE WEB:
minnesotapublicradio.org
mprnews.org
classicalmpr.org
thecurrent.org

STREAMING AUDIO SERVICES:
MPR News
Classical MPR
The Current™
Wonderground Radio™
Local Current™
Radio Heartland™
Classical MPR's Choral Stream

About APM

American Public Media™, the national programming and distribution arm of Minnesota Public Radio, is the second largest producer and distributor of public radio programming and the largest producer and distributor of classical music programming in the United States. More than 900 stations reaching 18 million listeners nationwide carry APM programs each week.

NEWS AND INFORMATION:
BBC World Service
BBC Newshour
BBC World Have Your Say
Marketplace™
Marketplace Money™
Marketplace Morning Report™
Marketplace Tech Report™
American RadioWorks™

ARTS AND IDEAS:
A Prairie Home Companion™
The Writer’s Almanac™
The Splendid Table™
The Dinner Party Download™
Wits™

ON THE WEB:
apm.org

CLASSICAL MUSIC:
Performance Today™
SymphonyCast™
Pipedreams™
Composers Datebook™
Classical 24™
Carnegie Hall Live

APM’s radio programming is complemented by a spectrum of new media content and platforms, including online Web streaming, mobile apps, podcasts, video, RSS feeds, interactive Web elements and extensive audio archives.