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 Members and Friends,

When was the last time something really inspired you? Did it move you, excite you, motivate you to take action or think differently about something? Merriam-Webster defines “inspired” as to influence, move, or guide by divine or supernatural inspiration, to exert an animating, enlivening, or exalting influence on. At Minnesota Public Radio and American Public Media, we are inspired by YOU every day.

Inspiration brings positive change and new ideas. Your passion for our state and country have inspired us to create new, innovative and exciting programs—on the radio, online and onstage. Your care for your families and neighbors, and your volunteer service for so many worthy causes in our changing communities have inspired us to reach out to people we have never served before. Your conversations, compliments, concerns and generous support have inspired us to raise our standards for excellence even higher.

You’ve inspired work that is making a real difference in countless communities across the country. Every day, we hear from people who are inspired by our work.

“I have been forever changed and helped by the stories shared on this show...You have been true lifesavers.”

“I wouldn’t have known about this new artist if it weren’t for you.”

“You inspired me to vote after I listened to your unbiased reporting.”

These are only a few examples that illustrate the impact your support has in our communities. Our communities are stronger when people are well-informed and active in civic life, when we can talk openly and civilly about the most important and pressing issues we face, and when more artists and musicians can live and make their living in our communities.

This annual report highlights just some of what you have helped us create, curate and present to our large and growing audiences this past year, and it’s a celebration of all who make it possible to do this work.

Our mission compels us to enrich minds, nourish spirits, expand perspectives and assist our audiences in strengthening their communities. YOU are doing that, and it is inspiring! You are helping us shape a shared vision for the future, and to be inspired by each other. Thank you for your partnership in this transformative work!

Warmly and Gratefully,

Jon McTaggart
President and CEO

Dave Murphy
Chair, Board of Trustees
Together we’re transforming our future

Your generosity enables us to fulfill our public service mission year after year. This year we celebrate the Inspired by You campaign—an essential additional investment in programming, talent, innovation and technology. With your support, we’ll enhance and grow our services to reach more people in new ways, ensuring our relevance for generations to come.
You’ve inspired...
discovery of issues that impact our lives

You have inspired us to dive deeply into topics that matter to you. We’ve been listening to our audiences and we’ve heard your top priorities. You want more meaningful coverage of the environment, education and mental health. Your trust in us to make sense of these complicated issues fueled the creation of The Water Main and Call to Mind—both designed to deepen understanding, foster collaboration and positively impact our communities.

In 2019, we will announce a new initiative focused on early childhood development as we explore this important topic and discover the best ways to enhance understanding of it.

From top to bottom (click to learn more):

Kerri Miller facilitates a discussion about water in La Crosse. Check out the Mississippi Flyover series

Call to Mind hosted a panel on entrepreneurship and mental health at the MANOVA Summit. See Call to Mind in action

Bemidji students experience the joy of classical music during a Class Notes’ Artist visit. Meet the Class Notes Artists
Inspiring connections to the value of water in our lives

The Water Main
Water touches every aspect of our lives and all life depends on it. Your support is building public will for clean, affordable water through programming and experiences designed to increase Water IQ (understanding) and Water EQ (personal connection) among our audiences, in Minnesota and across the country.

To learn more about The Water Main visit thewatermain.org.
**Inspiring a new view of mental health**

**Call to Mind**
Mental health affects everyone, and half of us will personally experience a mental health condition in our lifetimes. Call to Mind is fostering new conversations to improve understanding and end discrimination of mental health conditions.

To learn more about Call to Mind visit [calltomindnow.org](http://calltomindnow.org).

Tom Weber hosts a discussion with three influential leaders about innovative ways to care for mental well-being.

Audience members connect with community leaders at Call to Mind events throughout the state.

Manchita performs at a Call to Mind event.

Carolyn Phelps speaks about creativity and mental health.
Podcasts
It is an exciting time for podcasting at MPR | APM. Storytelling is alive and well in the medium, and it is deepening connections to experiences and issues you’re passionate about. Your support brings ambitious podcast ideas to life and enables us to serve a wider and more diverse audience. From audio journalism and education, to music and feel-good entertainment, there is something for everyone.

To listen or learn more visit apmpodcasts.org.

Deepening understanding through storytelling

Brains On! teams up with America's Test Kitchen Kids to delve into the scrumptious science of cooking.

Producer Natalie Jablonski sorts through thousands of records as part of the 14-month In the Dark investigation in Mississippi.

The Hilarious World of Depression host John Moe talks depression with Wilco lead Jeff Tweedy.

Terrible, Thanks for Asking host Nora McInerny tells a story at a live event at the Fitzgerald Theater.
You’ve inspired...

access to music that reverberates far and wide

Music is a powerful connector. Classical or contemporary, it nourishes, inspires and builds community. You’ve helped us bring Minnesota music to the world, and music from around the world here to our state. You are part of a thriving Minnesota music scene, and you’re inspiring the next generation of musicians and music lovers through your generosity.

From top to bottom (click to learn more):

Goitsemang Lehobye performs “Harmonia Ubuntu” at the Aula Theatre in Pretoria, South Africa.

Listen to the Minnesota Orchestra perform in South Africa

Neko Case returns to St. Paul for a sold-out show at the Palace Theatre.

Experience live shows at the Palace Theatre

Fred Child and the Performance Today team broadcast from the Grand Teton Festival.

Tune into Performance Today
Inspiring hope from South Africa for all the world to hear

Classical MPR

MPR partnered with the Minnesota Orchestra to make history when we broadcast their performance live from Soweto as they toured South Africa as part of a yearlong celebration of the centennial of Nelson Mandela’s birth. Minnesotans across the state shared in this historic concert through Classical MPR and MPR News. It was the first time a professional U.S. orchestra toured South Africa.

To learn more about the performance visit classicalmpr.org.

A stained-glass window featuring Nelson Mandela at the Regina Mundi Catholic Church in Soweto, South Africa.

Conductor Osmo Vänskä joins the orchestra onstage for its first concert of the South African tour.

Brian Newhouse broadcasts a performance live from Soweto via SymphonyCast.

Osmo Vänskä conducts the Minnesota Orchestra, the Minnesota Chorale and the Johannesburg-based Gauteng Choristers.
Inspiring a love of music across the globe

The Current
The Current’s impact on Minnesota’s music scene is undeniable. It continues to discover and introduce new talent, while bringing together musically curious people at concerts, events and in-studio performances. Live music experiences broadcast and streamed from around Minnesota and far beyond bring a whole world of music to you, wherever you are.

To learn more about live music on demand visit thecurrent.org.

Performances like Julieta Venegas’ were broadcast as a part of the three-day Eaux Claires Music and Arts Festival. Mark Wheat broadcasts live from Iceland Airwaves, an annual music festival held at Reykjavik, Iceland. Music fans delight in the sounds from Rock the Garden.
Bringing stories to life through laughter and music

Live from Here with Chris Thile
Chris Thile, host of the weekly public radio program Live from Here welcomes an eclectic mix of musical and spoken-word guests who bring stories to life onstage. Audiences are delighted by legendary artists like Paul Simon and Brandi Carlile and performers like Trevor Noah and Tig Notaro—who appeal to musically curious and storytelling fans across generations. Your support enriches the audio experience for in-person, live broadcast and on-demand listeners alike, making the show increasingly relevant to more diverse audiences around the country.

To learn more visit livefromhere.org.


The War and Treaty are welcomed to the stage at the Fitzgerald Theater in St. Paul.

Greg Hess shares a story at the Hardly Strictly Bluegrass Festival in San Francisco.
Inspiring connections to a world of classical music

Performance Today
Host Fred Child connects music lovers with today's classical artists from around the globe. Fred and his Performance Today team travel far and wide to bring you the most exciting recent live performances from world-class ensembles. Your support of programs like these ensures that classical music endures and thrives for generations to come.

To connect with artists visit Performance Today.
You’ve inspired expanded... perspectives that reflect our dynamic communities

You’ve inspired us to widen the circle of public media to create space for the many voices that make up our state, region and country. Our communities are stronger when we approach one another with curiosity and seek to understand each other better. Our role is to amplify many perspectives in order to truly reflect our communities. Your support helps make that happen and provides the resources to pave the way for trusted journalism for generations to come.

From top to bottom (click to learn more):

Dan Gunderson interviews Joye Braun of the Cheyenne River Sioux Nation.

Return to Standing Rock with MPR News

Audience members listen intently at the St. Cloud Ground Level conversation.

Get connected with MPR News Ground Level

Laura Yuen works with an aspiring reporter.

Check out MPR News’ Radio Camp
MPR News

MPR News passed control of the camera to participants at the Mash-ka-wisen Treatment Center’s 40th annual Celebration of Sobriety Powwow in Sawyer, creating a powerful series of self-portraits. When we share control over the narrative, we bring greater dimension to the stories of people historically underrepresented in our community and beyond.

To read this story visit mprnews.org.

Amplifying vital voices

Timothy Tiessen of the Fond du Lac Band of Lake Superior Chippewa takes his portrait just past 80 days into his recovery.

Cash of the Mille Lacs Band of Ojibwe (here with his 12-year-old son Brendan) is 30 months sober.

Ricky DeFoe of the Lynx Clan of Ojibwe, whose native name is Gwiiwizens, meaning "a boy," now returns to the treatment center as a fill-in and cultural advisor.

Coco Gomez of the Mille Lacs Band of Ojibwe begins treatment at Mash-ka-wisen.
Inspiring meaningful conversations across the state

Ground Level
MPR News went behind the headlines and beyond politics to deepen understanding of our communities and our state through a groundbreaking statewide survey of Minnesotans conducted by the APM Research Lab that sparked a series of meaningful conversations. Support like yours helped us convene conversations across Minnesota, bringing thousands of people together with their neighbors to introduce themselves and build a foundation of common understanding.

To learn more visit [Ground Level](#).

Dan Kraker reports from Brainerd about the lack of trust in media.

Kate Moos fields questions from audience members at the Ground Level conversation in Duluth.

Our Ground Level survey, conducted by the APM Research Lab, provides a foundation for building common understanding across the state.

Debra Leigh and Annette Atkins discuss the direction of the state in St. Cloud.
Ten years ago, the 2008 financial crisis forever changed the economy and altered the way we live. Today, the country is a much different place. We’ve fractured along many lines—economic, political and cultural. Your support enabled Marketplace to ask essential questions in a yearlong reporting project, Divided Decade. How did we get here? Why? How has the system changed? How has it changed us? And what does it mean for our future? Now we bring our findings to you.

To learn more visit Divided Decade.
Thank you to the many generous donors and funders who share our commitment to trusted, relevant and accessible programming. Your support enables us to produce the highest quality news, music and cultural content delivered through multiple platforms—in person, online, and on air.

Thank you!
Inspired by You

You have inspired us to imagine public media for the next 50 years and beyond. At our 50th anniversary celebration dinner we announced our Inspired by You campaign, and now we are honored to acknowledge the donors who are contributing to this $75 million effort. Your generosity has already fueled more than $28 million of new investments in the future of MPR | APM. Your vision and trust inspire us every day.

To learn more about our campaign visit inspire.mpr.org.

From top to bottom:
Ian and Carol Friendly with Susan Boren
Sally Swift, Bill Kling, Lynne Rossetto Kasper and Francis Lam
A view of the 50th anniversary celebration dinner
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The fact is, nothing survives if it stays static. It must be dynamic and grow, change and evolve. That’s why we support MPR.”

-Marilyn Carlson Nelson
Carlson Family Foundation
Marilyn Carlson Nelson, Carlson Family Foundation

President’s Circle

Marilyn Carlson Nelson and her late husband, Dr. Glen Nelson, have been true champions of a better Minnesota, and world, for decades. To them, public radio plays an essential role in enriching minds, expanding perspectives and strengthening communities. “Minnesota Public Radio inspires us. It’s provocative and it makes our dialog more alive. MPR makes our thinking deeper, and it challenges us to be all we can be.”

Marilyn said at a recent event, “We give because of what MPR stands for. We must consider the meaning of democracy, freedom of expression and freedom of the press. We have got to stand tall for this as long as we have breath.” She reminds us not to take these freedoms for granted. “I know that is why Glen cared about MPR. He believed in quality; he believed in truth.”

Deferred commitments: 203 donors, including those with blended gifts above (denoted by *), have made estate commitments totaling $33M to the Inspired by You campaign. We are grateful for this extraordinary commitment to the future of MPR | APM.
Carla and Rod Young
Board of Trustees (Rod), President's Circle

Carla and Rod Young value MPR’s ability to “educate and influence positive change in our communities and across the country.” They see MPR’s future grounded in its trustworthy reputation and bolstered by its expanding variety of content. Rod says, “You can always count on MPR's unbiased news service and its fresh take on any number of interesting topics.”

Carla and Rod see this variety in content and voices as vital to long-term success. Carla says, “Today, collaboration is more important than ever. It helps to bring different viewpoints together to get us all talking.” Rod adds, “MPR’s care and consideration for all stakeholders helps to build a more equitable world.”
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July 1, 2017 to June 30, 2018

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An interview a
decade in the making

“We’re going through a very tough time as a country, with a lot of emotion feeding the divisiveness that pervades our politics. Marketplace consistently stays away from that kind of reporting, offering listeners (and readers) real thoughts and perspectives on real issues that affect us. Kai Ryssdal’s interview with Ben Bernanke, Tim Geithner, and Hank Paulson wasn’t just informative, I think it was one of the most important interviews I have heard in the last few years. I encourage everyone I know, regardless of their politics, to listen to (and support) Marketplace and Make Me Smart. Both programs are always outstanding and thought-provoking.”

- Juan P., Altadena, California

“The enemy is forgetting”: Bernanke, Geithner and Paulson on why we must remember the 2008 financial crisis, from Marketplace’s Divided Decade series.

To hear the full interview visit Marketplace.
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“In a chaotic, troubling world, Live from Here is an oasis of joy, simplicity, incredibly well-curated music, and simply, some of the things that make life worth living. May the show prosper for years to come!”

-Jason M.
Somerville, MA
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The Current’s 13th Birthday Party

The Current celebrated thirteen years on the radio with two nights of live music featuring eight artists at First Avenue.
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Carolyn and Fred H. Bogott
Gary and Jan Bohline
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“Performance Today has been a part of my life for many years and remains a treasured connection with my parents, both musicians whom I like to imagine enjoying broadcasts of Performance Today in the world beyond. With gratitude and thanks to Fred Child and all those who so generously share beautiful music day after day with so many of us!”

-Martha B.
Daytona Beach Shores, Florida
Duluth celebrates The Current’s arrival with a new Duluth-inspired mural by @skatradioh. It can be found on the back of Frost River Marketplace in Duluth’s Lincoln Park Craft District.

“I love The Current. It’s difficult to find a station that doesn’t sound boring or repetitive—so I appreciate the freshness and diversity of music that I hear on The Current. I’m so grateful that you have the towers and frequencies in Duluth!”

-Eleni P., Superior, Wisconsin
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893 Essential Songs
Your support inspires us to create meaningful listening experiences like the 893 Essential Songs countdown! We hope you had as much fun listening as we did putting the countdown together.

"I seriously don’t know how I’m going to go on the air and do #BTN11 while we are in the final songs of #893Songs – PEOPLE KEEP ME UPDATED’ @janashortal

“Carpooling like it’s my job and may not get out of this minivan until I know the #1 most ‘essential’ song voted by listeners of The Current! I have loved this #893Songs all week. Such a trip down memory lane. #1 must be Prince! Stream away if you’re outside the Twin Cities...89.3 is amazing.” -Listener

“When you want to take a walk but you don’t want to miss any #893Songs but you’re short on data and can’t use your @TheCurrent app and then you remember YOU COULD JUST USE AN ACTUAL RADIO. Time to pump the e-bass #mindblown.” @lepusmartius
$1,200 to $2,499 cont.
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Donny James Jurgens
Glen Alan and Barb Juntti
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Diane Kay Krueger
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In the Dark releases Season Two to great acclaim

The second season of APM Reports’ award-winning podcast, In the Dark, has generated more than 20 million downloads. Listeners have been riveted by an unthinkable story of power, race and the criminal justice system. Season Two looks at the case of Curtis Flowers, who has been tried six times for the same crime. For 21 years, Flowers has maintained his innocence. He’s won appeal after appeal, but every time, the prosecutor tries the case again. Five intrepid journalists spent 14 months in Mississippi investigating the case and uncovered enough new information that the U.S. Supreme Court has agreed to hear Flowers’ latest appeal.

“At a time when the media and other pillars of democracy are under threat, investigative reporting has never been more important. I’m incredibly grateful for the hard work the In the Dark folks are doing.”

–Beth C., Jamaica Plain, Massachusetts

Curtis Flowers’ parents in Winona, Mississippi
“My anxiety and depression have really ramped up in the last few years, and it’s felt nearly impossible at times to try and figure out how to talk about it with others. It can feel so incredibly isolating. The Hilarious World of Depression not only makes me feel so much less alone, but has also given me the words I’ve needed to talk with the people in my life that I thought I wouldn’t be able to find. Thank you, thank you, thank you for this work.”

-Listener.
Chicago, Illinois
Representing US

The APM Research Lab’s “Representing US” became a hub for the politically curious to explore the makeup of our electorate. This project provided an in-depth investigation of data across all 435 U.S. House districts to thousands of users across the country in the months leading up to the 2018 election season. Uncovering the meaning of elections starts by understanding the voters who put our officials in office.
Most-Loved Lake Contest

This spring MPR News and The Water Main asked Minnesotans “What’s your most-loved lake?” You sent in over 2,100 nominations for 271 different lakes from all across Minnesota. While Lake Superior won out in the end, we all enjoyed celebrating and learning about our lakes.
If you prefer to be recognized in another manner, or if your name was omitted from this list, please contact Brittany DeBerry at 651-290-1013 or bdeberry@mpr.org.

**Includes a deferred commitment**

* deceased

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**MPR News Podcast 74 Seconds Wins a Peabody Award**

74 Seconds, a podcast series by MPR News, earned a Peabody Award for its in-depth examination of the issues of race, policing, safety, justice and more following the shooting of Philando Castile and the trial of police officer Jeronimo Yanez.

“As a public radio reporter myself, I’m consistently awed and inspired by the work MPR does. Listening to 74 Seconds last year blew me out of the water, and I still see it as the gold standard of radio station–produced short-run podcasts, and recommend it constantly. I think it’s awesome that MPR has employed so many great reporters, gives them the tools and the editing they need, and then gets out of their way. I’m thrilled to help in a very small way.”

-Madeline F., Lawrence, Kansas
MPR Endowed Funds—A legacy for what you love most
July 1, 2017 to June 30, 2018

The donors listed below have made generous gift commitments to establish endowed funds that will benefit MPR and our audiences for years to come. These gifts are, or will be, permanently invested along with general MPR endowment assets and can be dedicated to specific purposes directed by each donor. Learn more about using lifetime or estate gifts to establish an endowed fund that reflects your MPR interests and passions at mpr.org/namedendowment.

Endowed Funds established or committed prior to June 30, 2018:

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George and Jane Hovland MPR Endowed Fund for Investigative and Political Journalism
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Irma Wyman Endowed Fund for Classical Education
Fred J. and Roxanne E. Ziecina Endowed Fund for MPR News and STEM Coverage

Our sincere thanks to the individuals who have made these important and lasting commitments that will enrich the minds and nourish the spirits of the next generation.
Legacy Society
July 1, 2017 to June 30, 2018

MPR’s Legacy Society recognizes the very special donors who have included MPR in their estate plans. We are immensely grateful to these thoughtful donors who have made such a powerful commitment to the future of MPR, its audiences and the community.

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

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- John Rutherford Anderson
- Nicky Carpenter
- Elizabeth Cook
- Lora Mae Dittbenner
- Donald H. Eyinck
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Jennifer RP and Michael Bowers
Tim Brackett
Leila Brammer

Brains On!
Kids of all ages have been enjoying Brains On! live and in person at events from St. Paul to Boston! The team threw an epic solar eclipse party at MPR | APM’s UBS Forum and hit the road for a live show.

Brains On! presents a live show about robots in Boston as part of the Cambridge Science Festival.

Audience members watch the solar eclipse at the UBS Forum.
Mary Anne Ebert and Paul Richard Stember

Leadership Circle, Legacy Society, Named Endowed Fund

Mary and Paul are passionate about the arts. Like us, they believe that classical music enriches minds and nourishes spirits. They see their support of Classical MPR as vital to the community. “If we want to be able to listen, we have to support MPR.”

Their inspiration for support comes from a vision of the future of classical music—from programs focused on the here and now, like Performance Today, to those aimed at children, like Classical Kids Storytime. They support programming that keeps classical music relevant and creates “lovers of classical programming” for years to come.
Rivers of Oil

MPR News’ podcast *Rivers of Oil* explores why pipelines, from Keystone XL to Dakota Access to Line 3, which for decades flowed out of sight under our feet, are now suddenly at the forefront of a dramatic clash between our demand for oil and the threat that oil poses to our planet.
Smash Boom Best

This year the award-winning podcast Brains On! brought us Smash Boom Best, a debate show for kids and families to practice using facts and passion as they tackle epic topics such as cats versus dogs!

“Whenever my son and I get in the car, the first thing out of his mouth is, ‘Can we listen to Smash Boom Best?’ The last one about lava and quicksand was very eye-opening for both of us. We love learning fun new things together. It has strengthened both our intellects and our relationship with each other. Thank you and keep up the good work.”

-Angelique V., San Francisco, California
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“Where else but MPR can you get as broad a take on the news of the day? In addition to its own top-notch newsroom, MPR airs programs from all corners of the United States, as well as international services like the BBC and CBC. MPR brings a world of views into my home every day. It’s an invaluable service.”

-Allison S.
Northfield, Minnesota
The Current introduces Purple Current

Listeners around the country are enjoying The Current's newest specialty stream, Purple Current, which explores Prince's musical universe. As Jacqueline B. from Alexandria, Virginia, says, “It helps me funk my way through the workday.” Check out what else people are saying and tune in for yourself.

- Mary M., Pomona, California

- Tanya G., Novato, California

- Cheryl W., Anniston, Alabama

If you prefer to be recognized in another manner, or if your name was omitted from this list, please contact Brittany DeBerry at 651-290-1013 or bdeberry@mpr.org.
**Funders**
July 1, 2017 to June 30, 2018

**GOVERNMENT SUPPORT**

**$1,000,000 and above**
Clean Water, Land & Legacy Amendment Arts and Cultural Heritage Fund Corporation for Public Broadcasting State of Minnesota

**$10,000 to $500,000**
City of Saint Paul Cultural STAR Program National Endowment for the Arts National Endowment for the Humanities National Science Foundation

**PRIVATE AND CORPORATE FOUNDATIONS**

**$1,000,000 and above**
Margaret A. Cargill Philanthropies* The Kendeda Fund John S. and James L. Knight Foundation

**$250,000 to $999,999**
3M* Ford Foundation HealthPartners Community Health Fund of The Saint Paul Foundation William and Flora Hewlett Foundation Henry Luce Foundation Lumina Foundation John D. and Catherine T. MacArthur Foundation* McKnight Foundation*

**$25,000 to $49,999**
Augustine Foundation Bush Foundation Ecolab Foundation* Sidney E. Frank Foundation Terasaki Family Foundation/Smithsonian Museum of American History Wells Fargo Foundation – Minnesota

**$10,000 to $24,999**
Annie E. Casey Foundation Marguerite Casey Foundation Deluxe Corporation Foundation* Art and Martha Kaemmer Fund of HRK Foundation MAHADH Fund of HRK Foundation Phyllis S. Poehler/Walter E. Stremel Charitable Trust Securian Financial* U.S. Bank* Wenger Foundation

**$1,000 to $9,999**

**MATCHING GIFTS**

*Indicates funders that have also contributed matching gifts

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**Eric J. Jolly, Ph.D., Saint Paul and Minnesota Foundations President and Chief Executive Officer**

**Funder**

“We appreciate that MPR is focused on the broader narrative. That is, you represent voices that are often absent,” explains Saint Paul and Minnesota Foundations President and Chief Executive Officer Dr. Eric Jolly. For 40 years, the Foundations and their donors have provided transformative funding at critical junctures in MPR’s history, culminating in today’s work to change racial narratives in the media.

Dr. Jolly sees the Foundations’ partnership with MPR as vital to expanding the perspectives of our audience through storytelling. He says of MPR, “You serve the people, not a balance sheet, and that means we can count on you to be responsive to the people in the community.” He adds this is possible “by dedicating the time necessary to look into a story or to properly represent a community. And you are responsive by being thoughtful, rather than being driven by a sensationalist perspective.”
Scott Risdal, Saturn Systems Software Engineering Vice President of Business Development

Underwriter

Saturn Systems Software Engineering has been an underwriter of APM’s Marketplace for over a decade. Vice President of Business Development Scott Risdal views their support of MPR | APM as “an effective means to reach people in the tech industry while supporting a valuable public service at the same time.” He always appreciates hearing a client repeat Saturn’s tagline “Offshore to the North Shore” after hearing it on Marketplace because he knows his message is getting through.

Scott recognizes the importance of MPR’s focus on “high-quality and thought-provoking content.” He is a regular listener and values our “in-depth news coverage,” and he understands that his clients do too. He shares our enthusiasm about MPR | APM’s expanding accessibility of programming. He says, “Listeners with limited time want more control over content and when they listen.”
Year-End Operating Results
Minnesota Public Radio | American Public Media is financially healthy and finished fiscal year 2018 with $99.7 million in Total Operating Support and Earned Revenue thanks to generous support. Diversified revenue streams help keep MPR | APM financially strong and enable us to fulfill our public service mission and invest in strategic priorities that will serve more people and move our organization forward.

Support from the public, including philanthropic gifts and underwriting support, is our largest source of revenue and is crucial to fulfilling our vision to be an indispensable resource for our audiences and an essential public service for our communities.

Membership Changes
In fiscal year 2018, Minnesota Public Radio (MPR) implemented an important change in our accounting practices for Sustaining Memberships, which provide vital support for our programming through recurring monthly payments from individuals. We changed the recurring term of our Sustaining Membership agreement from annual to monthly. That means we now are recording revenue from Sustainers as it is received each month instead of recording the total amount of an annual pledge from Sustainers. This change was necessary to support new gift processing technology and to meet the changing expectations of our donors.

From a financial reporting perspective, this change caused a one-time $7.9 million decrease in how we account for Individual Gifts and Membership support. Had we not implemented this accounting change, total Support and Earned Revenue and Change in Net Assets line items would have been $7.9 million higher. More information about the change can be found in our audited financial statements at mpr.org/finances.

While this change caused a one-time reduction in revenue recorded in fiscal year 2018, it did not in any way change the actual level of support from Sustainers or affect the amount of cash flow provided by our Sustaining Members. These revenues will substantially recover in fiscal year 2019 with this change now fully implemented.

Accountability—Top Rating
MPR | APM is a national leader in public media and maintains the highest standards for nonprofit accountability and transparency. In the most recent rating published December 2017, MPR | APM earned the highest “four-star” rating from Charity Navigator. In addition, MPR | APM has earned Charities Review Council’s seal for meeting accountability standards that include public disclosure, governance, financial activity and fundraising.

Endowment
MPR | APM is the fortunate beneficiary of several endowment funds. As of June 30, 2018, the value of the endowment funds for the benefit of MPR | APM was $198 million, including $34.5 million 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 fiscal year 2018 audit was issued by CliftonLarsonAllen. Complete audited financial statements for fiscal year 2018 and other financial information can be found at mpr.org/finances.
### Total Support and Earned Revenue

**MPR | APM**

<table>
<thead>
<tr>
<th>Source of Support</th>
<th>Amount (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support from public</td>
<td>$15,182*</td>
</tr>
<tr>
<td>Support from governmental agencies</td>
<td>$2,386</td>
</tr>
<tr>
<td>Earned revenue</td>
<td>$22,266</td>
</tr>
<tr>
<td><strong>Total support and earned revenue</strong></td>
<td><strong>$37,734</strong></td>
</tr>
</tbody>
</table>

*We changed the recurring term of our Sustaining Membership agreement from annual to monthly. See previous page for further details.

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>81,224</td>
</tr>
<tr>
<td>Administrative</td>
<td>13,671</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11,500</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>106,395</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th>Period</th>
<th>Amount (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of year</td>
<td>115,056</td>
</tr>
<tr>
<td>End of year</td>
<td><strong>$108,641</strong></td>
</tr>
</tbody>
</table>

Complete audited financial statements can be found on our website at [mpr.org/finances](https://mpr.org/finances).
Minnesota Public Radio Board of Trustees
July 1, 2017 to June 30, 2018

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Mary Brainerd, Vice-Chair
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Liwanag Ojala, Secretary
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Chairman and CEO, Pentair plc

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Retired Chair
Capital International Research, Inc.

Addison (Tad) Piper
Retired Chairman and CEO
Piper Jaffray Companies, Inc

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Joanne Von Blon

PRESIDENT EMERITUS
William H. Kling
Green Island Group LLC

*retired April 2018
Minnesota Public Radio
Minnesota Public Radio (MPR), a nonprofit, is one of the nation’s premier public media organizations, producing programming for radio, digital and live audiences. With its three core services—MPR News, Classical MPR and The Current—MPR operates a 46-station radio network serving virtually all of Minnesota and parts of surrounding states, reaching 1 million radio listeners each week. A complete list of stations, programs, podcasts and additional services can be found at mpr.org.

American Public Media
MPR’s national programming division, American Public Media (APM), is the largest producer and distributor of classical music programming in the country and the nation’s largest station-based producer of public radio programming. APM programs reach 20 million listeners nationwide each week on approximately 1,000 radio stations. The diverse portfolio of broadcast and on-demand programming and podcasts is listed below.

ON THE WEB:
classicalmpr.org
inspire.mpr.org
mpr.org
mprnews.org
thecurrent.org

STREAMING AUDIO SERVICES:
Classical MPR
Classical MPR’s Choral Stream®
Classical MPR’s Holiday Stream
The Current®
Local Current®
MPR News
Purple Current®
Radio Heartland®
Rock the Cradle®

INNOVATIONS AND INITIATIVES:
APM Research Lab
Call to Mind
Glen Nelson Center
The Water Main

POPULAR MPR PODCASTS:
74 Seconds from MPR News
Art Hounds®
Classical Kids Storytime
Climate Cast®
Cube Critics®
The Current Song of the Day
MPR News with Kerri Miller
New Classical Tracks®
Policast
The Political Junkie
Rivers of Oil

BROADCAST PROGRAMMING
NEWS AND INFORMATION:
APM Reports
BBC Newshour
BBC Topline
BBC World Service
Marketplace®
Marketplace Morning Report®
Marketplace Tech®

CLASSICAL MUSIC:
Classical 24®
Composers Datebook®
Performance Today®
Pipedreams®
SymphonyCast®
YourClassical®

ARTS AND CULTURE:
Live from Here®
The Splendid Table®

POPULAR AND AWARD-WINNING PODCASTS FROM APM AND MARKETPLACE:
Brains On®
The Hilarious World of Depression®
In the Dark (APM Reports)
Make Me Smart™ with Kai and Molly (Marketplace)
Order 9066
Smash Boom Best®
TBTL – Too Beautiful to Live
Terrible, Thanks for Asking®
The Uncertain Hour® (Marketplace)
MXP | APM Staff Officers
July 1, 2017 to June 30, 2018

Jon R. McTaggart
President and
Chief Executive Officer

Deborah Clark
Senior Vice President and
General Manager, Marketplace

Morris Goodwin
Senior Vice President
Chief Financial Officer

David W. Kansas
Executive Vice President
Chief Operating Officer

Nicholas Kereakos
Senior Vice President
Chief Technology Officer
General Manager of Regional Services

Shona Koester
Vice President, Distribution and
Content Partnerships

Michael Lewis, 2018
Senior Vice President
General Counsel

Mette McLoughlin
Senior Vice President
Chief Human Resources Officer

Carmen Rodriguez Johnson
Senior Vice President
Chief Marketing Officer

Mike Reszler
Vice President, Strategy and Planning
Chief Digital Officer

Doug Roderick
Vice President, Finance
Corporate Controller

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

Sylvia Strobel, 2017
Senior Vice President
General Counsel

Randi S. N. Yoder
Senior Vice President
Chief Development Officer
American Public Media Covers the Map
APM has approximately 1,000 station affiliates covering all 50 states (including FM, AM and HD channels)

- Indicates approximate distribution of MPR and APM programming
- **St. Paul, Minnesota**
  American Public Media and Minnesota Public Radio headquarters
- **Greater Minnesota**
  (Rochester, Collegeville, Bemidji, Moorhead, Worthington and Duluth)
  MPR News bureaus
- **Los Angeles, California**
  Marketplace headquarters
- **Pasadena, California**
  KPCC Southern California Public Radio headquarters
  (a part of APMG)
- **New York City, New York**
  Studio/bureau location for Marketplace, The Splendid Table, Live from Here, Performance Today
- **Washington D.C.**
  Marketplace bureau location
- **London, UK**
  Headquarters for BBC – an APM distribution partnership
  Marketplace bureau location
- **Shanghai, China** (not shown on map)
  Marketplace bureau location

Map is intended as a representation of APM programming reach, not of exact station locations.
Together we traveled to great heights this year

#MPRraccoon

For a few brief moments, the #MPRraccoon captured the nation’s imagination as we shared in the struggle of a small creature against seemingly insurmountable odds. Upon her safe rescue and return to the wild, the public’s excitement inspired real impact. MPR donated $41,337.50 in proceeds from the limited edition #MPRraccoon t-shirt sales to the Wildlife Rehabilitation Center of Minnesota, and MPR News photographer Evan Frost’s iconic photo earned a spot in Time Magazine’s 2018 Top 100 Photos.