annual report 20(MINNESOTA PUBLIC RADIO®



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A REGULAR AT THE HIGHLY ATTENDED MINNESOTA STATE FAIR, MPR ENGAGED FACE-TO-FACE WITH ITS AUDIENCES FROM ACROSS THE REGION, AND HOSTED SPECIAL GUESTS SUCH AS MINNESOTA SENATOR AMY KLOBUCHAR AND THE MINNESOTA OPERA.

the mission of **Minnesota Public Radio** is to enrich the mind and nourish the spirit, thereby assisting our audiences to enhance their lives, expand perspectives, and strengthen communities.



MINNESOTA PUBLIC RADIO®

Dear Friends.

When our fiscal year began in July 2007, Minnesota Public Radio was in a typically strong financial position. So when the economy began to weaken in early to mid 2008, we were able to lay the groundwork to help us weather those early challenges, as well as those sure to come in the future-without undermining the guality of our services.

Many of you tell us MPR is more important today than ever before-that the MPR News service we deliver is essential to inform Minnesotans of the important stories, issues and events that affect your lives. You also tell us how vital our music services are-that they add important richness and substance to the quality of Minnesota life. And you show us how important our community involvement is by attending our many events that offer you face-to-face engagement with our hosts and forums to listen and discuss public issues.

Sustaining our quality services is paramount. That is why we have been working so hard to protect the integrity of our facilities in downtown St. Paul in regards to the Central Corridor Light Rail project.

That is also why we are making significant efforts to grow MPR News: With the inability of local newspapers and television to find sustainable economic models, our public media sector is in a position to forge a new paradigm for how news is gathered and disseminated in Minnesota. But the changes are impacting our communities faster than predicted, and faster than we can fund solutions. To meet the needs of our communities, we need investment capital, which we are currently taking steps to secure.

In the face of the economic challenges in our state and across the country, we are humbled by the continued growth of our audiences and the numbers of contributors. Both institutional and individual contributors have helped us better serve our audiences, engage with them in new and relevant ways, create opportunities for discussion and build communities on air, in person and via the Internet.

Because of the high quality of our services, we believe our audiences are better prepared to be engaged citizens and provide both civic and cultural leadership today when it's arguably needed most. With your support, we are influencing the quality of life throughout Minnesota.

Thank you for being a listener and thank you for your support.

Gie Khi

William H. Kling, President

Provoking thought. Igniting discussions. Building community. Inspiring audiences.

Here are the highlights of Minnesota Public Radio from July 2007 to December 2008.

To bring MPR service to more people across the region:

We began broadcasting from our latest full-power MPR News affiliate station in Warroad-Roseau.

We invested in additional technology to strengthen our broadcast reach in greater Minnesota.

We invested in our online presence at mpr.org and garnered an 85-percent increase in users and a 62-percent increase in page views. Also, as a result of MPR's election coverage and online content-such as Select A Candidate and Budget Hero-in November 2008, the website set a traffic record with 899.127 unique browsers and more than 3.7 million page views.

To strengthen our already vibrant Classical MPR service:

We produced 3,700 hours of programming devoted to showcasing premier ensembles of our area including the Minnesota Orchestra, Saint Paul Chamber Orchestra, VocalEssence, Minnesota Opera and the Schubert Club.

We hosted and/or led more than 27 live events including the Kings College choir concert at the Cathedral of Saint Paul, and the National Guild of Organists conference.

To help deepen the quality, heighten the intelligence and broaden the presentation of MPR News:

We expanded our Public Insight Journalism initiative, which uses the expertise of citizens who reporters can contact to better inform their stories—resulting in our database doubling in size to now include 70,000 experts across 50 states and 30 countries

We covered the 2008 election campaign, generating 53 distinctive stories-24 of which were regional-and launched the weekly podcast, Electionwise, and serious online games, such as Fantasy Legislature and Budget Hero.

We launched the mpr.org online news blog News Cut.

To bring important new, younger listeners into the MPR family. we expanded the presence for The Current:

We co-sponsored Rock the Garden with the host, Walker Art Center: this concert event sold out weeks ahead with 8.500 music fans attending.

We continued to produce the popular live events Fakebook, which pairs a nationally known author with special musical guests, and Policy and a Pint, a public forum for discussing current-affairs issues.

We extended our service to the Mankato-St. Peter collegetown markets.

We launched video selections of live in-studio performances on YouTube and The Current is now the 13th most-viewed YouTube site.

Awards and recognition gave us more proud moments-

MPR News received the regional Edward R. Murrow Award, a Public Radio News Directors Award and an Investigative Reporters and Editors Award.

Both the editors and readers of the Minneapolis-St. Paul weekly newspaper, City Pages, selected The Current as the Best Radio Station in the Twin Cities.

Classical MPR received its second and third Ace Awards from the Public Radio Program Directors, and the New York Festivals Gold World Medal for the "It's Alive" marketing campaign.

One member told us: "Without the news and music, without A Prairie Home Companion and without all of the stations, our lives would be poorer. To the list of essentials in our lives, we add the services of Minnesota Public Radio."



with special guest Chris Farrell Senior Economics Editor Minnesota Public Radio

Hosted by Steve Seel

5:30 PM DOORS \$10 / \$5 STUDENTS ALL DRES INCLOONE

PRESENTED BY THE CURRENT AND THE CITIZENS LEAGUE, POLICY AND A PINT BRINGS PEOPLE TOGETHER TO DISCUSS ISSUES OF PUBLIC POLICY IN AN INFORMAL SETTING.



RESULTS FROM OPERATIONS

During the fiscal year ended June 30, 2008, the operating net assets of Minnesota Public Radio (MPR) increased \$118 thousand, on total activity of \$72 million, leaving an ending balance of \$331 thousand in the Operating Fund. The Operating Fund is used to record the activities of MPR's day-to-day operations.

The largest source of revenue continues to be support from the public at 64 percent of total operating revenue. Specifically, the largest category within support from the public is individual gifts and membership, which accounts for \$13.3 million of support for the organization. Other support for the organization comes in the form of underwriting (both national and regional), grants from endowments, foundations and businesses.

On the expense side, day-to-day ongoing operations account for 73 percent of total operating expenses, followed by administrative support at 15 percent and fundraising at 12 percent.

LONG-TERM SUPPORT

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Rounding out the remaining net assets of the organization are funds intended for the long-term support of MPR. This includes the Property Fund, which is used to account for all land, buildings, building improvements, equipment and broadcasting licenses; the Designated Fund, which accounts for funds to ensure the long-term health of MPR; and Temporarily and Permanently Restricted Funds, which account for contributions that are subject to donor-imposed restrictions. The total change in all Long-Term Support items held at MPR was an increase of \$1.1 million in the fiscal year ending June 30, 2008.

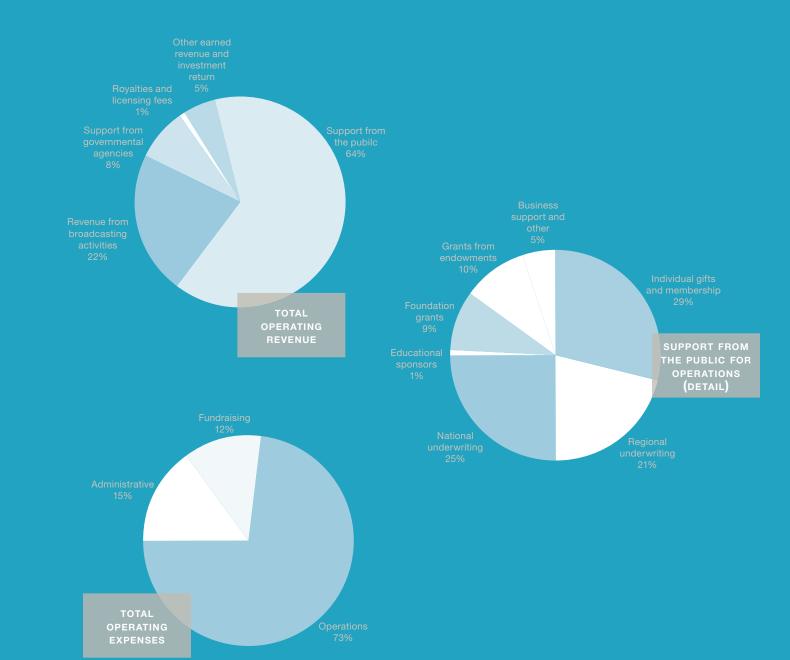
In addition to the Long-Term Support held at MPR, there is also an earned endowment held at American Public Media Group for the benefit of MPR. This endowment was created from proceeds of past successful business activities. The balance of the earned endowment held at American Public Media Group was \$111.8 million as of June 30, 2008. This earned endowment, when combined with the permanent external endowments held at the Minnesota Community Foundation and The Oakleaf Endowment Trust, resulted in total endowments intended for the benefit of MPR of \$135.1 million as of June 30, 2008.



MINNESOTA PUBLIC RADIO CONSOLIDATED STATEMENT OF ACTIVITIES

FISCAL YEAR ENDING JUNE 30, 2008 (in thousands) with comparative totals for the fiscal year ended June 30, 2007

| | Year Ended June 30, 2008 | | | | | | | Year Ended June 30 | |
|--|--------------------------|----------|------------|--------------|----------|-------------|-------------|--------------------|-----------|
| | | U | restricted | | | | | Total | |
| | Operating | Property | Designated | Interfund | | Temporarily | Permanently | ŀ | |
| | Fund | Fund | Fund | Eliminations | Total | Restricted | Restricted | 2008 | 2007 |
| SUPPORT FROM PUBLIC: | | | | | | | | | |
| Individual gifts and membership | \$13,306 | \$500 | \$- | \$- | \$13,806 | \$(195) | \$318 | \$13,929 | \$13,093 |
| Regional underwriting | 9,629 | | | | 9,629 | 355 | | 9,984 | 8,681 |
| National underwriting | 11,384 | | | | 11,384 | 1,178 | | 12,562 | 9,932 |
| Business general support | 1,182 | | | | 1,182 | (410) | | 772 | 1,040 |
| Foundation grants | 4,206 | 16 | | | 4,222 | 2,468 | | 6,690 | 6,027 |
| Grants from APMG endowment | 4,580 | | 1,183 | | 5,763 | | | 5,763 | 3,796 |
| Other intercompany grants | 949 | 3,571 | | | 4,520 | | | 4,520 | 2,024 |
| Educational sponsors | 453 | | | | 453 | | | 453 | 392 |
| Other public support | 187 | | | | 187 | 81 | | 268 | 112 |
| TOTAL SUPPORT FROM PUBLIC | 45,876 | 4,087 | 1,183 | | 51,146 | 3,477 | 318 | 54,941 | 45,097 |
| SUPPORT FROM GOVERNMENTAL AGENCIES: | | | | | | | | | |
| Corporation for Public Broadcasting | 5,186 | 1,874 | | | 7,060 | (594) | | 6,466 | 7,129 |
| Other governmental support | 346 | 1,140 | | | 1,486 | (1,155) | | 331 | 3,752 |
| TOTAL SUPPORT FROM GOVERNMENTAL AGENCIES | 5,532 | 3,014 | | | 8,546 | (1,749) | | 6,797 | 10,881 |
| EARNED REVENUE: | | | | | | | | | |
| Revenue from broadcasting activities | 11,984 | | | (102) | 11,882 | | | 11,882 | 11,000 |
| Live event revenue | 4,199 | | | | 4,199 | | | 4,199 | 4,978 |
| Royalties and licensing fees | 708 | | 756 | | 1,464 | | | 1,464 | 1,051 |
| Investment return-net | 1,424 | (357) | 157 | | 1,224 | (27) | (1,889) | (692) | 4,138 |
| Other earned revenue | 2,254 | 33 | | (173) | 2,114 | | | 2,114 | 1,810 |
| TOTAL EARNED REVENUE | 20,569 | (324) | 913 | (275) | 20,883 | (27) | (1,889) | 18,967 | 22,977 |
| TOTAL SUPPORT AND EARNED REVENUE | 71,977 | 6,777 | 2,096 | (275) | 80,575 | 1,701 | (1,571) | 80,705 | 78,955 |
| EXPENSES: | | | | | | | | | |
| Operations | 52,665 | 4,168 | 28 | (275) | 56,586 | | | 56,586 | 54,850 |
| Administrative | 10,445 | 1,774 | - | | 12,219 | | | 12,219 | 11,306 |
| Fundraising | 8,627 | 886 | | | 9,513 | | | 9,513 | 9,767 |
| TOTAL EXPENSES | 71,737 | 6,828 | 28 | (275) | 78,318 | | | 78,318 | 75,923 |
| SUPPORT AND REVENUE IN EXCESS OF | | | | | | | | | |
| (LESS THAN) EXPENSES | 240 | (51) | 2,068 | | 2,257 | 1,701 | (1,571) | 2,387 | 3,032 |
| MINORITY INTEREST IN JOINT VENTURE | (11) | | | | (11) | | | (11) | (63) |
| CAPITAL CAMPAIGN REVENUE | | 1,245 | | | 1,245 | (827) | | 418 | 3,950 |
| CAPITAL CAMPAIGN EXPENSE | | | | | | | | | (65) |
| GRANTS TO APMG | | (838) | (731) | | (1,569) | | | (1,569) | (4,512) |
| INTERFUND TRANSFERS | (111) | 4,439 | (4,328) | | | | | | |
| CHANGE IN NET ASSETS | 118 | 4,795 | (2,991) | | 1,922 | 874 | (1,571) | 1,225 | 2,342 |
| NET ASSETS AT BEGINNING OF THE YEAR | 213 | 54,372 | 11,052 | | 65,637 | 19,211 | 24,879 | 109,727 | 107,385 |
| NET ASSETS AT END OF THE YEAR | \$331 | \$59,167 | \$8,061 | \$- | \$67,559 | \$20,085 | \$23,308 | \$110,952 | \$109,727 |
| | | | | , , | | , | | ,= | |



THE COMPLETE AUDITED FINANCIAL STATEMENTS CAN BE FOUND ON OUR WEB SITE AT MPR.ORG/FINANCIALS.



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ACKNOWLEDGEMENTS, cont.

Minnesota Public Radio is grateful to all individuals and organizations whose generosity ensured the achievement of our mission to engage listeners, expand perspectives, and strengthen communities in fiscal year 2008 (July 1, 2007 through June 30, 2008).

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We sincerely appreciate the partnership and financial commitment of the following corporations, foundations, and government agencies that made philanthropic grants in support of annual programs, services, or capital projects. Within each category, contributors are listed in descending order of their financial support. Underwriting support from corporations and businesses are listed separately.

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