

Minnesota Public Radio | American Public Media

2006 Annual Report





This has been a remarkable year for Minnesota Public Radio and American Public Media.

With our 37-station network, we now serve a regional audience of nearly 800,000 listeners each week, providing news and classical music to listeners across the state and region. Through our third service, *The Current*, we provide alternative music to radio listeners in the Twin Cities and Rochester and around the globe via the Web. Across the country and beyond, our national programs from American Public Media are heard by more than 14.3 million people each week.

Minnesota Public Radio's impact and its ability to bring Minnesotans together have never been stronger. In its first full year of service, **The Current** attracted nearly 170,000 listeners weekly. With a strong commitment to local music, the station made solid connections with its audience through a playlist offering the best of music across genres, eras and artists. *The Current* also brought people together and advanced its public service mission through community events.

Classical Minnesota Public Radio serves a growing and increasingly diverse audience through extensive arts and cultural programming. We believe that several of our initiatives have contributed to a renaissance in classical music listening. Our award-winning Mozart celebration marked the composer's 250th birthday in meaningful and interactive ways. And in a historic project, Minnesota Public Radio and the Minnesota Orchestra have joined to archive selected Minnesota Orchestra broadcasts and make them available to listeners online. This archive is among the first of orchestral concert recordings archived and available online.

Minnesota Public Radio News continues to strengthen its coverage of the most important issues we face through the **Public Insight Journalism** initiative. More than 20,000 individuals have joined the Public Insight Network, adding diversity, depth and enhancing our ability to cover the news. This innovative approach to newsgathering is reaching beyond the region, too, with the launch of the **Center for Innovation in Journalism** at American Public Media. The Center will advance journalism innovation to other public radio newsrooms in the years ahead, and will convene journalists to discuss innovative approaches to covering major issues.

Letter from
the

The Minnesota Public Radio Web site, **mpr.org**, turned 10 years old this year and hit a record one million unique-user visits in a single month. We have used our Web platform to enhance our service to listeners in a number of ways. All three of our services are now available via live Web stream 24 hours a day, 7 days a week. Electronic newsletters for regional services and national programs expanded in the past year to 4.1 million deliveries per month. The digital age is providing us new opportunities to serve our audiences, and we are working hard to take advantage of that. Our offerings of Web video, podcasts of dozens of national and regional programs, more interactive features, other online innovations are expanding each month.

The reach of Minnesota Public Radio extends beyond Minnesota through our national distribution division, **American Public Media**. Among the many highlights from the past year: *Marketplace* broadcasting live from China, the launch of a new weekly program featuring interesting speeches from today's top newsmakers called *Word for Word*, significant growth of *Speaking of Faith*, the 10th anniversaries of *Classical 24* and *The Splendid Table*, 25 years of *Saint Paul Sunday* and the list goes on.

Gather.com, a company we have co-developed and invested in, is providing new opportunities for our audiences to interact and to deepen their experience with the programming we offer on radio and with one another. Gather.com encourages user-generated content from the knowledgeable public radio audience and provides a venue to explore the many facets of our audience members' interests.

A major milestone was met when we recently announced the completion of our \$56-million capital campaign, **The Next Standard**—the largest and most significant in our history. For the first time in decades, our St. Paul employees are now together in our newly expanded headquarters and broadcast center. The facility features the tools and attributes needed to achieve a new standard of excellence. As a result, listeners should expect even stronger content and programming, provided via state-of-the-art technological platforms. Generous contributions from 7,800 capital campaign

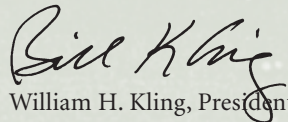
donors have helped to ensure that Minnesota Public Radio will continue to provide the highest quality public service.

Capital campaign funding has also enabled us to start investments in important initiatives that will pave the way to greater service, including our Public Insight Journalism program; alternative music, arts and cultural programming; the beginning of an audio archive project to preserve our state's aural history; and **The UBS Forum**—one of the most exciting additions to our broadcast center in St. Paul. The UBS Forum enables us to bring people together for face-to-face dialogue and extend their discussion to hundreds of thousands of people through the radio and via the Internet. In bringing people together around issues, we hope to advance the public discourse and provide venues for diverse voices to be heard.

January 22, 2007 will mark our **40th anniversary** of service. It has been an enormous privilege to have been invited into the homes, businesses and other listening venues of the citizens of our state over the past four decades. As we mark our anniversary, be assured that our commitment to providing the finest public radio service in the country is stronger than ever.

We are deeply appreciative of the generous contributions of our 90,000 members and donors whose gifts make our work possible. I am also proud of the contributions of our employees. Their commitment to Minnesota Public Radio and American Public Media is evident each and every day.

Thank you for your support.



William H. Kling, President

Minnesota Public Radio | American Public Media



President



EXCHANGE

From the round table to the chat room,
from the studio to the concert hall,
there exists a thriving trade
of ideas and stories written, spoken,
played and sung.

