

# Reflecting and Reconnecting 2022

MPR | APM ANNUAL REPORT  
July 1, 2021 to June 30, 2022

## A message from Jean Taylor and Jim Dwyer

Dear Members and Friends,

Just like the rising sun, Minnesota Public Radio (MPR) and American Public Media (APM) are waking to a vibrant new day thanks to generous and sustained support from our members, donors, underwriters and friends. Over the last year, MPR|APM has reflected on our organization from several angles and reconnected with listeners and donors in ways that were not possible over the previous couple of years. Together, we are emerging brighter than ever.

Through a collaborative journey, you helped us update our mission statement. This new mission statement – developed with input from more than 200 people including employees, the Board of Trustees, community leaders, members, and donors – replaces a mission that was adopted more than 30 years ago. We are grateful for the feedback and perspectives we received from many of you during our mission development process.

### **Our new mission is**

**Creating the future of public media by  
amplifying voices to inform, include, and inspire.**

With this mission, we pledge to enhance, magnify and accelerate our potential to share stories that are relevant to all communities, opening spaces for a variety of voices to be heard.

Reflecting on the past year, it was energizing to reconnect with so many of you as we brought back many live events including Rock the Cradle, the final Rock the Garden, Talking Volumes, Brains On! Live, Indigenous & Media Community Roundtables, donor events and more. We also reached new audiences with the launch of

several novel programs and initiatives including MPR News' "North Star Journey" and "Minnesota Now", The Current's "Carbon Sound", YourClassical's "Rhapsody in Black" and "The Next Challenge for Media & Journalism."

Together, we have the power to amplify and connect many different audiences in this evolving digital landscape. In a year marked by historic news, Marketplace saw its downloads rise as more people were tuning in for up-to-the-minute programming. The premiere economic news service reached more than 12 million listeners each week – that's more than five times the audience of the top five cable TV news shows combined. Over at APM Studios, we continue to expand programming for kids and families. This year "Moment of Um" was launched, a daily episode answering questions from kids that pop out of nowhere like "how does cheese get its color?" We even brought back Forever Ago, a show for the whole family looking into the surprising history of things. Another key series that continued was Early Risers, a podcast and partnership between Little Moments Count and MPR focused on raising children with a clear-eyed understanding of cultural differences, race and implicit bias.

MPR|APM is part of the community, not only as a source, but also a resource for everyone, free of paywall or barrier. The generosity of members, like you, ensures that we can evolve while continuing to provide independent, fact-based journalism, vital cultural programming and inspiring music.

We are grateful for the remarkable and reliable support that makes our financial health one of our pillars of strength. MPR|APM had a remarkable year with our highest revenue ever as an organization. We are the fortunate beneficiary of several endowment funds that are critically important for organizational strength and sustainability. Our national underwriting team had a successful year thanks to tremendous partnerships with local and national businesses. We also had the honor of receiving a historic \$56 million cash gift – the largest in the organization's 55-year history – from an anonymous donor. It will fund YourClassical programs and support new media transmission across the organization. This generous gift will have a transformative impact on the future of MPR and the communities we serve. It will enable us to deepen and broaden the audience for classical music, while we advance MPR's digital capabilities and infrastructure.

Your continued financial support is especially important in keeping MPR|APM strong, enabling us to fulfill our essential public service mission and invest in strategic priorities that will serve more people. Thank you for supporting us along the journey as we create the future of public media. We look forward to what is on the horizon.

Warmly,



**Jean Taylor**  
President and  
Chief Executive Officer



**Jim Dwyer**  
Board Chair

# Your Impact

Your support allows us to fulfill our public service mission to produce the highest-quality news, music and cultural content delivered through multiple platforms: broadcast, digital, mobile, social media and live events. Here is a sampling of the exciting things you have made possible this year.

## Your support

funds trusted news and information to help you make sense of the world around you.

## Your gifts

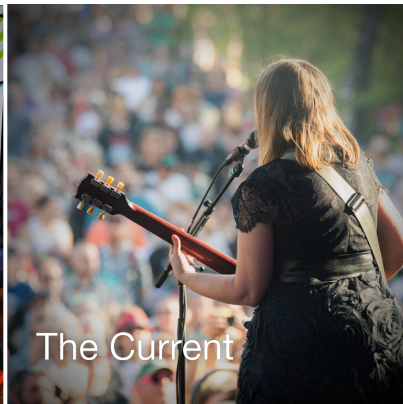
create space for the vital conversations that citizens should be having...together.

## Your generosity

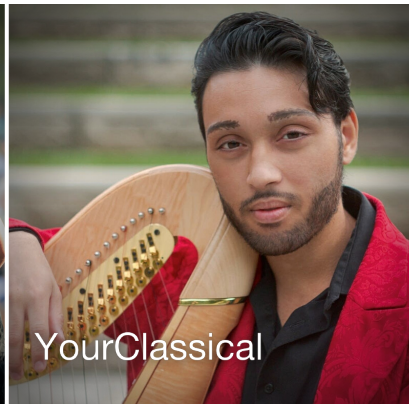
connects you to a thriving creative community of familiar voices and adventurous new artists.



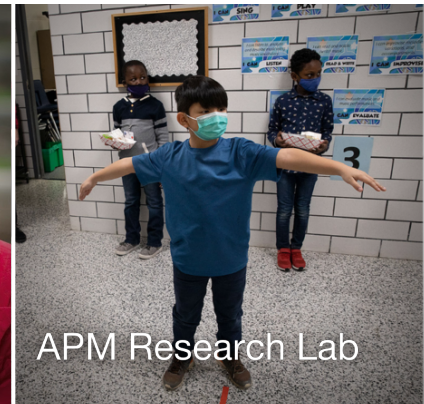
MPR News



The Current



YourClassical



APM Research Lab



APM Studios



Glen Nelson Center



Investigative News



Marketplace



*"I'm a relatively new listener, but the impact it has had in such a short time has been profound. I was trapped in a constant cycle of sensationalist and ethically questionable news. MPR has been a breath of fresh air with honest and informed journalism that fills an intellectual gap that I didn't know needed to be filled. Thank you for your wonderful programming, best wishes to you all."*

- Sean, Blaine, MN

## MPR NEWS

# Transforming Public Service Journalism

MPR News reflects community voices and delivers trusted, fact-driven news to Minnesota and beyond.

Connecting with audiences and highlighting diverse perspectives has always been a priority for MPR News.

This year, the newsroom launched a reporting project called the [North Star Journey](#) to explore and celebrate the history and culture of diverse communities across Minnesota. The project showed impressive results and reached millions of people through broadcast, web, social media, podcast, video and audio segments on demand.

Additionally, MPR News implemented a procedure to track source data including race/ethnicity, age, pronouns, place of residence and source role. At the invitation of MPR News, the [APM Research Lab](#) examined the data from 6,162 sources to provide the newsroom with a [source diversity report](#) to understand who appears in the newsroom's content and establish future benchmarks.

To bring further awareness, dialogue and potential solutions to Minnesota's persistent racial disparities, MPR News continued its [In Focus](#) series – a mix of community-engaged reporting, live discussions, original digital content and more. The team held its first in-person discussions since the pandemic.

MPR News also introduced another new program, [Minnesota Now](#), a daily news show and podcast hosted by Cathy Wurzer. The show features live, down to earth, unscripted interviews that aim to connect, inform and entertain.



North Star Journey (MPR News)



In Focus event hosted by MPR's Angela Davis on how housing can shrink the racial wealth gap. (Kerem Yücel, MPR News)



Minnesota Now with Cathy Wurzer (MPR News)



## THE CURRENT

# Music that brings people together

The Current awakens curiosity and connects communities through music.

The Current had an energizing year, launching a new music service and reconnecting with audiences in-person after a two-year pandemic hiatus.

The station launched [Carbon Sound](#), a new music stream, website and app dedicated to the depth, breadth and influence of Black musical expression through genres including Hip-Hop, R&B, Afrobeats, Funk and Electronic. The stream honors the foundational role of Black music throughout all genres of music. Carbon Sound is funded by the Corporation for Public Broadcasting with support from the Minnesota's Arts and Cultural Legacy Fund and was developed in collaboration with community broadcasting station KMOJ's HD2 station 89.9 The Ice.

In addition, live events and performances returned with renewed energy.

[Rock the Garden](#) returned to the Walker Art Center to celebrate its final performance of music, art and community. The two outdoor stages featured national acts as well as local talent, concluding the 13-festival partnership on a high note and allowing us to look to new opportunities.

The Current's annual free [Rock the Cradle](#) event for kids and their grownups returned to the Minneapolis Institute of Art and Children's Theater Company with nearly 4,000 people.



Carbon Sound staff, from left to right: content director Julian Green, host Sani Brown, and community engagement specialist Andre Griffin. *(Awa Mally, MPR)*



Rock the Garden returned for a smashing final season at the Walker Art Center. *(Sara Fish, MPR)*



Rock the Cradle returned to the Minneapolis Institute of Art and Children's Theater Company. *(Darin Kamnetz, MPR)*

## YOURCLASSICAL

# Sharing the power of classical music

YourClassical is leading the way in connecting audiences to the enriching and soul-nourishing power of classical music.

Representation and diversity in music matters. This year, YourClassical placed an even greater emphasis on commissioning new recordings of music from diverse artists – adding 1,900 pieces in our music library from BIPOC and/or female/non-binary artist since March 2022.

Additionally, YourClassical launched [Rhapsody in Black](#), a five-minute weekly program that explores classical music that is aesthetically and uncompromisingly Black.

YourClassical is passionate about supporting young artists and making classical music accessible and relevant for the next generation.

The [Performance Today](#) classical musical program, hosted by Fred Child, shined the light on young soloists from American conservatories with its [Young Artists in Residence program](#). The program highlighted four artists through broadcast interviews and performances as well as a [virtual event series](#).

[Class Notes](#) concerts returned to the classroom with in-person school visits and live virtual concerts with standards-based curriculum free to schools. During the 2021-2022 school year, the program visited 100 schools in 30 counties, reaching almost 25,000 K-12 students across Minnesota. Class Notes helps cultivate active listening skills and allows students to experience the joy of music.



Rhapsody in Black podcast. (APM)



Harpist Ari Schwartz was featured in the Performance Today Young Artist in Residence program. (Dylan Kinneavy)



Mikaela Marget and Nyttu Chongo make up Heliopsis, a Class Notes Artist ensemble. (Ellen Schmidt/Honeydew Mellen Photography)

APM RESEARCH LAB

# Bringing facts into focus

The APM Research Lab consists of a dedicated fact-based research group that supports media outlets across the country.

The APM Research Lab works to inform the public with both original and curated research, facts and analysis.

This year, in partnership with MPR News and other news outlets, the APM Research Lab launched [Minnesota’s Diverse Communities](#), a reporting series based on findings from a public opinion survey that provides a representative picture of the opinions and experiences of several racial and ethnic groups in Minnesota. The project aims to elevate the collective voices of communities that are typically underrepresented, sometimes stereotyped, and often not well understood by those who do not share their backgrounds.

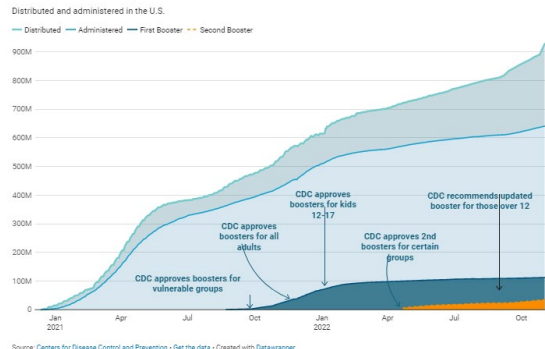
Over the past year the team continued to provide valuable insights related to the ongoing COVID-19 pandemic, tracking both mortality rates by racial and ethnic group as well as efforts to vaccinate the public through the [Color of Coronavirus](#) and [Inoculation Nation](#) projects.

The Lab also continues to work in partnership with others to bring facts into focus, including close collaborations with both MPR News and Marketplace. In addition, the Lab is the reporting partner for [Penn State’s periodic “Mood of the Nation” polls](#), and hosts a data reporting fellow as a part of its partnership with [Arizona State University’s Ten Across initiative](#).



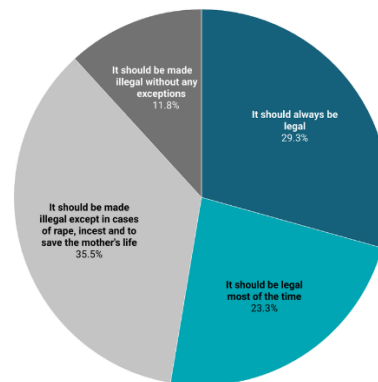
Minnesota’s Diverse Communities Survey. (Evan Frost, Christine T. Nguyen, Nicole Neri, Kathryn Styer Martinez and Courtney Perry, MPR News)

### U.S. vaccinations against COVID-19



[U.S. vaccinations against COVID-19](#). (Centers for Disease Control and Prevention)

### Americans' views on abortion



Question: "Which comes closest to your views on abortion?" Source: APM Research Lab analysis of McCourtney Institute's Mood of the Nation Poll, May 2022. N = 1,000 U.S. adults age 18 or older; the maximum overall margin of error is ±3.6 percentage points, and is larger for subgroups. Created with Datawrapper

[Americans' views on abortion](#). (APM Research Lab)

**APM STUDIOS**

## Podcasts for curious listeners

APM Studios is where curious voices gather, share stories, and realize community.

In September 2021, American Public Media (APM) officially introduced APM Studios, the organization's podcast production division, along with the launch of the new brand's design, logo and [website](#).

The official launch of APM Studios came on the heels of a multi-year strategic partnership with Cadence 13, which had a strong first year achieving full revenue potential.

APM Studios specializes in developing and producing podcasts across multiple genres, including kids and family, news and investigative, and personality and lifestyle categories.

This year, to further serve and grow the community of listeners, APM Studios launched new podcasts including [The One Recipe](#), [The Antidote](#), [Mood Ring](#) and [Moment of Um](#).

The Poetry Foundation and the National Endowment for the Arts continued their support for [The Slowdown](#) hosted by award-winning poet Ada Limón. The podcast offers listeners a different way to see the world – through poetry. Limón was appointed as the 24<sup>th</sup> U.S. Poet Laureate by the Librarian of Congress.

To add to the excitement, award-winning kids and family program, [Brains On!](#), toured with an all-new science-themed show that took the audience on an adventure through our brains. They performed two live shows in Minnesota, and a show in Los Angeles and in Boston.



New podcasts launched by APM Studios. (APM Studios)



The Slowdown hosted by Ada Limón. (APM Studios)



Brains On! Live – Your Brain is Magic show at Aratani Theatre in Los Angeles, CA on May 1, 2022. Left to right: Sanden Totten, Marc Sanchez, Molly Bloom. (Louis Felix, KPCC/LAist)



## GLEN NELSON CENTER

# Advancing media for the public good

Glen Nelson Center invests in promising media startups, leading to powerful learning and business development opportunities for American Public Media Group while delivering a financial return.

[Glen Nelson Center](#) at American Public Media Group, named in memory of the late Dr. Glen Nelson, a visionary leader, entrepreneur and MPR | APM board member, continues to evolve while shaping the future of public media.

This year, Glen Nelson Center launched the [Next Challenge for Media & Journalism](#), a national competition seeking groundbreaking startups and student-led ventures that will reinvent media over the coming decade.

Over 480 entrepreneurs participated in the Next Challenge, representing 265 startups from 37 U.S. states and two U.S. territories. 84 percent of all participants identified as BIPOC, LGBTQ+ and/or female/non-binary. \$100,000 in grants were awarded to four revolutionary media organizations including Noticias para Inmigrantes, Bridgemakers, Black & Sexy TV and The Yappie.

Glen Nelson Center continued to make early-stage investments in media companies leading media's transformation through the [Horizon Fund](#), making seed-stage investments in Colorado-based [Ad Fontes Media](#) and [Whetstone Media](#).



Noticias para Inmigrantes was the grand prize winner of the Next Challenge for Media & Journalism. *(Glen Nelson Center)*



The Next Challenge for Media & Journalism inaugural Grand Prize event took place on February 24, 2022. *(Glen Nelson Center)*



Stephen Satterfield, founder of Whetstone Media *(Whetstone Magazine)*

**INVESTIGATIVE REPORTING**

# Investigative journalism for positive change

American Public Media’s investigative reporting raises awareness, triggers debate and prompts positive change via non-partisan, independent investigative and documentary journalism.

Investigative reporting is central to public media’s mission of fully serving a community and nation. This year, the team uncovered stories exposing neglect, injustice, abuse and improper behavior among powerful people.

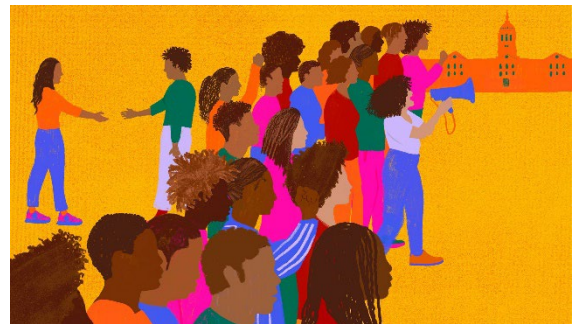
The team released [Sent Away](#), a seven-episode series that tells the story of Utah’s multi-million-dollar troubled teen industry and the government agencies that failed to stop it.

The [Educate](#) podcast won an Edward R. Murrow award in Excellence in Diversity, Equity and Inclusion at the Network Radio level for the episode [Black at Mizzou: Confronting Race on Campus](#). The education team also received awards for their work covering [teacher shortages](#) and the [college mental health crisis](#). In addition, Senior Producer and Correspondent Emily Hanford’s reporting was cited in a [New York Times article](#) as a key influencer on a decision to change reading curriculum – impacting millions of children. The team also worked on episodes for [Sold a Story](#).

Other notable investigations include uncovering states that don’t require [de-escalation training for police](#), lax oversight of [Covid testing](#) and the [resignation of the Anchorage Health Department director](#) after misrepresenting his background.



Paris Hilton leads a march to the Provo Canyon School, a residential treatment center in Utah she attended as a teen, in October 2020. (Rick Egan, *The Salt Lake Tribune*)



Black at Mizzou: Confronting race on campus. (Rachel Sender, *APM Reports*)



As director of the Anchorage Health Department, Joe Gerace oversaw everything from COVID-19 response and homelessness, to restaurant inspections and animal control. (Jeff Chen, *Alaska Public Media*)

## MARKETPLACE

## Raising Economic Intelligence

Marketplace raises the economic intelligence of the country through the unorthodox story, the casual conversation and the unexpected angle on the news.

In another year marked by historic news, Marketplace was hard at work reporting on the connection between global events and the economy. Some of the biggest stories the team covered include COVID, gun violence, abortion laws and inflation.

Marketplace saw its downloads rise as more people were tuning in for up-to-the-minute programming. Downloads for [Marketplace Minute](#) – three-times-a day briefings – hit a new high with a 164 percent increase year-over-year.

In addition, Marketplace released several notable reporting series, including [How We Survive](#), a climate tech podcast, as well as [The Score](#), from Marketplace Tech, about the data and algorithms behind credit scores, the inequalities they can help perpetuate and alternatives to the status quo.

Marketplace also continues to diversify its audience and released its third season of [Million Bazillion](#), a podcast about money for kids and their families. The new season saw its highest monthly download totals ever – up 24 percent from the previous season. The team also launched [Million Bazillion Academy](#), a free email newsletter course to help kids set savings goals, shop smart and have better conversations about money.



Federal Reserve Chair Jerome Powell, left, speaks with Marketplace host Kai Ryssdal in Washington D.C. (Nancy Farghalli, Marketplace)



The Audubon Society's Frank Ruiz shows Molly Wood the dried-up playa of the Salton Sea. Ruiz hopes a lithium boom could drive an economic – and ecological – recovery. (Caitlin Esch, Marketplace)



Bridget Bodnar and Ryan Perez, hosts of Million Bazillion. (Steven Byeon, Marketplace)

## Accolades

MPR | APM has received more than 1,000 journalism awards and has been recognized for our outstanding music programming and national on-demand content. None of this would be possible without your support. Here are a few that we're especially proud of.



### 2022 Minnesota Broadcast Hall of Fame Award:

[Presented to Cathy Wurzer,](#)  
[MPR News](#)



### NATIONAL HEADLINER AWARDS

#### 2022 National Headliner Award:

Radio Stations Pandemic Coverage/Project -  
First Place, Catharine Richert, Kirsti Marohn,  
Hannah Yang & Minnesota Public Radio  
for "Coverage of the COVID-19  
Pandemic from MPR News"



#### 2022 MBJA Eric Sevareid Award:

Documentary/Special - Large Market  
Radio - First Place,  
Minnesota Public Radio:  
["How George Floyd Changed Us"](#)



#### 2022 EWA National Awards for Education Reporting:

Public Service (Smaller Newsroom) - First Place,  
APM Reports: ["Who wants to be a teacher?"](#)

Audio Storytelling (Smaller Newsroom) - First Place,  
APM Reports: ["Under Pressure:  
Inside the college mental health crisis"](#)



#### 2022 The Gracie Allen Award:

Documentary (Radio - Non-Commercial Local)  
- American Public Media Research Lab for  
"Rural Healthcare: The Other Texas Drought"

Your support is making a difference.

**17 million**

weekly listeners to  
national programming  
from APM

**1 million**

weekly listeners to  
MPR Regional radio  
programming

**4.7 million**

monthly website visitors  
across MPR | APM

**150,536**

contributing members

**25**

emerging leaders  
supported as  
Interns and Fellows

**1,244**

household members  
of the Legacy Society

**\$258M**

in our endowment

**47**

journalism awards  
received

## Accolades Continued...

### 2022 MINNESOTA SOCIETY FOR PROFESSIONAL JOURNALISTS PAGE ONE AWARDS:

- Hard News Report – First Place, Dan Kraker, MPR News: ["Line 3 construction brings complication, controversy to Fond du Lac Reservation"](#)
- Special Award/Best Beat Reporting – First Place, Catharine Richert, MPR News: ["As the world moves on, the unvaccinated and vulnerable"](#)
- Best Single Feature Story/Package – First Place, Dan Gunderson, MPR News: ["A reckoning: St. Benedict nuns apologize for Native boarding school"](#)
- Best Social Media Account – First Place, MPR's Newsroom Digital Team for MPR News Instagram
- Feature – First Place, Hannah Yang, MPR News: ["It made my heart broke': Marshall first-graders, parents grieve loss of classmate to COVID-19"](#)
- Podcast – First Place, MPR's Newsroom Staff: ["In Front of Our Eyes"](#)
- Arts & Entertainment Coverage – First Place, Cecilia Johnson, The Current: ["Your Smith's Minnesota return sparks a "writing renaissance" – and, soon, parenthood"](#)

### 2022 WEBBY AWARDS:

- Podcasts, Advice & How-To – People's Voice Winner, APM Studios for "Don't Ask Tig"
- Podcasts, Arts & Culture – Honoree, APM Studios, Ada Limon, Myka Kielbon, and Jennifer Lai for "The Slowdown: Episode 567"
- Podcasts, Interview/TalkShow - Honoree, American Public Media, Nora McInerney, Marcel Malekebu, Jordan Turgeon, Jeyca Maldonado-Medina, and Megan for "Terrible, Thanks for Asking: "Her Name Was Heather"

### 2021 PUBLIC MEDIA JOURNALISTS ASSOCIATION AWARDS:

- Sports Feature – First Place, Dan Kraker, MPR News: ["Outdoor sports remain very white. Duluth groups are working to close the 'adventure gap'"](#)
- Breaking News – First Place, Minnesota Public Radio: MPR News live coverage of the Derek Chauvin verdict
- Audience Engagement Program – First Place, Minnesota Public Radio: MPR News with Angela Davis reporting on ["How are you processing the violence in DC that unfolded Wednesday"](#)

### 2021 INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS (IACP) AWARD:

- Best Radio Show, APM Studios: [The Splendid Table](#)



A crowd of more than a hundred fans, friends and supporters in Oakdale, MN, cheer on Sunisa Lee as she competes in the Olympic all-around final on Thursday, July 29

# Donors

You have been here for us this year, so we can be here for you. Because of your generosity, we can continue to inform, include, and inspire through amplifying voices. With your support, we are creating the future of public media.

## Thank You



*Before I retired, I always listened to MPR News in the car during my commute. I often found myself sitting in my driveway at the end of the day waiting to go inside because I didn't want to miss the end of the segment. During that time, I became a sustaining member to support the news and information I relied on. Throughout the years, I have relied on the political coverage and candidate forums to keep me informed during election season. I continue to be a sustaining member and decided to join the Legacy Society. I have included MPR in my estate plan because it's important for me to support organizations that are consistent with my values and I want to help MPR continue to provide strong programming."*

- Rita, Bloomington, MN, Legacy Society Member



Family, friends and community members release balloons on April 11, 2022 to commemorate the one-year anniversary of the death of Daunte Wright, who was shot and killed in 2021 by former Brooklyn Center officer Kimberly Potter.

## DONOR STORY

# Bryan Phillips

Growing up in St. Louis, Mo., Bryan Phillips recalls nothing but talk radio being on in the car when riding around town with his father. Taking after his father, Bryan quickly developed a passion for consuming informative content. He recalls a very specific memory in eighth grade when he was listening to a segment on the local public radio station on the topic of insider trading on the open French market. “I remember that distinctly,” said Bryan. “I had no idea what that meant then and I don’t know what it means now, but I was just enthralled as a kid, and I was trying to consume it.”

Bryan moved to the Twin Cities in 1996 for law school and quickly settled into a routine that included listening to Minnesota Public Radio (MPR). It was on in the car while driving to and from campus and he played it on his Sony Walkman between classes.

“It has been a wonderful companion for me over the years as a source of good, honest, well thought out, thorough content and media,” said Bryan.

Not only has Bryan been a dedicated listener of MPR News since the mid-90’s, but he and his wife, Alicia, have been active donors. They originally joined as sustaining members and have made meaningful donations since.

He says, “The world has only grown more complicated both in terms of the types of information available, and how trustworthy the information might be from a variety of sources. Public radio is level-headed, and an intellectually honest exchange of information and ideas on issues that are highly relevant and important to all of us.”



(Alicia and Bryan Phillips)

Some of the MPR News shows he tunes into most frequently are *Morning Edition* and *All Things Considered*. During his workday, he will often tune into classical music while reviewing documents. He is also a big fan of some of the podcasting work.

He and his daughter listened to season two of *In the Dark* together and would text each other back and forth as there were new developments in the story. They even attended an MPR event together to hear more behind the scenes of the story from the journalists themselves.

“It feels really cool to know I may be planting some of the same seeds in my children that my dad planted in me,” said Bryan.

Bryan and his wife live in Minnetonka, Minn. They are recently empty nesters with their two daughters off at college. He has been in the medical technology business for the last 22 years and currently serves as the Sr. Vice President, General Counsel and Secretary, and Chief Compliance Officer at Inspire Medical Systems. Bryan is a member of the MPR Board of Trustees.

## DONOR STORY

# Laetitia Mizero Hellerud

Born in Burundi, a country in East Africa, Laetitia spent her early days living as a refugee in France, Rwanda and Burkina Faso. Her family resettled in the United States in the fall of 1998, and she has lived in North Dakota since. She married Mark, a Minnesota native, and their blended family includes two adult children, Yann and Nicole, and a springer spaniel named Laurel.

Laetitia currently works for the Jeremiah Program Fargo-Moorhead Campus, a holistic program whose mission is to disrupt the cycle of poverty for single mothers and their children, two generations at a time. She also serves on one of the Minnesota Public Radio (MPR) Regional Advisory Boards.

Laetitia has been a dedicated listener and member of MPR for decades.

“I don’t know exactly when I joined MPR as a member, all I know is that it happened as soon as I *could* do it,” said Laetitia. “I lived paycheck to paycheck for many years as a single mom, but as soon as I had a little extra money, I started giving back to the community that had supported me as a new transplant. MPR was one of the entities I started supporting early in my philanthropic journey mostly because of how I connected to much of the programming.”

Laetitia says she enjoys listening to almost anything on MPR, but she is an avid consumer of the news. As someone who likes to travel and has lived in multiple countries, *BBC World Service* and *BBC News Hour* help her stay connected to what is happening in other parts of the world. She also enjoys listening to



(Credit: Lens View Studio)

*In Focus* particularly because she gets to hear multiple hosts take turns exploring a particular issue in depth. She finds the *TED Radio Hour* not only informative, but inspiring. As a writer, she loves listening to *Talking Volumes* with Kerri Miller and for comic relief, she enjoys *Wait, Wait...Don't Tell Me* with Peter Sagal.

While listening, she often finds her story reflected in many of the diverse voices featured by MPR.

“As a Black, female, former refugee, someone who has lived in poverty, overcame several life hurdles, and is now considered “established” I often hear stories that speak to one of my many identities or life experiences. Anytime that happens, I am reminded that I am not alone, for better or worse.”

Laetitia says she always feels better informed and better connected after listening to MPR programming that she trusts for accurate, up-to-date, and balanced information. “I am simply grateful that we have such quality public radio with eclectic, inclusive and forward-thinking programming.



## DONOR STORY

# Belton Family Foundation

Marc and Alicia Belton, founders of the Belton Family Foundation, live in Minneapolis with their children Alexander and Gabrielle. They formed the foundation in 2013 to be more strategic in their giving with the goal of supporting and nurturing initiatives that positively impact society.

They sit down annually as a family to review applications of interest and involve their children in the process to instill the importance of giving to others. Before they decide to fund an organization, they look for certain criteria to ensure that it is going to have impact and align with the values that they want to support financially.

The Belton Family Foundation awarded funding to Minnesota Public Radio's (MPR) [In Focus](#) program in 2021. The program is a series of convenings to bring awareness, dialogue, and potential solutions to Minnesota's persistent racial disparities in education, health, economic opportunities and other areas. *In Focus* was a direct outgrowth of the response to the murder of George Floyd. The project gave MPR a proactive way to serve communities historically underserved by MPR and address disparities in a solutions-focused mindset. While not shying away from the challenges or obstacles, *In Focus* highlights the work already happening within communities to address disparities as well as further the conversation on how to solve them.

"It was important to us to support this new program, especially after the wakeup call we all had in 2020," said Alicia. "We live in a tale of two cities, and the fact that MPR is doing something like this to educate people through



*(Alicia and Marc Belton, founders of the Belton Family Foundation)*

different voices so we can work together more peacefully and pursue justice – it resonated with both of us. We decided we wanted to support the program."

MPR's *In Focus* programming aligns with the Belton Family Foundation's value of transforming minds.

"We are all lifelong learners. As we are exposed to new things, the process of change begins. What is in our minds and hearts drives what we do. When we are operating in empathy with eyes wide open, we start making meaningful change," said Alicia.

The audience served by *In Focus* had positive things to say about the series.

A participant in the [In Focus: How housing can shrink the racial wealth gap](#) virtual discussion said, "I learned so much about organizations that are available for help. I love Angela Davis and all that she does to shine a light on injustice and ways to work through it."

## 2022 Donor Quotations



### MPRnews

*A few years ago, when I was mowing lawns during the summers between my college years, I bought a pair of those big, yellow, ear-protective headphones with a radio antenna built in - and it happened to be tuned to MPR News, and I've been IN LOVE ever since. MPR is absolutely priceless, and I really mean it. It's a place where an hour can be dedicated to genuine, powerful conversations, a place where you can hear the news without it being too sensationalized AND it's a place where you get to hear the positive and uplifting stories in the world, too."*

- Luke, Minneapolis, MN



*Music has always been a huge part of my family's life. YourClassical MPR plays almost all day at my house. I start my morning with it, and it stays on once I leave for work to entertain Duchess and Blue, my fur babies. Lastly, providing an excellent wind-down to the day's end. We'd all like to thank you for being part of our family and carrying us through the highs and lows of life with the music we love and cherish!"*

- Leora, Coon Rapids, MN



*I love that The Current introduces me to so much new music and reminds me of old favorites. But something magical seems to happen when I tune in. When I listen to the amazing music and DJs of The Current, I feel so connected to its music community. It's such a different experience than when I listen to music separately. The sound almost seems fuller somehow, like I'm sensing the collective radio experience of all the listeners tuning in at any given time. Yes, quite a treat. Thank you for helping me feel connected in so many ways."*

- Dorianne, Mounds View, MN



*These are my top three radio stations! I listen to The Current all day while working, when I'm driving with my kids around town and when I'm cooking in the kitchen (so basically all the time). I know I can trust the information coming from MPR News, plus the programs are entertaining and informative. I listen to YourClassical MPR when I need a moment to focus or take a breather. Thank you for doing what you are doing!"*

- Heather, St. Paul, MN

## 2022 Donor Quotations



*My 8-year-old daughter loves Brains On! and listens to it all the time. Our whole family pauses to guess the Mystery Sound whenever it comes on. The show has increased her vocabulary ("iconic") and inspired her to do science-related crafts. She observes the scientific concepts she's learned from it out in the real world (like the squirrel's alarm call from the Squirrelsperience episode). I like that it doesn't talk down to kids, and I have fun listening to it, too!"*

- Courtney, Durham, NC



*I enjoy the programs, the hosts, the range of topics on how daily economics from the macro to the micro affects our daily lives. It's smart, informative, entertaining and REAL. I like to say I got a minor in Economics simply because I have been listening to your programming for over 10 years now. Special shout out to "This Is Uncomfortable," "The Uncertain Hour," "Million Bazillion," "How We Survive" and "Make Me Smart" along with the standard stalwarts of "Marketplace," "MP Tech" and the "MP Morning Report." Thank you so much for what you do."*

- Juan, Denver, CO



*Million Bazillion is a fun show, my kiddo enjoys it and is making a donation from his donation allowance!"*

- Robert, Minneapolis, MN



*I like not only the universality in the poems Ada reads but also the tenderness and honesty of the stories introducing each reading. The Slowdown reminds me every morning of the small acts of kindness and frequent acts of love and sharing from family, friends and even strangers - acts I may not have recognized at the time that were important points of pivot and growth in my life."*

- Shari, Washington, DC



*I have been listening for a long time. I love that The Splendid Table provides more than just recipes. You talk about the 'how to's,' the 'why' and the culture of food. You talk about what makes food such a bonding experience between people and families. The Splendid Table is so much more than a cooking show! Thank you for all you do!"*

- Janet, Pullman, WA



*Performance Today continues to be one of the most interesting classical music programs on the radio. We value its contribution to the future of classical music."*

- Richard and Deborah, Aspen, CO

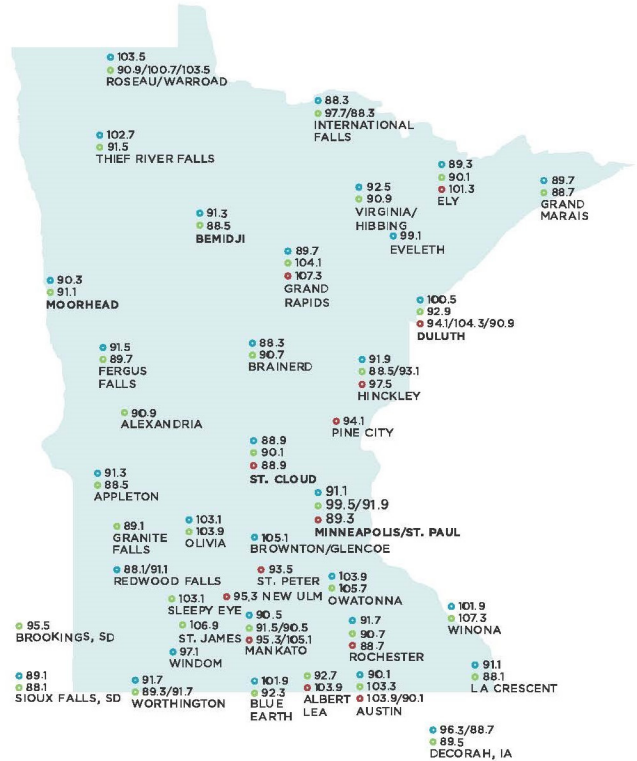
# About

## Minnesota Public Radio

Minnesota Public Radio (MPR) is one of the nation's premiere 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 nearly all of Minnesota and parts of surrounding states, reaching 1 million radio listeners each week.

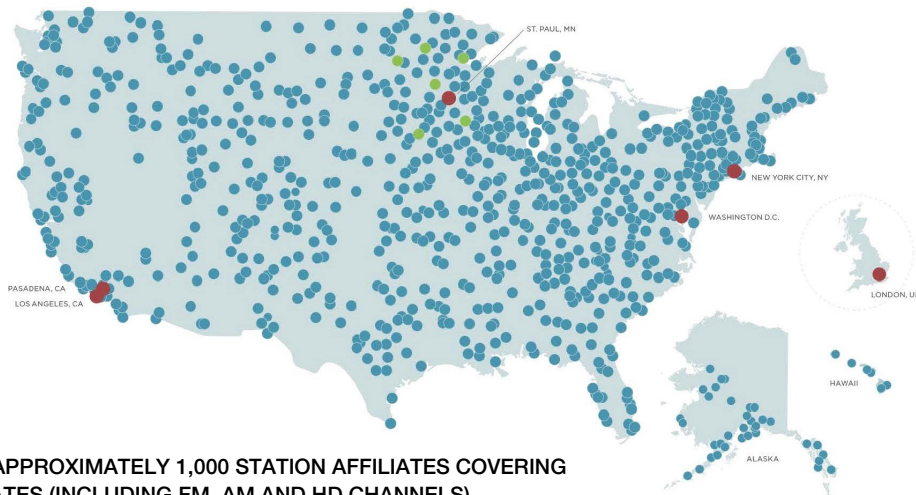
[A complete list of stations, programs, podcasts and additional services can be found here.](#)

- News
- The Current
- YourClassical MPR



## American Public Media

American Public Media (APM), MPR's national programming division, is a producer and distributor of award-winning radio programming and podcasts. 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, and its suite of podcasts delivers over 17.5 million downloads every month. [The diverse portfolio of broadcast and on-demand programming is listed here.](#)



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
- Greater Minnesota (Rochester, Collegeville, Bemidji, Moorhead, Worthington and Duluth) MPR News bureaus
- Pasadena, California KPCC Southern California Public Radio™ headquarters (a part of APMG)
- Washington, D.C. Marketplace bureau location
- St. Paul, Minnesota American Public Media and Minnesota Public Radio headquarters
- Los Angeles, California Marketplace headquarters
- New York City, New York Studio/bureau location for Marketplace, The Splendid Table, Live from Here, Performance Today
- 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.

# Leadership

## The Role of the Board

The MPR | APM Board of Trustees fulfills the critical role of organizational governance. The principle responsibilities of the board include setting the organization's broad policies, direction and priorities, and, as part of its fiduciary duty, helping ensure the organization's sustainable future. The board assures that the organization's leadership is recognized as experts and leaders in their fields and provides fiduciary oversight. The board is responsible for maintaining the integrity of the broadcast services for the benefit of the communities served. The board upholds the organization's mission and supports its highest values: independence, non-profit and member supported status.

The list of MPR Board of Trustees can be found at [mpr.org/about/board](https://mpr.org/about/board).

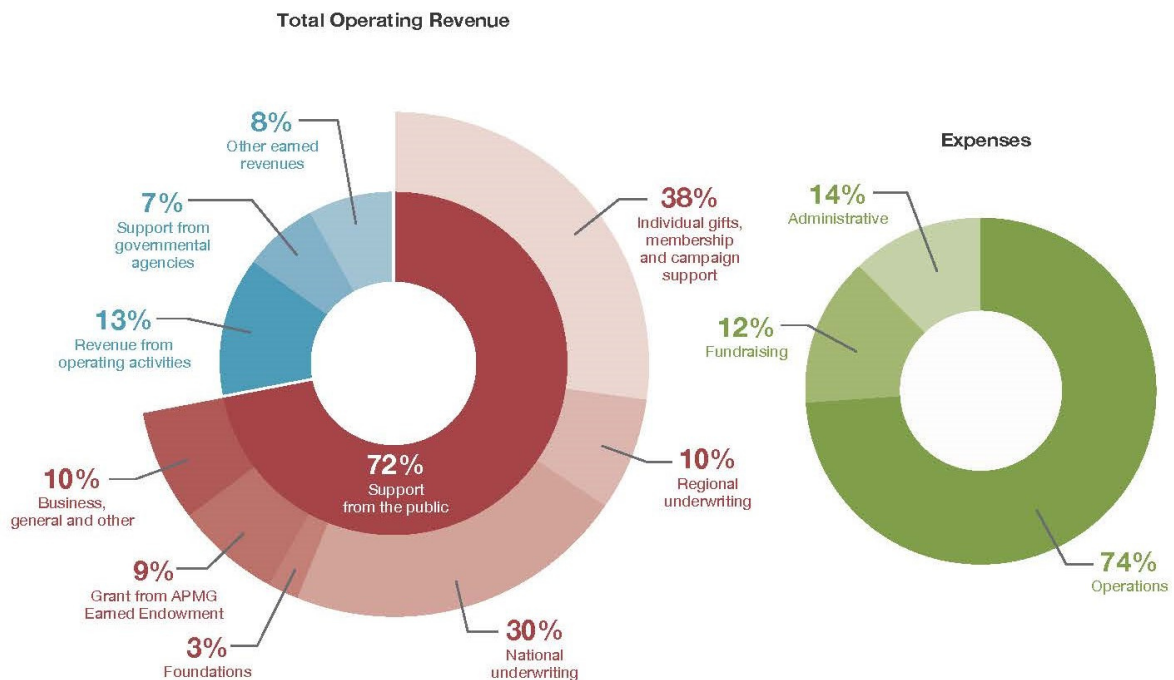
[VIEW BOARD OF TRUSTEES](#)

[VIEW LEADERSHIP](#)

# Financials

## Year-End Operating Results and Audited Financial Statements

Minnesota Public Radio | American Public Media is financially healthy, finishing fiscal year 2022 with \$119 million in Total Operating Support and Earned Revenue. Diversified revenue streams help keep MPR | APM financially strong, and your continued financial support is especially important in keeping MPR | APM strong enabling us to fulfill our essential public service mission and invest in strategic priorities that will serve more people. Complete audited financial statements for fiscal year 2022 and other financial information can be found at [mpr.org/finances](https://mpr.org/finances).



## Endowment

MPR | APM is the fortunate beneficiary of several endowment funds. As of June 30, 2022, our endowments were valued at \$258 million, including \$94 million from estates, individual donors and other community gifts. Gifts earmarked for endowment are critically important for organizational strength and sustainability.

## Accountability - Top Rating

MPR | APM maintains the highest standards for nonprofit accountability and transparency. We have earned the highest "four-star" rating from Charity Navigator and received the Charities Review Council's seal for meeting accountability standards that include public disclosure, governance, financial activity and fundraising.



# Thank you

for supporting MPR | APM. Your generosity gives us the chance to continue our work together as we move creatively and positively into our shared and vibrant future.



Beabadoobee - left to right, Jacob Bugden, Beatrice Laus, Eliana Sewell and Luca Caruso - performing at Rock The Garden 2022.