

Minnesota Public Radio

an Overview



**AMERICAN
PUBLIC MEDIA™**

**MINNESOTA
PUBLIC RADIO®**

**SOUTHERN CALIFORNIA
PUBLIC RADIO**

**CLASSICAL
SOUTH FLORIDA®**

APM | MPR: Mission, Vision and Strategy

Why we exist

OUR MISSION

Our mission is to enrich the mind and nourish the spirit, thereby assisting our audiences to enhance their lives, expand perspectives and strengthen their communities.

What we envision for our future, based on our mission

OUR VISION

We will be the most relevant, innovative and insightful public media company in America.

How we will pursue our Vision

OUR STRATEGY

We will create indispensable content that engages with diverse audiences to connect people with each other, their communities, their country, and the world.

American Public Media Group: Over 40 years with an Innovative Vision

1965

MPR founded by Bill Kling and St. John's University Colman Barry (January 22, 1967)



1970

Kling elected to serve as a founding trustee of National Public Radio (1970)

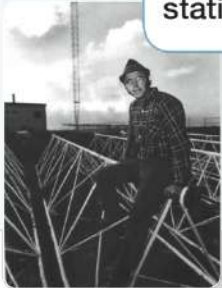
MPR begins live broadcasting of *A Prairie Home Companion* (1974)



MPR builds first newsroom (1973)

1980

MPR signal expanded to six stations across the state (1980)



MPR moves to new offices and studio on Cedar Street in downtown St. Paul (1980)



1990

World Theater rededicated as new home of *A Prairie Home Companion* (1986)

MPR purchases 99.5 frequency; dedicates it to Classical music programming (1991)

MPR expands reach to Internet (1995)

MPR joins forces with Boston, New York and Los Angeles to form Public Radio International (1983)

World Theater renamed after St. Paul author F. Scott Fitzgerald (1994)



2000

Southern California Public Radio founded (2000)

Marketplace acquired (2000)

American Public Media founded (2004)

89.3 The Current launched (2005)



MPR headquarters completes major expansion and renovation (2005)

American Public Media's Public Insight Network created (2005)



2010



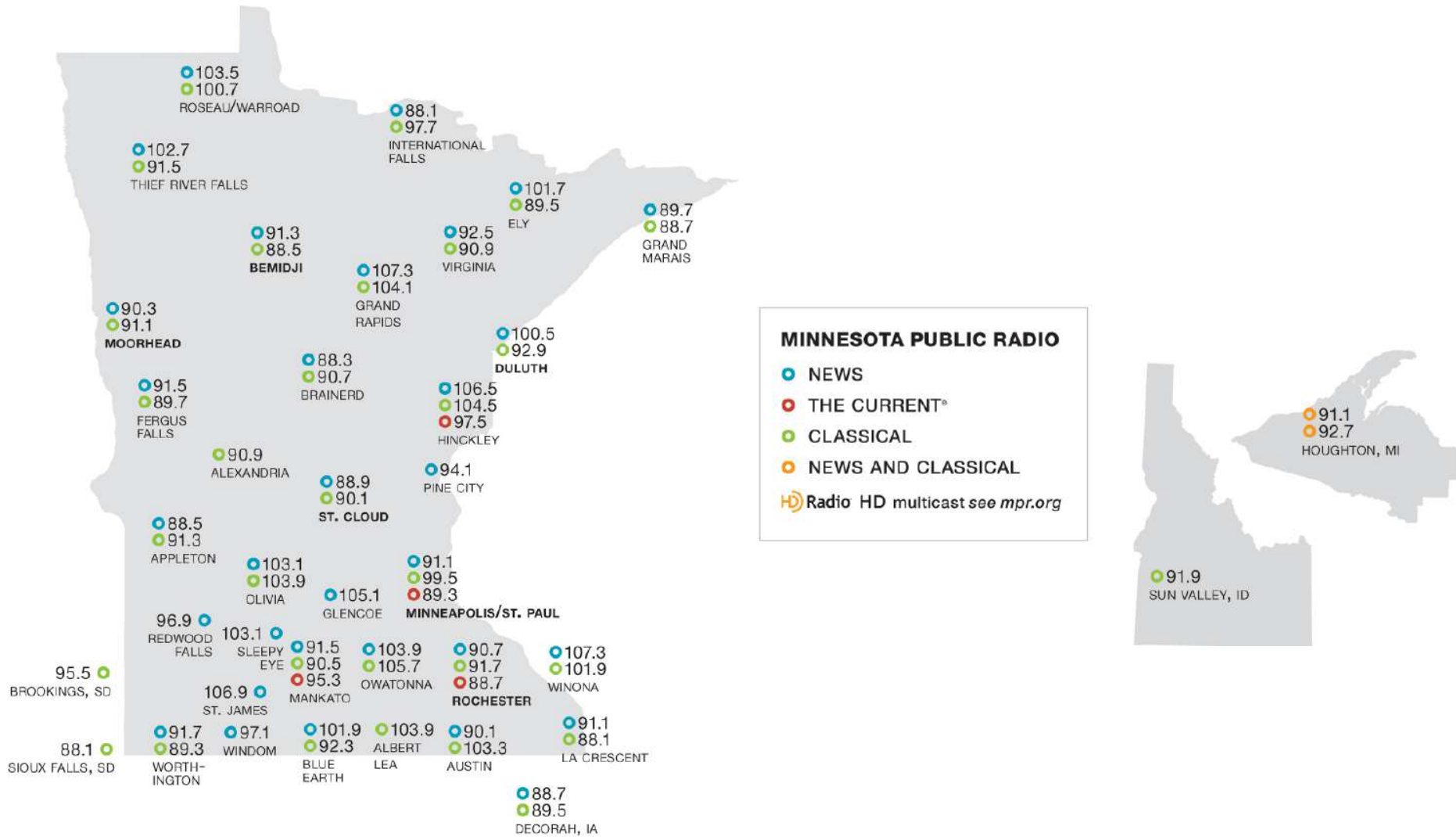
MPR surpasses 100,000 financially supportive members mark (2009)



Minnesota Public Radio: Regional Services

- **MPR News**
- **Classical MPR**
- **The Current**

Minnesota Public Radio: Regional Network



MPRnews

SEARCH



TUESDAY, OCTOBER 12, 2010

70° IN TWIN CITIES
(MORE CITIES)

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GET TRAFFIC REPORT

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care and services.[News Home](#) / [Arts & Culture](#) / [MN Today](#) / [Politics](#) / [Business](#) / [Education](#) / [Environment](#) / [Health](#)[Mobile](#) / [Newsletters](#) / [RSS Feeds](#) / [Podcasts](#)

LATEST: Public meeting being held on north Mpls. Nice Ride loc... (12:24)

Federal judge orders 'don't ask, don't tell' injunction

The nationwide injunction stopping enforcement of the "don't ask, don't tell" policy effectively ends the military's 17-year-old ban on openly gay troops.



Candidates' rhetoric sharpens in debate

With just three weeks before Election Day, the three major-party candidates for governor

took some harder shots at each other to try to sway voters.

Part of **Campaign 2010** | Transcript: Live-blogging the debate

MCCL supports Cravaack in 8th District

Oberstar cries foul over poll released by opponent | 1st Congressional District debate

AFSCME alleges unsafe staffing levels in prisons

Noted U ecologist pushes for climate change legislation

FOLLOW MPR NEWS



MPR NEWS RADIO

LISTEN NOW

Hourly Newscast

ON AIR All Things Considered®

Programs

Schedules & Info

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BUSINESS TURN
THE LIGHTS OUT ON
THE COMPETITION.

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Minnesota Public Radio News

- **Has the region's largest broadcast news staff**
 - 70+ journalists, producers, editors and hosts
- **Has won more than 875 journalism awards**
- **Presents timely, accurate, fair, balanced, diverse and engaging news, plus public affairs, cultural and other spoken-word programming**
- **Pursues mission by seeking to build an informed citizenry, to stimulate lifelong learning, to broaden perspectives, to create shared values and experiences, and to help strengthen communities**
- **Uses objective, fact-based approach**
- **Involves audience through innovative model of Public Insight Journalism or PIJ**

classical

MINNESOTA PUBLIC RADIO

it's alive



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ON NOW

Steve Staruch

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STREAM](#)

SCENE DE BALLET 1:08

Charles Auguste de Beriot
Juilliard Orchestra
Lawrence Foster, conductor
Itzhak Perlman, violin

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LA FILLE DU REGIMENT
(THE DAUGHTER OF
THE REGIMENT): POUR
MON AME 1:01

Gaetano Donizetti
Milan Symphony Orchestra
Riccardo Frizza, conductor
Juan Diego Florez, tenor

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PLAYLIST

Other Radio Streams from MPR

[MPR NEWS](#)
[RADIO HEARTLAND](#)
[Weekly Schedule](#)


Sommerfest's music director wears two hats

Andrew Litton has served as the music director of Sommerfest for six seasons. He conducts from the keyboard an English rarity and an American classic. You can listen to the concert live this Friday on Classical MPR.


[New Classical Tracks: New](#)
[Chopin from a master](#)

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in our New Gallery

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eight acres landscaped
with native plants on the
Mississippi River.


[minnesotamarineart.org](#)

Classical Minnesota Public Radio

- **Airs on 29 regional stations**
- **Enjoys partnerships with Minnesota Orchestra, SPCO and others**
- **With APM...**
 - Biggest producer and distributor of classical music content
- **Boasts a national portfolio of programs, like**
 - *Performance Today*
 - *SymphonyCast*
- **Classical 24: Syndicated 24/7 radio format for stations**

89.3

the current

EVERY DAY DESERVES A SOUNDTRACK

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10,000 LAKES FESTIVAL

We're into day three of the festival, and there's more to come! Lindsay Kimball will be checking in again with Mary this afternoon to recap last night's Wilco and Atmosphere shows, and we'll be live blogging all day. Be sure to follow TheCurrent10KL on Twitter for the latest updates! (pictured: Jeff Tweety/Wilco)

[LIVE UPDATES AND PHOTOS](#) ▶

[FOLLOW US ON TWITTER](#) ▶



SONIC YOUTH

Sonic Youth performs in The Current studios

After 30+ years of being at the forefront of the



THEFT OF THE DIAL WITH CRAIG FINN

Tune in to hear Craig Finn of the Hold Steady (Friday at 5:30 p.m.) take over our show. In the mean-

[SEND A REQUEST](#)

ON NOW

Barb Abney

◀ [LISTEN TO THE STREAM](#) ▶

[ORANGE SHIRT](#) 1:00

Discovery

[Buy Now](#) ▶

[FRIENDS OF P.](#) 1:01

The Rentals

[Buy Now](#) ▶

[OH YEAH](#) 12:58

Yello

[Buy Now](#) ▶

[RADIATION VIBE](#) 12:54

Fountains of Wayne

[Buy Now](#) ▶

[A NEW ENGLAND](#) 12:52

Billy Bragg

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PLAYLIST ▶

Other Radio Streams from MPR
[WONDERGROUND RADIO](#) ▶
[RADIO HEARTLAND](#) ▶

SUPPORT THE MUSIC



Contribute now and we'll thank you with the NEW The Current SIGG water bottle.

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Thanks!



A special thanks to General Mills employees, retirees and General Mills Foundation for their outstanding support of United Way and our Agenda for Lasting Change.



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COMMUNITY VOLUNTEERISM COMMUNITY INVESTMENT

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WILCO PRESALE

Sign up for The Cross Currents newsletter to get exclusive information on Wednesday about our Wilco presale.



THANK YOU, READERS OF VITA MNI

The Current®

- **The best new music alongside legendary artists**
- **Features in-studio performances**
- **Supports the local music community**
- **Bold and creative risks (think university publisher)**
- **Engages listeners beyond music**
 - Policy and a Pint
 - Rock the Cradle
- **Links with MPRNews.org**







MPR: Backbone to Minnesota's Emergency Alert System (EAS) & AMBER Alert

Alert System because our network covers 95% of all Minnesotans.

MPR distributes a signal to all Minnesota broadcasters through its statewide network of stations in the following emergency situations:

- AMBER (child-abduction) alerts
- National Emergency Announcement
- Nuclear emergencies
- Chemical emergencies
- Governor-declared emergencies

MPR's FY2012-13

General Fund Request - \$460,000

- **Our FY2012-13 request of \$460,000.00 can be broken down into the following two areas:**
 - **Federally-mandated upgrades to Minnesota's EAS/AMBER Alert systems (\$154,000.00), and**
 - **Replacing, repairing, and building stations in Greater Minnesota (\$306,000.00).**



FCC Mandate: Upgrade to Minnesota's Emergency Alert System (EAS) \$154,000

Deadline for Compliance: September 30, 2011

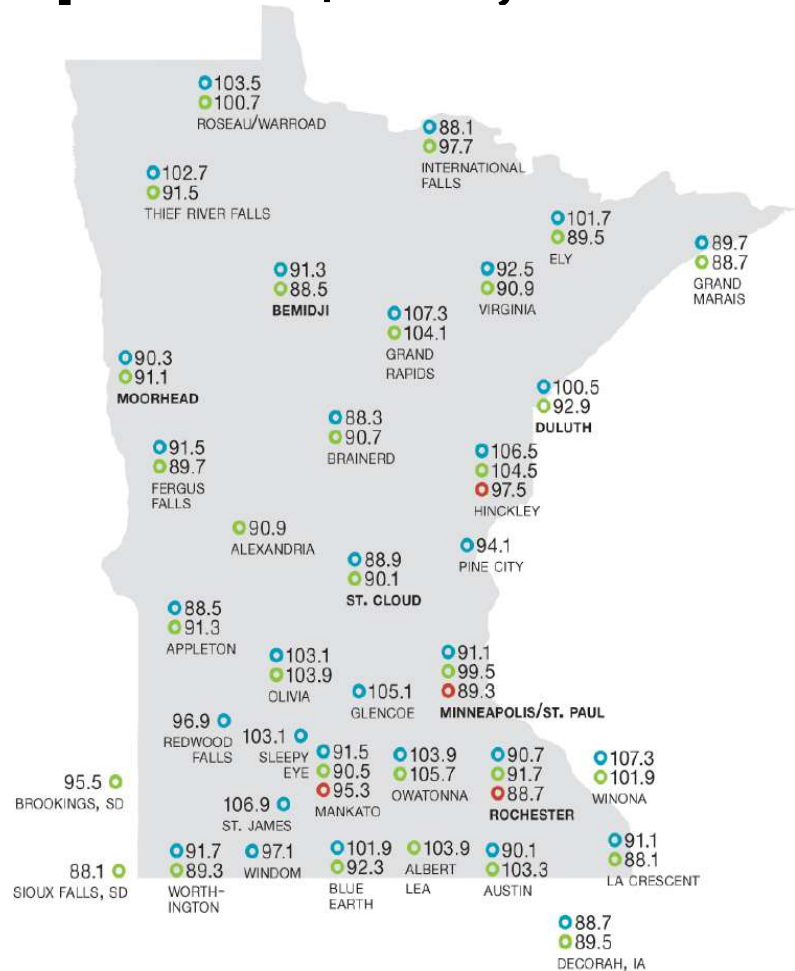
These equipment upgrades will result in the following:

- **(1) In addition to the current reach, the upgrades will tie into the Internet and will thereby will also enable “localized” access, allowing local officials to send and receive warnings that relate to their specific communities. The current system only allows for alerts that are “statewide or nothing.”**
- **(2) A broader scope of recipients will receive and distribute the signal within individual communities. (Currently, only Minnesota broadcasters are required to receive and distribute the warnings.) Additional recipients under this new system will include digital providers, internet service providers, cable providers, hospitals, police and fire departments, nursing homes, schools, and possibly others).**

Greater Minnesota Infrastructure

General Fund Request: \$306,000.00

- **Worthington,**
- **Bemidji,**
- **Brainerd,**
- **Buhl,**
- **Rochester,**
- **St. Peter,**
- **Appleton,**
- **Moorhead,**
- **Grand Marais,**
- **Roseau,**
- **Thief River Falls**
- **Hinckley**



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