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 Friends,

Thank you for your vital and sustained support of Minnesota Public Radio.

Thanks to you, we’re touching people’s lives every day. Each week, a million Minnesotans listen to Minnesota Public Radio, and many more than that use our websites and digital services. But looking ahead, size is not enough. The “how many” listeners we reach is only important as we also consider “how much” we affect listeners’ lives. When I became CEO a year ago, we set a new vision: “to be an indispensable resource for our audiences and an essential public service for our communities.” That vision builds on the same mission we’ve had for 45 years: “to enrich minds, nourish spirits, expand perspectives and assist our audiences in strengthening their communities.”

SO HOW ARE WE PURSUING OUR VISION?

We’ve forged a new strategic plan with three ambitious initiatives:

1) Excellence in journalism;
2) Innovative arts and cultural programming; and
3) Making our content available to more people in more ways, or “universal access.”

JOURNALISTIC EXCELLENCE

At MPR, we provide the editorially independent, fact-based, in-depth news coverage our regional audiences need. For example:

- The Ground Level series uses reporting and public forums to shed light where residents are looking ways to improve their communities.
- Online, Bob Collins’ News Cut blog casts a fresh eye on the day’s stories, provides a forum for discussion, and engages audiences through live blogging of important events.
- Nationally, we’ve bolstered our international news coverage through a new strategic partnership with the BBC World Service.
- We’re investing in the daily reporting from Marketplace®.

INNOVATIVE ARTS AND CULTURAL PROGRAMMING

We’re fortunate to live in a state that values the arts. Covering the arts continues to be a vital, robust journalistic strand on MPR News, and our commitment to arts and cultural programming also includes:

- Engaging the state’s young classical musicians through Minnesota Varsity®;
- Offering a new digital channel that’s dedicated entirely to the great choral music that so many Minnesotans love;
- Featuring the vibrant Minnesota music scenes on the new digital channel, Local Current®;
- Launching a new national series called Carnegie Hall Live, offering listeners “the best seat in the house” for wonderful classical concerts.
- And while A Prairie Home Companion continues to delight audiences and sell out performances across the country, we are developing innovative new national programs such as The Dinner Party and Wits™.

UNIVERSAL ACCESS

Our audiences now want — and expect — to access our content whenever they like and on their favorite media devices. They want to interact with our talented personalities and share our content through social media (you can even follow me on Twitter @JonMcTaggart). In short, we must make sure we can give our current and new audiences even greater access beyond great listening. That’s going to require significant investment in new technology and expertise that will help expand our service and increase our impact.

IN CLOSING

We have high expectations. We know you are counting on us, and we are inspired by your generous support. With your help — continuing to listen, sharing your input, participating in our digital services, attending our events, and yes, making personal gifts — we can make an even greater impact. Thank you, again, for your confidence and trust.

Gratefully,

Jon McTaggart
President and CEO
Minnesota Public Radio | American Public Media

Jon McTaggart
President and CEO
Minnesota Public Radio | American Public Media

The story was inspired in part by ‘,’ the upcoming movie with . I’d like to thank all who helped make this story possible, in particular . And finally, a huge thank you to all who support us with your generosity.

And now, the Billy Collins...
Endowment

American Public Media Group (APMG) holds an endowment for the benefit of MPR, created from the proceeds of past successful business activities, that has a balance of $121 million as of June 30, 2012. When combined with the permanent endowments shown on MPR’s books, total endowments intended for the benefit of MPR are $145 million as of June 30, 2012.

## Financials

### Revenue and Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Support and Earned Revenue</td>
<td>82,344</td>
<td>78,493</td>
</tr>
<tr>
<td>Support from the Public</td>
<td>52,936</td>
<td>50,334</td>
</tr>
<tr>
<td>Operations</td>
<td>61,032</td>
<td>57,594</td>
</tr>
<tr>
<td>Expenses</td>
<td>82,191</td>
<td>78,345</td>
</tr>
<tr>
<td>Total expenses</td>
<td>82,191</td>
<td>78,345</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(8,794)</td>
<td>2,328</td>
</tr>
<tr>
<td>Net assets - beginning of year</td>
<td>108,018</td>
<td>105,720</td>
</tr>
<tr>
<td>Net assets - end of year</td>
<td>99,224</td>
<td>108,018</td>
</tr>
</tbody>
</table>

Complete audited financial statements can be found on our website at mpr.org.
The Family Effect

The Clay Family: Shelden, Janie, Audrey, and Presiding Officer’s Circle Family Trust. The family have a long history of giving to public radio and are at the top of the list of places we wanted to give in 2012. Sheldon: “When our dad died a while ago, we formed the charitable family trust.”

Audrey: “[Our] last husband [Chuck] would always have his radio tuned to public radio. We’ve always preferred public radio to anything else.”

Janie: “It’s why we say we listen to all the MPR services pretty thoroughly.”

Shelden: “When our dad died a while ago, we formed a charitable trust in his name, and public radio was at the top of the list of places we wanted to give money to.”

Stew: “MPR is something that you can trust, and there’s lots of there for everybody.”
Julie Allinson and Paul Erickson, owners of eyebobs with what I think is important in our society. and the dialogue are relevant and more balanced new and music that's familiar. I'm 56 years old, leaderShip circle, u nderwriter S, legacy Society

LEFT TO RIGHT: STE vE SEE l, MARK W hEAT, juli E Alli NSoN, PAul ER iCKS oN, ji M MCGuiNN

ROBERTA BRACKMAN
Honorable Robert E. and Andy Bowen
Jerome S. and Elizabeth C. Bowden
Eve and Edgar Bornhauser
Karen Blumberg and Dan Rischall
Schwab Charitable Fund
The Benzie-Lourey Family Fund of
Ellen and Michael Bendel-Stenzel
Barbara C. Bencini
Carol and Judson Bemis
Tim Beebe
Paul and LaVonne Batalden
Susan and Vincent Barton
Patricia A. Barrier and Robert A. Cline
Susan K. and Joel A. Barker
Jim Barker
Gretchen	and	Mark	Banks
The Minneapolis Foundation
Julie M. and Douglas M. Baker, Jr. Fund of
The Saint Croix Valley Foundation
Walt	and	Ginger	Bailey
Jo	and	Gordon	Bailey
Bailey Nurseries Foundation
MaryAnn and Ron Baenninger
Charles T. and Patrice Callahan
Maura and Terry Cahill
Charles and Norma Buxton
Greg	and	Melinda	Burnett
Susan Slattery-Burke
M. Nicholas Burke, M.D. and
Lydia A. and Ronald Burke
Burdick Family Fund
Conservation Foundation
Charitable Science and Wildlife
The Charles E. and Edna T. Brundage
Scott Bucholtz
Richard D. and Christine M. Bruns
Jeanne M. and Andrew M. Brownell
Eric Michael Brown and Lisa C. Cowley
Dr. Jay C. Broton and Timothy A. Lander
Caroline B. and Brian C. Brost
Andrew Brosi and Turi Svennevig-Brosi
Gail	and	Gary	Brisbin
Jeanne Louise Bringgold-Pro
Dr. Arnold and Judy Brier
Robin J.K. Bresette, M.D.
Thomas Braun Fund
Carol Brandenburg
Kitty and David P. Crosby
Mrs. Ella P. Crosby
Lydia Crawford
Steve and Kim Crandall
Miggie Crambli
Sage Cowles
Martin J. and Barbara Costello
Dr. Iris Cornelius
Mark and Karri L. Copman
Jane Connett
David Cleveland and Carol Stack
Linda and John Cowles
Kathi and Al Davis

"I became a donor to Minnesota Varsity™ because my parents were fascinated by classical music, a love for which they instilled in me. They'd have grown up."
Meaningful Storytelling

Catherine Djerfian
Solutions, Advancement, Foundational Support

"The Bush Foundation is attracted to Goal Level because of MPR’s understanding that there are meaningful stories beyond the headlines that come out of Washington, New York or even the Twin Cities metro. You’re telling all the Minnesota stories, whatever they might be..."
Ripple Effects
Dian and Lyman Anderson CHARITABLE GIFT TRUST LEGACY SOCIETY

"MPH holds a special place for us as scientists because we believe in equality, honesty and integrity. MPH serves a large audience with fact-based journalism. That’s important."

"We wanted information from farther out in the world, news with a broader scope and more depth. Our perspective was focused beyond our immediate community, and MPH helped keep us connected."

"MPH’s future is dependent on the people who listen today. … we decided to make this gift to MPH because of its commitment to improving Minnesota’s quality of life, both now and into the future."
Having an Effect

Rick King

CHIEF OPERATING OFFICER TECHNOLOGY, THROUGHHERITAGE.NET, LIFESUITES, DOWNUNDER

I have Cathy Wurzer in my ear in the morning and Kai Ryssdal in my ear at night.

An informed electorate is the defense against so many bad things. — MSF has an impact on the state and the ability of people to discern very complex issues like healthcare, taxation, the fiscal cliff, all the stuff we’ve confronted so far. There are clear reasons that anybody could be on any side at any time, but people need to know what those issues are to understand them.