



TRANSFORMING PUBLIC SERVICE JOURNALISM

In-depth journalism requires investments of time and effort. Many news sources—vying for clicks that drive advertising revenue and pressured by the immediacy of the digital era—are prioritizing speed, quantity and sensationalism over accuracy, quality, and relevance. MPR News is different.

- We pursue trustworthy information that is tested, investigated, sorted, and checked again.
- We bring people together and create space for civil conversation.
- We foster community and feature multiple perspectives.
- We uncover deeper stories and provide context to our audiences.
- We strive to understand, respond to, and represent the needs of Minnesotans.
- We reach beyond Minnesota on important national topics such as education, mental health, and the environment. We partner with newsrooms across the country to build investigative journalism capacity.
- We hold those in power accountable, asking tough questions, making sense of important topics, and connecting the dots in a meaningful way.

INVEST IN TRUST

MPR News is the type of journalism that sustains our democracy, and it requires time and resources. We need your support to ensure that MPR News remains a trusted news source. Your gift will ensure that all Minnesotans have access to the in-depth context and varied perspectives they need to make informed decisions about health, safety, family, and community.

MPR NEWS PRIORITIES

Your gift to MPR News will help us:

Recruit and develop emerging talent in the newsroom, including journalists who include diverse perspectives in their reporting and professionals who create digital experiences that engage audiences and encourage active participation.

Build authentic partnerships in diverse communities and conduct a careful examination of existing systems, processes, and assumptions in order to become more relevant to communities we do not currently serve.

Reimagine our programming, investigate the news and provide relevant context that brings deeper meaning to the most important issues of the day.

Invest in our digital team, create content that works across multiple platforms, and use data analytics to help us understand how audiences are engaging with our journalism so we can respond accordingly.

Make strategic investments in market and audience research to introduce more Minnesotans to the trusted news and information we are known for.

FUNDRAISING TARGET:

\$3,884,882

TOTAL RAISED TO DATE:

\$628,000



“MPR’s coverage has always been excellent, but the bravery, tenacity, and heart everyone in your organization has shown in the coverage of these collective traumatic and foundation-shaking moments is inspiring and so, so appreciated.”

- Anna, Minneapolis MN