RAISING THE ECONOMIC INTELLIGENCE OF THE COUNTRY

Produced and distributed by American Public Media, Marketplace is an award-winning suite of business and economic programs that raises the economic intelligence of the country through the unorthodox story, the casual conversation, and the unexpected angle on the news. For more than 30 years, Marketplace has helped people become smarter about the economic forces that touch their daily lives. With more than 14 million weekly listeners on more than 800 local public radio stations nationwide and millions more across digital platforms, Marketplace is the most widely consumed business and economic news program in the country. Audiences turn to Marketplace for up-to-the-minute programming that illuminates the connections between global events and personal economy.

INVEST IN ECONOMIC INTELLIGENCE

As a non-profit news organization, what matters to Marketplace is what matters to the audience: being a source for trustworthy, independent news that makes people smarter about business and the economy. Marketplace is able to do this everyday thanks to donor support that sustains public service journalism. This support helps Marketplace create timely, relevant, and accessible coverage of business, economics, personal finance, and the latest national and international business news.

MARKETPLACE PRIORITIES

Your gift to Marketplace will help us:

Develop, connect, and provide content on new platforms and reach new audiences, like young people in school, college graduates entering the workforce, and communities that aren’t traditional consumers of public media.

Continue our commitment to be an organization that reflects the diversity and inclusion we seek to represent in our reporting.

Support diverse and innovative podcasts and broadcast programs including Marketplace Tech, Marketplace Morning Report, Make Me Smart, The Uncertain Hour, Million Bazillion, This is Uncomfortable, and Marketplace Minute.

Develop technology that creates new access points to award-winning radio programming for mobile, social, and on-demand platforms.

Recruit and develop new and emerging talent in the newsroom, including journalists with diverse perspectives and professionals who create experiences that encourage audience participation.

Create signature new programming from short-form podcasts to in-depth analysis of major stories, to on-location series and personal interviews.

FUNDRAISING TARGET: $1,810,000
TOTAL RAISED TO DATE: $882,254

“These shows challenge me and make me smarter by making me think. It’s not the superficial coverage of cable finance shows, and totally digestible when I’m on the go. The presenters inform without patronizing. Cheers to you all!”

- Michael, Seattle WA

marketplace.org | 651.290.1500 | leadershipcircle@mpr.org

February 6, 2023