

MINNESOTA PUBLIC RADIO®

MPR | APM ANNUAL REPORT

2024

July 1, 2023 to June 30, 2024

Our Mission:

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

Your support is making a difference.

14,872,450

weekly listeners to
national programming
from APM

826,400

weekly FM radio listeners to
MPR Regional
radio programming

2,266,482

monthly website visitors
across MPR | APM

2,714,872

monthly podcast audience
MPR | APM

9,707,779

monthly video views
MPR | APM

147,820

contributing members

36

emerging leaders supported
as Interns and Fellows

1,288

household members of the
Legacy Society

\$292M

in our endowment

More than

80

awards received

9 million

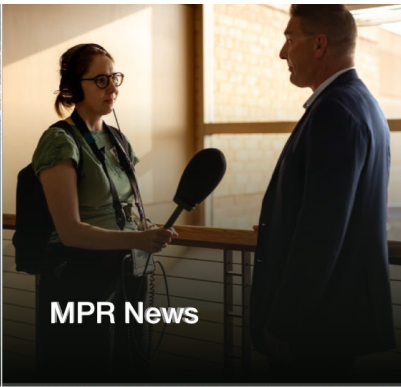
Sold a Story downloads

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.



2023 Annual Report



MPR News



Marketplace



APM Studios



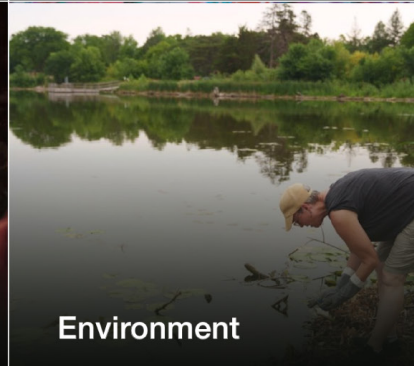
The Current



Glen Nelson Center



YourClassical



Environment

Accolades

MPR | APM has received more than 1,000 journalism awards and has been recognized for outstanding music programming and national on-demand content. None of this would have been possible without the support of our members and donors.

Here are a few that we're especially proud of (click on the links to listen to or read the award-winning stories again).

2024 ALFRED I. DUPONT COLUMBIA AWARD

- The Silver Baton for Excellence in Broadcast Journalism – Presented to APM Reports for [“Sold a Story: How Teaching Kids to Read Went So Wrong”](#)

2024 THE GRACIE ALLEN AWARDS

- Producer (Radio – Nationally Syndicated Non!Commercial) – Winner, presented to [Marketplace’s Nancy Farghalli](#)

2024 NATIONAL HEADLINER AWARDS

- Radio – Best in Show honor – Presented to MPR’s Dan Kraker for [“When conditions align, skaters seek out ‘wild ice’ on northern Minnesota lakes” reporting](#)

2024 PUBLIC MEDIA JOURNALISTS ASSOCIATION AWARDS

- Education Feature – First place, presented to Elizabeth Shockman, Kaila White, Kerem Yucel, Kyra Miles for [In St. Paul schools, gender-neutral bathrooms have proven safer for all students](#)
- Investigative Reporting – First place, presented to Matt Sepic, Brian Bakst, Mike Mulcahy, Tom Scheck, Curtis Gilbert for [Minnesota cannabis boss quits after questions raised about her background](#)

2024 INDIGENOUS MEDIA AWARD

- Professional Division III – Radio / Podcast – Best News Story – First place, presented to Marketplace’s Savannah Maher for [“Who is the Indian Arts and Crafts Act supposed to protect?” Report](#)

continued

2023 NATIONAL MURROW AWARDS

- Network Radio – Podcast – Winner – APM Reports [“Sold a Story: How Teaching Kids to Read Went So Wrong”](#) podcast

2023 THIRD COAST AWARDS

- Impact Award – Winner – [“Sold a Story: How Teaching Kids to Read Went So Wrong”](#) podcast

2023 IRE AWARD CERTIFICATE

- 2023 IRE Award Certificate, finalist in Longform Journalism in Audio category, presented to presented to Marketplace and staff for [“The Welfare-to-Work Industrial Complex”](#) podcast episode

2023 NAB CELEBRATION OF SERVICE TO AMERICA AWARD

- RADIO – Broadcast Owner Group – Finalist, presented to America Public Media Group for [“Sold a Story: How Teaching Kids to Read Went So Wrong”](#) podcast

2023 MBJA ERIC SEVAREID AWARD

- Evening Newscast – First place, presented to Minnesota Public Radio for [All Things Considered](#) with Tom Crann August 1st show (w/Trump indictment, plus stories from Tim Nelson spot on Cordale Handy jury award, Matt Sepic debrief on Ricky Cobb video release, Mathew Holding Eagle III debrief on Red Lake cannabis sales, weather w/Paul Huttner, Tom Crann interview on 10-year anniversary of gay marriage, Grace Birnstengel cannabis FAQ debrief, and Feven Gereziher debrief from pot party at First Avenue)
- Talk/Public Affairs – Large Market Radio – First place, presented to Minnesota Public Radio for Cathy Wurzer and Ellen Finn’s [Minnesota Now: Choosing death on one’s own terms](#) program segment
- Documentary/Special – First place, presented to Minnesota Public Radio for Angela Davis and Kelly Gordon’s [“North Star Journey Live: The Lake Street Recovery: Stories behind the storefront”](#) program
- Breaking News – News – Large Market Radio – First place, presented to Minnesota Public Radio for Matt Sepic, Brian Bakst, Mike Mulcahy, Tom Scheck, and Curtis Gilbert’s reporting for [Minnesota cannabis boss quits after questions raised about her background](#)
- Hard Feature – First place, presented to Minnesota Public Radio for Aleesa Kuznetsov, Lukas Levin, Megan Burks, and Heidi Raschke [“Morning Edition: A world away from conflict, Israel-Hamas war proves divisive for Minnesota Jews”](#)
- Investigative – Large Market Radio – First place, presented to [Minnesota Public Radio for Kirsti Marohn’s “Minnesota counties stand to lose millions after Supreme Court ruling”](#) report
- Lifestyle or Specialty Programming – Large Market Radio – First place, presented to Minnesota Public Radio for Jacob Aloji, Alex Cipolle, Maja Beckstrom and Max Sparber’s [“Help yourself to the MPR News holiday arts smorgasbord”](#) special program
- Social Media – First place, presented to Minnesota Public Radio for Feven Gereziher and Kaila White’s [MPR News TikTok: Why the new Minnesota flag is not as bad as you think, according to a flag expert](#) social media post
- Weather – Feature – First place, presented to Minnesota Public Radio for Paul Huttner, Kelly Gordon, and Nicole Johnson’s [“10 climate lessons we’ve learned in 10 years of Climate Cast”](#) program
- Weather – Feature – First place, presented to Minnesota Public Radio and Paul Huttner for Weathercast **2023 NAB**

TODAY SHOW’S 20 BEST PODCAST FOR KIDS LIST

- Today Show’s 20 Best Podcast for Kids list includes APM Studios [“Brains On!”](#) podcast series and APM Studios [“Smash Boom Best”](#) podcast series

2023 SIGNAL AWARD

- Best Daily Podcast – Shows – Gold, presented to APM Studios and The Slowdown staff for [“The Slowdown”](#) podcast
- Kids – General – Individual Episodes – Gold, presented to APM Studios and Brains On! staff for [“How do hearing aids work?”](#) podcast episode

2024 REGIONAL EDWARD R. MURROW AWARD

- Overall Excellence – [MPR News](#): News stories that were included in the overall excellence package:
 - Live special coverage of the DOJ probe of Minneapolis police – Nina Moini, Gretchen Brown
 - Live coverage of the Raymond train derailment on Minnesota Now – Cathy Wurzer, Mark Zdechlik, Kirsti Marohn, Alana Elder, Melissa Townsend
 - Breaking news on Minnesota’s cannabis boss – Matt Sepic, Brian Bakst, Mike Mulcahy, Tom Scheck, Curtis Gilbert
 - State of Abortion series – Dana Ferguson, Michelle Wiley, Sam Stroozas
 - Wild ice feature – Dan Kraker
 - Interview with Debbie Montgomery – Angela Davis, Samantha Matsumoto
 - 10-year anniversary of gay marriage on All Things Considered – Tom Crann, Megan Burks
 - Feature on the return of sacred Indigenous artifacts – Mathew Holding Eagle III
 - Investigation Minnesota counties profit from tax forfeited properties – Kirsti Marohn, Alyson Clary
 - Twins fans celebrate team’s first playoff series win since 2002 – Peter Cox
- Breaking News Coverage – Presented to Brian Bakst and Matt Sepic for [Minnesota Cannabis Boss Quits After Questions Raised About Her Background](#)
- Continuing Coverage – Presented to Dana Ferguson, Michelle Wiley, Samantha Stroozas for [State of Abortion Access in Minnesota](#)
- Feature Reporting – Presented to Dan Kraker for [When Conditions Align, Skaters Seek Out ‘Wild Ice’ on Northern Minnesota Lakes](#)
- Hard News – Presented to Catharine Richert for [At Shakopee Prison, Women Grieve Lost Children, Work Toward Redemption](#)
- News Series – Presented to Kirsti Marohn, Dan Kraker, Dan Gunderson, Catharine Richert, Hannah Yang, Mathew Holding Eagle III for [Getting to Green: Minnesota’s Energy Future](#)

2024 MINNESOTA SOCIETY FOR PROFESSIONAL JOURNALISTS (MNSPJ) PAGE ONE AWARDS

- Arts & Entertainment Reporting (big) – First place, presented to MPR’s Alex V. Cipolle for [“How to build a legacy: The late artist Jim Denomie at Mia and beyond,” ‘A phenomenon’: A new book features contemporary Latin artists in Minnesota, and “Behind the \(animal\) mask: Liz Sexton elevates papier-mâché to high art”](#) reports

- A&E/Culture Criticism/Reviews (big) – First place, presented to MPR’s Max Sparber for [“From sea to scene: Allan Sekula’s ‘Fish Story’ at the Walker / Review: ‘Shane’ at the Guthrie: Unsettling the settlers / Tundra tunes and yuletide yarns: Six Minnesota holiday songs”](#)
- Best Social Media Account – First place, presented to MPR’s Sam Stroozas for the [MPR News Instagram account](#)
- Feature Reporting – First place in Coverage, presented to MPR’s Mathew Holding Eagle III for [“Beltrami County Historical Society pushes to return sacred Indigenous artifacts to communities” report](#)
- Enterprise/In-depth Reporting – First place, presented to MPR’s Catharine Richert for [“At Shakopee prison, women grieve lost children, work toward redemption” report](#)
- Politics/government Reporting – First place, presented to MPR’s Elizabeth Shockman and Dana Ferguson for “Minnesota school board elections” reporting
- Best Interview – First place, presented to MPR’s Cathy Wurzer and Gretchen Brown for [“Growth amid ‘ambiguous loss’: How the pandemic has changed us”](#) interview
- Arts & Entertainment Reporting (small) – First place, presented to Carbon Sound’s Fatima Rahman for [“Celebrating 25 years of techno parties and raves with Intellehunk / Mayyadda, Minneapolis singer-songwriter, has even more to give / Obi Original blends his influences into something new”](#) web features
- Portrait Photography – First place, presented to Carbon Sound’s Amaya Peña for “Mayyadda” photo

TOP 25 WOMEN CHIEF CONTENT OFFICERS OF 2024

- Honor given to [APM’s Joanne Griffith](#)

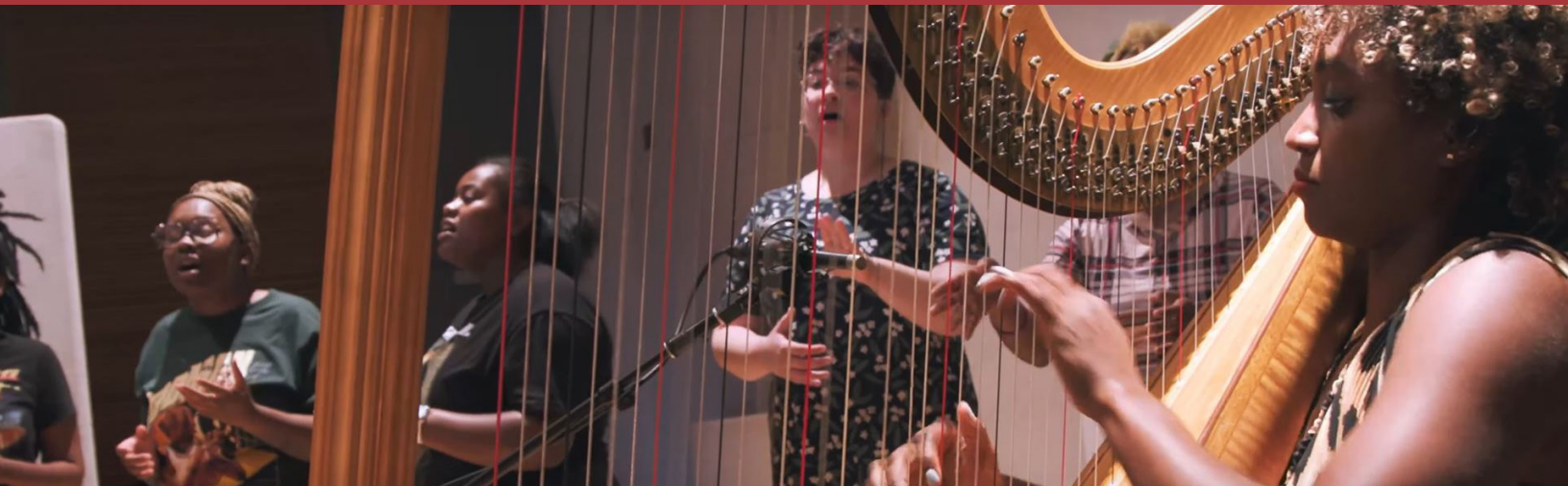
2024 UNIVERSITY OF MARYLAND-PHILIP MERRILL COLLEGE OF JOURNALISM HALL OF FAME

- Honor presented to [Angela Davis](#) as an outstanding alumna who has built an accomplished career in journalism and related fields



I support Minnesota Public Radio for its steady, trustworthy news that keeps me informed and engaged in all life’s facets. It stands out from the crowd, offering a refined listening experience, whether it’s news or the calming strains of classical music. There’s something special about tuning in during the cooler months; it’s comforting and grounding. My growing admiration over the years has made me eager to contribute and be part of this community.”

– Mark, Moorhead, MN



Internationally renowned harpist Ashley Jackson performs with Known MPLS Choir, a youth ensemble, during a recording session in Maud Moon Weyerhaeuser Studio at MPR headquarters. FEB 2024

Donor Voices



MPRnews

Every morning we make breakfast while listening to MPR, I think our 17-month old daughter's first sentence will be 'ok google play 91.9 k-n-o-w.' We're teaching her about the importance of trusted, local news."

– Morgan, Hutchinson, MN



I can't imagine a day without classical music to uplift me, inspire me and keep me focused on my work. Your program hosts are entertaining and enlightening. They are all wonderful. Thank you for keeping this music alive and available."

– Shawnee, Hollywood, CA



I can always rely on The Current to be there for me; like a best friend when I'm down, my biggest cheerleader to celebrate with me and the coolest teachers to teach me more about the music I love, while also playing all the nostalgic songs that ground me home. The Current truly makes the Twin Cities special and helps me feel connected to the community."

– Ashley, Minneapolis, MN

THE SPLENDID TABLE

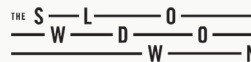
The Splendid Table helps bring us all together at the dinner table, sharing recipes and smiles. It's actually an on-air community that tempts your taste buds and raises your spirit at the same time. Thanks a lot—we needed that!"

– Ruth, San Francisco, CA



I spend an hour listening to your shows every morning in the o!ce—Marketplace, Make Me Smart, Morning Report and Tech. I also love This is Uncomfortable. The daily shows help me stay up to date with news relevant to my job in accounting and they regularly make me smile. I value the ability to expand my worldview without being overwhelmed. Way to go, public media!"

– Michelle, Madison, WI



Poetry fuels my day. I could not be more grateful for this show and for Major Jackson and the poets and poems he brings us. Thank you, Slowdown show."

– Amy, Tuscola, IL



The reason I'm here tonight is the polarization I've seen just makes me sad. I've left the church I was a member of for 26 years because of an undercurrent of polarizing beliefs that my value system didn't allow me to stay with. It makes me very sad that had to happen. I lost friends along the way. And it just makes me sad. I would like to be a part of the solution."

– Talking Sense event attendee



We love the Brains On! Universe! Started with Smash, Boom, Best when our daughter was about three or four, and we continue to listen. Such great content for our whole family on road trips. The episodes are also great to pause and discuss in the car. We don't want it to end."

– Allison, MacFarland, WI



Anna Graves and Diane. The Current's Minnesota Music Month Showcase at UBS Forum on Wednesday, April 10. › Laura Buhman for MPR

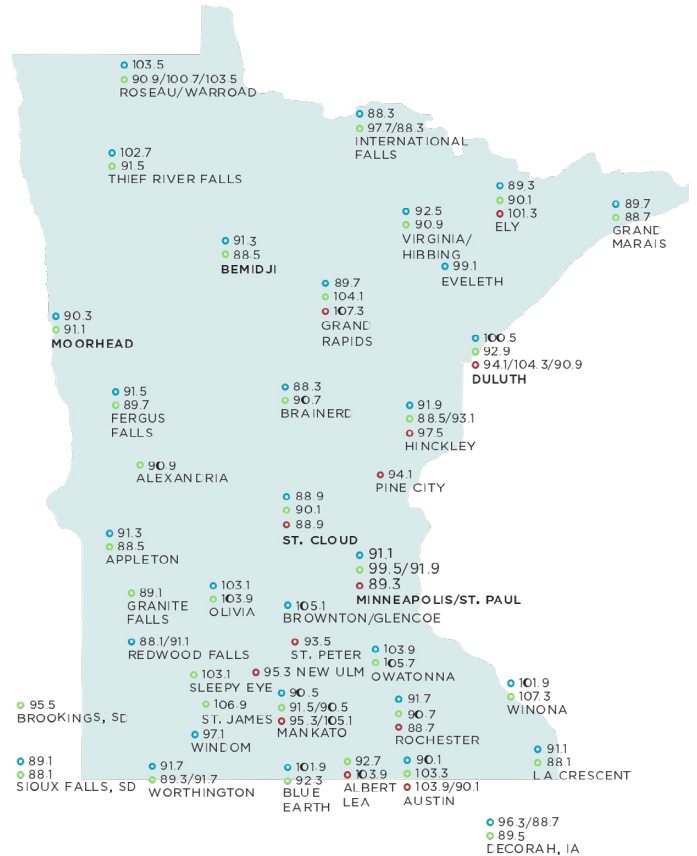
About

Minnesota Public Radio

Minnesota Public Radio® (MPR) is one of the nation's premier public media organizations, producing programming for radio, digital and live audiences. Operating a 45-station terrestrial radio network, MPR serves nearly all of Minnesota and parts of surrounding states. MPR's three regional services—[MPR News](#), [YourClassical MPR](#) and [The Current](#)—reach 1 million listeners each week. A complete list of stations, programs and additional services can be found [online](#).

 News  The Current  YourClassical MPR

VIEW HD RADIO OFFERINGS

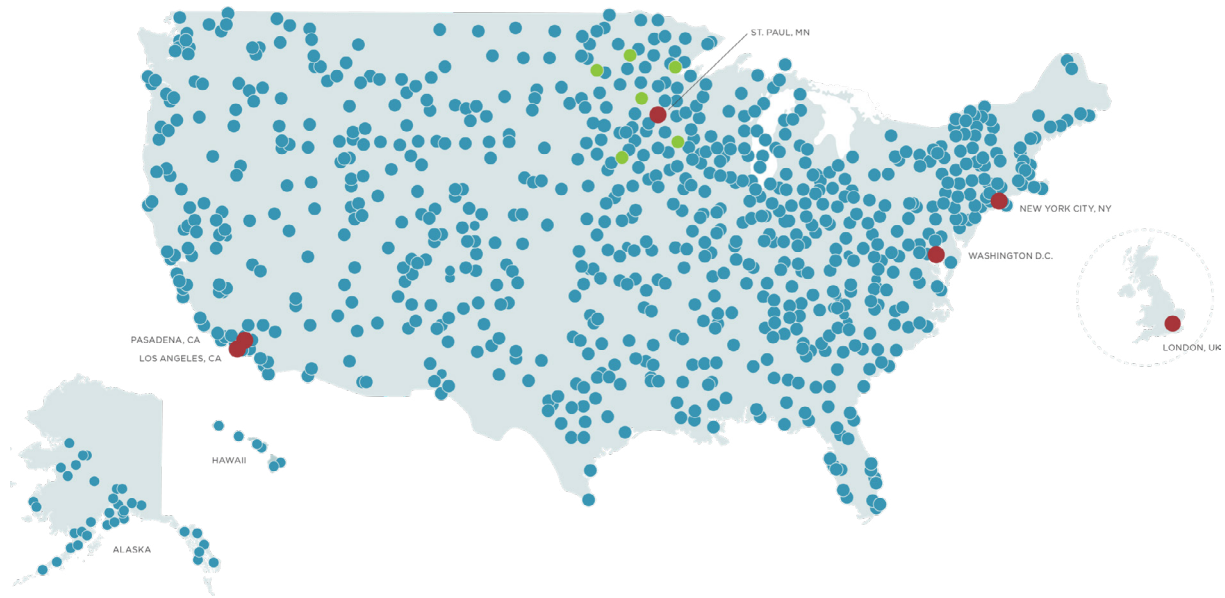


Whether listening on the radio or via a podcast feed, our family spends a lot of time with MPR. The 11-year-old loves the APM podcasts for kids. We listen to Classical MPR throughout our weekends. MPR News keeps us company on commutes and around the house....Keep up the fabulous work!"

– Mercedes, Edina, MN

American Public Media

American Public Media manages MPR's national programming. APM is one of the largest producers and distributors of public radio programming in the world and the distributor of several public radio programs—including Performance Today® and Marketplace®—reaching 20 million listeners on nearly 1,000 radio stations nationwide each week. It is the largest producer and distributor of classical music programming in the country. Learn more about [American Public Media](#).



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
- **St. Paul, Minnesota**
American Public Media and Minnesota Public Radio headquarters
- **Greater Minnesota**
(Rochester, Collegeville, Bemidji, Moorhead, Worthington and Duluth)
MPR News bureaus
- **Los Angeles, California**
Marketplace headquarters
- **Pasadena, California**
KPCC Southern California Public Radio™ headquarters (a part of APMG)
- **New York City, New York**
Studio/bureau location for Marketplace, The Splendid Table, Performance Today
- **Washington, D.C.**
Marketplace bureau location
- **London, UK**
Headquarters for BBC—an APM distribution partnership
- **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 principal 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, nonprofit and Member-supported status.

[VIEW MPR | APM
BOARD OF TRUSTEES](#)

[VIEW MPR | APM
LEADERSHIP](#)



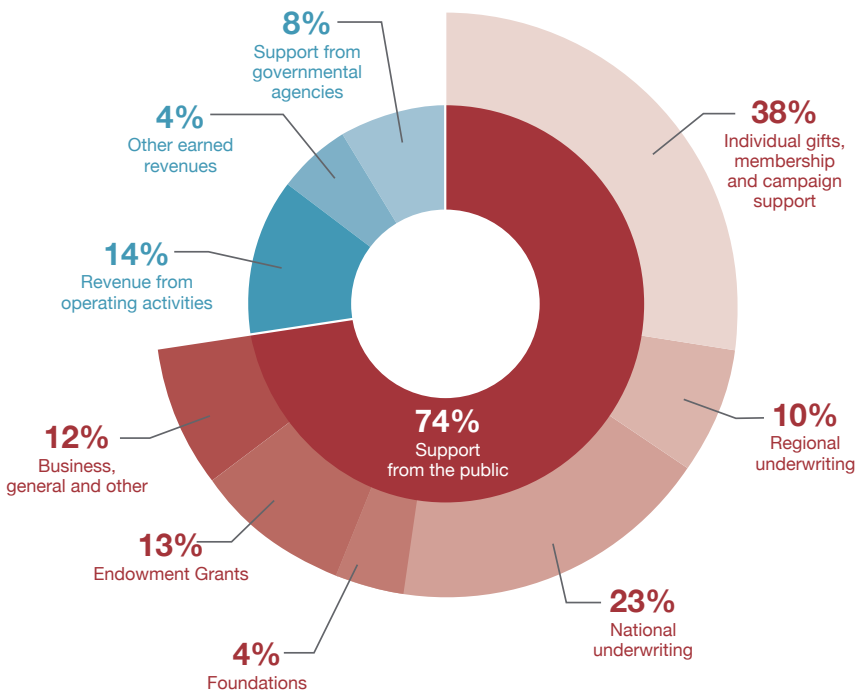
Financials

Year-End Operating Results and Audited Financial Statements

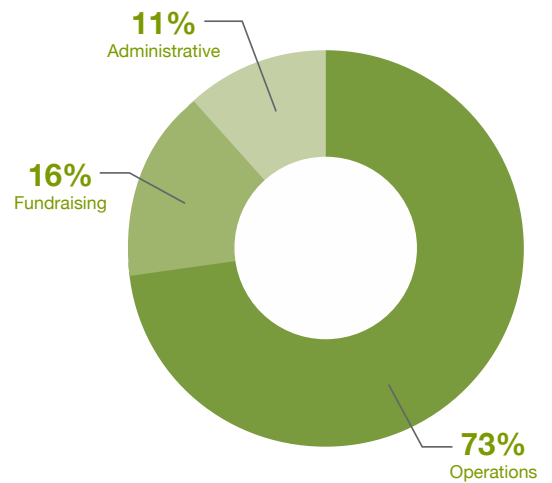
MPR | APM finished the fiscal year 2024 with \$118 million in Total Operating Support and Earned Revenue. Diversified revenue streams help keep MPR | APM financially strong, and your continued financial support is especially important in keeping MPR | APM strong, enabling us to fulfill our essential public service mission and invest in strategic priorities that will serve more people. Complete audited financial statements for fiscal year 2024 and other financial information can be found at

mpr.org/finances.

Total Operating Revenue



Expenses



Endowment

MPR | APM is the fortunate beneficiary of several endowment funds. As of June 30, 2024, the value of the endowment funds for the benefit of MPR | APM was \$292 million, including \$111 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 boldly and creatively into our shared and vibrant future.



Wild ice reporting behind the scenes with Dan Kraker › Derek Montgomery

COVER PHOTO

The Current’s Rock the Cradle at the Minneapolis Institute of Art and Children’s Theatre Company took place on June 9, 2024 › Darin Kamnetz for MPR

