



## ABOUT MINNESOTA PUBLIC RADIO

Minnesota Public Radio® is one of the nation's premier public radio stations. Founded as a college station in 1967 at Saint John's University in Collegeville, Minnesota, it is today a regional network covering Minnesota and parts of Wisconsin, the Dakotas, Michigan, Iowa, Idaho and even Canada. It is also an increasingly sophisticated online service. It has won more than 800 journalism awards—including the Peabody Award and the Alfred I. duPont-Columbia University Gold Baton Award, in 2001.

Minnesota Public Radio serves a regional population of five million people, and with more than 83,000 members, it has the highest percentage of listener membership of any community-based public radio network in the United States. With 690,000 listeners each week, it has the largest audience of any regional public radio network.

American Public Media—Minnesota Public Radio's national production and distribution arm—produces more national programming than any other station-based public radio organization in the country, and is a producer of award-winning documentaries.

Minnesota Public Radio, along with its sister company Southern California Public Radio, belongs to a larger family of companies within American Public Media Group, a national nonprofit organization whose purpose is to develop resources, services and systems to support public media for public service.

### On Air: Minnesota Public Radio's News and Information, and Classical Music Regional Services

- “The most trusted news source” in the region (University of Wisconsin, 1992)
- A broadcast news staff of 64—the largest in the Upper Midwest, including 13 journalists stationed throughout the state to report on rural and regional issues
- A classical music service providing listeners with music from more than 60,000 compact discs and records—one of the largest classical music collections in the country

### On Air: American Public Media's National Programs

- American Public Media is the nation's second-largest producer and distributor of national public radio programs, reaching 13.5 million listeners nationwide each week. National programs include *A Prairie Home Companion*®, *Saint Paul Sunday*®, *Marketplace*®, *Sound Money*®, *The Splendid Table*®, *Speaking of Faith*® and special reports produced by its national documentary unit, American RadioWorks®.
- Classical 24® is a live classical music service offered by American Public Media and Public Radio International on a subscription basis to public radio stations around the country that otherwise could not afford around-the-clock, seven-days-a-week classical music programming and commentary. It reaches 2.4 million listeners each week.

### Online: [www.mpr.org](http://www.mpr.org)

- In-depth news and headlines updated as many as 40 times daily, archives, news and classical music features, and live streaming of music and news
- Individual Web sites for all Minnesota Public Radio programs
- PUBLIC RADIO MusicSource® ([www.prms.org](http://www.prms.org)), an online music and movies retailer, and PUBLIC RADIO BookSource®, an online ordering service for books mentioned and discussed on public radio. Each direct a portion of sales to support customers' favorite public radio stations or national programs.
- Subscriptions to free e-mail newsletters ([www.mpr.org/www/newsletters](http://www.mpr.org/www/newsletters)) featuring original content from *Pipedreams*, *A Prairie Home Companion*, *The Splendid Table*, *The Writer's Almanac*, American RadioWorks and more

### On Stage: Events

- Broadcast Journalist Series, featuring nationally recognized public radio figures
- Talking Volumes, a regional book club that spotlights a different author each month with feature articles, live broadcasts, small group discussions and more (co-sponsored with the *Star Tribune* and the Loft Literary Center)
- Minnesota Public Radio live on-stage events, including *The Morning Show's* Historic Theater Tour, live remote broadcasts and more
- Political candidate debates, such as the historic senatorial contest between Senator Norm Coleman and former Vice President Walter Mondale

### Publications

- “Plugged In,” a section of *Minnesota Monthly*® magazine