



THE NEXT STANDARD, THE CAMPAIGN FOR MINNESOTA PUBLIC RADIO Fact sheet

Capital Campaign Details

- The goal is to raise \$46 million
 - \$41 million for the new building
 - \$5 million for programming initiatives and digital archives
- \$35.4 million has been raised as of June 22, 2004

The New Building

- The project was designed by Twin cities firm Hammel, Green and Abrahamson Architects (HGA)
- Minnesota Public Radio's main building at East Seventh and Cedar Streets in downtown St. Paul will be revamped and expanded
- Existing office space will more than double to more than 120,000 square feet
- The existing building offers 52,000 square feet of office space; 32,000 of that will be remodeled
- St. Paul headquarters employees will be united under one roof. These employees (now about 300) are currently located in three buildings — the main building, the Piper Jaffray tower and the Wells Fargo building.
- The four-level building will offer eight new studios, 10 new edit suites, more public space, a digital archive facility and multimedia conference rooms
- Interior space will promote interaction and communication through the open design of an atrium, balconies, stair landings and bridges
- The four-story atrium will be 60 feet high and will visually connect all the floors
- A Minnesota Public Radio building at 480 Cedar Street will be demolished
- East Ninth Street, between the main building and the 480 Cedar building, will be vacated
- A pocket garden just north of the new facility will be open to the public
- The view of the south side of Central Presbyterian Church will be opened up

Estimated Timetable

- The 480 Cedar building will be demolished between July 6 and August 1, 2004
- The building extension is scheduled to be completed by January 1, 2006
- Renovation of the existing building will take place from January 1, 2006, through summer 2006

Programming/Technology Initiatives

- **Public Insight Journalism.** This initiative will enhance the way Minnesota Public Radio covers the news. Under Public Insight Journalism, reporters systematically tap into the expertise of audience members — through salons, online surveys and other tools — to develop more in-depth and relevant reporting.
- **Investing in Music, Arts and Culture.** This will allow Minnesota Public Radio to continue expanding its arts and culture programming, reinforcing its role as a vital cultural institution in Minnesota. Concepts include more focused partnerships with arts organizations, more concerts and live events, and more use of the Internet to interact with a wider arts audience.
- **Digital Archive Project.** This will help Minnesota Public Radio preserve and provide access to the past by undertaking the first comprehensive digital audio archive project in public radio history. It will catalog, preserve and protect 30,000 hours of the most significant and fragile of its audio archive — including programs such as *A Prairie Home Companion*, *The Saint Paul Chamber Orchestra* and Minnesota's political debate. This aural history will be permanently preserved in an interactive computer storage system.