



quick facts

MPR BY THE NUMBERS

1967	year of first broadcast
16 million	listeners nationwide to programming by Minnesota Public Radio's parent company, American Public Media, the largest owner and operator of public radio stations and a premier producer and distributor of public radio programming in the nation
900,000+	regional listeners to MPR News, Classical MPR and The Current®
1,000	journalism awards received
39	number of network stations covering the region, plus 41 translators
2	rank in the nation for overall public radio programming production volume
1	rank in the nation for classical music programming production volume
3 million	visits to mpr.org website each month
110,825	members
60	percent of MPR's total budget supported by contributions from corporations, foundations, institutional sponsors and individuals
506	employees in downtown St. Paul and across the state focused on public service radio news coverage and programming
60,000	compact discs in the Eileen R. Bigelow Music Library at MPR
18	national distributed programs, plus countless specials
80,000	registered contributors to the Public Insight Network, contributing to MPR's Public Insight Journalism initiative



FAQ

Public Radio FAQ

WHAT'S THE DIFFERENCE BETWEEN PUBLIC RADIO AND COMMERCIAL RADIO?

Public radio differs from commercial radio in several ways:

- public radio is nonprofit
- public radio produces and distributes primarily educational, cultural, and informational programs
- public radio may accept gifts, grants, donations, and contributions for the production, acquisition, and broadcast of those programs

WHAT'S THE DIFFERENCE BETWEEN UNDERWRITING ANNOUNCEMENTS AND COMMERCIALS?

Underwriting is a way of supporting MPR and introducing your business to our listeners. More than just a commercial announcement, underwriting makes it clear that programming would not exist without the sponsor's support – something the audience notices and appreciates. Underwriting announcements (:15 in length) have to maintain a “non-commercial” feel and may include the business name, a brief description of the business or service, and location/contact information.

CAN UNDERWRITING BE USED AS A TAX WRITE OFF?

Yes.

DO WE NEED TO SEND YOU PRE-PRODUCED UNDERWRITING SPOTS?

No. We produce all spots in our studios with our professional on-air talent. You may submit copy ideas – we put it all together for you at no charge.

WHAT KIND OF LANGUAGE CAN WE USE IN OUR ANNOUNCEMENT?

- Established slogans or logograms that identify the underwriter, but are not overtly promotional, and which do not refer to a specific product or service.
- Factual, value-neutral descriptions of a sponsor or its products or services.
- Internet addresses and dates for specific events, performances, or appearances.

WHAT KIND OF LANGUAGE IS NOT ALLOWED?

- Any language that is promotional in nature.
- Language that is qualitative or comparative, or statements based directly or indirectly on someone's opinion.
- Language that could be perceived as an MPR advocacy position.
- A call to action to consume a product or service, or inducement to buy, sell, rent, or lease.
- Pricing information or indication of associated savings or value.

CAN WE USE MORE THAN ONE MESSAGING CAMPAIGN FOR OUR BROADCAST FLIGHT?

Certainly. You may submit entirely different pieces of copy that can be rotated over the course of your broadcast flight in order to convey different messages.

news

classical

the current



Minnesota Public Radio: Audience Overview

INCOME

- 47% household income \$75,000+
- 31% household income \$100,000+

HOME OWNERSHIP

- 81% own home
- 74% home value of \$150,000+
- 20% home value of \$350,000+

OCCUPATION

- 56% white collar
- 27% professional/related

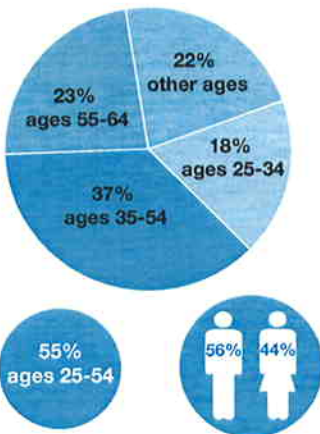
EDUCATION

- 52% college educated
- 17% advanced degree

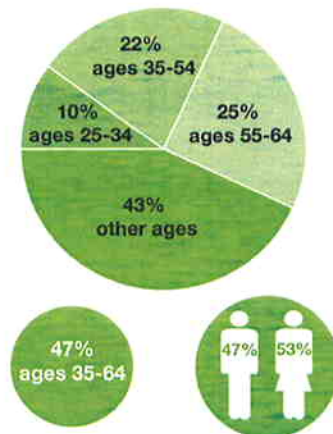
Source: Scarborough Minneapolis-St. Paul, P18+, Feb09–Jan10

AGES/GENDER

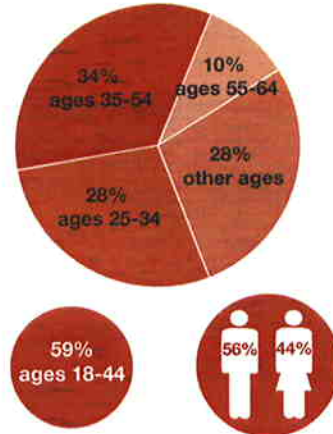
NEWS LISTENERS



CLASSICAL LISTENERS



THE CURRENT LISTENERS



Source: Copyright Arbitron Inc., Metro, MSU 6a-12m, P6+, July09–June10.



benefits

Benefits of Sponsorship

The Public Radio Difference

Underwriting announcements on public radio create a “halo effect” for sponsors and convey integrity, social responsibility, and high quality products.

- 80% have a more positive opinion of a company when it supports public radio
- 90% have taken a direct action as a result of hearing a sponsorship message
- 75% say that when all else is equal they prefer to buy from a public radio sponsor

Source: Jacobs Media Research 2007.

Clear the Clutter

- A maximum of 2½ minutes of sponsorship mentions per hour makes your message memorable (compared with up to 20 minutes of commercials per hour on commercial radio)

The Halo Effect

• Unique Marketing Tool

MPR programming is unique among radio stations. Your message can be tailored to stand out on this unique medium.

• Commitment

MPR listeners are passionate and loyal - they spend their own money to support the programming. They are actually thankful you support their favorite programming.

• Uncluttered Environment

Your message doesn't get lost in a sea of other advertisers. The uncluttered environment leads to more active listening.

• Reach your Target

Your message reaches the influential people in the community; opinion leaders; decision makers; business leaders. A specific audience can also be targeted by the content of the program.

• Credibility

The trust that the audience has in their radio station is transferred to you and your business.

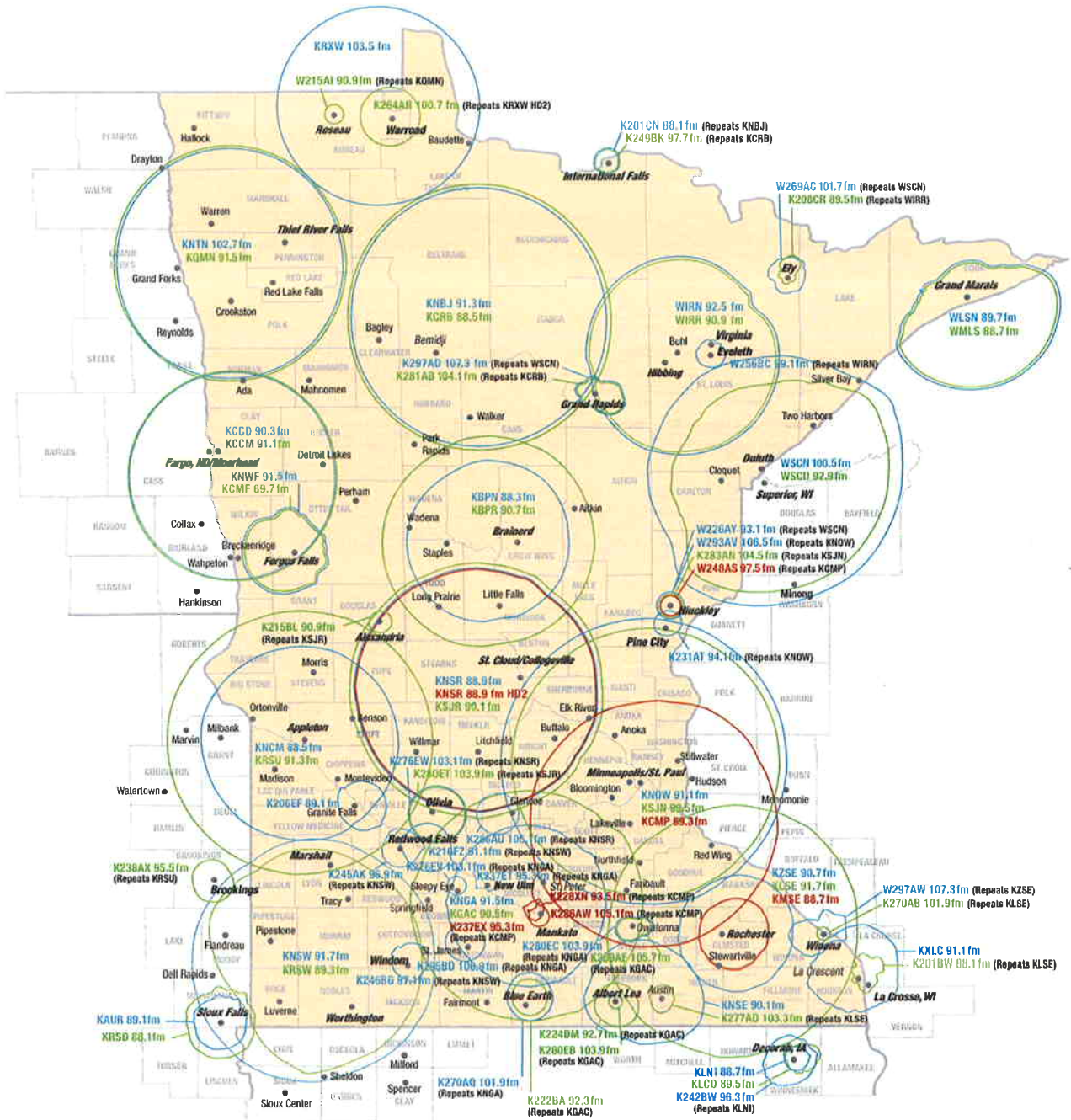
news

classical

the current



state coverage



MAP KEY	BROADCAST AREA	MINNESOTA PUBLIC RADIO SERVICE
	○	• News
	○	• Classical
	○	• The Current
	City	—Station Location

Stations are also located at 91.1/92.7 in Houghton, MI and 91.9 in Sun Valley, ID.
The listening circles indicated on this map are approximate and not entirely accurate.



Public Radio Favorites on Minnesota Public Radio

Minnesota Public Radio is home to a number of renowned public radio programs and specials that connect with listeners across the region.

A Prairie Home Companion[®]

www.prairiehome.org

Today's only nationwide live music and variety show, *A Prairie Home Companion* is now in its third successful decade. It features comedy sketches, music and Garrison Keillor's signature monologue, "The News from Lake Wobegon."

Car Talk[®]

www.cartalk.com

Tom and Ray Magliozzi, otherwise known as Click and Clack, host this weekly call-in show where the Boston brothers help listeners by talking shop with signature humor and self-deprecation.

Marketplace[®]

www.marketplace.org

The most popular business show on radio or television, *Marketplace* is public radio's daily helping of "business for the rest of us," about life through the lens of business and economics.

Marketplace Money[®]

www.marketplacemoney.org

Marketplace Money helps listeners map out the course to financial wellbeing, offering advice on a wealth of topics like how to pay for college and whether to buy or lease a car.

Marketplace Morning Report[®]

www.marketplace.org

This series of three eight-minute business news modules airs weekdays during Minnesota Public Radio's *Morning Edition*, delivering a global business newscast and a hard-hitting feature report.

Krista Tippett on Being[®]

www.being.publicradio.org

Being is public radio's growing conversation about religion, meaning, ethics and ideas. Each week, host Krista Tippett focuses on a different theme, asking writers, thinkers and theologians to discuss how religion shapes everyday life.

The Splendid Table[®]

www.splendidtable.org

The Splendid Table is a one-hour culinary, culture and lifestyle program that celebrates food and its ability to touch our lives and feed our souls. Each week, award-winning host Lynne Rossetto Kasper leads listeners on a journey that feeds all of life's appetites.

news

classical

the current



Underwriting Testimonials

At Minnesota Public Radio, existing underwriters feel strongly about the unique power of MPR sponsorship. Here is just a sample of what they have to say.

"In the music business it is critical to build trust with your customers. The majority of our customers come to us by referral of one type or another. We have found our underwriting for MPR to generate more website hits than from any other source, period. MPR listeners are loyal and represent the exact demographics that are also our customer. Program underwriting for MPR has been without question the best financial investment we have made in promoting our piano business."

ANN PETIT, OWNER, PETIT MUSIC; ROCHESTER, MINNESOTA

"Our Sponsorship of the music broadcast on MPR is highly valuable to our company. We receive many phone call and e-mails over the year from listeners "thanking us" for being sponsors of MPR. Thank you, and keep up the great programming."

**RICK AND KIM BOLSTAD, OWNERS, ISLAND VIEW REALTY INC.;
INTERNATIONAL FALLS, MINNESOTA**

"We have recently increased our frequency on MPR. We have gotten positive feedback from both members and employees; they think it is great we are supporting public radio. The message comes across as professional and impressive. We are proud to support MPR."

**SARAH CRON, MARKETING MANAGER, COOPERATIVE LIGHT & POWER;
TWO HARBORS, MINNESOTA**

"Our sales process includes asking our customers how they heard about our communities. Immediately after we started program underwriting on Minnesota Public Radio, we had many customers point to MPR as the source for their knowledge of us. We know from this careful tracking that our sponsorship of MPR not only raises awareness of our business but also delivers qualified customers to us from exactly the right demographics."

**COLLEEN HOLLINGER PETTERS, PRESIDENT, COLLEGEVILLE COMMUNITIES;
COLLEGEVILLE, MINNESOTA**

"Our tour lasted 10 days. I personally kept a record of how many visitors cited the mention on MPR as the reason they heard about us and attended the tour. I had over 230 folks visit my studio and over half mentioned MPR. Sales were up considerably over last year. We plan to advertise again in 2008. Thanks very much for your help."

**MARGUERITE WALZ, PRESIDENT, AUTUMN WINDS STUDIO TOUR;
MOOSE LAKE MINNESOTA**



Samples of Underwriting Announcements

Whether your objective is corporate/institutional positioning, loyalty marketing, ticket sales, lead generation, or increased store traffic, underwriting announcements are excellent marketing tools.

IT/TECHNICAL

Programming is supported by Convergent Storage Solutions, providing data storage and management technologies for businesses. Helping their clients keep critical data safe using secure data storage solutions. On the web at convergentdashstorage.com.

AUTO

Programming is supported by Borton Volvo. The 2007 S80, engineered so that form meets function with Scandinavian design and a high - performance engine. Volvo's 'Sign and Drive event' leasing information is online at Borton.com.

RETAIL

Programming is supported by Surdyk's 'Premium Brand Event,' featuring brand name spirits, now thru April 11th. 'Surdyk's. Keeping you in good spirits since 1934.' On Hennepin at University, or at [S - U - R - D - Y - K - S . com](http://S-U-R-D-Y-K-S.com).

ARTS

Programming is supported by the Minnesota Orchestra. Presenting the 7th annual Macy's Day of Music - a 24-hour music marathon featuring six stages and over 40 musical presentations - July 13 and 14th at Orchestra Hall. More information at minnesotaorchestra.org.

LAW

Programming is supported by Robins, Kaplan, Miller and Ciresi L.L. P., providing legal solutions for businesses and individuals since 1938. Online at [R - K - M - C . com](http://R-K-M-C.com).

BUSINESS TO BUSINESS

Support for this program comes from Westlaw, part of Thomson Reuters. Every day, lawyers and judges across America use Westlaw to support the practice of law and our system of justice. Online at thomsonreuters.com.

ARCHITECTURE

Programming is supported by Roehr Schmitt Architecture. Dedicated to delivering comprehensive and sustainable residential and commercial design in an urban studio. Where the mission is to provide high performance, life enhancing design. [R - O - E - H - R - Schmitt . com](http://R-O-E-H-R-Schmitt.com).

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classical

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