

## Welcome to the next chapter of Iowa Public Radio!

We couldn't be here without you. Our sustainers, donors and sponsors now provide 85% of our funding and overwhelmed us with their generosity, raising an additional \$8 million in our first-ever capital campaign! You've helped ease our transition to independence and paved the way for an exciting future for IPR.

2023 was truly a transitional — and *transformational* — year for us. We spent a lot of time listening: to our newly-formed Sounding Board, through surveys of our members and listening audience, in countless conversations with supporters, and at special sessions in underserved communities across Iowa.

What we heard from Iowans this past year helped us set the course for the years to come. It reaffirmed and reframed **our mission**.

Our vision is clear. Our future is bright. And we're so appreciative of all of **you** for helping us write this new chapter for Iowa Public Radio.

Best,

Myrna Johnson  
Executive Director

## our mission

Iowa Public Radio connects you to news, music, information and ideas that shape your world every day.



## your impact.

Thanks to your support, our news stories, music programming and cultural coverage reached thousands of Iowans and audiences well beyond the range of our broadcast signals.

**285,000+**

regular listeners across radio, podcasts & digital streams

**1,317,261**

total visitors to [iowapublicradio.org](https://www.iowapublicradio.org)

**26,131**

subscribers to our award-winning newsletters

**1,910**

new donors joining you in support of Iowa Public Radio

# sounding board

Chris Martin **Chair, Cedar Falls**

Dinakar Bhattramakki **Grimes**

Daniel Bissell **Iowa City**

Jenny Bowser **Seymour**

Patricia Brown **Ames**

Lijun Chadima **Cedar Rapids**

Gabbi DeWitt **Cedar Falls**

Kamal Hammouda **Grinnell**

April Hunn **Dubuque**

Emily Kessinger **Des Moines**

Caleb Knutson **Hubbard**

Dave Linder **Manson**

Tar Macias **Des Moines**

John Miller **Fairfield**

Preston Moore **Cedar Rapids**

Stefanie Munsterman **Cedar Rapids**

Edgar Ramirez **Des Moines**

Kathleen Richardson **Des Moines**

James Uhlenkamp **Mount Ayr**

Adam Wedmore **Rockwell**

## highlights from a transformational year

### community connection.

We created a community advisory board — **the Sounding Board** — to establish a greater connection to the communities we serve. It's our way of staying plugged in to what's happening and what's important to communities across the state. The Sounding Board helps IPR answer important questions about how the organization can better serve all listeners, members and stakeholders.

We also ventured to five underserved communities — Des Moines, Fort Dodge, Storm Lake, Waterloo and West Liberty — in a series of listening sessions. Community members shared their informational needs and discussed the important issues going uncovered in their area.

### a resounding future.

We launched **A Resounding Future**, the first capital campaign in our century-plus history. And it was a resounding success. Hundreds of Iowans responded, contributing more than \$8 million to support the future of journalism and public radio in Iowa.

### the brand-new ipr.

You can see it in these pages. The new Iowa Public Radio brand is as **bold and bright** as our future. The rebrand rolled out in the fall and laid the foundation for a grant-funded, multimedia campaign to introduce IPR to new listeners across the state.

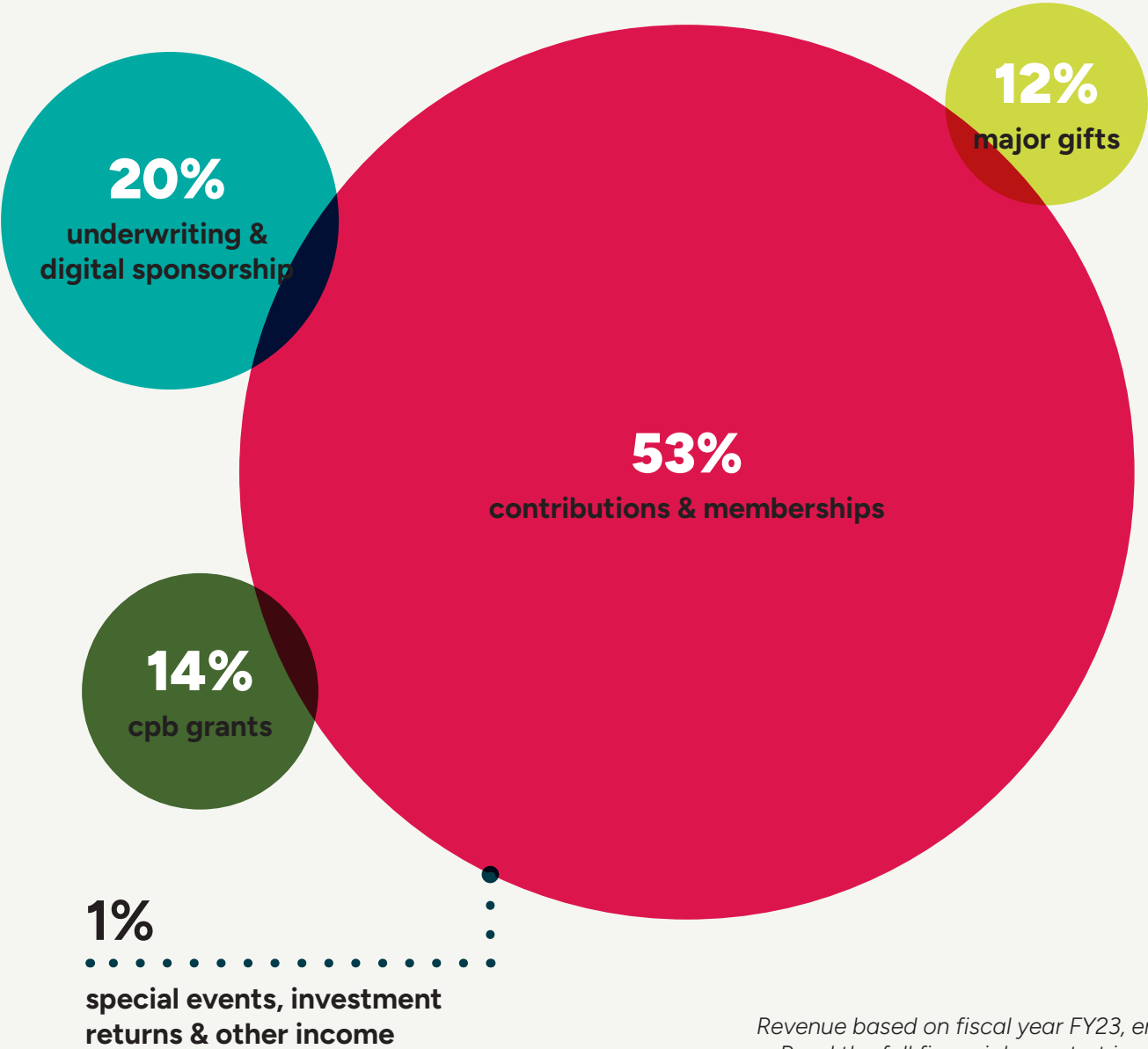
### visitors & events.

It was a year of **mentorship, engagement — and fun!** We hosted aspiring journalists from Waukee High School for a day and budding public media pros for a week-long, audio-focused experience. The Studio One team inspired tomorrow's rock stars, while interviewing, photographing and showcasing today's top artists, big and small.

*On Point* host Meghna Chakrabarti talked journalism and democracy in Des Moines. Charity Nebbe took *Talk of Iowa* and its fans to a wildlife refuge and a research farm. And Ben Kieffer held a handful of political discussions over beers in Cedar Rapids as part of Pints and Politics.



Iowa Public Radio ended fiscal year 2023 in a strong position. Community support made up **85% of our annual funding!** On top of our traditional revenue streams and grants from the Corporation for Public Broadcasting to support our transition, we exceeded our goal in our first-ever capital campaign.



# board of directors

- Warren Madden **Chair**
- Nora Everett **Vice Chair**
- Greg Schnirring **Treasurer**
- Alejandro Hernandez **Secretary**
- Jeneane Beck
- Susan Brennan
- Lijun Chadima
- Libby Jacobs
- Jacy Johnson
- Ardis Kelley
- Kaye Lozier
- Chris Martin
- Hellen Miller
- Mark Nolte
- Mary Rayburn
- Chuck Swanson
- Brian Waller
- David Yepsen

Revenue based on fiscal year FY23, ending on June 30, 2023.  
Read the full financial report at [iowapublicradio.org/about](http://iowapublicradio.org/about).

## our vision

In 2023, we spent a considerable amount of time reflecting and planning for what's to come. We refocused our mission and developed **our vision**. • • • • •

Guided by our new strategic plan and the promises of *A Resounding Future*, we're setting out to connect more Iowans with the news, music, information and ideas that shape their world every day.

### more news from new voices.

Thanks to our campaign supporters, we can pursue excellence in journalism with expanded reporting and programs to train the next generation of public media professionals. More **award-winning news** • • • • • — **and newsletters** — will hit your ears and inboxes. And we hope to have a new voice soon to bring you the morning newscasts.

### a new & improved studio one.

An audience research project last year showed us there's room for improvement on Studio One. The music team has spent months refining the sound and combing through the catalog to bring you the **best blend of music** you love — and the artists we know you'll love next. Look for the service to relaunch in Summer 2024.

### coming to a city near you.

2024 offers a full slate of music festivals, concerts and member events. **Come out to see us** at an event near you or visit one of our studios. We just might have a special event or two up our sleeves this year, so stay tuned!

IPR tells Iowa's story, connecting more Iowans to relevant information, diverse perspectives and culture that enriches our lives. We help create a more informed state, leading to engaged and vibrant communities.

## your impact.

**871** talk show & podcast episodes produced

**404** local news and music stories

**14** award-winning news stories, series & shows

**6** reporters recognized for excellence in journalism

**5** nationally-recognized newsletters