



**For Immediate Release**

**CONTACT:** Gretchen Kasperbauer  
Marketing Manager  
(515) 725-7611  
[gkasperbauer@iowapublicradio.org](mailto:gkasperbauer@iowapublicradio.org)

**IOWA PUBLIC RADIO RECEIVES \$250,000 TO ESTABLISH INNOVATION FUND**

DES MOINES, Iowa (September 24, 2019) – Iowa Public Radio is pleased to announce it has received a \$250,000 commitment from The Heartland Mitzvah Fund to establish an Innovation Fund. These funds will provide funding over the next 5 years for projects or programs with potential to better serve existing, new and diverse audiences, as well as with potential to have long term impact and strengthen Iowa Public Radio.

Myrna Johnson, IPR’s Executive Director, explained how this fund will impact the operations of Iowa Public Radio, “I am very excited about this generous gift. The media landscape is rapidly evolving and this is an opportunity fund that will allow us to test and develop new ideas and projects that have the potential to make a big impact for our listeners.”

The Innovation Fund is the first of its kind for the organization. Johnson further explained that the Innovation Fund is one that Iowa Public Radio hopes to build upon because the results from projects and programs supported by this fund can help guide strategic directions and long term sustainability.

“With big goals ahead of us, this is a very special gift and I am eager to see where this takes us.” Johnson concluded.

**About Iowa Public Radio**

Iowa Public Radio (IPR) was formed by the Iowa Board of Regents in 2004 to manage the day to day operations of the 26 public stations licensed to Iowa State University, University of Northern Iowa and University of Iowa. IPR, a member station of National Public Radio (NPR) provides news, talk and music programming via 26 radio stations and through digital streaming and on-demand audio downloads. IPR currently serves a weekly audience of 220,000 listeners. Seventy-five percent of IPR’s annual funding comes from private gifts, grants, and underwriting sponsorships.

**Tune In**

Listen to Iowa Public Radio [on-air](#), [online](#) or on the [IPR app](#).

###