

Reinventing the news at MPR

Public Insight Journalism®

Andrew Haeg
Senior Producer & Analyst
June 12, 2006



**MINNESOTA
PUBLIC RADIO®**

**On any given story,
someone in the audience
almost always knows
more than we do.**



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FAA union: Inspector's memo leads others to raise concerns

by [Mark Zdechlik](#), Minnesota Public Radio
September 8, 2005



More FAA inspectors have reportedly come forward to express concerns about the safety of Northwest Airlines planes, while the airline's mechanics union is on strike. (MPR Photo/Mark Zdechlik)

The union that represents Federal Aviation Administration inspectors says more FAA personnel are stepping forward and raising safety concerns about Northwest Airlines. A Twin Cities-based inspector wrote to FAA management



- [Strike at Northwest](#)
- [Northwest Airlines Web site](#)
- [AMFA Local 33 Web site](#)
- [Tell us your story about the Northwest labor situation](#)
- [Flash presentation: A chronology](#)
- [Your stories](#)

Audio

- [FAA union: Inspector's memo leads others to raise concerns](#) (story audio)

Photos

- [Taking off](#)

Minnesota's roads are wearing out

by [Dan Olson](#), Minnesota Public Radio

September 23, 2004



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Just over a third of Minnesota's state maintained roads are labelled too far gone by MnDoT meaning they're beyond preventive maintenance help and need rebuilding (MPR photo/Dan Olson)



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The "working crunched" struggle despite a growing economy

by [Jeff Horwich](#), Minnesota Public Radio
April 19, 2006

AUDIO

[The "working crunched" struggle despite a growing economy](#) (feature audio)

PHOTOS

- [Home is too expensive](#)
- [Wages and salaries have lagged inflation](#)
- ["Little plastic cards of doom"](#)

RESOURCES

[Bankrupt: Maxed Out in America - from American Radioworks](#)

RESPOND TO THIS STORY

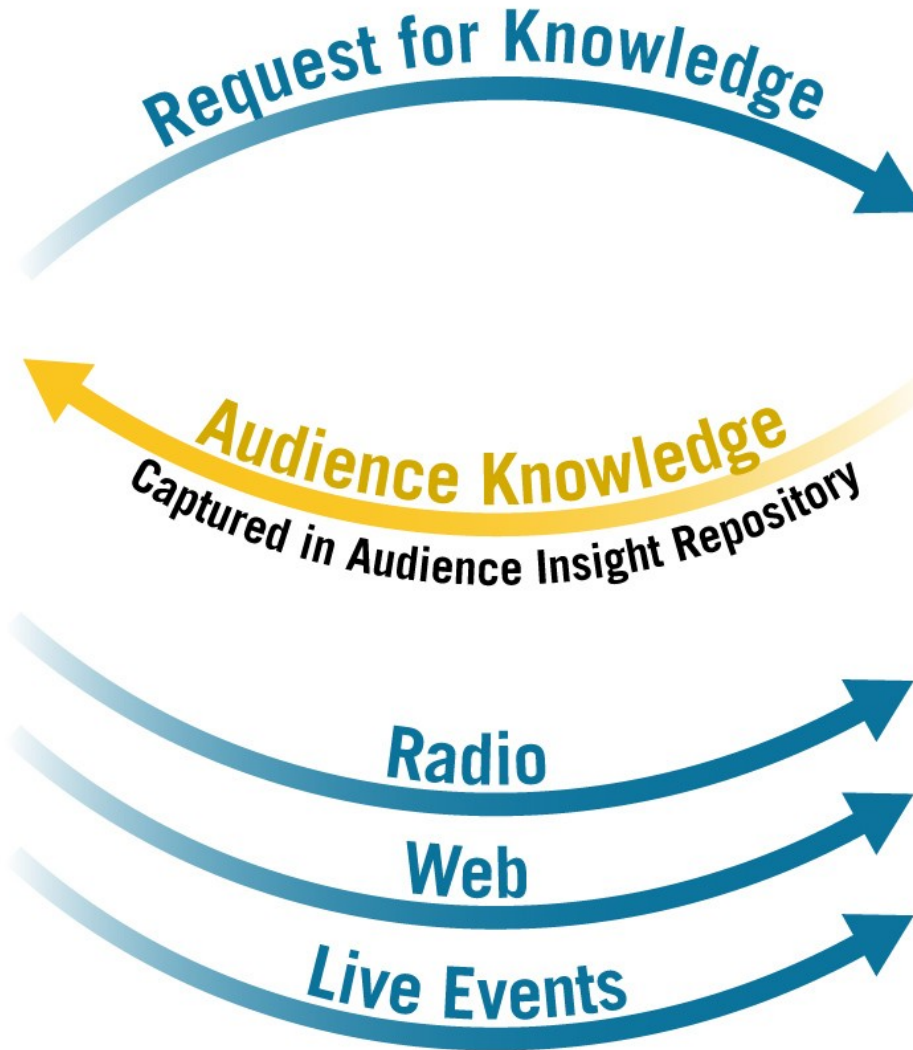


Susan and John Marsh live in a comfortable home looking north across Minneapolis' Lake Nokomis. But a string of difficulties have left them feeling far from financially secure. (MPR Photo/Jeff Horwich)

Many middle class families find themselves squeezed

Public Insight Journalism Process

Minnesota Public
Radio Newsroom



Marketplace®

06

Can we work with Hamas?

Hamas has won power in Palestinian elections, but not from its government. Will the sanctions hurt the group's position? Host Kai Ryssdal and George Joffe.

Business health insurance

Trying to change the nation's health care system by forcing small businesses to offer coverage. Worried the bill may reduce coverage for the uninsured. Helen Palmer reports.

Foreign investments

Working on bills that will make it easier for companies to approve foreign takeovers of U.S. companies. Congressional approval. John...

China tough with

China is expected to declare tomorrow that it will not accept a nuclear weapons free zone. Some businesses are worried about the war. Hillary Wicai reports.

Bernanke

And lately by media interpretations of his statements. Most guesses are short term interest rate moves. Point tomorrow, but commentator says he doesn't have to guess at all.

Move to hybrid credits

Ford and GM are lobbying for rules that will allow them to buy hybrids. Why? Japanese auto companies are miles ahead in the hybrid game. Bob...

Search for movie downloads

Search for the first major studio to distribute its...

THE NUMBERS



DOW -0.15%



NASDAQ -0.26%



S & P -0.21%

[Details...](#)

HELP US TELL THE STORY

We want your insights to help us in our reporting in these areas. Share what you know:

- [Entrepreneurs](#)
- [Sustainability](#)

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By Topic

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Public Insight Journalism

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PIJ in Action

See some of the stories that Public Insight Journalism informed.

In Good Company

Meet some of the people in the Public Insight Network

Questions?

OK, we've fielded that one before. And here's the answer!



What can you help with right now?

- [Returning from Iraq and adjusting to life back at home](#)
- [Focus on the Issues](#)
- [Growing up Indian](#)
- [Financial security -- or insecurity -- and personal decisions](#)
- [Design in your life](#)
- [Teens in foster care](#)

What should we know about what's happening at Northwest Airlines?

Share your experience with Minnesota Public Radio.

First Name:*	<input type="text" value="Michael"/>
Last Name:*	<input type="text" value="Skoler"/>
City:*	<input type="text" value="St. Paul"/>
State:*	<input type="text" value="Minnesota"/> ▼
Zipcode:*	<input type="text" value="55105"/>
E-mail:*	<input type="text" value="mskoler@mpr.org"/>
Phone:	<input type="text"/>

How have the Northwest labor disputes (present and/or past) affected you?

What is your relationship with Northwest? *

- Northwest traveler
- Northwest employee
- Former Northwest employee
- Replacement Northwest employee
- Travel industry professional
- Other

PIJ - MPR Regional - NWA mechanics strike - general query (Sep 10, 2005)

[How have the Northwest labor disputes \(present and/or past\) affected you?](#)

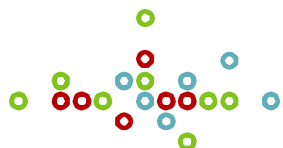
I worked as a technician for 15 yrs. I have been layed off 5 times and moved 4 times to keep my job. While working for NWA, I realized that I needed to find another career. I got a business degree and discovered my strengths and have closed the door in my life with NWA. I am excited about my future because I now know there are great companies out there who care about the people they work with and the customers, which is the opposite of NWA. NWA is ONLY concerned with short term and everything else be damned, just get a customer in that seat. SO IF PEOPLE QUIT FLYING NWA, THEY WILL CHANGE. THEY DON'T CALL IT NORTHWORST FOR NOTHING. ONLY THE CUSTOMERS CAN CHANGE NWA'S OUTLOOK.

[What is your relationship with Northwest?](#)

Former Northwest employee

[If "Other," please explain.](#)

[Would you be willing to talk with an MPR reporter?](#)



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The Audience Insight Repository

Active Contacts: 18677 | Audience Insight Repository | Hello **Andrew Haeg** | [Account](#) | [Log Out](#)

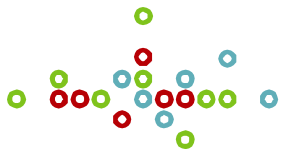
Manage [Expertise](#) | [Domains](#) | [Users](#)

[Home](#) | [Search](#) | [Buckets](#) | [New Contact](#) | [Import](#) | [Preferences](#)

First Name	<input type="text"/>	*Keyword search	<input type="text"/>	Organizations	<input type="text"/>
Last Name	<input type="text"/>	City	<input type="text"/>	Political Offices	<input type="text"/>
Gender	<input type="text"/>	State	<input type="text"/>	Passions	<input type="text"/>
Birth Year	<input type="text"/> .. <input type="text"/>	Postal Code	<input type="text"/>	Experiences	<input type="text"/>
Last Modified	<input type="text"/> Days Ago	Description	<input type="text"/>	Income	<input type="text"/>
Email	<input type="text"/>	Interests	<input type="text"/>		<input type="text"/>
Confidence Level	<input type="text"/> 0%	Title	<input type="text"/>		<input type="text"/>
Domain	<input type="text"/>	Employer	<input type="text"/>	Activity Type	<input type="text"/>
	<input type="text"/>	Expertise	<input type="text"/>		<input type="text"/>
Status	<input type="text"/>	Last Activity Date	<input type="text"/>		<input type="text"/>
			<input type="text"/>		<input type="text"/>
		FormBuilder Form	<input type="text"/>		
		Response	<input type="text"/>		

Display 25 Records Per Page

Powered by MPR Information Technology



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Domain Minnesota State Legislators
MPR Public Insight Network

Expertise Advertising/Marketing/Public Relations
Aerospace

Activity Type Background Source
Commentary

Status Active

Last Activity Date On (yyyy-mm-dd)















FormBuilder Form

Response doctor

Display 25 Records Per Page

Search Clear

Results 1 - 25 of 180 Next

	Email	First Name	Last Name^	Zip
<input type="checkbox"/>  	Mainstreet Survey: Food, Eating and Obesity: What shaped how you think about eating? Tell us a story about particular experiences perhaps even from childhood, that influenced your attitudes toward food and eating. : As a young adult I paid little attention to my growing suit size. My grand awakening came when my doctor told me I had type two diabetes and introduced me to all of the requirements of pill taking and die...			
<input type="checkbox"/>  	Mainstreet Survey: Food, Eating and Obesity: What shaped how you think about eating? Tell us a story about particular experiences perhaps even from childhood, that influenced your attitudes toward food and eating. : As a young adult I paid little attention to my growing suit size. My grand awakening came when my doctor told me I had type two diabetes and introduced me to all of the requirements of pill taking and die...			
<input type="checkbox"/>  	Balancing Minnesota's Budget: A Postscript Import: What do you think of the debate that led up to the new budget plan?: ...umers to spend money in any zone, tax-free or otherwise, when we can't even afford to go to the doctor. Balancing Minnesota's Budget: A Postscript Import: What do you think of the debate that led up to the new budget plan?: ...umers to spend money in any zone, tax-free or otherwise, when we can't even afford to go to the doctor.			
<input type="checkbox"/>  	Focus on the Issues: Why are these issues most important to you? : ...yself an American again. I think we need to learn to keep our noses out of other people's bedrooms, doctor's offices,and personal business in general. We need to stop sending our troops out in the world to ...			
<input type="checkbox"/>  	Budget Balancer 2 Import: What is your work title?: doctor			
<input type="checkbox"/>  	Small Towns - Vote: Comment on this idea:: This is a great idea. Our problem in rural Pennsylvania is that we don't have doctors to run our clinics. I would like to get more info on your project.			
<input type="checkbox"/>  	Medical Matchmaker: What issues or topics related to health care would you like to see MPR News look into? : t seek into the rea			

The [Public Insight Network](#) is a group of thousands of Minnesotans who have agreed to help us cover the news from time to time.

The Network is part of MPR News' commitment to using the knowledge and insights from our audience to make our news coverage stronger.

Thanks for sharing your story about your credit report and about credit report errors.

Your stories and insights helped reporter Jeff Horwich produce [a story](#) on credit reports, and what happens when there are mistakes.

Please feel free to contact me anytime with suggestions for news coverage, or with questions or concerns.

Thanks again for your help.

All the best,

Andrew Haeg
Senior Producer/Analyst
Public Insight Journalism
Minnesota Public Radio

You received this e-mail because you gave Minnesota Public Radio permission to contact you. If you want to stop receiving e-mails asking for help with MPR coverage, please click on this link: [unsubscribe](#).

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News & Features



THE FUTURE OF SMALL TOWNS
IDEA GENERATOR

Categories : [People](#) : [Economic opportunity](#) : [Human services](#) : [Telecommunications](#) : [Transportation](#) : [Social/cultural opportunities](#) : [Education](#) : [Government & policy](#) : [Other](#)

[People](#)

- [Diversity makes small towns friendlier](#)
- [Encourage immigrants to move to small towns](#)
- [Small towns need focus and commitment](#)

[Economic opportunity](#)

- [Support your local businesses](#)
- [Encourage home-grown entrepreneurs](#)
- [Create local cooperatives](#)

[Human services](#)

- [Meet the needs of the aging population](#)
- [Put early childhood centers in vacant main street buildings](#)
- [Consolidate human services into outreach centers](#)

[Telecommunications](#)

- [Build a municipally owned fiber optic network](#)
- [Formulate a Rural Broadband Act](#)
- [Bring wireless Internet to small towns](#)

[Transportation](#)

- [Invest in high-speed transit between cities](#)
- [Create a state fund for small city transportation](#)

[Social/cultural opportunities](#)

- [Make towns cheap enough for artists](#)
- [Support library](#)

What is this?

This is an online collaboration where you can suggest and discuss ideas for dealing with the challenges facing small towns.

To take part, click on an idea to read it, or click on a category to read all of the ideas in that area. Then rate or comment on an idea, or even take the next step and [propose an idea](#).

Some of best ideas shared here will be discussed at the upcoming Symposium on Small Towns, June 7th and 8th at the University of Minnesota-Morris. [Learn more and register here](#).

Do small towns have a future?

After cresting in the 1930s and 1950s, the rural population on the Northern Great Plains has steadily decreased. Younger people moved to cities. Older people tended to stay. That process



SESSION 2005

THE BUDGET BALANCER

YOUR GOAL: ELIMINATE THE DEFICIT.

REVENUE: \$30,714,000,000
EXPENSES: \$31,180,000,000

DEFICIT: **\$-466,000,000**

HOW TO PLAY

SOUNDS OFF

RESET

EXPENSES

K-12 Education	<input type="text" value="ABOUT"/>	\$12,013,000,000
Health and Human Services	<input type="text" value="ABOUT"/>	\$8,632,000,000
Aid to Local Government	<input type="text" value="ABOUT"/>	\$2,961,000,000
Higher Education	<input type="text" value="ABOUT"/>	\$2,750,000,000
Criminal Justice	<input type="text" value="ABOUT"/>	\$1,587,000,000
State Government and the Arts	<input type="text" value="ABOUT"/>	\$622,000,000
Other Areas	<input type="text" value="ABOUT"/>	\$676,000,000

REVENUE

Income Taxes	<input type="text" value="A"/>
Sales Taxes	<input type="text" value="A"/>
One-Time Moves	<input type="text" value="A"/>
'Sin Taxes'	<input type="text" value="A"/>



Medical Matchmaker

Part of the Prescription for Change project

The Matchmaker randomly generates 12 pairs of fictional health insurance plans. Choose the plan you like most (or dislike least) and click "Continue." The Matchmaker will analyze your choices and, at the end, show you the plan type with the features that seem to matter most to you. See [the glossary](#) for definitions of key terms.

Deductible

No deductible

Copays

\$15 office copay

Provider Choice

Moderately sized network

Monthly Premium

\$190 individual, \$650 family

Access to Specialists

No referral usually needed

Paperwork

You fill out claim forms only for out-of-network providers

Tax Free Health Accounts

Deductible

No deductible

Copays

\$15 office copay

Provider Choice

Small network

Monthly Premium

\$250 individual, \$850 family

Access to Specialists

No referral needed

Paperwork

You track expenses and fill out claim forms

Tax Free Health Accounts

How people join the Public Insight Network

- On-air promos for online surveys
- Targeted surveys to listservs
- “Help us cover this story” button
- Meetings & events
- Simulations & collaborative tools
- PIJ promos and online sign-up
- Presentations to community groups



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Where we are now

Size of Public Insight Network:
20,000

Reach of Network:
50 states and 12 countries

Resources:
4 staff and an intern

Impact:
>130 stories informed by PIJ



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Why?

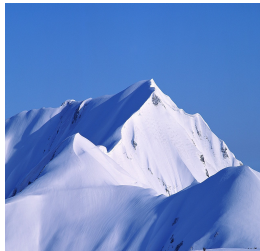
To avoid an evolutionary dead-end



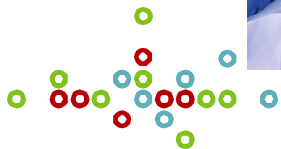
Rise of online culture of sharing knowledge



Destruction of local coverage



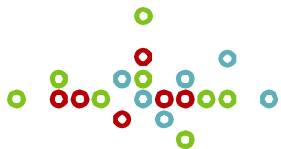
Public distrust of media



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Online information sharing

- 53 million Americans have put information on the Internet
- >3 billion song ratings on Yahoo
- >1.5 million entries on Wikipedia
- 7,000 add-ons for the video game SimCity 4 on fan site Simtropolis



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Loss of local coverage



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Public Distrust

“...we in the news media are widely perceived as arrogant, out of touch and untrustworthy.”

- **Nicholas Kristof**
Op-Ed April 12, 2005
The New York Times
nytimes.com



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*“Whenever the people are well-informed,
they can be trusted with their own government.”*



- Thomas Jefferson

***“America is facing the greatest exodus of informed
citizenship in its history.”***

- Carnegie Foundation “Reporter”, Spring 2005



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C A R N E G I E
Reporter

"... news organizations large and small should bring the public... into their news gathering and news delivery... in ways that were probably unimaginable just a few years ago."

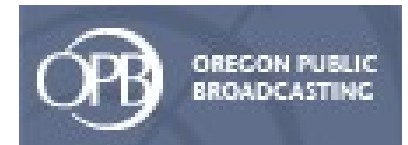
**- "Abandoning the News"
Spring, 2005**



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Sharing and partnering

The Center for Innovation in Journalism @ American Public Media



Colorado Public Radio

Reactions and Questions?

More information at:
www.mpr.org/publicinsight



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