

June 3, 2010

Dear AGO Friend,

Life is change, and change is with us all. To help evaluate a recent change, I need your involvement.

As you may already have heard, as a Summer trial, we're moving **PIPEDREAMS from its traditional Sunday evening 9PM time slot to Sunday morning 6-8AM** to see how we might better serve a broader audience. The change takes place June 6.

According to MPR listener statistics, a larger potential audience exists on Sunday mornings as compared with Sunday nights, and it was suggested that PIPEDREAMS deserved to be heard by more people. Thus the change.

Many of you appreciate the 'end of the week respite' that PIPEDREAMS has provided. Certainly one does and can listen differently in the evening hours. MPR audience statistics indicate that people actually do tune in specifically to hear PIPEDREAMS on Sunday evenings, and our audience increases accordingly at a time when the usual trend is 'down'.

Some of you already may have decided to time-shift your PIPEDREAMS listening, utilizing the online audio archive to access the program via your computer www.pipedreams.org at an hour or on a day most convenient to you. We'd be **curious to know** whether you access PIPEDREAMS online in addition to listening to the MPR broadcast, or in place of that broadcast? Some of you may not yet have discovered this option.

So that the best decisions can be made with the best available information, **please try us Sunday mornings this summer**, or online, and then let us know what time you'd most like to hear PIPEDREAMS (the new, the old, or both). Also, let us know whether you've now accessed PIPEDREAMS online on the day/time of your own choosing, so that it matters not to you when the program airs on the radio.

Do let us hear from you! Your opinion matters. **Send your comments to:**

mail@minnesotapublicradio.org

Thanks for your involvement and support, and thank you for listening!

Sincerely,

Michael Barone
PIPEDREAMS host/producer
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