

MINNESOTA PUBLIC RADIO

2025 Call for Board of Trustees
and Advisory Members

APPLICANT FAQs



MINNESOTA
PUBLIC RADIO®

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MPR | APM STRUCTURE

What is the relationship between American Public Media (APM), Minnesota Public Radio (MPR), and American Public Media Group (APMG)? How does board service fit within this structure?

American Public Media Group (APMG) is the nonprofit parent organization of both Minnesota Public Radio (MPR) and American Public Media (APM). APMG provides administrative, financial, and human resources services to its supported nonprofit organizations in the field of public media.

MPR is a tax-exempt, nonprofit 501(c)(3) organization that produces and acquires radio programming of community value. It combines these programs into a nonprofit radio service of the highest quality for broadcast through a network of radio stations to the people of Minnesota and the upper Midwest. In radio broadcasts designed for national and international audiences, MPR reflects the culture, events, issues, and ideas of the region's people.

APM is the name of the national program for production and distribution activities carried on within APMG. It is the nation's second-largest producer of public radio programs, reaching 20 million listeners nationwide each week. National programs include Marketplace® and The Splendid Table®, as well as special reports produced by its national investigative and documentary unit, APM Reports.

In terms of governance, MPR is a subsidiary of APMG. The majority of the trustees on the Board of MPR are elected by or approved by the APMG Board, all of whom also serve on the MPR Board. Board and advisory service within this structure involves contributing to the strategic direction and governance of MPR and APM, ensuring alignment with APMG's mission and objectives.

While MPR and APMG have separate bylaws, board meetings are held jointly, and trustees contribute across both organizations. Those designated as APMG trustees may often hold formal leadership roles, such as committee chairs or officers, but there is no meaningful functional distinction in how trustees participate. All trustees, regardless of designation, play an active role in governance.

BOARD SERVICE TERMS AND ELECTIONS

What are the terms of service for Board trustees? Are there term limits?

Trustees serve three-year terms and may serve up to three terms, for a total of nine years.

What is the average tenure of current Board trustees?

The average tenure of current Active Trustees is 4.5 years.

BOARD COMPOSITION

What is the current composition of the Board of Trustees?

As of June 2025, the MPR | APM Board of Trustees includes a mix of Active Trustees and Life Trustees. Active Trustees are current voting trustees serving defined terms, while Life Trustees are long-serving trustees who have been honored with ongoing voting privileges. There are currently 20 Active Trustees, 4 Active Life Trustees and 2 Honorary Life Trustees.

The Board includes trustees of different genders, racial and ethnic backgrounds, and generations. Trustees identify across White, Asian, and Black or African American backgrounds and represent a range of lived experiences. Board trustees span several generations, with strong representation from Baby Boomers and Gen X, along with trustees from the Millennial and Traditionalist generations. Geographically, most trustees are based in Minnesota, with additional trustees from other regions across the United States. Trustees bring leadership experience across nonprofit, corporate, government, education, journalism, and arts sectors, with particular expertise in nonprofit leadership, regional business leadership, education, and music and the arts. MPR | APM continues to prioritize building a Board that reflects the communities it serves and strengthens its ability to guide public media into the future.

What perspectives, backgrounds, or experiences are priorities to add to the Board through this search?

MPR | APM seeks 4–6 transformational, strategic, and influential leaders who bring strategic influence, broad networks, and cross-sector connections. Priority qualities include transformational philanthropic leadership, innovation in media and music, strategic community connection, brand evolution, business model disruption, and digital strategy and technology expertise. MPR | APM values culturally competent leadership and seeks personal experiences, talents, and points of view that reflect the audiences it serves across Minnesota and the nation.

Ideal candidates will also demonstrate a deep commitment to public media and civic life, a collaborative spirit, and the ability to lead in times of complexity and change. MPR | APM is particularly interested in individuals who bring supportive and strategic engagement, champion inclusive and fact-based content, and embrace digital innovation to secure the future of public media. Strong national or local connections that expand MPR | APM's reach and deepen trust across communities are also highly valued.

How large is the Board currently, and what is the anticipated size after the 2025 search?

Currently, the MPR | APM Board of Trustees consists of 24 voting trustees. The ideal Board size is 30 trustees. Through this search, MPR | APM seeks to add 4–6 trustees to help strengthen and expand its leadership.

Does the Board include opportunities for young professionals?

While there is no separate young professionals board, MPR | APM encourages early-career leaders to apply for its Board of Trustees and Advisory Councils. MPR | APM values fresh perspectives, new ideas, and essential insights into the future of public media and is actively seeking generational diversity across its volunteer leadership.

BOARD MEETINGS, TIME COMMITMENT, AND LOGISTICS

What is the Board meeting schedule and location?

The MPR | APM Board of Trustees meets quarterly, with meetings typically held in person at Minnesota Public Radio headquarters in St. Paul, Minnesota. A dinner is generally held in the evening prior to the meeting. Trustees are also expected to attend an annual in-person Board retreat.

What is the expected annual time commitment for serving on the Board?

MPR | APM estimates 40-50 hours per year of meeting time and event attendance. Additionally, trustees spend time reading materials sent ahead of each meeting so they can come well prepared to discuss. MPR | APM encourages active attendance at community events to see the mission in action. Committee chairs and those in other leadership roles can expect additional time commitments.

Is there a virtual participation option if a trustee cannot travel to a meeting?

Hybrid participation options are made available, and occasionally the Board meets entirely virtually. In person attendance is encouraged whenever possible. Trustees may submit travel expenses for reimbursement or request documentation to reflect costs as a charitable expense for their taxes.

Are most Board trustees based in the greater Minneapolis-St. Paul area, or are trustees located nationwide?

While MPR | APM's roots are in Minnesota, Board membership is not limited to the Twin Cities or the state. MPR | APM welcomes individuals with strong local ties as well as those from outside Minnesota who can bring valuable national insight to its work and impact. Applicants from across the United States are encouraged to apply.

Current trustees are primarily based in the Minnesota Metro area, with additional trustees from Greater Minnesota, Southern California, the New York City Metro area, and other regions across the United States.

Are trips for board meetings family-friendly?

Spouses / partners are encouraged to attend the Board dinner held before each meeting. MPR | APM does not specifically plan family friendly activities, but the Twin Cities is a very family-friendly destination, with parks and a Science and Children's Museum in walking distance of MPR | APM headquarters.

How often does MPR | APM engage with its Board between formal meetings? Are trustees primarily participating in quarterly meetings, or are they also available as ongoing strategic partners and sounding boards for leadership?

The current Comprehensive Campaign offers additional opportunity for trustee engagement, including hosting or attending events, thanking donors, or making connections. Trustees also have the opportunity to serve on a Campaign Cabinet to advance this effort.

How much of the Board's work is done through committees?

Each trustee will be assigned to 1-2 committees, which meet quarterly. Committees dive more deeply into issues or recommendations before bringing them to the full Board. Committees are well supported by MPR | APM staff leadership.

ORGANIZATIONAL STRATEGY

What are the key strategic priorities or initiatives that new trustees will be supporting?

Trustees will help guide MPR | APM's efforts to grow, innovate, and stay connected to the communities it serves. Strategic priorities include delivering trusted, meaningful content that promotes civil dialogue and community empowerment; promoting equitable reporting and programming; supporting arts and culture; adapting to a rapidly changing media landscape; and embracing digital innovation and new business models to secure MPR | APM's future relevance and impact.

Is this search tied to any major new initiatives or upcoming organizational shifts?

While this search is not tied to a specific initiative or organizational shift, it is part of MPR | APM's broader strategic efforts to ensure the organization is well-positioned for the future. Recognizing the technological, financial, and community changes reshaping public media, MPR | APM seeks new trustees who bring experience in innovation, change leadership, business model transformation, digital strategy, and strategic community connection. The focus of this search is not on responding to a specific challenge, but on investing in leadership that can help the organization thrive in a rapidly evolving landscape.

FINANCIAL CONTRIBUTIONS AND FUNDRAISING EXPECTATIONS

What is the expected annual philanthropic contribution for Board trustees?

Board trustees are expected to make MPR | APM one of their top three philanthropic priorities during their Board service. Trustees are asked to lead by example through personal giving at a Leadership Circle level—making an annual gift aligned with Leadership Circle guidelines, either through direct donation or fundraising efforts.

Leadership Circle gifts begin at \$1,200 annually. Trustees are also encouraged to contribute at a personally significant level to major fundraising campaigns during their service.

Is there a required minimum for personal giving or a formal “give/get” policy?

Board trustees are expected to participate in personal giving at the Leadership Circle level or higher (\$1,200+ annually) and support broader fundraising efforts by sharing contacts and making introductions to potential individual, corporate, or foundation donors.

While financial contributions are an important component of Board service, MPR | APM also highly values trustees who bring exceptional strategic leadership, diverse networks, and the ability to champion the organization’s mission and future growth.

What percentage of Board trustees participate in annual giving?

MPR | APM has strong 100% participation in trustee giving each year.

What are the fundraising expectations for Board trustees beyond personal giving?

In addition to making MPR | APM one of their top three philanthropic priorities through personal giving, Board trustees are expected to actively support the organization’s fundraising efforts. This includes contributing at a personally significant level to major fundraising campaigns, serving as ambassadors for MPR | APM’s mission within their networks and communities, and helping expand the organization’s reach by sharing key contacts and making introductions to potential individual, corporate, and foundation donors.

ADVISORY MEMBER ROLES, RESPONSIBILITIES, AND EXPECTATIONS

What are the time commitments, expectations, and in-person participation requirements for each advisory opportunity?

✦ Advisory Councils for The Current / Your Classical / Marketplace

- Attend and actively participate in Advisory Council meetings. Meetings may be held in person or virtually, depending on the geographic makeup of the Council.
- Offer candid and constructive feedback on strategic plans and initiatives.
- Make introductions and facilitate connections beneficial to the organization.
- Participate in special projects or committees as needed.
- Support the organization through a personally meaningful contribution or fundraising assistance, as appropriate.

✦ Regional Advisory Councils

- Serve as liaisons between their communities and the MPR stations in their region.
- Attend and actively participate in two Advisory Council meetings each year—one in the fall and one in the spring. Meetings may be held in person or virtually, depending on the geographic makeup of the Council.
- Provide feedback on programming when requested and complete an annual survey.
- Facilitate connections and introductions that support MPR's mission and use their community networks to share MPR messaging and promote events.
- Participate in special projects or volunteer at MPR events, as needed.
- Ideally, be an MPR member and/or support the organization through a personally meaningful contribution or by assisting with fundraising efforts, as appropriate.

✦ **Glen Nelson Center Board of Advisors and Mentors / Judges for The Next Challenge**

- The Glen Nelson Board of Advisors meets online weekly to review new potential investments for the Horizon Fund.
- Each year MPR | APM works with volunteer [Mentors & Judges for The Next Challenge](#). MPR | APM is seeking mentors and judges who have 3+ years working as an investor/entrepreneur and/or have 5+ years of experience in the media industry.

✦ **Roundtables for MPR News**

- MPR News Roundtables will be one-time events focused on a specific topic area. MPR | APM will invite people with professional expertise or lived experience on a topic to share their knowledge with our team. This would be a commitment of no more than a half day, including a tour of MPR.

Are there any fundraising expectations for advisory council members?

MPR | APM hopes advisory council members will be supporters and advocates for MPR | APM. This includes being a member and making a gift that is personally meaningful, as well as connecting the organization with others who may be interested in joining the circle.

APPLICATION PROCESS

What is the timeline for the Board and Advisory selection process?

Board Selection Process:

- ✓ **July 6, 2025:** Deadline to submit applications.
- ✓ **Mid-August 2025:** Candidates will be notified regarding first-round interview selections.
- ✓ **Late August 2025:** First-round interviews will be conducted via video conference with Potrero Group, MPR | APM's search partner. These interviews will be approximately 60 minutes.
- ✓ **October 13 or 14, 2025:** Final-round interviews will be held in person at MPR headquarters in St. Paul, Minnesota. Final interviews will be approximately 75–90 minutes and may include additional opportunities for in-person engagement. Candidates may request travel reimbursement if needed. An online option will be made available if needed, though in person is preferred.
- ✓ **November 2025:** Final Board selections will be made.
- ✓ **December 2025:** New Board trustees are expected to be confirmed and begin their service.

Advisory Selection Process:

Candidates for advisory roles may be contacted at any point during the application process through the end of December 2025. If candidates are not interviewed for a board position, they still may be considered for one of several Advisory Council roles included in this search.

Potrero Group is initially coordinating communications for all applicants. However, communication may shift to advisory leadership as the process continues. Since each advisory group has its own timeline and approach for reviewing and selecting members, candidates may hear from Potrero Group—or from advisory leaders—at different points in the process.

What does the interview process entail?

The first-round interview will be a 60-minute video conversation with Potrero Group, MPR | APM's search partner. This conversation is an opportunity for us to get to know you better, follow up on your application responses, and gain a deeper understanding of how you envision contributing to Board service. It's also a chance for you to ask questions and learn more about the opportunity.

Final-round interviews will take place in person at MPR headquarters in St. Paul, Minnesota, with members of MPR | APM's Board and staff leadership. These conversations are designed to allow both you and MPR | APM to get to know each other better, explore alignment, and discuss how your background, interests, and experiences might best fit with the organization's needs and future direction.

Are applicants considered for both Board and advisory roles?

The application will ask you to indicate your preferences by selecting the Board and/or advisory roles you feel most aligned with or would like to be considered for. This helps us take your self-selection into account as we move through the process. That said, we are looking for the best alignment and fit across all leadership opportunities. For example, if you indicate interest in Board service but there is a strong fit for an advisory position, we may follow up with you to explore that opportunity and confirm your interest.

ELIGIBILITY AND PRIOR EXPERIENCE

Is prior nonprofit Board service required?

No. Prior nonprofit Board experience is not required. MPR | APM welcomes applicants who bring unique skills and fresh perspectives, whether or not they have previously served on a Board.

Does MPR | APM require previous public media experience for candidates?

No. While a passion for public media is essential, previous public media experience is not required. MPR | APM is seeking individuals enthusiastic about its mission who can help expand its vision for how it serves its audiences.

Are individuals who live outside of Minnesota eligible to serve? (for both Board and advisory roles)

Yes. MPR | APM welcomes and encourages applications from individuals outside of Minnesota for both Board and advisory roles. National perspectives and broader geographic representation are important to MPR | APM's ability to stay relevant, visible, and impactful.

REIMBURSEMENT AND TRAVEL

Are travel expenses covered for Board or Advisory meetings?

Board and Advisory members can submit travel expenses for reimbursement or request documentation of travel costs that can be reported as a charitable expense for tax purposes.