

# CALL FOR BOARD OF TRUSTEES AND ADVISORY MEMBERS

Minnesota Public Radio | American Public Media, one of the nation's premier public media organizations, seeks transformational, strategic, and influential volunteer leaders to join its Board of Trustees and advisory councils.

Help shape the future of public media!



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## MINNESOTA PUBLIC RADIO | AMERICAN PUBLIC MEDIA AMPLIFIES VOICES TO INFORM, INCLUDE, AND INSPIRE.

Minnesota Public Radio | American Public Media (MPR | APM) advances its vision of a connected America fueled by trust and understanding by delivering fact-based journalism, inspiring music, and meaningful cultural programming across broadcast, digital, and live platforms.

Founded in 1967 as a single classical music station at Saint John's University in Collegeville, Minnesota, MPR | APM has grown into an award-winning public service institution that is shaping the future of public media. It has received over 1,000 awards for broadcasting and journalism including Peabody, duPont-Columbia, and Robert F. Kennedy awards. MPR | APM also plays a vital role in Minnesota's public service infrastructure, operating the state's Emergency Alert and AMBER Alert systems and providing essential accessibility services like *Radio Talking Book*, the reading service from Minnesota State Services for the Blind.

Through its 45-station regional network, MPR | APM serves nearly all of Minnesota and parts of

neighboring states. Its three regional services—MPR News, YourClassical MPR, and The Current—reach approximately one million listeners each week.

**[Learn more about MPR's statewide network of stations, programs, and services.](#)**

American Public Media produces and distributes award-winning public radio programming and podcasts, including Marketplace®, The Splendid Table®, and The Daily from *The New York Times*. APM also distributes BBC World Service in the United States. APM programming can be heard on nearly 1,000 public radio stations and reaches 16 million listeners each week, and its suite of podcasts delivers over 18 million downloads every month.

MPR | APM is a nonprofit organization and a subsidiary of American Public Media Group (APMG), which provides administrative, financial, and human resources support to MPR and its affiliates. APMG is responsible for ensuring the long-term financial strength of its supported organizations and providing overarching governance.

## MPR | APM CORE VALUES

- *We exist to serve the public*
- *We lead with respect and inclusion*
- *We build trust*
- *We are creative and bold*
- *We succeed together through collaboration and personal accountability*



## MPR | APM BY THE NUMBERS

### Organizational

- *MPR | APM employs approximately **560 staff members***
- *Its annual **operating budget** totals **\$118 million***
- ***Support from the public**, including contributions from individuals, corporations, foundations, institutional sponsors, and the endowment, **makes up 74% of MPR | APM's overall budget***

### Reach and Impact

- *Each week, **16 million people** tune in to MPR | APM's national programming on nearly **1,000 radio stations** across the country*
- *MPR | APM has **45 network stations** and **41 translators***
- *APM broadcasts more classical music programming than any other media outlet and ranks **second in the nation** for overall public radio programming production volume*
- *MPR | APM has received more than **1,000 journalism awards** in its history and has been recognized for outstanding music programming and national on-demand content*

**Learn more about MPR | APM's impact.**

# MPR | APM'S BOARD AND ADVISORY COUNCILS GUIDE STRATEGY AND STRENGTHEN AUDIENCE CONNECTION.

Culturally competent leadership with a breadth of perspectives is critical to enhancing MPR | APM's understanding and knowledge of audiences in Minnesota and the nation. The organization strives to engage board and advisory council members whose personal experiences, talents, and points of view reflect those it serves and helps MPR | APM become more relevant, visible, and valued across its communities.

MPR | APM's leadership helps equip the organization to produce indispensable content and experiences that engage diverse audiences to connect people with each other, their communities, their country, and the world. It seeks to:

- Deliver trusted, meaningful content that promotes civil conversation, bridges differences, and empowers communities to solve problems
- Promote a more just, connected, and healthy region and country through equitable reporting and programming on important issues
- Connect people to essential arts and culture to support a thriving creative economy.

Fulfilling this work requires a deep understanding of the people, issues, and aspirations of its communities. MPR | APM's continued relevance in a rapidly changing world is dependent upon its ability to listen, translate, and act as a communications platform for Minnesotans across the state and audiences across the country.

MPR produces local programming and events that truly reflect today's Minnesota—supporting the



region in seeing itself more clearly and valuing itself more deeply, from North Minneapolis to the North Shore, Red Lake to Lake Minnetonka. Relationships with community partners focus on amplifying voices, believing that Minnesota thrives when all voices are heard. [Explore the MPR programming that brings this commitment to life.](#)

APM's national programming provides context for local programming, helping audiences and communities understand the world that surrounds them. National programming, including [Marketplace](#) and [The Splendid Table](#), reflects APM's "main street" approach to economics and culture and highlights local stories that carry national relevance. In addition to individuals connected to Minnesota, MPR | APM is actively seeking people from areas outside of Minnesota for its board and advisory committees.



## VOLUNTEER LEADERS WILL HELP POWER PUBLIC MEDIA'S NEXT CHAPTER.

MPR | APM has long adapted to meet the evolving needs of its audiences—responding to changing media landscapes and the growing diversity of Minnesota's communities, and expanding its reach through national programming and digital innovation. As the organization looks ahead to a future where audiences are more connected, more engaged, and more reliant on trusted platforms, it must continue to lead with creativity and bold vision.

Volunteer leadership at MPR | APM plays a vital role in shaping that future. To remain a relevant and impactful public media organization, MPR | APM seeks individuals who can help it grow, innovate, and stay connected with the communities it serves—locally and nationally.

Serving on MPR | APM's Board of Trustees or one of its advisory councils offers meaningful opportunities

to contribute your expertise while gaining unique value in return. Leadership at MPR | APM offers the chance to:

- Grow your personal and professional network by working alongside leaders from a wide range of industries and backgrounds
- Gain a unique understanding of the business of public media through engagement with executives, journalists, hosts, and innovators in the field
- Experience the joy and connection of public media through live events, experiential travel, book readings, panel discussions, studio recordings, and more.

# MPR | APM SEEKS BOARD AND ADVISORY MEMBERS WHO CARE ABOUT PUBLIC MEDIA AND ARE EXCITED TO HELP SHAPE ITS FUTURE.

MPR | APM is looking for leaders who can push its thinking forward and bring experience in reimagining what's possible for organizations. If any of the following qualities resonate with you, MPR | APM would love to hear from you.

- **Passion for Public Media and Public Service** – A deep commitment to MPR | APM's mission of informing, including, and inspiring audiences through journalism, storytelling, and music, and a belief in the essential role of serving communities and strengthening civic life.
- **Ability to Lead in Complexity and Ambiguity** – Bring expertise in change leadership and have successfully guided organizations through significant shifts. Able to help MPR | APM anticipate the future of public media, embrace new business models, and evolve with audience expectations.
- **Supportive and Strategic Engagement** – Leaders who ask thoughtful questions and help management sharpen focus and accelerate impact. Bring perspective and strategic counsel that clarifies rather than complicates.
- **Collaborative Spirit** – Seeking teammates, not solo players—leaders who work together to approach challenges with humility and an open mind.
- **Commitment to Inclusive, Fact-Based Content** – Dedicated to delivering trusted content that builds understanding and connection with a broad audience — leaders who prioritize civic dialogue over the advancement of singular viewpoints.
- **Commitment to Innovation** – Champion MPR | APM's leadership in public media by embracing digital and emerging technologies to enhance audience experiences and secure MPR | APM's future.
- **Strong National or Local Connections** – Ability to build relationships that strengthen MPR | APM's reputation, expand its reach, and deepen trust across local or national communities.



## You don't need to have...

- **Prior public media experience.** While a passion for public media is essential, extensive media experience is not required. MPR | APM welcomes applicants who are enthusiastic about its mission and can help expand the organization's vision for those it serves and how it serves them.
- **A Twin Cities address.** MPR | APM welcomes individuals with strong ties throughout the state, as well as those outside Minnesota borders who can bring valuable national insight to its work and impact.
- **Prior nonprofit board experience.** MPR | APM welcomes applicants who can bring unique skills and fresh perspectives to its board, including those who have been on boards and those who have served their communities in other ways.



## MPR | APM SEEKS 4-6 INNOVATORS WITH STRATEGIC INFLUENCE, BROAD NETWORKS, AND CROSS-SECTOR CONNECTIONS TO JOIN ITS BOARD OF TRUSTEES.

MPR | APM is looking for leaders who have navigated transformational change—leaders who have been where the organization is headed. These leaders have helped organizations redefine themselves in response to cultural, technological, and economic shifts. MPR | APM seeks individuals who embody one or more of the following qualities:

- **Transformational Philanthropic Leadership.** Help guide MPR | APM toward bold, next-generation giving. Set the tone for philanthropy, inspire by example, and drive impact through mobilizing meaningful support. Offer strategy, influence, personal giving, and/or deep connections to philanthropy.
- **Innovation in Media and Music.** Bring deep experience in adapting to disruption, harnessing new technology, and innovating models of content delivery and audience engagement in media, music, or experiential industries. Understand the business side of content and how to evolve offerings to meet changing audience needs and digital realities.
- **Strategic Community Connection.** Build meaningful community connections through strategies that strengthen trust, expand reach, and deepen impact. Help organizations forge lasting bridges with audiences and partners across Minnesota and beyond.
- **Brand Evolution.** Lead brand transformation to stay relevant and resonant in changing cultural, technological, and consumer landscapes. Help reimagine what public media can be while deepening audience trust and connection.
- **Business Model Disruption.** Bring deep financial expertise in budgeting, strategy, and management to reimagine how organizations deliver value and grow revenue. Build new business models that balance innovation with stability and adapt to evolving customer behaviors and economic realities.
- **Digital Strategy and Technology.** Leverage multi-channel engagement and technology-driven business models to grow reach across platforms. Provide expertise on using AI, emerging technologies, and strategic digital partnerships to help organizations evolve and thrive in a rapidly changing media landscape.

*MPR | APM aims to build a Board of Trustees and advisory councils that reflect many life and career experiences. Emerging generational voices offer fresh perspectives, new ideas, and important insights into the future of public media. MPR | APM encourages early-career leaders to consider applying for its volunteer leadership opportunities.*



## BOARD MEMBERS CONTRIBUTE THEIR TIME, EXPERTISE, AND RESOURCES TO ADVANCE MPR | APM'S IMPACT.

The MPR | APM Board of Trustees, composed of approximately 30 members, fulfills the critical role of organizational governance. Trustees are responsible for safeguarding the integrity of MPR | APM's services for the benefit of the communities served.

### Key responsibilities include:

1. Upholding and promoting MPR | APM's mission, vision, and core values.
2. Setting broad organizational policies, direction, and priorities.
3. Staying informed and providing insight on issues that affect MPR | APM, including audience needs, industry trends, and emerging technologies.
4. Selecting, supporting, advising, and evaluating the CEO.
5. Ensuring financial sustainability through traditional fiduciary responsibilities and oversight, personal financial support, and fundraising leadership.
6. Providing for effective board process, diversity, and succession.
7. Fulfilling legal and ethical oversight responsibilities.

### MPR | APM's Board of Trustees follows guiding principles that support strong governance, a few of which include:

- **Term Limits.** *Trustees serve three-year terms and may serve up to three terms, for a total of nine years.*
- **Open and Candid Participation.** *Trustees are expected to prepare rigorously and engage in discussions that are productive and inclusive of all viewpoints.*
- **Collective Responsibility.** *Each trustee is expected to be supportive of the best interests of the whole, taking into account the benefit of diverse opinions.*

Board service at MPR | APM is an opportunity to lead with purpose and help strengthen one of the country's most trusted public media organizations. Board members are expected to engage in the following ways:

## BOARD AND COMMITTEE PARTICIPATION

- Actively attend and contribute to quarterly Board meetings and the annual Board retreat.
- Serve on at least one board committee (most Trustees serve on two). Committees include:
  - ✓ Development and Campaign Committee
  - ✓ Governance Committee
  - ✓ Planning and Audience Services Committee
  - ✓ Finance Committee
  - ✓ Audit Committee
  - ✓ Total Rewards and Compensation Committee
- Review materials in advance and participate in informed, strategic discussions during meetings.
- Bring valuable perspectives to the table—shaped by professional experience, community involvement, and roles in local, regional, national, or global organizations—to help inform thoughtful decision-making.

## ENGAGEMENT

- Serve in MPR | APM programs and experiences to offer candid, constructive feedback and advice to the leadership team.
- Participate in MPR | APM programs and experiences to offer candid, constructive feedback and advice to the leadership team.
- Participate in MPR | APM community events and programs as a representative of the Board.
- Maintain a strong presence in the community that reflects MPR | APM's reputation and reinforces the board's role in advancing the organization's mission, vision, and values.

## CONTRIBUTION

- Make MPR | APM one of your top three philanthropic priorities during your Board service.
- Lead by example through personal giving and membership in **MPR | APM's Leadership Circle**, making an annual gift aligned with Leadership Circle guidelines—either directly or through fundraising.
- Contribute at a personally significant giving level to MPR | APM's fundraising campaigns.
- Support fundraising efforts by sharing key contacts and making introductions to potential individual, corporate, or foundation donors.

*MPR | APM values board members who bring strategic leadership and move the organization forward. While financial contributions are an important component of service, they are not the only consideration. Individuals who bring exceptional expertise, perspective, or networks are strongly encouraged to apply.*

# MPR | APM'S ADVISORY COUNCILS AND INITIATIVES OFFER FOCUSED OPPORTUNITIES TO INFORM PROGRAM AREAS AND CONNECT WITH COMMUNITIES.

Advisory council members and contributors to select initiatives bring valuable expertise and perspective to strategic conversations, helping guide decision making and actively addressing challenges in key program areas. **While MPR | APM welcomes everyone to express interest in its Board of Trustees, candidates may instead be invited to join one of MPR | APM's advisory councils or initiatives.** These roles offer meaningful opportunities to contribute, gain experience alongside MPR | APM leadership, and deepen familiarity with MPR | APM's mission, operations, and governance—and may lead to future volunteer leadership opportunities.

Advisory councils or initiatives include:

**The Current Advisory Council.** **The Current** is MPR | APM's acclaimed music discovery platform, featuring a mix of independent, alternative, and emerging artists while exploring music history and culture. Its advisory council was founded in The Current's 20th anniversary year. The council brings together fans of The Current with varied backgrounds and expertise to help shape The Current's content, outreach, and strategic direction. MPR | APM is seeking members who are interested in learning and connecting with each other and the broader community.

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**YourClassical Advisory Council.** **YourClassical** is MPR | APM's dedicated classical music platform, offering a rich blend of timeless masterworks and innovative compositions through streaming, programming, and curated content. The advisory council will bring together individuals with a love for classical music, with backgrounds as performers, composers, audience members, and educators. This group will shape YourClassical's artistic vision and strengthen its community engagement. The council is particularly seeking early-career voices who represent the next generation of classical music patrons and musicians pushing the genre in new directions.

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**Roundtables for MPR News.** **MPR News** is a trusted source for in-depth journalism, civic dialogue, and fact-based reporting, serving audiences across Minnesota and beyond. Roundtables will bring together experts and people with lived experience on some of the key **issues for Minnesotans today**, including healthcare, education, environment, the economy, housing, government, and more.



**Marketplace Philanthropic Council.** **Marketplace** is a nationally recognized platform providing in-depth reporting on business, economics, and financial news, helping audiences make sense of the economy. The Marketplace Philanthropic Council will bring together national leaders who are passionate about Marketplace's mission to raise the nation's economic intelligence. Council members will help expand support for Marketplace by inspiring greater giving within their communities. The council is especially seeking executives specializing in multi-channel media development and partnerships, as well as leaders in fields such as technology, sustainability, management consulting and venture capital.

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**Regional Advisory Councils.** The **Twin Cities Community advisory council** and **Regional Development advisory councils** in Bemidji, Duluth, Moorhead, Saint Cloud, and Rochester advise the Board of Trustees on the needs of the diverse communities MPR serves. These councils provide essential local perspectives that strengthen public media across Minnesota and bring together leaders in media, journalism, business, and civic life to ensure MPR remains responsive to regional needs. Members help raise community awareness of station activities, advocate at the legislative level, advise on revenue strategies, and provide feedback on programming. Members will have deep community ties and be active listeners and current members of MPR | APM. Regional advisory councils meet twice a year, in the spring and fall.

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**Glen Nelson Center Board of Advisors.** Launched in 2018, **Glen Nelson Center** at American Public Media Group identifies, elevates, and invests in the best and brightest media ventures led by a diverse group of visionary founders. To date, the Center has supported the work of 1000+ ventures through investments, competitions, and incubator/accelerator programs. The Board of Advisors meets twice a month to review investment opportunities for the Horizon Fund. APMG particularly seeks venture capitalists, media entrepreneurs, and experts in emerging technologies.





## STAY ENGAGED, STAY INSPIRED

MPR | APM expects strong interest from its inspiring community of supporters in this opportunity. While MPR | APM cannot offer everyone a position in its governance, there are a variety of ways for individuals to connect, contribute, and stay engaged with its mission. As you express your interest in joining the board or leadership councils, MPR | APM invites you to step into the heart of its work—whether by attending events, volunteering in the community, supporting the organization through membership, or advocating for public media. Each opportunity helps deepen MPR | APM's relationship with audiences and build a more informed and connected society.

### ○ **Become a member and encourage others to join.**

In addition to support for MPR, you can support **Marketplace** and other **national programs**. Membership is the single most important form of support for MPR | APM and helps power everything the organization does to inform, include, and inspire.

### ○ **Join MPR at events.** MPR hosts a wide range of engaging events throughout the year—from live music and cultural gatherings to conversations with journalists and thought leaders. Attending events is a meaningful way to experience MPR in action and connect with others who care about public media.

### ○ **Volunteer at community events.** Represent Minnesota Public Radio at events across the state—from the Minnesota State Fair and Twin Cities Pride to Rock the Cradle, Bring the Sing, and other regional gatherings. MPR is looking for enthusiastic supporters to engage with the public and share their passion for the organization. Training will be provided.

### ○ **Advocate for public funding for public media.** Public media is a critical, local public service connecting communities, supporting emergency communication systems, and delivering trusted journalism and cultural programming. Federal funding

through the Corporation for Public Broadcasting (CPB) helps sustain this work, especially for smaller stations serving rural and underserved areas. As an independent, nonprofit media organization, MPR | APM relies on community support and public funding to fulfill its mission. MPR | APM welcomes supporters who are willing to engage their networks and connect with legislators to help ensure public media remains accessible for all.

### ○ **Serve as judges or mentors for *The Next Challenge for Media & Journalism*.** This event is the largest startup competition in the United States, open to nonprofit and for-profit media companies. The annual 16-week challenge supports groundbreaking ideas and trailblazing startups working to reinvent journalism and media for the decade ahead. MPR | APM seeks experienced media, technology, or innovation leaders to serve as competition judges or mentors.

### ○ **Travel with *Public Radio Custom Travel*.** Join MPR | APM on an exciting adventure with fellow public media fans. MPR | APM works with travel vendor Earthbound Expeditions to create customized itineraries with activities, performances, accommodations, and dining to delight curious and intelligent public radio fans. Proceeds from all trips support public radio. Since 2014, listeners have traveled with MPR | APM hosts to beautiful places around the globe, including Cuba, South Africa, Italy, the Danube River, Patagonia, Ireland, London, Paris, and Washington D.C.

### ○ **Reach out with your ideas.** As a public media organization, MPR | APM values hearing directly from the communities it serves. MPR | APM welcomes your thoughts, suggestions, and creative ideas for how it can grow, evolve, and stay relevant to its audiences and the world around us. Please feel free to reach out to MPR President Duchesne Drew at [ddrew@mpr.org](mailto:ddrew@mpr.org).



## APPLY

MPR | APM welcomes your perspective, no matter your prior connection to the organization. While based in Minnesota, MPR | APM encourages applications from regional and national candidates who have strong ties to its work. Please consider discovering, learning, and growing with MPR | APM.

Please visit [potrerogroup.com/mpr](https://potrerogroup.com/mpr) and select “**Apply Here.**”

Board candidates can expect the following timeline for the selection process:

**Mid-August, 2025:** Candidates will be notified regarding first-round interview selections.

**Late August, 2025:** First-round interviews will be held via video conference with Potrero Group, MPR | APM search partner.

**October 13 or 14, 2025:** The final round of interviews will take place in person at Minnesota Public Radio in St. Paul, Minnesota, with MPR | APM board and staff leadership. Board candidates will participate on one of these dates. Candidates may be reimbursed for travel expenses upon request.

**November 2025:** Final decisions will be made.

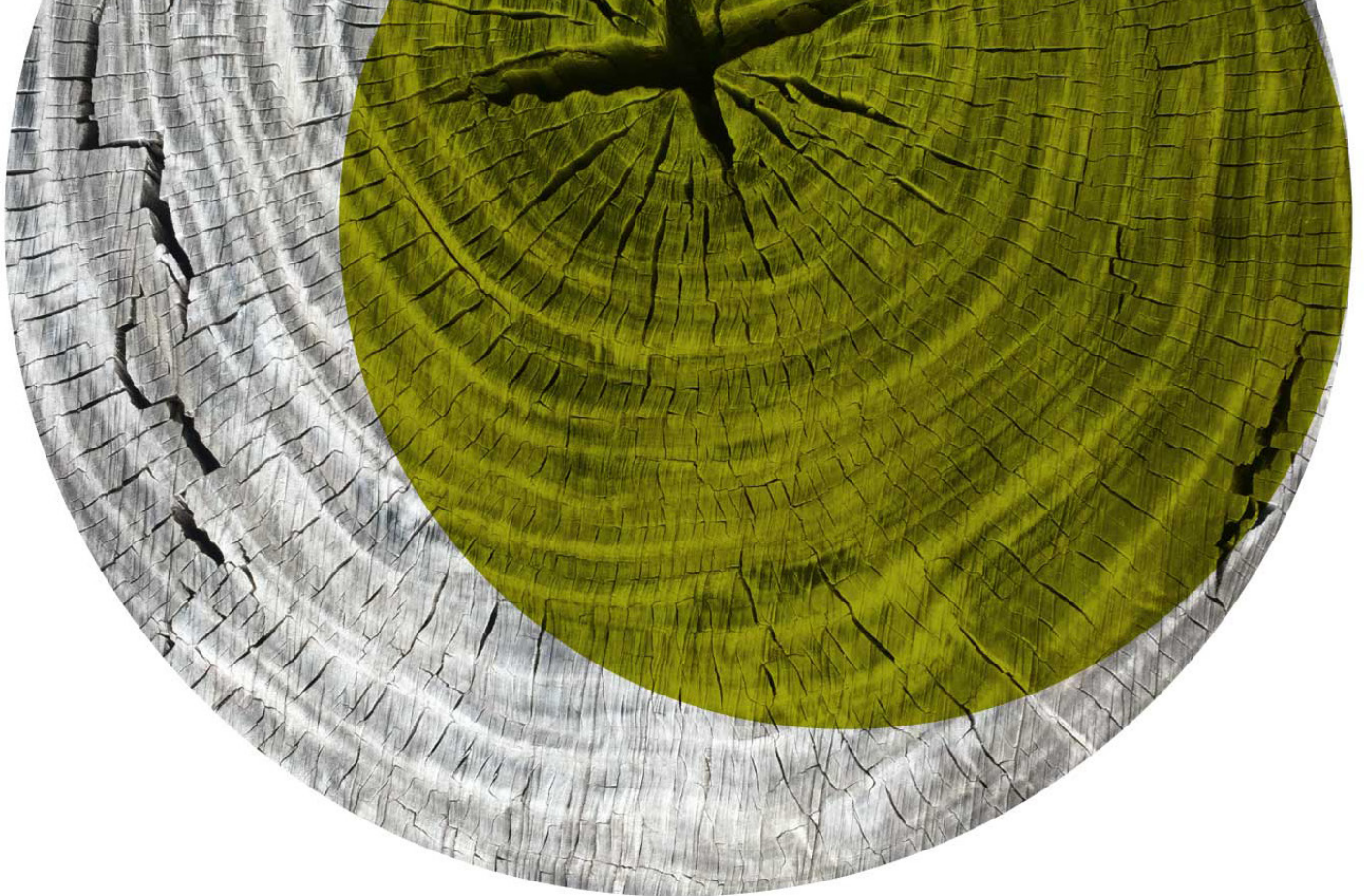
**December 2025:** New board trustees are expected to be confirmed and begin service.

More information on MPR | APM can be found at [mpr.org](https://mpr.org).

For additional information regarding this opportunity, please contact:

Daniel Student  
Managing Director  
[dstudent@potrerogroup.com](mailto:dstudent@potrerogroup.com)





Potrero Group is honored to coordinate this search on behalf of MPR | APM. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list and be notified of future opportunities, please visit [PotreroGroup.com](https://PotreroGroup.com).