

Louisville Public Media
Advisory Council Meeting
December 9, 2014
4:30 p.m.

LPM Advisory Council	Attendance
Brian Bear	Present
Tom Bohnert	Present
Brian Bruenderman	Present
Aukram Burton	Present
Janice Childers	Present
Amber Duke	Present
Susan Dunlap	Present
Scott Estes	Present
Mary Ellen Harned	Present
Kate Holwerk	Present
Kenneth Johnson	Present
George E. Lee, Jr.	Absent
Dana Lindley	Present
Bob Manning	Present
Kristen Miller	Present
Cooper Robertson	Present
Annette Skaggs	Absent
Smith Rodes	Present
C. Michael Stewart	Present

LPM Staff: Kirsten Pfalzgraf, Donovan Reynolds, Stacy Owen, Todd Mundt and Daniel Gilliam

Other attendees: S. Brandon Coan, Board of Governors Engagement Committee Chair

- Scott Estes called the meeting to order
- Minutes were approved from September 9 meeting
- Introductions were made to new members of the Council (Janice Childers, Brian Bear & Mary Ellen Harned)
- The next item on the agenda was to review new applicants to the Council
 - Mr. Estes opened a discussion about new applicants
 - It was suggested that because the function of the council is to represent the community to the station, new applicants should be interviewed on a one-

- on-one basis. This would also allow the group to identify gaps in representation.
- The added value of the interview process would allow new members the opportunity to ask questions of current Council members and to discuss their responsibilities/commitment before formally joining the Council.
 - Janice Childers moved to table the new application voting and Aukram Burton second that motion. The motion was approved.
 - A sub-group to focus on new member orientation will be formed. Members that expressed interest in joining include:
 - Ken Johnson
 - Aukram Burton
 - Other members interested in joining the sub-group should email Kirsten (kpfalzgraf@louisvillepublicmedia.org)
 - Ms. Duke asked that the new applicants be voted on, but the decision was made to reach out to each of them directly to discuss their application and to explain the new structure.
 - Mr. Johnson volunteered to meet with new applicants in person to explain the Council's new processes.
- Brandon Coan mentioned that a team from the LPM staff had recently met with Interapt to discuss the newly redesigned WFPK app. He asked that members of the Council download the app and provide their feedback on its functionality.
 - Kirsten Pfalzgraf will provide a direct link to all of the members for downloading the app.
 - Mr. Coan asked AC members for feedback regarding LPM's diversity policy.
 - Donovan Reynolds explained that public radio as an industry is thinking about diversity policies and Mr. Coan, with the Board Engagement Committee, has taken on the task of pushing this initiative forward at LPM.
 - Mr. Coan asked that the Council conduct a self diversity assessment
 - The goal is to take a look at where we are and figure out gaps in the policy/representation and to distil a few important policies.
 - Smith Rodes volunteered to create an anonymous Survey Monkey to poll the group and to create a snapshot of the groups' makeup.
 - The new member sub-group can then use that information to set future goals for new member recruitment and community representation and whether or not to increase the number of members allowed on the Council
 - Ms. Duke asked station-specific group chairs to give a five minute or less report on the goals that their members have set since the last meeting.
 - WFPK sub-group chair, Michael Stewart, said that the WFPK group had not discussed any goals for the group.
 - Ms. Duke reported that the WFPL group had come up with several goals/items including:

Mission for the Advisory Council/Station Groups

- Members of our group liked the CPB framing of the role of advisory group members as representatives of the community to the station (as opposed to boosters of the stations, though nothing should preclude someone from fulfilling that role as well if they so wish).
- Being community representatives means helping provide a voice of the various communities and networks we represent.
- In order to fulfill this role we need several things:
 - We need to learn about how programming decisions are made
 - We want to know how listener input is collected and implemented
 - We want to know how listenership is tracked
 - We want to stay informed (as much as possible) about station activities/happenings, opportunities for engagement
 - We need advice/messaging documents in order to be good ambassadors (if we so choose)

Suggestions for Advisory Council Meetings

- Whenever possible station manager's should attend advisory council meetings to provide updates
 - Whenever possible Donovan should attend advisory council meetings to provide broader updates
 - Brandon Coan, or a representative from the Board Outreach Cmte. is welcome to attend advisory council meetings
 - Consider adding a regular agenda item to each meeting that is dedicated time to provide community feedback to station managers (mechanics of this would need to be worked out carefully so that meetings don't turn into free for alls)
- Mr. Johnson reported on the WUOL sub-group
 - Group members would like to increase exposure of the station (possibly making a presentation to Metro Council)
 - Reach out to education groups in the community
 - Reach out to music clubs to interact more with Instrumental Partners program.
 - Interact more in between full council meetings.
- Managers gave reports on their stations:

- Stacy Owen
 - reporter that there have been some changes in flow of our announcers
 - Connections with Nick Harcourt is going away and will be replaced. One show that we are considering as a replacement is called Wits from American Public Media. About the show: <http://www.witsradio.org/about-the-show/>. The show is more comedy-based and has less music intensive
 - WFPK Winter Wednesday is tomorrow at the Clifton Center and will feature Knox Hamilton with Kyle James Hauser
 - We will again host our annual WFPK New Year's Eve event at Headliners on December 31st. This year will celebrate the music of James Brown. Thirty Spokes is the house band.
- Todd Mundt
 - reported that WFPL is now reaching its largest audience, more than 97,000 people each week
 - We are considering a new science show called Invisibilia, a show about human behavior.
 - The show will begin on Saturday, January 10th at 4:00 and will run for 6 weeks. Please share your feedback.
 - Beginning in mid-January we will be collaborating with Kentucky Public Radio on a statewide newscast with Devin Katayama. Currently, we are the only station in Kentucky that airs news throughout the entire day.
- Daniel Gilliam
 - Tomorrow at noon, Ballard Madrigal Singers on Lunchtime Classics.
 - Holiday specials throughout December, starting on Dec. 16 with "Eight Nights of Hanukah." Complete schedule at wuol.org – click on the programs tab, then holiday specials.
 - African American Voices airs in February, but you can hear it anytime at [wuol.org slash voices](http://wuol.org/voices)
 - \$20k grant for education. Record # of young artists at comp.

- All pre concert talks for the Louisville orchestra.
- Other business: Kristen Miller noted that she would find more communication in the time between meetings from the station providing updates of when there is news from the station to share.
- Mr. Stewart shared that he is a member of Leadership Southern Indiana. The group was very impressed by their visit to the station.
- Mr. Estes moved to adjourn meeting.

Action items:

Kirsten will send out link to new WFPK app for feedback

Stacy will provide link to Wits for feedback

Members interested in joining the Council member sub-group will email Kirsten

Ken Johnson will reach out to new member applicants to schedule a meeting with them.

FUTURE MEETINGS – 4:30 p.m. (second Tuesday)

March 10, 2015

June 9, 2015