

Louisville Public Media  
Community Advisory Board Meeting  
March 14, 2017  
4:30 p.m.

**LPM Advisory Council**

**Attendance**

Catharine Birch	Absent
Paul Bolton	Absent
Mac Brown	Present
Brian Bruenderman	Absent
Jordan Clemons	Present
Amber Duke	Present
Mary Ellen Harned	Present
C. Peter Heesemann	Present
Jason Hesketh	Absent
Dana Lindley	Present
Curtis McCubbin	Absent
William Morrow	Present
Dan O’Gara	Absent
Vaughn Payne	Absent
Annette Skaggs	Absent
Lauren Warren	Present

**LPM Staff:** Michael Skoler, Daniel Gilliam, Stacy Owen, Stephen George and Kirsten Pfalzgraf

**Community guests:** Steven Lippmann, Judy Lippmann, Tyler Allen

- Mac Brown Called the meeting to order
- William Morrow – new member, curator/founding director for 21c, writer, recently moved back to Louisville from Nola working at Tulane
- Amber Duke’s last meeting as Advisory Board Member is June 2017
- Jerry Austertag has applied for the CAB, friend of Mac
- Discussion about admitting new people to the CAB once a year
  - Rolls people on in classes
  - We could do targeted recruitment in areas we are underrepresented in
    - Target areas with on-air requests for leadership / involvement
  - 18 CAB members, 3 year terms, 9 on 9 off
- Jordan Clemons moves to approve, Amber Duke Seconds, minutes from last meeting are approved
- Tyler Allen – owner of USA image, new board liaison, chairing the diversity and inclusion committee (formerly Brandon Coan)
- The next in-studio event on March 29<sup>th</sup> will be held at U of L since the performance studio is under renovation
- Share curious Louisville items – Stephen George – very reliant on member engagement

- Google analytics is used to track click counts, not necessarily overall zip code engagement
- A local digital firm may be able to help us with these efforts
- Point of this program is to let the audience pick a question / something to explore
  - Different type of reporting, using social media engagement / audience input
  - Recent landmark piece
- Event in West Louisville – it would've been great to have this web-based for people who weren't able to attend in person
  - Facebook Live? Written report? Archived audio?
  - They're experimenting a lot with live events, you should see more about that in the next few months
- Need female / non-white perspective for the calling of the mayor
- 1A – Daniel Gilliam – just started Spring book for 2017, first measure of performance won't come until mid-summer. Won't have a very clear picture for another year due to getting Neilson data
  - People starting to enjoy more of this now, talking slower, bringing in new people
  - African American host
- Indivisible will only cover the first 100 days of the administration. After this they're doing re-runs of Fresh Air
- Some local content is getting picked up by NPR
- Jazz live at Lola has been sold out every night, the restaurant took reservations, difficult to get in
  - People may be reserving seats for each event, things have changed where you can't get in without a reservation
  - Lola having a meeting tonight to discuss how to move forward from here
  - We may be moving to a different location/ community partner space
  - Partnering with a non-profit would enable us to sell tickets – we can't do a cover since it's a for-profit
  - Looking into holding the event at different places every couple of months
    - Seelbach, etc.
- Elections for positions are next meeting in June
  - Send a letter of interest to Kirsten Pfalzgraf if you're interested in one of these
- CAB Restructuring Conversation
  - Project 1 – Understand our community
  - People like the new maps on membership data / location
  - Mac presented info and opportunities to pick up listeners and sustainers
  - ID community leaders who represent the areas we would like more penetration in
  - Need to move to design study and collecting data phases
  - Someone needs to lead the next phase of the project to design study and collect the data
- Meeting Adjourned