

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

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

LPM Staff: Kirsten Pfalzgraf, Donovan Reynolds

*Program Directors Stacy Owen, Todd Mundt and Daniel Gilliam are absent because of PRPD (Public Radio Program Director) conference.

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

- Scott Estes called the meeting to order
- Minutes were approved from June 10 meeting
- Introductions were made to new members of the Council (Smith Rodes and Ken Johnson)
- Group reviewed new applications to the council
 - Scott Estes presented applications to the group for:

- Janice Childers
 - Brian Bear
 - Mary Ellen Harned
- Bob Manning moved to approve all three new members
- Michael Stewart second the motion and members were approved
- Mr. Estes introduced LPM board member S. Brandon Coan, chair of the Board Engagement Committee, to the Council
- Mr. Coan said that the BEC is reviewing its goals and would like help from the AC on completing expanding outreach in the community. He explained that the BEC would like to have more engagement with the Advisory Council and would like to be considered as the communication link between the Board of Governors and the Advisory Council.
- Tom Bohnert expressed interest in wanting to feel more engaged with Louisville Public Media through his role in the Council. Some suggestions for increasing engagement by possibly serving as a station ambassador to the Rotary Club or other organizations. Mr. Bohnert opened the conversation and asked for feedback from other Council members.
- Mr. Estes commented that perhaps holding meetings more frequently would help to sustain momentum.
- Donovan Reynolds restated the role of the AC: to advise management and Board on programs and policies of the organization.
- Amber Duke mentioned that she has felt engaged in the WFPL sub-group, stating that Gabe Bullard (WFPL Program Director) had asked for feedback from the Council on new programs and stories on a regular basis.
- Michael Stewart expressed an interest in having parameters in the role of the Council.
- Several members agreed on these key points about the Council:
 - That the AC provides different perspectives from outside of the building and feedback to the organization about what we do well/ and areas where the three stations of LPM can improve
 - There needs to be a structure in place to provide meaningful conversations during these quarterly meetings.
 - The stations value the feedback provided by the Council and would like the group to be as successful as possible

- Members feel that smaller meetings in between the larger AC meetings would be beneficial
 - AC members need to take the responsibility to establish goals and timetables for the group
 - The AC will be helpful in providing info to the Board of Directors in order for them to set goals (Brandon Coan will be the amplifier of the Council to the Board)
- Donovan Reynolds thanked AC members for their meaningful feedback and for their participation in the Council
- Reynolds then provided a brief update from LPM
 - We have the largest audience in the history of the organization with more than 200,000 listeners each week
 - Membership is the strongest that it has ever been with more than 11,000 members, half of them sustaining members
 - Underwriting sales are strong
 - The Capital Campaign has raised more than 2.6 million in one year
 - A recent *Courier-Journal* editorial praised the Kentucky Center for Investigative Reporting for transparency
 - The WFPL newsroom has just hired its first-ever Health Reporter, Ja'Nel Johnson
 - The organization is holding a strategic planning meeting on Oct. 6 to review goals of the organization. Scott Estes and Amber Duke will attend to represent Advisory Council.
- Mr. Estes moved to adjourn meeting.

Action items:

Mr. Coan will send goals of the Board Engagement Committee to the Council

Station-specific sub groups will meet and set goals for each group before next AC meeting

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

December 9, 2014

March 10, 2015

June 9, 2015