

**LOUISVILLE PUBLIC MEDIA**  
**Board Meeting Minutes**  
**March 24, 2015, 4:00 p.m.**

Board Members Attending:, Muhammad Babar, Gail Becker, Brandon Coan, J-R Curtin, Chris Doane, Linda Ewald, Clarence Glover, Juliet Gray, Gill Holland, Nikki Jackson, John La Barbera, David Saffer, Andrew Simon, Lee Smith, Peter Wayne.

Board Members Absent: Tyler Allen, Nichelle Anthony, Chris Boone, Jose Donis, Todd Lowe, Ron Murphy, Becky Simpson, Marianne Welch.

Staff Attending: Layla George, Dennis Stovall, Jeff Young

Chris Doane called the meeting to order at 4:02 p.m.

**I. Minutes** from the November meeting were unanimously approved.

**II. Staff Report:** Jeff Young, Managing Editor, Ohio River Network

- Donovan introduced Jeff Young. He came from West Virginia and is a public media journalist and environmental communicator whose two-decade career has included work in the Appalachian coalfields, on Capitol Hill and along New England's coast, among other places. Young reported for West Virginia Public Broadcasting before becoming the Washington correspondent for the NPR and Public Radio International program Living on Earth, where he covered energy and environmental issues for a national audience. His work has been recognized with the Edward R. Murrow Award, and he was a Nieman Journalism Fellow at Harvard University in 2012.
- Since arriving at LPM, Jeff has traveled to all of the partner stations and met with news directors and managers across the three state region. He has a greater understanding of the unique issues facing not only the stations, but more importantly, the areas and region as a whole.
- Young is working on determining the beats that will be covered at each station and how the division of labor will be organized. The underlying theme is that the whole region is going through tremendous change – changes in environment, energy sources, agriculture – how do they find a way forward in this shifting world? What new opportunities exist? How can these communities learn from each other?
- Two hires are already in place – West Virginia Public Broadcasting and WMMT. He is interviewing candidates for Ohio and sorting through resumes with the remaining stations now.

**III. Finance Committee:** Dennis Stovall

- We are ahead of budget for revenue. Expenses were higher, but did not outweigh revenue gains. Some of the expense savings are from staff openings.

- Investments are down, but starting to rebound.

#### **IV. Development & Campaign Committee: Lee Smith**

- Our upcoming Spring Drive will be April 12-16. We have eliminated Monday and will do a shortened 3 hr. power drive on Tuesday. Wednesday – Saturday will be full days of on-air drive. Our goal is \$375,000.
- Overall membership revenue is 75% of the way towards our fiscal year goal and that puts us on track to meet or exceed the budget. We are receiving \$95,000 each month from our sustainers who make up about 60% of our members.
- Campaign is currently at \$5.2 million. We will be on-air fundraising for the campaign from June 16-18 with a tentative goal of \$400,000. We are creating a special website with information about the campaign, nice print materials that will go to everyone in our database and special incentives to support the campaign.
- The building renovation project is moving along and we have a target completion date of December 2016. Plans are almost complete, will go out to bid first week in April and we hope to start construction in May.

#### **V. Community Engagement: Brandon Coan**

- Brandon and his committee have been working on a planning cycle for diversity work as an ongoing CPB reporting requirement.
- Layla updated the board on the recent visit from Keith Woods and Luis Clemens from NPR and their diversity and inclusion training with the staff, board and community advisory board.
- Brandon proposed that the committee be renamed the Diversity, Inclusion and Community Engagement Committee. Andrew and Brandon will review the bylaws and determine whether a change of bylaws and board vote is required.

#### **III. Governance Committee: Andrew Simon**

- The board will have elections at the next meeting. Andrew will reach out to anyone who is scheduled to renew their term for next year.
- Andrew has surveyed the committee chairs to get a better understanding of capabilities and commitments that are necessary for board members.
- General agreement that all board members should maintain meeting attendance, advocacy, and financial commitment. Some board members, but not necessarily all, should have skill in the areas of fundraising, recruitment, financial matters and governance.

#### **VII. Presidents Report: Donovan Reynolds**

- Donovan announced four new hires. New digital editor in newsroom is Jonese Franklin, former news director at WEKU. She has lots of on-air experience and starts April 18. The new economy reporter will be Roxanne Scott, currently at Slate.com in New York City. She is a wonderful storyteller, great on-air, and arrives May 2. Kathi Lincoln is our new midday host replacing Bill Burton who has moved to Morning Editon. Kathi is a graduate

of Western Kentucky University and has a background in commercial radio. Kate Howard will be a new investigative reporter for KyCIR. Kate comes from Omaha World Herald and starts April 11.

- Donovan announced that he will resign and retire on September 30. He has great faith in the strong management team and is leaving the organization in a strong position. He is giving six months notice and has also agreed to give an additional 3 months of consulting to ensure a smooth transition. He stressed the importance of the board's role in hiring the right person for the job.
- Chris read a statement from Todd who was disappointed not to be in attendance. He is grateful to Donovan for his years of exemplary service and agrees that the time is right. They plan to use the same consultant that brought Donovan to LPM. Todd is appointing a search committee in the next few days. The search consultant will be brought in to meet with the board and get input soon. Staff input will also be sought. If there is a need for an interim President, we will address it at that time.
- Chris thanked Donovan for his service and recognized how much Donovan grew the organization and the role of public media in our community. The impact cannot be underestimated.

With no other business, Chris Doane adjourned the meeting at 5:01 p.m.