

Louisville Public Media  
Community Advisory Board Meeting  
January 9, 2018  
4:30 p.m.

**LPM Advisory Council**

**Attendance**

Mac Brown	Present
Brian Bruenderman	Absent
Jordan Clemons	Present
Marie Dever	Present
Yodit Dori	Present
Scott Estes	Present
Mary Ellen Harned	Present
Cassia Herron	Present
Jason Hesketh	Absent
Dana Lindley	Present
Edgardo Mansilla	Present
Pam Michael	Present
William Morrow	Present
Todd Read	Absent
Annette Skaggs	Present
Jessica Stavros	Present
Natalie Stelzer	Present
Kenisha Thompson	Present
Laura Warren	Present

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

**Community guests:** Tyler Allen

- Mac Brown Called the meeting to order
  - Mary Ellen Harned made motion to approve November minutes
  - Jordan Clemons second and the minutes were approved
- Participation has been up since restructuring the new advisory board. Mac prepared pre-emptive guidelines for CAB member expectations, weren't able to vote on in person due to low attendance. Voted electronically on member expectations, only had 6 votes at this time, with 16 members being able to vote at that time.
- Dana joined board 5 ½ years ago, discussed history of forming the board over this time while trying to ensure diversity among the board.
  - May be voted off of board if you are absent for two consecutive meetings without justification.
  - Provided justification for bringing up the topic of board member expectations.

- Whose responsibility is it to deal with people are not compliant with attendance requirements?
  - We need some sort of mechanism/standard for dealing with this.
- William Morrow in favor of keeping language of 10-hour expectations as a way to show that there is work required to participate here.
- Date/time of the meeting is setting the base requirements of CAB members who can and cannot come to the meeting.
- Different roles for members of the board who can't commit to certain time requirements. Ambassadors could do their work on the weekend, in the community.
- Consider virtual meetings, having call in option for those who can't make it in person.
  - How can we offer this to other potential new members?
  - While also being cognizant of those who can't access technology conveniently.
- Re-consider when/how often we bring new members onto the board. We are currently doing once per year recruitment (advertising on the radio this last time was the first time doing so).
- Annette Skaggs would like to revisit the 4:30 time slot.
- Mac Brown and Dana Lindley working together on member expectations to be voted on in the March meeting.

#### Team Reports:

- Team 1 Demographics – Cassia Herron
  - Getting together with everyone before the end of the month.
  - Age group of 18-24 not represented on the board or the CAB, neither is household income
  - Soundcloud, Youtube, Instagram are places we can do a better job at getting more followers
  - Presented map with listener data grouped by zip code
- Team 2 Community Involvement – Kenisha Thompson
  - Will look at where we are and where we aren't.
  - Will meet virtually before the next meeting
- Team 3 – Natalie Stelzer
  - Are we soliciting feedback from our membership to see how satisfied they are with our programming
    - This has been in the works, the station is seeking community feedback presently.
    - Please share this survey with your networks to gather more data
    - Has been sent to the entire email list, doing on-air solicitation as well
- Team 4 – Marie Dever
  - Recording date of story/source/geographic focus/demographic focus/category/tags, consolidating and presenting this once complete.
  - Are we doing overlap work from LPM? Michael says no, is absolutely useful for strategic planning of the organization.

- Team 5 – Jessica Stavros
  - Not a ton of information about outreach regarding LPM. Do502 includes 812, this is a good thing.
  - A lot of really dark spots which are far away (Scottsburg, Fort Knox, etc). How do we use these communities to carry over membership/listenership into lighter spots on the map which are adjacent
  - News is the largest footprint we have, biggest area to promote outreach.
  - Only 4 places in Indiana where LPM does outreach compared to many in Kentucky. Only 1 place west of 9<sup>th</sup> St. Only 1 in the south end.
  - Outreach data has been derived from sponsorship data.
    - What do we define outreach as? How does it compare to sponsorship? What is the goal of outreach?
  - Team leaders getting together in February to discuss trends through all groups.
  - Idea of LPM voter registration drive.
  - Pam suggested Farnsley-Mormon for Valley Station/PRP outreach. Also Jeff Memorial.
  - Lack of venues in the west end has been a problem.
- Strategic Planning update from Michael Skoler
  - Will continue to go on for 2-3 more months
  - We'll be receiving a CAB survey shortly, also targeting communities with specific surveys, share amongst your network
- Thank you LPM for providing data to the CAB.
- Goal is to get projects done by January for consolidation in February.
- Louisville Public Media staff are very appreciative of the work CAB is doing. Strategic planning survey should be shared with networks. Will be updated at the next meeting, progress reports will be posted on a public site soon.
- Meeting Adjourned