

Louisville Public Media  
Community Advisory Board Meeting  
March 13, 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	Absent
Cassia Herron	Present
Jason Hesketh	Absent
Dana Lindley	Present
Edgardo Mansilla	Present
Pam Michael	Present
William Morrow	Present
Todd Read	Present
Annette Skaggs	Present
Jessica Stavros	Present
Natalie Stelzer	Present
Kenisha Thompson	Present
Laura Warren	Present

**LPM Staff:** Daniel Gilliam, Stacy Owen, Stephen George, Kirsten Pfalzgraf, Erica Peterson

**Community guests:** Tyler Allen, Todd Lowe, Gail Becker

- Mac Brown Called the meeting to order
  - Jordan Clemons made motion to approve January minutes
  - Kenisha Thompson second and the minutes were approved
- Gail Becker of LPM Board Development Committee
  - Spring drive begins on 4/9
  - Asking CAB members to make a contribution – one time or increase monthly contributions.
  - Gail will follow up with an email to everyone.
  - The goal is to get people to match whatever amount we can donate.
  - This is a great opportunity to get more exposure for the CAB.

- Email [kwilkinson@louisvillepublicmedia.org](mailto:kwilkinson@louisvillepublicmedia.org)
- Todd Lowe Update
  - Update on President/General Manager Search
  - The search committee, comprised of both staff and board members, researched search firms based on referrals from various sources. We selected a firm from Arlington, Virginia – Development Resources, Inc. Nancy Racette, a principal with the firm, is working with us. She has demonstrated experience with public radio, and her firm only works with nonprofit organizations. We had our first meeting with Nancy last week. She came to Louisville for two days to talk with staff, board and some donors/supporters. The next step is for her to propose a position description based on what she heard during those two days. She anticipates that she will be ready to present a top “ten” (more or less) by mid-May, with in-person interviews with finalists (two or three, probably) by mid-June. We anticipate an offer will be made by late July.
  - Strategic Planning
  - As you know, we declared a “pause” in planning at Michael Skoler’s resignation. After conversations with our planning consultant (Bob Taylor, retired Dean of the UofL business school), Nancy Racette, the executive committee and others, Stephen and I decided it would be unfair for a new President/GM to arrive to a fresh plan without the opportunity to have input. So, we will remain “paused” until the new person is in place.
- Erica Peterson
  - First week up to full staff in the news room, they’re going to focus on longer, more in-depth local pieces where stories deserve it.
  - New daily deep dive into a story – podcast starting soon.
  - Features airing at 45 after the hour.
  - No plans for local morning shows at this moment. Building up to having a weekly talk-show in the building (at some point in the future).
  - 2 ½ minutes is considered long-format, up from 45 second newscast spot. Standard feature is 4 minutes.
  - Leading Women Conversation
    - Erica will lead a panel at the Speed next Sunday.
    - Structured around the current exhibit at the museum.
    - First 100 LPM members can get into the exhibit free, on 3/25
- Stacy Owen
  - Waterfront Wednesday focusing on women and alt-bands fronted by women. Half of the season line-up has been scheduled so far.
- Mac

- We are postponing the delivery of CAB report until May meeting.
  - Possible disconnect between what CABs intentions were of reporting vs. what LPM wanted/needed from our work.
    - Warrants more collaboration from staff going forward.
  - Mac thanked CAB members for the work we've done so far.
  - Connect individual teams with content people at LPM. They'll decide on action items going forward from there.
- Kirsten Pfalzgraf
    - Community outreach opportunities data is incomplete.
  - Event team identified gaps to help increase membership where we aren't reaching people.
    - We had more of an in-depth discussion on what technically "community outreach" is.
  - Mac
    - Next steps
      - Get 5 team leads together with Kirsten and Stephen, decide where to go from there.
    - Get away from defining report on the basis of geography, age, race, etc.
    - One good breakthrough – all news seemed to appeal to all areas of town.
  - Voting on role of CAB members
    - Motion to accept member expectations
    - What are the differences between #4 and #7?
      - #4 is an action, #7 is a virtue.
    - Should member expectations include term lengths?
      - This is already in another part of the bylaws.
    - Motion carries to approve new CAB member expectations.
  - Meeting Adjourned