

Louisville Public Media
Community Advisory Board Meeting
May 8, 2018
4:30 p.m.

LPM Advisory Council

Attendance

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

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

- Approval of minutes
 - Amendment – Mary Ellen Harned was not here
 - Congrats to Kirsten for her promotion – now director of engagement
 - Still going to be involved with the CAB
 - Motion approved – minutes accepted
- Spots for new CAB members began running a few weeks ago – will run through Mid-June – new CAB members starting 7/1
 - We have 37 applicants after one week of radio spot running – 10 spots to fill
 - Goal is to have 8 on and 8 off each year, 3-year terms which can roll over once
 - We have a good representation of the city applying
 - Need to put together a team of people to vet applicants
 - Consist of interviewing as 1 or 2-person team who will make a recommendation
 - Mary Ellen, Annette, Todd, Natalie, Mac, Kenisha, Yodit, and Jordan all volunteered to help out with this process

- One person needs to be the team-lead on this project, help to ensure we get a wide variety of people across all demographics – Kenisha will lead effort on diversity and inclusion
 - Mac wants to do a vote by email once we vet all applicants
 - The goal is to interview every person who applies – make them feel appreciated for stepping up
 - Reach out and call them to discuss extra volunteer opportunities
 - Loop Rachel Firkins in to make all applicants aware of volunteer opportunities at LPM
 - Rachel sends out monthly emails detailing ways in which you can get involved with LPM volunteering
 - LPM working on a landing page to put on Do502 website – spread awareness of ways they can get involved – see the big picture
 - We brought up discussion about when the CAB meetings in relation to who can actually physically make the meetings
 - We don't believe the bylaws dictate that members have to be physically here
 - We could hold our meeting at different community partners around town
 - Put a question on the CAB application (or ask applicants) if they have an alternate time that they would like to meet
- WFPK report: Stacy Owen
 - We may broadcast live at Forecastle from the Port Stage (sponsored stage) which is playing a lot of Louisville-centric music
 - May be partnering with Notes-for-Notes, a non-profit out of Nashville
 - Reggae picnic will be late July at Central Park this year – possibly before a Shakespeare in the Park play
- WUOL report: Daniel Gilliam
 - Daniel is interviewing people at the orchestra an hour before shows start
 - Check out and share 360/VR Thomas Tallis video filmed at 21c / St James church
 - Took a year to make (perhaps do a “making of” story)
 - Had a great response to this – Doing more in the future
 - Reach out to Google Stories to help promote this – Suggestion from Kenisha
- WFPL report: Erica Peterson
 - The news team is receiving a large number of awards for their work. A roundup will be shared detailing the awards at a later date.
 - JCPS audit story scheduled for May through Curious Louisville– Getting a lot of feedback from the community regarding this (charter schools, other case studies, procedural questions, unions, etc) The goal is to answer some of these with the story
 - Rolling out question series on Mayoral candidates on Thursday – Translating questions into Spanish to cater to *Al Dia* readers as well
 - There will be a live call-in show soon focusing on the Juvenile justice system
 - News podcast is coming – Recut – will be twice weekly, launching in early June
 - Erica will be sharing demos with the CAB to elicit some feedback before launch

- Kathy Lincoln has stepped down from hosting the midday shift. Ron Fisher has been hired to fill the spot. He has been a longtime fill-in host and has a long career in radio.
- Stephen George
 - LPM has hired a new director of development – Ellen Oost. Oost is a professional fundraiser who has spent the past six years in a variety of roles at 21st Century Parks, the nonprofit responsible for the creation and operations of The Parklands of Floyds Fork, a nearly 4,000 acre, donor-supported public park in eastern and southeastern Jefferson County. She will begin on June 1.
 - Kirsten Pfalzgraf now heading engagement department (new)
 - Working with two people to work on community engagement in ways never done before
 - Sean Cannon working on digital team for LPM services – scaling up here with 4 people
 - President search going well, may have a permanent president in place mid to late summer – using a national firm to facilitate the search
 - LPM staff is working on budgeting for fiscal year 19
 - Strategic planning is on hold – Once new president comes on board this will pick back up
- Mac Brown suggested that community outreach be included in report – recapping what LPM has done since our last meeting
 - Do502 may help serve this purpose going forward in the future
- William Morrow suggested WFPL do a piece on Iranian deal
 - Other board member offered himself as a resource for this in the future
- Update from Mac on board project
 - Backing up and adjusting focus on our work
- Update from Cassia Herron on her work
 - See handout
 - She'd like to merge data from a few different sources
 - Possibly some from Kelly Wilkinson
 - Data is statistically significant for LPM listeners, not for the community as a whole
 - Concerning libraries – KyCIR has done 15-20 events so far discussing fake news and how to spot it on your newsfeed
 - This has been handed off to the library so they can do these on their own without staffing from LPM
- William wants tangible ways to deliver on ideas proposed by Cassia Herron in her report
- Thank you Dana for serving two terms on the CAB
- Adjourn