

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
September 24, 2019

Board Members Attending: Tyler Allen, John La Barbera, Todd Lowe, Eric Carrig, Wendy Sirchio, Susan Moss, Ankur Gopal, Holly McKnight, Andrew Simon, Heather McHold, Linda Ewald

Board Members Absent: Jose Donis, Keith Runyon, Ann Coffey, Brenda Hart, Gail Becker

Staff Attending: Stephen George, Ellen Oost, Dennis Stovall, Kirsten Pfalzgraf

Eric Carrig called the meeting to order at 3:32 p.m.

- I. Eric welcomed new Board members, Holly McKnight and Ankur Gopal, and asked them to introduce themselves.
- II. Then Eric asked for approval of the July meeting minutes, to which Todd made a motion, Heather seconded and all voted in favor.
- III. Staff Spotlight: Stephen then welcomed Kirsten Pfalzgraf, Director of Engagement, to provide a synopsis of the recent marketing campaign.
 - a. Kirsten explained the overarching goals of the awareness campaign and how there was equal investment made in each of the three stations, with the objective to grow listenership. The campaign included:
 - i. Outdoor boards in high-traffic areas in 12 distinct zip codes, transit shelters, digital display boards and bulletins/posters
 1. The campaign ran from June through September, although some have not yet been replaced and have remained up for a longer period of time
 2. Kirsten went through impressions (estimated more than 1 million) garnered and the cost per impression. We were able to reach 89.3% of the Metro area audience at least once. The average exposure was 21 times.
 - ii. A digital campaign coincided (February to August) to invite non-listeners to listen for the first time, linking them to the live streaming page.
 1. Targeted Facebook, Instagram and Twitter - people who have not yet clicked “like” to follow us.
 2. Started broad then targeted as we went along. Lookalike audiences performed well.
 3. Recorded more than 3 million impressions. The cost for click was a bit high when averaged across three stations, but that is to be expected when targeting non-users through prospect acquisition.
 - b. Kirsten was asked how these results compare to efforts from other public radio stations, and she responded that she could not find too many who had done similar campaigns. WHYY is testing something similar now (pushing app downloads and listening), and we plan to compare our results.
 - c. These results will help to inform future campaigns as we continue to seek ways to capture new listeners and connect with them in new ways.
 - d. We also conducted a second phase of the digital campaign focused on promoting subscription to our daily WFPL e-newsletter. We were able to add 300 email subscribers in the first few weeks of the campaign and Facebook seemed to be the most successful tool/platform.

- e. In planning for the next phase, we will use what we learn from the Coleman Insights work being conducted this fall, and we will continue to adapt as new acquisition and awareness-building takes time and resources.
- IV. In Abby's absence, Denny took the Board through the August financials.
- a. Revenue: grants, membership and underwriting are all a bit behind our projections due to the timing of some gifts/contracts. However, underwriting is up 8% over this time last year and membership is up 5%. Major gifts are currently tracking ahead of budget.
 - i. Revenue numbers do not reflect the results of the September fall membership drive, in which we hit our goal of \$325,000, of which about \$150,000 came in as payments.
 - b. Expenses: Salaries are currently under budget due to the People Operations Manager and Development Associate positions being open. Those positions should be filled soon.
 - i. Utilities are a bit higher than budget, but should come back in line when the weather cools off.
 - ii. Marketing expenses were frontloaded, but will come back in line as the year progresses.
 - iii. Our investments took a hit in August, wiping out July gains.
 - iv. We also had to replace HVAC unit at tower site.
 - c. Denny then dispersed the bi-annual broadcast ownership questionnaire and requested that it be filled out and returned as soon as possible (no later than the end of October).
- V. Todd provided the Development Committee report:
- a. Thank you for 100% board participation in the Fall Membership Drive Board Challenge. We were able to raise \$43,000, which was used to inspire new gifts on the last day of the drive.
 - b. We are also fundraising for increased arts coverage, and are getting lots of interest in that work and validation of its importance.
 - c. Todd shared that earlier in the day he attended a board governance training session for arts groups hosted by Michael Kaiser. Kaiser suggested that Board Development Committees are a bad idea, because all board members need to participate. So, he said, it's our committee's job to figure out how to connect you and your network to fundraising for our mission. He looks forward to bringing structure to that soon.
 - d. Ellen asked the Board to again help make thank you calls to donors who gave during the fall drive.
- VI. For his Community Engagement Committee report, Tyler reminded the Board that the staff has begun the monthly D,E,&I work and that the Board will be brought into that process soon.
- VII. Andrew provided the report from the Board Governance Committee:
- a. In the July board meeting we voted to approve changes to bylaws eliminating the University of Louisville and Metro Louisville appointees to our Board of Directors. Prior to this meeting we emailed the proposed language to do so, as well as the addition of the previously approved conflict of interest policy. Andrew then opened the floor for questions and comments with the goal to seek approval for the revised bylaw language.
 - i. Heather asked about WUOL's call letters, and whether we may ever have to give the rights to those back to the University, but Stephen responded that we own the trademark and that would not be an issue.
 - b. With no other questions, and general agreement that the language revisions were acceptable, Heather proposed that the Board pass the bylaws as amended. Her motion was seconded by John, and all voted in favor.
 - c. Andrew then moved to the proposal of a new Board Member, Dr. Nat Irvin II, as recommended by the Board Governance Committee. Andrew referred to the bio that was sent prior to the meeting as part of his nomination. Board members then weighed in on their excitement for Dr. Irvin to join the Board.

- i. Eric made a motion to approve his nomination to the Board, which was seconded by John. All voted in favor.
- d. Stephen then presented the President's Report:
 - i. To provide further detail regarding the Fall Membership Drive, we exceeded our internal goal by \$13. After a disappointing spring, we saw support for news rebound.
 - ii. Stephen has appointed Ashlee Clark Thompson to the leadership team as Digital Director, and the effects were immediately seen with consistent messaging across all of our platforms during the Drive.
 - iii. Planning for the NPR Compact is still in process. Stephen will be travelling to New Orleans in October for the Super Regional to discuss the latest proposal. Our NPR fees are still expected to go up, but the latest proposal is considerably better for LPM financially than previous iterations, and there will be a phase-in process.
 - iv. We have had several discussions and have applied to a national funder for support of KyCIR. Sixteen entities were invited to apply, and they funded nine of the proposals. We were not funded, but we were the only public radio station invited to apply and appreciated being included in the conversation.
 - v. We have been making building security updates after a recent test uncovered a few holes in our systems. We will have to spend several thousand dollars outside of our planned budget, but the updates are necessary. We've also instituted a staff-wide text alert system for folks who may be outside the building during an emergency.
 - vi. The Ohio Valley ReSource will be publishing a book with Tiller Press (Simon & Schuster) in the spring; we're in the process of finalizing the contract now. It will be a collection of stories from each of the OVR reporters with the theme of the future of Appalachia, through lens of the 2020 election.
 - vii. Our Events Coordinator is leaving next month, and we will be reevaluating that position. In the meantime, we've divided that role's duties. We have narrowed our finalists for Development Associate and People Operations Manager positions and hope to make offers soon.
 - viii. We have separated with Jean West as WFPL *All Things Considered* host. Jonese Franklin will be taking over. An announcement will be made soon. We will then be looking for a Managing Editor for WFPL to replace Jonese's editing duties and fill other needs in the newsroom.

VIII. With no further business, the meeting was adjourned at 4:53 p.m.