

LOUISVILLE PUBLIC MEDIA
Board of Directors Meeting Minutes
January 28, 2020

Board Members Attending: Todd Lowe, Abby Shue, Gail Becker, John La Barbera, Susan Moss, Eric Carrig, Ellen Call, Ann Coffey, Brenda Hart, Andrew Simon

Board Members Absent: Jose Donis, Nat Irvin, Wendy Sirchio, Linda Ewald, Heather McHold, Holly McKnight, Tyler Allen, Ankur Gopal, Keith Runyon

Staff Attending: Stephen George, Ellen Oost, Dennis Stovall, Erica Peterson

Guest: Rod Neaveill

Eric Carrig called the meeting to order at 3:35 p.m.

- I. Eric welcomed new Board member, Ellen Call.
 - a. Rod Neaveill, member of the public observing the meeting, introduced himself. He is a volunteer at LPM.
- II. Eric asked for approval of the November meeting minutes, to which all voted in favor.
- III. Abby provided the Finance Committee update:
 - a. Minor updates to our investment policy will be recommended by the finance committee prior to the next meeting.
 - b. Year-end financials:
 - i. Had a great December. Ahead of this time last year in terms of revenue.
 - ii. The revenue staff met to look at six-month performance and to discuss the outlook for the rest of the fiscal year. Most of the revenue categories are on track to meet or exceed budget, but some adjustments were made to membership revenue projections based on growth over FY19, but not as much as was originally projected.
 - iii. Expenses are in good shape, mostly due to savings in the salary and benefits category related to job openings that are now in the process of being filled.
- IV. Todd provided the Development Committee update:
 - a. To date, counting pledges and gifts received, major gifts are 78% toward our fiscal year goal.
 - b. Grants are projected to over perform, but some of the grant funding is restricted to future years.
 - c. The committee is meeting later this week with the goal to brainstorm ways to better engage the Board in development activities.
 - d. The staff has planned a planned giving campaign in February, focused on donors who have been giving for 15 years or more. The campaign will include letters, on-air promos and emails, but Todd mentioned it should be something we talk about all the time with our donors.
 - i. Ann Coffey mentioned an upcoming course offered by CNPE and AFP focused on planned giving.
 - ii. Todd then offered to provide a scholarship so that Ellen can attend.
- V. Staff Spotlight: Erica Peterson, Director of News and Programming at WFPL, made a presentation regarding the latest news from the WFPL newsroom.
 - a. Hiring update: we have recently hired a new education reporter, Jess Clark and an investigative reporter, Jared Bennett. Soon we'll welcome a managing editor, Mike Edgerly, from Minnesota Public Radio. We are meeting with the final candidates for the arts reporter

position, and are interviewing for a new health reporter. Finally, we have two job descriptions for Report for America positions that will be filled for a June start date. One will work with KyCIR covering statewide social services, and one with WFPL covering communities in Southern Indiana.

- b. KyCIR is partnering with ProPublica as part of their Local Reporting Network, and will roll out an investigation with them over the next five months.
- c. WFPL will soon launch *The Next Louisville: Civic Assembly* with support from the Community Foundation of Louisville as well as the Gheens Foundation. Phase one will include a virtual town hall, up for 12 days starting February 10th. The purpose is to gather valuable data about issues we all agree on as a community, and what might be more divisive. After the virtual town hall there will be four in-person events in March to gather additional information. Then all of the data collected will be used by our newsroom to inform our reporting moving forward, especially leading into Election 2020.

VI. Stephen gave an update from the Community Engagement Committee in Tyler's absence:

- a. Committee working on setting baseline goals for the Board and will implement a plan that will involve trainings.
- b. Lia Murphy, our People Operation Manager is running point on all of our diversity, equity, inclusion and belonging efforts.

VII. Andrew provided an update from the Governance Committee:

- a. The Gift Review Committee, which operates ad hoc as needed, will now be led by Linda, who has agreed to chair the committee now that Peter Wayne has resigned. The committee needs a few more Board members, and Andrew asked for volunteers. Todd volunteered and Eric offered to send a follow-up email to see if any others are interested.
- b. We currently have 19 Board Members, with a capacity to recruit up to a maximum of 24. Ellen provided a new contact sheet in the Board packet, and Todd suggested the committee explore the possibility of mentors for new Board Members.

VIII. Stephen provided the President's Report:

- a. KyCIR's *Dig* podcast has recorded nearly 250,000 downloads since being released the first week in December. We developed a good relationship with Apple Podcasts after *The Pope's Long Con* and they added *Dig* to the "New and Noteworthy" listing over the holidays.
- b. *The Reckoning* project with Dan Gediman, an independent producer, is underway and set to air in early March. It will result in a multi-part radio series, written work and podcast. WFPL is partnering with Dan and Louisville Magazine. The premise ties the history of slavery here in Kentucky with the modern day. He has formed a 501(c)3 to fund the project if anyone is interested in supporting it.
- c. The FCC license is up for renewal this year for all three stations. The process has begun and is being handled internally in conjunction with an FCC attorney. Required messaging will run on-air and there is a public comment period.
- d. Market research update from Coleman Insights. Key findings:
 - i. Unaided awareness is our biggest challenge.
 - ii. We are the market leader in converting fringe to core audience.
 - iii. Cross-promotion between stations isn't increasing our listenership and is creating some brand confusion.
 - iv. We have a complicated proposition because we're mission-driven and philanthropic, not just radio stations.
 - v. The research did a deep-dive into the WFPK playlist and determined there is not a huge market outside of who we're already reaching for core AAA music. Therefore, we should promote ourselves as bringing variety and knowledgeable hosts – which are what the market wants in any radio station. We are working to create new

language and positioning to play up what we offer in our promotional opportunities. The recommendation was not to spend any additional funding on marketing WFPK at this time, but to focus our messaging to promote what we're already doing in the best way possible.

- vi. As for the WUOL audience, the research shows we are reaching the market interested in classical music. Similarly to WFPK, the recommendation is to run WUOL as efficiently as possible. We still plan to expand local hosting utilizing current staff, focusing on our biggest hours not currently locally hosted (like 8am-9am) and by using some pre-recorded opportunities once the classical library has been fully digitized.
 - vii. We also learned that the general public is not associating our music education work with WUOL, in fact it's more associated with WFPL. This is likely due to cross-promotion and the size of station audiences. We will need to examine how much, and whether this matters.
 - viii. Finally, one of the biggest takeaways from the research was that local news is a huge opportunity in this market. In fact it's our only significant audience-building opportunity. This reinforces our goal to grow our local news product and invest 90-95% of our marketing budget over the next year in growing the audience for WFPL.
- IX. At 4:22 pm the Board moved into Executive Session to discuss a personnel matter.
- X. With no further business, the meeting was adjourned at 4:44 p.m.