

LOUISVILLE PUBLIC MEDIA
Executive Committee Meeting Minutes
August 25, 2020, 3:30 p.m.

<p><u>Board Members Attending:</u> Abby Shue, Ann Coffey, Tyler Allen, Andrew Simon, Eric Carrig, Wendy Sirchio <u>Staff Attending:</u> Stephen George, Dexter Horne</p>
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Meeting was held remotely via Zoom due to the COVID19 pandemic.

Eric Carrig called the meeting to order at 3:35pm

Eric called for a vote to approve the minutes from the June 23, 2020 meeting. Minutes were approved unanimously.

Financial Statements

- Abby Shue and Stephen George reviewed the financial statements mentioning that membership and major giving were solid for this time of year and that underwriting shows slow and steady growth.
- Stephen answered a question about how we are balancing investment decisions. Stephen explained that the healthy revenue stream from membership, the success we've had recently with grants and our projections for a slow and steady return to functional society that will keep underwriting around their goals leaves us in stable financial position.
- On grants – Stephen updated the committee on grant funding that was recently approved for LPM and the Ohio Valley ReSource.

Diversity, Equity, and Inclusion (DE&I)

- Stephen shared a staff-wide update on DE&I makeup on our staff, our membership, and comparing to the broader community
- Stephen also informed the group that the underwriting department is working on a diversity and representation survey for their clients to get information about both client leadership and the populations they serve. Our membership was also surveyed through the newsletter.
- Stephen talked about broadening our “audience-first” mentality, acknowledging that our audience is, and has traditionally been, disproportionately white.
- Stephen mentioned that the final report-out of this data will be done through a public report.
- The committee then discussed balancing the production of programming for an audience we don't yet have with the audience that we already have.
- The committee discussed convening leaders of different identity groups to facilitate conversations of community building/healing. Members also wanted to know if LPM had considered publishing a list of educational resources and racial equity events.

Newsroom Expansion Update

- Stephen updated the committee on efforts to expand the newsroom to broaden and enhance local news coverage. A conversation followed about the timing of growth and the risks involved.
- Stephen shared the imperative to deepen our coverage of existing beats, not to create new ones.
- The committee discussed national prospects for funding and follow-up actions.

Meeting adjourned at 4:38pm