

Louisville Public Media Board of Directors
Tuesday, September 22, 2020
3:30 p.m.

This meeting was held via [Zoom](#) due to COVID-19 social distancing requirements.

Board Members Attending: Tyler Allen, Susan Moss, Andrew Simon, Wendy Sirchio, Keith Runyon, Abby Shue, John LaBarbera, Ankur Gopal, Nat Irvin, Heather McHold, Holly McKnight, Ellen Call, Ann Coffey, Terry Tolan, Marita Willis, Cedric Powell

Board Members Absent: Eric Carrig, Alan Rosenberg, Jose Donis, Linda Ewald

Staff Attending: Stephen George, Dexter Horne, Dennis Stovall

Members of the Public: None

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- I. In Eric's absence, Wendy called the meeting to order at 3:32 pm.
 - II. Wendy asked if everyone had a chance to review the previous meeting minutes and if there was a motion to approve them.
 - A. John moved to approve the July minutes as drafted and the motion was seconded by Abby. All voted in favor.
 - III. Abby reviewed the highlights from the previous month's financial statements, which were sent out ahead of the meeting:
 - A. We are tracking close to budget expectations so far this fiscal. Abby mentioned that she is impressed with where we are in terms of alignment with the budget, given all the uncertainty surrounding when it was created (at the onset of COVID-19). Here were the only noticeable deviations:
 1. Grants are slightly behind budget, but that is due to timing and some delayed check distributions from foundations due to COVID-19.
 2. Personnel is a bit over budget due to the delay in the Do502 sale, again a timing issue, but it will even out as the year progresses.
 - B. We are going through the PPP Loan forgiveness process now and expect the full loan amount to be forgiven.
 - C. We are wrapping up the audit, which has gone well despite being done completely remotely.
 - D. Underwriting remains a challenging revenue area for us, but we are on track to exceed our Q1 budget. There is less certainty surrounding Q2, due to the realization that fall events will not be back as we had hoped and modestly projected.
 - IV. Stephen provided his operational update:
 - A. LPM is preparing for a decision from the Attorney General in the Breonna Taylor case and how to handle the news as well as staffing the building. Stephen went

through the operational plan and suggested we keep the meeting brief in order to allow for preparation if an announcement were to be made this afternoon.

1. John asked about how much control we have remotely of the broadcast systems in the building – and Stephen answered that all operations can be managed remotely, thanks to our preparations during the COVID-19 shutdown. We also have had conversations about a backup broadcast plan if there were to be destruction to our building and equipment there.
2. Susan asked about the reporters who will be covering the story and their safety. Stephen responded that they have received regular training on covering unrest from NPR, and that all are equipped with safety goggles and first aid kits, as well as orange vests (which are optional). He added that reporters pair up for coverage and have been instructed not to put themselves in harm's way. There is a staffing schedule in place to make sure we have coverage as needed.

B. Stephen then provided an update on hiring and personnel changes:

1. Erica Peterson is leaving LPM after nine years. She is going home to West Virginia to work at a journalism startup.
2. Jonese Franklin is stepping into the Program Director role (decided before Erica left), and Kate Howard is stepping up for three months as Interim News Director. We have posted the News Director position and are conducting a national search to fill that role.
3. We have two other open positions, WUOL Music Host and WUOL Music Education Manager, and we have encouraging applicant pools for both of those roles.

C. Stephen shared results from the Fall Membership Drive:

1. It was an encouraging drive in terms of support and a “return to normal” with our fundraising, even though our approach was still vastly different than a typical fall drive.
2. The drive ran Monday through Friday, which meant we fundraised for one fewer day than typical. Despite that, we were able to raise a total right in line with previous years – ending the week with \$310,000 raised.
3. We saw more renewing members and additional gifts from current members than in the spring. We welcomed slightly fewer new members (21% vs 26%) this fall– but many more so than in the spring when we held our abridged, remote drive. New members are still a challenge, but we again saw a return to normal in terms of the percentage of new members joining as sustainers, which is good news for the long-term.
4. We continued to see more digital giving and less phone giving, which is an emerging trend.

5. We have continued to learn how to run drives more efficiently, as well as tightening messages and spending less time asking. These learnings will carry forward for future drives, remote and in-person.
- V. Heather McHold followed Stephen's drive update with an update from the Development Committee:
 - A. Thank you for everyone who participated in the Board Challenge – we raised \$40,000 in 4.5 hours utilizing the challenge – it made a big difference in motivating gifts! Board participation numbers were really high, thank you for your generosity.
 - B. For those who didn't participate, and our brand new members, we will provide the opportunity for you to participate in a matching challenge in December– 100% board participation is the goal!
 - C. We typically ask the Board to make thank you calls after the drive and we will send each of you a list of 3-5 calls to make as well as a sample script to get you started. You will likely mostly leave voicemails, but these calls are really important for retention and we thank you in advance for your help. Ellen will follow up later this week with the scripts and lists.
 - D. Finally, we have been working to build back up the Development Committee and will be sending out a Doodle poll for scheduling the next meeting soon.
 - VI. Andrew provided an update on committees, related to Heather's comment:
 - A. He and Eric will be having conversations with everyone soon to talk about committee assignments and chair opportunities.
 - B. We will also be talking about re-imagining the Board DEI Committee in the coming month as well.
 - VII. Wendy then asked if there was any other business.
 - A. Ankur wanted to give a shout out to WFPK for the 500 top albums of the 80s – he really enjoyed it and his friends tuned in as well. It was a really nice program. Stephen reiterated the success of the countdown.
 - VIII. Stephen ended the meeting with a huge thank you to Dexter for stepping up over the last three months while Ellen was out on maternity leave. The Board agreed and thanked him for his work.
 - IX. With no other business, the meeting was adjourned.

The meeting adjourned at 4:10 p.m.