



AMELIA FRAZIER THEOBALD

CEO & PUBLISHER OF VOICE-TRIBUNE

CONTACT

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Achievements

Scholastic Art Award for Ceramics 2012

One of two people to win it from Kentucky Country Day Preparatory School in 2012

Youngest Charter Collector At The Speeds Art Museum 2016-on going

NEXT (Fund For the Arts NeXt Ambassador) NeXt! is a nationally recognized program dedicated to preparing the next generation of emerging professionals for volunteer leadership roles within the arts community. 2016

EDUCATION

Kentucky Country Day (1999 - 2012)

Private Preparatory School in Louisville, Kentucky (lifer)

Hohliebi Programs "The Winter Term" (2007)

12-week educational program in Lenk, Switzerland. Designed to enrich a normal academic curriculum with European history while simultaneously providing an athletically challenging training environment for advanced skiers. Only 32 skiers are selected each year from all over the world.

Tong Wen High School Exchange program, Jiujiang, China (2011)

Inaugural ambassadorial student expedition to Jiujiang, connecting China and the Kentucky Country Day School for the first time. A student exchange with Tong Wen High School in combination with an intense two-week cultural immersion program and national tour.

High Point University - (2012)

One semester majoring in Interior Design in High Point, North Carolina

University of Louisville (2013 - 2015)

6 semesters in psychology with a concentration in Criminal Psychology in Louisville, Kentucky

Edinburgh University (2013 Spring)

1 semester in Scottish and British History

Spalding University (2015 - Current)

was studying for a BFA in Fine Art, with concentrations in Studio Art and Sculpture, both in Metal and Terracotta, through the KYCAD Program. Studied Film and History. Will finish with a major in English.

1993-2024

Traveled to Over 59 countries and all 7 continents. Both by myself and with others.

Restarting and stabilizing a 75-year Company: The History of the VOICE-TRIBUNE:

went missing, and we were able to track it down and find most of the Publication's History. Bringing Louisville Publication to Antarctica:

In Celebration of the Publication's 75th Anniversary, I brought 3 VOICE-TRIBUNE publications to most of the world in the south.

Speed Art Museum -

Raised Funds to own their first Cubist Piece (2022). "Marcel Lempereur-Haunt, Fleurs (flowers), 1934"

SECRETARIAT - 2023- Film the 50th Anniversary of Secretariats Tripple Crown Win.

We worked with the Secretariat family to record the entire city celebrating with the Family in Hour of Secretariat. We also made history by raising \$350,00 of our \$500,000 to have the Sculpture of Secretariat installed in Ashland, Virginia, near the Birthday Place of Secretariat. The film will aired April 2024.

EXPERIENCE

Bittners Design Firm, Louisville KY 2010 - 2011

Job Title: Design Intern & Sample Room Manager

Description: Assisting professional designers in arranging, modernizing, and updating the largest interior design showroom in the American Southeast, taking their paper system and putting it on the computer for the first time.

Responsibilities: Calling in orders, organizing samples, updating designs, discarding discontinued product lines, assisting designers in product selection, and serving as design team aide de camp

Done To Your Taste Events -Sun Dance HD TV 2015-2018

Job Title: Bartender out of 4 Bartenders for Sundance HD TV Headquarters for Sundance Film festival

Description: Working For Ilean Done's Catering company "Done To Your Taste" in Park City Utah and as one of four Bartender For Sundance Film Festival's Main Headquarters For the Festival. Worked For Gavin Allen (<https://www.linkedin.com/in/gavin-allen-b806207/>)

Responsibilities: Bartending for Main Bar and Private Celebrities. Setting up Events, keeping people motivated, waitressing.

Job Title: Head Bartender, Bar Manager, Assistant Event Manager 2017

Description: Working For Ilean Done's Catering company "Done To Your Taste" in Park City Utah.

Responsibilities: In charge of bartenders Schedules, Bartenders Transportation for every event, In Charge of making sure drinks are perfect, Damage control, backing bars and making sure they are ready to go, Bartending for Main Bar and Private Celebrities. Setting up Events, keeping people motivated.

**AWARDS The VOICE-
TRIBUNE Has recieved:**

**Frazier History Museum
Lights On Main Awards”
“Most Louisville Spirit
2024”**

BOARD MEMBER:

**Frazier History Museum
2022 - current**

**KMAC Museum
2023 - current**

**Committee Member:
6th Generation B-F
2023 - current**

**Louisville Ballet
2025 - current**

**Speed Art Museum
Governance Board
2025 - Current**

EXPERIENCE

Brown-Forman:

2012

Job Title: Event Coordinator, Interior Design Intern, Art Archivist

Description: Spent Summer as a paid Intern for Brown Forman (one of the Largest American- owned companies in the spirits and wine business)

Responsibilities: In charge of setting up and coordinating Events for groups of 30 plus, both Business Meeting and Fun events for employees. Helped assist with event set ups. Helped Log Presidential Lenox China.

2013

Job Title: Design Intern

Description: Brown Forman’s Bottle design and marketing team

Responsibilities: Assisting Main Logo Designers. Keeping competitors' Logos up to date on file and available to all designers. Call and assist with any projects on hand. And arranging Alcohol Displays.

2021

Job Title: Design/History Intern

Description: Being apart of Brown Forman’s design Team and Historical Archives Team.

Responsibilities: Checking all cocktails on Brand Websites and logging them in the database. Identifying and logging historical photos in Brown-Forman’s Data-base.

Job Title: Photography Assistant & Design Intern 2021

Description: Assisting Brown-Forman's Head Photographer.

Responsibilities: Assisted on Profession photoshoots, styling set for advertisement. Shooting

Craig Kaviar: Kaviar Forge

Job Title: Metal Work Apprentice

2012, 2014, 2015, 2017, 2018, 2019, 2020, 2021

Description: Assisting Craig Kaviar, one of Louisville Commonwealth’s most prominent artists. His work was featured on the Home and Garden TV, Network show, “Modern Masters” and has been featured in a number of books illustrating the art of ironwork.(<https://www.craigkaviargallery.com/>)

Responsibilities: Welding Metal, Grinding Down Metal, Polishing Metal, Detailing Metal, getting forges started, running Errands as needed. Call in for help with bigger Projects. Has had help in creating over 250 sculptures for Derby clients and Solo Commissions.

EXPERIENCE

Started “What An Occasion” Event planning company

2022 - Paused to focus on VOICE-TRIBUNE

Job Title: Event Planner

Responsibilities: I coordinate professional meetings and events, from selecting venues to arranging transportation and managing vendors. I’ve handled event logistics, oversaw budgets, and ensured smooth execution and alignment with client expectations.

Re-opened the VOICE-TRIBUNE

Dec. 2022 - Present

Job Title: CEO and Publisher

Responsibilities: As a CEO I am a part of and in charge of Strategic Planning, Leadership, Financial Oversight, Operational Management, Stakeholder Relations, Risk Management, Innovation, and Adaptation. As a Publisher, my responsibilities include Editorial Direction, Production oversight, Content management, Budget management, advertising, and Sales, Distribution and Circulation, Compliance and Legal.

VOLENTTEER & BOARD JOBS

Louisville Zoo

2010 Spring

Job Title: Junior Camp Counselor

Description: Educating children in rudimentary zoology

Responsibilities: Watching 8 to 10 children at a time, maintaining an ordered schedule, inventing group activities, and memorizing and reciting didactic presentations about the various animal specimens.

THE MONARCH

Summer 2024

Job Title: Charter Member of the Monarch 1 of 32 spots.

Description: Apart of the first group of Charter Members at the Monarch. The Monarch is a membership community of musicians and music lovers, artists and patrons alike. Our Members have at-will access to our facility and some of the best, most unique musical experiences in the city. Being a Monarch member is also one of the best ways to support original artists in our community. It had 10 Grammy winners perform on their stage and is known as the place where Louisville is showcasing its rising Artist talent. supported by the community

VOLUNTEER & BOARD JOBS

Bellewood Presbyterian Home for Children 2010 Fall

Job Title: Co-Director and Project manager

Description: Co-led a film project designed to capture the students' creativity for their youth film festival

Responsibilities: Coordinating the project schedule, arranging meetings with the site supervisors, soliciting the donation of capital for the project, equipment maintenance, and project filming

Sound Technician, Kentucky Country Day School 2005 - 2012

Job Title: Head Sound Technician

Description: Coordinating sound and music for staged performances (18 in all plus Minor Events for Kentucky Country Day School)

Responsibilities: Operating the sound board and equipment, selecting and arranging music and sound effects for each performance, arraying and maintaining wireless microphones, and at times assistant-directing performances

Gay-Straight Alliance 2009 - 2011

Job Title: GSA Vice President

Description: Organizing projects to improve the community, conducting peer counseling sessions to alleviate fear and discomfort about sexual orientation, and raising positive school awareness of lesbian, gay, bisexual, and transgendered students

Responsibilities: Supervising events, developing peaceful and effective solutions to problems in gay-straight student relations, ensuring that everything gets done, guiding our group to satisfactory final decisions when determining new plans.

Job Title: GSA President 2011-2012

Description: Giving speeches and addressing the student body. Organizing projects to improve the community, conducting peer counseling sessions to alleviate fear and discomfort about sexual orientation, and raising positive school awareness of lesbian, gay, bisexual, and transgendered students.

Responsibilities: being in charge of events and coming up with events, developing peaceful and effective solutions to problems in gay-straight student relations, ensuring that everything gets done, guiding our group to satisfactory final decisions when determining new plans addressing entire High school assembly about events and current projects.

VOLUNTEER & BOARD JOBS

NEXT Gneration 2016

Job Title: NEXT Ambassador 2016

Description: NEXT is a nationally recognized program dedicated to preparing the next generation of emerging professionals for volunteer leadership roles within the arts community. Participants will embark on an immersive, 10-month journey experiencing all aspects of cultural engagement.

Responsibilities: The program taught me collaborative initiatives, audience development, event management, program implementation, business operations, marketing and communications, and philanthropy networking with high profile community leaders, take on rewarding arts-focused projects that have a real impact on Arts organizations, enjoy world-class Art events, learn where their talents are most needed, and become a defining voice in the future of the arts.

Charter Collector at Speed Art Museum

Job Title: Charter Collector **2016 - Current Description:**Charter Collectors are instrumental in acquiring major European and American paintings, sculptures, and works-on-paper for The Speed Art Museum's collection. Members enjoy and learn about art while helping create a lasting artistic and educational legacy for the entire community.

Responsibilities: Being the youngest Charter Collector the Speed has ever had. Getting to view exhibitions before the public and travel with curators, select artwork, and vote on acquisitions for the Museum. Year 2020 I was the final deciding vote for our current new pieces bought by the Speed Art Museum, one of those pieces being the Abastenia St. Leger Eberle (American, 1878-1942)

Platinum Patriot Circle at Speed Art Museum **2016 - Current**

Description: enjoy exclusive opportunities to engage with the museum throughout the year. This includes private cocktail receptions, previews of special exhibitions, visits to collectors' homes, tours of artist studios and more – all in addition to general member benefits.

Responsibilities: Donating Annually to the Speed Art Museum

Cultivator and Ambassador of the

Waterfront Botanical Gardens in Louisville, KY **2017-2018**

Responsibilities: Arranging dinner events to raise money for Louisville Botanical Gardens.

KMAC - Board Member

2023- current

Responsibilities: Arranging events to help raise money for KMAC. Hosting the Crafting Cocktails Event at KMAC & assisting with KMAC Courtier. Making decisions with board members at KMAC.

VOLUNTEER & BOARD JOBS

Frazier Kentucky History Museum 2023 - current

Job Title: Board Member

Description: As a Board Member of the Frazier History Museum, I provide strategic leadership and governance to one of Kentucky's leading cultural institutions. My role includes guiding long-term organizational vision, supporting financial oversight, and contributing to sustainable growth through fundraising, donor relations, and community partnerships. I serve as an ambassador for the Museum, championing its mission to preserve and share Kentucky's history through storytelling, education, and public engagement. By leveraging my expertise in media, communications, and community development, I help strengthen the Museum's visibility, expand its partnerships, and support impactful exhibitions and programs. My service includes active participation in board meetings, committee work, strategic planning, and key Museum events while upholding best practices in ethics, collaboration, and institutional stewardship.

Louisville Ballet

Job Title: Board Member 2025 - current

Description: instrumental in acquiring major European and American paintings, sculptures, and works-on-paper for The Speed Art Museum's collection. Members enjoy and learn about art while helping create a lasting artistic and educational legacy for the entire community.

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VOLENTTEER & BOARD JOBS

Speed Art Museum 2025 - current

Job Title: Speed Art Museum Governance Board Member

2025 - Current

Description: Provide strategic leadership and fiduciary oversight to advance the Speed Art Museum's mission to Celebrate Art Forever. Collaborate with fellow board members and executive leadership to set long-term vision, guide institutional strategy, and ensure the museum remains a welcoming, inspiring, and inclusive space for the community. Support governance best practices, financial sustainability, audience growth, and cultural impact while championing the arts as a vital force in Louisville's civic and creative landscape.

VOICE

TRIBUNE

Dear Readers,

As CEO and Publisher of The VOICE-TRIBUNE, it's my privilege to carry forward a Louisville tradition that has been telling this city's stories for more than 76 years. When I stepped into this role nearly three years ago, I became not just a steward of its history but a pioneer — working to reshape how media and content serve our community with transparency, creativity, and heart.

Today, we reach 30,000+ online subscribers, distribute over 10,000 print copies each month, and generate over 1.4 million annual impressions. But behind every number are people — readers, business owners, artists, philanthropists — whose work and lives make Louisville extraordinary. My goal is to shine a light on them, amplify their voices, and create space for meaningful connections. We've revitalized the magazine with new advertising opportunities, expanded coverage, and innovative community partnerships — from the Louisville Ballet to local nonprofits and small businesses. We're also building digital tools like LouisvilleCalendar.com to help our community discover and support local events.

The word "Tribune" means "to serve the people," and that's what guides every decision I make. This isn't just about a magazine — it's about trust, storytelling, and strengthening the bonds that hold our city together. Thank you for being part of this journey with me.

Amelia Frazier Theobald

CEO & Publisher, The VOICE-TRIBUNE

Thank you!

Amelia Frazier Theobald, CEO, VOICE-TRIBUNE



ACCOMPLISHMENTS: 2022-2025

2022

- **December: Acquired and revived** the VOICE-TRIBUNE after a three-month closure.
- Dec. **Becoming the youngest Publisher the VOICE-TRIBUNE** has ever had at the age of 29.

2023

- **Reopened and regained audience** engagement levels not seen since 2018. Increasing our readership from our opening 3k to around 35K a month. Increasing our readership by 1066.67%.
- **Increased viewership by over 78%** compared to the previous 5 years of the previous ownership.
- **Partnered with the Secretariat family** to honor the 50th Anniversary of the Secretariat's Triple Crown Win.
- **Raised over \$350,000** for the installation of a statue at the Secretariat's birthplace.
- **Celebrated VOICE-TRIBUNE's 75th Anniversary** by becoming Louisville's first publication to reach **Antarctica 2023**, where it was seen by audiences from over 60 countries. And complete a personal goal of reaching all seven continents by the age of 30 and 62 countries.
- **Solidified a reputation as one of Louisville's most trusted sources** for local happenings, supported by a consent-focused media plus fact checking policy

2024

- **Collaborated with Ethan Almighty** on his historical journey, including his recognition during the enactment of Ethan's Law (S.173) in Frankfort. That will be released in December. 2026
- **Partnered with 48 athletes from Racing Louisville FC, Louisville City FC, and the Louisville Ballet, along with the Louisville Zoo**, to launch the "Local Legends of Louisville" event, marking the most prominent professional athlete gathering in Louisville's history.
- **Recovered and reunited 63 years of VOICE-TRIBUNE history**, missing since 2018, as part of its 75th Anniversary celebration. Still collecting more history.
- **2024 Contributed to a 28% audience attendance for the Louisville Ballet.**
- **Awarded 2024 "Most Louisville Spirited"** at the Lights on Main event hosted by the Frazier History Museum.
- **Partnered & Produced a documentary called "Going The Distance,"** with the Secretariat Family on the celebration of Secretariat's 50th anniversary of his Triple Crown Win.

2025

- Continuous **Thickest month publication in KY** for the **past 3 years**. Printing more pages in a volume in a month than any other publication in KY. (168 to 204 pages)
- Oct. 2025 Landed an exclusive interview with **Morgan Freeman**.
- Bought Back **Best Dressed Kentucky**
- Launched **www.LouisvilleCalendar.com**
- **Expanded the VOICE-TRIBUNE** into a Multi-Media Publication. Offering Print, Online, Social Media, and Digital News & Advertising.