

Louisville Public Media Community Advisory Board Meeting Minutes

January 8, 2019

LPM Staff in Attendance: Tajah McQueen, Erica Peterson, Daniel Gilliam, Stacy Owens, Stephen George

CAB Members in Attendance: Mac Brown, Marie Dever, Yodit Dori, Scott Estes (on phone), Mary Ellen Harned, Edgardo Mansilla, William Morrow, Annette Skaggs, Natalie Stelzer, Kenisha Thompson (on phone), Laura Warren, Donna Peak, Mazen Mari, Eric Guverich, Kate Caufield

Meeting called to order at 4:33pm

- 1) Welcome – Mac Brown
- 2) Review/Approval of Minutes – having not had a secretary until the end of the last meeting, there were no minutes to review/approve.
- 3) Station Updates - Please refer to Meeting Agenda. Additionally:
 - Daniel Gilliam shared a ratings snapshot that showed Fall 2018's average weekly listenership for unduplicated listeners (those that listen to one station) 141,700 people. The aggregate (those that listen to multiple stations) at 176,000. CAB members asked if that was on par with other markets our size (Columbus/Knoxville), to which Mr. Gilliam affirmed it was.
 - Stacy Owen explained how LPM has become involved with the Louisville Music Awards, in that those that had put it on for years as volunteers had reached a point that they couldn't do it any longer and asked LPM if we'd be interested. In collaboration with Jecorey Arthur, Stacy has refocused the Awards as a collaborative ceremony, rather than a competition. The awards will take place on February 10, 2019 at the Bomhard Theater. Tickets are \$10. The award categories have been changed as such: Advocate, Legacy, Collaboration, Emerging Artist and Youth. An extra special treat this year is that the house band will include LPM employees. CAB members asked if Mental Health Day will be returning, to which Ms. Owen stated that it definitely will and she is working on possibly expanding to a Spring and Fall presentation with even more participation.
 - Erica Peterson shared WFPL's new program "In Conversation" with Rick Howlett that begins on January 18, 2019 and will be on Fridays at 11:00am. It is a call-in show that will have interviews with newsmakers within the region. Recut will be taking a hiatus while re-tooling for a re-launch in March that will serve focus on West Louisville (North of Rubbertown and West of 9th St, with attention to the Russell neighborhood). Will dive into developments, promises and the citizens of the area. NEXT Louisville continues to highlight the voices of Louisville's youth. Will be having a conversation with Actors Theatre and their presentation "Pipeline". KyCIR's collaboration with OVR/The Center for Public Integrity pertaining to "Fatal Flaws" and "Seized" closed out 2018. Due to successful

fundraising, there will be continued follow-ups on many issues, including legislature. 5 Things with Tara Anderson will be in a shortened season as Tara is working on an un-named/announced project.

4) LPM Update – Stephen George

- LPM has been invited to participate in an initiative by PRX called BizLabs that focuses on possible new revenue streams aimed specifically for public media. Several LPM employees will travel to Boston for the conversations.
- Currently looking at ways to perhaps make money from events and/or other engagements.

Strategic Plan – Stephen George

- Zeroing in on three (3) main goals for the future of LPM. Will hopefully have something to present to the Board of Directors at the end of January 2019 which will then be presented/shared with CAB. Focused goals include: having LPM as a First Choice, our news service filling voids that exist in and around the area, fulfilling curious minds and addressing diversity, equity and inclusion.
- There is a build out of Financial Models for support. The ambitions are as an organization. Year one will be focused on research and analysis: How big can the audience be and how can we serve?
- Want and need to invest in internal structure.

5) LPM/CAB Engagement Project – Stephen George/Mac Brown

- Common questions: Who are we missing? How do we get them to listen? How do/can we touch our audience? Where do we need to reach? Who should we partner with? What can we do to help empower ourselves as ambassadors of LPM?
- There have been improvements: better job with outreach, venue extensions, and additional work with refugees.
- Refer to an email that Stephen George sent regarding the IMPACT tool.
- Ideas:
 - ✓ JCPS associations. Working with the Academies and the Clubs (Beta, National Honor Society).
 - ✓ Lyft/Uber partnerships.
 - ✓ Brining Southern Indiana into the fold more.
 - ✓ More engagement with the local colleges/universities: U of L, Bellarmine, IUS. Currently Tajah McQueen is working on a student advisory board.
 - ✓ Perhaps partnering with the Metro United Way. Center for Neighborhoods.
 - ✓ Take the Moth StorySlam to the street/neighborhood level.
 - ✓ Have salon evenings in individuals homes where you invite 10 people over to learn/experience a new podcast/program/station that they may

not have known existed on LPM's stations. Encouraging membership/sustainership. A listening party.

✓ Collaborate more with the Louisville Free Public Library.

6) Officer Elections – Mac Brown

Begin thinking about whether you may be interested in becoming an officer for the CAB Board.

Elections will be held in May. All positions will be available as President and Vice

President will be end term and Secretary is being filled in as temporary.

7) News Matrix Project – Mac Brown

- Kate has begun reading the Democracy Detective – recommended by Mac Brown as a good tool towards this project.
- What the project entails is scope of listenership, events, newsroom...to name a few.
- Phase II – look at news-side with an objective set of eyes. Looking at what is going on that is Central to the Louisville community's greatness.
- What is LPM here for? How do we let everyone know?
- CAB findings show that there are gaps in Listenership:
 - 10 point gap with 18-24 year olds
 - 9.2 point gap with 25-34 year olds
 - 18 point gap with those with a High School diploma
 - 25.2 point gap with those under \$50K a year
- WFPL's mission - giving voice to the Entire Community. How does the community hear?
 - ❖ Can TARC transmit LPM?
 - ❖ Are people using radios and/or phones? Do some people need to be taught how to use their phones for that purpose?
 - ❖ Are there even radios in houses?
- What about reach? Could some broadcasts be translated to a wider audience?
- Stephen George is working with Outlier Media and Sarah Alvarez in holding media accountable.
- Careful consideration has to always be met as it pertains to holding people and/or organizations accountable for what is done and/or said.
- Do502 could be a resource system on a broad and grand scale

Meeting was adjourned at 5:50pm.

Respectfully Submitted by Acting Secretary, Annette Skaggs