

**Louisville Public Media Community Advisory Board Meeting Minutes
September 17th, 2019**

LPM Staff in Attendance: Tajah McQueen, Stacy Owen, Stephen George, Ellen Oost, Kirsten Pfalzgraf, Daniel Gilliam, Erica Peterson

CAB Members in Attendance: Marie Dever, Mary Ellen Harned, Natalie Stelzer, Kenisha Thompson, Laura Warren, Donna Marie Peak, Melanie Veneracion-Parker, Eric Gurevich, Jose Aponte, Beth Howard, Bill Coleman, P. Kimé Lê

Yodit Dori, Edgardo Mansilla --- via phone

Meeting called to order at 4:35pm

- Welcome -- Marie Dever

- Discussion about the status of the prior meetings minutes - minutes approved

- Marie introduces Kirsten & Ellen
- Ellen & Kirsten present LPM Listens
 - Part of the strategic plan was to focus on learning and better understanding the community through- partly through scientific research and partly through speaking one-on-one with members of the community
 - LPM has had a history of telling people who we are but now we'd like to focus on learning about our city
 - Kirsten and Ellen started to develop a system to record and report what we've learned and plan to use this information to generate story ideas and future positions at LPM. LPM Listens had a testing period with Creative Mornings as the pilot event. They started with short answer questions that didn't prove to be fruitful.
 - Ellen explains other past practices that the LPM Listens team was able to trial and error. And then settled on focusing on three main questions: How do you consume news and music? What is the media missing about communities you're apart of? What local topics are important to you?
 - Mary Ellen mentioned that there might be a language barrier using the word consume
 - Ellen mentioned that was something they were working on
 - Kirsten reintroduces herself as the Director of Engagement and explains the next steps with LPM Listens. She explains that the first session in June was used as a test with the new questions and that the next four months will focus on different events to move further in the community. In an effort to get more responses she plans on blasting it on air spots and creating an online survey.
 - Kirsten then opens the floor to the CAB for feedback

- Edgardo appreciates the initiative and wants to know if there are any efforts being made to communicate with those who speak English as a second language
 - Yodit explains that there are some language barriers in her community, especially when it comes to filling out surveys and asks if the LPM Listens surveys can be placed in libraries so there can be some aid
 - Edgardo announces that he would be happy to distribute surveys to students and during community meetings
 - P. Kimé asks if they have a packet of supplies to give to the CAB to prep for future LPM Listens events
 - Ellen and Kirsten agree that's a good idea and explains that ideally they would pair each CAB member with an LPM employee
 - Edgardo asks if Kirsten and Ellen would send out any surveys by mail
 - Melanie suggests using social media to access more people for LPM listens
 - Kenisha asks if LPM was interested in going into faith-based organizations
 - Marie asks Ellen and Kirsten to send a detailed info and the LPM Listens survey to the CAB
 - Ellen stresses the importance of tabling and interaction with participants. She explains that it's easier to clarify questions when interviewing face-to-face
 - Kirsten asks the CAB to suggest any events that LPM Listens should be apart of. She also explains that lead time is key to make the events worthwhile
 - Yodit suggests the African Heritage Festival
 - Eric asks about the objective of this project "Is it information gathering or appealing to those who don't know LPM to get them interested?"
 - The CAB goes on to ask questions about data collection and different processes
- Stephen updates the CAB on the first year of the strategic plan
 - LPM is close to finding a digital partner to work on the next iteration of brand work
 - LPM is also working with Dr. Matissa Wilbon for Diversity, Equity, and Inclusion
 - LPM is meeting all the benchmarks but is still asking "How much more can we grow?"
 - Developing a 3 piece market research funded by the James Graham Brown Cancer Center
 - Mary Ellen asked about Drive
 - Stephen let the CAB know that we exceeded our drive goal
 - Give For Good day was really strong. LPM brought \$86,000 in that day.

- Saturday was our biggest day. This drive sounded the best out of any previous drives. Some formatting changes in the way we do challenges helped to improve their impact.
 - Ellen thanks the CAB for all their hard work during the drive
 - Melanie asks if LPM can develop a way to ask for money without interacting with other people. This turns into an ask for information about how other nonprofits ask for money
 - Stephen announces Ashlee Clark Thompson's promotion to Digital Director and explains that she'll be working with Kirsten on all digital content
- Station Updates
 - Erica discusses the busy summer the newsroom has had. That there is a concentrated effort to discuss climate change and that WFPL is the only station in Kentucky that is covering climate change to this degree. Sh also reports that season one of Here Today is complete
 - Marie asks if there will be a second season
 - Erica lets her know that they aren't sure of next steps
 - Bill says that he listened to the podcast and though it was very well done
 - Eric asked about a follow-up to the Pope's Long Con
 - Erica let him know that there were a few ideas being thrown around but nothing concrete yet.
 - Daniel talks about the upcoming New Lens performance in November and reflects on the series as a whole. Introduces The Music Box, a music education podcast for school children. And answers questions about podcast specifics
 - Daniel then gives station metrics and explains that our numbers are consistently trending upwards

Meeting was adjourned at 5:39pm.