

**Louisville Public Media Community Advisory Board Meeting Minutes  
November 12, 2019**

LPM Staff in Attendance: Stephen George, Daniel Gilliam, Rachel Raphael

CAB Members in Attendance: Marie Dever, Bill Coleman, Donna Moser Peak, Edgardo Mansilla, Eric Gurevich, LaToya Whitlock, Marcelline Coots, Mary Ellen Harned, P. Kimé Lê, Pam Michael

Kenisha Thompson, Laura Warren, Scott Estes --- via phone

Meeting called to order at 4:33pm

- Welcome -- Marie Dever
  
- Discussion about the status of the prior meetings minutes - minutes approved.
  
- Marie introduced Rachel Raphael as the new LPM staff CAB liaison.
  
- Station Updates:
  - *WUOL* (Daniel Gilliam)
    - New Lens continues to be well-attended, and has also become a profitable event.
      - Asked if New Lens could be a potential podcast, but unfortunately that would present some music rights issues. A potential radio series is currently being explored.
    - Holiday Choral Festival tickets are now on sale, and the process of looking for next year's location is already underway.
    - Jecorey Arthur now has an on-air shift, and The Music Box recently [got a shout-out in The New York Times](#).
  - *WFPL/KyCIR/OVR* (Stephen George)
    - Stephen spoke about some recent host changes (Jonese taking over ATC and Rick starting In Conversation), how it's intentional to have journalists who are part of the newsroom, then having deep dive conversations with reporters on air and strengthening those connections.
    - Several reporter and editor positions are in the process of being hired, including the arts reporter position (it had been paused to raise funds and is a response to a public desire for more arts criticism).

- WFPL had extensive coverage of the recent election, including live on air coverage on election night with real time analysis and totals, and Ryland's pieces were picked up on NPR.
    - KyCIR is working on a new podcast, launching possibly by the end of the year. Its format is modeled after Embedded -- i.e. each season will be a different reporting project.
    - OVR has really honed in in the last year, including Sydney Boles breaking the story of the Black Jewel Miners and [having a piece published in Rolling Stone](#).
    - Marie asked how In Conversation is going.
      - Really well--there aren't real time statistics, but podcast downloads have exceeded expectations. New shows typically take 12-18 months to find their footing, and In Conversation has had a wide variety of subjects and high call-in volume.
      - Edgardo commented that many folks have complimented the show to him.
  - *WFPK/Do502*
    - Please refer to your agendas for those updates.
      - We're currently exploring ideas for events at the Paristown Hall green space area.
- News Matrix
  - Marie gave a little background on the project for new CAB members:
    - News Matrix intended to look at how we can better serve people of various socioeconomic status, providing knowledge and steps to bridge those gaps.
  - Stephen encouraged CAB members to speak more directly with Erica around News Matrix (she was unable to attend the meeting today) as she's more directly engaged with it.
  - WFPL has started looking for and implementing CAB feedback, specifically navigating the sometimes tricky task of public service journalism. Examples include:
    - When stories include issues like suicide, putting warnings at the beginning and services awareness at the end.
    - Booking guests who are representative of those services.
    - "Put your audience first." i.e. approaching things in a way to make them simple for the audience and then adapting our organization accordingly.
    - Knowing where the line is -- i.e. an investigative story on elected officials but it doesn't tell people to call their offices.

- There was discussion about the impact of the 2020 census. NPR now has a [beat/reporter](#) devoted to it, and that definitely has LPM thinking about its own approach.
  - There was also discussion about wanting LPM to be connected to/helping the immigrant community. Edgardo has sent some ideas to Kate Howard at KyCIR and Stephen said he'd follow up with Erica.
- Marie will forward the News Matrix report CAB members.
  
- Suggestions for new CAB projects?
  - Marie reiterated the CAB's role and connected that the above discussion on helping immigrant communities was a good example.
  - There was a discussion around reaching out to folks in the Okolona area, and how there's room for improvement on awareness of the stations. Ideas included events with concerts/food trucks, KyCIR's trivia nights and Know Your News, or a members hike in Jefferson Forest.
  - The CAB previously did a project exploring venue/location ideas for LPM events in the past, it was suggested to revisit and update it.
  
- Marie let everyone know that Brian Martin has resigned from the CAB. This means that a new Secretary is needed; any CAB members that would like to volunteer can please email Marie.

Meeting was adjourned at 5:21pm.

*The next Community Advisory Board meeting will be Tuesday, January 14 at 4:30pm in the LPM board room.*