

## Louisville Public Media Community Advisory Board Meeting Minutes January 14, 2020

LPM Staff in Attendance: President Stephen George, CAB Liaison Rachel Raphael, WFPK Program Director Stacy Owen, KyCIR Managing Editor Kate Howard

CAB Members in Attendance: Chair Marie Dever, Vice-Chair Kenisha Thompson (via phone), Secretary Kime Le, Beth Howard, Bill Coleman (via phone), Donna Peak, Edgardo Mansilla (via phone), Eric Gurevich, Jose Aponte, Kate Caufield, LaToya Whitlock, Laura Warren, Mac Brown, Marcelline Coots (via phone), Mary Ellen Harned, Natalie Stelzer (via phone), Scott Estes (via phone), and Yodit Dori.

Meeting called to order

- Welcome by Chair Marie Dever
- Discussion about the status of the prior meetings minutes – minutes approved
- Station updates:
  - Discussion of audience metrics/data (Stephen George)
  - WFPL (Stephen George)
    - § Kate Howard (KyCIR) and Erica Peterson (WFPL) are in Phoenix, AZ for leadership training
  - WFPK (Stacy Owen)
    - § Local Programming
      - § More local hosts
      - § Moving local hosts to 6pm resulted in double the audience
      - § Website focused more on local events and music
        - § 502unes is doing well
        - § Blurbs are now included with downloaded songs
      - § Communication goes back and forth between the station and the musicians in order to get on the air
  - KyCIR (Kate Howard)
    - § Launched Dig (result of yearlong investigation as to how rape cases are investigated in Louisville)
      - § Cover story was in collaboration with Anne Marshall (Louisville Magazine) with a message at the end from women centers
      - § Launch has been successful in terms of listeners and feedback
      - § LMPD is 6<sup>th</sup> in turnaround for rape cases
        - § Prosecution is done oddly in Louisville in that they decide to prosecute prior to arrest

§ Stephen George said that the prosecution will not admit they have problems

§ Kate Howard said that there are problems with both lawyers and cops, but the cops are more memorable

§ Hired a new reporter, Jared Bennett, to focus on finance and business

§ Joined Report for America (a program that places reporters in under-represented media

§ This resulted in being able to gain a reporter for Southern Indiana

§ Marie Dever stated she had read a KyCir report in the LEO

§ Kate Howard advised that other news sources are able to run their stories, especially places that don't have their own investigative news

§ Added bonuses of other sources running KyCir's stories is that it gives the stories traction and name-recognition

#### CAB Business

- CAB volunteers at events have been successful
- Surveys

§ Kenisha Thompson wants to take the same survey from 2 years ago and bring them to lower listenerships (including the West and South End), community leaders and ambassadors

§ Kenisha Thompson will take lead on partnering with Center for Neighborhoods to get contact information of community leaders

§ Edgardo Mansilla and Marcelline Coots will also be working on obtaining information on geographical areas of lower listenerships and names of community ambassadors in Louisville

§ Jose Aponte will do the same in Southern Indiana

- Latinx Discussion

§ At the Latin Music Awards Kentucky, Jose Aponte talked to the attendees and they all wanted more Latin music on the radio in addition to the Latin music radio hour that he hosts at IUS.

§ Edgardo Mansilla said that Southern Indiana has mostly Mexican music. Due to the current anti-immigration, he said "How can we include more art and music from other cultures? Everyone is important."

Meeting adjourned

*Our next meeting is Tuesday, March 10, 2020 in the LPM board room.*