

Louisville Public Media Community Advisory Board Meeting Minutes
May 12, 2020, via Zoom call

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

CAB Members in Attendance: Marie Dever, Kenisha Thompson, P. Kimé Lê, Beth Howard, Bill Coleman, Donna Peak, Edgardo Mansilla, Eric Gurevich, Jose Aponte, LaToya Whitlock, Laura Warren, Mac Brown, Marcelline Coots, Mary Ellen Harned, Natalie Stelzer, Scott Estes, Todd Read, Yodit Green

Meeting called to order at 4:33pm

- Welcome -- Marie Dever

- Stephen noted how proud he is of LPM staff and their response to the moment in time we're in. The following station updates will really dive into how that programming has met current needs.

- Station Updates:
 - *WUOL* (Daniel Gilliam)
 - [The Music Box](#) is now a featured podcast on Apple. We've seen downloads doing really well--it's filling a need for folks with kids at home right now (spread the word!)
 - *WUOL*'s new show [In This Together](#) was created specifically in response to quarantine. It airs live on *WUOL* and *WUOL*'s Facebook page, and is hosted by Daniel and Teddy Abrams.
 - We'll be announcing Louisville Orchestra concerts broadcasting on *WUOL* soon--stay tuned.
 - *WFPL* (Erica Peterson)
 - Two new reporters will start June 1 as Report for America fellows:
 - John Boyle will cover Southern Indiana communities with a focus on health for *WFPL*; he's a New Albany native and has spent the past year as a reporter for the News and Tribune.
 - Graham Ambrose will cover the underreported problems with youth services throughout the commonwealth as a reporter with *KyCIR*; he comes to us from the Quad-City Times in Davenport, Iowa, where he covered the Iowa presidential caucuses.
 - They're here for a year and their salaries are partially underwritten by RFA--we've already done the fundraising to cover the rest.
 - *WFPL*/*KyCIR* won 5 [Edward R. Murrow regional awards](#), and West Virginia Public Broadcasting/OVR won an additional one.

- *WFPK* (Stephen George)
 - Every Wednesday is now [Mental Health Day](#)--we turn a day of programming over to listener requests: songs that are helping them get through tough times or dedications to folks.
 - The [Louisville Music COVIDiary](#) project is a series of posts highlighting local musicians dealing with the effects of the COVID19 pandemic, especially the loss of live concerts. Musicians that would like to participate can upload a video to YouTube and send to Laura Shine.

- Discussion of how LPM's offices have changed in response to COVID19:
 - The majority of staff have been working from home since March 12.
 - We've sectioned off our building by floor for those who are coming in as a precaution--if someone tested positive for COVID19 we'd only have to close one floor for 48 hours rather than the entire building.
 - All Hands On Deck mentality
 - The news team has balanced their coverage between the ongoing amount of [breaking news](#) with adding context in [deeper dive stories](#).
 - Natalie asked if we were sending questions or reporters to Frankfort for the daily briefings, and Erica answered that it's a combination of both.
 - Bill and Jonese are both broadcasting remotely.
 - Some technology changes: more phone tape in stories (which is a fair trade for keeping reporters safe), scheduling changes, comrex units, zoom calls, etc.
 - Several CAB members commented how seamless the broadcasting has been amidst all the internal changes and adaptations.

- Discussion of the New Normal/Plan for returning to the building:
 - Our current focus is more on improving and fine-tuning our remote working rather than starting to bring people back in the building.
 - Looking at technology to support that (cloud servers, moving to more laptop-based working than desktop in the future etc.)
 - Weekly all staff zoom calls
 - Allowing for flexibility for people to continue working from home. (Staff have commented how relieved they were to hear this.)
 - We're working to find the balance between not overinvesting in how things are right now, but recognizing that we're not returning to what things were like in February any time soon.
 - Any return is going to be in phases, but we're not in a rush to put people in close proximity, particularly with an open office floor plan.
 - Reevaluating people working from home in the future if that's their preference would also allow expansion opportunities.

- Discussion of business impact:
 - Donna asked if there were plans to furlough anyone. (Stephen answered not presently.)
 - Current projections are 18 months to two years of impact. Stephen mentioned an NPR system-wide survey, and while it won't be easy we're confident we're in the best position we can be.
 - Our spring membership drive had been scheduled for the week after quarantine began and was postponed. We did a one-day drive for #GivingTuesdayNow.
 - The fundraising team is working on digital strategies (email campaigns, pop-ups, etc.)
 - Todd mentioned that he appreciated the Facebook fundraisers, both how easy it was to set up and pleasant surprise at what it was able to raise.

- Discussion of Listener Growth:
 - We don't get broadcast data in real time, only streaming/digital.
 - We've seen a significant increase in all services there.
 - We've begun to see an increase in podcast audience (particularly The Music Box and KY Politics Distilled.)

- Courier Journal note
 - Laura brought up that she thought it would be nice for the CAB to send the Courier Journal a note congratulating them on their recent Pulitzer Prize win. The CAB agreed and Marie will draft a note and email to folks for feedback.
 - The CAB also agreed to draft a note to LPM staff saying how much they appreciate staff's hard work during the pandemic. Marie will send that draft for edits as well.

- Laura mentioned that zoom calls might be a helpful way for the CAB to meet in the future (after the pandemic) if it helps more people to attend.

Meeting was adjourned at 5:20pm.

The next Community Advisory Board meeting will be Tuesday, July 14 at 4:30pm.