

Louisville Public Media Community Advisory Board Meeting Minutes

14 July 2020, via Zoom call

LPM Staff in Attendance: President Stephen George, WUOL Radio Director Daniel Gilliam, WFPK Program Director Stacy Owen, WFPL Director of News and Programming Erica Peterson, CAB Liaison Rachel Raphael

CAB Members in Attendance: Chair Marie Dever, Vice-Chair Kenisha Thompson, Secretary Kime Le, Beth Howard, Bill Coleman, Donna Peak, Edgardo Mansilla, Eric Gurevich, Laura Warren, Mac Brown, Marcelline Coots, Natalie Stelzer, Scott Estes, Todd Read, Yodit Dori

Meeting called to order at 4:33 pm

- Welcome by Marie Dever
- Station Updates:
 - Stephen George:
 - Do502
 - An extremely hard decision was made to sell it to Do Stuff Media at a loss
 - Due to the pandemic, the revenue, the audience and support has gone down
 - Very few people were laid off due to this change
 - User data was not sold along with Do502
 - LPM will still support it via our Calendar
 - COVID Response
 - Each floor of the LPM building has a separate entrance to decrease likelihood of spreading to the entire building
 - Tech needs are being addressed, such as servers are now on clouds
 - Pandemic is probably going to keep stretching but LPM is “incredible and adaptable” and we’re still “going out there covering”
 - Thus far, no one at LPM has gotten sick (knock on wood)
 - Finances
 - Major giving has increased, the 5 year plan counts on increased major giving
 - Underwriting has fallen
 - LPM will be trying to increase national grants as they have the most capacity for large amounts
 - Stacy Owen
 - WFPK
 - Has scheduled the first online event with Low Cut Connie
 - Interviews with bands will be done via Zoom starting with Magnolia Blvd

- WFPK Music News premieres Mel & Otis with little minutes of music updates that will need feedback
 - Mental Health Days has built a strong community with mental health professionals and equity counselors but will transition to monthly versus weekly starting Aug 5th
 - Daniel Gilliam
 - WUOL
 - Music Box just had its last episode for Season 3, Season 4 begins on Labor Day with Faith Murphy
 - Reaction to Louisville Orchestra has been really well
 - Erica Peterson
 - WFPL
 - Staff has been reporting tirelessly on pandemic, protesting, and primary voting
 - Transitioning away from incremental updates but COVID updates will still be intensive
 - John Boyle, Graham Ambrose, and Michelle Tyrene Johnson have joined production
 - WFPL has recently won many rewards for their reporting
- CAB
 - Mary Ellen Harned has rolled off the Board but will be receiving a nice thank of LPM socks as she already has all the shirts
 - July is usually the month to start pushing for recruitment, but with only one person rolling off the board, CAB needs to start culling members
 - Kenisha Thompson will meet with Rachel Raphael to make a list
 - However, CAB is always accepting applications
- General Discussion
 - Congratulations to WFPL for winning so many rewards and how proud they must be for reporting accurate news and knowing that people tune in and trust WFPL
 - Thoughts for further discussion:
 - What could we do to learn how to cover broader issues and populations outside of the East End?
 - Does LPM have masks? Other than bandanas that could be converted to masks?
- Motion to adjourn by Donna Peak, seconded by Mac Brown
- Meeting adjourned at 5:30 pm