Louisville Public Media Community Advisory Board Meeting Minutes  
January 12, 2021, via Zoom call

LPM Staff in Attendance: Stephen George, Kate Howard, Stacy Owen, Rachel Raphael

CAB Members in Attendance: Marie Dever, Kenisha Thompson, Beth Howard, Bill Coleman, Donna Peak, Kate Caufield, LaToya Whitlock, Marcelline Coots, Melanie Parker, Natalie Stelzer, Scott Estes, Todd Read

- Meeting called to order at 4:33pm

- Welcome (Marie Dever)

- Minutes from the November meeting were approved.

- Updates from LPM President (Stephen George)
  - We finished 2020 in a strong position: Membership is ahead of its goal and Underwriting finished the 1st 6 months of our fiscal year at 96% of its goal, despite disruption from the pandemic.
    - Kate Caufield asked why we think that is; Stephen replied a combination of our content and the messaging around that content. We saw a surge in listening earlier in 2020 combined with being an established core service for many people. Both sets of folks are looking for a trustworthy source of information.
  - We published our first Diversity, Equity, and Inclusion report. We’ve had positive feedback so far (including from public radio colleagues wanting more information on how we made it), and we’re committed to continuing its work.

- Station Updates
  - WFPL/KyCIR/OVR (Kate Howard)
    - Kate commended our reporters, who have been doing a phenomenal job after an extremely tiring year.
    - Bec Feldhaus Adams will be joining us next week as News Director.
  - WFPK (Stacy Owen)
    - The 25th anniversary of WFPK broadcasting as a AAA format was 1/8/21; keep an eye out for fun things we’ll be doing to celebrate on social media.
“WFPK Music News” has moved from a video format to a podcast and we’re happy with how it’s doing there.

We’re continuing with Mental Health Days in 2021, the first Wednesday of the month.

Stacy is working on a virtual concert project with the Kentucky Center to tie in with the 25th anniversary.

We debuted a new video series, “The First Cut.” It’s a 10-week limited series asking musicians about their first albums, first record they fell in love with, etc.

Stacy is working with a new organization called FairPlay, formed by radio programmers, music directors, labels, promoters, etc. to do DE&I work within their industry. Their first suggestion was a DE&I report similar to the one we recently produced, and ours was well received.

- Stephen also noted that Daniel has been doing really great work on WUOL – such as recently crafting powerful messages in both his music choices and commentary on the day the Capitol was stormed by rioters. “Art doesn’t exist in a vacuum, it speaks to the issues we face.”

- Podcast Discussion
  - Marie asked about our current podcast production.
    - We’ve got about a half dozen active podcasts right now.
    - Race Unwrapped just finished its first season.
    - We’ve got some exciting new projects in the works for podcast development:
      - Laura Ellis is working on both a distribution model (helping folks already making podcasts put them out into the world) and a podcast incubator (for folks with an idea for a podcast).
      - Both of these are part of our DE&I work, raising up voices in the community and fostering a podcast community at large.

The CAB entered into executive session for the remainder of the meeting.

The next Community Advisory Board meeting will be Tuesday, March 9, at 4:30pm.