

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.