

Louisville Public Media Community Advisory Board Meeting Minutes
May 11, 2021 via Zoom call

LPM Staff in Attendance: Jonese Franklin, Rachel Raphael, Stacy Owen, Stephen George

CAB Members in Attendance: Marie Dever, Beth Howard, Bill Coleman, Donna Peak, Edgardo Mansilla, Eric Gurevich, Kate Caufield, Mac Brown, Marcelline Coots, Natalie Stelzer, LaToya Whitlock, Laura Warren, Scott Estes, Todd Read

- Meeting called to order at 4:37pm

- Welcome (Marie Dever)

- Minutes from the March meeting were approved.

- This is Mac and Donna's last meeting; Marie and the CAB thank them for everything they've done during their terms.

- Station Updates:
 - *General* (Stephen George)
 - Plans for more staff to return to working in the office are beginning.
 - We just announced the [hiring of Clare Roth](#), our new WFPL news editor this week.
 - We also just announced the [expansion of our membership department](#), made possible by an American Journalism Project grant. It includes the positions of Director of Donor Relations, Grants Manager, and Digital Membership Manager; it's the first grant AJP has awarded to public radio. These positions will help support the newsroom expansion.
 - Questions?
 - Mac asked about the digital position; it will focus on podcasts, newsletters, making things more personal in LPM's digital spaces, and managing/shortening the journey from listener to member.
 - What's the overlap between digital and listener usage? We know that folks who listen to our stations often interact with us digitally, but folks who use our websites aren't necessarily listeners. The pandemic saw an increase in the latter.
 - Kenisha asked about the demographics of digital users. We have to extrapolate from national trends, but they show a younger and more diverse audience.

- Edgardo asked about the impact of hiring so many new people on LPM's staff culture? It will increase transparency and diversity.
 - At the suggestions of our DE&I committee: we're also doing a pay equity study, and the committee made recommendations for the budget this year: specifically addressing implicit bias in professional development and creating a mentorship program for new hires.
 - Stephen also commended Jonese and Amina Elahi--the process of hiring so many people at once (and remotely at that) while Bec is on leave is a lot.
- *WFPL/KyCIR/OVR* (Jonese Franklin)
 - As previously mentioned, a lot of hiring is underway.
 - Clare Roth starts May 24.
 - We've hired a new city reporter (Amina has been promoted to City Editor); we'll announce that soon.
 - A new intern for the summer started this week.
 - New KyCIR Americorps member Jasmine Deemers starts soon (Graham Ambrose is leaving for law school.)
 - Bec will return from leave on June 7.
 - KyCIR is working on the 2nd season of Dig, which should launch in mid-June.
 - OVR recently launched a new podcast: [Welcome To Appalach-America](#).
 - Hosted by Jeff Young and grant-supported, it focuses on what a clean energy transition might mean for Appalachia. Current episodes have done well and we're hoping for a second season.
 - It is being promoted across all OVR stations.
- *WFPK* (Stacy Owen)
 - Right now we're mainly focused on booking this summer's Waterfront Wednesday series, keeping diversity (i.e. women and people of color and looking at what role they play in the band; this is separate from our on-air diversity goals.) and local talent top of mind while navigating how many bands aren't touring until 2022. We hope to be announcing a lineup soon. Concerts will be two bands instead of the usual three this year to keep with CDC-recommended COVID cleaning protocols.
 - The First Cut video series is [now a podcast](#).
 - Stacy has been working with Laura Shine and Otis Junior to update our [local music submission page](#) and process, making them part of [502unes](#).

- Election of New CAB officers (Marie Dever)
 - Todd Read, Chair
 - Marcelline Coots, Vice Chair
 - Kate Caufield, Secretary
 - Motion approved
 - During interviews for new CAB members we received some feedback that there is still more outreach to be done in southern Indiana, and having Todd as chair is a step in that direction.
 - Marie noted what a great team our new officers are and looked forward to continuing the CAB's work with them.

- New CAB members
 - There were 84 applications for 8 slots.
 - Marie thanked everyone for doing interviews--it's a time-consuming process and interviewers were very thorough and thoughtful in their selections.
 - Marie sent a list of the 8 candidates to the CAB, along with 2 alternates.
 - It was suggested to look into amending the by-laws to encourage attendance. Marie and Todd will work on that next term.
 - Onboarding these new 8 members brings the CAB to its full capacity of 24 members total.
 - Motion to accept new members passed.

- Other comments
 - Kate mentioned that there were a lot of positive comments and feedback during the interview process about the new [podcast incubator program](#).
 - The CAB thanked Marie for her leadership as chair this term.

The meeting was adjourned at 5:20pm.

The next Community Advisory Board meeting will be Tuesday, July 13, at 4:30pm.