

Louisville Public Media Community Advisory Board Meeting Minutes
January 11, 2022 via Zoom call

LPM Staff in Attendance: Rebecca Feldhaus Adams, Stephen George, Daniel Gilliam, Stacy Owen, Jonese Franklin, Rachel Raphael

CAB Members in Attendance: Marcelline Coots, Tomiko Coates, Bill Coleman, Katy Delahanty, Scott Estes, Michael George, Eric Gurevich, Beth Howard, Joy Neighbors, Karma Roeder, Brenda Rick Smith, Kenisha Thompson

- Meeting called to order at 4:36pm

- Welcome (Marcelline Coots)

- There isn't a quorum to approve minutes from the September and November meetings, will do next time.

- Station Updates:
 - *General* (Stephen George)
 - Staff has gone back to working from home because of the omicron wave. Management is taking it week by week to see when the office will open again.
 - LPM is in good shape financially. Membership is 6% ahead for overall individual giving. Underwriting is at 65% of annual budget halfway through the year.
 - Tomorrow it will be announced that the newsroom expansion campaign is complete.
 - Still looking for a Business and Development reporter.
 - Variety of factors: the journalism pipeline in Louisville is dwindling. And the feedback from a lot of Black folks and people of color is that they don't feel safe relocating to Louisville, the city where Breonna Taylor was killed.
 - [DE&I Report is public](#). There is still work to do but on the right track.
 - *WFPL* (Stephen George/Bec Feldhaus Adams/Jonese Franklin)
 - There is also a position open for a data reporter.
 - Kentucky's general legislative session is underway, and you can hear updates from Capitol reporter Ryland Barton and other WFPL reporters.

- Stay tuned for an hour long special collaborative reporting project coming up from Jess Clark and Stephanie Wolf, looking into how two different countries reckon with and approach the sins of their past.
 - There has been special coverage from NPR on current voting rights legislation, more is coming.
 - Gov. Beshear's address will air this week. Considering adding more of those and looking for feedback, please let Jonese know your thoughts.
 - MLK Jr. Day is Monday and there will be special programming.
 - WFPL is also looking ahead to Black History Month, which will have some ongoing special programming.
 - Specifically looking for new programs so we don't air the same ones each year.
- *WFPK* (Stacy Owen)
 - WFPK is also looking at Black History Month programming, and is struggling with the same issues as WFPL: don't want to air the same thing each year.
 - Local DJs will focus their shows (i.e. Mel's Diner, Laura's Friday Ride Home etc.)
 - Kenisha offered that many Black composers and musicians are touring together, and Stacy replied that it's not hard finding artists to play, it's hard finding national programs to air.
 - WFPK will present a tornado relief concert on Feb. 25 with partners like KY Performing Arts, Production Simple, Teddy Abrams and the Orchestra, etc. They are still looking for a headliner and will post on wfpk.org as soon as possible.
 - The Forecastle lineup was announced recently. WFPK is working on what that partnership will look like this year; there are not as many WFPK-friendly artists as in past years (they are still the radio presenting sponsor).
 - Stacy has begun searching for artists for the 20th WFPK Waterfront Wednesday season. Fingers crossed all the COVID variants will have made their way through town by the end of April. If you have any suggestions, please pass them along.
- *WUOL* (Daniel Gilliam)
 - Instrumental Partners is pausing accepting instruments right now—there is a good backlog of instruments awaiting repair.
 - Daniel is also looking at Black History Month. Black composers and artists are already included in rotation, and they'll be highlighted.
 - Colleen Phelps is also working on programming for International Women's Day on March 8.
 - Katy asked if there will be local highlights as well, and Daniel responded as much as possible. Katy also suggested Yasmin Williams.

- Continue brainstorming and discussion on reaching more diverse audiences
 - Marcelline spoke about how diversity has really increased in her neighborhood (Okolona), and that would be a good place to focus (as well as others).
 - Discussion about forming a CAB committee? Need to decide what our focus is—broad or specific?
 - Katy suggested formalizing something to have a concrete next step.
 - Brenda suggested focusing on what Stephen said about interviewees not feeling safe moving to KY.
 - Kenisha added that Black means the entire diaspora, not just African-American. Focusing specifically there and refining the process/diversity strategy means the CAB can expand easily to other groups to focus on.
 - Is there an opportunity to use zip code data on listenership that we already have to focus on black and brown communities? (i.e. using it as a way for LPM to show up for these communities.)
 - Stephen: The LPM Listens community tour was based on/designed around that data—the biggest challenge is how much of it is based on in-person events, which COVID really brought to a halt.
 - Katy: Were there any changes in listenership from that? Daniel/Stephen: it's really hard to see correlative change in that way due to how Nielson data works—it takes several data points/books to see shifts. Their measurements for diversity are also not very robust. So, LPM tries to use other/different/additional sources of data for things like that like anecdotal (showing up and asking folks). It's not ideal.
 - In the absence of events LPM has been focusing on prioritizing the diversity in its music, playlists and sources. Also virtual events, but zoom fatigue is a factor.
 - Bec: we're using Source Tracker for our reporting (gender identity and zip code)
 - Kenisha: be mindful of being inclusive if LPM is taking a binary approach to gender metrics. Opportunity for Fairness or other LGBTQIA orgs partnerships there?
- The goal is for LPM audience to mirror Jefferson County metrics as much as possible.
- Bill: Are there examples of other public radio stations that have done this well that we can use as a model? Stephen: WFAE

- Next step: Stephen will share WFAE case study, results from LPM Listens (pre-pandemic but largely based on CAB data) experiment, public DE&I report to get everyone on the same page. CAB will then decide where to go from there (working group, committee, what focus will be other, etc.)
- The meeting was adjourned at 5:37pm.