

Louisville Public Media Community Advisory Board Meeting Minutes 11/9/2021

LPM Staff Present: Stephen George, Bec Feldhaus Adams, Jonese Franklin, Stacy Owen

LPM CAB Members Present: Marie Dever, Laura Warren, Natalie Stelzer, Kate Caufield, Katy Delahanty, Edgardo Mansilla, Todd Read, Marcelline Coots, Bill Coleman, Lex Lawson

- Meeting called to order
- Welcome
- Not enough members present to approve September minutes, will save for next meeting.
- Station Updates
 - General: Rachel- housekeeping things- lines and boundaries to follow- email the CAB officers- staff isn't supposed to be a direct part of that.
 - Billboards downtown- Laura Ellis came up with the idea of a poster for the second season of DIG
 - Stephen: Make space for the report circulated in advance
 - Pushing New Lens
 - Marie: Story that fit in well with the consumer providing info to individuals- not a ton of info given as to the rest of the state- kudos
 - Bec: Not sure what story it was. In regards to Ryan's report- only FT Environmental reporter in the state. Story ran ahead of the paywall. Will also run in the Evansville paper.
 - Stephen: On a good path with membership. Pandemic had a huge impact on advertising- rely on performing arts. Felt downstream effect of that but it is bouncing back. 17% ahead of 2020, 18% behind two years ago. Made up in grant funding, membership, and giving.
 - VP Content- Gabrielle 12/8
 - WFPK
 - Stacy: Waterfront Weds scheduling for next year- anniversary year
 - Tomorrow is national public media music day
 - December drive- Best of 60s
 - Comment from Todd: I would love to see some type of Waterfront Wednesday collaboration across the bridge with Southern Indiana. Maybe some type of pre-show or interview with the musicians in SoIN, and then the show starts at normal time. Gives people a chance to walk across the bridge before the show. I'm happy to try to make the connections on the SoIN side.
 - We've had some discussion about featuring neighborhood organizations and businesses at future waterfronts, so an idea like this could fit in nicely.

- **WUOL**
 - Daniel- New Lens concert on Sunday, but is full- sold out. Rachel Firkins has a waiting list. Colleen Phelps is coming to play marimba
 - First time in the history of the station, opera- getting rid of full operas. There will be overtures still. NO full shebangs.
 - It served its purpose but now you can find elsewhere
- **WFPL**
 - Bec- Aprile Rickert is joining from the News and Tribune. Going to teach her radio.
 - Still searching for business and development reporter
 - Spooky Season reporting fun
 - In conversation with some teachers with PRP to talk with their journalism program
 - Jonese: Rebroadcast Night of the Living Dead- KY Shakespeare folks were in the building.
 - Veterans day convo talking about veterans' issues and the new facility
 - Thanksgiving programming , Hannukah specials
 - 12/8
- **Podcast**
 - Where Are you really from chugging along
 - What happens to incubabies, what happens the next year?
 - Race & Rap
- **Discussion:**
- Latinix is a challenge of a term because many don't use this term- use organizations working with folks from Latin America- Somalia, Congo, Murindi
- Why the question- there are other racial and ethnic minorities
- Adding indigenous
- Demographics of the CAB reflecting that. More outreach to community leaders
- a. How can we be more welcoming as an organization to Black and Latinx audiences?
- b. Using this lens, where are we strong and where are we weak in what we're offering now?
- c. What organizations or groups can we partner with to make more inroads?
 - Marie: HRC
 - Stephen: WE have limited resources and opportunity- these are the two biggest groups demographically
 - Bill: How do we have something that appeals widely, not miss everyone?
 - Edgardo: We're playing the music of conquerors
 - Lex: Gotten more diverse- but can get more so
 - Strategic plan to break down white supremacy even within LPM
 - Katy: Been going through training w Dr Renee Campbell- read text and talk about own biases
- **Meeting Adjourned**