

**Louisville Public Media Community Advisory Board Meeting Minutes
September 14, 2021, via Zoom Call**

LPM Staff Present: Stephen George, Rachel Raphael, Bec Feldhaus Adams

Cab Members Present: Todd Read, Kate Caufield, Beth Howard, Bill Coleman, Katy Delahanty, Natalie Stelzer, Karma Roeder, Brenda Rick Smith, Joy Neighbors, Marcelline Coots, Michael George, LaToya Whitlock, Scott Estes, Tomiko Coates

- Meeting called to order at 4:35
- Welcome- Todd read
- Minutes from the July meeting approved
- **Station Updates:**
 - First two days of the Fall Membership Drive went really well. Monday had exceeded the previous by 2K. Stephen made the CAB aware of Give for Good being Friday, 9/17. 70s music was mentioned, and Stephen said that it was doing exactly what it was designed to do.
 - Ongoing newsroom expansion: Within 25K of the 1.5 mil goal. 6 positions were created for content, and 3 for the membership and development side. Donor Development was hired as well as grants, and Cara Hicks will be the new digital membership manager.
 - Bec mentioned that Claire Roth is back in the office as is Amina Alahi.
 - Brea Jones is a new hire for journalism- sights and sounds, Roberto Roldan is City Politics.
 - Health Reporter and Business Development Reporter are still open.
 - Good showing for WUOL explores diversity.
 - Waterfront Weds cxl'd due to Covid.
- **Cab Expectations- Todd Read**
 - Greatest opportunity/ challenge: New and diverse audiences- specifically Black and Latinix locally.
 - Q:How can we be more welcoming to Black and Latinix?
 - Connect with Louisville People's Art, which has its pulse on orgs locally.
 - Actual report- nonprofit boards and staffing
 - Public input from FB & IG

- www.ruckusjournal.org
- Having a staff or CAB member fluent in Spanish- LPM replied back that Amina does, and, they're asking new reporters if they speak Spanish.
- Relationship to the Spanish paper- can we translate and distribute? LPM- The paper needs content that they can translate; but, we don't have anyone to translate the content to LPM
- Have POC/Latinix music- oldies...Gladys Knight, Teddy Penegrass, old school rap
- Teen summit- edgy, hosted by teens and talking about issues
- JCPS Justice Now
- PRP award winning show, Manual
- Parent involvement- Louisville tends to villainize youth in the community.
- What organizations can we partner with?
 - World Affairs council
 - PRP
 - Utilize student connections
 - Demographic musical groups like River City Drumcorp
 - Stephen: There are goals associated with diversity partnerships such as banner ads and joint programming, and how do we implement a metrics-based goal.
 - Can we ask 18-24 year old listeners how they started? How did they find us?
 - List of programming is on the website.
- **Podcast Incubator update:**
 - Laura Ellis' "Incubaby"
 - Diverse community and creators. Sold out of sponsorships within one week. 60 applied and 3 grantees
 - "Where y'all really from?" focuses on Asian and Pacific Islanders in KY and rolls out 9/21. Trailer is live.

Final statement: We need to make sure we're making outreach. Homework was to talk to the community. Who is listening? Find out why.

Meeting Adjourned, 5:30p