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
  - Q:How can we be more welcoming to Black and Latinx?
    - Connect with Louisville People's Art, which has its pulse on orgs locally.
    - Actual report- nonprofit boards and staffing
    - Public input from FB & IG
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/Latinx music- oldies...Gladys Knight, Teddy Pendegrass, 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 programing 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