

**Meeting Minutes, CPM Sounding Board
May 15, 2018**

ATTENDEES

CPM Staff:

Kassie Stephenson - VP of Marketing and Membership
Betsy Berger - Director of Communications
Robert Wildeboer - Sr. Editor CPM
Izzi Smith - Managing Director of Programming
Lakeidra Chavis - producer
Cindy Abbott - VP, General Counsel

Sounding Board:

Lucy Flores – Joint Committee Co-Chair
Dave Stanford – Joint Committee Co – Chair
Sanni Bush - Haruna
Jill Dunlap
Glenn Grosch
William Lee
Sheila Lewis
Deenadayalan Narayanaswamy
Sandra Perez
Matthew Rillie
Angela Sims

1. Welcome and Introductions

CPM staff intros

2. WBEZ Brand Marketing Campaign - Kassie Stephenson

Kassie S. (CPM) presented the ongoing and upcoming brand campaign targeting folks in their 30's - 40's who are already engaged in audio programming and are interested in news. The slogan is "Hear the whole picture." The campaign is running commercials, and billboards and bus signs, Tribune.com, and Pandora. The goal is for audience development, and to try to skew the listeners younger.

The first run is from April to June, and the next one will be in the fall.

Glenn G. (SB) asked about targeting college campuses, and the details of the demographics being targeted, and Kassie emphasized that wasn't part of this round. Deena mentioned Sirius XM being popular among the targeted demographic, and Kassie agreed that competing with them was part of the challenge.

3. WBEZ local coverage – Rob Wildeboer and Lakeidra Chavis

Rob W. (CPM) discussed how stories are chosen and developed considering time and content that CPM would like to present. CPM would like the big stories, the

undiscovered stories with diverse ideas, covering Chicagoland's diverse geographic and demographic region. Rob's big question is if we can hear them.

The Sounding Board emphatically agreed with William L. (SB) request for more, and Angela S. indicated she'd prefer less national news a bigger focus on local news during drive time.

Sandra P. and Lucy F. brought up that if diversity of programming is desired, diversity of staff should be more emphasized. Rob replied that it is a shared value, but had no numbers to talk about current or improved diversity of the news room. Dave S. asked about the Bureaus, and if more are in the cards. Rob replied that they're great, and provide great stories they couldn't otherwise get, but they're also relatively costly. A SB member asked about potentially getting more time for news if traffic and/or weather were dropped, and half the board disliked the idea, and about half were ok with it.

4. WBEZ program schedule updates - Izzie Smith

Izzie prefaced showing the schedule with saying that the goal of the station is to answer the questions "What is going on right now?" and "What does it mean to me?" He emphasized that any change is hard, and thus must be meaningful. The current goal is to build the audience, and reinforce current good programming, so in the future they can prep for new and original WBEZ programming. Sandra P. and Angela S. mentioned that they can tell what time it is just by what programming segment they hear coming from their radios.

5. Public Comment – Laurie Cassie from the One Earth Film Festival pitched the room the idea that the key stats block WBEZ reports should include the current CO2 level of the atmosphere.

6. Action Items –

- a. Chicago Public Media (through Kassie and Betsy B.) are going to work on completing the feedback cycle back to the Sounding Board, as a long term goal
- b. In a future meeting, we'd like to get a demographics of the stations staff update.
- c. App complaints are everpresent, and we'd like to help improve the app in any way possible.
- d. Dave /Lucy will add Betsy Berger to google group, Group Me, Sounding Board FB Group
- e. Dave / Lucy to forward meeting minutes to Betsy B. for CPM review
- f. Betsy asked for interest in attending a special in-between session about arts and culture coverage on WBEZ. Session confirmed for 6/21/18

NEXT MEETING DATES:

Wednesday, August 22, 2018

Thursday, November 8, 2018

Minutes recorded by David Stanford and Lucy Flores