

Meeting Minutes, CPM Sounding Board November 8, 2018

ATTENDEES

CPM Staff:

Kassie Stephenson - VP of Marketing and Membership
Betsy Berger - Director of Communications
Izzi Smith - Managing Director of Programming
Steve Edwards -- VP, Chief Content Officer
Goli Sheikholeslami -- CEO
Jen Surma -- VP of Human Resources

Sounding Board:

Lucy Flores – Joint Committee Co-Chair
Dave Stanford – Joint Committee Co – Chair
Jill Dunlap
William Lee
Deenadayalan Narayanaswamy
Angela Sims
Samhita Iyer
Danielle Litman
Ty Martinez

1. Welcome, Introductions & September Minutes

Minutes from Sam last meeting when Lucy and Dave couldn't make it.
CPM staff introductions

2. Diversity and inclusion -- Goli Sheikholeslami

Goli talked about the large growth CPM has had over the past 4 years that she's been CEO, with a goal of 150 staff by the end of the year. With that growth, a key desire is to keep the culture of Chicago Public Media. CPM wants to be deliberate about staff 'composition' representing the communities they're covering. This includes more than simply hiring people representative of the community, but also helping encourage those new hires to stick around by accepting and encouraging diverse points of view and giving equity to the staff, and clarity on how to progress in the organization. With that Framework, the DEI goal of CPM is to focus on racial equity. A committee was formed at the beginning of the year with 3 areas of work 1) recruitment and hiring, 2) professional development and mentorship, and 3) Giving all staff opportunity to participate.

The current status of WBEZ is that in 2016, people of color made up 26% of the staff, where in 2018, that number is 33%. Goli broke the numbers down more precisely in chart form. BEZ does better than their peers, whether you count only public media, or all news with only 3 of 60 polled have higher rates.

Ty asked about how the listener demographics cross-poll age and race? Goli said they've seen those numbers, but will have to look again. Lucy asked if the digital options CPM provides has a demographic effect? Goli said It does make a difference. Ty said that the digital options provides great capacity to tailor his listening. Dave asked about senior leadership diversity? Goli said 23% POC, with 6 out of the 7 being female.

3. Response to wbez/vocalo app question -- Goli Shiekholeslami

7 months ago CPM released a streaming update. Streaming is challenging as compared to other media downloads, because the stream has no end. With the latest release, the belief is that WIFI should be stable, but cellular streaming is hard by definition, so won't be as good.

The next new digital work will be focussed on the website to get it to reflect the new desk structure under Steve Edwards.

The Sounding Board was happy to sound off about the apps. Ty mentioned that the app won't start when he's not on wifi, and it was frustrating. Angela's experience with the app has gotten much better than it used to be. Previously it was very frustrating but is better now she says. Deena asked why have a specific WBEZ app when other apps exist? Why not team up with another radio station and have something more common? Goli replied that the app gives CPM a one to one relationship with their listeners. A year ago there were 20,000 digital listeners, and that has grown organically to around 33,000. Goli also said they've looked into working with other stations because they do realize it's duplicative effort, but have erred more towards the local customization and control of the app at CPM instead of partnering with another station. Finally, Dave asked what the best way to give feedback on the app experience? The Sounding Board should send it in through Betsy was the response.

4. Weekend programming -- Izzy

We had a round table discussion where Izzy asked everyone about their weekend listening habits, and what they like and don't like about the weekend programming. William said he only listens via radio, so only catches some of Weekend Edition. Dave mentioned that he hears the early morning programs on his alarm, and then catches the rest of the programming scheduled on the weekend via the podcasts. Angela is a big fan of the weekend programming, and it's a big way she is able to relax. Erin says that the weekend programming works well for her family, especially around meal time. Sam's radio is always on during the weekend, and her entire family like to listen to Wait Wait together. However, she reiterates from past meetings that she's not a fan of Sound Opinions. Danielle's personal feeling is that the weekend is about anything but the news. Deena says he loves listening to the Moth Radio Hour.

5. 2018 wbez promotional video -- Betsy

The promo videos are intended to help be Inspiring for new staff and to help with fundraising. Dave said he loves seeing public radio folks on screen. Lucy mentioned that she missed seeing a similar video at the annual meeting. Ty said that he notice the various different listening devices (phone, speaker, tablet, radio) in the video, and appreciated that, but wished Vocalo

played a bigger role. Lucy agreed, and said that in general, perhaps Vocalo ought to be a standing agenda item for each of our limited number of meetings.

6. 2019 meeting dates and locations

2/28/19 -- south side bureau

5/23/19 -- TBD location (perhaps west side bureau ?)

8/21/19 -- navy pier probably

11/21/19 -- navy pier

9/11/19 -- annual meeting.

7. public comments

None made.