

**Meeting Minutes, CPM Sounding Board  
February 7, 2018**

**ATTENDEES**

**CPM Staff:**

Kassie Stephenson - VP of Marketing and Membership  
MK Julien – Event Marketing and Partnerships Manager  
Steve Edwards – VP, Chief Content Officer  
Al Keefe – Senior Editor, Government and Politics  
Cindy Abbott – Legal Counsel

**Sounding Board:**

Lucy Flores – Joint Committee Co-Chair  
Dave Stanford – Joint Committee Co – Chair  
Terreene Bryant  
Sanni Bush-Haruna  
Jill Dunlap  
Glenn Grosch  
Samhita Iyer  
William Lee  
Shelia Lewis  
Danielle Litman  
Ty Martinez  
Erin McDuffie  
Deenadayalan Narayanaswamy  
Matthew Rillie  
Angela Sims

**1. Welcome New Members / Introductions**

Quick intro of new and old Sounding Board members as well as the CPM staff we most often work with.

**2. Editorial Strategy Overview: Vision and Focus – Steve Edwards**

- a. SB (Angela S.) asked about designing CPM programming with the goal of lifelong membership. Steve mentioned the piece by the Center for Media Engagement and City Bureau about how people perceive journalism in their neighborhoods: <https://mediaengagement.org/research/chicago-news-landscape/>.
- b. Develop/offer programming and delivery of content to younger people. Don't allow parents to mediate the coverage.

**3. Election Coverage – Al Keefe**

Al presented the plan for election coverage over the next year, with the caveat that it's hard to predict everything that will be relevant for elections.

- a. The SB talked about Vocalo and cross promoting voter registration at Vocalo events and using the forum to increase awareness of WBEZ coverage.

- b. SB suggested greater inclusion of voices not typically heard on public media such as conservative voices, young people, and those actively choosing not to vote.
- c. The SB said BEZ should hear from under-represented populations when covering elections. For example, pass the mike in under representative communities and hear what concerns people of color and how the elections could impact them.
- d. Partner with other youth oriented media organizations to spread the word about our politics coverage.

**4. Public Comment** – No members of the public were present.

**5. Action Items –**

- a. Chicago Public Media (through Kassie and MK) are going to work on completing the feedback cycle back to the Sounding Board, as a long term goal
- b. Through ambassadors who have been to Sounding Board Meetings (Steve, Al, Tricia Bobeda, Cate Cahan, Linda Lutton), and through a monthly email from Kassie and MK, the entire CPM staff is going to be made more aware of the resource of the Sounding Board.
- c. Dave and Lucy to add new members to all forms of communication for the sounding board.
- d. Dave /Lucy will add MK Julien to FB group, Group Me, Sounding Board FB Group
- e. Dave and Lucy will encourage members to continue to route any ideas or comments for future agendas to them to then be shared with MK and Kassie
- f. MK will share onboarding packet to be shared by Dave / Lucy with Sounding Board.
- g. Dave / Lucy to forward meeting minutes to MK for CPM review.

**NEXT MEETING DATES:**

Tuesday, May 15, 2018

Wednesday, August 22, 2018

Thursday, November 8, 2018

Minutes recorded by David Stanford