WCBU Community Advisory Board Meeting Summary
August 12, 2026, 5 P.M. | Caterpillar Global Communications Center

Present: Ray Baker, Terry Galvin Matthews Ben Jedd, David Lucas, Toni Moretto, Bill Shock, H. Wayne Wilson, Ryan Denham, Rich Draeger, R.C. McBride

Apologies: Lindsey Kerr, Jennifer Robin, Eileen Setti, Carolyn Sloan

The meeting was called to order at 5:04 P.M.

New and newly re-elected members were congratulated and seated (Lucas (new), Matthews, Preston, Raher (2nd term), Shock (3rd term)).

The board voted to approve Ben Jedd, Assistant VP for Marketing and Communications, for membership. Jedd was congratulated and seated.

The board voted to appoint Ray Baker as Chair, H. Wayne Wilson as Vice Chair, and Toni Moretto as Recording Secretary. The matter of nominating chair was tabled until the November meeting.

R.C. McBride provided the Executive Director's Report and the Development Report, including updates on:

- Personnel, including a vacancy in the Business Manager position and WCBU's effort to recruit another full-time journalist. Both positions should be posted by the end of the month.
- The Illinois College Campus Press Act **(**House Bill 4420), expanding the Illinois College Campus Press Act and supported by Senator Koehler and Representatives Chung and Gordon-Booth (among others), was signed into law by Governor Pritzker in July. It legally establishes a formal editorial firewall between Illinois Colleges and Universities and the public radio television and radio stations they own or operate. Illinois is the first state with such a law.
- NPR's work to establish a new station few model, which allows stations to select their level of partnership with NPR, ranging from purely transactional to deeply involved in development of the next iteration of NPR. WCBU has selected the deepest partnership tier. NPR has also introduced a new Chief Content Officer.
- Strategic planning, which will likely be undertaken a year from now and will require significant input from the CAB.
- Fundraising, with WCBU marking the one-year anniversary of the federal defunding. The station saw long-time donors increase their support and hundreds of new donors rally for public radio in Peoria. WCBU made it through the year without a single staff layoff, though several positions vacant were left vacant. Many other stations, NPR, and other public media entities, were not so fortunate. We have a lot of work to do

to make up for an annual loss of $125,000 ($300,000 for WCBU and WGLT combined). We're cautiously optimistic, but it's too soon to tell whether last year's record fundraising was an outlier or if the defunding moment will turn into a movement and become our new normal. WCBU can't afford even one lackluster fund drive or pause efforts to analyze costs and diversify revenue streams. Fall Fund Drive is scheduled for September 30 through October 9.

- Fanfare and other email newsletters. WCBU completed its transition to a new email newsletter provider, having outgrown its former provider. The new provider offers a lot more capability.
- WCBU.org usage.
- Cash on hand.

Ryan Denham provided the Content Director's Report, with updates on:

- National Radio Programming and WCBU's research into costs and strategies for adding to its programming lineup. The plan is for a listener survey to launch in October/November, with any changes or additional occurring in the first quarter of 2027.
- WCBU's partnership with WTVP.
- Personnel recruitment.

There was board discussion praising WCBU's news coverage and the station's emergence as a news leader in the community.

There was no new business. Outgoing chair Bill Shock wrapped up the meeting by congratulating the Advisory Board and station management for the strides the station has made over the last several years despite a difficult economic environment. He also commented that it was good to see Bradley University administration taking an active interest in WCBU's community service efforts and participating in the CAB.

The meeting was adjourned at 5:56 P.M.