

# SUMMARY

## [NPR Illinois Community Advisory Board](#)


March 7, 2023, 3-5 p.m.

NPR Illinois Studios (+ [Zoom](#))

[Park in UIS Lot B and make your way into the WUIS Building, 2340 Theodore Dreiser Lane, Springfield, IL 62703 \(mapping app address\).](#)

1. Call to order (Adam Porter, chair)
  - a. In-person: Gina Kovach, Christina Shutt, Erma Williams,
  - b. Virtual: Steve Anderson, Deanie Brown, Adam Porter, Kent Redfield, Garth Reynolds, George Van Dusen, Karen Witter
  - c. Ex-officio: Bea Bonner, Sean Crawford, Randy Eccles, Vanessa Ferguson, Molly Lamb, Kate McKenzie, Cory Pitt,
  - d. Absent: Cindi Canary, John Carpenter, Jamey Dunn-Thomason, Kelly Glass, Janet Gooch, Bethany Jaeger, Teresa Jones, Timothy Killeen, David Kohn, Lisbeth Leanos, Jen McMillin, Michael Morthland, Jodi Ogilvy, Chuck Scholz, Dick Schuldt, Nikita Richards, Robin Wilson, Mia Woods,
2. Laurence Msall – CAB discussed his contributions and asked Randy to send a letter on behalf of the board and NPR Illinois.
3. I heard it through the grapevine (Please use the [CAB member insights](#) form to share perceptions and intel by Monday, March 6) Discussion of how train derailment impacted unprepared community. Suggestion we review how hazardous materials are tracked as they cross Illinois.
4. NPR Illinois update
  - a. Springfield Mayoral Forum w/Citizens Club and AARP Illinois (Sean Crawford) Successful event with AARP sponsorship revenue and attendance. New mayor elected.
  - b. Editorial update (Sean)
  - c. CPB Digital Transformation Project recap (Vanessa Ferguson) Improved newsletter, started bringing in revenue, learned project management process.
  - d. Student Podcast Challenge update (Bea Bonner) Suggestion for a teacher advisory board and cross promotion for student engagement programs.
  - e. Listen update (Bea) Preparing for pilot event with Southeast HS students.
  - f. Business department (Randy) Still vacant, CSPL providing some support.

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- g. DEIB and recruitment (Randy, Bea) Hiring slowed, continue to work for diverse pools but the Great Resignation, overall applicant pools, and searches are frequently unsuccessful.
    - i. Business Manager – Pending approval.
    - ii. Business GPSI – hired, starts in August.
    - iii. Audience Development Director – Pending approval.
    - iv. Sponsorship Account Executive – Hired starts in May.
    - v. Local Editor – Pending approval.
    - vi. State Editor – Pending approval.
    - vii. Local Reporter/Producer – Pending approval.
  - h. Sponsorship partnerships (Cory Pitt) Good reboot. Starting to grow clients. Building digital into packages is working well and is nearing sellout on nprillinois.org.
  - i. Year-end drive, fundraising pacing, 100% CAB giving campaign (Kate McKenzie)
  - j. The 50>Forward Plan update (Randy) Delay in fundraiser hires has impacted revenue projections, still positive but FY2024 will be close to break even.
  - k. Media environment (Randy)
    - i. Digital dash
    - ii. NPR layoffs – Media in general is seeing a contracting advertising market.
    - iii. NPR Network branding – new initiative to emphasize the role of station newsrooms in what makes NPR.
5. Nominating committee (Adam)
- a. Volunteers – Please contact Adam.
  - b. Vice-chair/next chair – Please contact Adam.
6. Additional CAB member comments/coverage ideas (Adam)
7. Adjournment (Adam) – Next meeting: June 6, 2023, 3-5 p.m. – This time is not the best. Will do Doodle poll to find best. Suggestion to return it to 11:30 a.m. to 1:30 p.m.