

# SUMMARY

[NPR Illinois Community Advisory Board](#)

June 6, 2023, 11:30 a.m. – 1:30 p.m.

AARP Illinois Legislative Office, 300 West Edwards Street, Springfield (+ [Zoom](#))

1. Call to order/Roll call (Adam Porter, chair)
  - a. In person: Adam Porter, Theresa Jones, Gina Kovach, Jen McMillin, Michael Morthland, Dick Schuldt, Christina Schutt, Erma Brooks Williams, Karen Witter
  - b. Remote: Deanie Brown, Cindi Canary, Jamey Dunn-Thomason, David Kohn, Jodi Ogilvy, Lisbeth Leanos, Kent Redfield, Garth Reynolds, George Van Dusen, Mia Woods
  - c. Ex-officio: Bea Bonner, Sean Crawford, Randy Eccles, Molly Lamb
  - d. Absent: Steve Anderson, John Carpenter, Kelly Glass, Janet Gooch, Bethany Jaeger, Timothy Killeen, Kate McKenzie, Nikita Richards, Chuck Scholz,
2. Member reports (you are our ears)
  - a. How are you using NPR Illinois/media? – Podcasts, smart speakers, on-demand, radio in car, mornings, XM, Facebook, Instagram, read nprillinois.org, NPR Illinois Daily (newsletter), NPR app, Statewide, State Week, Illinois politics coverage, On Point, Fresh Air,
  - b. What have you heard about NPR Illinois and NPR since the last meeting? Hearing segments multiple times, need more local news, broaden Community Voices guests,
  - c. Wins - what content or activity has best served our mission? Dropping Twitter
  - d. What does the audience need? Strategies to engage less educated audiences, promotion of podcast subscription, social video content, hiring solutions,
  - e. Suggestion for future “Listen” audience cohort. Rural, news deserts, Jacksonville, working and poverty communities. Partner with FFA, CACC. Involve government officials. Media literacy and journalism training development encouraged.
3. Begin drafting CAB advice and recommendations 2023 report to UIBOT (submitted last 11/2022) Adam will draft and send around for comments and edits. Request for management chain to confirm receipt and respond.
4. Nominating committee update (Adam)
  - a. Prospects – Randy will promote applying through broadcast and digital channels.
  - b. Vice-chair/next chair. Asking for volunteers to contact Adam or Randy.
5. Proposal – CAB virtual happy hours? Monthly when we don’t have a regular meeting. No agenda, just social mix, conversation, questions from anyone who attends. (Randy Eccles) – this sounds good. Randy will schedule.
6. NPR Illinois update
  - a. Audience - Listen project update (Bea Bonner) Southeast HS students was a good pilot. Suggest we send a recap for Illinois Times to publish. Student reported out. Developing training for volunteers to report on these “Listen” communities.

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- b. Editorial update (Sean Crawford) Still suffering from reporting shortage. Working with students but they don't have enough hours available to work. Weather coverage (dust storm on 55) increasing in importance with increase of climate events), end of session, prepping for Election 2024.
  - c. Fundraising update, 100% CAB giving campaign (Randy - Kate McKenzie vacation) CAB at 72% toward 100% giving campaign. Otherwise, improved results so far this year with annual giving. It looks to be up slightly and the highest total in recent years. Tried UIF telemarketing and they had their best response of the year. NPR Illinois participated in the first Nation Day of Giving for Public Media. It abutted the end of the drive. Difficult to tell the results. Emergency tower repair fundraising went well. Several significant gifts and challenge matches. Sponsorship up with first year of new account executive. A second SAE has started. Looking for significant growth in the next year even though the ad market is in a down trend.
  - d. Business and budget update (Randy)
    - i. HR, recruitment, DEIB -- Business GPSI: Valerie Udemba (August 2023), Sponsorship Account Executive: Brady Cummings (June 2023)
    - ii. 50>Forward Plan update (Randy)
7. Additional CAB member comments (Adam)
8. Adjournment (Adam) – Next meeting: September 5, 2023, 11:30 a.m. – 1:30 p.m.