

NPR Illinois Community Advisory Board (CAB)

Meeting Summary

September 6, 2022, Noon to 2 p.m.

1. Call to order (Adam Porter, chair)
2. Introductions – location, current affiliation, and a couple sentence on why you choose to serve on the CAB
 - a. Existing members – Cindi Canary, Gina Kovach, Chuck Scholz, Laurence Msall, Christina Shutt, Deanie Brown, Karen Witter, Kent Redfield, Nikita Richards, Dick Schuldt, David Kohn, John Carpenter
 - b. New members – Erma Williams, Garth Reynolds, Jen McMillin, Jody Ogilvy, Michael Morthland, Steve Anderson, Teresa Jones
 - c. Ex-officio/staff – Cory Pitt, Terri Hempstead, Kate McKenzie, Sean Crawford, Randy Eccles, Molly Lamb, Kyle Peebles (for Robin Fretwell Wilson)
 - d. Absent – Mia Woods, Lisbeth Leanos, Kelly Glass, Jamey Dunn-Thomson, George van Dusen, Bethany Jaeger
3. Role of CAB members (Randy Eccles, GM) – CAB Home
 (<https://www.nprillinois.org/npr-illinois-community-advisory-board>)
 - a. Evangelist/ambassador
 - b. Advocate
 - c. Alert staff to funding opportunities
 - d. Annually report to licensee, University of Illinois Board of Trustees, effectiveness of NPR Illinois:
 1. Reviewing the editorial goals established and suggesting ways staff can improve content. The content is the responsibility of the staff.
 2. Reviewing the effect on communities of the significant policy decisions NPR Illinois rendered and providing advice on how to strengthen ties with these communities.
 3. Facilitating sustainability through fundraising, memberships, underwriting, grants and contracts.
 4. Serving as ambassadors on our behalf at the local, state, and federal levels.

The Board has no authority to exercise control over daily management or operations. The governing body is the Board of Trustees of the University of Illinois.
4. Where to find CAB information at nprillinois.org
 - a. Update profiles – bios, headshots, home city, affiliation
 (<https://www.nprillinois.org/npr-illinois-people#community-advisory-board-cab>)
 - b. NPR Illinois organizational chart
5. Updates on NPR Illinois efforts and how the CAB can help (Randy)

a. Recent wins:

- Kate McKenzie started as Development Director
- Cory Pitt started as Sponsorship Account Executive
- Audrey Bellot transitioned the traffic process to Wide Orbit
- Michelle Eccles began the *First Listen* daily news podcast
- Bonner and Vanessa Ferguson took Community Voices to the Farmer's Market (first in a series)
- Randy added subscription links for the NPR Illinois Daily e-newsletter to nprillinois.org, signatures, and letterhead
- Sean Crawford coordinated the airing of a special statewide Prisoncast program
- Randy live streamed the Citizens Club of Springfield panel on COVID's Impact on Nonprofits on Facebook
- Sean moderated two Community Health Roundtables for the CSPL on Policing and Community Health
- Michelle recognized as Professional Communicator of the Year by the Association for Women in Communications
- Cory, Kate, and Randy attended the Public Media Development and Marketing Conference in Chicago and learned some new best practices
- Tim Boll is keeping us on the air with the backup tower since the primary tower line failed.
- Multiple staff used vacation days!
- CAB added 8 new members

b. Plan Update (Randy):

- FY2022 - 50% Forward Plan update – 1 year behind timeline due to delays in being able to hire fundraising staff.
- Current - Topline Financial performance
- What is working?
 - Fundraising with support from advancement has begun providing some initial relief to staff as Kate plans Back-to-School fundraising drive.
 - Reduced staff is getting it done. New automation system installation will improve capacity along with hiring news positions.
- What are our top three challenges we can do something about?
 1. Relieve staff of added duties (hiring, project and structure review)
 2. Increase revenue (Kate and Cory progress, grant success)
 3. Daily local news interview hour (hiring host/editor and reporter producer will greatly increase coverage)

c. Public Media Tech Survey – younger demos do not own traditional radios and are using digital platforms to listen (mobile, smart speakers).

- d. LISTEN – how can you help us connect with your community/network? Who needs to be heard? Target for first sessions early 2023. Please contact Bea Bonner (bbonn3@uis.edu) with ideas for listening sessions.
- e. Digital Transformation Program – NPR Illinois Daily – please subscribe and ask others to subscribe.
- f. CAB Qs –
 - i. How has listening changed since the pandemic? It is close to returning to a normal pattern as people return to work. With work from home, radio's heaviest listening dayparts, drive times, saw audience declines.
 - ii. Where is NPR Illinois on a mobile app? Generally low ROI for news stations as people use social media and the links take you to our website. NPR Illinois is available through the NPR One app when designated. Apps tend to perform better for music stations and may be necessary as the digital dash replaced favorite buttons on traditional car radios.
 - iii. How does an organization collaborate with NPR Illinois when putting together a program? Contact Bea Bonner, if scheduling permits and resources are available, promotion, moderation, recording and distribution of audio through digital and broadcast means may occur.
 - iv. What is the focus for the radio station between state and local? NPR Illinois is not running statehouse bureau but still doing programming that relates to the whole state (Statewide, State Week). This content is used by stations across the state. Demand for local coverage is increasing with market media changes. We are searching for a local daily news hour team or reporters to increase this coverage. In the meantime, Community Voices, which is not designed to be a news program, is providing some local awareness. We have two important audiences, our broadcast reach across central Illinois and our digital reach statewide (particularly in Chicago).

6. Upcoming projects/events

- Wednesday, September 7, 1-4 p.m. UIS external auditors visit NPR Illinois (Claire)
- Saturday, September 10 through Friday, September 16 - Back to School Drive (Kate)
- Wednesday, September 14, 8 a.m. to 12:30 p.m. - CSPL Showcase (Molly) register to attend at: [CSPL Showcase 2022 - September 14, 2022 \(uis.edu\)](https://uis.edu/cspl-showcase-2022-september-14-2022)
- Thursday, September 15, 6 p.m. - UIS Reaching Stellar Campaign Celebration (Kate)
- Tuesday, September 20, 8 p.m. - On the Media moves
- Friday, September 23, 8 p.m. - SciFri returns
- Saturday, September 24, 7 a.m. to noon - CV@Farmers Market (Bea, Vanessa, and Randy)
- Sunday, September 25, 5 p.m. - Notes from America (live call-in) debuts (formerly United States of Anxiety)
- September 26 - October 30 - This I Believe move (Bea) Moved from Q1 to Q4 to allow addition of NPR Student Podcast Challenge in Q1.

- September 27 – October 7 - Wide Orbit Automation conversion (Tim)
 - October 19, 26, November 2, 9, 8-9 p.m. (Wednesdays) - The Middle live specials with Jeremy Hobson – show designed with Midwest perspective
 - Wednesday, October 26 – Public Radio Music Day (Randy) – will be highlighting NPR Illinois Classic and The X from NPR Illinois.
 - Saturday, October 31, 7 a.m. to noon – CV@Farmers Market (Bea & Vanessa)
 - Tuesday, November 8 – Election (Sean, Hannah)
 - Tuesday, November 29, 6 p.m. – Thank You Fest (Kate)
 - November 29-December 31 (coordinated Dec 10-16) Year-End Drive (Kate)
7. Special note: the CAB acknowledged Bethany Jaeger’s service as chair upon her transition into past chair and thank her for her exemplary efforts.
 8. Story ideas – email Sean Crawford (scraw1@uis.edu) as soon as you have one, do not wait for the next meeting.
 9. Next meeting changes to Tuesday, November 29, 3-5 p.m. in-person so members can attend Thank You Fest afterwards (6 p.m. location to be determined).
 10. Adjourn