

## **Annual Community Advisory Board Update, 2021**

The goal of this note is to fulfill the Community Advisory Board's role to provide advice and recommendations to the governing body of WCBU 89.9 FM. The Corporation for Public Broadcasting requires this input on three subjects: the station's programming; its service; and its significant policy decisions, with the goal of being reasonably representative of the diverse needs and interests of the communities served by the station.

On programming, the board's advice and recommendation for 2022 is to maintain WCBU's robust local news coverage. Described in greater detail within this annual report, the station's award-winning, local reporting produces Peoria-specific news every day. This sets WCBU apart as local journalism struggles in Illinois and across the country.

On service, which we define as the station's activities beyond its broadcast, we recommend leveraging the existing alignment of WCBU to Bradley University's 2021 strategic plan. Student engagement with the station has a long-standing history at Bradley. Co-sponsoring events with student organizations, providing thought leadership, career development, and community service are strategic opportunities in 2022 and beyond.

On significant policy decisions, we can make no more fundamental recommendation than Bradley University continue to be home to WCBU. Bradley is the best and right place for the station. We support strategic partnerships such as the management agreement with ISU, as the current work of the station is enhancing both the Peoria brand and the Peoria experience. We know that the Peoria story told by a Peoria-based newsroom is part of the city's sales pitch heard by future residents, students, and prospective employers of those students. We know from the WCBU audience how much it means to all of us that both Bradley and WCBU are thriving.

These recommendations represent the broad sentiment of the communities served by the station, as we have heard from others and have felt ourselves as Community Advisory Board members.

To ensure our continued representation of local sentiment, the Community Advisory Board invites the public (you!) to attend our public meetings, contact us directly, and even apply to join the board at [wcbu.org/wcbu-community-advisory-board](https://wcbu.org/wcbu-community-advisory-board).

I'll close this annual letter with gratitude to station staff for your demonstrated commitment to quality, diversity/inclusion, and financial responsibility; to my fellow Community Advisory Board members for your time, wisdom, and support of the station; to the WCBU audience and contributors for your engagement, financial support and community; and to Bradley University, for your stewardship of this thriving Peoria voice.

John Lamb, Chair  
*Community Advisory Board*