

**WCBU Community Advisory Board
Meeting Minutes
November 15, 2023**

Board Members Present:

Becky Doubleday, Ray Baker, Lenora Fisher, Diane Hahn, Sara Netzley, Meagan Ruger-Smith, Jim Runyon, Betsy Beltran, Ravi Uddavolu, Yolanda Wallace.

Board Members Not Present:

Jennifer Essig, Britney Strickland, Megan Pedigo, Jessica Thomas, Isabela Nieto, Bill Shock.

Ex-Officio Attendees:

Jody Holtz, assistant program director/assistant development director.

Call to Order: The meeting was called to order at 5:09 p.m.

Approval of Minutes: The September 2023 board meeting minutes were approved as-is.

General Manager Report:

The board acknowledged reading RC's report.

Committee reports:

Nominating Committee - Lenora reported an application from Nicole Sutherland, whose background is in marketing and event planning and is excited to be involved with the board. Becky offered to send Nicole's materials to the board, and the members will vote electronically. Provided Nicole is approved, she'll be a participating member in the January meeting.

Community Outreach Committee - no report. Becky will reach out to Britney for a status update. The board will write thank-you notes after tonight's meetings as a form of personal outreach to donors.

Project Fundraising - Ravi suggested door-knocking for those who haven't been repeat donors, and suggested examining ways to make donating more user-friendly. For example, could we look at a three-year donation cycle? Diane suggested that the board receive more input from WCBU's staff on these issues to streamline their efforts as an advisory body.

The board brought up the ISU branding that appears on WCBU material as a potential source of audience confusion and brainstormed methods to better explain the Braves/Bird partnership.

The board discussed options with the Welcome Home series and membership, including a social gathering and local business highlights. Jody reported that the station is planning a listenership survey, and the board suggested having outside eyes on the survey instrument to provide

feedback on the items. The board also discussed ways to get results beyond the WCBU superfans, including luncheons and gatherings of casual listeners and non-listeners, as well as social media strategies.

Review Committee - Jim reported that the committee would like to review the five-year agreement that WCBU and Bradley University have entered into with ISU, then addressed the issue of how to publicize the agreement in part as a way to explain the ISU branding on donation receipts.

The committee also developed a listening log as a way of understanding how and when people listen to WCBU and is considering rolling out the log to the whole CAB as a way of gaining more listener information. Ray suggested taking photos of the moments when listeners start and stop listening, which will preserve a great deal of variable information to report after the fact. He also reminded the board to be clear on what data we actually want to collect, and for what end goal. Jim said that it's partly to see what programs listeners are utilizing, and Ray suggested asking who's listening to what, when and where, on what platform, and for what reasons. Jim will send the Google Sheet that's been in use to the CAB, and the members can make suggestions for improvements or alternative structures.

New business:

The group will pose for a board photo and then write donor thank-you notes following adjournment.

Meeting Adjournment: The meeting was adjourned at 5:56 p.m.

The next Community Advisory Board Meeting is Wednesday, January 10, 2023, at 5 p.m. CDT on Zoom. [The link is available on the CAB webpage.](#)

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