

WCBU Community Advisory Board meeting minutes

January 13, 2021

Board members present via Zoom:

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Lenora Fisher

Jessica Thomas

Todd Popham

Tom Mellor

Jennifer Robin

Rebecca Doubleday

Kiran Velpula

Bill Shock

Other attendees:

WCBU General Manager R.C. McBride

Melissa Libert- Development Director WCBU

Jennifer Armstrong- Individual Giving Director

Ryan Denham- Content Director

Chairperson John Lamb called the meeting to order at 4:00P.M. on Zoom

Minutes: November 4, 2020 board meeting minutes were approved.

Guest Speaker: no guest speaker

General Manager's Report- R.C. McBride

The FCC license was renewed for eight more years with no issues. The fundraising drive went well, and individual giving was good. Corporate support needs to expand and any suggestions from board members on businesses to approach are helpful. Melissa Libert is the contact point for this until Anna returns. On-air Friday night events with local arts partners have been received well and may be something that could continue. The new audio backup is working correctly. The Radio Faces event will be promoted heavily on both stations, the online Fanfare newsletter and on social media to encourage attendance. There is also a VIP option with a basket

of special items. This event has been an in-person event in the past so it is hard to know what the response will be.

Development Update:

Melissa Libert reported that the corporate giving currently is at \$84,000 and individual giving is a \$149,000. Jennifer Armstrong reported that there will be an on-air fundraising push beginning April 10th for about one week to appeal to individual donors. A listener, Peter Kobak, had organized a t-shirt fundraiser and it is not known what the proceeds have been from that, he will be contacted soon for an update.

Melissa also shared that there are day sponsor opportunities available, and it is \$365 for a day, with five on-air announcements.

Programming Update:

Ryan Denham shared there will be political coverage of the debates for the Peoria mayoral race in conjunction with the League of Women Voters. One debate is scheduled for January 21 at 5:30pm and the other will be announced in March. There is a new graduate student, Christine Hatfield helping with reporting. There are two new part time correspondents, Mike Rundle and Demarcus Hamilton.

Board Role and Committees:

There are currently 3 committees, the Nominating committee currently headed by Jennifer Robin, the Communications committee currently headed by Lenora Fisher and Jessica Thomas, and the Services committee headed by Tom Mellor and Todd Popham.

There was continuing discussion about the role of the board in communicating with the community and helping to shape a positive narrative. The board wants to keep the listening community better informed on what is happening at the station. Todd and Tom shared they felt the role of the board was not to come up with programming and services management but to share items of interest from the community with station management. Kiran suggested that it would be helpful to have it defined for our members the organizations, perspectives, and guidelines we can use in qualifying newsworthy sources in our community. Lenora and Jessica were scheduling a Communications committee meeting to discuss these and other ideas prior to the next board meeting.

It was discussed that our board could review what other public radio boards are doing currently. One example to review was the KSU CAB group.

Ideas discussed by the group were as follows:

- 1- Identify how we can find out listener interests and ideas.
- 2- How can we best define the listening community, what it is currently and what we would like it to become?
- 3- How can we intentionally seek a diverse listener community and share programming goals to meet new and diverse cultural and racially related needs?
- 4- What diverse programming is available and affordable at the national level? What are the costs?
- 5- How can we create more local content that is more tailored and affordable for the community?

Wishlist items shared by various board members were that the programming be more locally focused, more journalists on the street, more stories and content with diverse backgrounds explored. These goals are shared by station management, but funding goals need to be met to support these ideas. Currently ideas for content, broadcasts and other podcasts could be shared with Ryan and RC.

Ryan shared there is a process called source tracking used by journalists. Source tracking may help the station with meeting some of the diversity and content goals. This process looks at who a reporter is interviewing over three-, six-, and nine-month timeframes. The assessment is done by gender, race, ethnicity, and content. This is part of the professional development of journalists at the station and is going to be used more going into 2021.

There were no public comments made.

Meeting was adjourned at 5:37 motion made by Jessica Thomas and seconded by Diane Hahn

Next board meeting will on Zoom, Wednesday, March 10, 2021 at 4pm.

Meetings are open the public.