

WCBU Community Advisory Board Factsheet

March 11, 2021

Purpose

- The purpose of the WCBU Community Advisory Board is to advise the WCBU General Manager with respect to whether the programming, services and certain policies of the station are meeting the diverse needs of the communities served by the station.

Member Responsibilities

Personal Commitment

- Attending and participating at board meetings.
- Actively participating in committee assignments.
- Attending station events.
- Supporting a collegial environment with board members and staff.

Fundraising

- Board members are expected to actively promote station fundraising needs. These needs can be met by both:
 - Making a personally meaningful annual financial contribution to WCBU, with the amount determined solely by the board member making the contribution,
 - And by promoting fundraising events to their formal and informal social and work networks.

Community Engagement

- Inviting feedback from the community:
 - Asking personal networks to take a listening challenge and share feedback on content – positive and opportunities to improve.
 - Social media outreach to promote events and support.

Board Leadership Responsibilities

- Communication that is timely, concise, and accurate.
- Decisions based on a fair process – dialogue leading to consensus or a majority vote.
- Meetings that are effectively facilitated by board leadership with an agenda, general manager update, and committee reports.

Station Responsibilities

- Communication to CAB members that is timely, concise, and accurate.
- General Manager updates at board meetings.
- CAB members have:
 - the right to review the station's programming goals.
 - the right to review the services provided by the station.
 - the right to review significant policy decisions rendered by the station.
 - the obligation to advise the station's governing body on whether the station's programming and other significant policies are meeting the specialized educational and cultural needs of the communities served by the station, and to make recommendations the CAB deems appropriate to meet such needs.

Committees

- Marketing & Communications.
- Nominating.

Membership

- Individuals interested in serving on the WCBU Community Advisory Board should visit the CAB website for more information.
- Nominees are approved by the board.

Meetings

- Bi-Monthly.
- Live or Virtual.
- Open to the public.

Website

- For more information on the CAB please visit our website:

[WCBU Community Advisory Board](#)