

## **WCBU Community Advisory Board meeting minutes**

May 12, 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

Other attendees:

Melissa Libert- Development Director WCBU

Jennifer Armstrong- WCBU Individual Giving Director

Ryan Denham- WCBU Content Director

Anna Chumbley-WCBU Corporate Support Director

Tim Shelley- WCBU News Director

Daniel Musisi- WCBU host

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

**Guest Speaker:** no guest speaker

**Minutes:** March 10, 2021 board meeting minutes were approved.

### **General Manager's Report- R.C. McBride \* given by Melissa Libert**

Spring Fund Drive was a success, surpassing the \$50,000 goal with a total of \$62,500 from 327 pledges. This is in addition to the Fall drive that netted \$66,809 from 458 pledges. The individual donors made a major positive impact financially this year.

\$144,000 was received from the American rescue plan via the CPB. This funding will help offset the \$125,000 less in business underwriting this past year due to Covid.

The fulltime journalist position is posted, and it is hoped to have the person hired by July. Once this person is hired WCBU will have four full time staff, two part time and several more part-time correspondents.

Ariele Jones began hosting "Morning Edition" on April 24, and Jon Norton moved to "All Things Considered" after 20 years on mornings at WGLT.

A listener survey gave great feedback and aided in some decisions to help with programming and how the lineup of shows is done. Two new NPR programs Throughline and Code Switch are being added to the lineup and some poor performing shows are being eliminated. Management realizes some of these changes may not be immediately embraced but ask everyone to give the changes a chance.

A new WCBU.org website was launched in early May in partnership with NPR's Grove. Ryan has been coordinating the transition.

The fiscal year 2022 budget is in the works and begins June 1, 2021. More information will be shared at the July meeting.

Board members are encouraged to support the station monetarily with contributions personally, or through underwriting, or both. Melissa also asked board members to thank underwriters if you have business contact with them or their services and products and to encourage friends that are listeners to get involved with personal or underwriting support.

FINANCIAL INFORMATION: WCBU Cash on hand as of April 30,2021

WCBU foundation account (individual giving) \$63,400

WCBU Agency account (business underwriting) \$44,700

ARPA Grant funds \$144,000

CPB FY21 grant \$19,000

State grants \$9,000

### **Development reports:**

Anna Chumbley: Corporate support is growing again as things ease up with covid issues. Peoria Regional airport signed up for underwriting. Interest is building as businesses open for more capacity. Promotional packages for one to two weeks of underwriting have been popular. Anna can use help with referrals, and she is focusing on 12 month commitments, as well as short term and seasonal commitments. Anna is also working on a Media pricing sheet for posting on the website so underwriters can easily access information for various pricing and packages. This information would also be helpful for board members when they are asking businesses to help support to share an idea of rough costs.

Jennifer Armstrong: Individual giving has been strong as seen in the spring fund drive, the goal was \$50,000 and amount given was \$62,500, so a great outcome. Giving is close to the FY 2021 goal! Monthly donors have increased their support. There were 330 letters sent to current donors and 35% have responded, follow up is being done with those that have not responded. Day sponsorship was discussed which is currently at \$365 and is used for anniversaries, birthdays and other special day recognition by individuals.

**Program content:**

John Lamb commented that he has noticed continued improvement in the content especially local media presence increasing. Specifically, the coverage of the swearing in ceremony for new Peoria Mayor Rita Ali was very well done and touched several media platforms in a noteworthy fashion. He commented that WCBU is doing a great job with covering local issues and events.

**Discussion topics:**

**Membership of board:** Jennifer Essig mentioned that board member Dr. Jen Robin of Bradley University is rotating off the board. Dr. Robin has also accepted a position as the Dean of Southern Connecticut State University School of Business and the board congratulates her and thanks her for her service on our board. There were some recommendations for some past board members to return. It was discussed that it would be good to have another Bradley University representative on the board. The maximum number of board members is 15 at present, we have 10 members currently. It was commented that a 12 member is a good number.

**Public filing reviewed:** John Lamb discussed that there are many public filings done by the station and that it may be a good idea for a board member to review these and report to the board as needed.

**Annual reports:** These are in the final design stages for both WCBU and WGLT and are printed on an as requested basis. The CPB requires an annual report, and board members will be provided a hard copy if requested. The report is also going to be on the website for review. The CAB Chairperson John Lamb submitted a page for the publication discussing the CAB focus and community support.

Meeting adjourned at 4:58pm by John Lamb.

Next Meeting on July 14, 2021 at 4pm, possibly on ZOOM, possibly in person, possibly both. To be determined.