

WCBU Community Advisory Board meeting minutes

March 10, 2021

Board members present via Zoom:

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Lenora Fisher

Todd Popham

Tom Mellor

Rebecca Doubleday

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

Guest Speaker: Carolina Huser- Member of the Big Picture Project

Carolina presented to the board one of the purposes of the Big Picture project, which is to increase inclusion and diversity at all levels of local business and culture. One focus is about addressing disparity in hiring practices and to address cultivating more opportunities for inclusion in interviewing and hiring practices. Anyone wanting to get more information can email Carolina at caorlinahuser@gmail.com.

Minutes: January 13, 2021 board meeting minutes were approved.

General Manager's Report- R.C. McBride

- Stimulus packages were approved for \$175 million in emergency public radio funding and television. Potential for a second emergency grant of \$75,000 or more.
- July 1 another full-time journalist will be added to the staff due to growing confidence in the recovery. This person will assist in the offering of the long planned 30-minute daily news segment at 5pm, with a starting date target prior to September.

- WCBU is financially stable at present but there is not much funding held in reserve. The next fiscal year a “topline” budget will be shared to better understand cash flow.

WCBU Cash on hand report:

\$70,200 in ISU Foundations account (individual giving)

\$20,000 in ISU agency account (underwriting/event revenues, *area most needing improvement)

\$40,600 in CARES grant account (held by Bradley University)

\$96,000 in FY 2021CPB CSG account (held by Bradley University, encumbered for NPR fees)

- NPR has agreed to treat WCBU and WGLT as one entity which will lead to savings beginning in the fiscal year 2022 so fees for programming can be split 50/50.
- Public Radio Satellite Service has awarded a grant to WCBU to install a satellite dish on top of Morgan Hall. Coordination of installation will be worked out with Bradley staff. All costs, installation and labor could possibly be covered by the grant, a total dollar amount is not yet known.

WCBU new programming initiatives:

Hosting of Mayoral forum for Peoria candidates, one was aired, one was canceled.

Black History month programming—locally produced one hour special, part of “WCBU presents” programming was aired.

New Series debut- “Middle America” will be on-air in March.

Co-Hosted by WBCU and WGLT the “Radio Faces” event online fundraiser with NPR national correspondents, Ayesha Rascoe and Don Gonyea. There were 150 tickets sold at \$50 and \$100VIP, only a few dozen sales came through WCBU.

Staff update:

Corporate Support Director Anna Chumbley has returned from maternity leave. January began the involvement of several student interns and employees working at WCBU. Most on-air staff work entirely from home, with only Daniel Musisi and Travis Meadors occasionally working from Morgan Hall. IDPH and Bradley University protocols for on campus staffing will be followed as the situation evolves. R.C. and Ryan were very positive about the Bradley and ISU students from the senior class that interviewed for job's as well as internships.

January saw the completed financial audit of WCBU under the WGLT/ISU State's management and the stations annual financial report has been submitted to the

Corporation for Public Broadcasting for review. R.C. is awaiting the review feedback. These reports were shared with the board for review and discussion.

The annual CPB station survey, that includes use of local content and employment reporting, were shared for review and discussion and are available at WCBU.org for review as well.

There will be notices regarding the advisory board meetings posted in the Peoria Journal Star as well as on-air notices given to fully comply with the open meeting act set out by the CPB.

Technical: WCBU was off air several hours on February 26, 2021 due to crews repairing a beacon at the top of the WCBU tower. The repair was not successful, and another off-air time will be needed to resolve the issue.

Development Team:

Jennifer Armstrong: Giving was at 80% of the goal by the end of January. There will be a fund drive April 12 running for 7-10 days. Spring mailing occurring for sustaining as well as new donors. Sustainers will be asked for increased giving. Grant inquiries continue to be researched, one with the Gilmore Foundation specifically.

Corporate giving is at 43% of goal at the end of February. There were several renewals and many others in progress. Anna welcomes any advice for new underwriting partners. The Corporate goal is \$225,000.

Becky Doubleday asked about approaching NPR for a national reporter visit. It was discussed that it could be looked at, but it has been difficult to schedule with NPR in the past.

Marketing and Communication Committee:

Lenora and Todd reported that the group had met a couple times. The committee discussed the best outreach to take for the community. Social media, surveys, listener events in the community could increase interest in the community and gain feedback. It was discussed that community input is needed and review done of what is already being provided and how to best to compliment the existing station programs and outreach.

Suggestion was made to add a "Public Comment" section to the website for gathering feedback more easily.

Discussion followed and Todd Popham discussed the idea of using a fact sheet that he had seen used on another board he worked with. He shared a draft of the fact sheet based on current bylaws and will bring back a copy for review again at the May meeting.

Jen Essig asked if people can be on committees that are not board members. This could involve people with expertise and a shorter commitment. It was discussed that the head of a committee needed to be a board member, but that other members could be non-board members.

Membership: Jen Essig said she will continue as the Nominating Chairperson for the board. The current bylaws were reviewed and currently there are 15 members maximum, but it was discussed possibly expanding the board. There are new nominations needed for May meeting. Three to four people are needed for normal turnover.

John Lamb discussed the role of the board in making formal recommendations to station management regarding programming and community engagement topics. R.C. restated that he intends to expand local programming as staffing and funding permits.

Meeting was adjourned at 5:15pm. Motion made by Jennifer Essig, Seconded by Becky Doubleday.

Next meeting on Zoom, Wednesday, May 12, 2021 at 4pm