

SUMMARY

NPR Illinois Community Advisory Board
November 29, 2022, 3-5 p.m.

AARP Illinois Legislative Office
300 West Edwards Street, 3rd Floor, Springfield, Illinois

Zoom: <https://uis.zoom.us/j/82733513976?pwd=MmhBVet5UTB3SXIEVFJrQmEOYndaZz09>
Meeting ID: 827 3351 3976 Password: 804912

1. Call to order/roll call
 - a. In-person: Deanie Brown, Jamey Dunn-Thomason, Bethany Jaeger, Teresa Jones, Gina Kovach, Jen McMillin, Michael Morthland, Jodi Ogilvy, Adam Porter, Kent Redfield, Garth Reynolds, Dick Schuldt, Christina Shutt, Erma Williams, Karen Witter, Mia Woods
 - b. Ex-officio: Sean Crawford, Randy Eccles, Janet Gooch, Molly Lamb, Kate McKenzie, Cory Pitt, Joan Sestak
 - c. Absent: Steve Anderson, Cindi Canary, John Carpenter, Kelly Glass, Timothy Killeen, David Kohn, Lisbeth Leanos, Nikita Richards, Chuck Scholz, George Van Dusen
2. I heard it through the grapevine ([CAB member insights](#))
 - a. Concerns about Community Voices, while positive in providing information, its production quality includes dated replays. Daily at noon may be too frequent. It sometimes sounds more like promotion for a business. Others provided kudos to Community Voices for bringing forward people and issues not frequently heard about. This is critically important.
 - b. Need to promote podcasts more. Doesn't seem like public knows about them. State Week better profile for those who interact with Capitol.
 - c. Would like us to broadcast Left-Right-Center.
 - d. Happy we added On the Media.
 - e. Terri Gross great
 - f. Robin Young great
 - g. Miss Science Fridays. (Has been added back to schedule Fridays 8 p.m.)
 - h. I need to talk about NPR Illinois more in the community so I can provide better feedback.
 - i. More local
 - j. More state politics
 - k. More stories about ag. Would help dispel city/liberal bias perception.
 - l. People continue to wonder about funding changes and sustainability. Will NPR Illinois leave UIS and join with another nonprofit?

nprillinois.org | 91.9 UIS  Network

The Capital's NPR News Service

nprillinois.org | 91.9 WUIS Springfield | Classic HD2 | The X HD3 | 89.3 WIPA Pittsfield | NPR Illinois Daily

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One University Plaza, WUIS-130, Springfield, Illinois 62703-5407 • 217-206-9847 • engage@nprillinois.org

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- m. Cultural organizations see partnering with NPR Illinois as positive. The Art Association is the latest after hosting Thank You Fest.
 - n. Cross-promote with Illinois Times.
 - o. Understaffing critical impediment to mission. Being part of a state institution does not benefit HR needs.
 - p. When and how are people listening since the pandemic? Car time down.
3. DEIB – rural report discussion (see attached- Connecting America: The Essential Service of Rural Public Radio)
4. NPR Illinois update
- a. Wins (Randy)
 - i. Kate McKenzie hire/start
 - ii. Cory Pitt hire/start
 - b. Fundraising (Kate)
 - i. Thank You Fest – Tonight. Big turnout registered. Looks to be stewardship success.
 - ii. 100% CAB giving campaign – 38%, not there yet, but it's early in the fiscal year. Continuing to contact non-participating CAB members.
 - iii. YTD – slightly up in annual giving and sponsorship. Grants down due to sunseting of Reading information Service. The 50>Forward Plan is about a year behind schedule due to hiring of fundraisers. Not the way we want to save but lack of salary has us in the black.
 - iv. Year-end drive – Record pitches if available. We have a custom NPR Illinois tea premium from Whimsey Tea downtown. Blue Cross Blue Shield and Barbara Ferrara providing matches.
 - v. IACA increase? – Looks like 10% this year. Advocate for the Illinois Arts Council Agency appropriation to be increased to \$30 million dollars with the Public Radio/TV line item being increased to \$5 million or more.
 - c. Audience (Randy)
 - i. This I Believe – Successful move to Sep/Oct. Submissions from all counties in broadcast range. Meet the Authors breakfast tomorrow morning. Essays being printed in SJ-R December 4 and 11.
 - ii. Student Podcast Challenge – Promoting Jan-Feb. National Winner announced late April or early May.
 - iii. Listen
 - 1. Grant – Received from CFLL.
 - 2. Story tracking
 - 3. DEIB – rural report discussion (see attached- Connecting America: The Essential Service of Rural Public Radio)
 - iv. NPR Illinois Month (formerly Public Radio Week) – deferred to 50th Anniversary year.

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- d. News (Sean)
 - i. Midterms
 - ii. Student reporters – working with three, some looking at PAR.
 - iii. Report for America grant application wasn't selected. Encouraged to try again next cycle (September 2023).
- e. Business & Operations (Randy for Claire)
 - i. Audit – Claire beginning first review.
 - ii. HR searches - Recruitment challenges are extreme. Natural turnover and pandemic turnover result in long periods of transition until replacement capacity can be secured.
 - 1. Sponsorship account executive – Search process begins soon.
 - 2. Local editor/host – Pending approval.
 - 3. Local reporter/producer – Pending approval.
 - 4. State Editor/host – Pending approval.
 - 5. Business GPSI – submitted request to interview for intern.
- 5. Thank You Fest / Meet the Authors reminders – Tonight. Tomorrow morning.
- 6. Adjournment