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=MmhBVET5UTB3SXI7VFJrQmE0YndaZz09
Meeting ID: 827 3351 3976    Password: 804912

1. Call to order/roll call
   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
   l. People continue to wonder about funding changes and sustainability. Will NPR Illinois leave UIS and join with another nonprofit?
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 sunsetting 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 CPLL.
         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.
       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