

**WCBU Community Advisory Board
Meeting Minutes
September 14, 2022**

Board Members Present:

Becky Doubleday, Jim Runyon, Tom Mellor, Todd Popham, Bill Shock, Jennifer Essig, Diane Hahn, Chama St. Louis, Brittany Strickland

Board Members Not Present:

Kiran Velpula, R.C. McBride (attending the NPR Board of Directors meeting in Washington, D.C.)

Ex-Officio Attendees:

Jennifer Armstrong, WCBU Individual Giving Director; Anna Chumbley, WCBU Corporate Support Director; Melissa Libert, Development Director

Call to Order: The meeting was called to order at 4:02 p.m.

Approval of Minutes: The July 2022 board meeting minutes were approved as read.

Nominations committee report

The board has approved (and welcomes) new members Chama St. Louis and Brittany Stricklan. Two openings remain, and the board discussed the candidacy of Megan Pedigo. MOTION APPROVED UNANIMOUSLY. Term lengths were also discussed, and the board decided that placing new members on committees immediately would be the most efficient process.

General Manager report

Melissa delivered highlights, including his election to the NPR board over the summer. In addition, the WCBU newsroom added to its award collection, including the Illinois News Broadcasters Association's Best Radio Small Market Radio Station in Illinois and Joe Deacon as the Best Small Market Radio Reporter.

Development report

Melissa reported on the transplant report, which indicates that many of the people moving to the area are younger, childless, and looking for social connections, which has implications for membership recruitment. In addition, the WCBU Instagram page relaunch is coming up, and WCBU plans to launch a branding campaign alongside NPR, which will allow it to compete with CNN, the Wall Street Journal, and the New York Times as a global news network. The goal is to double the audience size and donor base by 2030. These plans were outlined at the Public Media Development conference.

Corporate support report

Anna reported that underwriting is bringing on and pursuing new underwriters. The All Things Peoria sponsorship remains open, and she is pursuing a reciprocal relationship with the Peoria Riverfront Museum, which is a sign of partnership growth. She also reported a need for volunteers for Fine Arts Fair

Individual giving report

Jennifer reported that WCBU is \$10,000 behind where it was last fall in matching gifts, although the station received a large vehicle donation. The fund drive is set for October 10-17, with a goal of \$75,000 on air, plus 100 new donors. The hope is that fall renewal letters will help with that goal. CAB members will have suggested language to use on social media and in email, and they are encouraging matching gift employees to do the paperwork to maximize this benefit. Jennifer also reported that WCBVU was accepted into Newsmatch, which last year matched \$14,000 locally. Finally, the station is applying for a Report for America grant to get a salary for another reporter.

Other business

Melissa reported on the station's plans to host the 17th Congressional debate in front of a live with audience on October 3 at the Hayden Clark Alumni Center at 6 p.m. In addition, the station is co-distributing the October 6 governor's forum hosted by AARP and taking place at Braden Auditorium.

Jennifer suggested exploring adding a non-voting student advisor from Bradley University. Jim suggested the board challenge itself to recruit five new members each during the fall fund drive. A Zoom call with WVIK in the Quad Cities was also suggested.

Meeting Adjournment: The meeting was adjourned at 5:10 p.m.

The next Community Advisory Board Meeting is Wednesday, November 9 at 4 p.m. in the Caterpillar Global Communication Center on the Bradley University campus.

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