

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

November 10, 2021

### Board members present via Zoom:

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Tom Mellor

Lenora Fisher

Sara Netzley

\*Jim Runyon-Welcome new CAB member!

Becky Doubleday

Bill Shock

Other ex-officio attendees:

RC McBride- WCBU General Manager

Ryan Denham- WCBU Content Director

Jennifer Armstrong- WCBU Individual Giving Director

Melissa Liebert-WCBU Corporate Support Director

Anna Chumbley-WCBU Corporate Support Director

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

**Guest Speaker:** no guest speaker

**Minutes:** September 8, 2021 board meeting minutes were approved as read.

**Nomination Chair new member vote:** Jennifer Essig brought Jim Runyon's nomination to the CAB board for a membership vote, the board voted unanimously to accept Jim's nomination. Welcome to Jim and thank you for serving on the board.

### **General Manager's Report- R.C. McBride**

#### **Key Developments shared:**

The new show "All Things Peoria" the local news magazine airing weekdays at 5pm is hosted by Daniel Musisi beginning on October 18, 2021. Reviews thus far have been very positive, Congratulations to WCBU & Daniel! Correspondent Hannah Alani is now hosting the podcast "On Deck". If you miss the on air show you can subscribe to the pod cast on Apple, Spotify, or Google.

The independent financial audit required by the CPB and the station is underway.

Strategic planning for 2022 will be taking place during April 2022 due to availability of the facilitators. This will allow staff to align their schedules to meet with the facilitators. Two Representatives of Bradley University will participate, CIO Zack Gorman and Paul Gullifor, from the College of Fine Arts. Two additional "at large" people will also be needed to participate in interviews. The CAB board

members will be asked to attend and assist in a group discussion session as a closed meeting for the purpose of giving input. More Board feedback is appreciated by R.C. and he mentioned that he is happy to meet with CAB members 1-1 for lunch and information sharing and to show the new studio space. The strategic objective will be the planning and the addition of more local centric programming and ideas on how the station can become a more vital outlet for local news and involvement in the greater Peoria area.

The Fall fund drive reached its goal of \$75,000 making a third consecutive successful effort. Fund drive feedback regarding programming from listeners was very positive, great work by Jennifer and staff.

There are three small local journalism entities partnering with WCBU currently and R.C. is reviewing how these can be mutually beneficial.

**The Illinois News Broadcasters Association Crystal Mic Awards:** WCBU was awarded two first place honors in the Small Market Radio category, for Best Station and Best Digital Presence. These two major awards for WCBU are the first awards earned since 2015, and the recognition from broadcasting peers is a great endorsement of WCBU's renaissance. Congratulations to the staff!

**Financial information as of October 29, 2021, for cash on hand is as follows:**

\$95,000 in the ISU(WCBU)foundation account for individual giving

\$13,000 in the ISU (WBCU)agency account for underwriting and event revenues.

\$100,000 in CPB Recovery Act grant account held by Bradley University.

\$19,000 in fiscal year 2021 CPB CSG account held by Bradley University.

\$12,700 in fiscal year 2021 Illinois Arts Council Public Radio and TV grants (held by Bradley University)

**Development Reports**

Jennifer Armstrong shared the following for Individual Giving:

- FY 2022 production to date is \$138,088. The fiscal year started June 1, 2021
- 2022 Individual Giving Goal is \$300,000.
- Renewals for sponsors are at 28%.
- The Fall Fund Drive has met the \$75,000 goal and funds are still being accounted for and will likely reach above \$80,000.
- Joining the Institute for Non-Profit News, INN, has given WCBU access to a program called NewsMatch that will match giving for \$10,000 during November and December, \$7,000 of the match has been met at the time of the meeting.
- Greater Public Acquisition appeal is at 2%- covered expenses and yielded 39 new donors.

**Anna Chumbley shared the following for Underwriting support:**

- FY2022 production is at \$50,805. The fiscal year started June 1, 2021.
- Renewals are going well with current underwriters, David Vaughn Investments/Marketplace Morning Report and CEFCU /Marketplace have renewed.
- New underwriters are needed to meet the 2022 Underwriting goal of \$265,000. Referrals and personal introductions are welcome to assist Anna in growing underwriting support.
- Top Priority programs that need sponsorship are: On Deck, All Things Peoria, Out and About. The budget for these programs is about \$10,000-\$12,000 annually. A focus on clients with larger budgets are being sought for annual sponsorship of these program budgets.

- A new Holiday Promotional Package offer went out for promoting small businesses, local experiences, and holiday events. This program will hopefully attract new underwriters during the holidays.
- R.C. reported that underwriting has not bounced back nationally.

#### **Community events and information review:**

- WCBU hosted an information table at the Fine Arts Fair on September 25, 2021. Many old friends visited with the staff and volunteers, new contacts were made and \$600 of station merchandise was sold. Thanks to those that were able to volunteer at the booth.
- Fanfare Newsletter going out soon, deadline is November 15, 2021.
- Donor tours or a studio open house were suggested when campus covid restrictions are lifted.
- Lenora suggested that a list of underwriters that have dropped off be shared with the CAB members to see if we can help be in contact with them about renewed sponsorship.

#### **CAB Discussion:**

- John Lamb discussed if we need to change our meeting schedule for 2022. When we return to in person meetings, have every other meeting be in person instead of all online or warm weather months meet in person.
- Meetings in 2022 will continue to be the second Wednesday at 4pm of the following months: January, March, May, July, September, and November.
- It was also discussed that we could do a member tour in March 2022.
- John also suggested putting together a statement from the CAB to Bradley University administration regarding the mission and commitment of the CAB to a positive relationship with ISU and BU continuing. The board could convey its commitment to local positive and in-depth content about Peoria and the local area communities on WCBU with the Bradley President and administration.

**Public Comment:** there was no public comment at this meeting.

Meeting adjourned at 5pm by John Lamb.

Next Meeting is on January 12,2022 at 4pm, on ZOOM