

WCBU Community Advisory Board
Meeting Minutes
March 9, 2022

Board members present via Zoom:

John Lamb, Chair
Becky Doubleday, Acting Recording Secretary
Lenora Fisher
Tom Mellor
Sara Netzley
Todd Popham
Jim Runyon
Bill Shock
Kiran Velpula

Ex-officio attendees:

RC McBride, WCBU General Manager
Jennifer Armstrong, WCBU Individual Giving Director
Anna Chumbley, WCBU Corporate Support Director
Ryan Denham, WCBU Content Director

John Lamb called the meeting to order on Zoom at 4:00 p.m.

Minutes: January 12, 2021 board meeting minutes were approved as read

Guest Speaker: De'Marcus Hamilton station was WAZU was invited By Jessica Thomas to share his work as "Marc Supreme," Hamilton is program director for Strictly Hip Hop (SHH) 90.7FM and executive producer and host of the RapPolitics interview show. He has a mission to work with young people and meet them where they are at, share news, information and encourage their interest in news and broadcast journalism as a career. R.C. has worked collaboratively with De'Marcus and welcomes these types of relationships with public radio.

Nomination was approved and voted on for Jim Runyon, the new officer slate nominations for consideration are put forward as shown:

Nominating Chair-Jim Runyon
Recording Secretary-Sarah Netzley
Vice Chair-Becky Doubleday
Chair-Jennifer Essig

Other CAB nominations are pending, and the current board members requested that at the May meeting these nominations can be reviewed. Lenora Fisher spoke in support of Alicia Calderon, and Shama St Louis was endorsed by Jessica Thomas

2022 Planning: The CAB will meet at Bradley for the May 4, 2022 meeting at the station, RC will provide maps and parking information to board members.

Bylaws amendment: John Lamb put forward a proposed adoption to the CAB bylaws and it was approved with a motion by Todd Popham and seconded by Becky Doubleday with unanimous board approval. Revised bylaws will be available on the WCBU website.

GM Report: R.C. McBride reported that WCBU is in the middle of the agreement with Bradley University. Staffing, programming, and finances are on a positive track in 2022 despite the impact of covid during 2020 and early 2021. Financially the University has significantly reduced their financial support of the station. There is an IRE grant that will be used for training newsroom staff on the campus premises at no expense to the station.

Partnerships with WAZU radio, the Community Word, and WCBU presents programs and relationships will further the mission of integrating and broadening local content into the WCBU programming lineup. Locally produced shows "Postmark Peoria" and "Food Trek" are gaining audiences and All Things Peoria (almost 3,000 users) and On Deck (just below 900 users) are attracting more support in the community and are well regarded.

National Programming of "Marketplace Minute" will be added to programming and "Today Explained" podcast will join the WCBU offerings.

Strategic Planning: the CAB members and facilitators will have a meeting on ZOOM in April with the goal of giving input to develop a three-to-five-year strategy for the station and the alignment of WCBU and Bradley University strategic goals. Bradley University strategic goals are on the University website.

Annual Report: The report is available at the station and will be shared with Bradley trustees. RC feels that the station has made important progress with locally focused content and will continue to have a positive energy and focus, he shared that public radio is more important then ever to the community and stakeholders.

Studio: New furnishings for the studio space and other improvements have continued to make the studio space a positive environment for staff and visitors.

Staff Reports/Development:

Anna Chumbley reported that underwriting is growing since 2021. Drivetime sponsorships are almost full. She is working on gaining more sponsorships from healthcare, real estate offices and attorneys.

Jennifer Armstrong reported that the station has reached 77% of the goal of \$300,000. Spring fundraising drive is April 3-13. CAB members are urged to support the drive and encourage friends and family to support the station. There was discussion of possible board challenges to listeners.

Staff Report/Content:

Ryan Denham reported that he has a date of May 3 for a Democratic candidate forum, airing live 6:30-7:30pm. The forum will be hosted at Bradley University.

Staff Report/Development:

Public Comment: There was no public comment at this meeting.

Meeting adjourned at 5:04 p.m. by John Lamb.

Next CAB meeting is on Wednesday, May 4 at 4 p.m. at WCBU Station on Bradley University.