

WCBU Community Advisory Board
Meeting Minutes
May 4, 2022

Board Members Present:

Becky Doubleday (acting recording secretary), Jennifer Essig, Tom Mellor, Todd Popham, Jim Runyon, Bill Shock, Jessica Thomas

Board Members Not Present:

Lenora Fisher, Diane Hahn, John Lamb, Sara Netzley, Jim Runyon, Kiran Velpula

Ex-Officio Attendees:

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

Call to Order: The meeting was called to order on Zoom at 4:08 p.m.

Approval of Minutes: The March 2021 board meeting minutes were approved as read.

Proposal to make one-time exception to CAB bylaws regarding election of officers

Motion to approve by Jessica Thomas, seconded by Tom Mellor. Discussion of background that new officers should have been nominated for 2-year terms in May 2021, voted on in July 2021, and seated in September 2021. However, the board neglected to do so as a result of ongoing uncertainty stemming from the COVID-19 pandemic. This proposal is based on board discussion during the board meetings of January and March 2022 on how to get the process back on the appropriate cycle, as outline in the bylaws. MOTION APPROVED UNANIMOUSLY.

The board will resume its regular schedule for officer elections with the Membership Committee to propose a slate of officers at the May 2023 meeting to be voted on at the July 2023 meeting and seated at the September 2023 meeting.

Proposal to nominate, vote on and seat new officers at May 2022 meeting to complete the two-year terms of officers who should have been seated in September 2021

Motion to approve by Todd Popham, seconded by Jessica Thomas. Discussion of a slate of new CAB officers was presented with terms to end prior to the September 2023 meeting: Jennifer Essig, Chair; Becky Doubleday, Vice Chair; Sara Netzley, Secretary; Jim Runyon, Membership. MOTION APPROVED UNANIMOUSLY

New officers were officially seated and outgoing officers, John Lamb and Diane Hahn, were thanked for their service and leadership.

General Managers Report – RC McBride

Strategic Planning: RC thanked CAB members for their participation in April's strategic planning session. The final report is still in development, but RC says one of the big initial takeaways was

that the CAB and WCBU staff are remarkably in-sync on the direction for the station. This is seen as a big plus in the implementation of the strategic plan, with all stakeholders working toward common goals. CAB members will be hearing from the strategy planning coordinators to share any final thoughts.

NPR Board of Directors: RC is in the running to be a member of the NPR Board of Directors. The Board sets the policies and overall direction for NPR management, monitors the performance of NPR, and provides financial oversight. The board is comprised of 23 Directors with 12 seats reserved for managers of NPR Member stations, who are elected to the Board by their fellow Member stations. This is a prominent position that brings prestige to the appointees as well as the stations represented. (Good luck, RC!)

New Station Installation: New furniture is being installed in the broadcast master control studio. The studio hosts many guests from the community who come in to be interviewed. The new furniture will give the studio a more professional look.

Staffing: RC is working to fill open positions with the recent departure of staff, including Daniel Musisi, who is re-locating to Chicago, and Travis Meadors, who is taking a position at ISU. The changes leave open the opportunity for some possible restructuring at the station to accommodate needs revealed through strategic planning.

Content: WCBU and WGLT, in partnership with the League of Women Voters, hosted a Democratic candidates forum for the Illinois 17th congressional district race on May 3. *Today, Explained* debuts on WCBU at 2:30 p.m. weekdays, starting on April 4. *Today, Explained* is a daily news wrap-up, featuring reporters from the Vox Media Podcast Network.

Development Report: Jennifer Armstrong & Anna Chumbley

Fund Drive/Jennifer: The spring Fund Drive raised approximately \$69,000 against a goal of \$75,000. Most of the pledges came in as renewals with new gifts and additional gifts tied for second. Although the drive fell a little short, overall individual giving for the year expected to exceed the annual goal of \$300,000 by about \$20,000. Jennifer thanked CAB members for promoting with the drive via social media.

Underwriting/Anna: After a tough year in 2021 due to the pandemic, 2022 is rebounding with \$225,000 accounted for toward a goal of \$265,000 – or approximately 80%.

Call for volunteers to staff WCBU booth at Peoria Juneteenth Event

CAB members are asked to check their calendars to see if they can possibly work the event on Saturday, June 18 at Carver Center in Peoria. Set up is at 9:00 a.m. The event starts at 11:00 and goes through the afternoon. We possibly need two shifts to staff. Details are TBD and staff will be in touch about sign-up. Booth activities could include a drawing for WCBU/NPR swag to capture email addresses for the Fanfare newsletter.

Discussion re possible new board members

The CAB has received online applications from three individuals interested in joining the CAB. Their resumes have been provided to board members via email. The board currently stands at 13 members. However, John Lamb is re-locating outside the area and leaving the board this summer, which would allow for three open slots. A maximum of 15 members are allowed by the CAB bylaws. The board will be voting on the slate of candidates at the next CAB meeting on Wednesday, July 13, which will be a virtual meeting via Zoom. The CAB will meet again in person at the WCBU studios on Bradley University's campus for the following meeting in September. New board members are typically discussed/presented in May, voted upon in July and seated in September.

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

Meeting Adjournment: The meeting was adjourned at 5:12 p.m.

The next Community Advisory Board Meeting is Wednesday, July 13 at 4 p.m. CST via Zoom.

###