

Community Advisory Board 2022 Letter to the Community

Greetings!

Thank you for taking the time to find out more about how your local public radio Advisory Board is supporting WCBU, one of Greater Peoria's most important community resources. On behalf of the board, you should know it's truly an honor to represent WCBU 89.9 FM. The role of the Community Advisory Board is to provide advice, recommendations and support to the station to help ensure WCBU programming and service, reflecting the diverse needs and interests of the communities it serves.

You may or may not know that as part of its oversight of affiliated stations, the Corporation for Public Broadcasting requires annual input from its representative Community Advisory Boards on three topics related to their station: programming, service (beyond broadcasting), and significant policy decisions.

Programming: In 2021, the board encouraged WCBU to continue its "robust local news coverage" in the upcoming year. Goal achieved – and more! We are happy to report that WCBU not only maintained superior local news coverage but also expanded it on many fronts, as you can read about in R.C. McBride's Year In Review letter. And it's not just our Advisory Board recognizing these accomplishments. For the first time in station history, WCBU won a regional Edward R. Murrow Award from the Radio Television Digital News Association (RTNDA). Plus for the second-straight year, WCBU was awarded Best Station honors from the Illinois News Broadcasters Association (INBA). And there's [more](#)! Check it out at wcbu.org.

Service: WCBU is a joint service of Bradley University and Illinois State University. Last year the Community Advisory Board advised WCBU management to continue to leverage alignment to Bradley University's 2021 strategic plan – especially Bradley's strategic imperative to be *welcoming, caring, diverse and inclusive*. From the [Community Calendar](#) to local event sponsorship such as Peoria's annual Juneteenth celebration and Peoria Art Guild Fine Art Fair, WCBU continues to support the Greater Peoria community in so many ways beyond programming. In 2023, we will be working with WCBU management to explore more ways we can effectively support station efforts to expand community engagement.

Policy: On significant policy decisions, we continue to support Bradley University as WCBU's home base. We highly value having a robust, Peoria-based newsroom covering the stories essential to the health of our community. That said, we also believe that strategic partnerships, like the one between Bradley and ISU in support of the station, are essential to the current success and future growth of WCBU. In our view, WCBU has never been more successful in its long, rich history than it is right now. We are confident that is a trend that will continue.

If you are interested in what we are doing in support of WCBU, we invite you to attend one of our quarterly public [meetings](#) – or even [apply](#) to join the board if you are looking to expand your enthusiasm for WCBU and all it has to offer. We look forward to hearing from you.

Jennifer Essig, Chair
Community Advisory Board