

WCBU Community Advisory Board meeting minutes

July 14, 2021

Board members present via Zoom:

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Jessica Thomas

Todd Popham

Tom Mellor

Bill Shock

Other attendees:

Jennifer Armstrong- WCBU Individual Giving Director

Anna Chumbley- WCBU Corporate Support Director

R.C. McBride – WCBU General Manager

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

Guest Speaker: no guest speaker

Minutes: May 12, 2021 board meeting minutes were approved.

General Manager's Report- R.C. McBride

The fiscal year 2022 budget was reviewed during the meeting and copies were emailed to CAB members. Significant changes mentioned:

- New Full time journalist position was added beginning July 1, 2021. The new person is Hannah Alani, she has great experience in various types of journalism and is a great addition to the WCBU radio staff. She will have responsibility for the new show "All Things Peoria" which is slated to go on-air in September on weekdays, 5-5:30pm.
- Student wages were increased to \$12 an hour
- Correspondent wages were increased to \$21 an hour.
- These were modest increases due to slow post-COVID economic recovery
- Most employee salaries overall are being held to 25% of the budget, and not increased at this time. Staff positions with no increase are: General Manager, Development Director, Content Director, Audio Director/All Things Considered hosts, Music Director/Morning Edition host, Individual Giving Director, and Business Manager.

A listener survey gave great feedback and aided in some decisions to help with programming and how the lineup of shows is done. Two new NPR programs Throughline and Code Switch are being added to the lineup and some poor performing shows may be eliminated. Management realizes some of these changes may not be immediately embraced but ask everyone to give the changes a chance. Information will be shared with the listening audience as changes are scheduled.

Per the ISU and Bradley University policies, workers returned to in person work at the stations July 2,2021 but workers will still work off site as needed.

New reporter: Hannah Alani joins the WCBU Staff as a full- time reporter on August 2, 2021. She has a strong journalism background in Chicago, New York and South Carolina. Beginning in September she will be hosting a new show "All Things Peoria" focusing on local content and she is a great addition to the newsroom and our community welcomes her.

There is a new policy established, the "Right to be Forgotten", regarding balancing individual rights with the journalistic responsibility to inform the public. The WCBU transparency page should be referenced for specific information.

Meetings will continue in a virtual format but in person meetings are being considered as we are able in the future.

Development Reports:

Melissa Liebert shared the following

- Giving in FY 21 increased and ended at 136% of the goal at about \$305,000
- Monthly station donors increased giving \$2000 per month
- Corporate support continues to struggle and ended at 54% of the goal, at \$136,000
- New sponsors are needed for On Deck, Out and About and the All things Peoria Show.
- Anna is working hard to network and foster relationships in the corporate community in Peoria.
- Board members are encouraged to support the station monetarily with contributions personally, or through underwriting, or both. Anna welcomes board member input to help establish new relationships with businesses in the community.
- Regional opportunities are being explored to leverage support with the WGLT Corporate Support Director.

FINANCIAL INFORMATION: WCBU Cash on hand as of July 2,2021

WCBU foundation account (individual giving) \$115,021

WCBU Agency account (business underwriting) \$35,065

CPB FY21 grant \$28,400

CPB Recovery Act grant held by Bradley University \$143,919

Membership of board: Jennifer Essig nominated Sarah Netzley a Professor of Communications at Bradley University to become a CAB member. Sarah was unanimously approved, and her previous CAB board experience will be an asset.

Annual reports: The Annual Report was shared, and the report is on the website for review. The CAB Chairperson John lamb submitted a page for the publication discussing the CAB focus and community support.

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

Meeting adjourned at 4:57pm by John Lamb.

Next Meeting on September 8, 2021 at 4pm, on ZOOM.