

SUMMARY

NPR Illinois Community Advisory Board
March 8, 2022, 12-2 p.m.

Zoom: <https://uis.zoom.us/j/82733513976?pwd=MmhBVet5UTB3SXIEVFJrQmEOYndaZz09>

Meeting ID: 827 3351 3976 Password: 804912

1. Call to order/roll call
 - a. Present: Natalie Beck, Deanie Brown, Cindi Canary, Jamey Dunn-Thomason, Bill Holland, Monique Garcia, Bethany Jaeger, Mario Jimenez, Teresa Jones, David Kohn, Gina Kovach, Jen McMillin, Michael Morthland, Laurence Msall, Jodi Ogilvy, Adam Porter, Kent Redfield, Dick Schuldt, Christina Shutt, George Van Dusen, Lisa Whelpley, Robin Wilson, Karen Witter, Mia Woods
 - b. Ex-officio: Sean Crawford, Randy Eccles, Terri Hempstead, Molly Lamb
 - c. Absent: John Carpenter, Kelly Glass, Timothy Killeen, Lisbeth Leanos, Stephanie Rhodes, Nikita Richards, Chuck Scholz, Jeremiah Stephan, Karen Whitney
2. NPR Illinois update
 - a. Wins (Randy)
 - b. Fundraising (Kate)
 - i. 100% CAB giving - at 50%
 - c. Audience (Randy)
 - i. DEI - regular committee meetings put on an as needed basis until staff capacity and numbers increase.
 - d. Editorial (Sean) - Covering with external organizations during staff shortage.
 - e. Business & Operations (Randy)
 - i. HR
 1. Development director - In process
 2. Business manager - In process
 3. SAE 2 - Pending approval
 4. Local editor - Pending approval
3. How to improve the CAB and NPR Illinois:
 - a. It would be good to have an organizational flow chart for NPR Illinois, from governing board to staff.
 - b. Create a CAB social media group.
 - c. 1:1 bi-annual communication with GM
 - d. For younger demos, ongoing social media campaigns on how to use NPR Illinois, how to get involved, how to help fundraise.
 - e. Emphasize expectation to financially support (give a target amount) and help fundraise. Share median CAB gift amount.
 - f. Communicate frequently so CAB can communicate NPR Illinois story.
 - g. Provide bumper stickers, t-shirts, mugs, etc. for CAB to give out.

nprillinois.org | 91.9 UIS **npr** Network

The Capital's NPR News Service

nprillinois.org | 91.9 WUIS Springfield | Classic HD2 | The X HD3 | 89.3 WIPA Pittsfield | NPR Illinois Daily

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- h. Advocate for NPR Illinois to the university and system
 - i. Promote local journalism service.
 - j. How do we seize the existing Chicago audience? So many state and civic organizations, plus foundations.
 - k. Give emeritus information and incentive to continue to share.
 - l. Use board giving as a match challenge fund.
 - m. Get the department of revenue to include public media as a check-off on tax returns.
 - n. Integrate PAR and UIS Communications more for engagement and micro-training.
 - o. Collaborate with other media competitors in the region.
4. Nominating committee report – good list of candidates, will be interviewing and asking finalists to join.
5. Adjournment