

WCBU Community Advisory Board meeting minutes

September 8, 2021

Board members present via Zoom:

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Jessica Thomas

Todd Popham

Tom Mellor

Lenora Fisher

Sara Netzley

*Jim Runyon-potential new CAB member

Other ex-officio attendees:

RC McBride- WCBU General Manager

Ryan Denham- WCBU Content Director

Jennifer Armstrong- WCBU Individual Giving Director

Melissa Liebert-WCBU Corporate Support Director

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

Guest Speaker: no guest speaker

Minutes: July 14,2021 board meeting minutes were approved.

General Manager's Report- R.C. McBride

Key Developments shared:

New Satellite Dish installed on 8/18/2021, the Public Radio Satellite System grant paid for this dish.

New staff correspondent Hannah Alani started full time in July, with the addition of Hannah Alani there are now the equivalent of four fulltime staff reporters at WCBU. Information on the WCBU staff and their biographies are available on the staff page at WCBU.org.

There is an annual independent financial audit required by the CPB and the station is working with MCK CPA'S for the audit.

Strategic planning for 2022 is in process and board members may be asked to attend and assist in group planning and discussion sessions. The objective will be the planning and addition of more local centric programming and ideas on how the station can become a more vital outlet for local news and involvement in the greater Peoria area.

The new daily local news program "All Things Peoria" will debut October 18, airtime Monday to Friday, 5:00-5:30 pm. The WCBU line up was also revamped as of August 13 the programming lineup is always available online at WCBU.org.

The Institute for non-profit news has approved WCBU, and also WGLT, for individual memberships, this membership will provide for more grant opportunities. WCBU and WGLT are the first public media entities to become members. More information is available at INN.org.

An organizational chart was provided for both WCBU and WGLT.

Financially the following information as of August 27, 2021, for cash on hand is as follows:

\$105,844 in the ISU(WCBU)foundation account for individual giving

\$50,292 in the ISU (WBCU)agency account for underwriting and event revenues.

\$100,979 in CPB Recovery Act grant account held by Bradley University.

\$17,367 in fiscal year 2021 CPB CSG account held by Bradley University.

The WCBU Fund drive is scheduled to begin October 4, 2021.

Development Reports

Jennifer Armstrong shared the following for Individual Giving:

- Giving in Fiscal year 2022 is up overall so far, Quarter 1 FY 2022 production is \$49,988. June 1,2021 begins the Fiscal Year 2022.
- Renewal letters for sponsors will be sent at the end of September.
- The Fall Fund Drive is scheduled for October 4-13, 2021.
- Joining the Institute for Non-Profit News, INN, has given WCBU access to a program called NewsMatch that will match contributions up to certain amounts for donors who give in November and December.

Anna Chumbley shared the following for Underwriting support:

- Production in the first quarter of 2022 is at \$30,543
- Renewals are going well with current underwriters, but new underwriters are needed to meet the 2022 goals.
- Top Priority programs that need sponsorship are: On Deck, All Things Peoria, Out and About. The budget for these programs is about \$10,000-\$12,000 annually.
- A focus on clients with larger budgets are being sought for annual sponsorship of these programs.

Community events review:

- Thanks to all who attended the Summer Concert at Mackinaw Valley Vineyard and braved the late afternoon rain.
- WCBU will host an information table at the Fine Arts Fair on September 25, 2021 and volunteers are needed from the board.

CAB Discussion:

Marketing committee members will work on ideas for marketing that the CAB members can be involved with and coordinate with the station management when volunteers are needed.

Ryan Denham will work with Sara Netzley to interview and possibly include more Bradley Communications students as student correspondents.

Jennifer Essig shared that Jessica Thomas has a person from OSF that she may be nominating for CAB membership. Jim Runyon is also interested in joining the CAB, he and his wife are sustaining members and have listened since 1979.

Ryan Denham shared that many CAB members have given ideas and input for new program content, for the "All Things Peoria" program. It was discussed that stories promoting success and positive community projects be an intentional part of the programming. Lenora Fisher shared that she can provide contacts from the EDC, CEO council and other groups that are promoting business and the Peoria area in a positive light. Members involved in area businesses are also able to provide information regarding community events and programs.

It was also discussed that a program presented by Gary Moore on WPNV radio regarding the deaths and numerous incidents of gun violence in Peoria be reviewed for rebroadcast on WCBU. The program focused on the effect on the families and primarily the feelings of the mothers of the victims. R.C. McBride stated that there has been a content sharing agreement with WPNV and he would contact Gary about reviewing the program.

R.C. McBride shared that he is in the WCBU offices at least once a week and if CAB members would like to schedule a time to meet for coffee or lunch he welcomes our visits.

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

Meeting adjourned at 4:58pm by John Lamb.

Next Meeting is on November 10, 2021 at 4pm, on ZOOM