

WCBU Community Advisory Board Meeting Minutes
March 8, 2023

Board Members Present: Becky Doubleday, Jennifer Essig, Lenora Fisher, Diane Hahn, Tom Mellor, Megan Pedigo, Jim Runyon, Bill Shock, Brittany Strickland, Chama St. Louis, Jessica Thomas, Yolanda Wallace

Board Members Not Present: Sara Netzley, Chama St. Louis, Jessica Thomas, Kiran Velpula

Ex-Officio Attendees: RC McBride, WCBU General Manager; Melissa Liebert, WCBU Development Director; Anne Chumbley, WCBU Corporate Support Director

Call to Order: The meeting was called to order at 5:04 p.m.

Approval of Minutes: The January 2023 board meeting minutes were approved with corrections.

General Manager Report:

WCBU and WCBU Classical HD-2 have experienced some transmission problems in the last couple of weeks. We believe the issue is with the antenna at the transmitter site that receives the signal from the tower on the WCBU campus. Our team, including Bradley's Jim Jordan, has been working hard on this, and they have an Internet-based backup in place.

The term "The NPR Network" is beginning to appear in branding, and that will continue to increase. "The NPR Network" is a new branding and awareness campaign focusing on the strength of unique national/local partnership, the quality of our joint news coverage, and our engaging and thoughtful educational and entertainment programming. The goal is to double fundraising and users for NPR and its member stations by 2030.

The station's new Wide Orbit broadcast automation system is scheduled to be installed in July.

Beginning with this report, RC will be providing a snapshot on WCBU's digital products for a better picture of WCBU's reach:

- WCBU Podcasts Total Users: November 9,241; December 18,493; January 14,320
- WCBU Podcasts Total Downloads: November 19,193; December 33,446; January 27,808
- WCBU.org Unique Visitors: November 55,300; December 51,491; January 70,405
- Facebook: 3865 Likes; Twitter 2,382 Followers; Instagram 829 Followers

Development Director Report:

The WCBU donor appreciation breakfast is scheduled for March 31 at the Peoria Riverfront Museum. CAB members are encouraged to attend. Preparation is underway for the Spring Fund Drive, April 10-19. Activities include renewal mail, on-air, social media, email campaign and more. To record a donor testimonial in support of the Spring Fund Drive, contact Jennifer Armstrong. Currently WCBU is at 77% of annual goal; corporate support stands at 51% of goal. WCBU summer promo packages are available. If you have interest in sponsorship or a referral, contact Anna Chumbley. Sponsorship opportunities are available for All Things Peoria, financial services and Broad Expressions. Recent wins: Peoria International Airport is back as a sponsor and the Peoria Civic Center continues to make referrals.

Old Business:

The Nominating Committee is pulling together a slate of proposed board officers and members to be presented to the CAB at the May board meeting in anticipation of a vote in July. Jim Runyon will be reaching out to board members for officer nominations and recommendations for potential board members.

New Business:

Jim Runyon is soliciting input from board members for potential updates to the CAB by-laws. Please review and share your recommendations as requested.

Meeting Adjournment: The meeting was adjourned at 6:02 p.m.

The next Community Advisory Board Meeting is Wednesday, May 10, 2023, at 5 p.m. CDT at the Bradley University Global Communications Center (Reading Room 103).

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