

**WCBU Community Advisory Board  
Meeting Minutes  
May 10, 2023**

**Board Members Present:**

Becky Doubleday, Tom Mellor, Sara Netzley, Jim Runyon, Bill Shock, Yolanda Wallace, Jessica Thomas, Megan Pedigo (via phone)

**Board Members Not Present:**

Jennifer Essig, Lenora Fisher, Diane Hahn, Brittany Strickland, Kiran Velpula, Chama St. Louis

**Ex-Officio Attendees:**

Jennifer Armstrong, WCBU Development Director; Anna Chumbley, WCBU Corporate Support Director; RC McBride (via phone), WCBU General Manager

**Call to Order:** The meeting was called to order at 5:09 p.m.

**Approval of Minutes:** The March 2023 board meeting minutes were approved as-is.

**Ambra Haake Memorial:**

The board would like to honor former CAB chair Ambra Haake, [who died on April 20](#), with a day sponsorship on Friday, May 19. If you wish, donations can be made on the [WCBU website](#); please use the comment section to indicate that you'd like your contribution to go toward Ambra's day sponsorship. Sara will provide the wording. [A celebration of Ambra's life](#) will take place on May 21, 2023, in Peoria Heights.

**General Manager Report:**

R.C. submitted a written report in advance of the meeting and touched on the highlights over the phone with the board.

The transmission problems affecting WCBU and WCBU Classical HD-2 have been temporarily solved by running the signal via internet from the WCBU studios to the WTVP tower, but a permanent fix will require an investment in replacement equipment from Bradley University.

The NPR/Twitter stalemate continues. Twitter has dropped its description of NPR as "state-affiliated media," and NPR and WCBU are still refraining from posting on the platform.

WCBU is a finalist in the short documentary category at the 2023 Public Media Journalists Association awards. The winner will be announced next month at the PMJA convention.

**Development Director Report:**

Although the spring fund drive did not reach its goal of \$75,000, staff members hope to hit that amount by the end of the month. Two large estate gifts helped the financial bottom line, but those aren't ongoing contributions.

The board discussed different ways to reach WCBU's constituencies. Megan suggested calling to thank donors or to encourage lapsed donors to contribute again, and Becky suggested returning to live on-air appearances, although the staff are concerned that conversations live on air may not match the WCBU branding.

**Corporate Support Director Report:**

Corporate support is up \$10,000 over the previous fiscal year and after the station lost \$40,000 in sponsorships but gained \$60,000 in new underwriting.

The board has several opportunities to represent the station and help with fundraising:

6/17: Juneteenth

6/22: State of the City Peoria

8/5: Passage to India

8/12: Ignite Peoria

9/22-9/24: Peoria Fine Arts Fair

The outreach committee had already discussed having a table at Juneteenth, and the staff will be in touch with volunteer opportunities.

The station is also creating new pre-roll audio for streaming content, which will give sponsors 10 to 15 seconds of content. While the number of users interacting with the WCBU website fluctuates, the podcast numbers are strong.

**Old Business:**

On behalf of the Nominating Committee, Jim Runyon presented the 2023-2024 officers/members slate of candidates. The board will vote on them in July, and the new board will be seated in September.

Officers to serve one-year terms:

Chair: Becky Doubleday

Vice Chair: Jim Runyon

Secretary: Sara Netzley

Nominating Chair: open (please contact Jim if you are interested in the position)

**Members:**

In the first year of the second two-year term, ending 8/31/2025:

Becky Doubleday

Sara Netzley

Lenora Fisher

Jessica Thomas

Jim Runyon

In the second year of the first two-year term, ending 8/31/2024:

Megan Pedigo

Brittany Strickland

Chama St. Louis

Yolanda Wallace

In the second year of the second two-year term, ending 8/31/2024:

Bill Shock

Diane Hahn

In the second year of the third two-year term, ending 8/31/2024:

Jennifer Essig

Expected/current vacancies to fill, term 9/1/2023 through 8/31/2025:

Betsy Beltran

Ravi Uddavolu

The board is especially interested in recruiting residents of Woodford County and rural Peoria County to fill these vacancies in order to represent all parts of the listening area. Jim is talking to two potential candidates now.

Jim also presented proposed bylaw amendments for a vote. These include the addition of two Bradley students to the board to serve a one-year term, 9/1/23 through 8/31/2024. One student has submitted an interest form and another has expressed interest but hasn't submitted the form yet.

Other bylaw amendments include language specifying the name and responsibilities of the standing committees, as well as clarifying the "primary communities served" by WCBU. Tom Mellor suggested this language be amended to list the geographic areas, and the board agreed that the list should be Peoria, Tazwell, Woodford, Stark, and Marshall counties.

The original bylaw amendments passed unanimously, as did the amendments discussed today.

**New business:**

None

**Meeting Adjournment:** The meeting was adjourned at 6:10 p.m.

**The next Community Advisory Board Meeting is Wednesday, September 13, 2023, at 5 p.m. CDT in the Bradley University Global Communications Center (Reading Room 103). July business will be conducted via email.**

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