

**WCBU Community Advisory Board  
Meeting Minutes  
September 13, 2023**

**Board Members Present:**

Ray Baker, Lenora Fisher, Diane Hahn, Isabela Nieto, Sara Netzley, Megan Pedigo, Meagan Ruger-Smith, Jim Runyon, Bill Shock, Betsy Beltran, Yolanda Wallace (via phone).

**Board Members Not Present:**

Becky Doubleday, Jennifer Essig, Chama St. Louis, Britney Strickland, Jessica Thomas, Ravi Uddavolu.

**Ex-Officio Attendees:**

R.C. McBride, WCBU general manager; Jon Norton, program director; Jody Holtz, assistant program director/assistant development director; Camryn Cutinello, reporter/digital lead; Collin Schopp, reporter; Tim Shelley news director.

**Call to Order:** The meeting was called to order at 5:06 p.m.

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

**General Manager Report:**

R.C. submitted a written report in advance of the media and touched on the highlights, beginning with welcoming new employees and ongoing employees in new positions. R.C. took the opportunity to introduce the WCBU staff in attendance at the meeting and commended them for their hard work and investment in the community. The station's growth is slow and strategic. The paid intern program is strong, and R.C. hopes to keep advancing it, which will allow students from all financial backgrounds to benefit from the experience.

WCBU placed second in Best Station and Best Digital Presence in the Illinois New Broadcasters Association Crystal Mic Awards' Small Market Radio division, with WGLT taking first place in both divisions.

The station remains in negotiations with Bradley University over their ongoing relationship, with emphasis on reconciling the handling of grants.

WGLT is hosting a Radio Faces event for the first time since 2019. The fundraiser will be Nov. 8 at Bone Student Center with NPR's Franco Ordoñez as the speaker. R.C. emphasized the desire to host a similar event for WCBU in Peoria but cautioned against committing to such a labor- and time-intensive event without sufficient staff and infrastructure in place.

Finally, R.C. is a member of the search committee to select a new NPR president and CEO to replace the outgoing John Lansing.

**New business:**

Jody Holtz updated the Board on the station's Fine Arts Fair participation.

Jim Runyon reported on the results of the board survey. Meeting frequency will remain six times a year, every other month including July. They will take place at the WCBU studios on Bradley University's campus save the January meeting, which will take place via Zoom. The time that works best for the majority of the board remains 5 p.m. with the potential to stretch to 6:30 p.m. if necessary for committee work or socialization time. To avoid a conflict with the Radio Faces event, the November meeting will be moved back by one week to Nov. 15.

The Exec Board would like to increase the work being done in committees to help strengthen and further the mission of the station. One example of the type of work that could be helpful is a weeklong listening log of the station to provide feedback to station personnel. Jim encouraged all members to commit themselves to the mission of their committees. Committee chairs are asked to contact their members in October, with time set aside in November's meeting for committee work.

Tim Shelley updated the Board on the meeting with the League of Women Voters of Greater Peoria to discuss the challenge of covering all civic business with a limited number of staff members. The League has trained (and trainable) observers and may be able to assist by attending the meetings that WCBU can't attend. The League is considering the proposal. As local media—and media across the country—have contracted over the years, it's more vital than ever to find new ways to serve as a watchdog for these government agencies.

**Meeting Adjournment:** The meeting was adjourned at 6:05 p.m.

**The next Community Advisory Board Meeting is Wednesday, November 15, 2023, at 5 p.m. CDT in the WCBU studios on the fourth floor of Morgan Hall.**

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