

MEETING CALLED BY	
TYPE OF MEETING	WCBU Associate Board
FACILITATOR	Ambra Haake
BOARD REPORT	Lisa Polnitz
ATTENDEES	

Agenda topics

CALL TO ORDER

AMBRA HAAKE

DISCUSSION	
------------	--

DISCUSSION	Nominating Committee Report	CHRIS TALUC
<p>We are welcoming three new members to the Advisory Board this month:</p> <ul style="list-style-type: none"> ➤ Diane Hahn, a Manager at the Mackinaw Winery ➤ John Lamb, a Lawyer at Caterpillar ➤ Bill Shock, Executive Vice President at Unland Insurance 		

INTERIM EXECUTIVE DIRECTOR’S REPORT

BILL PORTER

DISCUSSION	WCBU - Welcome
------------	-----------------------

DISCUSSION	Fundraising & Membership
	<ul style="list-style-type: none"> ➤ Year-end fundraising was very successful. Over \$7000 was raised. Our fundraising efforts included, on-air, direct mail, e-mail, and text-to-give. ➤ We now have 1882 members compared to the 1991 we had last year. This is a decrease of 109 members. We now have 678 sustaining members which is 36% of the membership database.

UNDERWRITING MANAGER'S REPORT

CINDY DERMODY

DISCUSSION	Underwriting
	<ul style="list-style-type: none"> ➤ We had a good ending to the calendar year in regards to underwriting with some new retail businesses added. On January 31, we will host our annual thank you party for our 2018 underwriters.
Events	
<ul style="list-style-type: none"> ➤ On November 29, we hosted our annual thank you party for our volunteers. Henry Blackwell was named Volunteer of the Year. ➤ Our vehicle donation program continues to serve us well as an additional source of income through vehicle donations. 	

PROGRAM MANAGER'S REPORT

NATHAN IRWIN

DISCUSSION	Programming
	<ul style="list-style-type: none"> ➤ With the holiday season behind us, January and February tend to be fairly quiet with respect to programming.

- Along with many of our colleagues across the state, we plan to air coverage of the Illinois Inauguration, next Monday (January 14th). We are still waiting for details from WUIS, but we expect the coverage to begin at 11:00, and run a couple of hours. The State of the Union Address will happen later this month, on January 29th.
- This year, we will continue our partnership with the Department of Communication to air *Stories Beyond the Scores*, a weekly two-minute module about hidden and sometime forgotten tales from the world of sports. They are producing a second season of 26 new episodes, which will expand its focus from the Peoria region to all of downstate Illinois. They will continue to air twice each week – Saturday at 8:04 a.m., and Sunday at 4:04 p.m.
- Lastly, Nielsen has announced a change to its Audio Diary service. Nielsen data will be released on a monthly basis (as opposed to the two annual surveys we receive now). In theory, this would give us more timely information about our audience, but that will depend on operational details which Nielsen is still working out. This service is expected to roll out in the second half of 2019.

DISCUSSION	Old Business	AMBRA HAAKE
DISCUSSION	New Business	AMBRA HAAKE
DISCUSSION	Public Comments	AMBRA HAAKE
DISCUSSION	Adjournment	AMBRA HAAKE
	The next Associate Board meeting will be Wednesday, March 13, 2019, at Bradley University Global Communications Center room 103.	