

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	
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INTERIM EXECUTIVE DIRECTOR’S REPORT

BILL PORTER

DISCUSSION	WCBU - Welcome
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➤ Thank you all for coming today and for your interest in WCBU. I defer all questions and comments to Zach Gorman.

DISCUSSION	Fundraising & Membership
	<ul style="list-style-type: none"> ➤ The spring membership drive has been delayed. Refer to Zach Gorman for further information. ➤ We now have 1,758 members compared to the 1,882 reported at the beginning of the year. This is a decrease of 124 members. This could be a direct result of the uncertainty of the station. Sustaining membership has seen a significant decrease as well. In March 2018, there were 765 sustaining members, and currently there are 674. Total membership was 1,890 in March 2018.

UNDERWRITING MANAGER’S REPORT

CINDY DERMODY

DISCUSSION	Underwriting
	We continue to service our current underwriters and seek new underwriters. Through February, we are tracking 4% of last year at this time.
Development	
<ul style="list-style-type: none"> ➤ We were recently notified that the station is receiving a Rusty Hubcap award for being a “Rising Star” for our vehicle donation program for 2018. We had a 69% increase in the number of vehicles donated and a 39% increase in revenue. The vehicle donation program has provided a successful source of income for the station. 	

PROGRAM MANAGER’S REPORT

NATHAN IRWIN

DISCUSSION	Fall 2018 Audience Survey
	<ul style="list-style-type: none"> ➤ We received our Fall 2018 Nielsen data in January, and the station had an exceptionally strong showing. The station’s weekly audience was 33,500 listeners (compared to an average of 29,000 historically). The most recent comparable result was in Fall 2015, when our audience was 32,400 listeners, and appears to be our biggest audience since the switch to an all-news format in 2011.

- Digging a bit deeper into the numbers, our top three programs once again were *Morning Edition* (19,500 listeners), *All Things Considered* (18,800) and *1A* (13,600). I continue to be impressed by how well 1A has done at matching (and even building on) the audience we had for *The Diane Rehm Show*, which ended two years ago.
- The other programs in the weekday lineup all had a weekly audience of 10,000 or more, and our Average quarter-hour (AQH) audience is consistently above 1000 every hour from 5AM to 6PM on weekdays, and from 7AM to 5PM on Saturday and Sunday.
- Our best weekend shows were *Weekend Edition Saturday* (7500 listeners), *Car Talk* (6400) and *Ask Me Another* (6200). Whether to keep *Car Talk* on the program schedule has been a topic of discussion for several years, since the show consists entirely of re-purposed content from several years ago. However, it is worth noting that the Saturday broadcast of the program is our second-best hour on Saturday (behind *Ask Me Another*), and the Sunday broadcast is our second-best Sunday hour (behind *The Moth Radio Hour*). Clearly, the show continues to have appeal to our listeners.
- The inevitable question is: What caused the station to do so well in the recent survey? Sadly, the Nielsen data itself can only describe *what* happened; it cannot explain *why*. One possible explanation is that the station itself was a subject of discussion throughout the fall, and that this provoked a kind of rallying effect among our listeners – bringing some lapsed listeners back into the fold and boosting our total audience.
- We may also have benefited from a very active news cycle throughout the fall. Our live coverage of the Brett Kavanaugh hearings in the U. S. Senate came very early in the survey period, and those were quickly followed by a heated midterm election. We know from experience that listening can pick up in response to high-profile news stories.

DISCUSSION	Old Business	AMBRA HAAKE
DISCUSSION	New Business	AMBRA HAAKE
DISCUSSION	Public Comments	AMBRA HAAKE

DISCUSSION	<p data-bbox="344 163 552 199">Adjournment</p> <p data-bbox="1166 163 1367 199">AMBRA HAAKE</p> <p data-bbox="344 226 1383 298">The next Associate Board meeting will be Wednesday, May 8, 2019, at Bradley University Global Communications Center room 103.</p>
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