

WCBU Associate Board meeting minutes

January 8, 2020

Board members present:

President Ambra Haake

Jennifer Essig

John Lamb

Diane Hahn

Others present: WCBU General Manager R.C. McBride

Anna Chumbley – Corporate Support Director WCBU

Ms. Haake called the meeting to order at 4:00 P.M.

Minutes were approved for November 2019 board meeting

General Manager Report

Staffing:

Anna Chumbley was hired as the Corporate Support Director, she has a background in fundraising at ISU. She and R.C. asked that board members make introductions or give her information for new supporters to contact. She is going to attend Rotary and other business oriented group meetings in the area to introduce herself to local businesses and community leaders.

R.C. posted for hiring an additional journalist and plans that by April 1st there should be a total of three reporters. Hiring is through ISU and goes through the Civil Service process using a point total and interviews. WGLT is also hiring a staff journalist. If anyone knows interested persons please refer them to R.C. for information.

Reporter Sierra Doss will remain as a part time correspondent after her graduation. There are currently two other part time correspondents; Kathy Reinertson and Tory Dalhoff.

WCBU and WGLT will participate in the UIS's Public Affairs Reporting Program, which is a graduate degree program with internships at the state capital and this person will be shared with both stations.

Programming:

The automation system is still getting the kinks worked out of it. R.C. asked if board members hear any issues to email him regarding overlapping content and those types of issues. The installation of the new antenna may cause temporary low power broadcasting and will take place in February or March. Updates as to broadcasting and station impact will be handled on the website and social media.

Sunday Baroque is back in the weekend lineup. WCBU –HD2/103.5 FM

Host searches for 1A and 21st are continuing at the national NPR level. Reruns are currently being used for the 21st.

There is a listener survey planned for June 2020, R.C. said that he has listener surveys that worked well in the past at WGLT and that will likely be used for our listeners input.

Morning Edition should start having more local content soon. There will be local cutaways at 6:45am, 7:45am and 8:45am. Increasing local content for our listeners is a goal for WCBU.

“The Leadoff” daily podcast will premiere in May or June after the newsroom is fully staffed. These podcasts have been well received by WGLT listeners and they will air about 7:44am daily for 8.5 minutes featuring local story content. Tim Shelley will work on the content for these podcasts.

RIS Service: this has been operating as national-only with service at the transmitter, there has been no volunteer or community feedback about this change. R.C. requested a review by Daniel Musisi by 1-31-2020 for review and input by this board and Bradley University administration. The RIS Service is funded by a grant through June 30, 2020.

WTVP Partnership: WCBU will begin airing H. Wayne Wilson’s “At Issue” program in April on Saturday evenings. There will be 30 second promotions on the WTVP station to announce this partnership.

Corporate Support:

Anna will be working on renewals and meeting new business contacts from the community. The current budget goal is \$250,000 and at midyear the station is at \$121,000; ultimately the “stretch” goal is funding at \$350,000. R.C. felt things are on track to meet the current budget goal.

Individuals gave about \$19,500 in December 2019 due to boosts from mini-campaigns such as; \$10 Tuesday, \$5 Friday, yearend and thank you outreaches. Monthly sustainers gave \$3,767 in December 2019 increasing from \$1,163 in September 2019. Payroll deduction givers need to be moved by Bradley payroll and R.C. is trying to work that out. He reported that generally EFT is increasing though at a slow pace.

General: The amount owed to WGLT by WCBU is down to \$17,000. Bradley University still holds \$3,200 in funds for WCBU not including state and federal grants. R.C. is working on a five year strategic plan and would like recommendations from our board for the future of WCBU, funding and programming plans. We all need to think; “Where do we see things beyond 2021?”

There was discussion led by Ambra if there are similar situations to our joint operations elsewhere in NPR areas and what can we learn from them if they are farther along in a partnership process like ours. R.C. commented that in New Orleans & Baton Rouge areas there is a similar partnership.

Old Business:

Board Recruitment and Engagement: It was discussed that we need new members and some suggestions were made. John Lamb made the suggestion that we could have a CAB sign up button on the website and Facebook to solicit interested parties. There would be an application to fill out for people that are interested in serving and these could be reviewed by the board with input from R.C. It was discussed that hosting an Open House in Morgan Hall once things are settled would be a good opportunity to engage the community, meet new supporters and interact with our current supporters that have been encouraging and faithful throughout the transition. Some of these people may also be good CAB candidates.

New Business: John Lamb has done a great service for the CAB by using his social media skills to create several items for board members and the community to use. John created a Facebook event for this meeting and for upcoming meetings. Members are encouraged to like and share these events on their pages.

Facebook event: <https://www.facebook.com/events/1034421193583166/>

The main Facebook page is: <https://www.facebook.com/WCBU-Community-Advisory-Board-105004814190436/>

For those that tweet the Twitter account is:

<https://twitter.com/WCBUCAB>

Board Chair Ms. Haake adjourned the meeting to order at 5:20 P.M.

The next meeting is scheduled for Wednesday, March 11, 2020 at 4 p.m. at the Bradley Global Communications Center Reading Room 103. The community is invited to attend this meeting.