

WCBU Associate Board meeting minutes

March 11, 2020

Board members present:

President Ambra Haake

Jennifer Essig

John Lamb

Diane Hahn

Bill Shock

Others present: WCBU General Manager R.C. McBride

Anna Chumbley – Corporate Support Director WCBU

Ms. Haake called the meeting to order at 4:05 P.M.

Minutes were approved for January 20, 2020 board meeting

General Manager Report- R.C. McBride

Staff: WCBU newsroom has been named as a finalist for “Best Broadcast News Website” in Illinois. This is the first AP award nomination for WCBU in several years. Staff members: Tim, Dana and Kristin have been a team less than a year and this recognition as a finalists is a wonderful achievement for the station and for them professionally.

Two full time journalist positions were posted and the posting closed in February. One is a new position and the other is a vacancy created by Dana Vollmer transferring to WGLT to replace a reporter there. The hiring decision was pending as of this meeting and will be announced at a later time. Discussion included the encouragement of the board that new hires receive training, as needed, with more experienced radio staff to adhere to a high level of professional broadcasting standards.

Radio Information Services (RIS) new automated terminal is now located in Morgan Hall. Current volunteers will record their readings of local news on Tuesdays, Wednesdays and Thursdays as scheduled. The RIS national service broadcast will be used for national and international content sharing.

Covid-19 effects remain to be seen at the time of this meeting and ISU and Bradley administration are working with state officials as this situation unfolds. Professional broadcasting will be provided by WCBU staff and continued use of online and social media as well as live and recorded content will be the norm. As the situation changes updates regarding staffing and programming will be communicated to the advisory board as needed.

Facility: Morgan Hall is getting settled and gaining the appearance of a professional radio station and offices. The board was asked to consider a May or June Open house to welcome supporters and community members to see the new space.

License: WCBU will renew the FCC license this year and it will be handled in the normal procedural manner for renewal. No issues are anticipated with the renewal.

Corporate Development: Anna Chumbley shared this report by Melissa Libert, Development Director

Individual Giving: Monthly sustainers continue to increase each month, Valentine's Day pledges were a nice amount even though there were only five pledges.

Corporate Support: Anna asked for referrals from the group for businesses we felt would be interested in supporting the station. Anna also shared renewals and targets to increase corporate support. A list of businesses was reviewed and members discussed these and other businesses that they were familiar with as possible new supporters.

Upcoming Campaigns: Letters are being sent to previous WCBU contributors that have not changed their giving system to the new system at ISU that funnels all targeted WCBU donations back to Peoria Public radio WCBU

NPR music day is April 16 and special appeals will be made to our music audience supporters.

Fund drive will be March 30- April 3 and will be targeted at new supporters for WCBU. Live pitches will be made during Morning Edition and All Things Considered.

Board members were challenged to boost contributions and solicit new supporters. Donor testimonials were discussed and members were asked to sign up to do an "on air" support announcement for WCBU.

The upcoming months are critical to meeting the financial giving goal and board members were encouraged to use their own social media platforms to encourage station support.

Jennifer should be contacted for any fund drive help you can assist with.

WTVP Auction received a \$500 "Record your own Day Sponsor message" to include in their annual fundraising auction. The WTVP Tower Society donors will be invited to a studio tour hopefully in April.

An idea was discussed to have a music concert fundraiser at Mackinaw Valley Vineyard possibly called "Road Trip on Route 9" where current and new community members could attend, meet staff and board members and have the vision shared for the WCBU and WGLT partnership going forward.

New Board Members: Current board members were asked to recruit people that they might feel are interested in serving on the board. There is an interest form on the website that can be filled out and submitted by interested parties.

Meeting was adjourned at 5:40 P.M. by President Ambra Haake

Next meeting scheduled for Wednesday, May 13, 2020, 3-4:30 P.M.

* May meeting will be held on Zoom and Ambra Haake will send the meeting link to board members*