

WCBU Associate Board meeting minutes

May 13, 2020

Board members present:

President Ambra Haake

Jennifer Essig

Jennifer Robin

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 4:09 P.M. on Zoom

Minutes were approved for March 11, 2020 board meeting held on Zoom

**General Manager Report- R.C. McBride**

**Staff:**

**Award received:** WCBU newsroom received 2<sup>nd</sup> place for the AP Award for the Best Digital Presence in Illinois. This is the stations first award in four years.

**Staffing:** Staff have been working primarily from home since March 16, There have been some in studio broadcasts by staff such as Dana Vollmer during Morning Edition, Nate Martin for some local meeting broadcasts, Jon Norton for ME and Mike McCurdy for ATC. Staff will be returning to the studio in early June. Full time staff will not be expanded as hoped due to economic issues in 2020, and it will be reviewed for feasibility in 2021.

Some transfers of staff have been delayed due the Covid crisis and hiring an additional full time journalist in 2020 is probably pushed back to 2021. Hiring for a part time website person for both stations is in the works, and also a part time editor for WCBU is in process.

Daniel Musisi will be assigned as Executive Producer and host of the new WCBU local news daily podcast starting in June. Jon Norton will host Morning Edition on both WCBU and WGLT. These changes will help with some efficiency in programming and broadcasting.

**Radio Information Services:** (RIS) new studio equipment has been ordered to utilize grant dollars through June 30,2020. Local content return will be delayed through 2020. No RIS volunteers are able to be in the studio at present.

**License & Logistics:** WCBU license renewal with the FCC license is underway. Due to WTVP changing out a tower light system there may be an on air delay for one or two days in late May to early June.

**Revenue forecast:** Income from individual and corporate giving will likely remain flat from FY2019 levels. WCBU share of shared staff salaries will increase 10% to 25% in FY2020, rather than the 35% to 40% originally planned. The goal is for WCBU to share 40-50% of salaries, but benefits to staff will remain in the WGLT budget. Fund drive was not a good income generator which was not unexpected due to the Covid crisis. WCBU did receive some funding from the CARES ACT Federal assistance program.

**Survey:** Listener survey will wait until more normal times hopefully late Fall of 2020. Most listener feedback has been positive during the Covid crisis and those with questions are addressed as personally as possible by the WCBU manager and staff. Ideas for questions to ask listeners were discussed briefly and will be looked at more as a survey is developed.

**Board discussion:** Main topics were about the need for recruiting new members and increasing listener engagement and giving. The diversity of board members and recruiting new members is an ongoing challenge.

**New Board member:** Lenora Fisher was nominated and approved as a new board member.

Meeting was adjourned at 5:35 P.M. by President Ambra Haake

Next meeting scheduled for Wednesday, July 8, 2020, 4-5:30 P.M. on Zoom

\*July 8th meeting will be held on Zoom and Ambra Haake will send the meeting link to board members\*