

WCBU Community Advisory Board meeting minutes

September 16, 2020

Board members present via Zoom:

Chair, John Lamb

Recording Secretary, Diane Hahn

Lenora Fisher

Jessica Thomas

Todd Popham

Tom Mellor

Other attendees:

WCBU General Manager R.C. McBride

Anna Chumbley – Corporate Support Director WCBU

Melissa Liebert- Development Director WCBU

Jennifer Armstong- Individual Giving Director

Chairperson John Lamb called the meeting to order at 4:00P.M. on Zoom

Minutes were approved: July 8, 2020 board meeting minutes were approved with one wording change.

Guest Speaker: a community member Siri addressed the board about his support and enthusiasm for WCBU and shared ideas with the board.

General Manager's Report- R.C.McBride

October fund drive:

The annual on-air Fall fund drive will be held during October from the 5th to the 16th, the format that will be used is still being determined. There will be on air announcements from 10/10/2020 -10/16/2020 regarding the fund drive. The goal is to retain our current supporters and gain new supporters to the station. Increasing monthly supporters will be a great help with stable funding, as of August 2020 WCBU had 280 monthly supporters. The CAB members are encouraged to reach out to their friends, coworkers and family through their contacts and social media accounts to support the fundraising drive.

Financial outlook:

The first WCBU fiscal year under WGLT's management has WCBU on sound financial footing with good balances in the foundation account (individual giving) and the agency account (underwriting). All of the stations financial obligations should be met without any issues in the coming months. As always listener and business support from

the community is the key to WCBU's long term financial outlook. Grant applications for additional funding have been made to; American Press Institute, Report for America, ProPublica and the Joyce Foundation.

Staffing:

New team members-Joe Deacon, formerly of the Bloomington Pantagraph, will be a full time news journalist beginning in July, replacing Dana Vollmer who transferred to WGLT. Dana will still contribute to WCBU with Peoria focused news casts for WCBU each morning. Pam Adams, formerly of the Peoria Journal Star, joined WCBU as a part-time news contributor.

Mike McCurdy, Program Director for WGLT and WCBU, is retiring after 30 years of service, and he will be missed by all. His full time position will not be filled at this time and his duties will be shared between several staff members to help keep costs lower during the current circumstances. His position will eventually be filled. An application has been made to Report for America for funding a vacant journalist position at WCBU and that will cover 50% of the salary if granted. R.C. shared an organizational chart for WCBU and WGLT to show how staffing is utilized and which personnel assist with both stations.

FCC license renewal: The renewal is proceeding smoothly, filing has been done and required announcements are being aired as mandated. WCBU's current license expires 12/1/2020 and no renewal issues are anticipated.

Programming: a new daily podcast ON DECK can be heard wherever podcasts are available and on air during Morning Edition at 7:44am, Daniel Musisi is the host of this podcast. WCBU Operations Director, Travis Meadors, is working with Bradley University to solve a current problem with prolonged audio drop-outs on WCBU related to networking issues. These drop-outs have lasted from a few seconds to as long as 10 minutes. This issue has been noticed by some listeners and the station is working to correct it as it is an unacceptable situation.

Development Team Reports: Melissa Liebert reported that WCBU is donating air time on Friday evenings for community arts performances. The Peoria Symphony Orchestra will host three performances and there will be other community arts groups using the air time. Ryan Denham is working on a landing page for WCBU with a button for donations. Anna Chumbley asked for continued assistance in referrals to other businesses that may be a good fit for underwriting. Anna reported that several businesses have renewed their support and that CEFCU is sponsoring The Marketplace on both stations. Anna announced that she will be taking maternity leave in November and that Melissa will handle her duties during her leave.

New Business:

John Lamb asked for discussion of the strategy and role of the CAB in the “post transition period” now that the merger has taken place and operations between WCBU and WGLT are normalizing. John reviewed the core functions of the board as outlined by the Federal Communications Act. The act states “the board is to advise and make recommendations in such a way that is reasonably representative of the diverse needs and interests of the communities served by the station.” There was discussion by board members regarding programming, service, policy, promotion of local presence, participation and financial support. Reference was made to the duties of the CAB as outlined on the Corporation for Public Broadcasting information website. These CAB requirements are included in the minutes for reference since the discussion revolved around this information. The highlighted portions show the main areas that were discussed by the group.

One area the board felt improvement could be made is better addressing the needs of our diverse community, and reviewing how minority and cultural groups needs are met by WCBU's current services, meaning programming. The CAB and station management both regard local programming content as an area that the station needs to grow and nurture as funds become available for more staff. The discussion centered around how we need to reach out to the community for feedback and to be inclusive to all groups as this programming is developed. The Peoria area has a wonderful multi-cultural heritage and programming that reflects that is needed. R.C. shared at the recent NPR national conference it was also noted there is a need for more audience diversity and programming to reflect changes in national demographics.

This review of programming and the needs of diverse groups in our community must be intentional and focused. There was discussion of how board members could lead out in different parts of this and what that would look like. A strategy needs to be developed that guides the future board make-up as well as goals for diverse and local programming needs. Bench marks for success need to be developed as a board for future planning. It was discussed how social media can play a role and it was brought up that WGLT has 12 student interns that assist in that area. Bradley communication students could be very helpful in this area and this could be proposed as a senior project for a student team. Building relationships throughout the community with current and future WCBU listeners of all ages and backgrounds is at the core of the stations growth and prosperity for the future.

This discussion provided a beginning, a rough template of ideas that need to be formed into a plan for the CAB and also reviewed with R.C.McBride to maintain a cohesive approach. It was asked during the discussion if anyone knew of a similar board to ours and R.C. McBride offered that the Augustana Campus NPR station has a comparable situation to our CAB board and might be a good point of reference.

Community Advisory Board Requirements (for reference)

Governing Legislation: The Community Advisory Board (CAB) requirements in the Communications Act are as follows:

(A) Funds may not be distributed pursuant to this subpart to any public broadcasting station (other than any station which is owned and operated by a State, a political or special purpose subdivision of a State, or a public agency) unless such station establishes a community advisory board. Any such station shall undertake good faith efforts to assure that:

- i) its advisory board meets at regular intervals;
- (ii) the members of its advisory board regularly attend the meetings of the advisory board; and
- (iii) the composition of its advisory board are reasonably representative of the diverse needs and interests of the communities served by such station.

(B) The board shall be permitted to review the programming goals established by the station, the service provided by the station, and the significant policy decisions rendered by the station. The board may also be delegated any other responsibilities, as determined by the governing body of the station. The board shall advise the governing body of the station with respect to whether the programming and other policies of the station are meeting the specialized educational and cultural needs of the communities served by the station, and may make such recommendations as it considers appropriate to meet such needs.

(C) The role of the board shall be solely advisory in nature, except to the extent other responsibilities are delegated to the board by the governing body of the station. In no case shall the board have any authority to exercise any control over the daily management or operation of the station.

(D) In the case of any public broadcast station (other than any station which is owned and operated by a State, a political or special purpose subdivision of a State, or a public agency) in existence on November 2, 1978, such station shall comply with the requirements of this paragraph with respect to the establishment of a community advisory board not later than 180 days after November 2, 1978.

(E) The provision of subparagraph (A) prohibiting the distribution of funds to any public broadcast station (other than any station which is owned and operated by a State, a political or special purpose subdivision of a State, or a public agency) unless such station establishes a community advisory board shall be the exclusive remedy for the enforcement of the provisions of this paragraph. §396(k)(8)

CAB Required for Most Stations: All stations other than those owned by a State, a political or special purpose subdivision of a State, or a public agency must have a CAB^[1].

CAB's Advisory Role: The CAB's role is advisory in nature but may have other responsibilities delegated to it by the station or its governing body. However, the CAB must not exercise any control over the daily management or operation of the station.

Station's Oversight of CAB: The Act requires that stations make good faith efforts to ensure that:

the CAB meets at regular intervals;

the CAB members regularly attend its meetings; and

the CAB reasonably represents the diverse needs and interests of the communities served by the station.

CAB's Responsibilities: : A CAB may establish and follow its own schedule and agenda. The CAB's structure and composition, including the number of members, their terms, and method of appointment and removal, should be established by the station's governing body. The CAB's responsibilities include:

the right to review the station's programming goals;

the right to review the service provided by the station;

the right to review significant policy decisions rendered by the station; and

the obligation to advise the station's governing body on whether the station's programming and other significant policies are meeting the specialized educational and cultural needs of the communities served by the station, and to make recommendations the CAB deems appropriate to meet such needs.

CAB Annual Certification: The Act requires stations to certify annually their compliance with the CAB requirements. This certification is a part of CPB's required CSG Agreement and Certification of Eligibility.

[1] This requirement includes private college or university licensees that are not "owned and operated by a State, a political or special purpose subdivision of a State, or a public agency." §396(k)(8)

LINK TO THE NPR National page: <https://www.cpb.org/stations/certification/cert3>

Board Recommendations: Jennifer Robin, CAB Nominating Chair, provided information regarding our board by-laws and the need to recruit some new members to bring the board to 10 members for the board cycle beginning May 2021 under the vacancy

conditions in the by-laws. Recommendations were also made to review the listenership demographics and identify gaps in board demographics. She also asked that the board consider immediately accepting two new board nominations for people that have expressed interest in joining the board. Jennifer further recommended that in early 2021, once strategic direction is determined the board should actively recruit five new members that would fulfill demographic and expertise gaps as identified. She also recommended a new nominating chair person should lead this effort as the current chair's term is up in 2021.

Public Comment: John Lamb asked if there was any public comment and there were no community members on the meeting. He also asked people to review a letter provided by R.C.McBride from a listener regarding the transition and changes to programming.

Meeting was adjourned at 5:30pm by John Lamb, motions to adjourn were made by Todd Popham and Jessica Thomas.

Next meeting: Nov 4, 2020 at 04:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://illinoisstate.zoom.us/j/94813190496>

Meeting ID: 948 1319 0496

One tap mobile

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