

SEPTEMBER 12, 2018

11:45 – 1:00 P.M.

700 BOARD ROOM
OSF ST. FRANCIS MEDICAL
CENTER

MEETING CALLED BY	
TYPE OF MEETING	WCBU Associate Board
FACILITATOR	Ambra Haake
BOARD REPORT	Lisa Polnitz
ATTENDEES	

Agenda topics

CALL TO ORDER

SARAH ZALLEK

DISCUSSION	Recognition and Transfer of Officers
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APPROVAL OF MINUTES

AMBRA HAAKE

DISCUSSION	
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INTERIM EXECUTIVE DIRECTOR’S REPORT

BILL PORTER

DISCUSSION	WCBU
	<ul style="list-style-type: none"> ➤ CPB required access to Governing Board (Bradley Board of Trustees) ➤ Required annual notification of recourse for the board if they are dissatisfied with Executive Director. ➤ Fall Fund Drive Sept 27, 28, 29 <ul style="list-style-type: none"> ➤ Need phone volunteers ➤ Why should we donate? To pay for the programming that you hear now.

- No news about the station moving yet.
- Can't hire any more staff.

DEVELOPMENT REPORT

LISA POLNITZ

DISCUSSION

Fundraising

- Fall Membership Drive will be September 27-29. Our fundraising efforts include, on-air, pledge by phone, direct mail, e-mail, and text-to-give.

UNDERWRITING MANAGER'S REPORT

CINDY DERMODY

DISCUSSION

Underwriting

- We completed FY 2017-18 with the most successful year we have had in underwriting by exceeding \$258,000. Despite large decreases from some of our larger underwriters, I was very pleased with the results. Though only working quarter time, Kris Aberle has been successful in securing new underwriters and focuses primarily on Tazewell and Woodford counties.

Events

- As part of a collaborative underwriting agreement with WUIS (Springfield) and AARP, we hosted a Town Hall meeting in Peoria City Hall on July 19. The City Council Chamber was almost full so we were pleased with attendance.

- The Peoria Art Guild's Fine Art Fair will take place the last weekend of September. New this year, the Fair will be open on Friday evening. Unfortunately, these are the same days as our fall membership drive. Fair dates are Friday-Sunday, Sept. 27-29. Is there board interest in staffing a booth? We are normally given a great location. Please let Lisa know by the board meeting if you can staff the booth for a 2 hour slot. We will have a sign-up sheet at the meeting. Depending on everyone's availability, we could have a booth for just Saturday.
- October 20 is the date for our Murder Mystery Dinner Theater fundraiser at Mackinaw Valley Vineyard. Last year, attendees really enjoyed themselves and we sold every seat possible. Tickets will be \$75.00 each. Once again, we will offer experiences of highest bidders being invited to visit the station during a live broadcast.
- How you can help:
 - Buy tickets or a table and share the information with your friends.
 - Secure donations from businesses for our Silent Auction (ask Lisa or Cindy if you have questions) The sooner the better but Oct. 10 is our deadline. Cindy will be out of the office Oct. 4-11 but donations can be dropped off at the station during business hours.
 - Cathy, can you and your friend prepare them for display like you did last year?

PROGRAM MANAGER'S REPORT

NATHAN IRWIN

DISCUSSION	Programming
The Politics Show	
<ul style="list-style-type: none"> ➤ This fall, NPR is offering stations a limited program called <i>The Politics Show</i>. It's a weekly, one-hour review of the week's political news, focused on the major issues, themes and races in this year's midterm elections. ➤ The show is modeled on NPR's weekly politics podcast, and features a rotating cast of NPR White House and Congressional correspondents. Reporters from member stations will talk about local races around the country. The producers are committed to updating the show as breaking news events warrant. ➤ <i>The Politics Show</i> will run for a total of nine weeks, with its final episode offering a review and wrap-up of the results of the elections. Locally, we will air the program Sundays at 5pm (after <i>All Things Considered</i>, and just before <i>State Week in Review</i>.) 	

Schedule changes planned for January

- I am working with Bill on revisions to the program schedule, intended to take effect in January.
- Bill has asked me to reduce the cost of our acquired programs, and our conclusion is that the most practical way to do this is to drop the programs we now acquire from Public Radio International. In addition to the costs of the programs themselves, this would also save us PRI’s annual affiliation fee (currently \$17,800).
- Doing this will require us to drop weekday programs *The Takeaway* and *The World*. I can replace these by extending *Here and Now* to 3pm, picking up the *BBC Newshour* from American Public Radio, and adding *IA Plus*, a condensed, one-hour version of the morning program, updated for evening listening. Those changes will reduce our costs by \$22,000.
- I am currently looking at replacement options for *Living on Earth*. I am having less luck identifying a service that can substitute for *Classical 24*, which provides classical music programming for WCBU2. If I am unable to find one, we may be forced to drop that service.
- I am profoundly unhappy at the prospect of dropping these programs. I think that these changes weaken the distinction between us and the other public radio stations with whom we overlap geographically, and that we are sacrificing good programs. However, this strikes me as the least destructive way to achieve savings in the cost of our acquired programming.

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