

# July Meeting Minutes

July 8, 2020

## Board members present via Zoom:

Chair- Ambra Haake

Jennifer Essig

Jennifer Robin

John Lamb

Diane Hahn

Bill Shock

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 Ambra Haake called the meeting to order at 4:02 P.M. on Zoom

**Minutes were approved:** July 8, 2020 board meeting minutes were approved with one wording change, meeting was held on Zoom.

**New Board members approved and welcomed:** Jessica Thomas, Tom Mellor and Todd Popham were nominated and approved as new board members. R.C. McBride welcomed new board members to contact him with any questions they have. His email is [rcmcabri@ilstu.edu](mailto:rcmcabri@ilstu.edu).

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

**Staffing & Programming:** The staffing at WCBU is in good shape but due to COVID-related economic issues no new positions will be staffed in 2020 which were planned prior to the pandemic. Programming has been adjusted as needed at the station using current staffing. Dana Vollmer has transferred to WGLT but still hosts the WCBU morning news. Joe Deacon was hired to replace Dana Vollmer and he brings 20+ years of experience as a journalist to the station. Morning Edition is hosted by John Norton. Daniel Musisi is hosting the new podcast (On Deck) which is supported with funding from Unland Companies and Pekin Insurance; this new support is greatly appreciated. Three episodes have been produced at the time of this meeting and this is a new successful undertaking for WCBU. The focus will be local news and information and provides flexible listening.

The FCC license renewal is underway for WCBU by Bradley University and everything is anticipated to go smoothly and meet the December 1, 2020 renewal deadline. The tower light change still needs to occur and when accomplished WCBU will be off the air for part of the day, the date is not set for this maintenance at present.

**Chairperson retirement:** Ambra Haake was thanked by WCBU board members, R.C. McBride and other WCBU staff for her service as the board chairperson.

**Development Reports:** Melissa Liebert reported that the WCBU Fiscal year ended in June 2020. Funds of \$181,000 were raised through business supporters, the goal was \$350,000, but that shortfall is not surprising given economic conditions. The Individual giving goal was \$225,000 and \$214,000 was raised. Though the pandemic affected all aspects of giving it was encouraging that individual support stayed strong and many businesses have communicated that they will resume support as they are able once they can be open again and regain better stability. The goal for the 2020-2021 fiscal year is to recover and also improve funding opportunities; corporate goal is \$250,000-\$300,000 and individual goal is \$250,000-\$275,000.

Anna Chumbley reported that she is working to generate new business support contacts and board members were encouraged to offer suggestions for marketing support and networking help. Anna will send board members a list of potential supporters to determine where assistance can be given. Opportunities to underwrite certain programs annually are available and there have been several large supporters that have renewed recently.

Jennifer Armstrong reported that there was a vehicle donation of \$12,000 in June. Matching gifts totaling \$10,500 were given. There has not been much success in moving previous automated monthly donors over from Bradley University's monthly giving program but people have been contacted. There are 1,000 new individual supporters and there are currently 300 sustainers. It was mentioned that after the official fund drive ended a supporter contacted the station to match the first \$3,000 of donated funds. Though there were challenges with running the fund drive while not in the studio Melissa noted that with many people working from home there is high listener support and web usage. All things considered funding was adequate to maintain operational expenses in the black and the station did not lose money.

Jessica Thomas asked to have information shared with board members about the various ways individuals and businesses can support the station. It was also discussed if social media platforms like YouTube or Instagram could be used to expand the reach of WCBU content and gain opportunities for funding to the station if a large number of followers generated revenue. There was also discussion of campus interns working with the station to explore social media platforms to use and Professor Jennifer Robin was going to contact Professor Sarah Netzley regarding Bradley interns working with the station.

**Board Officer Slate for 2020-2021 was voted on and approved:**

John Lamb, Chair

Jennifer Essig, Vice Chair

Diane Hahn, Recording Secretary

Jennifer Robin, Nominating Chair

**Board Member Recruitment:** Discussion was initiated by Jessica Thomas to review bylaws regarding terms of board members and possible changes if needed once reviewed. It was suggested that some previous board members be asked if they would like to participate again and these people are going to be contacted about serving. Board members discussed the need for diversity and fresh perspectives as new board members are recruited. Board members want to be sure that we are sensitive to the diverse interests of the community we serve in our role as a community advisory board working with WCBU station management. The board can have up to 15 members per the bylaws and there are still six open

positions, current members are encouraged to ask other community members in regard to serving on the board. There is a link on the WCBU website for potential board members to apply.

No new business and no public comments were made.

Meeting was adjourned at 5:29 P.M. by Chairperson Ambra Haake

Next meeting scheduled for Wednesday, September 9, 2020, 4-5:30 P.M.

**NOTE:** The September 9th meeting may be held on Zoom or in person, this will be determined by Chairperson John Lamb and will be communicated by him with board members via email.