

# WTTW COMMUNITY ADVISORY BOARD

MINUTES  
Of  
The Public Meeting  
Of the  
WTTW Community Advisory Board  
Of  
Tuesday, December 13, 2011

WTTW Studios  
5400 North St. Louis Avenue  
Conference Room B, 2<sup>nd</sup> Floor  
Chicago, Illinois

The meeting was called to order by Chairman Morris at 6:20 p.m.

The roll was called. Present were the following members of the Community Advisory Board (CAB)

Joseph A. Morris, Chairman  
Yvette Brown  
Barbara Cragan  
Keisha Dyson  
Janice Goldstein  
Red Griffin  
Lennette Meredith  
Mary Lou Mockus  
Heather Penn  
Donna Rook  
Maggie Steinz  
Charles White

Additional persons present included:

Daniel J. Schmidt, President and CEO, WTTW; Daniel Soles, Senior Vice President and Chief Television Content Officer, WTTW; V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, Barbara Proctor, WWCI Board of Trustees Liaison; Michael Gonzales, WWCI Board of Trustees

The following members of the general public were present:

- Jeanette White, Jeff Berkowitz

Jan Goldstein offered a tribute to the momentous occasion of the 60th anniversary of WFMT; a copy is attached.

The Chair presented the Order of Business. Ms. Cragan moved to accept it and Ms. Mockus seconded the motion. The Order of Business was adopted unanimously; a copy is attached.

Minutes of the previous meeting were considered. Mr. Griffin moved to approve the minutes and Mr. White seconded the motion, which was then approved unanimously.

Mr. Morris presented a copy of the WTTW CAB's annual report to Mr. Schmidt. He noted that the report is now public and available for posting on the WTTW CAB web site. He recognized the geographic, professional and cultural diversity of the board, and reiterated the interest all members have in the station, and thanked V.J. MacAleer and Barbara Proctor for their faithfulness and participation. He then summarized the concerns related to years of prior unsuccessful attempts of prior CAB boards to communicate and work more closely and constructively with the Board of Trustees and station management. He recognized this year's serious work, summarized in the annual report, establishing a foundation for a more productive relationship, and thanked station management for their interest as demonstrated by attendance and participation in this meeting. He noted that the CAB's newly adopted work plan calls for an update in February, at which time the group would appreciate direction and feedback from station management. Mr. Schmidt expressed appreciation for the report and interest in improving the working relationship with the CAB, and recognized the requirement for independence does not imply keeping the CAB at arm's length. The station's responsibility for journalistic integrity and fairness to all sides was discussed; and Mr. Morris recommended a written policy on selection of political candidates for interviews during campaign cycles. Mr. Schmidt noted that while the station must make news judgments regarding which candidates are viable, one of the station's most precious assets is public trust and credibility. He summarized the station's interest in technology as the new digital world drives different content and services; and STEM (Science, Technology, Engineering and Mathematics) following the station's work on early childhood reading. He committed to return to the CAB February meeting with more information relevant to the update of the CAB 2012 work plan.

Ms. Proctor expressed her pride in the group's work. Mr. Gonzales expressed appreciation for the efforts and maturity of the group.

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, provided an update behalf of Station Management:

1. The recent premier of the Loop tour has done very well
2. Research has begun for "The 10 Buildings that Changed America"
3. The Catholicism programs were the second most watched after Ken Burns

Mr. Soles expressed interest in reconnecting with the CAB and attending future meetings.

Mr. Griffin's motion to create two new committees, previously seconded by Dr. Williams, was deferred to the February meeting; a copy is attached. Mr. Griffin presented correspondence from a friend and donor to the station, John Tibensky, a copy is attached.

No reports were offered by the outreach and membership committees; or by the secretary.

The Chair noted he was in touch with Newton Minow, former chair of the WTTW Board of Trustees and Chairman, under President Kennedy, of the Federal Communications Commission. Mr. Minow has agreed to host a session for the CAB at his offices in the Loop, possibly on one of February's presidents' holidays. An informal poll of CAB members selected 2:30 p.m. as the preferred time. Mr. Morris will inform members when a date, location and time are solidified.

The Chair called for New Business, noting Renee Summers would like CAB members to have the opportunity to sign on to her suggested addition to the 2011 annual report. Her addendum followed a June 14 comment on public education on mental health concerns, and she asked to consider the topic in the 2012 work plan. He distributed Dr. Wiese's recommendation (attached) for American Indian related programming and referred it to the program committee.

Ms. Goldstein moved to commend Mr. Morris for his leadership in guiding the process to create and write the 2011 annual report; the motion was seconded by Ms. Penn and passed unanimously. She suggested the station have Phil Ponce remind viewers they are welcome to provide feedback to the Community Advisory Board, by attending meetings or responding to surveys on our web site. She also thanked Mr. Schmitt, Mr. Soles, Mr. MacAleer and Ms. Proctor.

The chair called for comment from the community.

Ms White noted the good ideas fit under the label of Strategic Planning.

Mr. Berkowitz reiterated his interest in balance; and mentioned the need to test implications, for example how is "consensus" measured? He recommended his programming, available at YouTube public affairs TV under his name.

Without objection, the Chair declared that, in accordance with the standing schedule of the CAB, he would call the next meeting of the CAB for Feb 21 at 6 pm at the Station.

The Chair recommended a resolution wishing Margot Baas well and for her speedy return.

Mr. White moved to adjourn the meeting and Ms. Mockus seconded the motion, which was unanimously adopted. The Chair declared the meeting adjourned at 8:50 P.M.

Respectfully submitted,

Donna L. Rook  
Secretary

**WTTW Community Advisory Board (CAB)**

Regular Bi-Monthly Board Meeting

Date: Tuesday, December 13, 2011

Time: 6:00 PM CDT

Location: WTTW – Window To The World Communications, Inc.  
5400 North St. Louis Avenue, Chicago, Illinois

**Order of Business — Proposed**

- 1) **Call to Order** Joseph A. Morris
- 2) **Roll Call and Self-Introductions** Donna Rook and All
- 3) **Approval of Minutes** – for October 10, 2011 Donna Rook
- 4) **Revision and Adoption of Agenda:** Joseph A. Morris
- 5) **Presentation of the 2011 Annual Report of the CAB** Joseph A. Morris  
Daniel J. Schmidt, *President and CEO, WTTW*  
Daniel Soles, *Senior Vice President and Chief Television Content Officer, WTTW*
- 6) **Trustees' Liaison** Barbara A. Proctor
- 7) **Management Liaison** V. J. McAleer
- 8) **Reports of Officers and Committees:**
  - a) **Membership Committee** Lennette Meredith
    - 1) New nominations
  - b) **Program Committee** Barbara Cragan and Donna Rook
  - c) **Outreach Committee** Deborah Williams, Ph.D.
  - d) **Secretary** Donna Rook
  - e) **Vice Chairman** Redd Griffin
  - f) **Chairman** Joseph A. Morris
    - 1) Proposal for Loop Daytime Conference with Newton N. Minow on history and vision of public television and of WTTW.
- 9) **Unfinished Business**  
None.
- 10) **New Business**
  - 1) Motion to Establish new CAB Committees on Communications and Technology and on Cultural Research and Development Redd Griffin and Deborah Williams, Ph.D.
- 11) **Public Comment** All
- 12) **Good and Welfare** All
- 13) **Adjournment**

**To: Daniel Schmidt**

**President and CEO**

**Windows to the World Communications, Inc.**

**WFMT/WTTW11**

**December 13, 2011**

**>On behalf of the WTTW 11 Community Advisory Board, we extend our heartfelt best wishes to Daniel Schmidt as President and CEO of WFMT/ 98.7 on the FM Dial, on the momentous occasion of the station's 60th Anniversary. WFMT is one of the most important cultural institutions in Chicago. The station has always adhered to the highest standards of Classical music and spoken word broadcasting throughout its 60 year history. The CAB members are proud to be affiliated with WFMT. Congratulations to our friends at WFMT and may the station continue to enrich the cultural life of our community for many years to come.<**

*The letter below came from John Tibensky, a longtime friend whom I had mentioned at a recent WTTW Community Advisory Board (CAB) meeting. All of us in the WTTW community have reason to be grateful to John and his father Leo Tibensky not only for their generous support of the station, but for their unique, inspiring, reasons for it. Their story shines brightly in a season of empathy and sharing.*

*I hope you can catch the mention of the "Leo Tibensky Trust Challenge Grant" on the 7:30 pm presentation of Geoffrey Baer's Chicago's Loop: A New Walking Tour.*

*Redd Griffin  
Vice-Chairman  
CAB*

\* \* \* \* \*

Redd,

Thank you for putting me in touch with Jill Britton and Jerry Liwanag at WTTW about making the gift you and I talked about the last time I saw you. This has turned out to be very exciting and truly better than could have ever been expected.

They are going to use the gift as a challenge grant surrounding this Monday's (Dec.12th) 7:30 p.m. presentation of Geoffrey Baer's *Chicago's Loop: A New Walking Tour*. They will use the "Leo Tibensky Trust Challenge Grant" of \$10,000 for a 3:1 match. In other words, our gift of \$10,000 will be used to spur \$30,000 in support.

My father died in November of 2010 at age 93. He never retired, travelled to Mexico a few months before he died and lived an active life. He wanted to keep up with current events so that he could remain interested and interesting when he met people. His problem was that he was legally blind for the last fifteen years due to macular degeneration, and totally blind the last two years. Since the blindness began he could no longer read the newspaper, and so he relied on WTTW to keep him up with events and political discourse. His favorite shows which he always watched or recorded were the *PBS NewsHour* and the *McLaughlin Group*.

After he died the family members divided up all the Rick Steves' travel VHS tapes and DVD's he had received as contribution gifts from WTTW while he was alive. He was proud that he had Rick's complete set both in VHS and again in DVD.

Leo would love to know that this new contribution and challenge grant match may make a significant contribution to this year's pledge drive because to him, a blind man, WTTW really was his window to the world.

Thanks again for steering me to Jill so we could achieve something really good.

Best regards,

John Tibensky

**Motions to Establish Two Committees to Serve  
The Community Advisory Board (CAB)**

Submitted by Vice-chairman Redd Griffin on December 9, 2011

[I recommend these committees be established as “special” or “other” committees as covered by our CAB Bylaws. Adding these committees does not require a Bylaws amendment unless CAB wants them to be “standing “committees.]

I. I move

- A. That CAB establish two committees:
  - 1. a "Communications and Technology Committee" to investigate and assess contemporary technologies and issues as they relate to the missions of WTTW and CAB.

[Jointly proposed/amended by Dr. Deborah Williams and Redd Griffin 2.9.11]
  - 2. a “Cultural Research and Development Committee” to explore policies and programs consistent with the mission of WTTW and its place in American democratic civilization
- B. That these committees dealing with two significant complementary aspects of WTTW’s mission exchange ideas, information and critiques with each other through ongoing informal communications, communiqués and meetings
- C. That CAB facilitates communication of these committees with WTTW's board, relevant committees and staff.