

WTTW COMMUNITY ADVISORY BOARD

MINUTES of the
PUBLIC MEETING of the
WTTW Community Advisory Board (CAB)
Tuesday, December 17, 2013
WTTW Studios
5400 N St. Louis Avenue
Chicago, Illinois

The Chair called the meeting to order at 6:30 p.m.

The following members of the Community Advisory Board were present:

Joseph Morris, Chairman
Ava Holly Berland, Secretary
Jeff Berkowitz
Barb Cragan
Kimberly Frost
Linda Jackson
Mary Lou Mockus
Heather Penn
Donna Rook
Norma Sutton
Maggie Steinz
Arlene Swartzman
Rita Tandaric
Felicia Townsend
Christopher Vaughn

In addition, the following persons were present:

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships and Management
Liaison
Yvonne Davis, Administrative Assistant to Chicago Tonight and Staff Liaison

No members of the public were present.

Approval of Minutes and Agenda

The Chair requested approval of the October minutes; no edits were proffered. Ms. Cragan moved the Minutes be approved; Ms. Penn seconded the motion; and, the Minutes were adopted unanimously.

The Chair noted that the April Minutes had not yet been submitted, and that consideration of those Minutes would be deferred for consideration at the February meeting.

The Chair requested approval of the December Meeting Agenda. Ms. Rook moved the Agenda be approved; Ms. Tandaric seconded the motion; and the Agenda was adopted unanimously.

Trustee's Liaison

In Barbara Proctor's absence, no report was presented.

Management Liaison

At the outset, Mr. McAleer noted several calendar items. New episodes of "Check Please" and Downton Abbey will begin in January. Mr. McAleer also noted that British mystery series, "Father Brown," will begin in February. Finally, Mr. McAleer mentioned that Geoffrey Baer plans to develop three national architectural programs as a follow up to his popular and well-received "Ten Buildings."

In the interest of promoting an informed electorate, Mr. Berkowitz suggested that WTTW consider airing debates and one-to-one interviews with the candidates of contested primaries (*e.g.*, candidates for the Republican Governor nomination). Mr. Berkowitz further suggested that such programming be broadcast early in (mid-January), as well as toward the end of, the primary season. Mr. McAleer stated that it was WTTW's intent to provide -- but did not commit to the scheduling of -- such programming.

In response to Ms. Mockus' concern over the airing of generic "Holiday" -- and the apparent absence of "Merry Christmas" -- greetings, Mr. McAleer stated that WTTW did not have any policy dictating the form of such salutations.

Reports of Officers and Committees

1) Membership Committee

The Committee reported that there were no pending applications for CAB membership. Mr. McAleer, however, stated that he forwarded an application to the Membership Chair on December 17, 2013.

2) Program Committee

The Committee did not present a report.

3) Outreach Committee

The Committee did not present a report.

However, Ms. Rook sought additional members to serve on the Committee generally, and to assist with preparing a spreadsheet comparison of the survey results particularly. Citing other commitments, Mr. Vaughn resigned from the Committee.

In an effort to generate greater and more diverse participation next year, Ms. Rook suggested that CAB members, equipped with laptops, tap local universities for younger potential respondents.

4) Technology Committee

The Committee did not present a report.

5) Committee on Cultural Research and Development

The Committee pledged to prepare an educational program rubric mid-January, for CAB's consideration at the February meeting.

6) Committee on Educational Research and Development

The Committee did not present a report.

7) Secretary

The Secretary did not present a report.

Ms. Berland, however, stated that there have been preliminary discussions to address the topic "Bullying" through a program rubric. As with the violence rubric, the topic is current and would benefit from a collaborative effort. If interested in participating/contributing, contact: Ava Berland at aholly18@att.net and Arlene Swartzman at arlene.swartzman@gmail.com

8) Vice Chairman

In the Vice Chair's absence, no report was presented.

9) Chairman

The Chair asked members to contemplate a Work Plan for 2014. The Chair suggested that such Plan include exploring the philosophy and strategy, as well as the acquisition and production, of children's programming. The Chair also asked members to think about possible guests to invite in 2014. The Chair reminded members of the valuable insights gleaned from meetings held with Senior Vice President for Marketing and Interactive Media Ms. Anne Gleason and Executive Vice President and CFO Mr. Reese Marcusson.

Given the tremendous contributions made by, and importance of, "Chicago Tonight," the Chair suggested, and members agreed, that the CAB would benefit by inviting Executive Producer Mary Field and Hosts Phil Ponce and Carol Marin. The Chair also suggested inviting V.J. McAleer to discuss the economics and logistics of producing local programming, and members agreed. Finally, Ms. Sutton and Ms. Cragan suggested invitations be extended to one or more of Trustees and the Chairman, and members agreed.

Finally, the Chair expressed hope for a period of stability and continuity in CAB membership and leadership, but encouraged the Bord to consider the inevitability of change and to begin seriously to think of succession planning.

Unfinished Business: None

New Business: Consideration of the 2013 Annual Report

At 7:30 p.m., late arrivals were recorded and the Chair noted a quorum was present. Non-members Mr. McAleer, and Ms. Davis excused themselves.

With a quorum present, and non-members excused, the CAB Members deliberated, reviewing each section and offering minor edits. Regarding Section 10, "Education on Mental Illness and Mental Disabilities," the Chair suggested that Ms. Summers revise the Finding's first sentence (defining mental illness and disabilities). Ms. Summers promptly supplied revised text the next morning. Subject to incorporation of the edits, Ms. Rook moved the Report be approved; Ms. Cragan seconded the motion; and the Report was adopted unanimously.

Good and Welfare

Hats off to Yvette Brown and Heather Penn for producing "Respond to Violence," an hour-long program that they plan to pitch to broadcast stations.

The Chair noted that Leatrice Campbell was out of the hospital and planned -- but was unable -- to attend the December meeting, that Jan Goldstein had the flu, and that Renee Summers had a broken ankle. The Chair also noted that Redd Griffin's widow contacted him, asking that he convey Mr. Griffin's high regard for WTTW and the CAB members.

Next Public CAB Meeting: February 18, 2014 at 6:00 p.m. (subject to change, given WWCI President and CEO Daniel J. Schmidt's schedule and/snow.)

Respectfully submitted, Ava Holly Berland