

WTTW COMMUNITY ADVISORY BOARD

MINUTES of the PUBLIC MEETING of the
WTTW Community Advisory Board (CAB)

Tuesday, April 18, 2017

WTTW Studios, 5400 N. St Louis Ave, Chicago, Illinois

The Chairman called the meeting to order at 6:16 PM., declaring a quorum present.

The following CAB members were present and introduced themselves: Chairman Joseph Morris (Chair); Vice Chairman Mary Lou Mockus (Vice Chair); Secretary Rita Tandaric,; Denise Avant; Maryilene Blondell; Joe Bosco; Barbara Cragan; Kimberly Frost; Lennette Meredith; Maggie Steinz; Aaron Lawler Sharon Meroni, Leatrice Campbell, Eleanor Wolfe, Susan Ivers, Herbert Sohn.

Note the following CAB members were absent: Helen Bracey; Janice Goldstein; Linda Jackson; Derrick Kimbrough; Norma Sutton.

The following persons also were present: Dan Soles, WTTW's Senior Vice President and Chief Television Content Officer and CAB's management liaison; and Yvonne Davis, Administrative Assistant to Chicago Tonight and Staff Liaison.

And, the following members of the public were present: Dee Harrison; Damon Lucero; Carlton Triolo-Sapp; Shweta Singh; Bruce Sutchar.

The Chair opened the meeting explaining that the CAB's bylaws (Article 3) provide for an annual meeting. The Nominating Committee will provide a slate of candidates for election. At the time of nomination, additional names may be placed in nomination. A paper vote will be conducted if there are more than 9 candidates for the 9 positions available. CAB members will vote for up to 9 candidates. Such candidates need not be present.

This meeting is both a regular meeting and the annual meeting. Elections, however, must be the first order of business.

The meeting was called to order at 6:16 PM. The Chair noted that CAB member Ms. Bonnin sent a thoughtful message regarding new members of CAB and suggested that there should be an orientation session in which there would be an explanation of what CAB does, how it works. The Chair continued stating he will offer comment as to what CAB does and why. The Chair also suggested that it might be nice to have one or two social gatherings each year – perhaps an outdoor picnic or a restaurant dinner for informal discussions about the history of CAB and its purpose.

Basically, CAB meets 6 times per year in plenary public sessions; it's hard to get to know one another in such a setting. To solve this problem, CAB instituted a longer roll call of brief self-introductions and to make it easier to put faces to names. At this point, the CAB members introduced themselves.

After self-introductions, the Chair proceeded with the annual aspect of the meeting – election and installations of CAB members and officers.

Election to CAB is for a three-year term. 9 seats are open. There are 7 incumbents and 2 vacancies in the current class. The Chair explained that Norma Sutton has chosen not to stand for re-election. The roster of nominees is as follows:

Maryilene Blondell – incumbent
Joe Bosco – incumbent
Barbara Cragan –incumbent
Linda Jackson – incumbent
Aaron Lawler – incumbent
Sharon Meroni – incumbent
Maggie Steinz – incumbent
Bruce Sutchar – new candidate
Carlton Triolo-Sapp – new candidate

The floor was opened for additional nominations. CAB member Ms. Ivers asked if the Membership Committee would be proposing other nominations tonight. The Chair explained that Janice Goldstein tendered her resignation from CAB effective today. This resignation leaves 7 vacancies on the CAB.

Nominations for the annual election were declared closed. Ms. Meroni motioned for a vote of the presented slate; Dr. Sohn seconded.

The slate was approved by unanimous acclamation.

The Chair moved to election of officers for the next year. The nominations are as follows:

For Chairman, the nomination was Joseph Morris. There being no other nominations, the nominations were closed. Ms. Meroni motioned for a vote; Ms. Tandaric seconded. Mr. Morris was elected by unanimous acclamation.

For Vice Chairman, the nomination was Mary Lou Mockus. There being no other nominations, the nominations were closed. Ms. Avant motioned for a vote; Ms. Meroni seconded. Ms. Mockus was elected by unanimous acclamation.

For Secretary, the nomination was Rita Tandaric. There being no other nominations, the nominations were closed. Ms. Meroni motioned for a vote; Dr. Sohn seconded. Ms. Tandaric was elected by unanimous acclamation.

Approval of Minutes: Due to the short time between meetings, the minutes for the March meeting have not been completed. Approval deferred to the June meeting.

Revision and Adoption of Agenda: The Chair asked for revisions to the agenda. There being none, he called for a motion to adopt. Ms. Wolfe so moved; Ms. Avant seconded. The agenda was adopted unanimously.

Public Comment: Three members of the public were present, Ms. Singh, Mr. Lucero and Ms. Harrison. Mr. Lucero commented on the geographic distribution of CAB members and noted that he is from Tinley Park. Ms. Singh and Ms. Harrison had no comments.

Trustees' Liaisons: The Trustees' liaisons attend CAB meetings as guest of the CAB. They are assigned by the Board of Trustees and they report CAB activities to the Board of Trustees. Barbara Proctor has been a Trustee's liaison for many

years. She is the mother of a disabled son who requires full time care, and as a result, she has not attended a CAB meeting in some time.

Michael Gonzalez was assigned as a secondary liaison. Mr. Gonzalez attends regularly and is a robust participant in CAB meetings. Ms. Gonzalez reported that he recently had surgery, sends regards to all, and will be back in June.

Since no Trustees' liaisons were present, no report was received.

The Chair called for a deviation in the agenda, and requested the Membership Committee to make its report ahead of the Management Liaison report.

Membership Committee: The Chair asked if the Membership Committee would like to present any candidates for CAB membership.

Ms. Meredith put forth Ms. Dee Harrison to fill the position made vacant by the late 2016 resignation of Ava Holly Berland. Ms. Meroni motioned for the nomination of Ms. Harrison; seconded by Ms. Ivers.

Ms. Meredith then put forth Ms. Shweta Singh to fill the position vacated by Chester Szerlag in 2016 and Mr. Damon Lucero to fill the position vacated by Christopher Vaughn in 2016. Mr. Lucero asked about the functions of the position. Ms. Ivers read from Section 7 of the Bylaws regarding the responsibilities of CAB members. It was then determined that Mr. Lucero had not yet completed an application for CAB membership. Vice Chair Ms. Mockus suggested that Mr. Lucero should complete an application and his nomination be delayed until such time as the application was completed and vetted. The Chair agreed and the nomination was withdrawn by the Committee.

With no other nominations presented, the vote was taken. Ms. Harrison and Ms. Singh were elected unanimously.

Management Liaison: Dan Soles called a break to take a group photo of the CAB for the WTTW website. Ms. Meroni commented that the photo should also be placed on the WTTW Facebook page.

After the photo, Mr. Soles stated that there were no dramatic updates since the March meeting. The station received 600 RSVPs for the screening of the "My Neighborhood: Pilsen" program at Juarez High School. The station is expecting a great audience and a great dialogue to follow. The show will air on the 27th with a live town hall discussion at the WTTW studios. Phil Ponce will moderate.

The revised news standards were submitted to Mary Field, who completed her review and passed the project on to Dan Schmidt and Reese Marcusson who are currently making their review.

Returning to the Pilsen program, Mr. Soles mentioned that there are many partnerships involved in the production. Ms. Ivers asked if other neighborhoods would be profiled in future programs. Mr. Soles said that he hoped that there would be additional programs. It all depends on funding.

Mr. Soles explained that there would be an extensive digital presence for the Pilsen program. The program was funded by a generous Trustee. The funding extends for one year. The tentative plan is to produce a new program each year, funding permitting. Other neighborhoods being considered are Englewood, Austin, Back of the Yards, and Lawndale. Ms. Ivers

asked if there is alternate funding should the current source becomes unavailable. Ms. Ivers suggested that the MacArthur Foundation as this project is the type of project that the Foundation might support.

Vice Chair Ms. Mockus asked if the project has a national appeal. Mr. Soles replied that the program has been offered nationally for possible airing nationally in the fall. Further discussion ensued listing possible funding sources and possible neighborhoods for coverage. Mr. Sutchar suggested Mrs. Jobs. West Rogers Park was suggested as a possible neighborhood.

Ms. Frost asked what was being done differently on a digital level for the Pilsen program.

Mr. Soles responded that other stories not included in the final film would be available on the website. The website material will include much more arts and cultural information than included in the television program.

Ms. Singh wanted to follow-up on the West Rogers Park neighborhood suggestion. She described it as a very diverse community which also houses Loyola University.

Mr. Soles suggested that perhaps Loyola would be able to facilitate a viewing of the Pilsen program. There will be a table at the initial screening at the studio for the purpose of setting up additional screenings. Jessica Lawson will be at the table.

The Chair asked which CAB members are affiliated with educational institutions.

Ms. Singh - Loyola, Associate Professor

Ms. Bonnin – University of Illinois at Chicago

Mr. Lawler – Waubensee Community College

Ms. Steinz – Morton Community College

Ms. Blondell asked about any outside marketing plans or campaign for the Pilsen program. Mr. Soles responded that there is a partnerships with Univision, Univision Radio, mentions on Univision newscasts, Hoy, and that the station is reaching out to Latino outlets. Flyers and being distributed in Pilsen. Ms. Steinz suggested a possible promotion opportunity at the Latino Film Festival. Mr. Soles stated that digital shorts will be shown at the Latino Film Festival, April 29 – May 1.

Mr. Sutchar asked about long term goals. Mr. Soles stated that the program establishes a good platform to engage broader dialog. The online platform will build better relationships with the community in various neighborhoods. Mr. Sutchar stated that the neighborhoods are what are special about the city. Ms. Blondell then asked about distribution of the program – about the prospect of the sale of independently-generated shows. Mr. Soles stated that the program would be made available for wider broadcast.

The Chair commented that Dan Schmidt told the CAB that WTTW pays \$5.6 million annually to PBS. When WTTW provides programming that may have a national interest, does the station obtain any additional benefit from PBS? Mr. Soles responded that on certain projects PBS will apply dues dollars to the production.

The question of whether WTTW has a local programming development department was posed. Mr. Soles responded that some projects are specifically local (for instance, “Chicago Tonight”) and others are particularly national.

The Chair reminded everyone that acquisition or made in-house, those decisions are all made by Mr. Soles.

Ms. Harrison asked if the Pilsen program has Facebook and Twitter presence. Mr. Soles provided WTTW.com/my, hashtag my neighborhood

Ms. Ivers asked about the screening for “The Experience” and whether CAB members can attend. Mr. Soles said that he would look into it.

There are monthly screenings at the Cultural Center. Check the Events calendar. If something is of interest, members should contact Mr. Soles.

Mr. Sutchar asked where programming originates. Mr. Soles responded that thematic programming generally comes from independent producers and film makers such as Ken Burns. In the fall, WTTW will be airing Ken Burns’ new film “Vietnam” over 10 nights.

Tuesday is generally devoted to history programming.

Wednesday is reserved for science and nature.

Thursday will also carry history programs.

Friday is reserved for the arts.

Saturday and Sunday are devoted to British-produced programming.

Mr. Triolo-Sapp asked if there is a connection between social media of the CAB and the station. The responded that there is no connection.

Mr. Soles mentioned that Anne Gleason will be at a CAB meeting later in the year.

Dr. Sohn asked if it was true that Ken Burns would be producing a film on the Cubs’ 2016 season and World Series victory. Mr. Soles answered, “Maybe, but he (Burns) moves slowly.”

Mr. Lucero asked what the station is doing to promote independent video. Mr. Soles mentioned that “Image Union” and others like it have been replaced by the Internet, but the station is always open to submissions.

Ms. Steinz asked if “Imagine Union” is archived. Mr. Soles answered that WTTW had rights for 2-3 years, so at this time, the rights are probably gone. Ms. Ivers expressed disappointment that there appears to be no TV market for such work. Mr. Soles responded that it’s hard to acquire film shorts as they tend to go directly to the Internet today.

The Chair suggested that the meeting move forward on the agenda. In scheduling notes, the Chair stated that Anne Gleason would attend the CAB’s August meeting. Ms. Gleason is a Senior Vice President and her responsibilities include digital media and all content on the website. She is also responsible for social media operations and fundraising with the membership. Initially the website was seen as a way to stay in touch with the membership. Now the website is a major source of content and is a rich and independent medium.

Another person that CAB would like to meet is Jessica Lawson, who is responsible for community engagement initiatives. She has not met with the full CAB. The Chair asked Mr. Soles for additional information on Ms. Lawson’s responsibility. Mr. Soles responded that Ms. Lawson is responsible for any engagement produced by the station. She is involved in monthly screenings, the Chicago Matters project, and building community relations, creating dialogue.

Program Committee: Chairman Cragan has no formal report; she is waiting for upcoming committee discussions and decisions.

Community Engagement Committee: Chairman Meroni reports continuing problems with control of the CAB's social media pages. Ms. Meroni is also waiting for decisions on committee structure.

In regard to committee structure, the Chair requested that new CAB members provide their contact information to the Chair before leaving the meeting.

Technology Committee: Ms. Frost will be holding a committee meeting at the Albany Park Public Library on May 3 at 6:00 PM. The library is located at Foster and Campbell.

Cultural Research and Development Committee: No report.

Education Committee: Ms. Steinz reported that the First Robotics competition was very successful. She is also waiting for committee structure decisions before scheduling another meeting. It is her goal to get into the community more. It's been a hard year to get people together for meetings.

Ms. Steinz reported that young Native Americans went to Washington, DC to protest the Dakota access pipeline. The pipeline's next connection is in Illinois and people don't realize that the proceeds from the pipeline are being sold overseas.

Station Administration and Finance Committee: No report.

Journalistic Standards and Ethics Committee: Mr. Soles earlier reported that Mary Field had completed her work on the station's standards revision. And that Dan Schmidt and Reese Marcusson were reviewing the recommendations. The committee will convene and report in a plenary meeting after hearing from station management. Should this committee be disbanded once the work on the standards is completed?

Secretary: No report.

Vice Chairman: No report.

Chairman's Report:

The Chair began by stating the CAB's mission. He stated that heart of CAB's mission involves an ongoing assessment of the cultural and educational needs of the community WTTW serves.

- 🎬 What are the cultural needs?
- 🎬 What are the educational needs?
- 🎬 What needs are unmet?
- 🎬 What unmet needs can be met by public media?
- 🎬 Do the policies of the station help meet unmet needs?

CAB is an independent body and Federal law requires that CAB exist. There must be an arm's length relationship between the station and CAB. How much can CAB do without compromising independence? The reach of WTTW is now global.

Independence is required. The station does not tell us what to do. We offer our services and the offers are not accepted. We must be self-starters. What are the missed opportunities? What are the station's policies? How are decisions made?

The station is making great strides regarding journalistic standards. We should see the results soon.

What about educational needs? The Education Committee would like to get out into the community. How are people being taught? How can public TV help? There have been programs that show how science and math can be fun.

Cultural Research and Development – same as the Education Committee but with an emphasis on the cultural side of the world. Arts, music, spoken arts, literary arts, museums, theatre, and so forth. How do we connect these with Public TV?

Ms. Wolfe asked where medical issues might come into the mix. The Chair responded that medical has never been addressed.

The Chair explained that for many years the station and the CAB talked past each other. The CAB's annual report, CAB's annual work plans, and setting goals for the year have improved the picture. Committees with the ability to dig deeper and smaller in size where they meet by email or conference calls can be very efficient and productive.

The Chair proceeded with brief descriptions of the Committees:

- 🎬 Membership – receive and review self-nominating applications
- 🎬 Nominating – fill vacancies and officer positions
- 🎬 Programming – systematically craft ideas into program ideas
- 🎬 Technology – internal, self-education of CAB on Twitter, Facebook, etc.
- 🎬 Community Engagement – Tracks engagement activities of the station; conduct annual survey, but never with great responses
- 🎬 Standards and Ethics – has been discussed
- 🎬 Digital and Interactive Media – increasingly the website is key to what WTTW offers; carries content that never appears on TV. Who is policing it? How does WTTW control it?

Do the above committees continue to serve community needs?

To serve the community's needs, a bright light must shine on issues of violence and political corruption.

Ms. Cragan asked if CAB is going to streamline the committees to shorten CAB meetings. Ms. Ivers suggested that the Secretary should be CAB's parliamentarian.

The Chair responded with questions: Should we make changes? Should we require written reports from committees? Do we have the right committees? Too many? How do we communicate?

Dr. Sohn asked if there should be a committee to report on committees. Ms. Meroni stated that there seem to be misunderstandings about the hours of meetings. The station's administrative liaison, Ms. Davis, usually sets an end time at 8:00 PM. The Chair recognized that Ms. Davis provides valuable service to the CAB, and acknowledged that she often works long days, but there is no official ending time for a CAB meeting.

Ms. Ivers commented that the Preamble to the Bylaws is helpful regarding committee structure and functioning of board meetings. However, we never seem to have time to discuss new business. Perhaps we need an ad hoc committee to review the Bylaws. Perhaps the Bylaws are too restrictive.

Ms. Wolfe agreed that in regard to meeting time, perhaps it's not necessary to introduce ourselves at every meeting. She also suggested time limits and limits on response time.

Ms. Singh suggested a smaller committee to decide on what to work on, to determine desired outcomes, and whether more should be done by email.

Mr. Sutchar stated that time together is valuable. He suggested a timeline to govern meetings and assigning a person to keep time and keep things moving, but that there needs to be a consensus. He feels the Chairman's Report comes too late in the meeting.

Ms. Avant stated that many things can be accomplished by email. For instance, Distribute minutes, approval of agenda, then make motions at the meeting.

Ms. Meroni commented that CAB reviewed Bylaws in 2015. With regard to polling, it's changed, and it's not proved productive for CAB. WTTW does aggressive polling. Additionally, there are overlaps among CAB committees. Further, the Bylaws require 3 members per committee.

Ms. Blondell sees issues with the length of the meetings, but understands that guest speakers are the best source of information, but also noted that the CAB is heavy on protocol, which can eat up easily an hour of each meeting.

Ms. Ivers questioned whether each committee needs to report at every meeting.

Mr. Triolo-Sapp asked about finding solid CAB members and whether the CAB operates in a way that will attract solid candidates.

Ms. Meroni suggested that restructuring the timeline of CAB meetings would help.

The Chair wondered whether committee reports could be circulated in advance.

A group discussion about the vision of the CAB, the committee structure, and general protocol continued. It may come to revising the Bylaws and re-defining the committee structure. CAB operates on an annual basis with an annual report being produced in November for distribution in December. The request for orientation information was again voices by Ms. Singh. The link between the station, station management and the CAB was questioned by Ms. Campbell. The Chair clarified that the only connections between CAB and the station and CAB and station management are the presence of management and trustee liaisons and the CAB's annual report. Ms. Steinz suggested that the Chair could prepare a video of an introduction to the CAB. Ms. Ivers suggested that exit interviews of resigning CAB members might be helpful.

New Business: Ms. Ivers suggested 5-day advance circulation of meeting materials.

Good and Welfare: Ms. Campbell thanked the Chair for his ongoing leadership. The Chair responded by re-stating an earlier question: “What have we accomplished?” His answer was to review the annual reports – we’ve accomplished much. The 2016 work on journalistic standards is an excellent example.

Ms. Ivers thank everyone for their kind expressions after the recent family loss. Mr. Sutchar commented that today, April 18, 2017, is the 242nd anniversary of Paul Revere’s famous ride.

The Chair expressed hopes that everyone had a Happy Easter and Passover and experienced spiritual renewal.

Adjournment: There being no further business, the Chair asked for a motion to adjourn. Ms. Cragan motioned, seconded by Ms. Frost.

The Meeting was adjourned at 9:10 PM.

Next Public CAB Meeting: June20, 2017, at 6:00 p.m.

Respectfully submitted,
Rita E. Tandaric, Secretary

Attachments: