

WTTW COMMUNITY ADVISORY BOARD

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

Tuesday, June 19, 2018

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

The Chairman called the meeting to order at 6:17 PM with a quorum present.

The following CAB members were present: Chairman Joseph Morris (Chair); Vice Chairman Kimberly Frost; Secretary Rita Tandaric; Nora Bonnin; Joe Bosco; Leatrice Campbell; Simuel Hampton; Susan Ivers; Gene Koprowski; Aaron Lawler; Sinhue Mendoza; Lennette Meredith; Sharon Meroni; Mary Lou Mockus; Herbert Sohn, MD; Bruce Sutchar; Nyan Tucker.

Note the following CAB members were absent: Maryileen Blondell; Barbara Cragan; Linda Jackson; Peter Kraus; Maggie Steinz; Carlton Triolo-Sapp.

The following persons also were present: Sandra Cordova Micek, President and CEO of WTTW; 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: Yvonne Johnson; Nancy and Katie Koprowski.

The Chair introduced new WTTW President and CEO Sandra Cordova Micek, providing Ms. Micek with a portfolio of CAB work product, particularly CAB annual reports and its report on news standards. Ms. Micek mentioned that Mary Field had provided background on the news standards issue.

The Chair explained that the CAB meets with the President annually and at that meeting the Chair always reminds the President that if there are any issues or topics on which CAB might provide useful advice, the CAB will welcome such requests and respond thoughtfully. The Chair explained that CAB's mandate is to determine the educational and cultural needs of the community and consider whether the station, through its programming and policies, meets those cultural and educational needs. The Chair asked CAB members to introduce themselves to the new President.

After CAB member introductions, Ms. Micek introduced herself and gave a brief biography of what brought her to WTTW. Ms. Micek is a Long Island native, and a graduate of Syracuse University. Her first media exposure was with Turner Broadcasting where she helped to launch new channels, including the CNN Airport Network and Cartoon Network, and was found that she was drawn to the marketing side of the business. She left Turner to obtain an MBA in marketing and afterward joined Accenture's Strategy practice, in its media communications division in London, and there worked with clients such as the BBC. From London, Ms. Micek moved to San Francisco; concurrently, one of her clients included PBS in Virginia. She spent about three years consulting on a worldwide basis, at a time when the digital platform was just taking hold. Ms. Micek left Accenture to join Yahoo which was at the time a small search engine. By the time Ms. Micek left Yahoo 8 years later, Yahoo was a full-blown media company. After leaving Yahoo, Ms. Micek joined NBC Universal in New York where she ran a group called Women at NBC U, which was a portfolio position

working across the NBC networks on programming that appealed to women. After several years at NBC Universal, Ms. Micek was approached by USA Today to head marketing. Ms. Micek suggested that the position should be based in Washington DC, the location of the USA Today newsroom. In the several years at USA Today, the organization evolved from a print-based operation to a digital platform. It had been struggling and needed to be re-branded. Three years ago, Ms. Micek moved to Chicago from Washington, D.C., when she was recruited by Hyatt to run marketing for its 12 global brands, a position which required constant travel. As a result of that travel, Ms. Micek is still learning about Chicago.

Ms. Micek describes herself as a brand builder and a change agent, helping to move businesses forward. Hyatt has a brand-led business model. The customer is at the center of every decision made by the company. WTTW is very mission-driven to serve the public and put the audience at the center. The brand is strong, but it can be stronger. WTTW and WFMT are both strong organizations. There is a great opportunity to honor the past but to get stronger by distributing content where and when people want it.

Since coming to WTTW about 45 days ago, Ms. Micek has been meeting with every internal team to learn their operations. This includes looking at their budgets as the fiscal year-end approaches and it is the time to prepare budgets for the 2018-19 fiscal year. The organization is just coming off its previous strategic plan, so the current evaluations are a bit backwards. Normally a strategic plan would be developed followed by budgets. The timing is a bit off, but the goal is to have a 3-year strategic plan over the next few months. There are internal conversations and one-on-one meetings with board members to determine where the focus needs to be. Ms. Micek is also meeting with the public and groups like the CAB to learn where others think the focus should be so that a plan can be built to meet the needs of the public.

The Chair commented that several years ago the FCC auction of spectrum bandwidth signaled the change from over-the-air broadcasting to digital delivery and that Internet delivery of content means that viewership is potentially global. This change may lead to a temptation on the part of content-deciders to see the audience as global. The CAB feels it is very important to remember that if WTTW does not focus on the local community, no one will. "Chicago Tonight" is unique to the Chicago area.

Ms. Micek commented that in her second week at WTTW she attended the PBS annual meeting where she was able to meet with executives from other PBS outlets. The balance between local and national programming and where stations put the focus is an issue in many markets. Some cities, San Diego, for instance, do a lot of local news. Others, for instance, WGBH in Boston, do very little. Every station must decide for its own area what is best for its market and its business. Ms. Micek believes that WTTW has built up a trust through "Chicago Tonight", and the operation in general, to deliver unbiased and in-depth local programming. St. Louis does deep community engagement; New York has a lot of local production and community engagement. WTTW has a great focus on public affairs and the Arts as Chicago is a city that supports the Arts, and this should be continued. Education is important, too. WTTW airs 12 hours of children's programming in a city where there is a great need to get children ready for kindergarten. Should WTTW do more? These are questions that will be asked in the strategic planning process. WTTW must do what is right for Chicago.

The Chair then commented that the station has a lot of viewers under age 6 and over age 60. Will the strategic planning process look at that issue? The Chair then asked Ms. Micek to explain how the strategic planning process will work and what is the anticipated time frame for completion.

Ms. Micek answered that the planning has not begun, but that she would like it done by the end of the year and that budget adjustments would be made along the way. The work will be done largely internally with possibly some help from the Board, which has a Strategic Planning committee chaired by Alan Brown, who has a strategic planning and

marketing background. The Chair noted that in the past the internal leader was Reese Marcusson and then asked whether Mr. Marcusson would have a similar role now. Ms. Micek answered that internal team roles had not yet been determined.

Ms. Micek then returned to the Chair's first question about the ages of the viewership. One question is how the station can reach the Millennials who are now becoming parents. Their children are viewers of the children's programming. How can the station reach the parents through the children? Not by changing the programming because the station is required to carry the early childhood programming, but is there a better way to engage Millennial parents? There are great assets in the Geoffrey Baer local programming (River tours and so forth) and the new national programming. We need to attract the Millennial-minded, which is a broader audience than the Millennial demographic, which is very specific. The Millennial-minded probably includes everyone on the CAB: it is represented by a sense of exploration and discovery, an inquisitive nature and life-long learning.

Mr. Koprowski asked Ms. Micek what from the commercial world could she bring to this position? Ms. Micek answered that many have asked this question and she believes that commercial versus public is not the issue – the issue centers on content. Good content that appeals to audiences, whether produced by a commercial or a public entity, is the key. The content that WTTW chooses to produce is important. Unlike commercial entities, WTTW is not beholden to shareholders; it is beholden to the public. There are opportunities to determine what appeals to the public and match that where there is grant money available.

Ms. Ivers commented that, in her opinion, the appeal of public television is its universal access and inclusion, but that this is dependent on the definition of "audience." Ms. Ivers asked how Ms. Micek defines "audience." Ms. Micek answered that the audience is anyone who is drawn to the content. She continued that in her past positions it has been helpful to define the target audience but that defining the target audience does not mean that the target audience should be sought and, in the process, alienate the current audiences. It is about exposing new audiences to the content, and she believes that the combination of local and national programming is important. Most viewers don't know the difference between local and national programming. Different kinds of programming bring in the diversity of the audience range. Ms. Micek also believes that from the local side WTTW must reflect the diversity of the community and should not concentrate on one kind of audience.

Ms. Ivers answered that one program that reflected the diversity of the community was the Pilsen neighborhood documentary, which had as an associate producer a member of the actual community. This is the kind of inclusion needed, behind the scenes and in the audience.

Vice Chair Ms. Frost seconded Ms. Ivers' comments and added that the station was able to cultivate a sponsor to make this local production, and that the production had a great impact on the community. It became a celebration within the community which raised up the neighborhood. Ms. Frost asked if in the 3-year strategic plan whether cloud technology a part of the plan, or is it further down the road? Ms. Micek answered that she did not recall the subject coming up in preliminary discussions and asked if Ms. Frost was referring to streaming. Ms. Frost explained that PBS has issued a statement that it is looking to transition to distribution of content directly from the cloud. Ms. Micek explained that Passport is the current streaming vehicle and it is her understanding that Passport is the future of member engagement at this time. Mr. Soles interjected that the PBS statement concerns the possible elimination of tape for program broadcasting and storage and that switching to file storage of programs is being considered.

The Chair then asked if Ms. Frost is asking about this in connection with her ongoing privacy concerns. Ms. Frost answered by explaining her concern for privacy protection and her question as to whether the station would educate the public as to the realities of technology today. She explained that users of apps may not understand that downloading an app may allow access to the user's information. Ms. Frost also explained that she would like to see WTTW become a pioneer in transparency and advocating for privacy of its viewers. Ms. Micek answered that she would need to look into PBS' privacy policies regarding Passport. Ms. Micek explained that as to the WTTW web pages and what is consumed, she believes that everything is handled on an opt-in basis – that WTTW does not automatically opt-in anyone. The digital team is very diligent about that. As to educating the public about digital technology in general, Ms. Micek was not aware of any discussions in this area, but as to the WTTW apps, she believes that information is covered in the terms and conditions of those apps, but it could be something to be considered. It does not hurt to remind people for what they are signing up.

Dr. Sohn commented that WTTW is probably have the most trusted media in Chicago and maybe in the country and that it represents the community. There is a lot of coverage on violence and anti-violence and violence remains a major problem in the city. Dr. Sohn believes that WTTW could do a lot to resolve the problem.

Ms. Micek commented that she looks at WTTW not so much as a problem solver but as a convener – as a party that highlights all sides of the issue. “Chicago Tonight” can do that in more depth than other stations in Chicago. If WTTW can continue to be a convener and give a fair and full picture the result can be the conversation that can lead to a solution.

The meeting was temporarily adjourned to take a group photo for the website. The Chair thanked Ms. Micek for meeting with CAB; Ms. Micek thanked the CAB members for their service to the station.

The meeting was reconvened at 7:05 PM. The Chair declared that a quorum was present and returned to the agenda.

The Chair proceeded to approval of the minutes from the April 17th meeting. The Chair thanked those who provided comments and corrections which were incorporated into the final minutes. The Chair asked for a motion to approve those minutes. Mr. Koprowski so moved, seconded by Ms. Meredith. The minutes of the April 17th meeting were approved unanimously. Liaison Ms. Davis asked for and was granted permission to post said minutes on the CAB web page.

The Chair proceeded to adoption of the agenda. Vice Chair Ms. Frost moved to approve the agenda, seconded by Dr. Sohn. The agenda for the meeting was approved unanimously.

The Chair called for public comment; there being no response, the meeting progressed to the Chairman's Statement.

Chairman's Statement: The Chair reminded everyone that the chief work-product of the CAB is the annual report. Everyone should keep this fact in mind throughout the year, particularly considering which issues should be included in the annual report and such items should be forwarded to the Chair throughout the year. The annual report is provided for station management and the Board of Trustees. The Chair commented that two themes will likely crystalize over the summer: The first was suggested to Ms. Micek by Dr. Sohn earlier in the meeting – the issue of violence and how the station can broaden the effort it makes to try to change the culture of the community regarding violence. The discussion needs to expand beyond the issues presented by police blotter reporting and the results of violence, and think about the ways schools, churches, synagogues, community organizations, families, and mediating entities in society that affect the

ways people live in society can change way individuals and groups think about violence and how to respond to it and how to quell it.

The second topic that should be considered is that which Vice Chair Ms. Frost has brought to CAB's attention over the past couple years: protection of privacy, particularly in conjunction with the increasing interactivity between media and the viewers.

The Chair also thanked the CAB for the welcome given to Ms. Micek earlier in the meeting. There was a time when seeing the President and other officers of the station at a CAB meeting never occurred. Since those days, there have been very productive conversations with former President Dan Schmidt and other members of management. To have the newly appointed President take the very first opportunity to meet with the CAB and to explain her aggressive strategic plan, which has not even begun, puts the CAB at very nice place in its relationship with Ms. Micek. Under new business the CAB should discuss what it heard from Ms. Micek earlier in the evening.

The Chair noted that the Trustee Liaisons are not present and therefore no report would be presented. While fully understanding the family issues facing Ms. Proctor and health issues experienced by Mr. Gonzales in recent months, the Chair stated that he might have a conversation with Mr. Mabie of the Board of Trustees and with Ms. Proctor and Mr. Gonzalez regarding the vacuum created by their absences.

Ms. Ivers asked if CAB might approach the Board of Trustees and ask that a temporary liaison be appointed. The Chair explained that Mr. Gonzalez was so appointed in response to Ms. Proctor's conflicts. The Chair again stated that he would have a discussion with Mr. Mabie. The Chair called upon Mr. Soles for the Management Liaison Report.

Management Liaison Report: Mr. Soles started with a discussion of the upcoming community screenings. "A 50-Year History of the Center on Halsted" will be shown at the Cultural Center on Saturday, June 23rd. A POV film entitled "Whose Streets" will be shown on Saturday, Jul 21st at 2 PM. It is a focus on Ferguson, Missouri, and will be shown on air in the future. A discussion panel is being assembled for the POV screening.

Geoffrey Baer's "10 That Changed America" series continues on July 10th highlighting Streets, Monuments (July 17) and Modern Marvels (July 24). These will air in Chicago and around the country. Geoffrey is currently crisscrossing the Midwest producing a show called "Chicago on Vacation". He is covering a 4-state area and has already been to Door County. He'll be going to Galena (Illinois), Michigan, the Indiana Dunes and other spots in the 4-state region. This will air beginning in March 2019 and will be offered to the PBS stations in the region.

The Chair commented that Geoffrey Baer is such a fan favorite and a face of WTTW and asked if Geoffrey is an employee of the station or an independent contractor. Mr. Soles responded that Geoffrey is an employee who began with the station in the late 1980's as a producer. He was always a docent of the Chicago Architectural Foundation. On a scheduled tour, then Board of Trustees Chairman, John McCarter, suggested to Geoffrey that the tour should be made into a television program. The rest is history.

Ms. Ivers asked if the "10 That Changed America" series is a revenue-producer for WTTW. Mr. Soles answered that it's complicated. The station earns a presenting station fee and PBS provides a fraction of the production budget, but WTTW must obtain funding for most of the production expense. The program is provided to stations nationwide who pay dues to PBS to obtain rights to show programs.

Ms. Ivers then mentioned that she is impressed with Mr. Soles' participation in the Diverse Voices in Docs program. He is billed as an Invited Expert. The program is sponsored by Kartemquin Films and the Community Film Workshop of Chicago, one of the only media art centers remaining in the country. Diverse Voices in Docs is a 9-month professional mentorship and workshop for independent filmmakers of color. The other representatives are from POV, ITVS, Sundance, and the National Black Programming Consortium. These sponsors review and critique films produced by the fellowship participants. Mr. Soles mentioned that several of the films over the years have made it onto WTTW. It is a good opportunity to maintain dialogue with the independent community and is also a potential source of content.

Ms. Ivers mentioned that she attended a screening of a film that came out of the Chicago International Film Festival, Cine Youth Festival, entitled "Minding the Gap". It is a story of three young men from Rockford, IL trying to escape volatile families in their rust-belt hometown. The film has already won 25 national and international awards and is likely to be an Oscar contender. It will air on Hulu starting on Aug 17 and possibly in some theatres and on "POV" next summer. It is an independent production out of Kartemquin Films and POV. Ms. Ivers described it as one of the most moving films one will ever see. Mr. Soles countered that another film is also excellent and probably an Oscar contender: "Won't You Be My Neighbor". Ms. Ivers commented that screening these films gives CAB members the opportunity to be CAB ambassadors and to recommend the films to others prior to being aired on WTTW.

Dr. Sohn asked if the station has a good relationship with Kartemquin Films. Mr. Soles said that the station has a relationship with Gordon Quinn and Betsy Steinberg of Kartemquin. The station meets with them several times each year.

Vice Chair Ms. Frost asked Mr. Soles if funding has been obtained for additional "Neighborhood" films. Mr. Soles mentioned that the station hopes to do additional community outreach and content about the neighborhoods, and that the issue will likely come up for discussion in the upcoming strategic planning. The station would definitely like to work in this area, but perhaps not using the same model as the Pilsen project. The details are still under discussion.

Program Committee:

Ms. Cragan has been involved with the Barrington Greenway Initiative and the Friends of the Green Bay Trail (which includes as partners the Village of Glencoe, the Glencoe Park District, and the Union Pacific Railroad), which are working to reintroduce plant and animal species that are now missing from the Lake and Cook County areas. The two groups do about 15,000 hours of service each year. The program rubric sets forth the names of participants who could appear on a panel on "Chicago Tonight". Many young people are involved with these two organizations. Mr. Soles asked if this is proposed to be a profile of the organization or a panel discussion. Mr. Bosco answered that either would work. Bringing the groups to the attention of the rest of the community would be good PR for the station, too. The Chair thanked the committee for its work and the adherence to the program rubric. It is very easily understood. Ms. Ivers commented that the proposal nicely complements the "Urban Nature" program. Ms. Frost asked Mr. Bosco if the committee envisioned this as a "Chicago Tonight" feature. Mr. Bosco responded that the decision on how to air the information (whether on air or on the website) should be left to the professionals.

The Chair stated that the Program Committee has moved to have the program proposal adopted by the CAB and formally presented to station management. There being no further discussion, the Chair asked for a vote to adopt the proposal for submission to station management. The proposal was adopted unanimously. Mr. Soles will submit the proposal to Mary Field of "Chicago Tonight".

Dr. Sohn asked Mr. Soles if there are any upcoming Ken Burns projects. The next project to air will be a documentary about the Mayo Clinic in September 2018. In 2019 there will be a week-long film on Country music. The Chair asked about a documentary on the Chicago Cubs. Mr. Soles answered that there will be a wait as Burns is also working on Muhammad Ali and Winston Churchill films.

Membership Committee: Ms. Meredith presented one candidate for election to the CAB, Ms. Yvonne Johnson, and asked Ms. Johnson to tell the CAB about herself.

Ms. Johnson works for the Cook County Public Defender and lives on the Southeast side of Chicago. She has worked in juvenile detention, personnel and payroll, post-conviction department, legal research and now in domestic violence. She is a fan of WTTW and is active advocate for charter schools, particularly high school. She is a single parent and her son, a product of charter schools, is a junior at Northwestern, and is there on a full scholarship. She has been active in Parents Active Children (PAC), was the President of PAC, and she always encourages parents to be active in their children's education and she trains them to be lobbyists for their children.

Ms. Meredith has moved to nominate Ms. Johnson for a CAB vacancy with a remaining term of 10 months. Ms. Johnson was unanimously elected to the CAB.

The Chair called upon Staff Liaison Yvonne Davis to confirm that she needs all CAB members to confirm their contact information. The Chair will send an email to which all should respond. This information will allow Ms. Davis to update and distribute the roster. CAB contact information is for CAB use only; it is not to be shared with non-CAB personnel.

The Chair asked for any additional committee business. There being none, the Chair moved to Unfinished Business.

Unfinished Business: Vice Chair Ms. Frost asked if there is anyone on the Digital and Interactive Technology Committee. The Chair responded that there is no chair for the committee as Ms. Frost was the last chair of that committee. The Chair asked for volunteers for a new chair for the committee. Mr. Koprowski volunteered, and the Chair was pleased to accept the offer and thanked Mr. Koprowski.

New Business: The Chair proposed that the CAB discuss the evening's meeting with WTTW's new President and CEO, Sandra Cordova Micek.

Ms. Ivers suggested that the CAB should get ahead of the curve and appoint its own strategic planning committee, effective immediately and make sure that we are able to get our suggestions submitted for consideration, and we have heard two such topics tonight: privacy and a violence initiative. The CAB should do something right away – that the CAB establish a committee to come up with suggestions for the station to consider in its strategic plan process.

Mr. Koprowski was very impressed with Ms. Micek and supports Mr. Ivers' suggestion. He believes that a strategic planning committee is a good idea. Mr. Mendoza was also very impressed. As a Millennial, Mr. Mendoza is impressed with Ms. Micek's forward-thinking. He agrees with the need to attract Millennials. Before WTTW was available digitally, Mr. Mendoza believed that it was essential that the station make content available the way Millennials wanted to see it – watching news on their phones when riding the "L" home from the Loop. She gets it. She understands the disparity between the younger audience and the older adult audience. But, Millennials know who Geoffrey Baer is and enjoy that programming. He also believes that "Chicago Tonight" is the most credible news source in the city. Mr. Mendoza is optimistic about the future of WTTW, and not because he is also a Syracuse alum.

Mr. Sutchar concurred and agreed that “Chicago Tonight” reports how things are. The media today is unbelievable. Ms. Micek appears to be very aware. She is fresh, and the CAB should not lose her attention.

Ms. Mockus concurred and commented that Ms. Micek’s approach is probably 180 degrees opposed to the general attitude that prior administrations have had. This is very refreshing and encouraging. Hopefully CAB can prosper from it.

Mr. Bosco commented that he would like to better understand the station’s policy about bringing news to the public especially in the area of violence. Someone is setting the tone for what WTTW does and does not do on the air, about whether to be confrontational or non-confrontational. What is the role of the interviewer when everyone knows that the guest has said something that is known to be untrue. How does CAB work this into the discussion? If WTTW is going to work on the issue of violence, it must get closer to this issue.

The Chair responded that it has been about two years since the CAB had met with Mary Field, the producer of “Chicago Tonight”. The Chair asked Mr. Soles to see if Mary Field would have time to meet with the CAB at the next meeting. Everything regarding news production would be on the table with Mary Field.

Ms. Meredith commented that she agreed with previous comments made by Dr. Sohn regarding tension and crime in the city. She recalled that Chris Hayes (of MSNBC) brought his show to Chicago several months ago and conducted it at the South Shore Cultural Center, meeting with the community to discuss violence in Chicago and to get an idea of what the community felt about the violence in the city. Thoughts and ideas on how to address the situation were discussed. He went directly to the community. Ms. Meredith commented that it would have been nice if WTTW had been there first.

Dr. Sohn mentioned that there was a media study in 1985 which determined that there was one person at every station who decided what was shown on the news each night. Dr. Sohn asked who at WTTW has that responsibility. Mr. Soles answered that Mary Field is that person at WTTW.

Ms. Campbell commented that it is depressing that many of the news stations tend to treat the audience as though it is stupid by presenting a lie over and over. They tell lies and try to make the audience believe those lies.

The Chair responded that WTTW is a media outlet that bends over backwards to respect its audience.

Mr. Sutchar commented that the national news every day is sponsored by the pharmaceutical industry.

Ms. Ivers returned to the subject of the possibility of forming a strategic planning committee. The Chair reminded everyone that several CAB members endorsed the idea, and reminded the CAB had a committee on Administration and Finance when a budget crisis resulted in various personnel changes, including the dismissal of V.J. McAleer and the consolidation of his role in Production with Dan Soles’ role as content officer, dual roles that are still held by Mr. Soles. The CAB saw a need to be informed on financial and management matters and formed a committee to study the issues as such changes impact the ability to serve the public. Strategic Planning must dovetail with funding. Mr. Bosco agreed.

Ms. Ivers sees a CAB strategic planning committee as one that would make suggestions to management. As a rule, CAB does not get directly involved in funding matters and budgeting. The Chair stated that this leads to a discussion of the quarterly pledge drives. Ms. Ivers said that the CAB’s concern about pledge drives should center on how the public is

served by such drives. The Chair countered that there are three points to consider: 1) are the pledge drives raising money that allows for production that serves the public? 2) whether the programming during pledge drives services the needs of the public; and 3) whether the pledge drives exist at an opportunity cost, where something else that educates and serves the community is not shown during pledge drives.

Ms. Mockus commented that it seems that the pledge drives are nationally driven when the pledge programming is considered. It appears to be mostly network programming. Ms. Mockus asked how committed WTTW might be to follow the network strategy.

Ms. Campbell noted that this reminds her of the debate over content acquisition. There is no real connection between the Board of Trustees and the CAB. A CAB strategic planning committee might be a link to the Board of Trustees and its strategic planning committee.

Mr. Sutchar reminded everyone that the CAB is an advisory board, and no one is bound to accept the advice that is offered.

The Chair declared that there appears to be an appetite among the CAB members to try to put together a strategic planning committee, and suggested a meeting on Tuesday, July 17, and asked that Ms. Ivers put in writing a short statement that would capture the mission and operating plan of the committee, including the ideas presented earlier by Vice Chair Ms. Frost and Dr. Sohn. All CAB members are invited to the July 17th meeting, 6:30 PM.

The Chair asked for any other new business. Ms. Ivers answered that she had attended a community screening presented by the Free Spirit Media Group. The film shown that day was shown on the main WTTW channel within a week. Ms. Ivers hopes to see future collaborations. She also mentioned that the Joyce Foundation is offering grants for apprenticeships in media and film production. These are not informal apprenticeships but are governed by Dept of Labor guidelines. Mr. Soles answered that he would contact the development people about the Joyce Foundation grants.

Dr. Sohn asked for additional information about the Free Spirit Media Group. Mr. Soles answered that it is headed by Jeff McCarter which is committed to young, diverse voices telling their own stories They do a lot of media training and produce documentaries and narrative films. It is located on the West side, and just received a sizable grant from the MacArthur Foundation. WTTW has worked with the group and expects to continue to do so in the future.

Good and Welfare: The Chair commented that the station has sustained a terrible loss with the death of Elizabeth Brackett. Ms. Ivers has drafted a statement to be issued by the CAB, which will be circulated by email for everyone's approval. Mr. Soles commented that it has been a difficult week for the "Chicago Tonight" people. The Chair commented that he had participated on several panels with Ms. Brackett and she was always fair and respectful. She had a fascinating personal life, still participating in triathlons at age 76.

The Chair commented that the Koprowski's daughter Katie was the Salutatorian of the International Program of the Lincoln Park High School, which is a testament to the benefits of watching Channel 11. She is still participating in ballet and is about to have her 1st solo performance in "Swan Lake" after 14 years of lessons. She is headed to the University of Illinois in the Fall.

Ms. Steinz is home and doing well. The Chair will follow-up with her.

Ms. Campbell related that her daughter was inspired by “Check, Please” to leave her career, enter culinary school, and is now a full-fledged chef, and will be releasing an entertaining style book next year. Ms. Campbell’s daughter followed her passion, inspired by “Check, Please”.

The Chair commented that his 9-year old granddaughter has graduated from “Sesame Street” to “Check, Please”. It is now her favorite show.

Mr. Soles commented that Alpana Singh will be returning to “Check, Please” in the next season.

Mr. Sutchar related that the current generation is all about following passion.

Ms. Meredith commented that new CAB member Yvonne Johnson has a selfie with the President of Rwanda at the recent screening of the Royal Tour program. The Chair reminded everyone that recent program provoked some criticism from a group of critics of the Rwandan government, headed by Kitty Kurth. Ms. Kurth sent a message to the Chair along with a letter from the Hotel Rwanda manager Paul Rusesabagina, both of which were circulated to the CAB members. The Chair invited them to come to a CAB meeting, but the offer has yet to be accepted. Dr. Sohn stated that the program was excellent.

The Chair reminded CAB members that there will be a meeting of the new strategic planning committee, tentatively scheduled for July 17 at 6:30 PM.

The next regularly scheduled plenary meeting will be Tuesday, August 21st at 6 PM, and if all goes well, Mary Field will meet with CAB at that meeting.

There being no further business, the Chair asked for a motion to adjourn. Dr. Sohn so moved, seconded by Ms. Meredith.

Adjournment: The Meeting was adjourned at 8:28 PM.

Next Public CAB Meeting: Tuesday, August 21st at 6:00 p.m. at the WTTW studios.

Respectfully submitted,
Rita E. Tandaric, Secretary

Attachments: