

# WTTW COMMUNITY ADVISORY BOARD

MINUTES  
Of  
The Public Meeting  
Of the  
WTTW Community Advisory Board  
Of  
Tuesday, April 12, 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 Vice Chairman Redd Griffin at 6:35 p.m.

The roll was called. The following members of the Community Advisory Board (CAB) were present, constituting a quorum.

Margot Bass  
Helen Bracey  
Yvette Brown  
Barbara Cragan  
Janice Goldstein  
Redd Griffin  
Lennette Meredith  
Mary Lou Mockus  
Joseph A. Morris  
Donna Rook  
Maggie Steinz  
Norma Sutton  
Charles White  
Deborah Williams, Ph.D

Additional persons present included:

Barbara Proctor, WWCI Board Liaison  
V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships  
Yvonne Davis, staff support

The following member of the general public was present: Teddy White

Redd Griffin, acting as Chair, opened the meeting and presented the Order of Business. Without objection the Order of Business was adopted; a copy is attached as Appendix I. Mr. Griffin

announced that as a prospective nominee for office, he would ask Mary Lou Mockus to temporarily chair the meeting and open nominations. Mary Lou Mockus announced that the committee had prepared a slate of candidates who had agreed to serve, and nominations were now welcome from the floor. Lennette Meredith summarized the results of the Nominating Committee: Joseph Morris was nominated for chair, Redd Griffin for vice president and Donna Rook for secretary. Additional nominations were invited, but none offered. Norma Sutton moved nominations be closed. Her motion was seconded and unanimously approved. The nominees were excused and the slate offered for a vote. The slate was approved by the members present.

Mr. Morris assumed the chairmanship and continued the meeting.

Committee reports – Lennette Meredith reported that Heather Penn has been recommended for CAB membership but could not attend until the June meeting, so she will be introduced to the board and nominated at that time. The current roster shows 18 members, now 17 with Lorenzo Vasquez's letter of resignation (on file). Redd Griffin read a proposed commendation from the board and moved that it be approved. The motion, as follows, was seconded by Barbara Cragan and approved unanimously.

WTTW 11's Community Advisory Board thanks Lorenzo Vazquez for his many years of dedicated service to the Board and WTTW as a member, committee chair and chair. Under his leadership important policies and programs were implemented to enhance the Community Advisory Board's ability to fulfill its mission.

We wish him well in his future career of continued service to the public.

Chairman Morris called attention to the minutes of the previous meeting, held on February 8, 2011, which had been circulated to the Members, and asked if there were any additions or corrections. None were offered. Mr. Griffin moved that the minutes of the meeting of February 8, 2011 be approved as circulated. The motion was seconded by Lennette Meredith and adopted unanimously.

Mr. Griffin reported on progress of the by-laws committee, including a summary of CAB's activities under the outgoing officers and suggestions for the new ones. A copy of the report is attached.

Mr. Morris spoke to his priorities for the next year, including:

1. Continue implementation of the work plan adopted last year, culminating in a yearend report to board and public.
2. This entails working to provide answers, on an on-going basis, to the two questions central to the CAB's mandate: (a) What are the community's educational and cultural needs, particularly unmet needs? This requires a sober and, if possible, systematic review of community needs, and perhaps a standing committee with precisely that focus is required. (b) Do the programming policies of the station meet those needs? This requires a systematic study and assessment of the station's programming policies, which must begin by identifying – preferably with the

cooperation of station management – what the station’s current and planned programming policies are, followed by comparison to the station’s programming goals and delivery.

The group discussed current efforts underway in the Program and Outreach Committees which in response to the work plan are already seeking to cover much of this work. The Outreach Committee is surveying different demographic groups (many non-viewers); while the station surveys current viewers. The Program Committee plans to use survey results to make suggestions for the CAB to present to the station. Members raised concerns about what the CAB knows about the station’s programming policies, and what happened with the recent member survey about priorities. The consensus was to continue the efforts in the Program and Outreach Committees; reporting results and recommendations in writing in time for discussion at the August board meeting. The possibility of inviting community members to the June meeting for feedback was discussed.

Mr. Morris raised a question about possible change of the date of the meeting, which requires change to the bylaws. The group agreed to consider a change to the third Tuesday of the month in the June meeting. Discussion also included the start time, currently 6pm but no consensus was apparent.

Program Committee – Barbara Cragan described a session at UIC attended by several board members March 24-26. Named FIRST (For Inspiration and Recognition of Science and Technology), it features competitions for a variety of age groups. Sponsors are involved to improve the emphasis of science and technology in the schools. Maggie Steinz described the different contests for different groups, for example simple Legos competitions for younger students, more complicated ones for older students. In addition to technology, teamwork and leadership development are naturally part of the program. US students are known to be behind math and science capabilities of their peers in European and Asian developed countries, so this is a clear community need. The level of corporate sponsorship attests to the perception of value in the community. The Program Committee agreed to pull together a related proposal for the board in August. VJ McAleer recommended Renee Summers contact Dan Soles regarding the video she suggests the station should air. Teddy White noted programming focuses on the under-5 audience during the day. Mr. McAleer said outreach has been curtailed due to budget and staff cuts.

Dr. Williams presented the update for the Outreach Committee. She has developed a PowerPoint presentation for teachers informing them of teaching resources available on the station’s web site. She will test it at the Academy of Urban School Leadership, a high school. The committee is seeking access to groups of people who for the most part don’t watch the station, i.e. the age 25-45 demographic.

Barbara Proctor will report to the board that we are off to a most sterling start. She noted that today’s meeting had a high level of input from almost everyone, and she is very excited about our direction. She will request time on the August agenda to provide a trustee report on items of interest.

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, reported on behalf of Station Management on the following matters:

1. Outreach grant – a CPB initiative, we are hopeful
2. The station is finishing the Latino film festival, which concludes this weekend
3. The May 12 gala, WTTW and WFMT celebrating 60<sup>th</sup> anniversary of WFMT, at the Harris Theater

A question was raised about Jay's Chicago. Jay Shefsky has been a producer for 25 years; was off the air for a while and then started doing features for Chicago Tonight. WTTW has taken a collection of his features and organized them by themes. Response is really good and it re-utilizes programming the station already has.

The Chair called for New Business. Redd Griffin presented the motion, suggested by Dr. Deborah Williams, of which notice was previously given, to amend Section 2 of Article III of the by-laws to state "members shall serve three year renewable terms" and to delete the last sentence of the section. The motion was seconded, and the chair noted due notice has been given, so the motion would be eligible for a vote at the next meeting in June. The Chair called for discussion of the proposed amendment and debate of the motion, but no further discussion was offered.

Redd Griffin suggested we add a short presentation on WTTW's history and guiding beliefs to each meeting's agenda.

The Chair called for Unfinished Business, and none was offered.

Mr. Morris presented a letter (attached) from a viewer expressing concern about lack of balance in the station's coverage of matters pertaining to homosexuality and the activities of homosexuals in Chicago.

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 Tuesday, June 14 at 6:00 pm at the Station.

Mr. White moved to adjourn; the motion was seconded and unanimously adopted. The Chair declared the meeting adjourned at 8:15 P.M.

Respectfully submitted,

Donna L. Rook  
Secretary

**WTTW Community Advisory Board (CAB)  
Regular Bi-Monthly Board Meeting**

Date: Tuesday April 12, 2011

Time: From 6:00 PM to 8:00 PM

Location: WTTW – Window To The World Communications, Inc.  
Front Entrance –conference room B 2<sup>nd</sup> Floor, 5400 North St. Louis, Chicago, Illinois

**Order of Business**

- |   |  |
|---|--|
| 1) <b>Call to Order</b>                       | Redd Griffin   |
| 2) <b>Roll Call</b>                           | Lennette Meredith                                      |
| 3) <b>Approval of Minutes</b>                 | All  |
| 4) <b>Reports of Officers and Committees:</b> |  |
| a) Membership Committee                       | Lennette Meredith,<br>Norma Sutton, Mary<br>Lou Mockus |
| b) Vice-Chairman                              | Redd Griffin   |
| c) Secretary                                  | Joseph A. Morris                                       |
| d) Program Committee                          | Barbara Cragan   |
| e) Outreach Committee                         | Donna Rook<br>Dr. Deborah Williams                     |
| 5) <b>Report from Trustees Liaison</b>        | Barbara Proctor  |
| 6) <b>Management Feedback</b>                 | V.J.McAleer  |
| 7) <b>New Business</b>                        | Redd Griffin   |
| 8) <b>Unfinished Business</b>                 | All  |
| 9) <b>Public Comment</b>                      | Public   |
| 10) <b>Adjournment</b>                        | Redd Griffin   |

**Program & Outreach Committees *TBA***

***Next CAB Meeting: June 14, 2011***  
6:00 to 8:00 P.M.



## Report of Vice-Chair Redd Griffin to the WTTW Community Advisory Board (CAB)

April 12, 2011

Since Lorenzo Vasquez, Joseph Morris and I have served as officers of CAB, along with all of you, CAB has seen some constructive changes.

These changes, looking back, were

- I. implementing CAB's bylaws to conform more closely to their provisions
  - A. with an annual work calendar to include dates for
    1. community outreach by CAB,
    2. prescribed reporting of CAB to the WTTW board and vice versa,
  - B. with mutual visits of members of CAB and the WTTW board;
- II. amending CAB's bylaws and policies to fulfill its mission by proposing
  - A. changes in bylaws and policies dealing with meetings and members' terms,
  - B. a bylaw amendment and resolution to protect the diversity of views in CAB, WTTW and media generally,
  - C. the WTTW Legacy Board to allow former CAB members to stay involved with CAB's mission in an advisory capacity;
- III. encouraging CAB members to utilize their special backgrounds, interests and expertise in research and programming to further CAB's and WTTW's missions;
- IV. exploring CAB's and WTTW's historical and cultural context to guide future policies and programs;
- V. inviting, and responding to, WTTW board and staff presentations;
- VI. initiating or modifying WTTW programming.

I recommend, looking forward, that the new officers and CAB board continue the above initiatives by

- I. exploring WTTW history and culture for the benefit of CAB, WTTW and the public;
- II. researching and implementing new methods of communication with the public;
- III. writing and disseminating fuller biographies of current and prospective CAB members to include their
  - A. backgrounds,
  - B. expertise,
  - C. interests,
  - D. projects, organizations and causes with which they work currently;
- IV. reporting CAB's responses to WTTW policies and programming more frequently and fully to WTTW and the public.



Attorney Joseph Morris  
Morris and De La Rosa  
39 S. LaSalle – Ste. 500  
Chicago, IL 60603

March 31, 2011

Dear Joe:

As you hold the position of Advisory Board Committee Member of Channel 11/WTTW, I would like to address my concerns to you and other Members of the Board.

I have been a Channel 11/WTTW member/donor for years and have enjoyed many programs offered to viewers, including the popular PBS specials. However, I am VERY unaccepting of the constant pro-homosexual propoganda WTTW presents.

Most recently, WTTW has featured the "In the Life" series, which I see appears once a week. See: <http://www.inthelifetv.org/> Here is a WTTW link that offers reading resources on the gay movement " Out and Proud in Chicago" <http://www.wttw.com/main.taf?p=43,7,2,1> I did an extensive search and no results were found for a WTTW Ex-Gay resource link. Why am I not surprised?

WTTW is partly funded by taxpayer's dollars. I believe WTTW has a professional and ethical responsibility to offer programming and resources for more than one side of any given controversy. Many member donors would probably agree. If WTTW claims to be journalistically and politically fair and balanced, then it falls short of its stated philosophy and mission. I soundly protest this obviously biased policy and would like to see a change.

Exodus International [www.exodusinternational.org](http://www.exodusinternational.org) offers excellent resources which could be featured on WTTW – see YouTube links:

<http://www.youtube.com/watch?v=9-V3V1WMok&feature=related> Part 1 –  
<http://www.youtube.com/watch?v=itYxTilrcMI&feature=related> Part 2

I believe the public has the right to know that thousands of former gay people have become successful ex-gays....don't you? Their changed sexual lifestyle experience is just as valid and worthy of WTTW's programming as is the homosexual experience.

Many thanks and fondest regards,



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