

# WTTW COMMUNITY ADVISORY BOARD

MINUTES  
Of  
The Public Meeting  
Of the  
WTTW Community Advisory Board  
Of  
Tuesday, April 17, 2012

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 6:12 p.m.

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

Joseph A. Morris, Chairman  
Yvette Brown  
Susan Buckner  
Barbara Cragan  
Keisha Dyson  
Janice Goldstein  
Lennette Meredith  
Mary Lou Mockus  
Heather Penn  
Donna Rook, Secretary  
Maggie Steinz  
Renee Summers  
Doreen Wiese  
Charles White  
Dr. Deborah Williams

Additional persons present included:

V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, Yvonne Davis, administrative assistant for Chicago Tonight and staff liaison

The following members of the general public were present:

- Jeanette White, Kimberly Frost, Leatrice Campbell, Alicia Barnes

The Chair noted presence of a quorum and introduced Lennette Meredith, chair of the nominating committee. Ms. Meredith moved to nominate current CAB officers to serve new terms, and Ms. Cragan seconded. The Chair opened nominations for Chair; no other candidates were offered. The Chair opened nominations for Vice Chair, none were offered. The Chair opened nominations for Secretary, none were offered. The Chair asked if there were any objections to closing nominations; as none were offered he called for a vote on current nominees. The nominees were unanimously elected.

The Chair asked for consideration of the February minutes and asked for additions or corrections. None were offered. Ms. Mockus moved the minutes be approved as presented and Ms. Meredith seconded the motion, which was approved unanimously.

The Chair presented the proposed Order of Business and asked if changes were needed. Ms. Williams noted Yvette Brown should be listed as chair of the Communications and Technology committee. The Order of Business was adopted with no objections.

The Chair asked for reports.

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

1. Geoffrey Baer is working on program design and filming of a show for PBS nationwide on Ten buildings that changed America, with Dan Protes. They have just completed work in Los Angeles and VA (featuring the state capitol). Already they have gotten great publicity - AP and Reuters are picking up the story. The broadcast is scheduled for early 2013. Funding efforts are underway; the Trustees are involved and working on special help.
2. 4 new episodes of Chicago Standup are underway; half hour shows featuring the house host at Zany's comedy club (focusing on people not known as comedians, given an opportunity for one night)
3. Jay's Chicago is expected back in the fall
4. WTTW's fundraising gala is coming up in May, and will star Jeremy Irons.

Vice Chair Griffin's arrival was recognized by the Chair, who noted his re-election as Vice President of the Community Advisory Board.

The Chair requested committee reports.

Ms. Meredith submitted nominations of three new members: Ms. Frost, Ms. Campbell and Ms. Barnes, who were previously introduced as guests. Ms. Steinz seconded the motion and the nominations were approved unanimously. Three other potential nominees were not able to attend and will be presented in the future.

Ms. Cragan reported for the Program committee, and summarized the robotics competition, including a team from a small school with 25 students total. Ms. Mockus reiterated the nationwide focus on STEM and the high level of interest among the teen age group. Mr. Morris noted the success of the CAB in bringing the subject to the attention of station management and Chicago Tonight and asked Mr. McAleer to convey to management our appreciation for covering the robotics competition.

Dr. Williams reported for the Outreach committee. She has revised the power-point presentation describing resources available on the PBS web sites for teachers, with the assistance of Ms. Penn. A wealth of resources for Pre-K thru 12 is available, as well as arts and fitness topics. Plans are to post the presentation on the CAB web site and also possibly the WTTW web site. It is also available on the CAB Facebook site. Mr. McAleer said the station is able to track users of the site.

Ms. Brown reviewed the mission of the Communications and Technology committee, (below) and moved approval. In answer to a question, she noted users can view the power-point slides on the Community Advisory Board (CAB) facebook page without needing power-point software. CAB meetings are posted so people who "like" the CAB site are linked to the WTTW CAB page. Mr McAleer agreed to work with the committee to post a link. Dr. Williams seconded the motion to approve the mission statement.

Based on the charge given it by the Community Advisory Board (CAB) Board, the mission of the Communications and Technology Committee is to:

1. Explore and employ current and emerging technology for informing and disseminating the work of the Community Advisory Board (CAB).
2. Suggest ways this technology can assist with the Mission of WTTW.

The Chair recognized the arrival of Mr. Berkowitz.

Ms. Proctor noted the board of trustees is working on strategic planning and views the CAB as a vital partner going forward. She commended the CAB for handling the glitches that occasionally arise, and promised to report on the trustees' plan after their October meeting.

Vice Chair Griffin presented the mission for the newly formed Cultural Research and Development committee (attached). He said its mission relates WTTW's "policies, programs and other activities" to larger contexts of culture, history and philosophy as Geoffrey Baer in his "[Chicago's Loop: A New Walking Tour](#)" relates the Loop's daily rush of people and vehicles at street level to the enduring legacy of great buildings that tower above it. He also recommended CAB members view recent CAB guest Newton Minow's reference on an archived video to John Callaway's work at WTTW as representing the station's ethos at its best. Mr. Griffin moved the mission be adopted; Ms. Summers seconded the motion. Ms Steinz proposed adding civic education to the second bullet, before culture. The motion, including the proposed amendment, passed unanimously.

Ms. Summers, Mr. Berkowitz, Ms. Steinz, Ms. Wiese, Ms. Goldstein and Ms. Buckner offered to join and were accepted.

Ms. Wiese commented on her recent interview on WTTW; and expressed her appreciation for the CAB and station highlighting the issue of high school dropouts in the American Indian community.

Mr. Griffin summarized the questionnaire he will send to CAB members for feedback.

The Chair thanked Mr. McAleer for posting the photograph from the CAB's Newton Minow session on the WTTW CAB web site. He expressed personal appreciation for the committee reports and accomplishments on the part of the busy members. He reminded the group to consider topics that should be studied in committee and become part of the annual report for this year, for example, election related issues.

The Chair called for old business; none was submitted.

The Chair called for new business. He summarized the recent Court of Appeals decision permitting public broadcasting stations to offer paid political advertising. The question now before WTTW is: should they sell advertising time? Should the CAB be proactive offering advice? Discussion included pros and cons, i.e. the viewing audience is sophisticated and may be annoyed from a deluge of ads. Other concerns included limits to only state and local focus; impact on free time for candidates; whether station management has made a decision yet; if/when/how the CAB would address the issue; and whether a final report would include multiple views. The group consensus was to take up the question and weigh in with a report by June. The Chair charged the outreach committee to work on external feedback.

The Chair called for comment from the members of the public present. None were offered.

Mr. White moved to adjourn; Ms. Barnes seconded the motion, which was approved unanimously.

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 June 19 at 6 pm at the Station.

The Chair declared the meeting adjourned at 8:40 P.M.

Respectfully submitted,

Donna L. Rook  
Secretary

**The Cultural Research and Development Committee of  
WTTW's Community Advisory Board**

**Mission Statement**

Submitted by CAB Vice-chair Redd Griffin

April 17, 2012

According to the motion unanimously passed by the Community Advisory Board at its meeting on February 21, 2012,

The "Cultural Research and Development [CR&D Committee [is to]

- [1] provide information on the historic ideas and principles of WTTW and public television as they relate to the evaluation of the station's policies, programs and other activities;
- [2] assist with significant aspects of WTTWs and CAB's mission;
- [3] [communicate through CAB's facilitation with the Communications and Technology Committee\*] as well as other relevant committees\*\* and appropriate staff."

To these ends, the CR&D Committee is to develop information about, and reflections on, CAB, WTTW and the public in order to

- further understanding of the ethos and history of WTTW, public television and its viewers;
- relate WTTW's programs and activities to larger contexts of culture, civic education<sup>1</sup> history and philosophy;
- enhance appreciation of WTTW's programs and activities;
- relate WTTW's programs and activities to the characteristics, gifts and needs of the public;
- suggest standards to evaluate WTTW's programs and activities.

\* The "Communications and Technology Committee" [authorized by the motion of February 21, 2012 shall] "explore and assess contemporary technological issues and uses as applicable to the missions of WTTW and CAB"

\*\*Two "other relevant committees" with which the CR&D Committee would communicate are authorized by CAB's Bylaws Sections 3 and 4:

"The Program Committee [which] shall be responsible for the development and analysis of programming proposals, as well as other activities that may be directed by the Chairperson."

"The Outreach Committee [which] shall be responsible for encouraging and gathering feedback from the WTTW viewing community and forwarding the feedback to the designated WTTW Station Management Liaison, as well as other activities that may be directed by the Chairperson."

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<sup>1</sup> Added by Maggie Steinz's friendly revision, with credit to Margot Bass, a long-time promoter of civic education as a CAB concern

The CR&D Committee should function in relation to CAB and its committees along the lines of a curriculum committee for a school, a research committee for a legislative body or a staff of law clerks for a judge.

The CR&D Committee should initiate questions, ideas and themes for further study and application and respond to those presented by members of CAB, WTTW or the public. Such input could be received in person, by phone, mail, e-mail or social media.

The committee should prioritize those questions, ideas and themes in deference to the constraints of its mission, energy and resources. Given CAB's limited membership and time, the CR&D Committee must be very selective about projects it undertakes. This would be comparable to the U.S. Supreme Court's taking up a small percentage of the cases seeking its attention.

The committee might range in scope from items as minute as e.g. factoids about the history of WTTW or as vast as the meaning of "the public good" as applied to broadcasters. It might present its questions, ideas and themes in oral and/or written form at a CAB meeting, in e-mails to interested parties, on the WTTW website or on the air.

The CR&D Committee would serve CAB and WTTW as a resource, clearing-house and advisor.

**WTTW COMMUNITY ADVISORY BOARD (CAB)**  
2012 Annual Meeting and Regular Bi-Monthly Board Meeting

Date: Tuesday, April 17, 2012

Time: 6:00 PM CDT

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

**Order of Business — Proposed**

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|--|-------------------------------|
| 1) <b>Call to Order</b>                                  | Joseph A. Morris              |
| 2) <b>Roll Call and Self-Introductions</b>               | Donna Rook and All            |
| 3) <b>Annual Election of Officers</b>                    |                               |
| a) Report of Nominating Committee                        | Lennette Meredith             |
| b) Elections   |                               |
| 4) <b>Approval of Minutes</b> – for February 21, 2012    | Donna Rook                    |
| 5) <b>Revision and Adoption of Agenda</b>                | Joseph A. Morris              |
| 6) <b>Trustees' Liaison</b>                              | Barbara A. Proctor            |
| 7) <b>Management Liaison</b>                             | V. J. McAleer                 |
| 8) <b>Reports of Officers and Committees:</b>            |                               |
| a) <b>Membership Committee</b>                           | Lennette Meredith             |
| i) New nominations                                       |                               |
| ii) Report on Activity in March                          |                               |
| b) <b>Program Committee</b>                              | Barbara Cragan and Donna Rook |
| i) Report on Activity in March                           |                               |
| c) <b>Outreach Committee</b>                             | Deborah Williams, Ph.D.       |
| i) Report on Activity in March                           |                               |
| d) <b>Communications and Technology Committee</b>        | Deborah Williams, Ph.D.       |
| i) Mission Statement                                     |                               |
| ii) Report on Activity in March                          |                               |
| e) <b>Cultural Research and Development Committee</b>    | Redd Griffin                  |
| i) Mission Statement                                     |                               |
| ii) Report on Activity in March                          |                               |
| f) <b>Secretary</b>                                      | Donna Rook                    |
| g) <b>Vice Chairman</b>                                  | Redd Griffin                  |
| h) <b>Chairman</b>                                       | Joseph A. Morris              |
| 9) <b>Unfinished Business</b>                            |                               |
| 10) <b>New Business</b>                                  |                               |
| a) Should WTTW Sell and Broadcast Political Commercials? |                               |
| b) Other New Business                                    |                               |
| 11) <b>Review of 2012 Work Plan</b>                      | Chairman                      |
| 12) <b>Public Comment</b>                                | All                           |
| 13) <b>Good and Welfare</b>                              | All                           |
| 14) <b>Adjournment</b>                                   |                               |