

WTTW COMMUNITY ADVISORY BOARD

MINUTES
Of
The Public Meeting
Of the
WTTW Community Advisory Board
Of
Tuesday, August 21, 2012
WTTW Studios
5400 North St. Louis Avenue
Conference Room B, 2nd Floor
Chicago, Illinois

The meeting was called to order by Chairman Morris at 6:30 p.m.

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

Joseph A. Morris, Chairman
Jeff Berkowitz
Alicia Barnes
Helen Bracey
Yvette Brown
Leatrice Campbell
Barbara Cragan
Janice Goldstein
Redd Griffin, Vice Chairman
Lennette Meredith
Jim McClure
Mary Lou Mockus
Heather Penn
Donna Rook, Secretary
Maggie Steinz
Renee Summers
Doreen Wiese
Dr. Deborah Williams

Additional persons present included:

V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, Yvonne Davis, administrative assistant to Chicago Tonight and staff liaison, Barbara Proctor, liaison, WTTW Board of Trustees

The following members of the general public were present:

- Ava Berland, Christopher Vaughn and Steven Gunther, all candidates for CAB membership

The Chair noted presence of a quorum and called the meeting to order at 6:30. He asked members to introduce themselves and briefly describe their background.

The Chair asked for consideration of the June minutes; no additions or corrections were offered. Ms. Cragan moved the minutes be approved; Ms. Mockus seconded the motion, which was adopted unanimously.

The Chair requested approval of the proposed Agenda for the meeting (attached). Mr. McClure moved to approve the agenda and Ms. Brown seconded; the Agenda was adopted unanimously.

The Chair asked for reports, and called on the Trustees' Liaison. Ms. Proctor described her work gathering information from community resident zones in an effort to know our communities better. She will develop a chart comparing CAB membership to communities in the city to assess how well we are covering them, to see if there are areas where we need to actively recruit to cover them.

The Chair called on the Management Liaison. V.J. McAleer provided an update behalf of Station Management:

1. Early next Sunday morning is the WTTW Fun and Run, in Lincoln Park, a family activity for members
2. The week after next Chicago Tonight will move to 10pm in deference to the national party conventions; the station's coverage will pay special attention to the Illinois delegation
3. Check Please will host a special event Friday Sept 21, bringing in 15 food trucks to the WTTW parking lot. The event, from 5-8pm will cost \$25, making it accessible as a membership development and community event.
4. On September 22 the first hour of the PBS series "American Graduate" program will air on WTTW channel 11. The series spotlights the dropout issue; the next 6 sessions will air on WTTW prime.
5. On the following Thursday Chicago Tonight will host a special edition with a studio audience and community leaders on the dropout issue. The station is working with community groups to align focus on this issue.

In response to Mr. McAleer, Mr. Berkowitz suggested the station consider covering the Opportunity Scholarship program, led by John Russell. The program awards scholarships to K-8 students via lottery. Mr. Berkowitz urged greater coverage by WTTW of school choice matters, and distinguished "school choice" from "charter schools."

The Chair called on the Membership Committee. Ms. Meredith and Ms. Mockus introduced Ms. Berland, Mr. Vaughn and Mr. Gunther as candidates for membership to the CAB. Ms. Mockus moved, and Ms. Penn seconded the nomination of Mr. Vaughn; Ms. Mockus moved and Ms. Summers seconded the nomination of Ms. Berland; Ms. Mockus moved and Ms. Steinz seconded the nomination of Mr. Gunther; all were unanimously approved. Ms. Meredith noted that as of today the CAB is at full complement of 27 members. Discussion ensued on procedures to manage the 3 year terms of current and new members. The chair requested the nominating committee clarify these procedures for the board at the next meeting. Mr. Griffin suggested new interested candidates be considered for committee membership.

The Chair called on the Program Committee. Ms. Cragan followed the June discussion requesting clarification of the committee's role and responsibilities. Our bylaws currently describe development and analysis of programming proposals as well as other activities assigned by the chair. In the past the committee filtered external and CAB feedback about programs, now this is done via surveys and outreach. Recently the committee analyzed a robotics proposal, but that may not be needed going forward. The Chair asked Ms. Cragan to work with the Outreach, Communications and Technology, and Cultural Research and Development committees to recommend an update to the program committee charter in the bylaws. Ms. Mockus noted the robotics proposal as an example of encouraging station focus on students who have outgrown Sesame Street but can benefit from recognition and motivation resulting from airing of STEP-related programs. Ms. Steinz re-introduced the issue of civics education, in light of immigrants who are inundated with politics and have no background in our country's basic civics. Ms. Campbell mentioned community-driven programs as an option to consider. Mr. Berkowitz, Ms. Bracey and Ms. Campbell requested participation and were named to the Program committee.

The Chair called on the outreach Committee. Dr. Williams reported that our public survey is now posted and available on the WTTW CAB page; both the survey and the web site tour are on our facebook page. Work is underway to post the tour on the WTTW CAB web page. Mr. Vaughn was named to the Outreach committee.

The Chair called on the Communications and Technology committee. Ms Brown highlighted efforts with the Outreach Committee, posting the survey and web site tour on our facebook site. She reminded members of the mission to support other committees. The Facebook site name is WTTW-Community Advisory Board. Ms. Penn offered to email all CAB members the link.

The Chair called on the Secretary; Ms. Rook had no Secretary's report.

The Chair called on the Vice Chairman and the Cultural Research and Development Committee (currently chaired by the CAB Vice Chair). Mr. Griffin circulated a survey for board member input, which will be considered in the committee meeting planned for September. A more detailed report is attached. Ms. Steinz suggested consideration of pilots for YouTube. Members include Dr. Wiese, Ms. Proctor, Mr. McClure, Ms. Steinz, Ms. Meredith, Mr. Berkowitz, Ms. Mockus. Mr. Griffin called a meeting of the Cultural Research and Development Committee for Tuesday, September 18, 2012 at 6:30pm at the WTTW Studios.

The Chair delivered his report. He thanked all committee chairs for their efforts, noting that strong committees will strengthen the board by laying the foundation for productive board meetings. He stressed the importance of encouraging people to take the CAB yearly survey. Ms. Rook asked members to request survey responses from non-viewers and students, a demographic not well represented in last year's responses. Mr. Morris reminded the group we are not the board of trustees, we are an advisory board. We pass ideas to trustees and management, who decide what gets developed and paid for. We have no budget for staff, so everything we do depends on volunteer labor, for example the efforts on the survey, the web tour and our facebook site. Our report this June to Mr. Schmidt regarding paid political ads was referred to the board and legal counsel; at this point no change in policy is likely. Thom Clark, professor of communications at Columbia College Chicago and past chair of CAB came across our work in a research project. He reached out to note he was impressed and pleased with our work and offered congratulations for our progress.

The Chair called for Unfinished Business. None was offered.

The Chair asked for New Business. Ms. Summers raised two issues: procedures and discussion. Procedurally, the starting time seems to be 6:30 vs. advertised time of 6:00. A straw poll showed CAB members evenly divided, so effort will be made to start meetings at 6pm. She asked if individual discussion could be limited in our meetings, such as restricting comments to 3 minutes similar to limits on guests. Ms. Goldstein questioned the content and attribution of comments in the report to the station about paid political advertising. Discussion highlighted the existing practice of drafting and circulating draft reports for member comments. The Chair reminded members that our 2012 annual report will be created this fall, and requested conceptual ideas be sent to him to enable focus on content in our next meeting. The foundation for the report is to assess how well the the station's policies reflect the community's cultural and educational needs.

The Chair asked for Good and Welfare. Note was made that we all deeply miss Margot Baas. Mr. McClure moved to adjourn and Mr. Vaughn seconded the motion. The motion was adopted unanimously. The Chair declared the meeting adjourned at 8:55 P.M.

Respectfully submitted,

Donna L. Rook
Secretary

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

Date: Tuesday, August 21, 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) Call to Order | Joseph A. Morris |
| 2) Roll Call and Self-Introductions | Donna Rook and All |
| 3) Approval of Minutes – for June 19, 2012 | Donna Rook |
| 4) Revision and Adoption of Agenda | Joseph A. Morris |
| 5) Trustees' Liaison | Barbara A. Proctor |
| 6) Management Liaison | V. J. McAleer |
| 7) Reports of Officers and Committees: | |
| a) Membership Committee | Lennette Meredith |
| i) Ava Berland | |
| b) Program Committee | Barbara Cragan and Donna Rook |
| c) Outreach Committee | Deborah Williams, Ph.D. |
| i) Public Survey. | |
| d) Communications and Technology Committee | Yevette Brown |
| e) Cultural Research and Development Committee | Redd Griffin |
| f) Secretary | Donna Rook |
| g) Vice Chairman | Redd Griffin |
| h) Chairman | Joseph A. Morris |
| 8) Unfinished Business | |
| None. | |
| 9) New Business | |
| a) Renée Summers | |
| b) Proposal of Items for Study and Discussion for 2012 Annual Report | |
| 10) Public Comment | All |
| 11) Good and Welfare | All |
| 12) Adjournment | |

**WTTW Community Advisory Board – August 21 Meeting
Report of Vice-chair Redd Griffin**

I. The Community Advisory Board’s Tributes to Margot Baas

This is the first CAB meeting since the death of our longtime member and friend, Margot Baas. Chairman Joe Morris attended her funeral July 27 with Mary Lou Mockus, Donna Rook and Maggie Steinz. Three days later he e-mailed CAB members about it.

His engaging message captured the Margot we knew, but with details many of us may not have known. Her achievements in the academic and business worlds were substantial, but not altogether surprising given the remarkable common sense she brought to CAB. The humility she showed in asking to be buried in a “pine box” with “no eulogies or other orations” was her most apparent and exemplary virtue. Her request for “no speeches “and “a big party” put her enduring thoughtfulness toward others first, even after death.

Those of us who were not there did not have the benefit of hearing what Joe Morris called a “lovely homily on Margot's life as a spiritual lesson.”

This made me especially grateful for the talk with her not long before she died. Among other things, I thanked her for her persistent dedication to the cause of civic education at our CAB meetings. I told her that Maggie Steinz recommended “civic education” be added to our cultural research and development committee’s mission statement with Margot listed as co-sponsor of the addition.

If Margot can’t be present at our CAB meetings, we can still pay tribute to her and serve her cause—and ours--by recalling her example and her promotion of civic education in a society deeply in need of both.

II. I recommend that CAB

--develop a list of its members’ causes, projects and organizations that could be used for research and outreach

--formulate a procedure for its members to communicate with fellow members, WTTW staff and/or the public about significant events that might interest them and the station’s audience

--include a designated time on CAB’s agendas for announcements relevant to CAB members and/or WTTW’s audience

In the development of procedures for the above activities, questions to be answered include who receives, selects and prepares input for dissemination, including CAB’s website

Cultural Research and Development (CR & D) Committee Report 8.21.12

Submitted by chair Redd Griffin

I. Introduction

My apologies to the Community Advisory Board (CAB) and especially those members who have expressed interest in serving on the newly established CR & D committee. I had intended to convene those who expressed interest, but I could not do justice to properly planning, arranging and conducting a meeting before now.

I have reserved conference room B at WTTW’s studios for a meeting of the committee September 18 at 6:30 pm (the off- month and time formerly used for CAB’s committee meetings).

Between now and then I would appreciate communicating with every member interested in serving on the committee by phone and/or e-mail.

The purpose of this meeting is to set specific goals and schedules for the committee and to invite members willing to undertake short-term or long-term projects in cultural research and development.

II. I recommend that the CR&D committee

--notify CAB members and the public of projects and events that would hold importance and interest for WTTW

--develop a procedure for selecting and posting information on CAB's website, e.g. factoids or quotes helpful for the public in following campaigns and elections

--develop CAB's monitoring of WTTW programming, e.g. assessing independence, objectivity and balance of coverage of this year's campaigns and elections

--establish a list of important societal and cultural dates and commemorations, e.g. the 100th anniversary of *Poetry* magazine *

In the development of procedures for the above activities, questions to be answered include who receives, selects then prepares input for inclusion in announcements or CAB's website

III. Questionnaires

I have brought revised copies of the questionnaire I circulated at a board meeting and mistakenly e-mailed to only a few members. I would prefer to revise this questionnaire before sending it out, and would like the input of those who signed up for our cultural research and development committee to recommend questions they prefer and submit their own suggestions for questions as well.

Report of the Vice-chair to the 4.17.12 (revised for clarity on 8.21.12)

The following questions and topics relate to public broadcasting both narrowly and broadly.

A. Please answer these questions.

-- What questions, if any, would you like to ask WTTW's President and Chief Executive Officer, Dan Schmidt?

-- What is "the public interest" as it relates to television broadcasters, including WTTW and PBS?

-- How can WTTW contribute to the public good in its communications with voters concerning issues and candidates in the 2012 elections?

B. Check which of the following possible topics CAB's Cultural Research and Development Committee should explore.

--the role of Edward Ryerson in beginning and leading WTTW

--why John Callaway was what Newton Minow considers an embodiment of the spirit of WTTW

--the role of Geoffrey Baer and his work at WTTW

--the broader political, economic and cultural contexts in which American voters will choose their candidates in 2012

- the principles and processes of democratic government healing and helpful for a divided electorate
- how WTTW could help prepare its viewers to vote intelligently, ethically and wisely
- how WTTW could help improve their viewers' quality of life sensorially, affectively, cognitively, morally and spiritually
- how the worldviews of various generations in our time impact our lives
- ways for the Cultural Research and Development Committee and the Communications and Technology Committees to work together
- the importance and impact of the founding of *Poetry* magazine in Chicago 100 years ago.

C. Please e-mail your responses to A and B to redgriffin@sbcglobal.net

*** IV. Significant events for WTTW to consider covering**

A. Poetry Magazine Turns 100 (from the Poetry Foundation's website)

Founded in Chicago by Harriet Monroe in 1912, *Poetry* magazine began with the "[Open Door](#)": May the great poet we are looking for never find it shut, or half-shut, against his ample genius! To this end the editors hope to keep free of entangling alliances with any single class or school. They desire to print the best English verse which is being written today, regardless of where, by whom, or under what theory of art it is written.

In its first year *Poetry* published William Carlos Williams and William Butler Yeats; Joyce Kilmer's "[Trees](#)" and Ezra Pound's "[In a Station of the Metro](#)"; and introduced Rabindranath Tagore to the English-speaking world just before he was awarded the Nobel Prize.

The magazine has since published a new issue every month for one hundred years. Perhaps most famous for having been the first to publish T.S. Eliot's "[The Love Song of J. Alfred Prufrock](#)" (and, later, John Ashbery's "Self-Portrait in a Convex Mirror"), *Poetry* also championed the early works of H.D., Robert Frost, Langston Hughes, Edna St. Vincent Millay, and Marianne Moore. It was first to recognize many poems that are now widely anthologized: "[We Real Cool](#)" by Gwendolyn Brooks, "[Briggflatts](#)" by Basil Bunting, "[anyone lived in a pretty how town](#)" by E.E. Cummings, "[Chez Jane](#)" by Frank O'Hara, "[Fever 103°](#)" by Sylvia Plath, "[Chicago](#)" by Carl Sandburg, "[Sunday Morning](#)" by Wallace Stevens, and many others. *Poetry*'s pages have also seen Elizabeth Bishop, Charles Bukowski, Raymond Carver, Allen Ginsberg, Ernest Hemingway, James Joyce, Gertrude Stein, and Tennessee Williams, to name just a few.

Today, *Poetry* regularly presents new work by the most recognized poets, but its primary commitment is still to discover new voices. In recent years, over a third of the poets published have been new to the magazine. Annual translation issues deepen readers' engagement with foreign-language poetry, and regular Q&A features present conversations with poets about their work. *Poetry* is also known for its enlivening "Comment" section, featuring book reviews, essays, notebooks, and "The View from Here" column, which highlights artists and professionals from outside the poetry world writing about their experience of poetry. Recent installments have included pieces by actor [Lili Taylor](#), web guru [Xeni Jardin](#), the late columnist [Christopher Hitchens](#), novelist William T. Vollmann, musician [Neko Case](#), cartoonist [Lynda Barry](#), and the author of the "Lemony Snicket" children's series, [Daniel Handler](#).

The entire one-hundred-year run of the magazine is available free online, as are related audio, video, and monthly podcasts in which editors Christian Wiman and Don Share discuss the current issue, talk to poets and critics, and share their poem selections with listeners. In 2011 *Poetry* was awarded two National Magazine Awards: for Best Podcast and for General Excellence in Print. As critic Adam Kirsch says, “*Poetry* has done what long seemed impossible . . . it has become indispensable reading for anyone who cares about American literature.”

POETRY FOUNDATION [General Inquiries](#) | [Poetry magazine](#) | [Media & Press](#) | [Harriet Monroe Poetry Institute](#) | 61 West Superior Street, Chicago, IL 60654

B. [An Evening to Celebrate Hemingway Among the Modernists](#) (from the Ernest Hemingway Foundation of Oak Park’s website)

John Barr, a poet and businessman, led the way in establishing the Poetry Foundation, which now publishes *Poetry* magazine. This magazine pioneered a new, more direct, less sentimental and ornate kind of writing. The ground-breaking poet Ezra Pound, published in its first issue, later passed on this approach to writing poetry to Ernest Hemingway in Paris. Hemingway, who had originally wanted to be a poet, used this approach when he later tried “writing poetry in prose.”

Barr presented the 28th annual Hemingway Birthday Lecture to a hundred guests in the auditorium above the Hemingway Museum. His lecture, “Hemingway Among the Modernists.” traced the sea change Modernism brought to writing and its influence on Hemingway and his literary colleagues. It was clear from Barr’s talk how Hemingway and his fellow Modernists impacted the way people nearly everywhere write, read, speak and listen.

-- *Redd Griffin*