

# WTTW COMMUNITY ADVISORY BOARD

MINUTES  
Of  
The Public Meeting  
Of the  
WTTW Community Advisory Board  
On  
Thursday, October 18, 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 6:25 p.m.

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

Joseph A. Morris, Chairman  
Jeff Berkowitz  
Ava Berland  
Jeff Berkowitz  
Yvette Brown  
Keisha Dyson  
Kimberly Frost  
Janice Goldstein  
Redd Griffin, Vice Chairman  
Steven Gunther  
Lennette Meredith  
Mary Lou Mockus  
Heather Penn  
Donna Rook, Secretary  
Maggie Steinz  
Renee Summers  
Christopher Vaughn  
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

The following members of the general public were present:

Miguel Loeza, Ron and Annette Kurzejka, Linda Jackson

The Chair noted presence of a quorum and called the meeting to order at 6:25. He asked members to introduce themselves and briefly describe their background.

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

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

The Chair asked for reports, and called on the Management Liaison. V.J. McAleer provided an update behalf of Station Management:

1. Check Please Food Truck Special, held in the station parking lot, had 1200 people in attendance. Purpose was member cultivation.
2. The 27<sup>th</sup> year of Golden Apple Awards for Excellence in Teaching will feature 10 teachers and airs November 15 at 8pm.
3. Ken Burns' new documentary on the Dust Bowl will air November 18-19.
4. Remembering Chicago, recollections of the 70's and 80's by real people, will air November 26.
5. The special segment of the American Graduate initiative, postponed due to the CPS teachers strike, is now scheduled to air December 6.
6. The station will co-sponsor with UIC a screening of "Lemon," on October 20, 5-7pm, featuring a Def Poetry jam activist.
7. Chicago Tonight will cover Poetry Magazine's 100<sup>th</sup> anniversary next Monday.

Mr. Berkowitz and Mr. Vaughn arrived.

Ms. Mockus asked for information about the station joining the Single Master Control Venture. Mr. McAleer explained the intent was to share operational resources to save money, but would not create significant operational change. Mr. Berkowitz asked how a person would apply to participate in the December 6 audience. Mr. McAleer noted opportunities would be posted and mentioned on the station.

The Chair called on the Membership Committee. Mr. Morris had sent a list of member terms and offered a motion clarifying expiration definition and moved to adopt the motion; Ms. Goldstein seconded the motion. After discussion further clarification on member terms is needed and Mr. Morris withdrew the motion. Ms. Meredith and Ms. Mockus introduced 4 new candidates for membership: Dr. Ron Kurzejka, Miguel Loeza, Janet Evans (not present), and Linda Jackson. Candidates are aware there are no current openings, but will be considered in chronological order as new openings occur. Ms. Meredith mentioned the committee will monitor attendance; as those who miss 3 meetings no longer fulfill requirements of the bylaws. The Spring CAB meeting will include nominations for new as well as renewed terms. The Membership Committee will report on attendance at the next meeting.

The Chair called on the Program Committee. In absence of Ms. Cragan, Ms. Rook presented the suggested rubric for members to submit requests. Ms. Summers expressed concern that it was too complicated. Mr. Morris said people are welcome to contact Mr. McAleer with urgent ideas, but the rubric provides a mechanism for the entire CAB to consider and press the station to respond.

The Chair called on the Outreach Committee. Dr. Williams expressed appreciation for posting the link to the tour of teaching resources available on WTTW and PBS web sites on the CAB page. She presented highlights from the fall CAB survey. Hours watching per day and cable vs. online trends are the same. Answers to the question about favorite platform showed cable down, network the same, streaming up tremendously, and online viewing now appears. News programming was top rated, then documentary then history. Hour per day showed WTTW the same, this year more watch alternative WTTW channels. More people responded this year. Requests for more programming occurred for local theater, music, and art exhibits. More coverage was also requested for public affairs and neighborhood cultural events. Questions included how the survey is used; opportunities include input for program committee and summary in the CAB annual report to the station. Mr. Griffin asked Mr. MacAleer about station surveys, which is a larger survey but focused on members. Dr.

Williams reminded the group our survey focuses on outreach to non-members. Mr. Gunther noted results are marketing research, and inferential.

Ms. Steinz arrived.

Questions were raised regarding the CAB Facebook page tracking, use, hits. Ms. Penn reported 40 “Likes” so far; the CAB survey was posted on the site as was Dr. Williams’ PBS site tour slides along with a musical background.

The Chair called on the Communications and Technology committee. Ms. Penn asked members to pass the link along to members’ Facebook contacts; think of things to add, such as meeting dates, a public welcome, and invitations to join committees). Ms. Goldstein asked how members could employ LinkedIn; Mr. Gunther suggested creating a CAB group and/or discussion on that site.

The Chair called on the Vice Chairman and the Cultural Research and Development Committee (currently chaired by the CAB Vice Chair). The Committee met and minutes will be distributed and attached. Ideas include developing a calendar of cultural events (ex. Poetry magazine); or to consider using an existing external calendar (i.e. Chase’s calendar); to monitor and report on the station’s treatment of politics; and to consider obtaining more meaningful, focused viewer testimonials for station breaks.

Candidate Linda Jackson and members Keisha Dyson and Yvette Brown arrived.

The Chair called on the Secretary; Ms. Rook had no Secretary’s report. Members would like a list of committee members and mission, and meeting dates. A signup sheet was circulated for members to note which committees they were serving on or interested in.

The Chair delivered his report. He emphasized the CAB’s crucial mission to ensure the station meets the educational and cultural needs of the community, and provide outside input to station management. The primary vehicle is our annual report. He proposed circulating a skeleton report electronically to CAB members, with an earnest and sincere request to weigh in on additions, revisions and new text. The draft will follow format of last year’s report, including review of last year’s suggestions and progress; as well as new suggestions. He reiterated the importance of responding electronically so we can complete the annual report on time. He noted that the time discussing terms and bylaws could have been shortened had members responded to his draft prior to the meeting. The Chair noted the objective of achieving consensus for annual report; but members are welcome to submit other views which will be included as submitted. As last year, the “committee of a whole” will meet on December 5 at 6PM at the station.

The Chair called for Unfinished Business. He presented the agenda for annual report from last year and asked for suggestions. Ms. Goldstein suggested adding an item for cultural programming; Ms. Steinz offered to provide items related to civic education that is used to train new citizens.

The Chair asked for New Business. Ms. Summers raised the question of agency and CAB mission, expressing concern about slowdown of films submitted by her colleagues, which were reviewed and concern expressed by the station that they were dated. Her current concern is Chicago as murder capitol; she talked to some academic resources but felt the program committee rubric slowed things down. The Chair reiterated the mission of the board is simple, and does not include specific programming directives. Members may choose to go straight to station management (VJ or Dan Soles) or go thru the board if need support. Ms. Dyson asked for clarification on options to raise ideas and obtain board support. The Chair noted members have 4 options: Complete the Program Committee rubric, bring topics to the chair for the meeting agenda, raise topics as new business, or take them directly to station management. He reminded the group we are an advisory board, not making operational decisions, with large membership to represent the communities. Ms. Steinz noted the excellent

opportunity to learn and provide feedback by attending station screenings. Ms. Goldstein noted items needing clarification on the programming committee rubric, and was encouraged to submit suggestions to the programming committee.

Ms. Mockus moved that Jim Lehrer be commended for statesmanship and journalistic integrity in moderating the first presidential debate of 2012. Ms. Steinz seconded the motion. Mr. Griffin moved the motion be amended to add choice of format; Mr. Berkowitz seconded the motion. Ms. Goldstein moved to table the motion and Ms. Brown seconded the motion; the motion was not adopted. Both the motions and amendment to commend Mr. Lehrer were adopted with Ms. Penn and Ms. Williams abstaining.

The Chair invited public comment; none was offered. He asked for Good and Welfare, and condolences for Norma Sutton's father were noted.

The Chair noted the next CAB meeting is scheduled December 18. Mr. Berkowitz moved the meeting be adjourned, Mr. Vaughn seconded the motion. The Chair declared the meeting adjourned at 8:55 P.M.

Respectfully submitted,

Donna L. Rook  
Secretary

## **WTTW COMMUNITY ADVISORY BOARD (CAB)**

October 2012 Regular Bi-Monthly Board Meeting

Date: Thursday, October 18, 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**

- 1) **Call to Order** Joseph A. Morris
- 2) **Roll Call and Self-Introductions** Donna Rook and All
- 3) **Approval of Minutes** – for August 21, 2012 Donna Rook
- 4) **Revision and Adoption of Agenda** Joseph A. Morris
- 5) **Trustees' Liaison** Barbara Proctor
- 6) **Management Liaison** V. J. McAleer
- 7) **Reports of Officers and Committees:**
  - a) **Membership Committee** Lennette Meredith
    - i) **Resolution Clarifying Expiration of CAB Members' Current Terms.**
    - ii) **Proposal for Handling Membership Applications and Candidacies in the Absence of CAB Vacancies.**
  - b) **Program Committee** Barbara Cragan and Donna Rook
    - i) **Proposal for Updating of Program Committee's Mission.**
  - c) **Outreach Committee** Deborah Williams, Ph.D.
    - i) **Annual Public Survey (Closed September 15, 2012).**
  - 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** All
- a) **Inventory and Discussion of Items for 2012 Annual Report.**
- i) **Follow-Ups from 2011 Annual Report.**
- ii) **Civic Education.**
- iii) **Fairness and Balance in News Coverage and Commentary.**
- iv) **Native American History and Culture.**
- v) **Expanding and Improving Coverage of School Choice Debates.**
- vi) **Science, Technology, Engineering, and Mathematics (“STEM”) Education Coverage and Inspiration.**
- 9) **New Business** All
- a) **Renée Summers on “Agency and a Meaningful Role for the CAB”.**
- b) **Mary Lou Mockus on PBS in National Presidential Politics: Commending Jim Lehrer for Breaking Ground as Model Debate Moderator and Welcoming National Discussion of Relations Between Government and Public Broadcasting.**
- b) **Proposal of Items for Study and Discussion for 2012 Annual Report.**
- 10) **Scheduling of Meeting of the Committee of the Whole to Finalize Annual Report.** Joseph A. Morris
- 11) **Public Comment** All
- 12) **Good and Welfare** All
- 13) **Adjournment**

**I. COMMUNITY ADVISORY BOARD (CAB) MEETING – 10.18.12**  
**REPORT OF VICE-CHAIR REDD GRIFFIN (RG)**

**Agenda Items for CAB's Community Research and Development  
Committee (CR&DC) Meeting (9.18.23) Relating to CAB Overall**

(Items discussed most thoroughly and/or acted on are underlined.)

Discussion of RG's report to CAB

Actions to take based on recommendations

--development of a broader, deeper questionnaire on CAB members for  
committee assignments, research and networking (using LinkedIn or NNDB  
Mapper as sources of information and models)

--recommendation that non-CAB members work on CAB committees

--activation of the Legacy Board for CAB members leaving CAB, but preferring  
to stay involved with CAB

**II. COMMUNITY ADVISORY BOARD (CAB) MEETING – 10.18.12**  
**REPORT OF CULTURAL RESEARCH AND DEVELOPMENT**  
**COMMITTEE (CR&DC) CHAIR REDD GRIFFIN**

**A. Agenda Items for the CR&DC Meeting (9.18.12) Relating to CR&DC Specifically.**

(Those discussed most thoroughly and/or acted on are underlined.)

I. Discussion of RG's report to CAB

Which questions should be kept for the survey [developed earlier by RG]?

Actions to take based on recommendations

--a calendar of important events for WTTW to consider

for programming e.g.

*Poetry* magazine's 100<sup>th</sup> anniversary in 2012\*

Emancipation Proclamation 100<sup>th</sup> anniversary, January 1, 2013

II. Discussion of scope of CR&DC

--institutional, regional, state and national history and heritage

--culture

--philosophy

--spirituality

III. Setting of CR&DC goals, timelines and assignments

--relating scope in II to WTTW policies and programs, beginning from scope  
down, or from programs up



#### IV. Specific proposals

- report on Newton Minow
- developing methods for monitoring political justice\*\*
- developing skills of critical observation, interpretation and evaluation
- providing quotes for reflection of WTTW viewers on our website or on the air,  
e.g. “I have sworn upon the altar of God eternal hostility to every form of  
tyranny over the mind of man” -- Thomas Jefferson. \*\*\*
- exploring causes and cures for violence in Chicago

#### V. Draft items for the CAB annual report

- mission and work of the cultural research and development committee
- WTTW and PBS history
- political coverage
- local documentaries
- Chicago Tonight*
- ethnic Chicago
- culture and technology
- cultural calendar for 2012 and 2013?

\*Editors from Poetry magazine are scheduled to appear on Chicago Tonight 10.22.12, partially as a result of implementing this proposed CR&DC function according to V.J. McAleer's report.

\*\*It is recommended that all CAB members report to CAB practices aired on WTTW that are constructive or destructive to an informed, civil, enlightened, democratic electorate. These reports should include why those reporting evaluate the practices as they do with specific details.

\*\*\*All CAB members are invited to submit such quotes to the CR&DC for their consideration for inclusion on the CAB website.

## **B. Minutes of the (CR&DC) Meeting (9.18.12)**

(These minutes follow the sequence of the meeting, but are divided according to their relevance to CAB Overall or the CR&DC Specifically.)

The meeting was convened at 6:30 P.M. on . Those in attendance were: Redd Griffin (Chair), Lennette Meredith, Maggie Steinz, Jeff Berkowitz, Mary Lou Mockus, and Jim McClure (via telephone conference call).

### **1. Relating to CAB Overall**

Chairman Griffin distributed the agenda for the meeting. He first proposed that CAB collect and record more detailed and thorough background information on its members' activities, associations, knowledge and skills as presented on LinkedIn and/or the NNDB Mapper. He recommended a questionnaire be developed to elicit information about CAB members useful for them helping on CAB projects and for connecting them with each other, WTTW and the community it serves. Lennette Meredith would design the questionnaire.

Currently CAB membership is at capacity, but there are several candidates who have applied recently. It was agreed that the Membership Committee review the status of current members and report on term completions and renewals. Members completing a three year term will then be asked if they wish to serve a second three year term. Mary Lou agreed to review the membership data and report the findings to Lennette. Those members having served in excess of six years are eligible to join the "Legacy Board," although there was unanimous agreement that requiring long-serving members to do so would be counter-productive. In addition it was recommended that aspiring new members be invited to attend the next Board meeting and to choose service on one of the Committees of the Board until such time as a vacancy is created. Lennette & Jim McClure agreed to develop this procedure.

### **2. Relating to CR&DC Only**

The Chair next proposed developing a calendar of important historic and contemporary events as a resource for those on CAB and the WTTW staff concerned that the station be aware of significant dates in their programming.

Maggie Steinz and Jim simultaneously cited *Chase's Calendar of Events*\*\*\*as the classic resource for this kind of information. Chairman Griffin cited as examples of significant present and upcoming events the 2012 centennial of *Poetry Magazine* and "The Emancipation Proclamation."

The scope of the Committee's research was discussed as it related to the cultural and historic contexts of WTTW—regional, state, national and global . A rousing discussion developed about WTTW focusing public attention on contemporary issues important to its broadcast area, including those which have become intractable and tolerated as "the status quo," such as the drop out rate in the Chicago Public Schools, gangs, and violence. The effect of institutional insularity as evidenced by the absence of an economist or "anyone right of center" in the production division was cited as limiting coverage of these issues.

Respectfully submitted,  
Mary Lou Mockus (lightly edited by RG)

\*\*\* *Chase's Calendar of Events...* the most comprehensive, authoritative reference available on special events, holidays, federal and state observances, historic anniversaries and more. Each spring, thousands of new entries are submitted to join the more than 12,000 items that make up each year's book. Each event listing (where applicable) contains contact and mailing information. There is no charge to be listed in *Chase's*. Each new edition appears in late September preceding the year in question. Types of Entries in *Chase's Calendar of Events* include: Astronomical Phenomena, Religious Observances, National and International Observances and Civic Holidays, Special Days, Weeks and Months, Presidential Proclamations, Events and Festivals, Anniversaries and Birthdays Today

Contact Information:

*Chase's Calendar of Events*

McGraw-Hill Professional

130 E. Randolph St, Suite 400

Chicago, IL 60601

Tel. (312) 233-7560, Fax (312) 233-7569

[chases@mcgraw-hill.com](mailto:chases@mcgraw-hill.com)

McGraw-Hill Customer Service

P.O. Box 545

Blacklick, OH 43004-0545

Tel. (800) 722-4726, Fax (614) 755-5645

Media Requests: Ann Pryor, Publicity

[ann\\_pryor@mcgraw-hill.com](mailto:ann_pryor@mcgraw-hill.com)

McGraw-Hill Professional