

WTTW COMMUNITY ADVISORY BOARD

MINUTES of the
PUBLIC MEETING of the
WTTW Community Advisory Board (CAB)
Tuesday, October 20, 2015
WTTW Studios
5400 N St. Louis Avenue
Chicago, Illinois

The Chair called the meeting to order at 6:08 p.m.

In the absence of the Secretary, the Chair designated the Vice Chairman, Mary Lou Mockus, to act as the secretary *pro tempore*.

Introductions were made by the following present members of the Community Advisory Board: Joseph Morris, Chairman; Mary Lou Mockus, Vice Chairman; Denise Avant; Joe Bosco; Leatrice Campbell; Barbara Cragan; Kimberly Frost; Jan Goldstein; Lennette Meredith; Heather Penn; Renee Summers; Norma Sutton; Arlene Swartzman; Chet Szerlag; Rita Tandaric; Felicia Townsend; and Christopher Vaughn

In addition, the following persons were present and introduced themselves: Anne Gleason, Senior Vice President of WWCI for Marketing and Interactive Media; V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships and Management Liaison; Michael Gonzalez, Trustee Liaison; and Yvonne Davis, Administrative Assistant to Chicago Tonight and Staff Liaison

Finally, the following members of the public were present: Nneka Erondu, and CAB candidates: Jennifer Fletcher, Susan Ivers, Shonna Pryor.

Approval of Minutes: The Chair requested approval of the August 2015 Minutes, and it was adopted unanimously.

Approval of the Revised Agenda: The Chair requested approval of the Revised Agenda, and it was approved unanimously.

Public Comment: The Chair invited public comment but the members of the public present declined to comment.

Discussion with Anne Gleason: Ms. Gleason introduced herself by describing her background primarily in public relations and website management for various art organizations. She has worked at WTTW for twelve years, and her responsibilities include membership management, and overseeing the technical web team, the web content producers and the data base operations group.

The Chair began the discussion with the observation that CAB has become aware that a significant percentage of WTTW, audience is not viewing its programming by over-the-air broadcasting, but rather through other media.

Ms. Gleason responded by stating that all WTTW productions may be viewed on demand online, as well as most PBS productions (the latter for at least six weeks). In discussing additional viewing platforms, she emphasized the efficacy of online viewing, as opportunities for monetizing this format are more numerous and urged members to use such options. Whereas WTTW content can be accessed through X-boxes and PBS App via mobile devices, she explained

that those platforms do not afford monetizing opportunities. She also noted that “C2N” and “Check Please” increasingly are viewed through mobile devices. To demonstrate WTTW’s scope and presence in multi-media, social platforms, Ms. Gleason presented a PowerPoint. Among other things, the presentation showed WTTW’s Facebook and Twitter “likes,” which she noted surpasses those of New York’s much larger market.

Ms. Gleason mentioned that WTTW has produced certain content specifically designed for the web (e.g., the nine 15 minute episodes that followed five Chicago area students as they applied for selective enrollment high schools, and the series “Food Files” that focused on the people behind Chicago’s food venues). Also, she mentioned that WTTW is developing another web-based series in conjunction with “Check Please” regarding the creation, organization and management of food service companies, featuring “players in the field,” and further that WTTW is partnering with PBS on a series dedicated to restaurants’ servers. Responding to a question, Ms. Gleason stated that the station is exploring whether archival material (i.e., John Callaway interviews and arts programs) could be digitalized and made available on the web.

Ms. Frost raised the concern that WTTW was soliciting information/feedback from children online. Ms. Gleason responded by stating that WTTW never engaged in such solicitation, but noted that perhaps such was a PBS component. Ms. Gleason stated that she planned to pursue Ms. Frost’s concern with PBS.

Ms. Gleason concluded by saying she would share with CAB some of the slides of her PowerPoint presentation, which was electronically transmitted by the Chair to CAB members the next day.

Trustee Liaison: Mr. Gonzalez appreciated the on-air public notice of the CAB meeting.

Management Liaison: Mr. McAleer reported that Geoffrey Baer’s latest production features Chicago’s South Side will air on October 31st, that “Jay’s Chicago” will air on October 30th, and that “Nature Cat” will be previewed at Facets on October 24th and will air in November. He commented that generally WTTW’s production has focused on politics, architecture and food.

Officers’ and Committees’ Reports:

Membership Committee: Ms. Meredith reported that absentee notices were sent to Arlene Swartzman, Yvette Brown, and Dr. Ron Kurzejka, and that all three resigned.

Nominating Committee: To fill the vacancies, Ms. Sutton announced the nomination of Shonna Pryor, Jennifer Fletcher and Susan Ivers. All three candidates were elected by unanimous vote.

Program Committee: Ms. Cragan reported that Ms. Pryor completed a video clip in conjunction with her program proposal. In the interest of time, it was agreed that the clip would be electronically sent to CAB members, and related discussion would be deferred to the December meeting.

The Chair raised a related programming issue – specifically, an article critical of scheduled programming during pledge drives, which also will be deferred to the December meeting. He noted that Ms. Ivers may provide special insight into the matter.

Outreach Committee: Ms. Tandoric reported that the Audience Survey was nearing completion.

Education Committee: Ms. Steinz reported that a re-scheduled meeting will take place within the next several weeks. She further reported that in 2016, the Committee plans to focus on the following issues: Citizenship Education,

American Legislative Exchange Council, Sanctuary States, Anchor Babies, Robotics, Little Lego, PETA and Literacy Enhancement,

Appointments: The Chair announced the appointment of Mr. Vaughn to head the Cultural Research and Development Committee, and Ms. Penn to head the Technology Committee.

Secretary: In Ms. Berland's absence, no report was presented.

Vice Chairman: The Vice Chair did not present a report.

Chairman: The Chair announced that CAB would meet on November 17th as the Committee of the Whole in executive session to address and develop a consensus on the Draft 2015 Annual Report.

Unfinished Business: The amendment to the proposed Resolution on Content Acquisition, offered by Ms. Campbell, will be deferred pending the Chair's discussion with Ms. Gleason.

Ms. Pryor's program proposal will be deferred until the December meeting.

Finally, CAB voted unanimously to revise the Bylaws to create separate committees on membership and nominations, and to rename the Outreach Committee to the Community Engagement Committee.

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Ms. Cragan moved to adjourn, Mr. Vaughn seconded, and the meeting ended at 9:05 p.m.

Next Public CAB Meeting: December 15, 2015 at 6:00 p.m.

Respectfully submitted,
Mary Lou Mockus, Vice Chairman
Ava Holly Berland, Secretary