

WTTW COMMUNITY ADVISORY BOARD

MINUTES of the PUBLIC MEETING of the
WTTW Community Advisory Board (CAB)
Tuesday, August 18, 2020
Electronic Meeting via Zoom

The Chairman called the meeting to order at 6:10 PM with a quorum present.

The following CAB members were present: Chairman Joseph Morris (Chair); Secretary Rita Tandaric; Maryilene Blondell; Joe Bosco; Leatrice Campbell; Barbara Cragan; Simuel Hampton; Susan Ivers; Linda Jackson, Eugene Koprowski; Nancy Koprowski; Peter Kraus, Aaron Lawler Sinhue Mendoza; Lennette Meredith; Sharon Meroni; Mary Lou Mockus; Kristin Mount, Nancy Simon, Bruce Sutchar.

Note the following CAB members were absent: Iqbal Shariff, Carlton Triolo-Sapp; Sheila Wicks; Carmella Wimberly.

The following persons also were present: David C. Blowers, Chairman of the Board of Trustees; Sandra Cordova-Micek, President of WWCI; Graham C. Grady, Board of Trustees Liaison to CAB; Anne Gleason, Senior Vice President, marketing and Digital Media; Jitin Gagr, Vice President and Chief Financial Officer; Tim Russell, Vice President of Community Engagement of WWCI,; Lisa Tipton Head of Programming and Pledge.

And, the following members of the public were present: Charles E. Beavers; Chet Szerlag

The Chair called the meeting to order and declared that a quorum present. The Chair asked for a motion to adopt the agenda. Ms. Mockus so moved, seconded by Mr. Sutchar. The Chair called for a vote; ayes were greater than nays and the agenda was adopted without revision. The Chair explained that the meeting is the annual meeting and called upon Ms. Meredith asking if she would present her Membership report or if she would like the Chair to summarize the report. Ms. Meredith deferred to the Chair.

The Chair explained that there were eight incumbent members of the CAB with 3-year terms expiring, namely, Ms. Blondell, Mr. Bosco, Ms. Cragan, Ms. Jackson, Mr. Lawler, Ms. Meroni, Mr. Sutchar and Mr. Triolo-Sapp. Of the eight, the first six, Ms. Blondell, Mr. Bosco, Ms. Cragan, Ms. Jackson, Mr. Lawler and Ms. Meroni have agreed to be re-nominated if the Nominating Committee so desires. Mr. Sutchar and Mr. Triolo-Sapp will be leaving the CAB after the current meeting and the Chair thanked them for their service. The Membership Committee has reported that there are four CAB members who stand in violation of the mandatory minimum attendance requirement of the By-Laws. Two of those are Mr. Bosco and Ms. Meroni who have indicated a desire to seek reelection, and who have indicated to Ms. Meredith that they will remain mindful of the attendance requirement over the next year. The Membership Committee has determined that the Bosco and Meroni seats will not be declared vacant. The Chair stated that the question before the CAB is whether to accept the Membership Committee recommendation that Mr. Bosco and Ms. Meroni. A yes vote will retain Mr. Bosco and Ms. Meroni on the CAB and a no vote will remove them from the CAB. The Chair asked for any discussion but hearing no response called for the vote. The vote was unanimous in favor of retaining Mr. Bosco and Ms. Meroni.

The next item on the Membership Committee report was the matter of Eugene and Nancy Koprowski. Both stand in violation of the mandatory minimum attendance requirement and the Membership Committee's recommendation is that the Koprowski seats be declared vacant because the Koprowskis have moved away from WTTW viewing area and now reside in Champaign, Illinois, which has its own public television station and community advisory board. The Chair indicated that the Koprowskis requested a hearing on this attendance matter and asked if either would like to speak to the issue. After a moment of silence, another CAB member pointed out that the Koprowskis had left the meeting and had left a message in the "chat" function on the Zoom screen. The message indicated that the Koprowskis each resigned from the CAB. The Chair asked if there were any objection to acceptance of the resignations of the Koprowskis. No objection was heard and the resignations were accepted.

Ms. Meredith noted another candidate for CAB membership, Charles Beavers, is present, to be introduced for consideration for election to the CAB at a later time. The Chair suggested deferring the introduction of Mr. Beavers to the report of the Membership Committee at the regular meeting to follow the annual meeting. Ms. Meredith assented.

The report of the Membership Committee was thus concluded.

The Chair turned to Mr. Bosco asking if the Nominating Committee was prepared to present a slate of candidates for the nine seats to be filled. Mr. Bosco stated that there are six incumbent members seeking reelection and Mr. Chet Szerlag had indicated a desire to rejoin the CAB and is present at the current meeting. The Chair noted that two vacancies still exist and asked if the Nominating Committee was prepared to bring forth additional candidates or if it intended to wait until the next CAB meeting to fill those vacancies. Mr. Bosco responded that the vacancies should be carried forward to the December CAB meeting. This will allow potential candidates the opportunity to attend the October meeting. The Chair turned to Mr. Szerlag, reminding the CAB that Mr. Szerlag had served on the CAB several earlier. Mr. Szerlag reintroduced himself. He is a retired healthcare executive. He has worked at the University of Chicago for 32 years, managing the oncology program there, and then at the University of Illinois as Vice Chairman of Medicine, and most recently at Weill Cornell Medicine in New York, and New York Presbyterian, again in oncology. Mr. Szerlag noted that he has a number of other interests, and is currently President of the National Society for Genealogy for Polish Genealogical Research, headquartered in Chicago. He has an active interest in genealogy. The Chair thanked Mr. Szerlag.

The Chair explained that there are seven candidates before the CAB. The Chair asked for nominations from the floor. Hearing none, the Chair noted Mr. Bosco's nomination, on behalf of the Nominating Committee of a slate of seven candidates and asked for a motion for the secretary, Ms. Tandarcic, to cast a unanimous ballot in favor of the seven candidates. Mr. Bosco so moved, seconded by Ms. Mockus. The Chair recited the names of the candidates: Maryileen Blondell, Joe Bosco, Barbara Cragan, Linda Jackson, Aaron Lawler, Sharon Meroni, and Chester Szerlag. The Chair asked if the slate should be elected unanimously by acclamation. The vote was unanimous in favor of the slate and the Chair declared the seven candidates elected. The Chair then commented that the election brings the total CAB membership to 21, with three vacancies in the Class of 2023, two vacancies in the Class of 2022 and two vacancies in the Class of 2021.

The Chair again addressed Mr. Bosco, stating that the next item on the Nominating Committee's agenda was the election of officers. The Chair asked if the Committee had a nominee for the office of Chairman for one-year. Mr. Bosco answered that the Committee nominates Mr. Morris for Chairman for the next CAB fiscal year. The Chair responded that Mr. Morris is nominated and asked if there was any other nomination from the floor. Ms. Meroni seconded the nomination of Mr. Morris. There being no other nominations, the Chair invited the same motion and direct the secretary to cast a unanimous ballot for Mr. Morris. The Chair called for a vote, which was unanimous in favor of Mr. Morris. The

Chair then confirmed that there were no nay votes for Chairman. Mr. Bosco confirmed that the vote was unanimous in favor of Mr. Morris. The Chair declared Mr. Morris elected.

The Chair explained that the Office of Vice Chair has been held by Kimberly Frost, who has moved from the WTTW area and has resigned as Vice Chair and as a member of the CAB. The Chair asked if the Nominating Committee had a nomination for Vice Chair. Mr. Bosco answered yes, and nominated Ms. Susan Ivers for the Office of Vice Chair. The Chair asked Ms. Ivers if she accepts the nomination and she answered yes. The Chair expressed the CAB's thanks. The Chair reminded the CAB that Ms. Ivers has been a member of the CAB for about 5 years. Ms. Ivers took the lead on behalf of the CAB in preparing the report that the CAB submitted to WTTW President Micek when Ms. Micek announced the strategic planning process for WTTW. Ms. Ivers did yeoman work in guiding the CAB and editing the report and the CAB has had many thanks and praise, including from Ms. Micek, for that work. Ms. Ivers was the point person for that work. Ms. Ivers also attends many of the station's outside events and screenings. Ms. Ivers always reports to the CAB on the events she attends. She has a background in television and production as a form of art and as a form of conveying educational, cultural and news content. The CAB is well acquainted with Ms. Ivers and thanked Mr. Bosco for the nomination. The Chair asked if there were any other nominations from the floor. Hearing none, the Chair asked for a motion to elect Ms. Ivers by unanimous acclamation. Ms. Campbell so moved, seconded by Ms. Mockus. The vote in favor of Ms. Ivers' election was unanimous. The Chair declared that Ms. Ivers had been elected Vice Chair.

The Chair asked if Mr. Bosco had a nominee for Secretary for a one-year term. Mr. Bosco stated that the Committee's nominee for Secretary is Rita Tandaric. Ms. Tandaric accepted the nomination and the Chair then asked for nominations from the floor. There being none the Chair asked for a motion to direct Ms. Tandaric to cast a unanimous ballot in favor of herself. Ms. Ivers so moved, seconded by Ms. Campbell. The vote was unanimous in favor of electing Ms. Tandaric and the Chair declared her elected as Secretary for the next year.

The Chair declared the Annual Meeting portion of the meeting completed.

Public Comment was the next item on the agenda. The Chair noted that Ms. Meredith wished to introduce Mr. Beavers as a candidate but asked to defer that to later in the meeting to allow Mr. David C. Bowers to address the CAB. The Chair determined that no other member of the public was in attendance to address the CAB.

The Chair introduced Mr. Blowers. David C. Blowers was elected by his colleague on the Board of Trustees of WWCI, Window to the World Communications Inc., the parent company of WTTW and its sister broadcasting companies, as the Chairman of its Board. It is Mr. Blowers and the Board of Trustees, along with President Micek and the management of the station, whom the CAB serves by rendering advice. Mr. Blowers honors the CAB by being present at the very first opportunity to meet with the CAB. The Chair welcomed Mr. Blowers and asked that he tell the CAB about himself and absolutely anything that he thinks the CAB should hear.

Mr. Blowers thanked the Chair and expressed his delight to be with the CAB. He stated that it is an honor to be in the role of Chairman and to meet with the CAB, and is humbled by the legacy of leadership at WWCI and the good fortune to have many of the former Chairs still active and involved. Mr. Blowers has been on the WWCI Board since 2002. He was raised in the northern suburbs of Chicago, received his undergrad, liberal arts in government from Lawrence University, where he also serves as Board Chairman for one more year, a Kellogg MBA, married 37 years with three adult children and 38 years at The Northern Trust Company. During his career he has lived in New York twice, Hong Kong and London. He is also involved with the YMCA, The Harris Theater, The Economic Club of Chicago, was a Board member of the American Ballet Theatre when living in New York, The Steppenwolf and Chicago Shakespeare Theater.

Mr. Blowers then described his early priorities in his new role. He explained that this is an Important time for public media. Sunday, October 4 will be the 50th anniversary of PBS, there is a wonderful video that is out and that Ms. Micek will send to the CAB, which features Paula the President of PBS, Judy Woodruff, Henry Louis Gates, Jr. and Ken Burns talking about their involvement and their love of PBS. From the beginning, PBS set the tone for responsible news coverage, accuracy, holding power accountable, and these principles have never been more important than they are now in this divided moment in our country's history. Second, Mr. Blowers is very excited about the leadership team at WWCI. Mr. Blowers served on the presidential search committee, which was fortunate enough to convince Ms. Micek to come to WWCI. Mr. Blowers is also excited about the great talent Mr. Micek has brought in over the past two years: Hugo Balta, Tim Russell, Jitin Garg, to join the other terrific people like Anne Gleason, Lisa Tipton, and Jill Britton and the other leaders. Mr. Blowers stated that WWCI is well-positioned to weather the storm and take the station forward to the next level. He is particularly encouraged by the way the station has been telling stories across the broad Chicagoland community since the crisis began. Paris Schutz has been to neighborhoods all over the city. Mr. Blowers wants WTTW and WFMT to reach broadly across the rich diversity of the city to engage, enrich and inspire the broad communities of the city in new and innovative ways. Secondly, they will work to continue and expand the diversity initiatives at WWCI and its two stations and at the Board level. Graham Grady has worked with Mr. Blowers, who chaired the Governance committee, to bring in the broadest possible diversity to the Board and they will continue to focus on that going forward.

Mr. Blowers admits that he does not have all the answers, but that he will do a lot of listening. He thinks the Community Advisory Board plays a critical role in representing and helping leadership better understand the community perspective and takes that very seriously. Mr. Blowers expressed gratitude for Graham Grady serving as the Board liaison to the CAB. Mr. Blowers explained that he has known Mr. Grady for a number of years and stated that Mr. Grady has an uncanny ability to get to the heart of an issue.

Mr. Blowers has the expectation that the CAB will serve as a positive ambassador in the community and stated that they will do everything they can to provide the CAB with data, stories, and direction to accomplish this. Mr. Blowers encouraged questions and reiterated his appreciation for the service the CAB provides. He hopes that he will soon be able to meet with the CAB in person.

The Chair thanked Mr. Blowers for his graceful and informative statement. The Chair instructed CAB members on how to Zoom reaction symbols to signal the Chair to ask a question or make a comment. The Chair commented that President Micek had asked Mr. Russell and Ms. Tipton to forward the PBS video to the CAB and the CAB has seen it.

The Chair commented that he is pleased with what PBS is doing in the news field but even more impressed with what WTTW is doing with its news operation. The professionalization and expansion of WTTW News during President Micek's tenure, with the new news director, the re-branding of WTTW News, which is much bigger than "Chicago Tonight", Anne Gleason, who is with us tonight at tonight's meeting and whom the CAB has met with many times, and as a result of those meetings the CAB has a keen appreciation of the vast new reach of WTTW through the Internet she represents with interactive media and so forth. Praise PBS, but the CAB is even more impressed and excited about what WTTW in all its manifestations - educational, cultural and news - represents.

The Chair asked if there were any questions for Mr. Blowers. Mr. Blowers interjected that what WTTW has been able to do with digital under Anne Gleason's leadership over the past several years has been astounding, and the ability to reach into the community much more deeply and broadly and to respond to the need to be able to watch anytime of the day

or night has been a significant transformation for WTTW. Mr. Blowers stated that this comment should have been in his previous remarks, and asked for Ms. Gleason's forgiveness.

Ms. Gleason responded with her own thanks.

Ms. Cragan thanked Mr. Blowers for the Paris Schutz travels into the neighborhoods. She noted that chairs the Program committee and that the committee is trying to gather comments from the public about WTTW programming. She has heard from many who have praised the visits to the neighborhoods. Ms. Cragan commented that many of her friends never go into the city, and through nightly neighborhood broadcasts were able to see neighborhoods without the talking heads. Mr. Blowers agreed and said that it made a huge difference and added to the learning opportunity. Mr. Blowers asked where Ms. Cragan lives. She answered Lake Barrington in Lake County. Mr. Cragan also commented that she is grateful for the management liaisons assigned to the CAB – Tim Russell and Lisa Tipton - stating that they are patient, kind and responsive to the CAB's needs. They are wonderful representatives for the station.

Mr. Blowers responded that his frustration has been that he has not been able to spend time at the studios; he did spend one day, but other than Jill (Britton) and Sandra (Micek), no one was there. He is looking forward to spending more time there, but probably not until 2021.

The Chair announced that President Micek requested the floor and the Chair welcomed her. Ms. Micek thanked Mr. Blowers and commented that Lisa Tipton and Tim Russell have done an excellent job transitioning to liaisons with the CAB. The Chair responded that Lisa Tipton and Tim Russell are management liaisons to the CAB, and the CAB is mindful that each has a "day job", Ms. Tipton in charge of programming and pledge and Mr. Russell, community engagement. The CAB is very impressed with one of Ms. Micek's strategic initiatives, where she was kind enough to give a certain amount of credit to the CAB focusing attention on the importance of violence and its effect on the Chicago community. One of the results of that initiative was the creation of the FIRSHAND series, a partnership involving Anne Gleason and Tim Russell with its outreach component, and with its initial broadcast via the website. The series began as a digital production and then was seen on the over-the-air broadcast channels. The CAB found it to be a marvelous innovation and is very grateful to Ms. Micek for the little "hat-tip" she gave to the CAB for encouraging the station at the very highest levels of leadership to pursue the violence issue that cuts across all segments of the community.

The Chair noted that Mr. Russell and Ms. Tipton are present and that they are present at all CAB meetings as management liaisons, and the Chair recognized Anne Gleason's presence and that of President Micek, but further noted that this is the first time the CAB has had an opportunity to meet Mr. Garg. The Chair asked Mr. Garg to tell the CAB about himself. Mr. Garg explained that he was lucky to have been at the station as a consultant His background is in alternative investments and prior to that was in accounting and finance. The Chair thanked Mr. Garg and stated that the CAB looks forward to having further conversations in the future and thanked Mr. Garg for his service to the organization.

Mr. Blowers interjected that Mr. Garg's wife works at the Northern Trust Company, so he gets to work with them both.

Ms. Micek interjected that Mr. Garg is too modest and explained that he worked as a volunteer at the station when he was in high school. Mr. Garg replied that he was raised just a couple miles from WTTW so he has known the station all his life. He is looking forward to working with the CAB.

The Chair asked if there were any other questions for Mr. Blowers. Ms. Campbell welcomed Mr. Blowers and Mr. Garg to WTTW and thanked them for their service and leadership. She further explained that she is a member of the CAB's

Program Committee and described herself as retired, but working as a home health care nurse. She explained that many patients have a limited knowledge of what home health care is and that the topic should be covered by WTTW.

The Chair thanked Mr. Blowers and expressed hope that he would return to meet with the CAB in the future. Mr. Blowers thanked the Chair and stated that he would be back often. Mr. Blowers thanked the CAB for everything it is doing to support the station and to help it move forward.

Chairman's Report: The Chair stated that he had spoken to former Chairman of the Board of Trustees, Newton Minow, who is in good health despite the pandemic, civil unrest and all the other current challenges. A meeting between CAB and Mr. Minow had been scheduled for October 13 at Mr. Minow's office at Sidley & Austin downtown. The informal meeting was intended to cover the history of public television, his celebrated tenure with the FCC, his history with WTTW and his tenure as Chairman of the Board of Trustees, and his observations regarding the state of WTTW and public television. It has been agreed that October 13 is probably too soon to consider such a meeting due to the pandemic. The session has been tentatively rescheduled for a date in March of 2021. The Chair and Mr. Minow will talk again in January 2021. The Chair noted that Mr. Minow will be 95 in January, and no matter what room he is in, he is one of the youngest there, no matter the chronological age. He is a truly exciting and thoughtful personality.

The Chair thanked all the CAB members for staying in touch by email and telephone. The CAB is used to meeting in person and thanked everyone for the efforts expended to meet electronically. It is likely that electronic meetings will be continuing for a period of time. The continued use of electronic means, perhaps in a blend with in-person meetings, will have to be discussed. Certainly, being able to utilize electronic means makes it easier to meet the CAB's mandatory minimum attendance requirement.

The Chair stated that the last item on the agenda is the second reading of a proposed amendment to the By-Laws, of which the Chair himself is the proponent. Had this matter been addressed at this meeting, the interesting circumstance of the ensuing debate would have required the Chair to yield the gavel to the Vice Chair, Ms. Ivers, who happens to be the leader of the opposition to the amendment, and as such, a participant in the debate of the issue. This would require designating a third person to take the gavel (but not Ms. Tandarcic as she is taking the minutes of the meeting). However, the Chair asked the CAB for permission to withdraw the proposed amendment. The Chair went on to explain that the proposal was to expand the advisory jurisdiction of the CAB from WTTW, its prime channels and the website, to include other WWCI platforms over which content is disseminated, namely, WYCC and WFMT radio. The Chair's view is that content is produced and shared and distributed over all the WWCI platforms. There is a sharing of personnel and the growing integration of the platforms is both healthy and a trend that is not likely to be reversed. The Chair's view is that it makes sense for the CAB to open its horizon and look at the other platforms as talent is being used and content created and disseminated. President Micek takes a contrary view and believes that the CAB's jurisdiction should not be expanded. The Chair would like President Micek to change her mind, but Ms. Tipton and Mr. Russell informed the Chair that there has been no change in President Micek's position on this matter. Although the CAB exists with a great deal of independence and has given advice that has been ignored and the station can always ignore the CAB again, the Chair noted that President Micek has given the CAB a great deal of respect and has participated in many CAB meetings, and has involved the CAB, collectively and individually in many consultations. As President Micek has respected the CAB, the Chair believes that the CAB should respect President Micek. The Chair noted that he would continue to try to change Ms. Micek's mind on this matter, but also requested that the CAB permit the Chair to withdraw the motion to amend the By-Laws to increase the CAB's jurisdiction over other WWCI platforms, despite the fact that the motion has had a first reading and has been supported by some and opposed by others, particularly Vice Chair Ivers. The Chair asked for unanimous consent to permit the withdrawal and its removal from the agenda. The Chair asked for any objection.

Ms. Campbell commented that she has supported the amendment but respects the opinions of others. Ms. Ivers noted that she would continue to lead opposition to such an amendment. The Chair responded that he loves a good debate, and that Ms. Ivers is an intelligent, courteous and cordial opponent. Without object, leave was given to Mr. Morris to withdraw the motion, of which he was movant, to amend the By-Laws to expand the jurisdiction of the CAB.

Trustee Liaison Report: The Chair asked if Mr. Grady had any comment. Mr. Grady stated that he was glad that the CAB had the opportunity to hear from Board Chair David Blowers, who is a wonderful person and very experienced, and it comes from the heart as well as the head when he indicates the importance of the voices of the CAB. Mr. Grady looks forward to a wonderful relationship between the CAB and Mr. Blowers and expressed his own pleasure in serving as the Board liaison to the CAB and thanked the Chair.

Management Liaison: The Chair noted the presence of Ms. Tipton and Mr. Russell, but noted the presence of the ultimate leader of management, President Micek, and asked if she would like to make any comment.

Ms. Micek thanked Mr. Blowers and Mr. Grady for attending this meeting. She commented that the last time she saw the Chair was at a journalism forum in February, and the Chair responded, "No masks!"

Ms. Micek commented that what the station had planned to do regarding many points of the strategic plan has been accelerated by the pandemic. There has been great flexibility in news and programming. She thanked the Chair for mentioning "FIRSTHAND: Gun Violence", which has launched a series of programs, including "FIRSTHAND: Coronavirus", which consisted of 16 different stories about workers, families living with coronavirus, and healthcare works and firsthand accounts of what is happening.

There are ongoing requests for the discussion guide issued in conjunction with "FIRSTHAND: Gun Violence" and panel discussions are being held virtually. It is great that the FIRSTHAND series got off the ground in the first year of the strategic plan.

The first year of the strategic plan is done, but work is continuing to ensure that the station is delivering on what it planned as it enters the second year, and making sure it is delivering what the audience wants and needs. Ms. Micek commented that she has been quoting Newton Minow who once said that television must intend not just what the nation wants, but what the nation needs. He was absolutely correct. This is a moment in time for public media.

Ms. Micek noted that production is being done on a local and national level. The program, "Prehistoric Roadtrip" was produced locally and distributed nationwide.

Ms. Micek thanked the Chair for his withdrawal of the jurisdiction amendment to the CAB By-Laws. Ms. Micek stated that there is an open dialog and that it is important to keep that dialog going. WFMT is not a public media outlet. The station values the CAB. Ms. Micek said that management and she welcome all comments, information, and advice received from the CAB, adding that while she cannot always follow the advice of the CAB she is always grateful for it.

The Chair thanked Ms. Micek and called upon Tim Russell and Lisa Tipton for their liaison report.

Management Liaison Report: Mr. Russell commented that 47,000 people have been engaged in 2020. 16 events had to be cancelled. Other events have been held virtually. 20,000 children have been reached, primarily via "Nature Cat".

There have been several screenings for children, including one about Native American culture. 100% of the responses were positive. There were 10 events for children and attendance of about 2,000; 9 of the events were in-person.

The Chair commented that the CAB has observed that WTTW dominates the market for children under age 6. WTTW rules in this area. WTTW also dominates in the age group over 60. The problem we talk about is how to reach the ages between 6 and 60. It seems that Mr. Russell is telling the CAB what he is trying to do about that middle group. The station is going out and engaging those people where they are and showing them what WTTW has to offer. The CAB feels this is very valuable and it dovetails with what the CAB has been talking about.

Mr. Russell commented that within the scope of the strategic plan, the station is trying particularly to reach the African American and Hispanic communities. The question is how best to engage these communities and all the age groups?

Ms. Micek interjected that she had to leave the meeting but wanted to add that community engagement has been all over town – not just one area. Ms. Micek also noted that WTTW is now on YouTube TV, so that those who have cut the cord still have access. She further commented that Ms. Tipton has done an incredible job doing the pandemic – changing programming on the fly. Ms. Micek feels the station has been responsive to the needs of the community during the difficult times. The Chair thanked Ms. Micek.

Ms. Tipton listed the seven most popular programs: “Father Brown”, “Death in Paradise”, “Granchester”, “Call the Midwife”, “World on Fire”, “Shakespeare and Hathaway”, and “Sanditon on Masterpiece”. Since the last CAB meeting (February), WTTW has aired over 75 hours programming for Black History Month, 28 hours programming for Women’s History Month, 28 hours programming Asian and Pacific Islander programming, 19 hours LGBTQ programming, 60 hours covering the riots and civil rights issues and 30 hours of trailblazing programming, which was a PBS initiative. Further, WTTW partnered with the City of Chicago on the Mayor’s “Stay Home and Play” initiative, featured live performances, and also partnered with WNET in New York for an hour of day camp, airing Monday-Thursday at 5 PM on the main channel. The station received a grant to produce two episodes with the Chicago Park District which will air nationally. Also, in conjunction with the Chicago Park District and the city’s Office of Cultural Affairs and Special Events, WTTW is producing “Night Out in the Park” which will air Friday’s at 5:30.

Mr. Russell noted that in March on Channel 11.2, WTTW started airing educational programming geared to home learning.

On Thursday, August 27 at 6:30 PM WTTW will be hosting a screening entitled “Harbor from the Holocaust” which explores Jewish migration to Shanghai during WWII.

On August 31 there will be a behind-the-scenes look at the new “Chicago Tonight” programs, “Black Voices” and “Latino Voices” which will show how the programs are produced. “Black Voices” will be hosted by Brandis Friedman and “Latino Voices” will be hosted by WTTW’s News Director, Hugo Balta.

Ms. Tipton noted that starting after Labor Day, on Channel 11.2, various educational programs will be aired from 2-5 PM, covering history, nature and similar subjects.

The Chair thanked Ms. Tipton and called on the Vice Chair, Ms. Ivers, who asked about an Easter Island program that was listed but did not air during prime time. Ms. Tipton responded that there was a problem at master control so it was moved.

Ms. Ivers then asked about the report in Robert Feder's column that station personnel had been laid off. Mr. Russell responded that they cannot speak to personnel matters, but that the plans relative to the strategic plan are not being impacted.

The Chair noted that when the CAB is able to meet with Mr. Garg, one item on the agenda will be the financial situation of the organization.

Ms. Ivers participated in the virtual screening of the Easter Island program and was impressed by the number of college students who participated. Ms. Ivers commented that virtual screenings may be a way to encourage viewership in that desired age group. Mr. Russell responded that the virtual screenings are nice because people can look at them when they have time. Future plans will allow for in-person and virtual screenings.

Ms. Mockus asked about the "McLaughlin Group". She noticed it in the guide back in February. Is it still be produced? Ms. Tipton responded that they had some Covid-related production issues, so it was off for a while, but it is back at 5:30 AM on Saturday morning, on the main channel.

Membership Committee: The Chair returned to the introduction of Charles Beavers, a CAB candidate, which was deferred earlier in the meeting.

Ms. Meredith knows Charles Beavers through One Million Degrees, an organization which works with students in the City Colleges of Chicago. Students majoring in particular areas are assigned to mentors; both Ms. Meredith and Mr. Beavers serve the organization as mentors. Mr. Beavers stated that he serves on several not-for-profit boards.

Mr. Beavers is married and father to two adult children. He is an officer at U.S. Bank. He is from the south side of Chicago and lives in the Beverly-Morgan Park area. He is a Catholic Leaguer and a veteran. He has undergraduate degrees from University of Illinois and the University of Hawaii.

The Chair thanked Mr. Beavers for his interest in the CAB. The CAB is underserved when it comes to veterans and those who live in the Beverly-Morgan Park-Mt. Greenwood area of the city. Ms. Meredith will stay in touch.

Mr. Russell gave a thumbs-up as he is quite familiar with the One Million Degrees organization.

Ms. Ivers asked what programs Mr. Beavers watches on public television. He responded that he watches the newscasts and the British programs.

Program Committee: Ms. Cragan asked if program comments are more useful than program ideas. Ms. Tipton said that with times being what they are, it is much more useful to have feedback on programs rather than new programming ideas. However, ideas that are better suited to "Chicago Tonight" are welcomed and will be forwarded.

Ms. Cragan thinks that everyone on the CAB should solicit comments from friends and family, and make it known they serve on the CAB. The CAB is diverse and represents many segments of the viewing area. Ms. Cragan suggested to Ms. Tipton that the CAB submit a report in advance of every meeting summarizing program comments received. Ms. Cragan asked if this would be useful to Ms. Tipton, who answered that it would be very helpful. CAB members should direct all comments to Ms. Cragan for sorting and merging.

Ms. Cragan continued to explain that revisions to the program suggestion rubric had been submitted but were apparently not forwarded to Ms. Tipton. In the future, completed rubrics should be sent to the Program committee co-chairs, Ms. Cragan and Mr. Bosco. Completed rubrics will be sent to Ms. Tipton and Mr. Russell for forwarding to the appropriate departments. The Chair summarized the discussion. Ms. Tipton commented that she loves comments. She received data every morning, but that's just numbers.

Ms. Cragan asked about WYCC, and about the source of the programs. Ms. Tipton explained that WTTW lost the previous source of programming, and that there are restrictions as to what can be aired on that channel. The station is considering its options, but there was a very short turnaround time.

The Chair noted that the second part of the Program Committee report was the revision of the rubric. The rubric is a committee document and is structured to allow for a systematic review by the committee and the CAB before it is forwarded to station management. The Chair asked if this revised form is what the committee intends to be used for program suggestions. Ms. Cragan agreed. If there are any questions or comments, please send those comments to Ms. Cragan and Mr. Bosco.

Old Business: The Chair commented that the only old business was the WFMT By-Law revision, which, with the CAB's approval, was withdrawn. There was no other old business.

New Business: There are two proposed By-Law revisions. The Chair reminded everyone that the process of revising the By-Laws requires at least two meetings. At the first meeting the proposal is presented and questions are discussed. (the first reading). Mr. Bosco and Mr. Kraus have submitted ideas for discussion, but the submission is not the finished product. The ideas are proposed to start a discussion and obtain input from all CAB members. The Chair asked Mr. Bosco present an overview.

Ms. Cragan read the various points of the By-Law proposal ideas. The first was that CAB members should not be permitted to communicate directly with WTTW staff unless permission is specifically granted by the CAB. Ms. Ivers interjected that the CAB cannot stop anyone from communicating with staff, but the CAB can restrict individuals from claiming that they are authorized to speak on behalf of the CAB.

The second item is that members of the same family should not serve on the CAB as such relationships can interfere with independent thinking.

The third item is that voting in contested elections should be conducted by private ballot. It is very difficult to have a contested election with a voice vote. The Chair commented that there are few contested elections, but agreed that contested elections should be done by secret ballot. A private vote is easy to conduct when the meeting is in person. It will be more difficult in an electronic meeting. The Chair suggested that it might be necessary to seek some advice on this issue.

The next item is that current or former station employees should not be members of the CAB (with a grandfather clause for Ms. Mockus). The Chair asked Mr. Bosco to explain the problem that needs to be cured. Mr. Bosco answered that several CAB members in recent years have come to the CAB specifically with the goal of obtaining employment at the station. The Chair asked why it is a problem for a former station employee to serve on the CAB. Mr. Bosco stated that a CAB member is a representative of the community and should not be in a position to communicate his/her options to station management through the CAB.

Another item would permit the Nominating Committee to decline to put forth a candidate if it believes that waiting until a future meeting would be appropriate.

The new officers (referred to by Mr. Bosco as an executive board) would be required to present to the CAB goals and objectives at the first meeting following the annual meeting. The Chair pointed out that the By-Laws do not provide for an executive board. The establishment of an executive board may require additional discussion and By-Laws changes.

Mr. Bosco commented that the idea was that setting goals and objectives would provide some guidance and would put everyone on the same page at the beginning of the CAB's year. The Chair liked the thought and felt the CAB need not wait for a By-Law change and suggested that CAB members should send messages about items that should go onto the agenda so that there may be discussion at the next meeting.

Ms. Ivers commented that she is concerned about the creation of an executive board, where a top-down management would dictate goals to the CAB members. Mr. Bosco countered that it need not be so formal – that CAB members could submit ideas as to items to pursue throughout the year which could be sorted through to create an agenda that would be from the CAB as a whole. Ms. Ivers agreed.

The next item suggested a change to the description of the Program Committee's objectives. The Chair asked for clarification. Mr. Bosco answered that the current definition calls for the development and analysis of program proposals, Mr. Bosco thinks that the current definition is inconsistent with what the Program committee actually does.

The final item requires that any CAB member with a conflict of interest, for instance, looking for ways to conduct business with WTTW or otherwise using the CAB membership for personal gain, should be required to relinquish his/her CAB membership.

Ms. Campbell took exception with the thought that the program committee has not been doing anything. Programs were proposed and those proposals were not acted upon.

Ms. Meroni did not agree with the idea that former WTTW employees should not be considered for CAB membership. Such persons have valuable experience and insight that may be beneficial to the CAB. Ms. Meroni asked if some of the proposals could be adopted but others rejected.

The Chair responded that this is a preliminary discussion and asked if Mr. Bosco intends for the proposals to be refined into more enactable language in time for the next meeting. Mr. Bosco answered yes. The proposals could be debated and voted on individually.

Mr. Bosco will be the point person for gathering comments.

Dr. Hampton said that he has submitted a number of proposals during his time on the CAB and that he found the rubric to be a useful template.

Ms. Mockus reminded everyone that the "FIRSTHAND" series had its origins in the CAB, so the CAB should not abandon proposing program ideas.

Ms. Campbell complimented Mr. Bosco and Mr. Kraus on the proposals and she supports most of them.

The Chair stated that the proposals will be discussed again at the next meeting.

The Chair moved to the next item on the new business agenda, the Koprowski By-Law amendment, which would provide for CAB meetings via electronic means. The CAB has managed to find a way to accomplish this because the meeting was necessary. The question to consider is whether the CAB would like to retain an element of electronic communication once the pandemic is over.

Good and Welfare: Ms. Campbell thanked the Chair for providing access to Zoom for the meeting. The Chair explained how Zoom works and the types of subscriptions available. The Chair noted that Mr. Grady also offered his firm's Zoom subscription for the CAB meeting.

Mr. Bosco gave a plug to WTTW News. They are doing some great things., The website is very good. It starts with Chicago and expands out.

Ms. Ivers commented that being elected was a nice birthday present. Sunday was her birthday.

Ms. Campbell moved to adjourn the meeting. Ms. Meroni seconded the motion. The motion was unanimously adopted.

The meeting was adjourned at 8:33 PM.

The next CAB meeting will be held on Tuesday, October 20, 2020, via Zoom.

Respectfully submitted,
Rita E. Tandaric, Secretary

Attachments:

APPROVED: By the Community Advisory Board

/s/ **JOSEPH A. MORRIS**, Chairman

February 16, 2021