

## **WTTW COMMUNITY ADVISORY BOARD**

MINUTES of the PUBLIC MEETING of the  
WTTW Community Advisory Board (CAB)

Tuesday, October 20, 2020

Electronic Meeting via Zoom

**The Chairman called the meeting to order at 6:01 PM with a quorum present.**

**The following CAB members were present:** Chairman Joseph Morris (Chair); Vice Chairman Susan Ivers; Secretary Rita Tandaric; Joe Bosco; Leatrice Campbell; Barbara Cragan; Simuel Hampton; Peter Kraus; Aaron Lawler; Sinhue Mendoza; Lennette Meredith; Sharon Meroni; Mary Lou Mockus; Kristin Mount; Iqbal Shariff; Nancy Simon; and Chester Szerlag.

**Note the following CAB members were absent:** Maryilene Blondell; Linda Jackson and Dr. Sheila Wicks.

**The following persons also were present:** Sandra Cordova-Micek, President of WWCI; Graham C. Grady, Board of Trustees Liaison to CAB; Tim Russell, Vice President of Community Engagement of WWCI; and Lisa Tipton Head of Programming and Pledge.

**And, the following members of the public were present:** Charles Beavers; Carol Howe; and Frederic Rizzo

The Chair called the meeting to order and declared that a quorum was present.

The Chair began the meeting commenting that there are a number of vacancies on the CAB, such that only 11 constitute a quorum, which he declared present.

The Chair informed the CAB that the meeting with Geoffrey Baer, scheduled at this meeting after several previously scheduled meetings were frustrated by the pandemic, must be postponed. Mr. Baer will now meet with the CAB at the December 2020 meeting. The backup at the current meeting was to be Anne Gleason, but she, too, was unavailable. The Chair was pleased to report that President Sandra Cordova Micek has stepped in. The Chair then said that the CAB has never had this level of attention from the President of the station and the CAB truly appreciates it.

The Chair noted only Mr. Beavers present as a member of the public, and was there at the request of the Membership Committee as a potential candidate for CAB membership, which will be addressed later in the meeting. There being no other members of the public present the Chair offered the floor to President Micek.

Ms. Micek thanked the Chair and stated that she wanted to share a couple items with the CAB. The two items are very timely. One, the station launched "Chicago Fire" in the previous week, and she recorded a special introduction to the program. The story has been told many times over the years, but she highly recommends that CAB members watch a re-broadcast or stream on the website where web-extras and the introduction are also available. Ms. Micek explained that she did an introduction for the program because the way the story was told put into context what was happening in the day when the fire took place, and she believes that there are many parallels to current events and what is happening today, for instance, intolerance of immigrants. Mrs. O'Leary was an Irish immigrant, and she was given much of the

blame for the fire - themes happening today. For example, Joseph Hudlin, a former slave in Virginia who moved to Chicago in 1854, was hailed after the catastrophe as a civil hero. At the time of the fire Mr. Hedlin was employed as the head custodian of the Chicago Board of Trade. As others fled the fire Mr. Hedlin, hearing of it, went straight to the Board of Trade, entered the building as the fire approached it, and removed crucial documents and stored them safely elsewhere, thus helping a major Chicago industry get back on its feet swiftly after the fire. Just as in today's society, the Chicago of 1871 knew both racial tensions and interracial solidarity. Ms. Micek made the introduction to help make the connection between the story that we think we know and what is happening in our society today. About 250,000 people tuned in on that weekend, which is a very large audience for the station, and everyone is very pleased. It will replay. Ms. Micek continued that the station launched the Chicago Stories series, which has been done in the past, specifically with the Chicago Fire production because of this message. All are encouraged to watch as it is really well done and the station is very proud of it.

The second item Ms. Micek communicated is about a PBS Kids initiative. PBS Kids produced a talk entitled "PBS Kids Talk about Race and Racism". It is for parents and kids to have an honest talk about race and racism. It is streaming on the PBS Kids video app. Ms. Micek loves the fact that they sat down real families and had real conversations about racial identity and standing up for what is right, even if it is difficult. It is a half hour show done by Amanda Gorman, who is the country's first National Youth Poet Laureate, and it features clips from various PBS Kids programs, such as Arthur and Daniel Tiger. It is very timely and good for us to be aware of it given all the work the station does in the kids and education space.

Ms. Micek is very proud of the work being done by the station. Lisa (Tipton) and Tim (Russell) keep Ms. Micek informed about the CAB's work and Graham (Grady) has been an excellent liaison. Ms. Micek wanted to call these programming initiatives to the CAB's attention as everyone has been so busy. Ms. Micek stated that Tim could send links to these items to the CAB members.

The Chair commented that Tim has been on the job and has sent the link for the children's program to the CAB. The Chair asked if Ms. Micek had time to take a few questions and opened with the fact that this is a transitional time for the station's flagship "Chicago Tonight", the front page of the news operation, with the announcement of the retirement of Carol Marin and Phil Ponce's reduction of his schedule. The Chair asked if there is any plan for a transition for new faces in the main chair at "Chicago Tonight". Ms. Micek confirmed Ms. Marin's retirement from on-air broadcasting, both at WTTW and NBC5. Ms. Marin has agreed to stay on through the election. Ms. Micek says the station owes Ms. Marin a lot. She really gets to the heart of a question and holds people accountable. WTTW is sorry to see her go, but is very happy for her. Phil Ponce reduced his schedule to 3 days per week last year and has now asked to reduce to 2 days per week. He's earned it and he's happy with 2 days per week and WTTW is happy to have him. Phil is doing outstanding work and brings so much to the table.

Ms. Micek stated that we have seen a lot of Amanda (Vinicky), and Paris (Schutz) and Brandeis (Freidman). Paris and Brandeis have been co-anchoring. Paris was in the field some 200 days straight from the beginning of the pandemic, visiting some 77 neighborhoods and some suburban areas. They have been co-anchoring, first from separate locations but now together in the studio, socially distanced. "Chicago Tonight" continues to do well and has launched two new shows: "Chicago Tonight: Black Voices" and "Chicago Tonight: Latino Voices" on Saturday and Sunday nights and viewership is growing, and it is being done without a lot of additional resources. The station is managing its costs but delivering high quality content. The station has also added a lot of digital content and the website numbers are showing a year-over-year increase that is unbelievable. The news content has been outstanding, and resources are being invested in the digital content productions. People are on the move, signing in via their phones, and are receiving the

daily newsletters. The station is investing in news and that is a real differentiator and a real priority. It is the news and the analysis that distinguishes WTTW. A niche has been carved for thoughtful and independent news.

The Chair commented that it is not lost on the CAB that the addition of the two new shows has expanded “Chicago Tonight” to a seven-day program. Ms. Micek interjected that the digital content is also a seven-day operation. The Chair commented that it is very impressive. He further noted that in today’s comments from the Program Committee, Joe Bosco has created a chart in which he categorizes news coverage as local or national, and noticed that there is an increase in national coverage on the digital side. It has been a perennial CAB concern that there remains a steady local base to WTTW’s news coverage, because if WTTW does not cover the local issues, no one else will. For those who rely on the digital news feed it is helpful to also have the national coverage. The CAB will continue to monitor this development. Ms. Micek commented that such information will be useful to the news team, but emphasized that “local” is the priority of the news division. The Chair asked if anyone else had a question for Ms. Micek.

Ms. Simon asked what WTTW has planned for the upcoming elections and whether WTTW would continue to provide multiple points of view. Ms. Micek responded that WTTW would continue to spotlight politics and has the “PBS Newshour”, and noted that the station has developed a good relationship with the “Newshour”, on which News Director Hugo Balta and anchors Paris Schutz and Brandeis Freidman have appeared. It is a good companion to the WTTW coverage. Ms. Micek also noted that “Frontline” is running a special about election issues, such as voter suppression. The program will likely be rerun during the run-up to the election. Ms. Micek also restated that Carol Marin would be staying on through the election, which is important as Illinois has its own election issues to cover. Ms. Micek notes that the Illinois issues are important to the WTTW audience.

Mr. Rizzo noted, in regard to the “Frontline” program airing this evening at 10:00 PM, Central time, that WTTW should consider airing such programs earlier in the evening. Ms. Micek responded that WTTW must work within the PBS-determined schedule, but that Ms. Tipton tries to schedule reruns in earlier time slots. Ms. Micek noted a program, “Driving While Black” which originally ran in a later time slot, was rerun at 4:00 PM on a Sunday afternoon as a lead-in to the “Chicago Tonight: Black Voices”. Ms. Micek explained that where a program can be rerun, it will be rerun. Mr. Rizzo also commented that people who rely upon the printed WTTW program guide may not be aware of reruns as it appears that the guide only lists the main channel, 11.1. Ms. Micek agreed and noted that the station tries to use on-air promotions of reruns where possible. Mr. Rizzo also commented that when the evening’s schedule is shown between programs, it is removed too quickly. He finds it hard to read through the entire list before it is removed from the screen. Ms. Micek replied that this is good feedback and asked that Ms. Tipton take that comment back to the team. Ms. Tipton agreed to do so.

Ms. Campbell commented that in her experiences as a home healthcare nurse she has found that many persons have no idea what home healthcare works and how it works with Medicare and Medicaid. Ms. Campbell would like to see more coverage on this subject to educate the public. Ms. Micek thanked Ms. Campbell and agreed that the subject is important, particularly in the days of coronavirus. She reminded the CAB of the new series “FIRSTHAND: Coronavirus” covered some aspects noted by Ms. Campbell – how people are coping at home. Ms. Micek believes that there will be a lot coming forth in the healthcare space in light of coronavirus. She agreed that it is important feedback at this time and the input is appreciated.

The Chair thanked Ms. Micek for her time and commented that she did a great job covering for Geoffrey Baer and Anne Gleason. Ms. Micek responded that Geoffrey is looking forward to meeting with the CAB at the December meeting.

The Chair turned to the agenda and asked for any proposed revisions. Ms. Campbell motioned for approval of the agenda, seconded by Ms. Meroni. There being no opposition, the agenda was approved unanimously.

The Chair reminded everyone that there were no members of the public present and moved to approval of minutes of the February 18, 2020, meeting. The Chair asked for revisions or corrections to the minutes. There being none, the Chair asked for a motion to adopt the minutes, Mr. Kraus so moved, seconded by Ms. Campbell. The Chair asked for the vote; the minutes of the February 18<sup>th</sup> meeting were adopted unanimously.

Without objection, the Chair deferred the approval of August 18, 2020, minutes until the next meeting due to the complexity of the February minutes.

**Chairman's Report:** The Chair reminded everyone that this is not a normal year. At this point the CAB typically would be discussing the production of an annual report. Further, the December meeting is when the annual report is adopted, and a less formal holiday session occurs. This year, the CAB will finally meet with Geoffrey Baer and learn about his background and the signature pieces that he has created over the years. He has been promoted to head of local production (whereas Ms. Tipton acquires non-local productions). He follows in the footsteps of other very talented persons, Dan Soles and V.J. McAleer, but now brings his own talent to the position. The Chair has also asked Mr. Bosco if he would lead the discussion of the balancing of local v. global coverage. The subject has been covered in past CAB annual reports, but with the increased use of digital platforms, we now want that window to the world, but we must also diligently cover the local area. To begin the discussion Mr. Bosco has produced a paper on the subject which the Chair will circulate to CAB members after this meeting.

At a past meeting a concept paper was circulated outlining areas of the CAB By-Laws that may be ripe for revision. None of the proposals have been whipped into By-Law-appropriate language. As such the Chair proposed to constitute a By-Laws Committee, which the Chair shall chair, and ask Mr. Bosco, Ms. Tandoric, and Ms. Ivers to participate, along with anyone else who might volunteer, to form the committee. The Chair convened a meeting via Zoom on the third Tuesday of November, November 17, at 6 PM. The Chair then also drafted Mr. Kraus for the By-Laws Committee. All members of the CAB will be invited to attend. The committee will meet to work the various By-Law proposals into proper form for presentation to the entire CAB at the December meeting. With no objection, the Chair proposed to remove this matter from the Old Business portion of the agenda. Mr. Bosco and Ms. Campbell had no objections. Old Business on this meeting's agenda will be carried forward to the December meeting.

The Chair moved to the Membership committee.

**Membership Committee:** The Chair commented that there are a number of vacancies to fill on the CAB and that the Membership Committee has brought forth candidates for those vacancies. The Chair called on Ms. Meredith, who has brought in for a second meeting Mr. Charles Beavers, and two new persons, Ms. Howe and Mr. Rizzo.

Ms. Meredith explained that some CAB members relinquish their CAB membership and others are removed by the Membership Committee, primarily due to absenteeism issues. Mr. and Mrs. Koprowski have relinquished their CAB memberships, and Ms. Wimberley had requested a leave of absence, which is not a possible situation. Ms. Meredith explained that Ms. Wimberley will be considered for reinstatement at a future time when Ms. Wimberley's schedule will permit regular meeting attendance. Mr. Triolo-Sapp and Mr. Sutchar each elected to relinquish their CAB memberships. There are currently seven vacancies on the CAB. One vacancy was filled by Mr. Szerlag at the last meeting. Mr. Beavers introduced himself at the last meeting and tonight is being presented by Mr. Bosco of the Nominating Committee. Four

individual candidates responded that they would attend this meeting, but was unsure as to whether all four are in attendance at the current meeting. The Chair interjected that Mr. Rizzo and Ms. Howe are present at the current meeting. Ms. Meredith called upon Mr. Rizzo to introduce himself.

Mr. Rizzo commented that he is a longtime WTTW viewer and attended school at Northeastern Illinois University via TV learning. Mr. Rizzo is a Certified Financial Planner and is currently fazing out of his business and retaining only longtime clients. He lives in the Lakeview neighborhood of Chicago. The Chair asked for Mr. Rizzo's contact information. The Chair asked if there were any questions for Mr. Rizzo. There being none, the Chair returned to Ms. Meredith.

Ms. Meredith called upon Ms. Carol Howe and asked Ms. Howe to introduce herself to the CAB. Ms. Howe stated that she is honored to be in attendance and loves Channel 11. Ms. Howe is currently a Chicago Public School teacher and a published writer. As an aside, she believes that she is a child of the television age, is computer literate, and feels that she has a pulse on television offerings – both WTTW and the competition. In addition to being a teacher, she has been involved in speechwriting, editing, fundraising, and working with educational institutions. She loves the arts and movies. She has a great love for children's programming and wants to see it grow and extend as much as possible. She is currently remote teaching in the CPS, which gives her a valuable perspective today. Ms. Howe lives in the Jefferson Park neighborhood. Ms. Mockus commented that she was very interested in Ms. Howe's experience with the arts in the Chicago Public Schools.

Ms. Campbell commented that her family's experience with remote learning has been difficult. Ms. Howe believes that the success of remote learning depends on how well the teachers adapt. Ms. Howe applauds the parents who have the time and ability to work with their children and acknowledges that it is very hard. Tim Russell interjected that PBS Kids has resources for parents, as well as the resources available under PBS Learning Media.

The Chair asked Ms. Meredith if Mr. Beavers could briefly reintroduce himself and asked Ms. Howe for her contact information. Mr. Beavers began with his contact information and explained that he is a site manager with US Bank and lives in the Beverly-Morgan Park neighborhood of Chicago. Mr. Beavers was born on the East Coast, is an Army veteran, attended the University of Illinois and Hawaii Pacific University for undergraduate work. Mr. Beavers became aware of CAB through Ms. Meredith and work they did together through One Million Degrees as volunteer mentors to college students at the Olive Harvey campus of the Chicago City Colleges. Mr. Beavers is active in the Boy Scouts. He attended Catholic school – an old Catholic Leaguer – and is currently working with the Archdiocese of Chicago regarding the closing of parochial schools.

The Chair thanked Mr. Beavers and Ms. Meredith. The Chair then commented that the CAB is always seeking a good balance in diversity – whether it be in race/ethnicity, geography, occupation, or points of view. The Chair is pleased to know that Mr. Rizzo is a financial planner, which may be helpful as the CAB is always concerned about station finances. The perspective of a hands-on teacher is always valuable as the CAB recently lost longtime member and lifelong educator, Maggie Steinz. Mr. Beavers is a banker, and it never hurts to have a banker on the board. The Chair related stories of former CAB members Denise Avant, a talented and successful attorney who is visually impaired, who brought her perspective to the issues of accessibility. Former Vice Chair Kimberly Frost, a young, single mother, brought the perspective of a parent navigating through PBS Kids and the added dangers of the Internet to young children.

Ms. Meredith credited Ms. Mockus for her assistance in the selection and vetting of candidates to the CAB. The Chair interjected that Ms. Mockus was one of the first employees of WTTW when it was formed and first went on the air. She has also served as Vice Chair of the CAB.

The Chair called upon Mr. Bosco on behalf of the Nominating Committee.

**Nominating Committee:** The Chair asked if the Committee was able to act upon the paper records of the three candidates for CAB membership and if Mr. Bosco has a report for the Committee.

Mr. Bosco answered by proposing to place Ms. Howe in the slot vacated by former Vice Chair Frost, and to place Mr. Rizzo in the slot vacated by Nancy Koprowski, and to place Mr. Beavers in the slot created by the passing of Dr. Sohn. The Chair summarized that the Nominating Committee is nominating Ms. Howe to complete the three-year term of Ms. Frost, which will expire in April 2021; and nominating Mr. Rizzo to complete the three-year term of Ms. Koprowski, which will expire in April 2022; and nominating Mr. Beavers to complete the three-year term of Dr. Sohn, which will expire in April 2022. Mr. Bosco agreed with the summarization of the nominations, and Mr. Bosco suggested voting on the three candidates in one vote. The Chair called for the vote, and the slate was elected unanimously and thanked the three individuals for joining the CAB. Mr. Rizzo asked when the meetings are scheduled. The Chair explained that the CAB meets on the third Tuesdays every other month, and stated that he would send information about the meeting schedule and the mandatory attendance requirement to each new member.

The Chair then called upon Ms. Cragan for the Program Committee report.

**Program Committee:** Ms. Cragan began by commenting on an earlier comment by Mr. Rizzo about the scheduling of programs. Ms. Cragan said that she rarely watches anything while it is being aired in its time slot, but rather that she records programs on her DVR for viewing at a later time. Ms. Cragan commented that in a meeting she and Mr. Bosco had with Ms. Tipton, she learned that viewing a program after 7 days is not included in the viewer ratings. Ms. Tipton clarified that unless the viewer is a Nielson family, the ratings do not count. Ms. Cragan commented that this is a point that the CAB has never discussed.

Ms. Cragan continued her report stating that she has been sending program comments to Ms. Tipton on the Friday before the CAB meeting so that Ms. Tipton has a chance to review the comments in advance of the meeting. Ms. Cragan commented that Ms. Tandaric submitted a comment that did not make the comment sheet. The comment was that the "Midsomer Mysteries", typically consisting of two parts, were always shown in pairs when previously shown on WYCC, but WTTW airs them one at a time, instead of showing the related episodes back-to-back. Ms. Tipton responded that starting in November the "Midsomer Mysteries" will be shown in a 90-minute block. Ms. Tandaric will pass that information on to the source of the comment.

Ms. Cragan continued to say that the comments circulated on late Friday, and an amended copy includes Ms. Campbell's comments which were omitted from the first circulation. Ms. Cragan asked Ms. Tipton if she had anything to report after her review of the comments. Ms. Tipton answered that many of the comments did not apply to her area of responsibility so she has forwarded Mr. Bosco's comments to Anne Gleason, and should also go to the "Chicago Tonight" digital team, and "Chicago Tonight" ideas to Hugo Balta and Jay Smith. Ms. Tipton cannot act on the comments about "PBS Newshour" because it is produced by WGBH and the content is the content. Earlier in the meeting Mr. Rizzo commented that the station should air "Frontline" in an earlier timeslot. Ms. Tipton stated that she would prefer to air "Frontline" at 9:00 PM, but PBS does not always release the program schedule, and until it is received, Ms. Tipton does not know if the episodes are new or repeats. There are times when Ms. Tipton can change an order of the programming and air at 9:00

PM, but PBS controls programming, and nothing can be shown before the program is entered into the master control. Mr. Rizzo answered that he saw a posting on Facebook that showed an episode of “Frontline” involving voting controversies listed at 9:00 PM Central. Ms. Tipton explained that since WTTW airs “Chicago Tonight” between 7 and 8 PM, WTTW airs everything following “Chicago Tonight” using the Eastern times. Ms. Tipton commented the WTTW program listings will be correct and that WTTW is the only Central time zone PBS station that airs PBS programs using the Eastern times. A discussion followed about whether the Facebook listing was that of PBS or of WTTW. The Chair commented that WTTW will not be able to control or change the PBS postings and schedules.

Ms. Cragan continued, noting that Ms. Mount submitted a program proposal via the program comments when it should have been submitted using the program rubric. Ms. Mount re-submitted the idea in the rubric format, and it circulated among the Program Committee members, and was provided to CAB members in this meeting’s paperwork. The Chair commented that the CAB did not know that the commonly seen depiction of the coronavirus was created at the University of Illinois at Chicago through its Biomedical Visualization graduate program. Ms. Mount explained that the Master of Science Program in Biomedical Visualization (“B-Viz”) is half art and half science and medicine. It trains artists to become highly skilled science visualization specialists. The program opened its doors in 1921, so this is its 100<sup>th</sup> anniversary. It has changed quite a bit over the years. For the first 70 years the program concentrated on medical illustrations for textbooks, medical journals, court cases and print media. Since the 1990’s it has expanded into other areas of visualization. Students are now trained in animation, 3-D modeling, game design, interactive development, and virtual reality applications. The program is 100 years old and today remains on the cutting edge of technology in medicine. While the program concentrates on medicine, it gives students the opportunity to apply visualization in other scientific areas, such as paleontology, veterinary medicine, and biochemistry. It is only one of four such graduate programs in North America. It is a small program; there are only twenty students per class. When Ms. Mount was in the program there were only twelve students per class. While a small program it has made a huge impact worldwide. Ms. Mount remains a research advisor in the program. Ms. Mount screen-shared examples of student work.

The Chair addressed Mr. Russell and Ms. Tipton stating that he expects the CAB to adopt Ms. Mount’s proposal to submit this idea to management and that the formal proposal would be submitted in writing. Ms. Mockus asked if there is a physical location where work produced by the program participants can be viewed. Ms. Mount responded that the school is located at 1919 W. Taylor St., but at this time all activity is being done online so the building may not be open to visitors. Ms. Mount offered to provide contacts, which are also in the proposal. The Chair commented that Ms. Mount is herself a biomedical artist and that she has a website: [www.gm-studio.com](http://www.gm-studio.com). The Chair asked for additional comments or questions. Ms. Campbell said that the proposal is informative, but she has not had a chance to review it and she feels that other issues regarding the pandemic and remote learning are more relevant to the community at this time. Ms. Mockus countered that the issues are not mutually exclusive and asked how Ms. Mount envisioned the matter to be presented. Ms. Mount responded that she sees it as an item for “Chicago Tonight”. The Chair interjected that there is enough information in the proposal for either Geoffrey Baer or Hugo Balta to make informed decisions. The CAB is merely bringing the matter to their attention.

Mr. Rizzo mentioned that WYCC used to have educational programming and asked if it still does. The Chair answered that WTTW acquired the license for WYCC after the City Colleges of Chicago relinquished it. WTTW is responsible for the programming on the channel. Ms. Tipton clarified that WTTW operates the WYCC channel as a pass-through and that any changes to the programming will require significant expenditures and additional personnel. She noted, however, that WTTW Channel 11.2 is programmed by WTTW and that it carries a block of educational programming from 2-5 PM, Monday through Friday. The Chair further added that in its early history, Channel 11 itself was educational television offering classroom on the air programming. Ms. Simon commented that it would be nice to see something on air that is

not related to elections and Covid-19. She has read studies that suggest that cultural information is good for well-being and she feels that she is missing some of that culture now and she hopes that Ms. Mount's proposal is considered.

The Chair stated the question: Should the CAB adopt the Mount proposal and submit it to station management for consideration. The ayes carried the vote, with one nay from Ms. Campbell. The Chair declared the recommendation adopted and thanked Ms. Mount for the submission and Ms. Cragan for the committee's work on it. The Chair then apologized to Ms. Campbell stating that the Board package was delayed waiting for all pieces of the package. Ms. Cragan added that providing time for review is why she sends program comments to Ms. Tipton several days in advance of the meeting so that there is sufficient time to review. Ms. Tipton thanked Ms. Cragan and noted that she had drafted an email to "Chicago Tonight" staff and would send it as soon as she receives the Mount proposal.

The Chair then clarified the difference between the "program comments" and "program proposals" handled by the Program Committee. The program comments are intended to be comments on what CAB members have seen over the air or that comments that CAB members have received about what has been seen over the air or on the website. The program comments are meant to be reactive. The program proposals, which use the program rubric, set forth ideas for something that WTTW should consider for the air – either through acquisition or local production. Ms. Cragan and the committee developed and refined the format, commonly referred to as "The Rubric". There is a fine line between program comments and program proposals. If one is not sure in which category thoughts should be expressed, please ask. Ms. Cragan commented that she prefers to receive the comments all at once so they can be aggregated in advance of the meeting, but she is open to alternate methods.

The Chair then called up Dr. Simuel Hampton for the Education Committee report.

**Education Committee:** Dr. Hampton explained that the Education Committee report is broken into two parts: one, how the school districts in the area are handling the pandemic. There are many solutions in play. Some schools are doing only remote learning, others are doing only in-person learning, others are doing a combination of both - a "hybrid". Even within families there can be a mixture, with some members doing hybrid and others completely remote or in-person. Dr. Hampton has listed questions that many people have, along with answers. Dr. Hampton summarized some of the questions, what is being done in various schools, how students are reacting to the various learning methods, and the participation levels. Further, where there is no participation, what is being done to engage those students, and what are the potential long-term effects of this time in education?

The hybrid models should be studied for how students are performing and whether it is an effective method for stopping the spread of the virus. It is important to learn which models are working better and what are the pros and cons of each so that parents can better plan through the pandemic.

The second part of the report shares non-Covid related stories that have come to Dr. Hampton's attention. The Chicago Children's Choir is one such story. Dr. Hampton commented that the Chair's granddaughter is a member of the choir. Dr. Hampton learned through a friend who teaches in the Choir's program, of a Choir program entitled "Gospel Essentials". This program is for students ages 8-18 and covers how gospel music was developed and where it originated. The program examines gospel music in the context of social justice. The goal is to engage students during the pandemic and to foster an appreciation for gospel music.

Another story found in Block Club Chicago, is about a pilot program developed by Sisters in Cinema, a Chicago-based not-for-profit, designed to help Black women and gender non-confirming people learn the basics of news reporting. It is



a 12-session program in which various topics include news reporting, interviewing basics and audience engagement. The participants are eligible for a \$250 stipend upon completion. Sisters in Cinema also plans to open a media center in South Shore, which will offer workshops, film screenings and networking opportunities. Dr. Hampton stated that this might be of interest to WTTW, as the training of the next generation of journalists is important.

The next item was already covered by WTTW but is worth additional mention. “Teach Chicago Tomorrow” is an initiative announced by the mayor along with Chicago Public Schools (“CPS”), the City Colleges of Chicago and Illinois State University to increase CPS graduate representation in the CPS teacher ranks. The program will support students interested in education careers to create a pipeline of CPS graduates who come back to work in the school district. This was covered on the WTTW website and Dr. Hampton wanted to bring it to the CAB’s attention.

The Chair thanked Dr. Hampton. Ms. Campbell commented that the items in Dr. Hampton’s presentation should be expanded to rubric and should focus on explaining to viewers how to find resources and how to adapt to the new virtual world we are now facing. The Chair thanked Ms. Campbell.

Dr. Hampton commented that there are problems in CPS with all children and families having access to the Internet for remote learning. CPS is providing mobile hotspots and in some cases home Internet access, but there are also CPS teachers who have problems with access. It is important for the citizens to know what programs are available. Some of this information may not be easily accessible to everyone and something over WTTW may be a good way to disseminate the information. Dr. Hampton said that he would take Ms. Campbell’s comments and try to put something together for consideration by the CAB.

Ms. Tipton said that she and Mr. Russell would be happy to send any rubric to Brandeis Friedman, who is WTTW’s education specialist, to see if some of those stories can be covered.

The Chair commented on the Chicago Children’s Choir piece. His granddaughter is a member of the choir and he has seen her attending virtual choir practices and participating in programs. Her involvement in the choir has fostered in her a love for gospel music. She now collects gospel music. She did her school’s history fair project on Thomas A. Dorsey, one of the fathers of gospel music and really dug into this aspect of Chicago history – all of which started with a love for the music. It is amazing the way organizations are working and finding ways to keep cultural activity thriving during these pandemic times.

The Chair confirmed that Dr. Hampton is not seeking any CAB action at this time and thanked Dr. Hampton for following up on Ms. Campbell’s suggestion.

The Chair called up Mr. Graham Grady, the Board of Trustee’s Liaison to the CAB.

**Trustee’s Liaison report:** Mr. Grady thanked the Chair and the CAB for their service. The Board and leadership of the station values the CAB’s input. Mr. Grady commented that normally when a person cannot fulfil a commitment, that person will send an underling. In this case, tonight, when Geoffrey Baer could not attend the CAB meeting, Sandra Micek, an “overling”, attended in his place. This demonstrates Ms. Micek’s interest in and commitment to working with the CAB and her valuing the time and commitment of the CAB members. The CAB’s input and ideas are heard at the Board level. Mr. Grady also commented on the new “Chicago Tonight” programs, “Black Voices” and “Latino Voices”, stating that the programs are not just for Black Chicagoans and Latino Chicagoans, and he encouraged the CAB members to watch those programs and to see and hear about the issues and concerns impacting those populations.

Mr. Grady also noted from this meeting that the circle of communication appears to be working. The program proposal on Bio-Visualization is being forwarded, and a rubric on the educational issues will be addressed when submitted. WTTW values the relationship with the CAB and looks forward to it becoming stronger and stronger as all continue to work together to make WTTW even better. Mr. Grady expressed that it is a privilege to be a liaison to the CAB.

The Chair thanked Mr. Grady. The Chair remarked that 7 to 10 years ago the CAB felt like it was in Mongolia. The CAB received little attention from management or the Board and felt that it was just talking to itself. The difference between then and now is like night and day. The CAB now meets regularly with the President, the CAB has met the new Chairman of the Board of Trustees, and the lines of communication are open and have never been better. The CAB is grateful. Mr. Grady again thanked the Chair and the CAB members.

The Chair then called up the Management Liaisons, Lisa Tipton and Tim Russell, for their reports.

**Management Liaison:** Mr. Russell echoed Mr. Grady's comments about the CAB. Mr. Russell then commented that he was asked to update the CAB on a new Board committee, which Mr. Grady has been instrumental in developing for the Board of Trustees. It is the Racial Equity Diversity and Inclusion Committee ("REDI"). As background, part of the strategic plan included diversity and inclusion issues with respect to the staff and management of WTTW. Mr. Russell and Ms. Kari Hurley, Head of Human Resources, are the executive sponsors of the internal Diversity, Equity and Inclusion Council ("D, E and I") for WTTW, which is designed to work across the organization to identify and implement D, E and I efforts, mapping back to the strategic plan, and imbed D, E and I in the culture of the organization and to drive diversity, equity and inclusion as a business imperative, and as a competitive advantage. There are 17 individuals on the Council. The focus is on three key areas: workforce (recruiting, fostering inclusion in development, and employee engagement), training, and production and programming. What are the programs that WTTW can create that focus on D, E and I, and ensure that community engagement efforts are diverse – that panels and topics are diverse? Mr. Grady has been one of the key Board members leading this effort. Mr. Russell asked Mr. Grady to share a bit about the Board's committee.

Mr. Grady noted that the initiative pre-dates the George Floyd and Briana Taylor killings. This new committee is not a reaction – it goes deeper and will last longer. This is a new Board committee; it is not an *ad hoc* committee – it will have prominence and permanence and there will be regular reporting out. The Co-Chairs of the Committee are James Wooten, a 17-year member of the Board of Trustees, and Chair of the new committee, and Janice Feinberg is the Vice Chair. The Committee will be looking at all aspects of WTTW and WFMT. Mr. Grady asked if a summary of the Committee's actions could be provided to the CAB in the next few CAB meetings. Mr. Grady believes that this initiative is critical to the effectiveness of the stations and the broad population the stations serve. The Chair replied that the CAB would be very receptive to that information.

Mr. Russell commented that he and Ms. Micek explained to the Board how diverse the CAB is and how it is reflective of the stations' audiences. The Chair thanked Mr. Russell for his comments and report and turned to Ms. Tipton for her report.

Ms. Tipton showed a preview of Geoffrey Baer's new special, "Chicago From the Air", which premieres on November 19. Geoffrey Baer only narrates. All filming was done by drone. The CAB may be the first group to see the preview. Ms. Simon commented that Geoffrey Baer can make anything interesting.

On November 16<sup>th</sup> Geoffrey Baer will be doing a preview and will explain the “behind the scenes” of making “Chicago From the Air”. Mr. Russell will provide information about this.

The Chair commented that he is still digesting the information on the REDI Committee. The Chair asked if Ms. Hurley reports directly to Ms. Micek or if she reports to the CFO. Ms. Hurley reports to Ms. Micek.

Ms. Mockus asked Mr. Russell to review his CAB email list for accuracy. Dr. Hampton asked the Chair to send a new email list.

**Vice Chairman’s Report:** Ms. Ivers had no report, but she finds the new Board committee to be very exciting. She further noted that it is a privilege to serve as Vice Chair and that she is just an email away if anyone wants to speak to her or gain an opinion.

**New Business:** None

**Good and Welfare:** Ms. Simon was in a car accident and she is doing much better and is recovering. It has been a reawakening and a blessing in disguise.

The Chair announced that he is leaving the Zoom session open for a bit for people to chat after adjournment. He will check back in about 15 minutes.

With no objection the Chair declared the meeting adjourned at 8:34 PM.

The next CAB meeting will be on Tuesday, December 15 at 6:00 PM, via Zoom.

The Chair thanked everyone and expressed gratitude for everyone’s flexibility and said that it will be nice to meet new members face to face in the future. He wished everyone a Happy Thanksgiving.

Respectfully submitted,  
**Rita E. Tandaric**, Secretary

APPROVED: By the Community Advisory Board

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

February 16, 2021