

WTTW COMMUNITY ADVISORY BOARD

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

Tuesday, September 10, 2019

WTTW Studios, 5400 N. St. Louis Ave., Chicago, Illinois

The Chairman called the meeting to order at 6:03 PM with a quorum present.

The following CAB members were present: Chairman Joseph Morris (Chair); Secretary Rita Tandoric; Maryilene Blondell; Joe Bosco; Leatrice Campbell; Barbara Cragan; Dr. Simuel Hampton; Susan Ivers; Linda Jackson; Peter Kraus; Aaron Lawler; Sinhue Mendoza; Sharon Meroni; Mary Lou Mockus; Iqbal Shariff; Nancy Simon; Bruce Sutchar; Dr. Sheila M. Wicks; Carmella Wimberly.

Note the following CAB members were absent: Vice Chairman Kimberly Frost; Gene Koprowski; Nancy Koprowski; Lennette Meredith; Kristin Mount; Sharon Meroni; Maggie Steinz; Carlton Triolo-Sapp.

The following persons also were present: James Mabie, Chairman of the WWCI Board of Trustees; Sandra Cordova Micek, President and CEO of WWCI; Tim Russell, VP of WTTW Community Engagement; Lisa Tipton, Senior Director of Programming.

And, the following members of the public were present: Gene Asner.

The Chair called the meeting to order and began with a tribute to Michael W. Gonzalez, a member of the Board of Trustees and Trustee Liaison to the CAB. Mr. Gonzalez brought to the Board of Trustees the concerns of a family man, a business man (an engineer with his own firm), a Catholic, a person who believed in the importance of education, particularly in the sciences and math. He was a humane person who saw commonalities with everyone. When the Board of Trustees designated as liaison to the CAB he brought all his sensibilities and sensitivities to the CAB. He counseled common sense and calmness. When the CAB had issues with one of Ms. Micek's predecessors, Mr. Gonzalez convened the CAB in an extraordinary session in his engineering office and helped the CAB work through the issues. He cared deeply about WTTW and everyone connected to WTTW. He passed away earlier this summer and the Chair called for a moment of silence in memory of Mr. Gonzalez.

The Chair continued pointing out that the CAB has a commitment to hear from members of the public – to hear their interests, concerns and desires with respect to WTTW. The Chair asked if any members of the public were present. Mr. Gene Asner identified himself and the Chair thanked him for being present at the meeting. The Chair then asked if Mr. Asner had time to wait a bit to make his comments to allow the CAB to proceed with another item of business. Mr. Asner responded that he had plenty of time. The Chair thanked Mr. Asner and promised to get back to him immediately after the CAB's first matter.

The Chair proceeded to introduce Sandra Cordova Micek, the President of WTTW. Ms. Micek met with the CAB shortly after becoming President, and explained her strategic planning process. The CAB submitted a report to which Ms. Micek

responded with a survey crafted especially for the CAB and to which CAB members responded. Ms. Micek is present to explain where she is in the strategic planning process. Ms. Micek is only available for about one half hour.

Ms. Micek thanked the CAB for the opportunity to meet regarding the strategic plan. Ms. Micek explained that the plan was at the present being rolled out to WTTW staff and has been seen by four or five internal groups. The Board of Trustees is fueled by a distinct Chicago sensitivity. Content is internal and is confidential. Ms. Micek apologized for having so short a time at this present meeting but committed to being available at a future date to discuss the plan in greater detail.

The Chair thanked Ms. Micek but cautioned Ms. Micek that the current meeting is a public meeting, and that a member of the public is also present, and as such the CAB cannot guarantee that the content of the meeting can remain private and confidential as the CAB does not have the facilities with which to maintain confidentiality. Ms. Micek stated that she understood and commented that the level of detail in the presentation was prepared for staff and is being shared with CAB so that it has an idea of where the station is headed.

The approach to the strategic plan process was a very collaborative approach from the top down and the bottom up with various inputs from stakeholders, such as the CAB. Being strategic is about making choices along the way, groups are being held accountable along the way and it was conducted with a sense of urgency. 123 staff participated in the process, sometimes in workshops, others in surveying. Customized surveys were created for staff, the CAB, the Board of Trustees, and the radio committee. There were advisory groups and research participants. Survey questions were asked of the general population, members, lapsed members, pledge donors, and crews taking opinions from the “man in the street” asking what participants thought of WTTW or WFMT.

The Fundamentals for the project: Purpose – which is very different from mission or vision. Purpose is “why” we do what we do. What is the business we are in? It was boiled down to this language: “We are in the business of enriching lives, engaging communities and inspiring exploration.” This applies to both WTTW and WFMT. The entire organization coalesces around this idea.

Then the Mission was considered. The current mission statement is lengthy has not been touched in years. The Mission statement is the “what”. The new Mission statement is: “We are committed to producing and presenting trusted, best-in-class content that is fueled by a distinctly Chicago sensibility. We engage our audiences by entertaining, inspiring, educating and reflecting a diversity of perspectives.”

The Vision is purposely lofty. “We envision a stronger society because of the work we do.”

Then the company values were considered. Values include curiosity and fun.

The Purpose, Mission, Vision and Values all lead to the Goal: “To be a best-in-class content company essential to Chicago and beyond.” Every word was considered carefully. What does it mean to be “best-in-class”? What kind of “content company”? What does it mean to be “essential” and why “Chicago and beyond” – why not just Chicago?

The Plan: There is a goal in mind and different ways to get there. The Purpose forms the foundation. In order to be a “best-in-class, content company essential to Chicago and beyond” there has to be audience-driven content, engagement in the community, a culture of innovation and creativity and first rate capabilities, and sustainability.

Audience-driven content, for WTTW specifically, there must be an imperative – the strategic imperative is to reach a broad and diverse audience, with best-in class content essential to Chicago and beyond. This is done by building on strengths already in place, such as news, documentary storytelling, and kids, expanding on local news coverage and collaborating with the local filmmaking community to create entertaining and signature franchises in the way entertaining works for PBS, by being compelling and informative. Content would be distributed across all platforms. It's about meeting people where they are, no matter what the platform.

News: Increasing original reporting, finding stories that can't be found elsewhere by asking, "If we don't cover it, who will"? It's not just about a one hour show; it's about content being available on mobile devices, partner with other news organizations. There is a new partnership with Crain's Chicago Business, where WTTW will be the video arm for Crain's. WTTW will be broadcasting from Crain's newsroom. It will also include having digital first content and not waiting for 7:00 PM. The goal is to have people think of WTTW and news more broadly than just a one-hour news show.

Entertainment: Entertainment is anything that is non-news, such as building local franchises and series with Geoffrey Baer. For instance, WTTW is doing a new version of the "Chicago by 'L'" program where Geoffrey will not just ride the 'L' but will go into the neighborhoods and talk about the people, restaurants, and interesting things to see in the area. WTTW will continue to acquire "best of" programming, such as the British dramas. Continue to develop a local history series and possibly a lifestyle series. Develop more digital-first series, along the lines of "Urban Nature" which was developed as digital first content.

Kids: PBS is a powerhouse in children's programming. WTTW will continue to leverage that strength and also continue to develop content, as it has with "Nature Cat".

WFMT – To establish a connection with a younger audience while maintaining the loyalty of the core audience. The goal is to make sure that the core listeners continue to get what they need, while building the audience for classical music. This will be done by building on the strengths of music content and curation. A Segment Strategy will be developed by breaking the day into parts (day parts). Prestige programming will be directed to the experienced, core listener and will include Chicago Symphony Orchestra programs, live concerts, and some digital content. Core programming includes vocal music, digital content, and will perhaps include live productions in front of small audiences at the studios. Target programming will be developed to build and expand the classical audience to ensure an audience for the future.

Being engaged the community – to increase visibility and connection with the community. In surveys, the station was given a lot of credit for being out in the community. Ms. Micek believes that more can be done. While there is a good perception of the station in the community there is also an opportunity to build on strengths of the content and the trust in the community, creating opportunities especially in the African American and Hispanic communities where kindergarten readiness lags behind, and to engage the community in exploring the arts.

Early childhood education: A lot of research was done in this area. They specifically looked at levels of kindergarten readiness. Research showed that PBS Kids shows do a lot to help children get ready for kindergarten, both socially and emotionally. The plan is to roll out programming in partnership with community organizations. WTTW is not trying to become a community organization but to partner with those organizations that already do wonderful work in the communities and to align content with those existing programs to improve kindergarten readiness.

Access to the Arts: This will be about taking an existing WFMT program, "Introductions" which gives college-age musicians the chance to perform on the radio and expanding this to young people in the neighborhoods. "Introductions"

is currently done in the studio – but how can it be expanded and taken into the community? A plan is being developed by Tim Russell, WTTW’s VP of Community Engagement.

Society and Culture: Ms. Micek is really excited about this. What topics about society and culture are on everyone’s minds? Ms. Micek stated that she was thrilled when she received the CAB’s strategic planning report and saw that the CAB had listed the need for coverage of gun violence as a recommendation. WTTW did its own research and asked for input and it has been decided that a focus on gun violence in Chicago will be the first topic for additional coverage. WTTW will be launching a series in November entitled “First Hand: Gun Violence”. Producer Dan Protes is interviewing five individuals all different perspectives including a mother whose son has been convicted of gun violence and whose husband is a police officer and a man who was in prison and who is now working with at-risk youth. The idea is to tell stories from different perspectives and get the information in front of the public. There is a robust community engagement campaign being planned for this launch. There will be screenings in the community, group discussions in studio. “Chicago Tonight” will also be involved.

Next topics have not been decided but immigration and gender were mentioned as possibilities.

Culture of Innovation and Creativity: WTTW is inherently a creative organization. To give people the opportunity to be creative and innovative is a prime goal – to have the company think and operate creatively and invest in what they call R&D. There won’t be big-budget projects, but the opportunity to work on occasional projects that might “have legs”. There are opportunities for people to innovate in their day jobs. In building on strengths of the employee passion there is an entrepreneurial spirit. How do we build on it and bring it into everything we do to empower innovation, ensure diverse thinking and to take thoughtful risks? Before completing the strategic plan, management launched an internal speaker series for employees – entitled “Outside In” - to bring in outside thinking into the organization: how to bring innovation in. Is there a way to bring cross-functional teams to work together and fostering increased internal communication so that more people know when we’re out in the community?

Next Generation Content and Technology: Accessing new technology such as media management, and launching a live linear stream and making content live broadcast on YouTube TV, which is great news for cord-cutters. WTTW hopes to be on Sling and others in the future.

Data-driven Insights and Metrics: WTTW has a lot of data. WTTW does a great job at utilizing data to make decisions but there are opportunities to improve.

First Rate Capabilities and Sustainability: This pertains mostly to operations -making sure that the operations are working well and financially sustainable for the futures and making sure that the processes are looked at for efficiency. This involves developing people, applying technology upgrades, making sure that facilities are up to date and that the station has everything it needs. There will be investments in marketing. There is great brand recognition but the station needs to remind people how essential WTTW is to the community and to people’s lives. Sustainability has to do with finances, fundraising, continue with planned giving and foundations and other philanthropists.

The Chair accepted Ms. Micek’s offer to return to the CAB to further explain the rollout and various aspects of the plan. The next scheduled meeting for the CAB is Tuesday, October 15. Ms. Micek thought she might have a conflict but would check. If October 15th won’t work she promised to attend the next meeting.

The Chair noted that there was a lot of material to absorb and requested a copy of the PowerPoint slides or the written plan. Ms. Micek said that she had a two-page summary for the CAB at this time.

The Chair asked about the term “best-in-class”. What does it mean and who comprises the class? Ms. Micek responded that to be “best-in-class” the operations have to run smoothly, the station needs to produce quality content and it needs to do the stories that no one else does. The competition is great – it’s single moment that a person spends doing something else. WTTW will never have \$16 billion to spend on content like Netflix, nor should it try. WTTW needs to do what it does best, to be super-engaging, entertaining, and efficient.

The Chair noted that many of the ideas set forth in the CAB’s strategic plan report ended up in the final plan. The Chair expressed his excitement that WTTW is a news content provider larger than a one hour news program each night. This would suggest that the position recently held by Mary Field as Executive Producer of “Chicago Tonight” may be expanded to a station-wide news directorship with an increased editorial staff. The Chair asked if that person would report directly to Ms. Micek. Ms. Micek answered that the person would report directly to her. Ms. Micek noted that the role would cover both broadcast and digital platforms and while Mary Field was actually in charge of both broadcast and digital the new role will be more formal. WTTW has to where the people are. New news staff has been added, mostly on the digital side.

Ms. Micek was applauded by the CAB.

The Chair thanked Chairman of the Board of Trustees, James Mabie, for attending. The Chair invited Mr. Mabie to speak to the CAB. Mr. Mabie commented that his presence at this meeting demonstrates the importance of the CAB to the Board of Trustees. The CAB is important to the Board. Mr. Mabie continued by explaining that the strategic plan represents the work of about 1 ¼ years and that Ms. Micek has made amazing strides to bring the organization together. Now there is a definable three year plan; it’s structured and most of the people are in place. There’s dynamism in the organization that hasn’t been present in a long time. The inclusion of the staff in creating the plan was very important, and many staff members have commented that it’s a wonderful environment and that everyone is on the same page. Mr. Mabie again thanked the CAB for its input and efforts. It is valued by the Board of Trustees.

The Chair again thanked Mr. Mabie and noted how much the CAB misses Michael Gonzalez and Barbara Proctor as Trustees’ Liaisons to the CAB and encouraged Mr. Mabie and the trustees to designate a new liaison to CAB as it is an important connection between the CAB and the Board of Trustees. Mr. Mabie confirmed that a new liaison would be designated in next few months.

The Chair then returned to Mr. Asner, a member of the public, for his comments. Mr. Asner pointed out an ongoing problem at WTTW: audio description of the video for the blind. This provides for an audio description of non-verbal action in a television program. This feature also includes narration of subtitles when a person is speaking in a foreign language. Typically there is a separate digital channel that airs the description. In the past this was not as important because programs were more verbal; now programs are more visual. Mr. Asner, a blind person, previously contacted the station about this issue years ago and was told that the station did not have the funding for such a feature (the call was made about the time of the last recession). Mr. Asner feels that this should be addressed and asked if there is something else he can do to communicate this matter. The Chair thanked Mr. Asner and collected his contact information and further stated that Mr. Asner has brought to the CAB’s attention an issue similar to another previously brought to the CAB. The Chair explained that Denise Avant, a former member of the CAB and now President of the

Illinois Federation of the Blind, brought to the CAB's attention a similar situation. The Chair noted that staff members were taking notes about this matter.

Mr. Kraus asked for additional information. Mr. Asner further explained that PBS provides the video description for broadcast on one of the digital subchannels but that WTTW is not broadcasting the video description. The subchannel broadcasts a duplication of the main channel's program – not the video description.

Ms. Mockus asked if Ms. Avant was successful, but it was not clear whether she was successful or not.

Mr. Kraus asked Mr. Asner to clarify that he is receiving two identical channels. Mr. Asner answered yes. When this is done properly there will be a narrator describing the video content. The Chair commented that CAB would need to obtain additional technical information from the staff of the station.

The Chair returned to the regular agenda and called for self-introductions of the CAB members.

After self-introductions the Chair called for adoption of the meeting's agenda. Ms. Cragan motioned to accept the agenda, seconded by Mr. Sutchar. The agenda was unanimously adopted.

The Chair moved to the acceptance of the Minutes of the Meeting of June 18th. There was a discussion of typos and whether the copy distributed was the corrected copy. It was not. The Chair called for a motion to adopt the corrected minutes. Mr. Sutchar so moved, seconded by Dr. Hampton. The minutes were unanimously adopted.

The Chair explained that staff liaison Yvonne Davis has been out of the office recovering from leg surgery, but will be back to work soon. The Chair circulated a get well card for Ms. Davis.

Chairman's report: The CAB heard a presentation from the President tonight and she made reference to a two-page document about the strategic plan. Mr. Russell has copies and will distribute them to the CAB members. The next CAB meeting is scheduled for October 15th. It may be necessary to reschedule in order to fit President Micek's schedule.

The Chair opened the floor for comments. Mr. Shariff commented that he's pleased with the partnerships being established by WTTW, particularly the one with Crain's Chicago Business and the possibility of generating revenue. He would like to see the development of a "cool" factor like NPR.

The Chair commented that there was a lot of information in Ms. Micek's remarks. The Chair hopes that everyone realized the many congruencies with the CAB's report on strategic planning – and how many items made it into the station's plan. The question of how to make the plan financially sustainable was not addressed by Ms. Micek. That will be a major issue - how to keep the station on the air and afford the changes that the plan requires. What is the mix of income streams and the role of pledge drives in the future? It will be interesting to see how that shakes out. The Chair further commented that with the mention of the pre-K - the best and most committed WTTW viewers; he did not hear about how the strategic plan would seek those between ages 6 and 21.

Ms. Blondell asked about the annual budget for WTTW. Mr. Russell responded that it's about \$40 million. The Chair commented that about \$5 million comes from pledge drives and that the \$40 million also includes the income stream from WFMT.

Ms. Blondell commented that Mr. Micek discussed viability and visibility and “the man in the street” but noted that when she raising her children in the city, the only exposure to WTTW was through the children’s programming. There was never anything else in the city that was branded as WTTW. Other media outlets have sweatshirts and hats and t-shirts that promote their outlets. WTTW does not even appear to have an online store. The Chair asked Ms. Tipton if the WTTW has any swag. Mr. Russell commented that in the strategic plan there was a piece about investing more on marketing and brand development. Ms. Blondell then commented that the station should conduct tours.

The Chair commented that there is overlap between fundraising and marketing. Ms. Blondell added that an online store featuring products promoting the marquis programs like “Check Please”, “Chicago Tonight” and Geoffrey Baer programs. People watching these programs would go to the website to buy a hat or a DVD. It’s an incredible revenue generator. The Chair suggested that such brainstorming could generate further comments that may be directed to Ms. Micek.

Ms. Ivers’ broadest impression, besides the fact that the plan is incredibly details and thought-out is that there appears to be a short-shrift to the arts. It’s possible that the arts are included in other areas, and that can be clarified at the next meeting with Ms. Micek. Ms. Ivers is wondering if the strategic plan is designed to play to WTTW’s strengths, such as news, documentaries, and history. The CAB has been discussing greater coverage of the arts. Mr. Russell responded that WTTW has hired an arts reporter who has been doing stories, features and digital series. Mr. Russell commented that there is a focus on the arts in the news and in the day-parting on the radio side.

The Chair commented that when the CAB came into being under the Communications Act, the focus of the CAB was the television platform. When WTTW acquired WFMT, WFMT became a valuable asset which contributes revenue to support the television operation. WFMT’s program guide became Chicago Magazine which was eventually sold and provided capital for the entire operation. Because WFMT was radio and Chicago Magazine was a magazine, the CAB paid little attention to either. When the CAB looked into the station’s finances and management of the station that was the extent to which the CAB looked at WFMT. The President’s description of the plan seems to indicate that radio is just another platform for the dissemination of the content created by WTTW. The rebranding of the news platform places less emphasis on “Chicago Tonight” but more emphasis on WTTW News and the channeling of the news through “Chicago Tonight” and the digital platform. The whole digital world is now the largest zone of content dissemination began as an aspect of the marketing department.

Ms. Blondell asked Mr. Russell and Ms. Tipton if there are viewership statistics for the various WTTW platforms. Ms. Tipton responded that there are various metrics for measurement – clicks, how long on one page, and so forth. The Chair asked if such questions are better directed to Anne Gleason. Ms. Tipton answered yes. Mr. Russell noted that in the past people had an appointment with television. Now content is available where the people are – online, on phones, and so forth. Part of the plan is to keep those traditional viewers but also attract those who don’t rely on television.

Ms. Campbell was happy to hear that the CAB was mentioned. Ms. Campbell hopes that as the strategic plan is implemented that a relationship between the CAB and the Board of Trustees is allowed to develop. Ms. Campbell was encouraged when Mr. Mabie acknowledged the importance of the CAB. Unless there is communication between the two Boards the “Man in the Street” is not being served. Ms. Campbell explained that the CAB is not included in WTTW’s organizational structure. She is hoping that the specifics of the strategic plan that there is some structure to support communication between the two Boards to better serve the Man in the Street. Violence, health care, and pet care are topics that should be covered and that are relevant to the general population. The new plan is very good but it needs to include better connections between the CAB and the Board of Trustees. The Chair thanked Ms. Campbell.

Mr. Sutchar commented that when he first joined the CAB he asked what would happen when the CAB advises and no one acts upon the advice. The answer was that the station is not bound to take the advice the CAB offers. Mr. Sutchar asked about the staffing levels of the organization. Mr. Russell answered that the staff level is around 200. Approximately 123 employees took part in the strategic planning process. Mr. Sutchar was encouraged by the inclusion of music in the plan and was inspired by the plans to draw younger listeners to WFMT. Mr. Sutchar is grateful that Ms. Micek met with the CAB first thing upon joining WTTW. She seems to be a woman of the people. Mr. Russell responded that Ms. Micek heard the CAB when it pushed the violence issues.

Ms. Cragan commented that many people do not relate WTTW and WFMT, or they confuse this organization with public radio. The branding has to happen. People confuse this organization with WBEZ. Ms. Cragan is glad to know that there is going to be collaboration between WTTW and WFMT, and that outsiders have been tapped to bring in new ideas.

Ms. Simon commented that she's glad to hear that the plan includes trying to bridge the age gap in the audiences. The question though is how to turn all the ideas into action. Ms. Mockus commented that the "man on the street" images most visible on WTTW are the members of the public who appear in station promos between programs. Ms. Mockus asked if that element would be retained. Ms. Tipton answered that there are no plans to change those promos.

Ms. Mockus also asked if there is a search on for a replacement for Mary Field. Mr. Russell responded that there is a search ongoing and that the new person will have a larger role.

Ms. Ivers asked Mr. Russell who should be contacted with ideas for "Chicago Tonight". Jay Smith is the acting producer of "Chicago Tonight". Information can be sent directly to Jay Smith. The Chair will send out his email address.

Mr. Kraus commented that there was nothing in the plan concerning children's health. Mr. Kraus suggested the Children's Health Defense as a resource for children's health issues. There are many citations and whitepapers available providing evidence of the epidemic of children's health issues. Another whitepaper discusses the conflicts of interest that prevent information on children's health issues from being communicated to the public. Mr. Kraus wonders if the station could look into these resources. The Chair suggested that Jay Smith's email address be circulated and such information could be sent to Mr. Smith.

Ms. Campbell noted the violence issue was connected with the CAB and asked if that connection came from a program proposal submitted by the CAB. The Chair answered that the violence connection was not from a program proposal but from a report issued by the CAB in September 2018 – the CAB's special report on the strategic planning process. Ms. Campbell asked what happened to the CAB's original violence program proposal. The Chair responded that it would be difficult to determine because there has been so much programming on violence on "Chicago Tonight" since the CAB's initial proposal four or more years ago. "Chicago Tonight" also conducted town hall meetings on the violence. It may not have been a direct result of the initial proposal but a lot of attention has been given to the issue.

Dr. Hampton asked if there would be more youth-created content and exposure of journalism and career opportunities in journalism for young people. Mr. Russell responded that WTTW worked with Senn High School where the students created two stories which were featured on "Chicago Tonight" and on the website. Further, the station will be participating in a career day in conjunction with Free Spirit Media. Students will learn about careers in journalism and film making and Dan Andres, Jay Smith and will be participating as well. Free Spirit Media produces programming and has been a pet project of Dan Soles.

Ms. Blondell asked if WTTW has a page or intern program. Mr. Russell answered that WTTW does have interns. Currently “Chicago Tonight” has three interns. Some of the production people have interns as well.

Ms. Campbell mentioned a not for profit organization called True Visions in which children are involved in production. The Chair asked for a link to share.

Chairman’s Report: The Chair commented that the annual work plan has been to hold a series of meetings to for broad discussions of issues that concern the cultural and educational needs of the community and whether the station’s policies are meeting those needs. The CAB has interviews and conversations with key members of the station. In November and December the work of the year is summarized in an annual report. The CAB is not on that track in the current year. The Chair does not necessarily see a clear path to an annual report this year. That may change after another meeting with Ms. Micek in October. The CAB will discuss the Cultural Committee tonight. Ms. Blondell has developed a charter. It is important that the CAB develop a robust committee organization. Dr. Hampton has volunteered to chair the Education Committee, which has long been chaired by Maggie Steinz. Ms. Steinz suffered a stroke. The Chair has tried to reach her out of respect for her service to the CAB, but the Education Committee must have a chair. The Chair proposed to accept Dr. Hampton’s offer to chair the Education Committee. Ms. Meroni motioned to accept Dr. Hampton as the chair of the Education Committee, seconded by Ms. Jackson. The vote was unanimous to install Dr. Hampton as chair of the Education Committee. The Chair stated that he would communicate this information to Ms. Steinz with thanks for her years of service in that position.

The new President is smart and systematic in her approach and has the support of the Board of Trustees. The Strategic Plan process is a worthy process that we want to respect. In the past the CAB has sensed that some things were not right with the station. The openness of this process speaks volumes in comparison to events in the past.

There is no Trustee’s Liaison assigned as yet, and the Chairman of the Board of Trustees addressed the meeting earlier. The President presented the new strategic plan so that constitutes the Management Report. Ms. Meredith intended to address membership issues. The Chair turned to the Cultural Committee charter and called upon the committee’s chair, Ms. Blondell. The Chair endorsed the charter and stated that the charter provides a good path to launching the work of the committee.

Ms. Blondell thanked the Chair for his comments and support. The CAB members shared her thanks with applause for the Chair.

Ms. Blondell commented that the sources of WTTW content are many and there has to be branding to tie it all together. The Cultural Committee is seeking members but will probably hold off on a meeting until after Ms. Micek again addresses the CAB.

Ms. Jackson agreed that the next meeting will be a great help in bringing together ideas for the Cultural Committee. Ms. Cragan has been asked how WTTW Prime is being utilized. What is the thinking behind it? It seems that it is just airing repeats of regular programming. Ms. Tipton responded that programming on Prime is generally opposite what is on the main channel. For instance, if “Antiques Roadshow” is on the main channel, “Nova” might be on Prime. Ms. Cragan asked if there is any different programming on Prime. Ms. Tipton answered that Thursday nights are unique to Prime. The goal of Prime is to have primetime programming available at all times. Ms. Tipton is open to receiving ideas for what to do with Prime. She has some ideas and welcomes new ideas after being in the role for about 3 months. The Chair commented that it is now clear that Ms. Tipton is responsible for programming decisions on both the main channel and

Prime, in addition to pledge drives. Geoffrey Baer has taken over the production side and Ms. Tipton has the acquisition side. Both report directly to the President.

The Chair asked Ms. Tipton to clarify the channel arrangement.

- 11.1 WTTW Channel 11 – the main channel
- 11.2 WTTW Prime
- 11.3 Create – during the day from American Public Television/ World Channel at night from American Public TV and WGBH
- 11.4 PBS Kids 24x7
- 11.5 MHZ Worldview / WYCC – programmed by MHZ Worldview

Mr. Asner is seeking the audio description on each of the channels. Ms. Tipton responded that she will contact engineering and look into the audio description issue.

The Chair asked if both Mr. Russell and Ms. Tipton would together represent management at CAB meetings. Both answered yes. The CAB welcomed both with applause.

The Chair thanked Ms. Cragan for reacting to Ms. Blondell’s presentation which allowed for clarification of a number of issues. The Chair asked if anyone had any suggestions, corrections or additions to the Cultural Committee charter. There being none, the Chair asked for a motion to approve the charter. Ms. Simon so moved, seconded by Ms. Meroni. The vote was unanimous in favor of adopting the Cultural Committee charter.

The Chair commented that he does not expect the Cultural Committee to meet in the short time between CAB meetings, and noted that he would contact Dr. Hampton about the Education Committee. The Chair asked for additional input regarding the Cultural Committee. Ms. Blondell extended an invitation to CAB members to join the committee. The current volunteers for the committee are Ms. Jackson, Ms. Mount and Ms. Koprowski.

Ms. Campbell asked Ms. Tipton if programs she schedules are approved by the Board of Trustees. Ms. Tipton explained that programs are approved by PBS or various syndicators. Ms. Ivers asked about locally-produced content, such as films by Kartemquin Films. Ms. Tipton explained that WTTW has a great relationship with Kartemquin and that the company contacts WTTW if it has something that might be of interest to WTTW.

Unfinished Business: The Chair asked if there was any unfinished business. None was mentioned.

New Business: The Chair asked if there is any new business. Ms. Ivers shared that Jackie Stewart, a Professor at University of Chicago, has been named to host Turner Classic Movies’ “Silent Sunday Nights” program. Dr. Stewart is an expert on early African American film as well as film presentation. Also exciting is that she is the first African American host of any programming in Turner Classic Movie’s 25-year history. Ms. Ivers also commented that the landmark film of black cinema “Daughters of the Dust” is showing at the Museum of Contemporary Art on Friday night. The film’s highly acclaimed cinematographer will speak on Saturday afternoon.

The Chair asked for additional comment. Ms. Mockus received an email from her daughter in Washington State about two people on the faculty at the University of Washington there have produced a film on BAM, the Chicago Black Arts Movement and asked if Channel 11 would be interested in it. Ms. Mockus will follow-up on it.

The Chair commented that today PBS Kids announced a new content officer: Linda Simensky. Ms. Tipton knows her and says, “She’s fantastic!” The Chair noted that she is coming into PBS Kids with quite a background in the commercial world, having been one of the persons behind “SpongeBob SquarePants”.

Good and Welfare: Ms. Campbell noted that her daughter left the corporate world, became a chef and has authored a book on entertainment. She will appear on Tamryn Hall’s show sometime in the future, probably in the next year. Her book is available online at Target.

Mr. Kraus reported that he went on a hiking trip to Rocky Mountain National Park, inspired by a PBS program. He signed up for the trip immediately after seeing the program.

The Chair stated that there are a number of people that the CAB would like to speak to in the near future: Ms. Tipton, Geoffrey Baer, and Ann Gleason.

Ms. Cragan asked if it would be helpful to collect comments and ideas on programming from the CAB or friends of CAB members, so that such could be presented to the CAB before being forwarded on to WTTW personnel. The Chair thought it was an excellent idea. Ms. Cragan asked that any ideas (keep it short) could be forwarded to Mr. Bosco or her.

Ms. Simon suggested that the CAB might benefit from hearing about difficulties that either Mr. Russell or Ms. Tipton experience in performing their roles at WTTW. Ms. Tipton responded that she would like ideas about scheduling; she has some ideas but it will take time to shift things around. Ms. Mockus asked Ms. Tipton if she experiences any frustration at Direct TV’s refusal to carry all of the WTTW channels. The Chair commented that the Direct TV situation is beyond WTTW’s control. Ms. Cragan suggested that it would be helpful to hear more about WTTW Create and what goes into the planning for that channel. The Chair added that it would be very helpful to have a Management Report at the next meeting. Previous Management Liaisons have been helpful in informing CAB of personnel changes and projects in the pipeline. The Chair asked that either Mr. Russell or Ms. Tipton follow-up with technical people about Mr. Anser’s concerns and to keep the Chair copied on emails. Both promised to do so.

Adjournment: The next regularly scheduled CAB meeting is scheduled for Tuesday, October 15. It may need to be adjusted to accommodate Ms. Micek’s schedule. The Chair asked for a motion to adjourn. Ms. Meroni so moved, seconded by Dr. Hampton. The vote was unanimous.

The meeting was adjourned at 8:48 PM.

Respectfully submitted,
Rita E. Tandoric, Secretary

Attachments:

