

WTTW COMMUNITY ADVISORY BOARD

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

Tuesday, February 18, 2020

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

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); Secretary Rita Tandoric; Maryilene Blondell; Leatrice Campbell; Simuel Hampton; Susan Ivers; Eugene Koprowski; Nancy Koprowski; Sinhue Mendoza; Lennette Meredith; Sharon Meroni; Mary Lou Mockus; Iqbal Shariff.

Note the following CAB members were absent: Vice Chairman Kimberly Frost; Joe Bosco; Barbara Cragan; Linda Jackson; Peter Kraus; Aaron Lawler; Kristin Mount; Nancy Simon; Maggie Steinz; Bruce Sutchar; Carlton Triolo-Sapp; Sheila Wicks; Carmella Wimberly.

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; Lisa Tipton Head of Programming and Pledge; Yvonne Davis, WTTW Staff Liaison to CAB.

And, the following members of the public were present: Marnie Glaser

The Chair welcomed Ms. Sandra Cordova-Micek, President of WWCI, to provide additional information on the recently completed strategic plan. Mr. Micek thanked the Chair and explained that she would be able to provide more detail than was available for the previous presentation and would explain more about how the plan came to be. The first question asked when the process started was "What are we solving for?" "How can we develop and implement a three-year strategic plan that supports a clear vision and is valued and respected by key stakeholders?" That was the start.

Participants took a very collaborative approach- very strategic and accountable and with a sense of urgency. Ms. Micek joined WWCI in May 2018, and the strategic planning process began in September and took about 9 months of work. The timeline started August 2018, a process and framework were established and began gathering input from ~~with~~ various constituents was started. Ms. Micek acknowledged the CAB's written Report of Recommendations for WTTW's Strategic Plan (which was published on September 4, 2018) and thanked the CAB for it, saying it was very helpful. Data was synthesized, shared with the Board, considered feasibility, developed a budget and pressure-tested the plan, considering whether it was feasible and whether it could be carried out. The plan was finalized and has been in a roll-out phase from the end of 2019 to present.

Staff workshops have been held with 123 (of 150) staff members. They did surveys and advisor forums to obtain information from groups such as the CAB, presented the plan to the strategic planning committee of the Board of Trustees, consumer research consisting of about 5,000 members and non-members, "man on the street" interviews, sending a crew out to stop and ask people what they thought of WTTW and WFMT, and then reviewed the video. An internal working group that meets with the leadership team, the strategic planning committee of the Board, another

working group in a constant iterative process. There were cross-functional workshops at the station to bring everyone into the fold – a bottom-up approach that had not occurred in the past. Small groups were formed to discuss strengths and weaknesses – what are areas that need focus? Trust, credibility, and diversity were highlighted.

The strategic plan framework was formed. If the goal is to be the “best-in-class content company essential to Chicago and beyond” the purpose must be uncovered. The purpose is the DNA – it is who we are at our core – why we do what we do. The mission is how we do what we do. The question is then how do we get there?

The initial focus was on audience-driven content, being engaged in the community deliberately, developing a culture of innovation and creativity as the organization is inherently creative, and creating first-rate capabilities and sustainability, which centers on operations and how to operate effectively and efficiently and create sustainable revenue into the future.

The Fundamentals:

The Purpose: To enrich lives, engage communities and inspire exploration.

This applies to both WTTW and WFMT.

The Mission: We are committed to producing and presenting trusted best-in-class content that is fueled by a distinctly Chicago sensibility and we engage our audiences by entertaining, inspiring, educating and reflecting a diversity of perspectives.

The mission statement came from a mission statement that was held for years and was much longer than this statement. It was updated by adding “a distinctly Chicago sensibility” and “diversity of perspectives”.

The Vision: We envision a stronger society because of the work we do.

The vision is about what the world looks like if we do what we say we are going to do - the long-term impact on society.

The Values: Curiosity, Commitment, Trust, Respect, Excellence, Diversity, and Fun.

We need to reach a broad, diverse audience with best-in-class content essential to Chicago and beyond. The strategies needed to get there include building on strengths in the current key genres. We need to expand on local news coverage. Local news is expensive to produce, but it is critical to who we are, so it is necessary to put strong plans in place to be able to continue strong trusted local news coverage. Other plans include collaborating with the local film-making community, leverage the PBS content and its themes and initiatives, and distributing content across platforms.

There are different kinds of content for WTTW. Content for WTTW means different things: news, specifically local news, increasing original reporting, doing the stories that are not found anywhere else. We will reimagine our news coverage and producing unique local Chicago stories – something that will be found here but nowhere else. We will explore partnering with other news organizations (the station is realistic about its limited resources, and, for example, has already partnered with *Crains*). We will create digital-first content by putting out a breaking news story digitally and not always waiting for “Chicago Tonight” at 7:00 PM. We will build the WTTW news brand – building an umbrella news

organization that includes “Chicago Tonight”, our news flagship, but adds more, so that Chicagoans think of WTTW as a broader news organization, including online.

Ms. Micek asked if there were any questions so far. Ms. Ivers asked for clarification of the term “reimagined news coverage.” Ms. Micek answered that we are in a changing environment in terms of how people consume news. You can watch “Chicago Tonight” in five or six different ways. Reimagining news coverage means rethinking who we trying to reach them, what stories they are interested in and how we present it to them whether it is mobile, digital or over the air.

The Chair asked about the term “best-in class” stating that it is inherently comparative. The Chair ask who else is in the class. Ms. Micek explained that that there has been much discussion about this. She stated that it is difficult as WTTW can’t be compared to the WGNs of the world and the more niche operations such as Univision, but that WTTW could be compared to stations that produce news with the frequency that WTTW produces news. Ms. Micek clarified that WTTW is one of the few PBS stations, one of five, specifically, that produces news daily, but only one of two that is not connected to NPR. Further, it is not entirely about being a PBS station, because every PBS station is different. It is more about finding news-interested consumers who value trusted independent local news, and determining how WTTW stacks up against those stations. Online access is a factor as well. Ms. Micek commented that she still follows PBS affiliates in San Francisco and Washington, DC, but online. The set is not so cut and dried.

The Chair asked if the class is less about local and national networks or PBS stations but more about any source at large, including newspapers and radio, best in wherever people are getting trustable, quality news? Ms. Micek agreed and explained that it is not limited to content. There is also an operational side to best-in-class. Operating like a best-in-class content company frees up resources for news-gathering or national production or local production. The term is meant to be broad and applies to all aspects of the organization. For example, the CFO is looking at all the processes from an automation perspective.

The Chair then asked about the goal to create a stronger society through what WTTW does. The Chair asked how we will know if the goal has been met? How do we tell? Ms. Micek responded that the vision is meant to be long-term, over time. As an example, Ms. Micek turned to Mr. Russell, and commented that it is not enough for community engagement to count how many people attend a community engagement event. There must be a point where, over time, we look at impact. For instance, with “FIRSTHAND: Gun Violence”, a discussion guide was created for downloading so community organizations could have discussions about gun violence. Ms. Micek stated that 500 organizations have downloaded the discussion guide. Tim Russell’s team will now follow-up and ask for feedback. Community engagement is where impact will be seen and can be measured.

The Chair asked if the CAB would be able to obtain a copy of the slides used in tonight’s presentation. Ms. Micek referred the Chair to a two-page document available from Mr. Russell, as the PowerPoint is an internal document.

Entertainment: Entertainment is a broad bucket, including the acquired programming, the local programming (for instance, Geoffrey Baer programs), all of which is entertainment, as well as being informative and educational. This involves bringing in the PBS content, such as Masterpiece and Nova, as well as the local franchises and series.

Kids: Kids primarily involves acquiring “best of” the PBS kids content, leveraging marquee programming such as “Sesame Street” now in its 50th year) and PBS initiatives, as well as production partnerships, such as that which produces “Nature Cat”.

Ms. Blondell asked if the goal is to maintain the “bread and butter” ages of 2 to 8, or if there are plans to add programming intended to attract ages 8-12 and teens. Ms. Micek responded that with limited resources it will be impossible to do everything. However, there have been partnerships, such as that with Free Spirit Media, where filmmakers were brought in and documentarians. The civic engagement with those age groups needs to be started early but it is hard to do with limited resources.

Community Engagement: Ms. Micek stated that Tim Russell has a very small team, so it is important to be very focused. The imperative is to increase visibility and connection in the community. The “community” is broad – it is not one specific community. The focus, though, is primarily in African American and Hispanic communities where kindergarten readiness rates are low for early childhood education. We are seizing opportunities to engage communities with access to the arts, that is, under-represented communities with access to the arts, specifically WFMT.

Society and Culture: Society and culture is much broader. Look at issues, such as gun violence (which Ms. Micek credited CAB for bringing to the forefront) and ask how WTTW could cover these stories differently from anyone else. An umbrella called “FIRSTHAND” was created, and the first topic under the umbrella was gun violence (“FIRSTHAND: Gun Violence”). It is a year-long initiative, including talks on the documentary film series and a discussion guide. The next topic could be “FIRSTHAND: Homelessness” or “FIRSTHAND: Immigration”.

Another piece of community engagement specifically connected to Society and Culture is the Studs Terkel radio archive. WFMT was the home of Studs Terkel, where he talked about many societal and cultural issues. How does the organization bridge the gap between the wealth of content, in partnership with the Chicago History Museum, and under the umbrella of society and culture?

Culture of Innovation and Creativity: The strategic imperative under this topic is how to think and operate creatively and invest in R&D – not R&D in a technological sense, because there isn’t funding for innovation – but in testing and learning in how we approach projects. For instance, management has instituted a speaker series for employees called “Outside In” where speakers are brought in to spur and spark innovation internally and thinking to foster communication between departments, break down silos and have better collaboration in projects and new ways of working together. It also involves media management systems. There are tons of archives in the building and it is imperative to use technology to ensure that archives are readily available. It also involves the Data Division and Insights and Metrics as having and using data-driven metrics, i.e., reviewing statistics, reviewing data from digital platforms, knowing what people click on and what articles they read can help inform decisions on what to produce.

The Chair asked if the archives have been digitized. Ms. Micek answered that some work has been done but there is much more to do.

First Rate Capabilities and Sustainability: The imperative under this topic centers on investing and aligning to achieve operational excellence and financial sustainability. If the organization is not an operationally efficient organization where we can ideally manage cash flows and vendor payments, it makes it difficult to sustain that operation. Under the new CFO, all systems are being evaluated. Financial sustainability involves membership, managing revenue sources, fundraising, grants, and diverse revenue sources. Revenue streams must be diversified, there must be a good, holistic view of revenue; seize opportunities to develop more core capabilities internally; focus on diversity and inclusion to strengthen the organization. This is basically about people, processes and technology and marketing by developing and building the brand. We must remind people why we are relevant and how we are relevant in their lives.

There has been budget modeling with various scenarios (up, down, status quo), and now internally, teams are being asked how individual team members can help work the plan. Small group workshops have been held, and now quarterly meetings are held to see how we are doing against the plan.

Mr. Koprowski asked for clarification about the concentration on the arts in relation to WFMT and specifically whether the idea came from the radio committee. Ms. Micek answered that it did not come from the radio committee. It came from the overall goal to diversify the audience. On the WFMT side it means that the core audience has to be honored but to also cultivate a younger audience and to grow that audience. There is a partnership with the schools where up and coming student musicians will be identified and asked to perform on “Introductions” a pre-college age show that will feature young musicians. The show will either be brought into the community and recorded or performed live.

Dr. Hampton asked how the schools are chosen. Tim Russell answered that for “Introductions” there will be a community-based arts and music program which will be in various schools and that group will work with the station to identify the student musicians. They want to highlight the diversity of the city.

Ms. Campbell asked about “Outside In” and suggested that the CAB might present ideas to be presented to the staff. Ms. Micek clarified the concept behind “Outside In” by explaining that it is a discussion series for employees where, for example, executives from other companies or organizations are brought in to discuss creativity and innovation in their organizations. Ms. Micek is open to hearing ideas about improving the lines of communication between the CAB and WTTW management, but not within the context of “Outside In”.

Ms. Blondell asked if there is a prioritization of resources for carrying out the strategic plan? She also asked if there is a line where the station, as a PBS station, loses its focus as a TV station and becomes more a community organization? Ms. Micek answered that it is not the goal of the organization to become a community organization. It is a goal to work with community organizations – organizations that are in the community now- that have been identified to perform certain functions and work with those organizations. For instance, PBS has PBS Learning Media, which can be given to organizations in a targeted manner, depending on the organization’s identified needs.

Ms. Micek continued to the prioritization question by stating that the priorities are in the plan and budgeting has been developed accordingly. If a topic made it into the plan, it is a priority. The station cannot do everything.

The Chair asked which staff are direct reports to Ms. Micek. She responded that the new News Director, Hugo Balta, is a direct report. Geoffrey Baer, in a new role where he is responsible for all non-news content and production, reports directly to Ms. Micek. Jitan Garg (CFO), Anne Gleason (Marketing/Digital Media), Jill Britton (Sales and Development), George Preston (General Manager of WFMT), Lisa Tipton (programming and pledge drives) and Tim Russell (community engagement) report directly to Ms. Micek. All in all, there are 12 direct reports to Ms. Micek.

Ms. Micek thanked the Chair and the CAB and was answered with applause as she exited.

The Chair called for the roll and declared a quorum. One member of the public was present, Ms. Marnie Glaser.

Public Comment: The Chair called upon Ms. Glaser to address the meeting subject to a 3-minute limitation. Ms. Glaser stated that she is interested in wireless health research related to Wi-Fi and cell phones. She has been involved in this area for 20 years and follows it and what the science says on a daily basis. She would love to see WTTW look into this

issue and the report on the science. The scientific community has been expressing concerns to the United Nations and the World Health Organization. The Chair thanked Ms. Glaser and said that he suggests that she forward information to the chairs of the CAB's Program Committee, Barbara Cragan and Joe Bosco (unfortunately, neither present at this meeting) and offered to be the conduit in that communication.

The Chair noted that a get-well card for Ms. Cragan was circulating the room. She has had a hip replaced. The Chair also reminded everyone to make sure that everyone has signed in.

The Chair asked for reactions to the information conveyed by Ms. Micek earlier in the meeting. Tim Russell circulated to meeting attendees the 2-page summary of the presentation.

Ms. Ivers asked Mr. Russell if he could share three or four items that were under Entertainment in Ms. Micek's presentation.

Mr. Russell responded that "Entertainment" includes Geoffrey Baer programs ("Chicago by L"), FIRSTHAND, lifestyle programming (which is yet to be determined). Ms. Tipton explained that while most of PBS programming is considered "educational" it is also "entertainment".

Mr. Shariff thought there was some confusion in use of the terms "budget" and "broad vision". He asked for clarification on growth and what it looks like. What does "growth" mean in relation to the budget? Mr. Russell answered that the new CFO will be looking at opportunities and the finances of the organization in connection with development, marketing, and sales. Different areas of the organization were going after the same people. From a strategic standpoint it made sense to bring these together.

Ms. Blondell did not hear any discussion of the "state of the union" in terms of streaming – the OTT linear and non-linear – there was no discussion of this in the plan. The Chair asked if this question should be framed and forwarded directly to Ms. Micek. Ms. Blondell stated that she would like to hear about the plans going forward. Mr. Russell said that he would take this issue back to Ms. Micek. Ms. Tipton commented that she has been to meetings and has slides where various platforms are noted and metrics about who is watching what and when, and would be happy to bring that to a future CAB meeting. There is currently a layered look at viewership that goes beyond overnight ratings.

Ms. Campbell reiterated that she sees "Outside In" as another avenue of communication between the CAB and WTTW staff. Ms. Campbell is always on the lookout for additional ways for the CAB to communicate with the staff.

Mr. Mendoza mentioned "growth" and asked if WTTW compared itself to what other stations in Chicago are doing at, for example, the 6:00 PM hour how someone is accessing "Chicago Tonight", especially after the development of the "WTTW News" brand. Are these factors watched by WTTW? Ms. Tipton said that they definitely watch the numbers. Mr. Mendoza asked if it has grown. Over the air is going down for everyone. Streams are up, though. Linear is going down as digital is going up.

Mr. Grady addressed Ms. Campbell about her earlier comments about youth and their view of the future. But, he wanted to clarify that while it's a great idea to pursue, it does not come under the purpose of "Outside In". Ms. Micek did not reject the idea. Ms. Campbell understood that the idea was not rejected. Ms. Campbell viewed it as another communication opportunity.

Revision and Adoption of Agenda: The Chair called for revisions to and the adoption of the agenda. He noted that he has been informed that there is a Membership Report to be presented during the committee report position of the meeting. Without objections it will be added to the agenda and asked for a motion to adopt the revised agenda. Ms. Meroni so moved, seconded by Dr. Hampton. The motion passed unanimously.

Approval of Minutes: The Chair noted that there are two sets of minutes for approval. The first set of the minutes of October 15, 2019. Chair thanked Ms. Ivers for her prompt and detailed proof-reading of the draft minutes. The Chair then asked for any corrections or questions on the October minutes. Ms. Mockus moved for the approval of the October minutes, seconded by Ms. Ivers. The October minutes were unanimously approved.

The Chair then asked for additions or corrections of the December minutes. Meroni motioned to approve the December minutes, seconded by Ms. Campbell. The December minutes were approved unanimously.

The Chair will transmit both sets of minutes for posting to the CAB website page.

Ms. Campbell commended Ms. Tandarc on the detail of the minutes.

Chairman's Statement: The Chair commented that he has accepted Ms. Ivers' suggestion to forego the preparation of a 2019 annual report in favor of a "Chairman's Letter" of activity for 2019.

The Chair turned to the possible agendas for upcoming 2020 meetings. There are 5 additional meetings in 2020 and the CAB should learn more about the evolving world inside WCCI. The Chair noted that the CAB had already decided that it would like to meet with Geoffrey Baer. Mr. Russell noted that Mr. Baer can meet with the CAB at the April 2020 meeting. The Chair suggested that the CAB members come prepared with questions about his increased responsibilities in production and content acquisition.

The Chair also noted that the CAB would also like to meet with the new News Director, Hugo Balta. The Chair will have the opportunity to discuss possibilities with Mr. Balta at a Chicago journalism conference over the coming weekend.

The Chair noted that the CAB would also like to talk to Ms. Tipton in greater detail, particularly about metrics. Ms. Tipton commented that she has metrics. The Chair then noted that the CAB would also like to meet with the new CFO. He noted that a few years ago when Joe Bosco was a new member of the CAB, WWCI had a few financial shocks. Mr. Bosco pointed out that the CAB By-Laws specifically state that a portion of the CAB's mandate is to determine if the station's policies meet the requirements of the community. Policies include the station's fiscal policies. Mr. Bosco and former CAB member Chet Szerlag formed a committee to review the financials and did a great deal of research. Mr. Bosco may be interested in resurrecting that committee.

Ms. Blondell recently attended a conference in New Orleans and came away with serious concerns about finances and PBS. The Chair responded that there are two financial aspects to worry about: WTTW and PBS – which are separate. However, WTTW without PBS would have some content slots to fill. WTTW has come a long way in past years to get past the reductions in funding from both State (of Illinois) and Corporation for Public Broadcasting sources. Ms. Tipton has explained in past meetings that pledge drives come close to covering WTTW's annual PBS dues. The Chair also commented that he was pleased to hear the term "sales" in Ms. Micek's comments earlier in the meeting, as the station does sell airtime for tasteful "commercials".

Ms. Mockus asked Ms. Tipton about whether memberships is included in the amount derived from pledge drives. Ms. Tipton answered “no” because the model has shifted with the creation of the “sustainer” membership, which the Chair noted that falls under Anne Gleason’s responsibilities. Ms. Tipton said that members come in through pledge drives and then are turned over to membership under Anne Gleason. The CFO will be able to clarify the difference. Passport subscriptions also change the dynamic.

Mr. Russell commented that Ms. Micek will be in Washington, DC to talk with various legislators about funding for PBS. Anne Gleason and Mr. Russell have been working with Ms. Micek on her presentation to Illinois legislators about what WTTW is doing and where it is going.

The Chair summarized that the CAB is looking to meet with Geoffrey Baer, Lisa Tipton, the CFO and Hugo Balta over the next meetings.

The Chair reminded that Newton Minow will meet with the CAB at his offices later in the year. Details to follow. The Chair related that in a previous meeting with Mr. Minow, a CAB member asked about the most important thing the CAB could do for WTTW. He answered, “Raise money”, and further stated that there is no problem facing WTTW that money will not cure. The Board of Trustees take that responsibility very seriously.

Ms. Blondell commented that Ms. Micek’s visit to Washington is a great marketing/PR opportunity that should not be discounted.

Trustee’s Liaison: The Chair called upon Mr. Grady for comments. Mr. Grady thanked the Chair and commented that he was able to have short discussions prior to the present meeting with Mr. Koprowski and Ms. Blondell and stated that he hopes to get better acquainted with all CAB members in the coming months. He thanked the CAB members for their service to the station. He is very impressed with Ms. Micek’s work in the short time she has been with the station and reflected by her strategic plan and looks forward to being a communication vehicle between the Board and the CAB. Mr. Grady also thanked Chairman Morris for his leadership and congratulated his on his recent appearance on “Chicago Tonight”.

Management Liaison: Mr. Russell already noted Ms. Micek’s upcoming trip to Washington, DC and the appointment of Hugo Balta as News Director. Mr. Russell commented that “diversity” is a common thread through the entire strategic plan: diversity of funding, content, and in the leadership team. The leadership team is highly diverse in its perspectives, in that the direct reports to Ms. Micek are approximately 50% female and 50% persons of color.

Mr. Balta is the current two-time Chairman of the National Association of Hispanic Journalists. He has a deep commitment in how we reach different communities. He has worked to develop an internship program at WTTW. As to Ms. Campbell’s comments earlier in the meeting, please remember that the station is always interested in ideas about new ways to reach the community and encourages any ideas to be presented.

Ms. Tipton noted that she has been working with Barb Cragan and Joe Bosco about changes to the programming rubric and how to funnel ideas to staff. Ms. Tipton noted that she was supposed to present ideas for WYCC at this meeting but cannot discuss the plans at the present time as nothing has been finalized. Ms. Ivers noted that MHZ Worldview (a program carried by WYCC) is going off the air. Ms. Tipton replied that MHZ Worldview will go off the air (at its choice) and will become a streaming service. The Chair asked about the timetable to make decision as to the WYCC issues and

Ms. Tipton replied, "10 days." That is, 10 days to decide what to air in place of the MHZ Worldview content. She will be able to speak to the WYCC issues at the next meeting.

Ms. Tipton asked if the CAB is looking for new members. The Chair replied, "Always." Ms. Tipton explained she has her team working on a spot to air asking for applications. The new CAB photo is also posted.

Mr. Russell noted that the next film screening is on March 9 at the Cultural Center, where Sarah Burns (Ken Burns' daughter) and her husband David Buchanan will be presenting their new film, "Eastlake" about public housing in Atlanta. There will be a reception at 5 PM and the film will be shown at 6 PM ; a panel discussion will follow which includes the filmmakers and the President of the National Housing Museum.

On March 21st, two shorts by Free Spirit Media (a youth-based organization of next generation journalists and documentarians) will be shown between 2 and 4 PM. The films will be shown on WTTW the following week.

Ms. Campbell asked if the films would be shown at the Cultural Center. Mr. Russell confirmed this information and clarified that it is located at the corner of Washington and Randolph, downtown.

Ms. Ivers mentioned that Dan Soles is on the Board of Directors of Free Spirit Media.

The Chair mentioned that the station is conducting a program at the Logan Center at the University of Chicago on Tuesday, Feb 25 which will center on "FIRSTHAND: Gun Violence" which will concentrate on the issue of trauma and the impact of gun violence in the development of youth.

There is also a partnership event in conjunction with the Lyric Opera and "Blue" which looks at gun violence on April 7 at 67th and Stony Island Avenue.

Reports of Officers and Committees:

Program Committee: The Chair noted that Barb Cragan and Joe Bosco did not send a reminder for program comments prior to this meeting; they will do so again prior to future meetings.

Membership Committee: Ms. Mockus noted that there are currently 26 of 27 CAB seats ~~memberships slots~~ filled. The one vacancy is the result of Dr. Sohn's death. Nine seats will expire in April. Two current members will not stand for re-election (Mr. Sutchar and Mr. Triolo-Sapp) but the remaining seven have not responded one way or another. The Chair listed the seven other members of the Class of 2020 and responded to a question about terms explaining that each term is three years.

The Chair asked Ms. Glaser if she was invited as a potential CAB member; she was not. Ms. Glaser saw a meeting notice and attended purely as an interested member of the public.

Ms. Meredith commented that Chet Szerlag was supposed to attend this meeting, as well as Ms. Bonin and Ms. Steinz. The Chair noted that the CAB barely has a quorum at this meeting, which emphasizes the importance of the minimum attendance requirement. The Chair encourages the Membership Committee to be more vigilant in enforcing the attendance requirement. With only 6 meetings a year attendance is urgent. Ms. Meredith said that a notice would be sent to everyone reminding them of the attendance requirement. Ms. Meredith also commented that Ms. Wimberly

asked if it was possible for a CAB member to take a leave of absence. The Chair stated that there is no provision for a leave of absence. Ms. Meredith told Ms. Wimberly that she should reapply when she is able to attend regularly.

The Chair reminded everyone to sign the attendance sheet for the evening. Further, the Chair directed everyone's attention to the CAB roster and asked that everyone review their contact information and provide corrections to the Chair.

Ms. Tandaric asked if attendance is recorded on a calendar year (Jan-Dec) or a CAB-year basis (April-March). The Chair answered April-March.

Ms. Blondell left the meeting; a quorum no longer exists.

Journalism Committee: Mr. Koprowski noted that he has submitted a mission statement for the Journalism Committee. Ms. Meredith and Ms. Campbell each submitted possible changes and Mr. Koprowski will make such changes and re-distribute it.

Ms. Meroni asked if feedback on WTTW programs would be presented to the CAB first, that is, before being submitted to WTTW. Mr. Koprowski answered, "Yes."

Mr. Russell requested that the Mission statement be revisited after the CAB has met with Hugo Balta. The Chair responded that anything could be revisited.

The Chair noted the conclusion of the committee reports.

Unfinished Business: Without the presence of a quorum, unfinished business will be carried forward to the next meeting.

New Business: Without the presence of a quorum, new business will be carried forward to the next meeting.

The Chair asked for further comments about Ms. Micek's presentation.

Ms. Meroni commented that she is protective of what she chooses to receive or not receive in her email. She is concerned that community emails circulating among CAB members should be relevant to the business of the CAB. Some emails are inappropriate.

The Chair asked if the inappropriate email had been sent by the Chair. Ms. Meroni responded, "No." The Chair then commented that email etiquette should be observed at all times. There are also times when a "reply all" is not necessary. Ms. Meroni commented that emails defaming another CAB member are always inappropriate. The Chair again stated that general ethics and etiquette always apply.

Good and Welfare: The Chair thanked everyone for signing the get-well card for Barb Cragan.

The Chair asked if anyone had heard from Maggie Steinz. The Chair spoke to her around Christmas and she expressed hope that she would again be able to attend CAB meetings.

Dr. Hampton is leaving the Anti-Cruelty Society and joining One Tail at a Time, with its office located at Western and Eire in Chicago.

Mr. Koprowski informed the CAB that he has received notice from the Illinois Arts Council that it will fund his Bugs Bunny film.

Ms. Campbell mentioned that her younger sister adopts Chicago's retired horses. Since 2006 she has adopted 10 horses and currently has two. She has a ranch near DeKalb.

Ms. Meroni announced that she is professing to be a secular Franciscan (3rd order) on March 8.

The next scheduled meeting of the CAB will be on Tuesday, April 21, 2020.

Without objection, the Chair adjourned the meeting at 8:55 p.m.

Respectfully submitted,
Rita E. Tandaric, Secretary

Attachments:

Approved: October 20, 2020.