

# WTTW COMMUNITY ADVISORY BOARD

## 2013 ANNUAL REPORT

December 17, 2013

### EXECUTIVE SUMMARY

During 2013 the CAB developed a process for the research, development, and deliberative consideration of programming proposals, and made inaugural use of that process in submitting to WTTW Management two detailed programming proposals, one relating to the problem of criminal violence and the other to architecturally-significant building interiors. Those submissions were not acknowledged, and no substantive responses to them were made. Although significant interactions were had between the CAB and Senior Management of WTTW, relations between the CAB and the Board of Trustees of WTTW appear, from the perspective of the CAB, to have atrophied, and are in need of strengthening.

The CAB has continued, into its third year, its conduct of an annual Outreach Survey. With a growing number of responses, the refinement of survey questions and analysis, and longitude, the survey increasingly produces useful information and is beginning to supply a tool to the CAB in the development of its annual work plan and in the preparation of its reportable findings and recommendations.

The CAB recommends continued attention to the improvement of "Chicago Tonight", the station's headline program, which is exceedingly important to the communities served by WTTW in that it is the single most important forum for public discourse and the conduct of a "common conversation" in the Chicago area. It continues to need discussion panels that are better balanced, particularly among philosophical, political, and cultural viewpoints, and more broadly inclusive, and moderation that is as free as possible of ideological biases and is incisive in questioning and sharpening discussions. The CAB's recommendations also concern self-directed education; enhanced focuses on means and alternatives for the provision of schooling in Chicago and the region; the use of "old" media to improve literacy in the use of "new" media; the problem of pandemic violence in Chicago communities; and other topics.

The Community Advisory Board consists of:

Joseph A. Morris, Chairman  
Dorene Wiese, Ed.D., Vice Chairman  
Ava Holly Berland, Secretary  
Jeff Berkowitz, A.B., U.C.L.A.; A.M., ABD, J.D., University of Chicago, Chairman  
of the Cultural Research and Development Committee  
Yevette Brown, Chairman of the Technology Committee  
Barbara Cragan, Chairman of the Program Committee  
Lennette Meredith, Chairman of the Membership Committee  
Mary Lou Mockus, Co-Chairman of the Membership Committee  
Donna Rook, Chairman of the Outreach Committee  
Maggie Steinz, Chairman of the Education Committee  
Norma J. Sutton, Co-Chairman of the Membership Committee  
Helen Bracey  
Susan Buckner  
Leatrice Campbell  
Kimberly Frost  
Janice Goldstein

Stephen Guenther  
Ronald Kurzejka, M.D.  
Linda Jackson  
Jim McClure  
Sharon Meroni  
Heather M. Penn  
Renée Summers  
Arlene Swartzman, Ph.D.  
Rita Tandaric  
Felicia L. Townsend  
Christopher Vaughn

In addition, during 2012 the following persons served as members of the Community Advisory Board:

Alicia Barnes;  
Keisha Dyson;  
Karla Mina;  
Charles White; and  
Deborah Williams, Ph.D., Chairman of the Outreach Committee;

whose terms ended or who resigned from membership during the year.

During the course of the past year the CAB maintained a full complement of 27 members (a maximum of 27, elected to serve three-year terms in classes of nine, such that the terms of one-third of the members of the CAB expire each year). The CAB attained its full membership strength in 2012 and has now had a full membership roster with no vacancies for two consecutive years.

The CAB is a self-perpetuating entity whose new members are elected by current members as vacancies occur or when terms end (at annual meetings in April of each year). New members nominate themselves by applying in writing or via the CAB's page on the WTTW website; are recommended by current members; or are otherwise recommended to the Membership Committee. The Membership Committee vets candidates and nominates candidates at the annual meetings and when vacancies occur between annual meetings; nominations may also be made from the floor.

The CAB works through its committees as well as in plenary sessions.

CAB members represent communities served by WTTW.

The following persons regularly attended meetings of the CAB in the past year:

V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships.

Yvonne Davis, administrative assistant and staff liaison at WTTW.

Barbara Proctor, a Trustee of Windows to the World Communications, Inc. (WWCI, the owner of WTTW), and the Trustee designated by the Board of Trustees to serve as their liaison to the CAB, throughout 2013 had a standing invitation from the CAB to attend the CAB's public meetings. Unfortunately, the press of family and other obligations prevented Ms. Proctor from attending any of the CAB's meetings during 2013.

The current terms of office of officers and committee chairs began in April 2013 and will continue until April 2014. Mr. Morris has been Chairman since April 2011. Dr. Wiese has been Vice Chairman since December 2012. Ms. Berland has been Secretary since April 2013.

The principal duties of the CAB are (a) to "advise the WTTW Board of Trustees with respect to whether or not the programming and other policies of WTTW are meeting the educational and cultural needs of the Chicago metropolitan area" and (b) to "make such recommendations as it considers appropriate to meet such needs". (By-Laws, Art. II, § 2(a)).

Pursuant to its mandate, the CAB herewith submits its advice regarding "educational and cultural needs of the Chicago metropolitan area" and "significant policy decisions rendered by WTTW".

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## METHODS OF INQUIRY AND PROCEDURE

During the course of 2012 the CAB:

1. Invited public commentary and submissions, including via notices posted on the CAB's page of the WTTW website; via CAB sites in social media; and via individual efforts by CAB members.
2. Heard and considered oral comments from approximately 10 members of the public who attended public meetings of the CAB.
3. Received and considered numerous written comments from sundry members of the public. Copies of such written comments were attached to the minutes of the CAB's meetings when they were received and read orally and are thus part of the CAB's public record of proceedings.
4. Received and considered written comments from Daniel J. Schmidt, President and CEO of WWCI, and met in public session on March 19, 2013, with Mr. Schmidt.
5. Heard oral comments in a public session from Dan Soles, Senior Vice President and Chief Television Content Officer of WTTW.
6. Received from Reese Marcusson, Executive Vice President and Chief Financial Officer of WTTW, at a public session a briefing on WTTW's strategic plan, and heard Mr. Marcusson's answers to many questions from the CAB regarding WTTW operations and finances.
7. Heard oral reports and comments from V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, at each public meeting of the CAB.
8. Met in public session with Anne Gleason, Senior Vice President of WTTW for Marketing and Interactive Media.
9. Conducted, through its Outreach Committee, for the third year a survey (intended to be on-going, expanded from year to year, and methodologically consistent, so as to provide both snapshot and longitudinal information) of public opinion in the Chicagoland area regarding educational and cultural needs and WTTW programs and policies. (*See* section of this Report on the WTTW CAB Outreach Survey, *infra*.)
10. Monitored, through regular individual viewing by CAB members of the broadcasts of WTTW and through individual visits to the WTTW website, the programming of WTTW.
11. Several members of the CAB attended advance screenings of new programs; attended live productions of WTTW programs which involved audience participation; and attended other WTTW meetings and events.

## CAB ACTIONS AND ACCOMPLISHMENTS

1. The CAB's Cultural Research and Development Committee, established in 2012, began its activities and undertook initial inquiries into issues of the community's needs for education reform, particularly through opportunities for the fostering, refinement, and evaluation of competition, innovation by and among education providers, and parental control of schooling.

2. The CAB established an Education Committee. The CAB did so conscious of the overlapping jurisdictions of its young Cultural Research and Development Committee with its new Committee on Education. It is the intention of the CAB to experiment with various methods of committee work and organization of committee activity, and the consensus of the CAB that the community's needs with respect to improvement, enhancement, and reform of education at all levels are so great that there is little danger of devoting too much of the CAB's attention to such issues.

3. The Program Committee developed, and the CAB approved for submission to management detailed programming proposal relating to problems of violence in Chicago. A copy of the proposal is attached to the Annual Report as Exhibit A. (*See also FINDING AND RECOMMENDATION 5, infra.*)

4. The Program Committee developed and the CAB approved for submission to management a programming proposal relating to local architecturally-significant and decorative interiors. A copy of the proposal is attached to the Annual Report as Exhibit B.

5. The CAB experienced its first efforts in the use of a form of standardized rubrics for written submissions of ideas to the CAB's Program Committee, a procedural innovation adopted in 2012 to regularize its processing of public and member suggestions for station programming.

6. The CAB requested, and received from, the Technology Committee, in a project led by Heather Penn, a briefing on social media and their use by, and their significance for, public television.

7. The CAB adopted procedures to improve the processes by which it selects among candidate members for election to the CAB and by which it enforces the attendance requirements of the CAB By-Laws.

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## CAB OUTREACH SURVEY

For the third consecutive year the CAB, through its Outreach Committee, conducted a survey of WTTW viewers and non-viewers intended to provide both “snapshot” and longitudinal information about the attitudes of persons residing in the communities served by WTTW regarding the station’s programs and policies. Approximately 200 people participated in the survey, which was conducted over a period of about one month in the autumn by self-directed responses to an on-line questionnaire. Among the aims of the survey is to gain some insight into the reasons why people who are not WTTW viewers refrain from viewing the station’s transmissions. With this end particularly in mind, special efforts were made by CAB members to recruit teenagers and other persons under the age of 25 to respond to the survey.

Approximately 200 persons responded to the survey in 2013. A summary of the findings of the survey is attached to the Annual Report as Exhibit C.

Following, keyed to the Questions (“Qs”) asked and tabulated on the survey, is a summary of the highlights of the survey’s findings and of the Outreach Committee’s comments thereon:

- Q 1 and Q3: 24% of respondents watch TV 0-3 hours/day, and 63% watch WTTW 1-3hours/day, suggesting that we heard primarily from station viewers. Next year we should seek to enhance response from non-viewers, perhaps by sending teams of CAB members to local high schools and universities to seek participants through personal interaction with them.
- Q4: Top 3 programs: It appears that “Masterpiece Theatre”, “Chicago Tonight”, “Antiques Roadshow”, and (counted separately from other “Masterpiece Theatre” offerings) “Downton Abbey” are WTTW’s most popular recurring programs.
- Q7: Programming you would like to see: Many good suggestions, both educational and cultural. The entire set of comments deserves attention from the station and from CAB committees. The station’s leftwing political bias was criticized; compliments were also voiced for the presentation of unbiased news.
- Q8: Top three types of cultural events to cover more: Music performance, theater performance and art exhibits / shows.
- Q11: More programming for what age group: Highest reported demand was for 40-49 and other (older); a clue to the age demographic of our response. Next year we need to make sure to include the “age group” question.
- Q13: Additional cultural events to cover: Many good ideas, both CAB and WTTW should read all of them. Some creative examples – Volunteer shout-outs (look for people doing good); History Month coverage for various cultures, including ethnic neighborhood tours; more coverage of local events / street festivals; coverage of college student-sponsored events; more coverage of homelessness; coverage of

social issues such as the “broken window theory” related to Gary, Indiana, Detroit, Michigan, East St. Louis, Illinois, and under-privileged areas of Chicago; and information on professional training available in Chicago.

Q14: Other comments: Look for better ways to make it convenient for viewers and potential viewers to find the station’s program schedules; concerns about management bias (Carol Marin, by name, and WTTW’s CFO, by title, were specifically mentioned); pledge programs need Chicago history and cultural backdrop; education including “how to study” and time management; “Destination 11” daily programming for children.

The chart showing number of daily responses indicates that CAB members’ involvement in reminding contacts to take the survey is helpful. Peaks were achieved the first week of the survey, and when a second round of reminders was requested.

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## FINDINGS AND RECOMMENDATIONS ON EDUCATIONAL AND CULTURAL NEEDS

The CAB finds and recommends as follows regarding educational and cultural needs of the community served by WTTW:

### 1. **Encouragement of Self-Directed Learning and Academic Achievement**

#### *FINDING:*

The community needs greater inspiration of, and opportunities for, self-directed learning and constructive activity by young people (particularly ages 8-24, whether or not in schools). Academic achievement should be encouraged, recognized, and rewarded. Academic competitions of various kinds, including quiz bowls, forensic activity, and debating, are effective means of achieving these ends. (Extended from 2011 and 2012 Annual Reports.)

#### *RECOMMENDATION:*

WTTW should develop and broadcast programs featuring young people, including the home-schooled, engaged in constructive educational and cultural activity. Examples of such activity are academic competitions, quiz shows, debates, history fairs, musical and theatrical performances, poetry slams, and scientific, industrial, and agricultural fairs (whether such activities are associated with schools or colleges, are conducted through libraries, museums, or other cultural institutions, are promoted by businesses, governments, or other organizations, are independent of any organization, or are fostered directly by WTTW). Consideration should be given to cooperation with, and capitalization upon the activities of, existing community and educational organizations such as After School Matters. This dovetails with the CAB Survey's finding that the public is hungry for more local and neighborhood coverage. (See discussion at Q. 13 in this Report's section on the CAB Outreach Survey, *supra*, and in Exhibit C.) In addition, WTTW should also consider hosting such events at the WTTW studios to facilitate their execution and broadcasting.

### 2. **Education in Science, Technology, Engineering, and Mathematics**

#### *FINDING:*

Maintaining a citizenry that is well educated in fields of science, technology, engineering, and mathematics (STEM), and conversant in and not fearful of those fields, should be a key goal of education. There exists a need to raise awareness among the general public of STEM education issues. (Extended from 2011 and 2012 Annual Reports.)

#### *RECOMMENDATION:*

Greater encouragement should be given, therefore, to people of all ages and social backgrounds to learn about STEM and their applications to daily life. Programming should



be developed to encourage students, their parents, and the community at large in STEM-skill-building activities. The field of robotics and, in particular, of robotics tests and competitions involving young people, is one channel worthy of exploitation and further investigation for this purpose. The CAB commends WTTW for preparing and broadcasting during 2012 a report on robotics competitions among students in the Chicagoland area; the CAB believes, however, that such coverage should be sustained on an on-going basis.

### 3. **Civics Education**

#### *FINDING:*

American democracy and self-government require that citizens educate themselves over their lifetimes in the ideals and principles of American citizenship, including continuous refreshment of knowledge regarding the instrumentalities of citizenship (*e.g.*, knowledge of politics, rhetoric, economics, law, and the structure and operations of government at Federal, State, and local levels). (Extended from 2012 Annual Report.)

#### *RECOMMENDATION:*

WTTW should create, acquire, and broadcast more programming directed, not just to candidates for American citizenship, but to Americans of all ages, regarding the ideals and principles of American democracy; educating them in fundamentals of politics, rhetoric, economics, and law; and describing the processes of ballot access and the mechanics of the conduct of elections and referenda. Such programming should also strive to make more accessible to viewers the history, significance, and meaning of such documents as the Declaration of Independence, the Northwest Ordinance, the Constitution and its Amendments (including the Bill of Rights), and the Federalist Papers; and should describe, fairly, accurately, and neutrally, the workings of the legislative, executive, and judicial branches of the Federal, State, and local governments, especially of Illinois, where local government is particularly layered, complex, and underreported.

### 4. **Schooling, School Reform, Public Schools and Alternatives**

#### *FINDING:*

The community needs more and better information about providing, paying for, and measuring the effectiveness of arrangements for the education of young people, which consume a high proportion of resources of both families and local governments. Modes and structures of schooling are increasingly numerous, varying, and complex, and they include traditional public schools, public charter schools, contract schools, parochial schools, private schools, voucher schools, and home-schooling. Significant public controversies have arisen in connection with schooling, including labor-management disputes that have resulted in strikes and work stoppages in the City of Chicago and in various suburbs; have involved

school populations, utilization rates, and proposals regarding closures and locations of schools; and have raised questions of effective evaluation of educational services, including through standardized testing. The public increasingly asks whether or not educational outcomes can be improved through competition, innovation, and greater parental choice and control, including through such mechanisms as charter schools, school vouchers, and opportunity scholarships. Serious voices have questioned the allocation, and equity in allocation, of taxpayer funds for educational purposes. (Extended from 2011 and 2012 Annual Reports.)

*RECOMMENDATION:*

WTTW should create, acquire, and broadcast programs about school management and evaluation, school reform, educational experiments, competition in schooling, school finance, and similar issues, with a view to educating the public more thoroughly about current issues in schooling and, in particular, equipping all citizens, especially including parents, with information needed to understand and participate in debates and discussions regarding education reform and policy, including a knowledge of vocabulary sufficient to distinguish between and among such options as traditional public schools, selective enrollment schools, charter schools, school voucher programs, parochial schools, non-sectarian private schools, and home-schooling.

**5. Violence in Chicago**

*FINDING:*

The heightened incidence of violence in Chicago has reached a point where some neighborhoods are virtual “war zones” and no section of the city, including areas devoted to high-end commercial uses and major cultural institutions, is immune from the scourge; violence and the threat of violence at and near schools and in the daily travel of students to and from their homes and schools, disrupt the progress of education; the victims of violence increasingly include entirely innocent people, particularly students caught at and on their ways to and from schools; continuance of violence at present levels threatens the vitality not just of the city of Chicago but of the entire metropolitan area; official responses to violence seem inadequate; and too many public officials seem indifferent and too many citizens seem resigned to the unacceptable incidence of violence and its consequences. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

In its 2012 Annual Report, the CAB urged that “WTTW should continue its coverage, particularly on ‘Chicago Tonight’, of violence in Chicago, and should expand such programming, on ‘Chicago Tonight’ and otherwise, to include focused inquiries into the effects of violence upon elementary and secondary education; the ameliorative effects upon crime and violence of improvements in and reform of elementary and secondary education;

to convey to the general public both a sense of the magnitude of the problem of violence and the innocence and humanity of many of its victims; and to permit the general public to understand and evaluate the theories and policies of public officials with respect to the causes, prevention, and redressing of violence and to gauge the level of urgency that public officials attach to the problem.” In support of this recommendation, during 2013 the CAB’s Program Committee developed, and the CAB approved for submission to WTTW management, a detailed proposal for enhanced coverage, particularly by “Chicago Tonight”, of the issue. A copy of the CAB program proposal is attached to the Annual Report as Exhibit A.

The CAB proposal included lists of a variety of resources, among them experts worthy of interviews and panel participation on “Chicago Tonight”, a videography of materials already existing and available for research and / or broadcast. Feedback from management was minimal, generally limited to averments that the station already covered the issue on “Chicago Tonight”.

“Chicago Tonight” did devote a program to the subject matter which included participation by the State’s Attorney of Cook County and the Superintendent of Police of the City of Chicago, but which subjected them to less than critical and discerning examination. The panel’s prescriptions were largely unnuanced and non-specific calls for more laws and more resources for law enforcement and were little more than defenses of incumbent public officials and excuses for inadequate and ineffective policies. The lack of effective questioning and challenging of the panel was a missed opportunity for public enlightenment and advancing public discourse on the subject. The CAB’s proposal pointed out, with documentation in support of the assertion, that Chicago is one of two cities in the nation with the smallest incarceration rates for gun-related crime (that is, acts already prohibited by law) and the highest murder rates; the “Chicago Tonight” program on the issue did not shed useful light, or provide new information, on these problems. To date, the station’s response to the problem has been inadequate. Management’s silence in response to the CAB’s detailed programming proposal — indeed, its failure even to acknowledge receipt of the proposal — has been disappointing.

## **6. Educating Parents on Educational Uses of Television and Technology**

### *FINDING:*

Television, the internet, and other modern media all play increasing roles in the education of children, including very young children, but many parents and other citizens are not adequately aware of the resources that are available to them and to their children and of the advantages and disadvantages associated with the use of such resources. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

WTTW should create, acquire, and broadcast more programming that will educate parents and citizens about educational resources for children, including very young children, that are available through television, the internet, and other modern media; about the advantages and disadvantages associated with the use of such resources (including recent scholarship suggesting that some television programming aimed at furthering early childhood education produces mixed results); and about how to obtain detailed guidance and information about how to make informed and prudent choices regarding use of such resources.

**7. Educating Adults on Using the Internet and Social Media**

*FINDING:*

Too many adults remain illiterate with respect to the use of the internet and modern social media. In addition, many parents, whose children are familiar with internet and social media, are unaware of the benefits of such media, of the risks and dangers for children that can be associated with them, and how to protect their children against abuse through such technology. As an easily accessible medium, available via over-the-air broadcast, public television is well-situated to instruct adults on how to use the internet and modern social media and how to obtain access to the internet through public libraries and other resources. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

WTTW should offer programming designed to introduce the internet and modern social media to adults who are inadequately informed on the use of them, and that will instruct parents on how to monitor the use of the internet and social media by children so as to protect their children from abuse and injury. To the extent that broadcast television is an “old” medium and the social media are “new” media, WTTW should forthrightly use the old medium to assist its consumers in understanding and navigating the new media.

**8. Continued Improvement of “Chicago Tonight”**

*FINDING:*

The community needs fair, balanced, accurate, timely, comprehensive, and probing sources of information regarding local questions of public policy and opinions regarding them. WTTW’s flagship weeknight program, “Chicago Tonight”, remains one of the most important forums in the entire Chicago metropolitan area for the focused exploration of such questions. Mindful of the late John Callaway’s recommendation that interviews “start with a script and if the guest gets engaged, throw away the script”, the CAB finds that the forum is enhanced when panel moderators are well-versed in economics, law, politics, and tools of

public policy analysis, and when on-air discussions encompass the entire political spectrum. (Extended from 2011 and 2012 Annual Reports.)

*RECOMMENDATION:*

WTTW should expand the portion of “Chicago Tonight” that is devoted to public policy concerns and questioning of local newsmakers; should strive to enhance the depth and searching nature of such programming, including investigative reporting, newsmakers interviews, and expert discussion; should seek to populate panels with a greater variety of viewpoints; and should ensure that moderators are fair, balanced, and well-versed in economics, law, politics, and tools of public policy analysis, and that interviewers ask intense, probing, and challenging questions.

9. **Religious Pluralism and the Religious Roots of Culture and Civilization**

*FINDING:*

The community needs more and better information regarding the many religious traditions that are found in the Chicagoland area and the histories, ideas, practices, and activities of those traditions and the faith groups associated with them. The dissemination of such information helps to promote peaceful and harmonious relationships among the people of the community in general and broaden cultural awareness to the common benefit. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

WTTW should create, acquire, and broadcast more programming that describes and analyzes the broad cultural and social significance of, religious and faith traditions practiced in Chicago, all as respectfully, accurately, and neutrally as possible, helping to make such traditions more known and accessible to the general public and to promote public awareness of the diversity and plurality of religious life in Chicago and America.

10. **Education on Mental Illness and Mental Disabilities**

*FINDING:*

Stigmas of various kind continue to be attached to mental illnesses and mental disabilities with results that they are often not well understood by the general public, by the families and neighbors of persons who suffer from them, and often by afflicted persons themselves. In consequence, people who suffer from such illnesses and disabilities sometimes go without treatment when treatment is available and are sometimes abused by reason of the ignorance of those who abuse them. Increasingly the burden of addressing problems of the mentally ill are falling on the criminal justice system, which is ill-suited to many aspects of the task;

illustrative of that phenomenon is the recent public complaint by Thomas Dart, the Sheriff of Cook County, that the Cook County Jail has become one of the largest, if not the largest, provider of mental health services in the Chicago area, a responsibility for which it is not properly equipped. The science that underlies the mental health professions continues to expand, and such science, and the practices of the professions, are often both generally interesting and controversial. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

WTTW should create, acquire, and broadcast more programming relating to mental illness and mental disabilities, aimed both at educating the general public about such conditions and at disseminating knowledge about how persons afflicted with such conditions may find assistance; and should report, in a fair, balanced, and accurate manner, on controversies relating to science and treatment practices relating to mental illness and mental disabilities.

11. **Education About American Indians in Chicago and Illinois**

*FINDING:*

American Indians have lived in Illinois for more than 8,000 years, and after a long history of population displacements, confinements to reservations, and social experimentation compelled by law, Illinois today has the tenth-largest American Indian population among the States of the American Union, and is home to more than 100,000 American Indians with members of more than 50 different tribes residing in the State. The history of American Indians in America, Illinois, and Chicago is foundational to an understanding of American culture and civilization, and yet is not generally well-known to the public. In addition, the American Indian community in Chicago is particularly afflicted with problems relating to education, including a high incidence of drop-outs. The affairs and concerns of the American Indian community in Chicago is notably underreported in Chicago media. (Extended from 2012 Annual Report.)

*RECOMMENDATION:*

WTTW should apply journalistic resources to coverage of the American Indian community in Chicago and in Illinois, and to its history and concerns, during National Native American Month in November of each year and throughout the year.

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## WTTW STATION POLICIES AND PRACTICES

The CAB is encouraged by the actions of Daniel J. Schmidt, the President and CEO of WWCI, in meeting with the CAB in 2013, as he did in 2012, in responding in writing to the CAB's annual report and in meeting, in a public session, with the CAB for a robust discussion of the report, issues raised in it. During that meeting Mr. Schmidt disclosed to the CAB for the first time that the Board of Trustees of WTTW had adopted a strategic plan for the station. Mr. Schmidt made written copies of a summary of the strategic plan available to the members of the CAB, and then caused Reese Marcusson, the Executive Vice President and Chief Financial Officer of WTTW, to meet with the CAB to discuss the strategic plan in detail. The collaborative discussions among Mr. Schmidt, Mr. Marcusson, and the CAB were cordial and productive. The CAB's on-going relationship with Senior Vice President McAleer is invaluable. As noted in the CAB's 2012 Annual Report, such engagement of the CAB by the seniormost managers of the station conveys the sense that the work of the CAB is perceived by WTTW's management as meaningful and useful. The CAB hopes that the productive dialogue thus commenced will continue and be valuably expanded.

The CAB is mindful that it is charged with advising both the management of WTTW and WTTW's Board of Trustees, a distinction made in the CAB's By-Laws, and reflected in the fact that the Board of Trustees and Station Management have designated separate liaisons — Trustee Barbara Proctor, on behalf of the Board of Trustees, and V.J. McAleer on behalf of Management. Mr. McAleer's attendance at public CAB meetings has been highly faithful and his contributions to CAB proceedings have been invaluable. For many years Ms. Proctor's attendance was also dependable and her presence treasured. The CAB regrets that circumstances have deprived the station and the CAB throughout 2013 of the participation in CAB proceedings of Ms. Proctor. The CAB and its members, individually and collectively, convey their best wishes to Ms. Proctor and her family. The CAB expresses the hope that, without doing injury to the Proctor family, circumstances will permit Ms. Proctor to resume her attendance at CAB public meetings and to restore her voice in CAB proceedings. If that is not possible, then the CAB respectfully requests the Board of Trustees to designate one or more other Trustees to serve as alternate or additional liaisons between itself and the CAB.

In the prolonged absence of Ms. Proctor, the CAB is uncertain as to whether or not the Board of Trustees is aware of the work of the CAB and as to whether or not its members, severally, have seen its Annual Reports, special reports and submissions, and minutes of public meetings. The CAB requests assurances on these points, including an assurance that its Annual reports, special reports, and minutes are circulated to the entire Board of Trustees. In addition, when the CAB publicly presents its Annual Report to the President of WTTW, it would welcome the attendance, as well, of the Chairman and / or other members of the Board of Trustees.

During 2013 the CAB took steps to develop and present views and recommendations on programming in a systematic way. A "rubric", or written format, for the presentation of ideas was prepared, and a process of committee-based scrutiny and elaboration was established, leading to a report to, and discussion and debate by, the plenum of the CAB. Two thoughtful proposals were submitted by CAB members to that process, one relating to the problem of pandemic violence in Chicago area communities and the other relating to architecturally-significant building interiors.

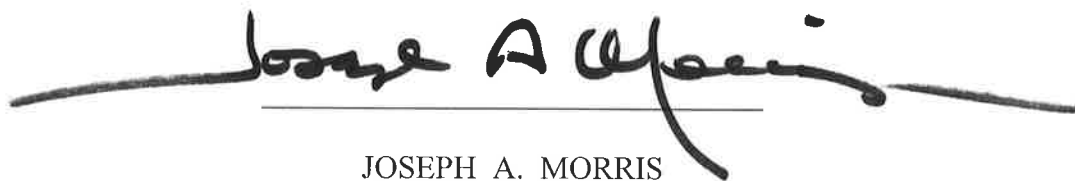
They eventually resulted in formal programming proposals adopted by the entire CAB and were forwarded to Management. Copies are attached to the Annual Report as Exhibits A and B. Yet they were never even acknowledged by Management, let alone welcomed, rejected, or otherwise shown to have been evaluated or considered in any way.

The CAB takes nothing away from the valuable and energizing relationship that has developed between Mr. Schmidt and the CAB, and we imply no deficiencies in the work of management to communicate to the Board of Trustees on the activities, concerns, and reports of the CAB, when we urge the Board of Trustees to take additional measures to build relations with the CAB.

The CAB renews its invitation to the Trustees and management of WTTW to refer to the CAB any specific questions regarding the educational and cultural needs of the community or the policies and programs of WTTW with respect to which the Trustees and management would like to have the advice of the CAB.

Respectfully submitted,

For the Community Advisory Board,

A handwritten signature in black ink, reading "Joseph A. Morris". The signature is written in a cursive style and is positioned above a horizontal line.

JOSEPH A. MORRIS  
Chairman

Dated: December 17, 2013.



EXHIBIT A

Program Proposal on “Chicago Violence”

## WTTW Community Advisory Board

--assisting WTTW Television in fulfilling its mission to inform, inspire, educate and entertain its viewing audience by providing distinctive television programming for the Chicago metropolitan area

### Program Proposal - Chicago Violence

Originator of Proposal : Donna Rook [rookpol@ameritech.net](mailto:rookpol@ameritech.net) (773) 525-2919, WTTW Community Advisory Board (CAB) Secretary, with additional input from the Community Advisory Board Program Committee, Barbara Cragan, Chair. Members: Mr. Berkowitz, Ms. Berland, Ms. Bracey, Ms. Campbell, Ms. Dyson, Mr. Kurzejka, Ms. Mockus, Ms. Steinz, Ms. Wiese

Overview/rationale - Journalistic integrity: Crime and violence are headline news across the nation, and murder rates in Chicago have peaked, as Chicago unfortunately has the highest homicide rate of any city in the U.S. For the public safety, it is imperative to understand why this is so, and then determine what can be done to alter this.

Despite the focus on gun control, there are two critical sides to the issue:

1. "If we save one life" with gun control, it's worth it.
2. Thousands of lives are saved/crimes prevented each year when citizens are able to defend themselves with legal weapons.

The use of the phrase "gun control" can promote an argumentative style of dialogue or debate, and can be a blocking agent from the real focus of curtailing loss of life from violence employing the use of a gun. It is important to expand communication encompassing self-defense and the Constitution, victims of gun violence, and gun sports enthusiasts.

Proposal & Format Suggestions: Multiple formats are possible:

1. Interview on *Chicago Tonight*, representing both sides (see presenter list below)
2. Airing existing films, such as
  - a. "No Guns for Negroes," presenting the racist history of gun control laws, initiated after the Civil War to deny blacks the opportunity for self-defense. Narrated by former Maywood mayor Ralph Connor, a copy is available at " <http://www.youtube.com/watch?v=RaX3EM-fsc8>
  - b. A documentary by Larry Elder analyzing crimes prevented when guns are used in self defense – at [http://townhall.com/columnists/larryelder/2012/07/26/yes\\_guns\\_kill\\_but\\_how\\_often\\_are\\_they\\_used\\_in\\_selfdefense/page/full/](http://townhall.com/columnists/larryelder/2012/07/26/yes_guns_kill_but_how_often_are_they_used_in_selfdefense/page/full/)
  - c. Documentary on flaws in gun control <http://www.youtube.com/watch?v=EYxGVIMVohw>
  - d. "Innocents Betrayed" – Documentary showing that "gun control" has historically been used to disarm citizens and make them helpless before governments commit genocide. Dramatically covers major genocides in the Soviet Union, Germany, Uganda, Rwanda, China, Turkey, and other countries. Shows how "gun control" in the U.S. has been used to victimize blacks, Indians, children, women, and others. [http://libertycrier.com/front-page/innocents-betrayed-genocide-by-gun-control-true-history-of-gun-confiscation/?utm\\_source=The+Liberty+Crier&utm\\_campaign=bc918dc2ad-The\\_Liberty\\_Crier\\_Daily\\_News\\_1\\_12\\_2013&utm\\_medium=email](http://libertycrier.com/front-page/innocents-betrayed-genocide-by-gun-control-true-history-of-gun-confiscation/?utm_source=The+Liberty+Crier&utm_campaign=bc918dc2ad-The_Liberty_Crier_Daily_News_1_12_2013&utm_medium=email)
3. A special series with in-depth interviews of the experts below

Background on the Proposal: The level of violence in Chicago has caught local as well as national interest. Despite having the nation's most severe gun control restrictions, Chicago continues to experience high levels of murder and gun-related crime. A key underlying issue is the question of restrictive gun laws: do they reduce crime or deprive victims of a means of self-defense?

Presenter, Professional, or Expert:

Representing gun control:

Paul Helmke is former President of the Brady Campaign to Prevent Gun Violence. Helmke was President of the U.S. Conference of Mayors in 1997-1998 and served on the Board of the National League of Cities. Helmke was the Republican nominee for the U.S. Senate in Indiana in 1998. Contact via <http://www.bradycampaign.org/>

Harvard Law School Professor Alan M. Dershowitz has been called "the nation's most peripatetic civil liberties lawyer" and one of its "most distinguished defenders of individual rights," "the best-known criminal lawyer in the world," "the top lawyer of last resort." He is the Felix Frankfurter Professor of Law at Harvard Law School. Contact form <http://www.alandershowitz.com/interview.php>

James B. Jacobs, Warren E. Burger Professor of Law and Director of the Center for Research in Crime and Justice at New York University. Professor Jacobs holds a J.D. ('73) and Ph.D. in Sociology ('75) from the University of Chicago. In 1982, Jacobs moved from Cornell Law School to New York University School of Law, where he was appointed Professor of Law and Director of the Center for Research in Crime and Justice. He also teaches specialized seminars on such subjects as gun control, sentencing, prisoners' rights, victims and criminal procedure, and the war on drugs. [james.jacobs@nyu.edu](mailto:james.jacobs@nyu.edu)

Representing right to carry:

John Lott, an American economist and political commentator. Lott was formerly employed at various academic institutions including the [University of Chicago](#), [Yale University](#), the [Wharton School of the University of Pennsylvania](#), and the [University of Maryland, College Park](#), and at the [American Enterprise Institute](#) think tank. He holds a Ph.D. in [economics](#) from [UCLA](#).

Carl Moody at William & Mary University ([cemood@wm.edu](mailto:cemood@wm.edu)) Carl Moody has a B.A. degree from Colby College and M.A. and Ph.D. (1970) degrees from the University of Connecticut. He took his first job in England, as a Lecturer in Econometrics at the University of Leeds. He teaches mathematical economics, econometrics, and time series analysis. His most recent research is the econometric analysis of crime and criminal justice policy.

David Mustard at the University of Georgia ([mustard@uga.edu](mailto:mustard@uga.edu)) David B. Mustard is an Associate Professor of Economics in the Terry College of Business at the University of Georgia, where he has been on the faculty since September 1997. Mustard is also a research fellow at the [Institute for the Study of Labor \(IZA\)](#) in Bonn, Germany and a Senior Fellow at the UGA [Institute of Higher Education](#). Mustard earned a Ph.D. in Economics from the [University of Chicago](#) (August 1997), a M. Sc. in International and European Politics from the [University of Edinburgh](#) (February 1992) and a B. A. in Economics and History from the [University of Rochester](#) (May 1990).

Additional Resources:

Mr. Otis Macdonald, an African American who resides in Morgan Park, a community just south of the Englewood community, is against gun violence and criminal activity. He is the first Black citizen who successfully won a decision from the US Supreme Court on June 28, 2010 for the continued right of citizens to bare arms for self-defense.

The Chief of Police for the City of Aurora should be contacted. The City of Aurora has had a noteworthy drop in crime.

Mayor Rahm Emmanuel could be contacted and asked to comment on a Wall Street Journal article about Chicago violence, pointing out "Cities where many gun arrests do not result in any prison time, including Philadelphia and

Chicago, have higher rates of violence.”

<http://online.wsj.com/article/SB10001424052702303933704577532881930993836.html>

At Northwestern, John Hagan, [jhagen@abfn.org](mailto:jhagen@abfn.org) and Robert Nelson, [r-nelson@northwestern.edu](mailto:r-nelson@northwestern.edu) are the faculty members who have expertise on law and society. At the University of Chicago, [RN-stone@uchicago.edu](mailto:RN-stone@uchicago.edu) has expertise on this subject.

At UIC there is an entire department on criminology, law and justice. The department head is Arnie Schuck, [amms@uic.edu](mailto:amms@uic.edu) and the director of graduate studies, Paul Schewe, [schewepa@uic.edu](mailto:schewepa@uic.edu). Both of these men have studied criminology in Chicago and their expertise would be invaluable.

There is a group of therapists, lawyers, judges and child advocates called Forensic Forum. This group would have speakers and research on this topic. The person to contact is Dr. Leslie Star, [doctorstar@aol.com](mailto:doctorstar@aol.com).

**Local Appeal:** Chicago area citizens are concerned about the level of violence across their city and the ability to defend themselves in case of attack. They need to clearly understand both sides of the gun control argument – does it reduce crime or disarm the victim? So, how often do Americans use firearms for self-defense?

Criminologist Gary Kleck estimates that 2.5 million Americans use guns to defend themselves each year. Out of that number, 400,000 believe that but for their firearms, they would have been dead.

Professor Emeritus James Q. Wilson, the UCLA public policy expert, says: "We know from Census Bureau surveys that something beyond 100,000 uses of guns for self-defense occur every year. We know from smaller surveys of a commercial nature that the number may be as high as 2 1/2 or 3 million. We don't know what the right number is, but whatever the right number is, it's not a trivial number."

Former Manhattan Assistant District Attorney David P. Koppel studied gun control for the Cato Institute. Citing a 1979-1985 study by the National Crime Victimization Survey, Koppel found: "When a robbery victim does not defend himself, the robber succeeds 88 percent of the time, and the victim is injured 25 percent of the time. When a victim resists with a gun, the robbery success rate falls to 30 percent, and the victim injury rate falls to 17 percent. No other response to a robbery -- from drawing a knife to shouting for help to fleeing -- produces such low rates of victim injury and robbery success."

Jeffrey Scott Shapiro, former prosecutor for the District of Columbia (2007-2009), states, "The gun ban had an unintended effect: It emboldened criminals because they knew that law-abiding District residents were unarmed and powerless to defend themselves. Violent crime increased after the law was enacted, with homicides rising to 369 in 1988, from 188 in 1976 when the ban started. By 1993, annual homicides had reached 454."

<http://online.wsj.com/article/SB10001424127887324081704578235460300469292.html?KEYWORDS=Shapiro>

**Benefits of the Proposal to WTTW:** Chicago area citizens deserve to be fully informed about violence, self-defense, and the historical results (both pro and con) of efforts in this area. In a city with one of the nation's most restrictive gun laws, Chicago residents continue to experience high crime rates. Thus the issue of effectiveness of gun control deserves thorough examination and public airing.

Potential related work could be done on improving psychiatric care and disclosure, while protecting personal privacy. The Colorado governor has recently raised this issue.

EXHIBIT B

Program Proposal on "Chicago and Suburban Interiors"

## WTTW Community Advisory Board

To assist WTTW Television in fulfilling its mission to inform, inspire, educate and entertain its viewing audience by providing distinctive television programming for the Chicago metropolitan area

### Program Proposal

#### Originator of Proposal

Ava Holly Berland • 312 915 5333 • [aholly18@att.net](mailto:aholly18@att.net)

#### Proposal & Format Suggestions

*Chicago and Suburban Interiors: From the Gilded Age through the Art Deco Era*

An exploration of Chicago's historic structures' unique, beautifully crafted interiors.

Possible formats include:

Recurring features on *Chicago Tonight*, *Jay's Chicago*.

A special *Geoffrey Baer* or like program (with Mr. Baer moderating and/or interviewing the experts listed below – with each assigned particular buildings).

#### Background on the Proposal

*Possible experts/presenters:*

Geoffrey Baer, Emmy Winner Producer, Host and Writer  
Contact: WTTW

Blair Kamin, Pulitzer Prize Winner, Architecture Critic  
Contact: Chicago Tribune

Tim Samuelson, Cultural Historian, Lecturer, Consultant, Storyteller  
Contact: Chicago Department of Cultural Affairs

Susan Benjamin, Architectural Historian, Author, Lecturer who has appeared on WTTW and HGTV  
Contact: [www.benjaminhistoric.com](http://www.benjaminhistoric.com)

John Vinci, Restoration Architect, Author, Louis Sullivan expert  
Contact: [www.vinci\\_hamp.com](http://www.vinci_hamp.com)

**Gunny Harboe, Award Winning Architect, specializing in historic preservation and sustainable design (acclaimed for restoring national landmarks that include the Marquette Building, the Unity Temple, the Carson Pirie Scott Store and the Chicago Board of Trade Building), and Lecturer.**

**Contact:** [gunny@harboearch.com](mailto:gunny@harboearch.com)

### **Local Appeal**

**In the aftermath of the Great Fire of 1871, one of America's worst urban disasters, Chicago rose from destruction and its "wooden" roots, rebuilt, and transformed itself into the "city of skyscrapers." Its structures have been recognized for their originality, antiquity and craftsmanship – inside and out.**

**Today, locals and visitors alike marvel at Chicago's skyline, or rush about the suburbs running errands -- but do not necessarily have the opportunity to explore the craftsmanship and artistic quality of the many of the buildings' interiors (particularly from the turn of the century and the art deco period).**

**As noted by the late architecture critic, "The fact that the fame of Chicago's architecture runs more than skin deep may seem obvious, yet visitors miss many splendid interiors in their haste to cover a lot of outdoor territory." Paul Gapp, *Look Inward, Exteriors Aren't the Only Architectural Show in Town*, Chicago Tribune (June 2, 1991).**

**The proposed programming will enable viewers to "stop, smell the roses," visit and ultimately appreciate these remarkable interiors from the comfort of their living room.**

#### **E.g., Chicago interiors:**

**The Episcopal Cathedral of St James, 65 E Huron (Goodhue 1875)**

**The Marble House, 40 E Erie (Burling 1883)**

**The Rookery, 209 S La Salle (Burnham & Root 1885)**

**The Marquette, 140 S Dearborn (Holabird & Root 1895)**

Chicago Cultural Center, 78 E Washington (Shepley, Rutan & Coolidge 1892)

Charnley House, 1365 N Astor (Adler & Sullivan 1892)

Art Institute, Chicago Stock Exchange Trading Room (reconstructed),

111 S Michigan (Adler & Sullivan 1893)

Blackstone Hotel, 636 S Michigan (Marshall & Fox 1910)

City and County Building, 118 N Clark (Holabird & Root 1911)

Continental Illinois Bank, 231 S LaSalle (Graham, Anderson, Probst & White 1924)

Palmer House Hotel (Holabird & Root 1925)

Tribune Tower, 435 N Michigan (Howells & Hood 1925)

Oriental Theatre, 24 W Randolph (Rapp & Rapp 1926)

First National Bank, 1 N La Salle (Graham, Anderson, Probst & White 1929)

Chicago Board of Trade, 141 W Jackson (Holabird & Root 1930)

**E.g., Suburban Interiors:**

Frances Willard House, 1730 Chicago, Evanston (Downing 1865)

Cantigny, 1S151 Winfield, Wheaton (Coolidge 1896)

Pleasant Home, 217 Home, Oak Park (Maher 1897)

Cuneo Mansion, 1350 N Milwaukee, Vernon Hills (Marshall 1900)

**WTTW Resources Required**

**Possible Sponsors:**

The Art Institute

The Chicago Architecture Foundation

The Chicago Office of Tourism

The Richard Driehaus Foundation

**Benefits of the Proposal to WTTW**



**The proposed programming will serve to advance viewers' cultural needs, by providing an educational and inside view of the Chicago's architectural heritage.**

EXHIBIT C

2013 C.A.B. Outreach Survey Summary

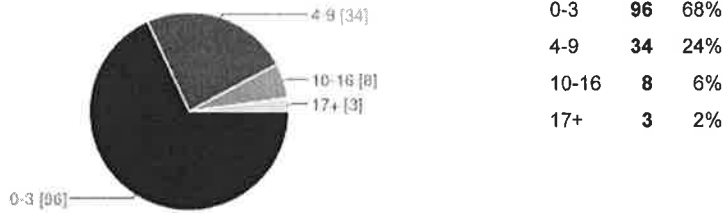
# 141 responses

[View all responses](#)   [Publish analytics](#)

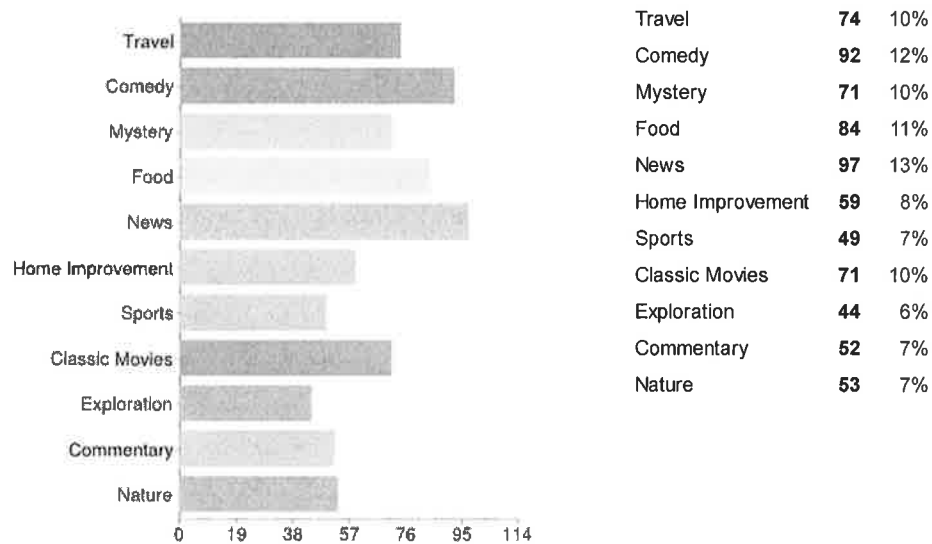
## Summary

[Image]

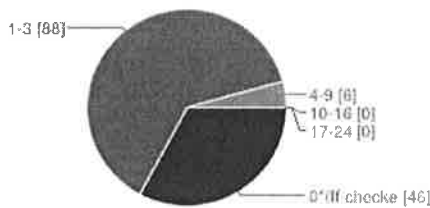
### 1. How many hours a day do you typically watch television programs?



### 2. What types of programs do you enjoy? Check all that apply.



### 3. How many hours a day do you watch WTTW?



Hours	Count	Percentage
0*(If checked, please go to question 8)	46	33%
1-3	88	63%
4-9	6	4%
10-16	0	0%
17-24	0	0%

### 4. What are your top three programs on WTTW?

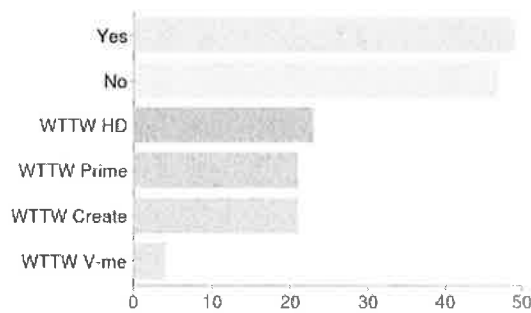
1. Mystery 2. Mystery 3. Great Performances Chicago Tonight Downton Abbey PBS NewsHour TV tonight Check Please Any cooking show Mystery Theater McLaughlin Group Chicago Tonight Downton Abbey, frontline, masterpiece Chicago Tonight PBS News Hour Masterpiece Mystery Hustle Chicago History Nature, America's Test Kitchen, Arthur Masterpiece Theatre, any special concert programs depends on what is playing, no set program. usually when doing their donation drive, play good programs Masterpiece (Classic, Mystery -- all Masterpiece productions) Most serials -- Call the Midwife, Last Tango in Halifax, etc. News Hour Chicago Tonight Masterpiece Mystery (Foyle, Lewis, Agatha, Poirot, others) Masterpiece Theater Chicago Tonight Check Please, Jay's Chicago, Chicago Tours & Neighborhoods Great Performances (Live from Lincoln Center and Live from the Met Opera) Afropop Frontline Tavis Smiley Documentaries Masterpiece/Mystery Frontline American Masters Downtons Abbey, Check Please, all classic movies mystery or anything that catch my attention, no specific program it just depend on time I turn television on. Anything without Carol Marin PBS News Hour Frontline American Experience Chicago Tonight, Masterpiece Theatre, Check Please Cat In The Hat Rick Steve's Travel Beads, Baubles and Jewels

1. Frontline 2. American Experience 3. Masterpiece Mystery Independent Lens American Experience PBS News Hour Chicago Tonight McLaughlin Group history civil rights Antiques Roadshow Nova BBC Worldnews masterpiece theater, news hour, and check please Dalton Abbey Check Please Rick Steves Chicago Tonight Tavis Smiley Best of Laugh In Antiques Roadshow Antique Roadshow Geoffrey Baer Masterpiece Chicago Tonight Travel Sesame Street Wayne Dyer, Check Please, Downton Abbey News hour Frontline Masterpiece Theatre Chicago Tonight Check Please Antiques Road Show News Hour McLaughlin Group Chicago Tonight Check, Please! This Old House Masterpiece Classic, Caillou, Daniel Tiger's Neighborhood Masterpiece Mystery Last Tango in Halifax Antiques Roadshow Arthur animal world Musicals, individual musicians and groups, Sherlock Holmes MI-5 Mystery Theatre Doc Martin Latino Americans Mexico One Plate at a Time Nature Chicago Tonight, Masterpiece and Frontline Music Fundraisers Concerts and some children shows at times. children shows, calliou, sesame street, authur Chicago Tonight Check Please Frontline PBS News Hour Antiques Road Show Nova Newshour, various news & political, music concerts travel Geoffrey Baer's tours Masterpiece Classics - Downton Abbey Rick Steves' Europe arthur Clifford Sesame Street caillou sesame street cat in the hat S. Street Ken Burns American Experience Check Please Sesame Street Dinosaur Train Cat in the Hat Mystery hours News Hour Chicago Tonight Sesame Street Independent Lens Word World Check please, Chicago tonight and Chicago stories. Doctor who, wild kratts, rick Steve's travel show Chicago Tonight Charlie Rose Tavis Smiley Masterpiece Theater Check, Please Smart Travels with Rudy Maxa Rick Steves Europe Downton Abbey, Charlie Rose, Check Please Wild kratts Chicago tonight Mexico one plate at a time Masterpiece, Antique Roadshow, Newshour Anything that is part of PBS Kids: Super Why, Sid the Science Kid, Word World mostly kid cartoons in the AM nothing else stands out, i just watch if i see something interesting sometime i mix up this channel with PBS... This old House Antiques Roadshow Dr. Who series Dr. Who Body Snatchers Mi-5 check please, seasame street, special series Antiques Road show McLaughlin Group Chicago Tonight Arthur, Rick Stevens, Downtown Abbey News and Commentary PBS Nightly News BBC World News No favorites, I just tune in from time to time to see what's playing. Sesame Street, Daniel Tiger's Neighborhood, Word World American Experience Downton Abbey American Masters Chicago Tonight American Masters Antique Roadshow Chicago Tonight Martha Stewart's Cooking School Check Please Great Performances, PBS News, Chicago Tonight FOOD, CHILDREN SHOWS(I WATCH) WITH MY AUTISTIC SON AND MY 4 YEAR OLD DAUGHTER, & ANY NATURE PROGRAMS! Chicago Tonight, Frontline and Masterpiece theater Downton Abbey Chicago with Jay Schefsky Antiques Roadshow Check Please! 70s music throwback, classic movies, food Great Performances, the British programming, Dr. Who, Antique Roadshow Check Please Doc Martin Paradise America's Test Kitchen, Check Please!, and Masterpiece Classics

## 5. Are you aware of the other WTTW channels besides broadcast 11?

### 6. \* If you do not watch WTTW, please explain why.

Test response Nothing seems to have caught my interest. I watch wttw We currently do not have cable. I don't much regular tv, we mostly watch dvd or streaming not enough action n/a too liberal na working hours don't allow flexibility. I would watch it more if I had current program listings. n.a. I know of these programs but not the channel. nothing on that i watch Direct TV does not supply those channels I do watch wttw I don't watch it very much because your programming is heavily slanted to the progressive liberal agenda and I seek objective, non partisan



Yes	49	30%
No	47	28%
WTTW HD	23	14%
WTTW Prime	21	13%
WTTW Create	21	13%
WTTW V-me	4	2%

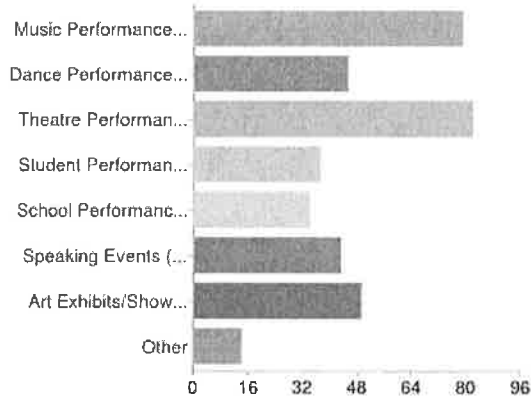
programming. We like HGTV with the home remodel shows or househunting! They run those continuously. We watch news and Good Morning America on channel 7. Author talks Music performances Educational shows So many channels

### 7. What types of programming would you like to see on WTTW?

Mystery city of Chicago public schools events.. I love the programming already provided! We caught some excellent concerts (David Garrett) and some educational historical shows about many things, especially Chicago (Geoffrey Baer). I would like to see shows that are not biased to the liberal progressive agenda. This is why I turned away from WTTW. Viewers are intelligent, if we want biased news we can watch CNN or MSNBC. I want unbiased fact based news and I cannot find that on WTTW. Cooking competitions or instructional shows. Pintrest shows (how to) I really enjoyed the last broadcast of "Les Miserables" More coverage of youth/student/ artistic and musical performances plus more coverage of the outreach programs of the Cultural Institutions such as the Chicago Lyric Opera and the Chicago Symphony Orchestra. Would love to see more stereo simulcasts with WFMT which seemed to have disappeared of late. Would love to see more coverage of local Theater and broadcasts of actual performances. MORE SCIENCE EVERYDAY, AT LEAST ONCE A DAY! I think the main Ch 11 frequency should serve as a billboard or storefront for the largest-audience programs in your current mix -- culture, criticism, news, insight, fine drama, history, documentary, arts, etc. More educational and classics Civics Education More music and entertainment programs. We love WTTW More Cooking shows More classical music programs (opera, orchestra, ballet) Get rid of that phony over maker up Carol Marin On Chicago Tonight, I'd like to deeper reporting on local civic, arts and business events. I'd like to see a broader array of local guests, opinions and commentary other than the standard-issue left/liberal offerings now. The Illinois Policy Institute and the Heartland Institute seldom are recruited for guests or comment. Programs similiar to Frontline, Nova, and POV (which is always on too late for me) Additional "mystery" or any type of quality programming from countries other than Great Britain. I know there are cable channels directed to non-American born viewers, but they are not subtitled. I would love to see programming from other parts of the world. Fashion, Chicago events Movie & Play Reviews Educational Tips for returning adults History programs Local history programs Antiques Roadshow Science programs Ethnic programming Other than possibly CBS (with Charlie Rose in the morning, CBS Evening News, 60 Minutes & CBS Sunday Morning)... WTTW (Public Television) PROVIDES THE ONLY SOURCE OF UNBIASED NEWS THAT I CAN FIND. I LOOK TO WTTW FOR UNBIASED REPORTING, NON EXAGGERATED REPORTING, FAIR AND ACCURATE REPORTING, AND NEWS FROM A WORLD POINT OF VIEW. It is difficult to find accurate and unbiased world news from any other source than WTTW, CBC Canada and BBC. woodworking n/a Please continue with your stellar and accurate news reporting on PBS News Hour. More documentary and historical How to English: Grammar, Essay Writing, APA & MLA Formats, Reading Techniques, Note Taking Techniques Language: Spanish, French, Japanese, Korean, ESL Computer Software: Word, Excel, PowerPoint Chicago Theatre Reviews Restaurant Reviews by Professional Critic More nature shows Documentaries Comedies Sitcom More classic movies Policy analysis (not strategy) Science Climate/pollution Musicals/symphony/chamber music ?? More local art and music programs. American History, action How to.. Bible stories.. History stories... Movies.... Family movies... the programming is wonderful, I really enjoy book talks Live Broadcasts, music of all genres Mini series dramas commentaries on urban life, success stories. I like anythind done by Jeffery Baer, more architecture! More dramas like Call the Midwife, Last Tango in Halifax More history esp, Chicago More shows about different neighborhoods; Housing and jobs. civil rights history Budgeting finances, health care, home renovations and child care on a low income job salary. Programs on free cycling and recycling items. Documentaries, entertainment Educational classes, maybe in conjunction with a Community College in order to get

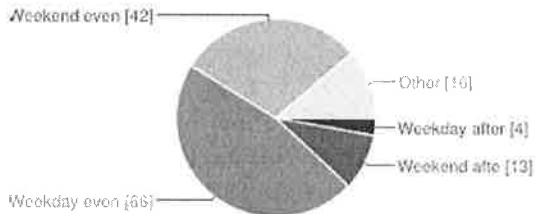
credit Cooking Shows how to History Not sure but all programs offered are definitely educational and classy. Dance performances, Plays public affairs - with balanced viewpoints Current local, national, and international events; booksellers in the Chicago area and their favorite new and old books; urban agriculture, gardening, and garden design. Some of these are already part of the WTTW lineup. Theatre performances More political shows similar to CNN and Msnbc. More of the entertainment in Chicago. Events that we may not know about such as the various festivals around the City. I enjoyed Wild Chicago because it let you know of the various venues and it probably helped a lot of businesses to draw more customers. I would love to see Wild Chicago make a comeback. More Conservative programming I love the programming line up. Its a way to provide cultural elements to my family that budget cuts have taken away from them experiencing at school. They learn so much and you completely offer a diverse line up. Town Hall Meetings on Issues of the Day How To for Home remodels

**8. Check the top three (3) types of cultural events you would like WTTW to cover more:**



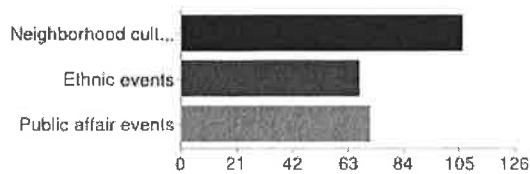
Music Performances (i.e. Chicago Jazz Ensemble)	79	21%
Dance Performances (i.e. Hubbard Street, Joffrey)	45	12%
Theatre Performances (i.e. Goodman, Steppenwolf, Provision Theater, ETA)	82	21%
Student Performances (i.e. Chicago Children's Choir, Jazz, Spoken Word)	37	10%
School Performances (i.e. High School bands and choirs, Music school recitals)	34	9%
Speaking Events (i.e. Poetry contests, Author talks)	43	11%
Art Exhibits/Shows (MCA, Art Institute, etc.)	49	13%
Other	14	4%

**9. During what time should WTTW broadcast these events?**



Weekday afternoons	4	3%
Weekend afternoons	13	9%
Weekday evenings	66	47%
Weekend evenings	42	30%
Other	16	11%

**10. Check two (2) events you would like to see more coverage of on the station**



Neighborhood cultural events	<b>106</b>	43%
Ethnic events	<b>67</b>	27%
Public affair events	<b>71</b>	29%

### 11. For what age group would you like to see more programming?



### 12. Which programming is most important to you? (Check one)



### 13. What other cultural event(s) not listed above should WTTW consider covering?

re occasions when opposing groups are a step toward collaborating. e.g. Irish Protestant/Catholic Jewish/Arab Armenian/Turkish Albanian/Greek etc. Environmental British drama Sorry Less historical and more present cultural events. local parades that are not covered on other stations I don't know... Volunteer Shout outs? Look who is doing something good! Most everything topic covered in question eight. Local plays and concerts more documentaries live local news events Test response... Family friendly education that parents and children would want to watch together. History month for different cultures. There are no other events I can think of that you are not covering already. The only event that is personal to me relates to Polish pilgrimages. There are some made to both Indiana and to Jasna Gora, Poland. I think this is fascinating, but I do not know the whole history behind the pilgrimages. The Indiana one makes it local and something I can attend, but it is done on a much larger scale in Poland. Their celebration of Odpuść is also fascinating. homewoodfest Ballet N/A Just dump carol Marin native american Fests and fairs 1 It's fascinating how your Chicago next door neighbor can be celebrating the most profound holiday of their culture, and you are tucked in for an average night of laundry. The neighborhoods in Chicago hold such diversity, yet many people don't take the time to get to know their neighbors. Perhaps the station can educate Chicago residents and break down boundaries, fears and curiosities. WTTW can help folks "meet" through education on various ethnicities, and their lifestyles. don't know More on fine arts, architecture fests, parades You really do well, I can see dancing from all over from Celtic to the flamingo. You guys used to show a lot more plays I would love to see those play more. And I love the variety of music. Not sure, loving all! Summer festivals, summer neighborhood events -- our city is so rich in local celebrations of this sort. ASEAN Soundstage - Featuring up and coming neighborhood talent. Not the people who have already made it. We need to feature local talent. Also feature show at different venues; ie @ the Vic, Aragon and House of Blues. ? Wttw should showcase more local events-local charity events, local artists, and local social activists government affairs Can't think of any Comedy Concerts elementary school plays and talent shows. sports high school Food

Festivals None Mo Betta Jazz Chicago... Friday nights at the House of Bing on 69th Lake Shore Dr. Live Jazz performances by local Jazz artist. Na International Cultural events that appeal to the young adult demographic. live music performances, both contemporary and classical CPS Board Meetings Muslim programs more ethnic food shows African, Jamaican, latin, asia n/a Would have suggested dance performances, but that category is included above. WTTW should consider covering, street art, and festivals, as well as social arts initiatives. My favorite programs celebrate the history and culture of the Chicagoland area specifically, and I am always interested in knowing more fun facts about the architecture and growth of our city. Public broadcasting is great. I typically listen to more public radio because I don't have much time for television. WTTW should consider whatever programming its frequent viewers suggest, I have no suggestions More coverage of the suburbs where the population is more culturally diverse than in Chicago. All you ever cover is Liberal programming. Your viewing area exceeds Chicago. When was the last time you covered something in now Liberal areas? Also, why don't you do a patriotic series about our Founding Fathers. Why don't you do a show that features in a positive light America and patriots! Have you ever covered the TEA parties? As a student at Governors State University, I would like to see some of our events that are sponsored by our student organization promoted or covered by WTTW. Last year, our student organization NSSLHA-National Student Speech-Language & Hearing Association, sponsored a Skate for Autism. It was our largest event here at GSU and it would have been nice to see some local interest help support such a wonderful cause. na college/ job fairs events, seminars etc. Chicago Symphony Orchestra Horse riding events Neighborhood issues and events history None Coverage on the Shakespeare Theatre. High quality performances Religion Culture and religion More about biblical times and places \* make it more family oriented Blues University and Community College Events Community Outreach and Positive Programming..."How to Stop The Violence" No Comment Any and all coverage of local cultural events, not limited to Joffrey Ballet, Chicago Art Institute, Renee Fleming and Yo Yo Ma as cultural ambassadors, Young people's concerts such as the Music Institute of Chicago, the Merit School of Music and Introductions as heard on WFMT plus any youth oriented Theater groups. Any and all cultural events that involve youth which can be inspirational to young people who may be viewers of WTTW. Local history Neighborhood Festivals 5tw plays Technology, business, and educational programs for adults. Various ethnic group dance any none More events that I would be able to attend. Giving tv watchers the opportunity to be a part of wttw. I remember when I was younger there was an agenda for the upcoming events that wttw were sponsoring. We were welcomed and engaged to attend these great neighborhood and city wide events. They were wonderful times that I can remember to this day. Would love to have those days available for my children. Chicago Symphony Orchestra and Lyric Opera partnerships Local Museum and art exhibit openings - maybe behind the scenes shows local festivals ANY EVENTS ON HOMELESSNESS, PREVENTION, & ASSISTANCE TO HELP PEOPLE ON THE STREET THAT WANT A HOME! Ethnically Specific theatre This isn't a cultural event, but could WTTW on a monthly basis profile a "typical" family that is not Anglo American? What is life like for a Hmong family in Chicago? Or a Syrian family, etc., etc. And on second thought, this is a cultural event. Aren't we all curious about one another's lives? Anything about Chicago history. Travel abroad No answer History driven events, and tours. I would like to see programming addressing social issues as the "broken window theory" and what's being done to change things in Gary Indiana, Detroit, East St. Louis and under privileged areas of Chicago. Local fundraising events. no recommendations.. World events or cultural trends which would help Chicago be more "global" around town cultural events for in Chicago and surrounding suburbs neighborhoods I don't know Religious- spiritual.. Vegan- vegetarian I can't think of any other cultural events More community news, past and present reports and history on neighborhoods (similar to Latino Americans) Events at Department Stores LGBT events and other fund raising events not always affordable to the general public. Great way to solicitate support and make awareness to events and community interests. More suburban events -- like parades, or events like Naperville RibFest, Berwyn US-66, Neighborhood Bike Night Out / Chicago Heights, etc. Classic Movies with discussion about the film, actors, etc. Museum exhibit openings More classics, music, arts and culture - good family entertainment Chicago Ethnic Neighborhood Tours other countries cultural events Not sure, DWALI Street festivals Question No. 8 covers my answers. Neighborhood Faith based programming, more programming highlighting positive things in the Black and Latino community. concerts School performances such as plays, etc. multicultural issues There are no other events. I am not sure I think all cultures and religions should be addressed on this channel. More along the lines of educational info -- perhaps provide info on professional training in Chicago -- Culinary, fashion, etc. variety pls see below No other other museum exhibitions Above sufficient Opera, Broadway Musicals, Chicago Symphony concerts Not sure



**14. Include any additional comments or questions below. If a question/comment /concern relates to a specific question, please write the question number with your specific comment.**

Cut the length of sessions in the beg-a-thons I am currently not watching TV since I am in a doctoral program, but I think WTTW is an important resource to the region. WTTW provides family programming that promotes art, culture, music, theater and more that contributes positively to our culture. So many other networks are negative influences on our society, but WTTW is a positive influence. Please continue providing wholesome, cultural programming. (Please note, I am in my 30's, and I feel this way!) I am also a mother of 4 children. Your management does not even realize their own bias. I recently heard your CFO refer to Liberals as more open minded people than Conservatives. That is far from true. After I lifted my mouth off the floor, I decided he was just too far gone to even begin to explain how totally biased his close minded statement was. You are proud of your audience, but you only speak to one choir. It is time that WTTW start a show for Conservatives and also that you start respecting that the majority of Americans love our country and want to celebrate it, not transform it into a liberal haven. I'd like to see Phil Ponce and Eddie Aruzza have conversations with a guest, not run through a list of prepared questions. On Week in Review, I'd like to see a roster of journalists and commentators longer than the seven or eight who appear 90 percent of the time. I'd like to see Hedy Weis and Kris Kridel return. In "types of programs" above, the arts are not mentioned. You do a great job- we are happy to be contributors! I had taken this survey once before, but I wanted to suggest also creating a young professionals CAB or to recruit more 20-30 year old CAB members.

N/A I do not have access to TV stations. I listen to NPR and I watch shows online. I really miss having WTTW a part of my media diet. Is there anyway I could still see and participate? Like to be able to access American Experience and American Masters through Xfinity On Demand - or something similar. Would like to see shows archived (not just on-line). I love WTTW, but my favorite musical productions are usually interrupted by pledge-drives. I end up changing the channel. WTTW is one of the greatest broad casting channels ever! Only watch WTTW with my toddler in the morning.

WTTW is a wonderful channel with something for every age. It has been entertainment for my children, kid-friendly and safe to watch without reservation. It has also been a great educational tool. Thank you;) You are doing a fantastic job!!! We appreciate all that you do, and your children's programming is just wonderful! My child is learning with WTTW : ) Thank you for everything. n/a I would prefer that wttw and public broadcasting in general cease operations. More documentary When my kids were younger, we only watch broadcast 11 for children television. I'm forever grateful for the quality of their programs. During pledge periods, would like to see more cultural and Chicago history programming than the idiotic self-help stuff that you seem to run over and over again. Steven Burns/ Fulcrum Point has put together cross cultural musical programs, melding art and music (at the Art Institute) and other forward/ backward looking projects. He is a Chicago resident, and also a great trumpet player. We really dislike the programming that is done during the pledge drives, particularly the self-help or people who advise about diet, investment, health. The audiences always look like they are enthralled - hate that. Also, some of the doo wop stuff that is done so frequently. On the other hand, like the Jeffrey Baer stuff about Chicago. Get rid if that phony biased to much makeup wearing buck toothed Carol Marin WTTW is not utilizing the amazing talent and people we have in this city. You have to reach out and tap this environment. wert "Chicago Tonight" has become tired, light and predictable. Education including "How to Study" and how to manage your time. I'd like to see more children programming in the evenings and on the weekends none Q12 - Also interested in National programming Thanks If a seminar relates to a particular program i wish it could be shown on Wttw, for instance there was a seminar on Dora the Explorer at Elmhurst College it would be nice if it was shown on WTTW for patrons who could not make it to Elmhurst College. "Destination 11" could be anchored by two hours per night, every night. so, two hours on Saturdays with EDM for kids, and two hours on Thursdays w ballet/classical/etc. Mondays could be travel, Tuesdays, the spoken word, etc. or -- going beyond a weekly cycle -- sum up all these categories, community events, cltural events, ballet, arts, nature, mystery, history, speaking, news, etc. and distribute them through a given month -- and allow the Destination 11 programming commitment to draw audience to the station for that evening -- make it their Destination... obviously, Sundays belong to masterpiece theatre, but i do not sense a Tuesday = nova or Thursdays = frontline, i think they can go where you want to place them. for the big pbs ken burns-type four-parters, plug those in per the pbs sched and program around... i think this would concentrate and intensify the quality of your offer. I use to watch WTTW a lot when I was a kid ,but not so much these days since I have classes during the day until 6. If I do watch I get to CELTIC THUNDER or CELTIC WOMAN. I like those performances by musicians. Perhaps the biggest hurdle that WTTW and PBS and NPR stations have in general... is the lack of ability to promote their programming in the same manner as the Network and Cable Stations. On all these stations, who

already have fairly good size audiences, you will see heavy "promotional teasers" about tonight's our tomorrow's upcoming shows. They even promote heavily at AMC movie theaters these days. The repeated exposure to these "promotional trailer" build audience anticipation, which results in more viewers. WTTW already has dynamic programming, but if we (the viewers) don't seek the program schedule ourselves... we miss a lot of great programming. Other than PBS News Hour (which I desperately wish did not have to compete against the local network news) virtually whatever WTTW program I may choose to watch was found when I channel hopped. I love watching WTTW. I especially enjoy the documentaries and historical stories on current and late public figures such as , Harold Washington, Jesse Jackson, Redd Foxx as well as stories on Chicago Architecture and little known facts about Chicago and other great cites around the world. question 7 Test comment...thanks, Heather!!!! I also listen to NPR 91.5FM quite a bit I really don't watch television. when I do it is usually a movie, theater. or news. 6. Where can I go to get current program listings for WTTW? It should be advertised on an easily accessed forum. Question 11. I indicated the 20 to 29 age group because it's in WTTW's interests to build a base of younger viewers. However, I'm 60+ so I would not like to see this happen to the exclusion of older viewers. And, I think that there are probably many cross-over areas of interest, with Technology immediately springing to mind. The other are of concern is how WTTW engages African American and Hispanic viewers. I don't know what the viewing demographics are, but I suspect that this may be a challenge. And, once again, I think that there must be cross-over areas of interest. We're such a diverse society that can be more unified through mediums such as WTTW. WTTW Create has apparently been replaced by WTTW World. the need to remove bias in reporting is very obvious- remember that there are other points of view, and be tolerant enough to present them, like conservative/tea party. do not present them as fringe or weird, but as valid points of view, equal to the other side. taxpayer dollars should be refused so as to remove any appearance of bias towards government and against free markets, republicans, etc... I love wttw I have always watched it as a child and adult

### Number of daily responses

