

# WTTW COMMUNITY ADVISORY BOARD

MINUTES  
Of  
The Public Meeting  
Of the  
WTTW Community Advisory Board (CAB)  
Of  
Tuesday, March 19, 2013  
WTTW Studios  
5400 North St. Louis Avenue  
Levin Studio  
Chicago, Illinois

The meeting was called to order by Chairman Morris at 6:15 p.m.

Members introduced themselves. Present were the following members of the Community Advisory Board

Joseph A. Morris, Chairman  
Jeff Berkowitz  
Leatrice Campbell  
Kim Frost  
Janice Goldstein  
Steven Guenther  
Lennette Meredith  
Jim McClure  
Mary Lou Mockus  
Donna Rook, Secretary  
Maggie Steinz  
Renee Summers  
Norma Sutton  
Dr. Doreen Wiese, Vice President  
Charles White

Additional persons present included:

Daniel J. Schmidt, President and Chief Executive Officer, Daniel Soles, Senior Vice President and Chief Television Content Officer, V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, Yvonne Davis, administrative assistant to Chicago Tonight and staff liaison

The following members of the general public were present:

- Teddy White, Linda Jackson (candidate for CAB membership)

The Chair noted presence of a quorum.

The Chair noted the acting secretary had not yet submitted minutes for the December meeting, and deferred the December minutes for consideration in the April meeting, asking Ms. Rook to create that document working with members who took notes in December.

The chair requested approval of the proposed Agenda for the meeting. Ms. Meredith moved the agenda be approved, Ms. Summers seconded the motion, and it was adopted unanimously.

The Chair introduced the first item, response of management to the December 2012 annual report of the CAB. He noted the CAB was delighted with our engagement during the last two cycles, and we appreciate the written response, and invited Mr. Schmitt to present. Mr. Schmitt noted the station is pleased with the congruence, in part product of our closer engagement, influencing many things the station did. He emphasized the intent to be responsive and transparent. The Chair offered a standing invitation for trustees to refer issues and questions to the CAB to be included in our work plan and agenda.

Ms. Mockus asked about the effect on our independence from the new Jacksonville master control facility. Mr. Schmidt noted technology makes it possible to consolidate day to day operations across a dozen public TV stations. The state of the art facility should save significant dollars at a time federal funding for capital and equipment is declining, and enable recapitalization via fees from additional client stations. The new operation's hardened datacenter should prevent outages WTTW has experienced last few years and allow shifting resources from operations to content. Ms. Steinz asked how the new channels increase WTTW's reach. Mr. Schmitt noted many more viewers access the station via the web site and mobile interfaces – ways Nielsen doesn't measure. Overall the station is confident both reach and viewership are stronger than ever if they look at all access platforms.

Ms. Steinz asked how our CAB survey complements what the station does. Ms. Rook noted the CAB survey was designed with outbound focus, while the station surveyed current viewers. Mr. Schmitt said the station deeply appreciates external views, as budget doesn't permit external data gathering. The Board of Trustees is approving a 5 year strategic plan, and is interested in "smart marketing." Ms. Campbell requested attention to educating adults in advanced functions related to internet and social media; Mr. Schmidt said the station will promote web resources and links to probe such subjects. Mr. Berkowitz highlighted self-directed learning and suggested the station consider airing reading of a story around 7pm near bedtime – to kids in Chicago. He also recommended instruction for low-income parents. Mr. Schmidt said the station is looking to move to next level of community engagement/several foundations/dropout crisis/feel public media has asset/megaphone, trust in communities. Mr. Guenther noted the proliferation of media platforms, and the need to identify new distribution channels for WTTW's valuable assets to the next generation who won't be turning on the TV. Mr. Schmidt noted the station is looking more at platform-agnostic content. Mr. Berkowitz suggested civics, economics and law training for journalists who should be challenging guests such as Governor Quinn on the subject of whether the minimum wage hurts youth unemployment. He also suggested the station cover education opportunities in more detail than the American Graduate series, including topics such as the difference between school choice, school vouchers and charter schools. Mr. Schmidt committed to redouble efforts to discuss these issues with knowledgeable people.

Other topics of discussion included coverage of the arts and a potential Geoffrey Baer tour of the new wing of the Art Institute; mental health issues, music and promoting the asset of WFMT, more local content such as the Chicago Symphony Orchestra, collecting/archiving/distributing on demand more local content and legacy streams, and ways to identify user-generated content such as "productions from the neighborhood." Dr. Wiese suggested considering external communities such as American Indians, and thanked the station for covering their dropout issue.

The Chair asked if the station would share the new strategic plan; Mr. Schmidt agreed and cited the value of CAB feedback. He closed with appreciation for the opportunity to meet and work with people who feel so passionately about the station's work and what can be done better, and look forward to continuing dialog.

The chair asked for public comment. Ms. Jackson noted the meeting and comments were very interesting and reflected her interests.

The Chair asked Mr. McAleer about Ms. Proctor's status; he noted she was unable to attend.

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, provided an update on behalf of Station Management:

1. Thursday night at 8pm a local production will air featuring Thomas Beebe, a homegrown architect, winner of the Driehaus prize
2. A new series featuring Jeff Brady titled Chicago Time Machine is in the research phase, the stations hopes to shoot this summer.
3. Many applicants have applied for the host position for Check Please
4. Ten Buildings that Changed America – the first Geoffrey Baer program made for a national audience, is an opportunity to take Chicago's architecture niche and curate in PBS world. The program airs Sunday evening May 12 across the country

Mr. Soles reported on several topics of interest:

1. Four episodes of Fr. Barron's Catholicism are airing beginning Saturday morning
2. Work from independent producers featuring Potter and Bertha Palmer will air Sunday at 5:30pm
3. PBS stations are collaborating on Arts Across America airing Sundays
4. Local USA will showcase the best short pieces from stations across the country
5. Masterpiece Theater will air a Chicago connection via Mr. Selfridge (Marshall Field's partner), starring Chicago's Jeremy Piven
6. The second season of "The Midwife" starts March 31
7. A fall series will feature interesting stories of interest to multiple communities such as the Latino-American, BBC's history of the Jews, and more such topics.

The Chair asked Mr. McAleer to provide Ms. Gleason with the CAB's fall survey and invite her to present the station's surveys related to what we do. He requested a copy of the station's strategic plan prior to the June meeting so we might review it and our action plans at that time.

Ms. Meredith reported for the membership committee. 13 candidates have expressed interest, with one present tonight. Jan Goldstein noted our bylaws regarding attendance will be enforced beginning in 2013 with a clean slate. After 2 absences the membership committee will contact missing member, and if no extenuating circumstances exist these members will be asked to resign. Ms. Mockus will work with the secretary to track attendance. Term limits were clarified: all terms end in April and a person filling a vacancy completes the term of the prior incumbent. The chair asked all members to check the current member list and terms. The Chair noted the April meeting will hold elections for 9 members whose terms expire as well as all 3 officers. The membership committee is the nominating committee, so any member or officer who does not desire re-election should let that committee know. Ms. Sutton nominated Linda Jackson, who summarized her interest in the CAB, to fill Redd Griffin's term expiring April 2014. Ms. Goldstein seconded the motion, which was approved unanimously. Jan Goldstein noted Carla Mina was missing on membership list.

Ms. Rook reported for the Program committee, and moved that the rubric on violence be submitted to the station for consideration and feedback. Ms. Summers seconded, the motion, which was approved unanimously.

Ms. Rook reported for the Outreach committee, reiterating the fact that the CAB survey was focused on people who may not currently be WTTW viewers, in contrast with station surveys aimed at current viewers and supporters.

Mr. Berkowitz reported for the Cultural Research and Values committee, noting plans to work on assessing the station's approaches to education, traditional and charter schools, the efficacy of governmental and non-

governmental entities in inner cities related to acts of violence, principles of civics and American democracy. If other topics arise, others are invited to attend and work on projects between now and the end of year.

Ms. Rook had no Secretary's report.

Dr. Wiese had no Vice President's report

The Chair noted our 2013 work plan is open, and requested ideas from committees. He recognized the enthusiasm of members.

The Chair called for Unfinished Business. None was offered.

The Chair asked for New Business. Dr. Wiese suggested forming an education committee. Ms. Campbell submitted a note with a friend's question about the program committee violence rubric, which will be sent to the program committee for consideration. The question related to legal accountability and consequences for people who knowingly/recklessly/negligently provide gun access: a) to minors, b) relatives & persons with violent social behaviors, c) those with mental incompetence and d) to known "gang-bangers."

The Chair asked for input related to Good and Welfare; Ms. Steinz reminded members Ava Berland has invited all CAB members to the Shalom Chicago exhibit at the Chicago Museum.

Ms. Meredith moved the meeting be adjourned; Ms. Steinz seconded the motion. The motion was adopted unanimously.

The Chair noted the next meeting will be held Tuesday, April 16 and declared the meeting adjourned at 8:55 P.M.

Respectfully submitted,

Donna L. Rook  
Secretary