

WTTW COMMUNITY ADVISORY BOARD

2014 ANNUAL REPORT

January 7, 2015

EXECUTIVE SUMMARY

During 2014 the CAB voiced particular concern for the defense of the speech and press freedoms upon which journalism, including the journalistic work of public television, in a free society depends. The CAB objected to contemplated efforts by the Federal Election Commission to regulate campaign speech, including candidate debates hosted on public television.

The CAB also requested that WTTW management make public the News Standards that govern its journalistic work. Management did so and, for the first time in nearly 30 years, the guidelines that govern WTTW's news-gathering and news-reporting are open for scrutiny and constructive criticism by the CAB and the public. The CAB welcomes this advance for both creating opportunities to improve WTTW's journalistic efforts and for enhancing public confidence in the ethics, impartiality, fairness, and quality of WTTW's news programs.

The CAB and station management have opened a dialogue on the processes through which WTTW acquires television content. The CAB is encouraging management to develop articulable philosophies and strategies for the acquisition of content.

The CAB is mindful that WTTW's flagship program, "Chicago Tonight", is one of the most valuable programs in television, public or commercial, in Chicago and anywhere in the country. The CAB desires to see "Chicago Tonight" continuously strengthened and improved, as it is singularly important to the communities served by WTTW as probably the most visible and vibrant forum for public discourse and the conduct of a "common conversation" in the Chicago area. The CAB continues to see a need for discussion panels that are better balanced, particularly among philosophical, political, and cultural viewpoints, and more broadly inclusive; and for moderation that is as free as possible of ideological biases and is incisive in questioning and sharpening discussions. In addition, the CAB encourages management to seek the adjustment of union work rules to permit "Chicago Tonight" reporters to take advantage of new technologies to do more, and less expensive, reporting from the field. The CAB's recommendations also concern programming to address: certain unemployment problems afflicting the region; profligacy, near-insolvency, and other problems of government in Illinois; self-directed education; the problem of pandemic violence in Chicago communities; and other topics.

The Community Advisory Board consists of:

Joseph A. Morris, Chairman

Mary Lou Mockus, 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

Yvette 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

Sharon Meroni, Chairman of the Outreach Committee

Maggie Steinz, Chairman of the Education Committee

Norma J. Sutton, Co-Chairman of the Membership Committee
Joe Bosco
Helen Bracey
Susan Buckner
Leatrice Campbell
Kimberly Frost
Janice Goldstein
Ronald Kurzejka, M.D.
Linda Jackson
Edward B. Moran, Jr.
Heather M. Penn
Chester T. Szerlag
Renée Summers
Arlene Swartzman, Ph.D.
Rita Tandaric
Felicia L. Townsend
Christopher Vaughn

In addition, during 2014 the following persons served as members of the Community Advisory Board:

Stephen Guenther;
Jim McClure;
Donna Rook, Chairman of the Outreach Committee; and
Dorene Wiese, Ed.D., Vice Chairman.

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

The CAB ended the year with 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 only transient vacancies for three 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. Several of the members of the CAB have formerly worked for WTTW; several have worked as journalists or otherwise in the field of communications; at least two have practiced communications law; and one is an attorney

formerly on the staff of the Federal Communications Commission, which licenses and regulates 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 one of the Trustees designated by the Board of Trustees to serve as their liaison to the CAB, throughout 2014 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 2014. (At the invitation of the CAB's Committee on Education, Ms. Proctor and her son joined CAB members in attending the F.I.R.S.T. Robotics Midwest Regional Semi-Finals Competition in April 2014.)

Michael Gonzalez, another Trustee of WWCI, was designated by the Board of Trustees during 2014 to serve as an additional liaison from the Trustees to the CAB; also has a standing invitation from the CAB to attend the CAB's public meetings; and attended and participated in several of the CAB's meetings during 2014.

The current terms of office of officers and committee chairs began in April 2014 and will continue until April 2015. Mr. Morris has been Chairman since April 2011. Mrs. Mockus has been Vice Chairman since April 2014. 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".

In addition, the CAB permits the attachment of minority reports and individual statements to its adopted Annual Report. An individual statement is appended to this Annual Report.

METHODS OF INQUIRY AND PROCEDURE

To learn more about WTTW's policies and operations, during the course of 2014 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 6 members of the public who attended public meetings of the CAB, including representatives of Fix Channel 11 and of the Illinois Right-to-Life Committee.
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, in response to the CAB's 2013 Annual Report, and met in public session on March 25, 2014, with Mr. Schmidt.
5. Heard oral comments in a public session from Dan Soles, Senior Vice President and Chief Television Content Officer of WTTW and received a memorandum from Mr. Soles in response to the CAB's consideration of the recommendation to management of the adoption of a "Content Acquisition Agenda".
6. 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, and received from Mr. McAleer a memorandum acknowledging and commenting on a CAB programming recommendation regarding ways in which station programming could help ameliorate unemployment problems in the community.
7. Met in public session with Mary Field, the Executive Producer of "Chicago Tonight".
8. Met in a session of the Committee on Education with Carmen Schmidt, a producer at WTTW and the station's Director of Education Services and its Outreach Coordinator
9. Planned to conduct in the Fourth Quarter of the year, through its Outreach Committee, for the fourth consecutive 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. (Execution of the survey was on-going at the time of the adoption of this report. Its results were not available for analysis in 2014 and do not figure in this report.)
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. In addition, during 2014 several members of the CAB attended advance screenings of new programs; attended live productions of WTTW programs which involved audience participation; observed public meetings of the WTTW Board of Trustees; took part as newsmakers in WTTW programs; and attended other WTTW meetings and events. Recently as well as in the past, WTTW CAB members have shown individual support for WTTW as donors and as pledge-drive volunteers. All CAB members are regular viewers of WTTW programs and regular visitors to the WTTW website.

[The rest of this page was intentionally left blank.]

CAB ACTIONS AND ACCOMPLISHMENTS

1. The CAB registered its alarm about overreach by Federal regulators that, however well-intended, might have the effect of jeopardizing First Amendment rights and impinge on the Freedoms of Speech and of the Press. Believing that WTTW and public television stations should zealously guard such freedoms as essential to civil discourse and the practice of journalism in a free society, the CAB adopted a resolution cautioning against the Federal Election Commission's regulation of broadcast candidate debates and election-related journalism. A copy of the resolution is attached to the Annual Report as Exhibit A.

2. The CAB, concerned about the absence of a philosophy or strategy for the acquisition of program content by WTTW, considered a proposal recommending the establishment by WTTW of a public "Content Acquisition Agenda" and invited the comments of management on that proposal. A copy of that draft resolution is attached to the Annual Report as Exhibit B. On behalf of management, Dan Soles, the Senior Vice President and Chief Television Content Officer of WTTW, transmitted a written response. A copy of Mr. Soles's response is attached to the Annual Report as Exhibit C. The CAB plans to give further consideration to this subject, and to discuss the matter in depth with Mr. Soles, during 2015.

3. The CAB requested that WTTW make public its written guidelines governing journalistic practices at the station. After due consideration, management decided for the first time to release its written statement of News Standards, adopted on May 5, 1988, to the CAB, and in 2014 transmitted the document to the CAB. The CAB has incorporated the News Standards into its public record. A copy of the WTTW News Standards (May 5, 1988) is attached to the Annual Report as Exhibit D. The CAB established a Committee on News Standards which will begin work in 2015 in reviewing the substance of the guidelines; the station's practices in adhering to them; and needs, if any, for revision or updating of the standards, with a view toward making recommendations to management and the Trustees on these matters.

4. The Cultural Research and Development Committee, established in 2012, honed its focus on an area of interest to the CAB: 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. It began a project in 2014 inventorying and evaluating prior reporting or discussion by WTTW (on "Chicago Tonight") of specific studies and analyses by experts of the relative efficacy of traditional neighborhood schools and charter schools in teaching reading, mathematics, science and writing. The Committee reported that it searched for coverage by WTTW over the two and one half years prior to 2014 on "Chicago Tonight" or elsewhere of these education topics and found that such coverage was non-existent. The Committee further reported that it is working on a proposal to transmit to the CAB in 2015 that would recommend that WTTW produce a program or program segment that includes a balanced and detailed discussion by experts of the relative efficacy of traditional neighborhood public schools, public charter schools, public magnet schools, private schools, school vouchers, opportunity scholarships, virtual charter schools and home learning within Chicago, the Chicago metropolitan area, Illinois, and / or the nation.

5. The Education Committee, established in 2013, honed its focus on another area of interest to the CAB: The community's needs for enhanced educational practices in all schools serving the community, and for information and materials that parents can use in their roles, at home and in schools, as the primary educators of their children. To the end of exploring current work of WTTW in these areas, the committee met on October 14, 2014, with Carmen Schmidt, a producer at WTTW and the station's Director of Education Services and its Outreach Coordinator. In addition, at the initiative of the Committee 12 people connected with WTTW (management, trustees, and CAB members) attended the F.I.R.S.T. ("For Recognition and Inspiration of Science and Technology", a national STEM-education organization headquartered in Manchester, New Hampshire, with an active Illinois chapter) Robotics Midwest Regional Competition (in continuing furtherance of the CAB's on-going interest in the use of public television to promote robotics education). The Committee opened dialogue on these themes with David Green, the President of the Illinois branch of F.I.R.S.T. An Education Committee member advised WTTW on programming during Native American History Month (November) and the Committee promoted that programming as well as programming relating to civics education, including "Constitution USA with Peter Sagal" and "The Roosevelts — An Intimate History" by Ken Burns, on the CAB Facebook page.

6. The Program Committee developed, and the CAB approved for submission to management detailed programming proposal relating to problems of unemployment in Chicago. A copy of the proposal is attached to the Annual Report as Exhibit E. A copy of management's response to the proposal is attached to the Annual Report as Exhibit F. See also discussion at FINDINGS AND RECOMMENDATIONS, No. 12, *infra*.

7. At a plenary public session, the CAB conducted an extensive interview of, and conversation with, Mary Field, the Executive Producer of "Chicago Tonight", regarding the production of "Chicago Tonight". During the session Ms. Field described how "Chicago Tonight" programs are planned, researched, and executed, and CAB members offered compliments and constructive criticism, and sought information, regarding the avoidance of political bias on the part of the program's staff, the maintenance of journalistic integrity and excellence, the quality of the work of panel moderators, and the staffing and balance of guest panels.

8. The CAB reviewed the processes by which it vets, and selects among, candidate members for election to the CAB and by which it enforces the attendance requirements of the CAB By-Laws.

CAB OUTREACH SURVEY

For three consecutive years (2011, 2012, and 2013) 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. The CAB planned to conduct the survey for a fourth consecutive year in 2014, but the Outreach Committee decided to execute the survey during the Fourth Quarter of the year. Accordingly, results of the survey were not analyzed during 2014 and are not available for discussion in this report.

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, 2012, and 2013 Annual Reports.)

RECOMMENDATION:

As a public television station, WTTW is uniquely well situated to address this community need. 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. In addition, WTTW should also consider hosting such events at the WTTW studios to facilitate their execution and broadcasting. The CAB notes with pleasure the attention that the station has paid to the F.I.R.S.T. Robotics Competition, and hopes that coverage of this endeavor will continue. (*See also* Education Committee report at CAB ACTIONS AND ACCOMPLISHMENTS, ¶ 5, *supra*, and RECOMMENDATION 2, *infra*.)

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, 2012, and 2013 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. Such coverage should be sustained on an on-going basis. (*See also* Education Committee report at CAB ACTIONS AND ACCOMPLISHMENTS, ¶ 5, *supra*, and RECOMMENDATION 1, *supra*.)

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). This is particularly so at a time of important debates at both the national level, such as those touching on immigration, and at the Illinois State level, such as those regarding the perilous condition of the State's finances. (Extended from 2012 and 2013 Annual Reports.)

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. The CAB commends WTTW and PBS for producing and broadcasting "Constitution USA with Peter Sagal" and encourages the station to build upon that effort to produce and broadcast additional programs on these themes. The CAB notes that the public finance problems that afflict Illinois are monumental, and that such problems in this State rise to a level virtually unknown to any other State in the Union. Illinois, alone among the States, is in danger of pioneering a path to bankruptcy. These issues are so grave and so exceptional that expanded and more focused attention to them, both on "Chicago Tonight" and in special, stand-alone programming, is

warranted. In addition, noting that during 2015 municipal general elections will be held in Chicago and in many suburbs, the CAB encourages WTTW to focus attention on as many local candidacies and public policy debates as resources permit.

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. Forms and structures of schooling are increasingly numerous, varied, and complex, and they include traditional neighborhood schools, charter schools, contract schools, parochial schools, non-sectarian 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, 2012, and 2013 Annual Reports.)

RECOMMENDATION:

Attention given to these issues on an episodic basis on “Chicago Tonight” WTTW are commendable, but should be expanded, perhaps with regular and scheduled segments devoted specifically to them. In addition, WTTW should create, acquire, and broadcast additional 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 and 2013 Annual Reports.)

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 was attached to the 2013 Annual Report as Exhibit A.

In his response to the 2013 Annual Report, Mr. Schmidt defended the various decisions made by WTTW in 2013 regarding coverage of this issue; and conceded that “we could have done a better job of acknowledging the CAB’s proposal, and more adequately explaining why we chose the path we did.” The CAB welcomed Mr. Schmidt’s statement. The CAB notes that on Sunday, May 18, 2014, from 2:00 p.m. until 3:00 p.m., WTTW broadcast a program, “Respond to Violence: Communities in Crisis”, locally produced at Governors State University by, among others, CAB members Yvette Brown and Heather M. Penn and former CAB member Keisha Dyson, addressing many of these issues. The CAB commends the station for broadcasting this program.

Nonetheless, in light of the continued gravity of the issue and of the importance of public

television's response to it, the CAB renews its program proposal and advises expanded attention to the matter with what Senator Obama in 2007, quoting Dr. King, called "the fierce urgency of 'now'". *

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, teachers, librarians, 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 and 2013 Annual Reports.)

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. It may be that some of these efforts might best be directed to information disseminated through the WTTW website, including the development on the website of better ways of advising the public of forthcoming broadcasts and transmissions of relevant programs.

* The seriousness of purpose with which the CAB approaches its work, and the level of detail at which it pays attention to the annual preparation of its report, will be seen in the debate that attended the question of whether or not, and under what circumstances, punctuation marks should be positioned within or without quotation marks, including, as here, multiple quotation marks. Some members of the CAB favored the prevailing American convention, which uniformly places punctuation marks, such as commas and periods, inside quotation marks, seeing this rule as producing a more pleasing appearance. Others favored the traditional, or "Oxford", convention, which includes punctuation marks inside quotation marks only when they are identical to the punctuation that actually appeared in the text being quoted. The Chairman, serving as the editor-in-chief of the report, took the matter under advisement; embraced and applied the Oxford convention; attempted to do so consistently; prepared this footnote; and takes responsibility for it.

7. 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. The CAB laments the failure or the inability of WTTW to host a gubernatorial debate during the 2014 Illinois election campaign, as the State of Illinois faces monumental problems, such as the danger of State insolvency, without national precedent, and more, not less attention, should have been given to the candidates and the issues. The CAB finds that, overall, the daily program 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. In addition, field reporting often enhances the coverage that “Chicago Tonight” is able to give to important issues, but such coverage is inhibited by union work rules that limit the abilities of reporters to use new and less expensive technologies to prepare and file field reports. Some technology currently in use for remote transmissions results in images and sound being out of synchronization with each other, which distracts from the content and mars the quality of the production. (Extended from 2011, 2012, and 2013 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. The station should strive to make “Chicago Tonight” an indispensable venue for questioning of, and debates between and among, candidates for major public offices in Illinois and the Chicagoland region.

Thus, “Chicago Tonight” should aggressively seek to offer, on-air, in-depth interviews with, and debates among, the candidates for Mayor of Chicago in the 2015 municipal elections.

WTTW should undertake an examination of why a debate between the major Illinois gubernatorial candidates was not held at, and broadcast by, WTTW during 2014, and if station-related factors, as opposed to factors wholly beyond the station’s control, were involved, make necessary corrections so that in the future televised debates among major candidates for important statewide and local offices are a staple of WTTW’s offerings to the public.

In addition, care should be taken to ensure that technologies currently used in remote transmissions are upgraded to avoid problems such as lack of synchronization between images and sound that detract from the quality of the program. Management should seek adjustments to currently prevailing union work rules so as to permit reporters in the field to use modern, easier, and less expensive technologies to prepare and file reports for use in “Chicago Tonight” broadcasts.

8. **Unemployment, Particularly Among Young Professionals and Persons in Transitional Industries.**

FINDING:

Young professionals and persons in transitional industries in the Chicago metropolitan area need timely information on how to enhance skills to make them more employable and to find new employment opportunities in the region. WTTW is uniquely situated to furnish assistance, through suitable programming, to such populations because they tend to be viewers of public television.

RECOMMENDATION:

The CAB recommends programming tailored to supply relevant information on educational and employment strategies and opportunities. This topic was the subject of a formal programming recommendation adopted by the CAB and commented on by management during 2014. See discussion at CAB ACTIONS AND ACCOMPLISHMENTS, No. 6, *supra*.

[The rest of this page was intentionally left blank.]

WTTW STATION POLICIES AND PRACTICES

Daniel J. Schmidt, the President and CEO of WWCI, met with the CAB in 2014, as he did in 2012 and 2013, to respond, both orally and in writing, to the CAB's annual reports. Other senior managers of WTTW, including V. J. McAleer, Dan Soles, and Mary Field met with the CAB during 2014, thus making clear that the CAB commands the attention of the station's senior management and vice versa. This is a welcome history, and a big, and it appears, permanent, improvement over CAB-management relations as they prevailed prior to 2012.

Management has begun a process of making interim written responses to CAB recommendations and concerns as they arise, as occurred in 2014 with the CAB's program proposal on unemployment and the CAB's consideration of a proposal on the establishment of a public "Content Acquisition Agenda". This is a most welcome and helpful advance, and the CAB encourages its continuation.

Stimulated by a request from the CAB, management decided in 2014 to make public, for the first time, the written guidelines on News Standards that it adopted in 1988 and has used since that time. The CAB strongly commends this embrace of transparency, however delayed, and believes that such acts of openness, including openness to constructive criticism, will enhance public trust in WTTW's journalistic work.

The CAB regrets the continued absence from its meetings of Barbara Proctor, the Trustees' liaison to the CAB, but understands the family and health circumstances that make Ms. Proctor's absence necessary. The CAB extends its heartfelt best wishes to Ms. Proctor and her family. Meanwhile, the CAB welcomes the designation of Michael Gonzalez as an additional liaison on behalf of the Trustees. The CAB hopes that Mr. Gonzalez becomes deeply engaged in productive dialogue with the CAB. The CAB strongly urges the Board of Trustees to consider the expansion of its contacts with the CAB including an invitation by the Trustees for the designation of reciprocal representatives from the CAB to attend meetings of the Board of Trustees and otherwise to meet with the Trustees.

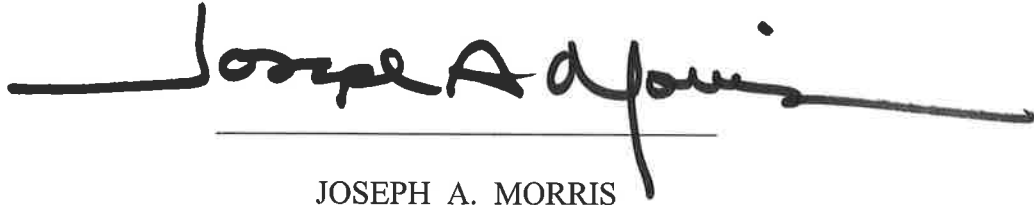
The station continues to be well served by V. J. McAleer in his role as management's liaison to the CAB. His work in facilitating the CAB's timely access to information and to opportunities for discussion with station personnel is deeply appreciated. The CAB also gratefully acknowledges the support and many kindnesses it receives from Yvonne Davis, Mr. McAleer's Administrative Assistant.

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.

Adopted in plenary session on December 16, 2014.

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 with a long horizontal line extending to the left and right. A thin horizontal line is drawn underneath the signature.

JOSEPH A. MORRIS
Chairman

Dated: January 7, 2015.

EXHIBIT

A

RESOLUTION

Cautioning Against Assertion by the Federal Election Commission
of Authority to Regulate Broadcast Candidate Debates
and Election-Related Journalism

Adopted April 22, 2014

WTTW COMMUNITY ADVISORY BOARD

RESOLUTION

Cautioning Against Assertion by the Federal Election Commission of Authority to Regulate Broadcast Candidate Debates and Election-Related Journalism

WHEREAS, the free flow of information and ideas is central to the mission of WTTW as a public broadcasting station; and

WHEREAS, it is, and ought to be, a goal of WTTW and other broadcasters, public and otherwise, to present controversial issues of public importance and to do so in a manner that is honest, equitable, and balanced; and

WHEREAS, government is inherently ill-equipped to determine what issues are and are not controversial, what issues are and are not of public importance, which candidates for public office at any given moment are newsworthy, and what manners of presentation are honest, equitable, and balanced; and

WHEREAS, it is the considered judgment of the WTTW Community Advisory Board that any revival of the "Fairness Doctrine" or any similar scheme of governmental regulation and control of the content of broadcasting with respect to matters of public importance, however well-intentioned, would be inimical to the goals of WTTW and the values enshrined in the First Amendment of the United States Constitution;

WHEREAS, such efforts by government, however well-intentioned, lead to, and are themselves a form of, censorship, which is inimical to the free flow of information and ideas; and

WHEREAS, on October 13, 2009, the WTTW Community Advisory Board adopted a resolution that declared that

a. The WTTW Community Advisory Board finds that the revival, in any form, of the "Fairness Doctrine" or the imposition of any scheme of governmental regulation and control of the content of broadcasting with respect to matters of public importance, would be injurious to the mission of public broadcasting, in general, and WTTW, in particular; and

b. The WTTW Community Advisory Board opposes the revival, in any form, of the "Fairness Doctrine" and the imposition of any scheme of governmental regulation and control of the content of broadcasting with respect to matters of public importance;

and

WHEREAS, the Community Advisory Board encourages the management of WTTW to produce and broadcast as many candidate debates as possible; to offer as many candidates for public

office, particularly at local levels of government, opportunities to present broadcast statements to the public of their respective views and credentials; and to conduct as many newsmaker interviews of candidates that are as searching as possible; all consistent with the highest standards of professional journalism, including the ethics of accuracy, fairness, and balance that are part of professional journalism; and

WHEREAS, the Community Advisory Board is concerned that the revival of the Fairness Doctrine in any guise, including that of the regulation of Federal campaign contributions, would run the risk of inhibiting WTTW and other broadcasters from offering the most robust coverage possible of political campaigns

WHEREAS, in the case of *Fishman v. WCVB-TV*, Fed Elec. Comm'n MUR No. 6703 (December 19, 2013), although the Federal Election Commission dismissed a complaint brought by an uninvited candidate seeking to hold that a television station that hosted a debate among other candidates, the Commission did not do so on the broad ground that such a complaint is beyond its jurisdiction and authority but, instead, on grounds that the broadcaster had adopted criteria of inclusion for the debate that were, in the judgment of the staff of the FEC, not unreasonable; and

WHEREAS, the manner in which the Federal Election Commission decided *Fishman v. WCVB-TV* suggests that some FEC Commissioners and some members of the FEC staff contemplate the assertion of authority of the FEC to regulate decisions of broadcasters with respect to the staging and / or broadcasting of candidate debates or otherwise covering campaigns and candidacies and offering free air time to candidates; and

WHEREAS, it is the considered judgment of the Community Advisory Board that any such assertion of regulatory authority by a government or government agency would be akin to an effort to revive the Fairness Doctrine and would present all the dangers and evils that would inhere in any such revival; and

WHEREAS, it is further the considered judgment of the Community Advisory Board that any such assertion of regulatory authority by a government or government agency would threaten the freedoms of speech and of the press, would inhibit the free flow of information, would interfere with the rights of broadcasters, including WTTW, to exercise the discretion necessary for the sound practice of journalism, and would otherwise not be in the best interests of the community;

NOW, THEREFORE, BE IT RESOLVED BY THE WTTW COMMUNITY ADVISORY BOARD:

1. The WTTW Community Advisory Board finds that any attempted assertion by the Federal Election Commission to regulate and control of the content of broadcasting with respect to matters of public importance, including candidate debates and the coverage and candidates and campaigns, would be injurious to the mission of public broadcasting, in general, and WTTW, in particular.

2. The WTTW Community Advisory Board opposes any attempt by the Federal Election Commission to regulate the conduct of broadcast candidate debates or the coverage by broadcasters of candidates and campaigns.

3. A copy of this Resolution shall be sent to the Management and Board of Trustees of WTTW.

4. A copy of this Resolution shall be sent to the Chairman and Members of the Federal Election Commission.

5. A copy of this Resolution shall be sent to each Senator and Representative representing Illinois in the United States Congress.

Adopted in plenary session on April 22, 2014.

For the Community Advisory Board,

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

JOSEPH A. MORRIS
Chairman

Dated: April 22, 2014.

EXHIBIT

B

DRAFT RESOLUTION

Recommending that WTTW Establish
a Content Acquisition Agenda

Proposed, August 19, 2014

WTTW COMMUNITY ADVISORY BOARD

RESOLUTION

Recommending that WTTW Establish a Content Acquisition Agenda

WHEREAS, WTTW acquires the content it disseminates from many sources, including in-house production, production by independent producers, and production through sources connected to WTTW through the Public Broadcasting System (PBS) and the Corporation for Public Broadcasting ; and

WHEREAS, WTTW currently has no philosophy or strategy of content acquisition, but acquires content as opportunities arise or as needs manifest immediately themselves; and

WHEREAS, giving thought in advance to subjects of content desired for acquisition might enhance the quality of programming and program planning, without sacrificing the ability to acquire content as opportunities arise or as needs immediately manifest themselves; and

WHEREAS, periodically listing the subjects of content that the station wishes to acquire would aid both management and the Community Advisory Board in evaluating whether or not the station's programming and acquisition policies serve the educational and cultural needs of the community that the station serves; and

WHEREAS, periodically publishing a list of the subjects of content that the station wishes to acquire might (a) induce producers of content to plan ahead to direct their work to meet the needs and desires of the station and (b) induce donors and funders of projects to step forward to contribute to the acquisition of content that they are interested in supporting;

NOW, THEREFORE, BE IT RESOLVED BY THE WTTW COMMUNITY ADVISORY BOARD:

1. The WTTW Community Advisory Board recommends that WTTW establish a Content Acquisition Agenda, consisting of a list of subjects and other characteristics of programming that the station desires to acquire for public dissemination through broadcasting and other channels; that the station periodically revise the Content Acquisition Agenda as its needs and desires change; and that the station periodically publish the Content Acquisition Agenda so as to induce producers of content to meet the station's current and projected needs and to induce donors and funders of programming to budget to support the acquisition of such content.

Proposed by:

JOSEPH A. MORRIS

August 19, 2014.

EXHIBIT

C

Memorandum from
Dan Soles
Senior Vice President and Chief Television Content Officer of WTTW
to the WTTW CAB
regarding
the CAB's Pending Resolution
on establishment
of a Content Acquisition Agenda

October 21, 2014

TO: WTTW's COMMUNITY ADVISORY BOARD

I'd like to thank the CAB and its members for offering the resolution calling for the station to adopt a Content Acquisition Agenda. WTTW could create such a document, but it would include an almost endless list of subject matter---in the arts, sciences, humanities, and public affairs---and therefore would probably not be particularly useful, to content producers or WTTW. It is also important to point out that the station's discretionary program acquisition budget is very small, and that we are not in a position to commission content from independent producers.

WTTW looks to acquire its' content from varied sources. Traditional public television outlets like PBS, American Public Television and the BBC are often used, but they are not the only resource. WTTW has a constant dialogue with the independent producer community in a quest for watchable content, particularly locally focused content. The type of program we look for varies dramatically depending on the genre, the vision, and abilities that come from the content creator. Ultimately, what peaks our interest is a creative passion from the producer and the ability to put together an engaging narrative. We look to acquire a program or film that will engage audiences and generate interest and dialogue around the topic profiled.

WTTW meets with a half-dozen or more independent producers each month about their completed (or nearly completed) programs. Here are three examples of films that have aired recently or will be broadcast soon on WTTW that reflect the diversity of content selection. All of these productions came from Chicago filmmakers and have a strong local component.

- **Old St. Patrick's Church: A Chicago Renaissance Story:** Mike Leonard ('The Ride of Our Lives,' 'Catholicism') tells the inside story of how the west Loop's St. Patrick's Roman Catholic Church, known to residents as Old St. Pat's, transformed itself from an empty church in a declining neighborhood into a Chicago hub of worship, culture, social life, education, and service -- revitalizing a then-struggling West Loop.
- **Spilled Water:** This film explores how the economic transformation of China is changing the roles, rights, and social status of its women. Wanting to connect with her 'distant sisters', decades after emigrating to the United States, May returns to China and explores the very different lives of four women: a rural farmer who, against all odds, became a teacher; a successful lawyer in a male-dominated profession; a divorced factory worker struggling to brighten her daughter's future; and an ethnic minority singer torn between her dreams, and her responsibilities as a peasant's wife. From the urban hustle of Beijing to the desolate beauty of rural provinces, their intimate stories show us why gender equality in China is so rare, hard-earned, and worth the struggle.
- **Hairy Who and The Chicago Imagists:** A lavishly-illustrated romp through Chicago Imagist art: the Second City scene that challenged Pop Art's status quo in the 1960s, then faded from view. Forty years later, its funk and grit inspires artists from Jeff Koons to Chris Ware, making the Imagists the most famous artists you never knew.

The process of getting these programs to be considered for broadcast on WTTW was pretty straightforward. How we evaluate that content depends on the genre, as well as professional judgments that are not always precise, but balance many criteria including informational or journalistic value, aesthetics, and technical considerations. WTTW is committed to acquiring independently produced content. However, acquiring that content does not lend itself easily to a written prescription. That is why, wherever possible, we like to meet with producers about their projects.

I appreciate the CAB's continued interest in WTTW content, and support for our content gathering efforts.

Sincerely,

Daniel Soles
Senior Vice President and Chief Television Content Officer
WTTW

EXHIBIT

D

WTTW News Standards

May 5, 1988

WTTW NEWS STANDARDS

May 5, 1988

THIS IS A CONFIDENTIAL DOCUMENT THAT IS TO BE USED FOR
INTERNAL PURPOSES ONLY

WTTW NEWS STANDARDS
TABLE OF CONTENTS

INTRODUCTION	
I. JOURNALISTIC DUTY OF FAIRNESS	
A. General.....	2
B. Elements of Fairness	2
C. Balance	3
II. STANDARDS FOR NEWS GATHERING, INTERVIEWS, COVERAGE OF EVENTS	
A. Misrepresentation	4
B. Interviews	4
C. Identification of Sources	5
D. Investigative Reporting.	6
E. Staging/Re-creations/Influencing Behavior	6
F. Distinction Between Analysis and Editorializing .	7
G. Use of Material From Outside Sources.....	7
III. PERSONAL STANDARDS/ CONFLICTS OF INTEREST	
A. Acceptance of Gifts, Services, Transportation, Accommodations	9
B. Bribery by or of Employees	9
C. Payola	9
D. Social Relationships	9
E. Participation in Lectures, Seminars	10
F. Testimonials and Endorsements	10
G. Conflicts of Interest	10
IV. LIBEL LAW	
A. Background and Definitions	12
B. Defenses	12
C. Standard of Care	13
D. Television Editorials	13
E. Republication	14
F. Correction of Errors	14
V. RELEASES	15
VI. LEGAL RIGHT TO PRIVACY	
A. Disclosure of Private Facts	16
B. Invasion of Privacy by Intrusion	16
C. Trespass	16
D. Electronic Surveillance and Eavesdropping	16
VII. FREE PRESS AND FAIR TRIAL	

A.	Prejudicial, Pre-trial Publicity	19
B.	Courtroom Closures	19
VIII.	F.C.C. RULES	
A.	Fairness Doctrine	20
B.	Personal Attack Rule	20
C.	Equal Time	21
D.	Broadcasts of Phone Conversations	22
E.	Broadcast of Taped or Recorded Material	22
IX.	EDITING AND PRODUCTION STANDARDS	
A.	Editing	23
B.	Use of Music, Special Effects, Sound Effects	23
C.	Use of Pre-recorded Material in Live News Broadcast	23
D.	Avoid Pre-screening for Interested Parties	24
E.	Statutory Duty to Disclose Services/ Consideration Furnished -- Payola	24
F.	Obscene and Objectionable Matters	25
X.	POST-PROGRAM STANDARDS	
A.	Policy for Correcting Errors	26
B.	Distribution of Programs and Clips	26

INTRODUCTION

These guidelines are intended to help reporters and producers exercise good judgment in producing news and public affairs programs. This document is a summary of the most important of such standards and practices; it is not a comprehensive statement. Producers are encouraged to seek the advice and guidance of the Vice President of Production and Director of Production (hereinafter "Production Division Management") when confronted with a specific situation.

Please note that wherever the term "producer" is used, it is meant to include reporters, crew members and other personnel involved in the production of nEws, and current affairs programs and program segments.

If a producer encounters a situation not covered by these guidelines, he or she should consult with the Executive Producer, Director of Production or Vice President of Production, whomever is appropriate under these guidelines.

We invite your comments and thoughts concerning these guidelines.

I. JOURNALISTIC DUTY OF FAIRNESS

A. General

The producer must be sensitive to issues of fairness. Fairness is critical to the integrity and credibility of a program.

When a program seems to the viewer to be unfair, it defeats itself. A journalistic series will be destroyed if it develops the reputation of being unfair.

In making a good-faith effort to discover and report the truth, the current affairs producer performs - a vital function. He or she serves the public's right to know and guards the right of a free press to discuss, question and challenge the actions of our government and of our public and private institutions. Producers who lack a sensitivity to fairness in carrying out this function jeopardize the public's trust and risk being seen as prosecutors or propagandists for special interests.

B. Elements of Fairness

Specifically, fairness means that producers:

1. will approach stories with an open and skeptical mind and a determination through extensive research to acquaint themselves with a wide range of viewpoints;
2. will try to keep personal bias and opinion from influencing their pursuit of a story;
3. will carefully examine contrary information at any point in a production;
4. will exercise extreme care in checking the accuracy and credibility of all information they receive, especially as it may relate to accusations of wrongdoing, and will attempt to contact the principals of such accusations for their comments;
5. will give individuals subjected to a "personal attack" (meeting the criteria set forth in clause VIII.B. herein) the opportunity to respond to those personal attacks;
6. will represent fairly the words and actions of people portrayed;
7. will inform individuals who are the subject of an investigative interview of the general areas of questioning in advance and, if important to accuracy,

- will give those individuals an opportunity to check their records;
8. will try to present all significant facts a viewer would need to understand what he or she is seeing, including appropriate information to frame the program; and,
 9. will always be prepared to assist in correcting errors.

C. Balance

When there are conflicting viewpoints or, opinions on subjects treated within a program, fairness does not require equal time being accorded to conflicting opinions. However, it does require the acknowledgement of, and responsible statement of, those conflicting opinions.

II. STANDARDS FOR NEWS GATHERING, INTERVIEWS, COVERAGE OF EVENTS

A. Misrepresentation

In general, a person should know that his or her participation or cooperation in a documentary production is being sought and the reasons therefor.

Material gathered under false pretenses may not carry the same implication of consent that otherwise applies to information freely given to a journalist. The use of a false identity may be justified but only in the rarest of circumstances, and may not be made without advance approval by the Production Division Management.

In some cases, an important story cannot be done without the producer's withholding his or her identity. Such cases are still exceptional and should be discussed in advance with Production Division Management.

B. Interviews

1. Rehearsed Interviews Prohibited

Interviews which are not spontaneous and unrehearsed are prohibited unless specifically approved by Production Division Management. The extent to which an interview is not spontaneous and unrehearsed must be adequately disclosed in the broadcast--and the

interviewee should be informed, prior to the interview, that this will be done.

An interview is not spontaneous or unrehearsed if:

- questions are submitted to the interviewee in advance (but the interview will be considered spontaneous and unrehearsed if the advance submission consists merely of an outline of the general areas from which specific questions will be drawn); or
- there is an agreement not to use a particular general area as the basis for specific questions; or
- there is an agreement not to ask specific questions; or
- the film, tape or transcript of the interview is submitted to the interviewee for approval or for participation in the editing process.

Rehearsal of physical position and movement on camera does not, for the purposes of this standard, constitute rehearsal of the interview.

2. Payments for News Interviews Prohibited

Interviewees may not be paid for participation in hard news or hard news-oriented broadcasts. Interviewees in other broadcasts may be paid subject to prior approval of the Production Division Management.

3. Interviews with Victims

Interviews with victims of accidents or other tragedies or their relatives should be used only when they are essential for the story; for example, when they throw light on what happened or drive home a point which might help avoid future tragedies. The producer should exercise restraint in soliciting and conducting this type of interview.

C. Identification of Sources.

1. General Rule

One cardinal responsibility of the producer is to present all significant facts. That means clearly identifying those who speak to camera or who are

invoked as authority for a statement.

2. Relevant Interests of Interviewee

Identification must also include relevant information about the character of the source. It would be misleading, for example, to include the name of a person being interviewed about capital punishment but omit the fact that he or she was on death row. By extension, any special interest the speaker or interviewer might have that could motivate his or her speaking should be made known in the program (e. g. the speaker is an officer of the corporation being discussed).

3. Anonymous Sources

Use of an anonymous source may be required under special circumstances. Anonymity may be a condition of access to information which is of special relevance or to protect a person from harm. In any case, it should be resorted to only when no other route to the same information is possible and only with the knowledge and approval of Production Division Management.

The reasons for anonymity must be given to management, and as much information about the source should be given short of that sufficient to identify him or her. Production Division Management retains the right, of course, to refuse to air stories relying upon anonymous sources. For broadcast purposes, enough information about the character or nature of the source must be given to the viewer to establish the credibility of the story.

4. Investigative Reporting

The obligations of producers are generally not different from those of a citizen when it comes to obeying the law. PRODUCERS MUST OBEY THE LAW. It is particularly important that the producer not violate the rights of others in pursuit of a story.

Knowledge that a crime has been committed or is going to be committed which endangers the person or property of others must be reported promptly to the appropriate public officials and to station management.

Exceptions to the duty to report may be called for (i) when the producer is investigating the misconduct of a public official and (ii) in additional special cases (e.g., demonstrating lax law enforcement by violating the law in which case such violation of law might be permissible). Any such situation should be approved in advance by Production Division Management and the President. Any case in which the producer feels he or she might violate the law should be brought to Production Division Management's attention, who will consult with station management and Legal and Business Affairs.

5. Staging/Re-creations/Influencing Behaviors

WTTW news and public affairs broadcasts must report facts exactly as they occur, not create or change them. For this reason, staging events for the camera is prohibited. A producer may not say or do anything which would give the viewer or listener an impression of time, place, event, or person which varies from the facts actually seen, heard, or recorded.

It may be necessary upon occasion to re-create an event for subsequent broadcast. In each situation, however, the fact that a re-creation is being broadcast must be made explicitly clear to the viewer and the re-creation must be a faithful reproduction of the original event. Re-creations should be used sparingly.

Use of the "docudrama" or dramatized documentary for an entire program or large portions of a program carries with it a major risk of viewer skepticism. This arises from the inherently lower believability of dramatization and from public criticism of this form in recent years. Thus, it is a form to be avoided if other standard documentary techniques are available. There may, however, be unusual instances where no other techniques effectively convey the truth.

In dramatizing a trial transcript, the record may be edited, but should otherwise be presented verbatim and in context. All continuity and transitional material should clearly be distinguishable from the verbatim dramatization.

It should be noted that these guidelines are to be applied specifically to news and public affairs programs and are not meant to limit the creative development of fictional television properties, which may be based on historic events.

Production personnel should not allow their presence to affect or influence behavior at the place of a news event, such as in the situation where the presence of cameras will encourage the staging or intensifying of demonstrations or riots.

F. Distinction Between Analysis and Editorializing.

Analysis and commentary are permitted and encouraged, but editorializing is not. It is recognized, however, that it may be difficult, on occasion, to distinguish between editorializing and commentary or analysis. Among features that distinguish editorials from analysis or commentary are that an editorial recommends a course of action, makes a normative judgment or states a personal preference. An analysis or commentary interprets the meaning of events and seeks to answer such questions as what has caused the event and what its consequences may be.

Editorials are now permitted on public television by the FCC. Although WTTW does not currently present editorials, WTTW policy dictates that any editorials permitted to be broadcast must be separate and distinct from news and public affairs programs and must be approved prior to broadcast by the President and Production Division Management.

Each item in a hard news broadcast which consists entirely or substantially of analysis or commentary should be identified by the use of terms such as "commentary," "background'," "perspective" or any similar term which will disclose that a news event is being analyzed.

G. Use of Material From Outside Sources

No hand-outs (film, tape, written document or other material) may be included or used in a WTTW broadcast unless these standards are satisfied:

1. The source of the hand-out must be clearly identified in the broadcast;
2. The hand-out must be edited to the full extent necessary for the removal of all propaganda or plugs unless the propaganda or plug aspects of a hand-out are relevant to, and are being examined in, a broadcast (but only if they are clearly identified in the broadcast as propaganda or plugs).
3. Written hand-outs (and scripts accompanying recorded hand-outs) are discouraged and should be relied upon primarily as source material subject to the usual verification procedures.

Questions of whether other (non-handout) material from outside sources may be used without clearance (under the Fair Use Doctrine or other theories) should be directed to Legal and Business Affairs. For a discussion of Fair Use, please refer to the Copyright Section of the material from the 1987 Legal Seminar.

III. PERSONAL STANDARDS; CONFLICTS OF INTEREST

A. Acceptance of Gifts, Services, Transportation, Accommodations Prohibited.

DO NOT ACCEPT GIFTS. As a general rule, the producer should pay his or her own way. Where, for special reasons, his or her costs must be borne by another, prior approval by Production Division Management is necessary and acknowledgement of that service must be made within the program or the credits.

In connection with an assignment, employees shall not accept free transportation, accommodations, services or gifts (other than routine gifts of insignificant value).

Business meals may be accepted, however, on an occasional and reasonable basis, if the primary purpose of such meals is the maintenance of important news contacts or the eliciting of news information or background, and the situation is such that any effort by the employee to pay for the meal would be awkward.

B. Bribery by or of Employees.

A producer shall not accept gifts, money or other consideration from any third party given for the purposes of influencing the producer's decision: (i) to purchase or acquire for the station any product, article, object or service; (ii) to use as a stage property or otherwise have included or appear on a program any product, article, object or service; or (iii) to mention on any broadcast the name of any product, article, object or service.

C. Payola.

See Paragraph IX.E.

D. Social Relationships

In general, personnel in their personal, non-company related activities should be guided by a vigilant awareness of their own responsibilities as journalists. Such awareness should include not only their own perception of a potential conflict of interest and potential diminution of their, and the station's integrity, but also the potential perceptions of others.

Since it is not unusual for news personnel to have social relationships with the people concerning whom they report, or are reasonably likely to report, nothing in these guidelines should be construed to inhibit the normal and reasonable exchanges of social amenities. But the primary relationship between host and news personnel guest must genuinely be social and personal.

E. Participation in Lectures, Seminars.

Since personnel may be in demand for appearances as lecturers, they may accept transportation, accommodations and a normal fee provided such considerations are given for legitimate services rendered (i.e. a lecture, panel appearance or discussion program with the audience). However, acceptance of transportation, accommodations or any other consideration for an appearance at a function or event where no such legitimate service is rendered is not permissible.

Participation in seminars or academic meetings should be measured as carefully as invitations to lecture. It is one thing for individuals and groups to ask a newsperson to share his or her expertise; it is another to ask the newsperson to share his or her opinions.

F. Testimonials and Endorsements.

Employees, whether or not they receive payment therefor, may not participate in testimonials for, or endorsements of, (i) products, services, industries or companies or (ii) causes (no matter how worthy or non-partisan) or (iii) publications, of any kind, which are identified with a particular ideological point of view, generally, or have adopted partisan positions with respect to specific controversial issues.

WTTW NEWS AND PUBLIC AFFAIRS PERSONNEL CANNOT BE PUBLICLY IDENTIFIED WITH ANY POLITICAL CANDIDATE NOR TAKE A PUBLIC STAND ON ANY CONTROVERSIAL ISSUE.

G. Conflicts of Interest

1. Personal Involvement in a Story That is Being Covered

Personnel who are covering a news event must not participate in that event in any way or for any reason. A producer's responsibility is to report and record news events -- not to initiate or shape them.

2. Financial and Other Interests

Any person who has a material interest (financial or other personal stake) in a subject under examination in a documentary or other program shall make that interest known to Production Division Management. It is each producer's responsibility to monitor any interest of those he or she hires to carry out a project.

3. Insider Information

A producer or other member of the production team may become aware of information which would lead

to personal gain, particularly in the case of "inside information" regarding a publicly traded company. Acting on that knowledge prior to broadcast may be illegal.

Reporting may involve coverage of specific corporations. During the course of such reporting; WTTW personnel may become "insiders" by learning of sensitive information not previously disclosed to the public, the disclosure of which might affect the price of a corporation's securities. Disclosure of non-public information concerning a corporation other than in a news or public affairs broadcast, and/or the use of such information by WTTW personnel for private gain, is clearly improper and could result in potential civil and/or criminal legal consequences. Such practices are expressly forbidden.

Even after information concerning a corporation has been disclosed in a WTTW broadcast, legal restraints may still exist for a period of time thereafter on the trading in securities of that corporation by personnel involved in the broadcast. The purpose of these restraints is to allow sufficient time for the dissemination of information to insure its availability to all parts of the investing public and to provide all investors with an equal opportunity to make informed investment decisions.

IV. LIBEL LAW

A. Background and Definitions

Words, pictures, headlines, drama, cartoons, etc. that expose a "person" (living individuals and, to a limited extent, corporations) to public hatred, shame, disgrace or ridicule or induce an ill opinion of a person are libelous. There are two types of libel:

1. LIBEL PER SE: The statement is defamatory on its face usually falls into one of four categories:
 - a. Imputation of a serious crime involving

- moral turpitude;
 - b. Claim that a person is the carrier of a loathsome disease;
 - c. Attack on a person's competency in a business, trade or profession;
 - d. Unchastity (not clear whether this pertains to both sexes).
2. LIBEL PER QUOD: A statement which requires the addition of extrinsic facts before its defamatory meaning is apparent. Example: A newspaper publishes a report (which is false) that a woman has given birth to twins. The woman establishes in court that she had been married only one month at the time of that publication and that this fact was known by third party acquaintances of the woman when those acquaintances read the story.

B. Defenses

1. Truth: The only unconditional defense is being able to PROVE the truth of the allegedly defamatory statement.
2. Qualified Privilege: The press has the right to report even defamatory statements made during the course of judicial, legislative, public and official proceedings and found in the contents of most public records. Those reports, however, must be a fair and accurate summation of the statement and/or event.
3. Fair comment and criticism: A defamatory matter that consists of comment and opinion with reference to matters of public interest or importance is not actionable (editorials, movie and stage play reviews, etc.). Any facts noted in these types of reports, however, must be accurate.
4. Equal Time Statements: Broadcasters have absolute privilege to broadcast even libelous statements of political candidates who are given air time under the "equal time" rule.

C. Standard of Care

1. Public Officials and Public Figures

- a. In 1964, the United States Supreme Court held in *New York Times v. Sullivan* that a public official cannot recover damages for an allegedly defamatory report concerning

the conduct of that person's official duties unless the official can prove "actual malice" on the part of the reporter. Actual malice is more than spite, hatred, ill will or intent to injure on the part of the reporter. Actual malice means the reporter knew the report was false or acted in reckless disregard as to the report's truth or falsity. This rule has been extended from public officials (elected and appointed) to public figures (celebrities, sports figures, political candidates, etc.).

b. Examples: A recent decision by the U.S. Court of Appeals for the Seventh Circuit (Brown & Williamson Tobacco Corp. v. Jacobson) noted that documents destroyed in bad faith while litigation is pending would be presumed to be unfavorable to the party that has destroyed them; therefore, the court would further presume actual malice of the reporter's employer, CBS. Another example of actual malice was found in this case: a reporter admitted that he knew a statement he had attributed to the plaintiff corporation had actually been made by another corporation. When attributed to the plaintiff, the statement put the plaintiff in an unfavorable light.

2. Private Persons: Private persons need only prove that the reporter was negligent in making the defamatory statement. Consequently, the burden of proof is much easier for the plaintiff to meet in a libel suit in which the plaintiff is a private person.

D. Television Editorials:

In the Jacobson case, the Seventh Circuit struck a rather ominous chord in its discussion of damages to be awarded the plaintiff corporation. That warning is reprinted here for your reference:

"[T]he libelous material was a television broadcast and not a newspaper editorial. Television is a more intense and more focused

medium. It allows the libeler to come into peoples' homes and deliver essentially in person a powerful libelous statement using various voice inflections to add power to the message. Television also allows for the use of, graphics to emphasize the libelous material. ...[T]he message that [the reporter in this case] delivered was an extraordinarily powerful one. ...[T]he power of [the reporter's story] was greatly enhanced because of the medium through which it was delivered."

The Legal and Business Affairs Department should be consulted without hesitation whenever libel questions arise or potentially libelous statements are considered for broadcast. Libel law is much more complicated than this outline might suggest.

E. Republication. Please note that a broadcaster can be liable for libel by merely airing defamatory comments made by others not affiliated with the broadcaster.

F. Correction of Errors. Errors which lead to defamatory statements should be corrected as soon as possible after they have been discovered in accordance with the policy set forth in Paragraph X. A. below. Apart from the obvious journalistic/ethical reasons for corrections, they may also end the prospect of litigation or, if litigation nevertheless ensues, a correction made before litigation occurs may lessen the amount of damages WTTW may be forced to pay to a successful libel plaintiff.

V. RELEASES

Producers of all WTTW programs should obtain broadcast releases from virtually all program participants. This is especially critical in situations involving controversy, minors or scenes showing people held against their will, i.e., prisons.

Obviously, it is not always possible or practical to obtain releases in every circumstance, i.e., crowd or audience shots. Exceptions to the policy of obtaining releases may be made in certain circumstances, but these exceptions must be discussed in advance with Production Division Management

and Legal and Business Affairs. Under no circumstances may a producer unilaterally decide not to attempt to obtain broadcast releases from program participants. Please understand that there will always be limitations involving the use of scenes where broadcast releases cannot be obtained.

Upon completion of all projects, it is the responsibility of the producer to review the broadcast release files and to make certain there are not unresolved issues concerning program participants who have not signed release forms. It is extremely important that producers read every release to make certain that no changes have been made by program participants. If participants modify the release language, please contact Legal and Business Affairs immediately.

A very limited exception to our general policy involves "hot news." If an event is videotaped for immediate broadcast as "hot news", releases will not be required. Although crowd and audience shots do not require individual releases, notices informing the public that videotaping is taking place should be posted if possible. These signs are available in English and Spanish from Legal and Business Affairs.

The need for releases from program participants is critical because WTTW may distribute the program(s), or portions thereof, on public television at a later date or in other media. In addition to the current practice of obtaining releases from studio guests, we strongly urge that producers obtain releases from participants interviewed on tape for inclusion in a video package. If the producer does not obtain releases, the subsequent use or distribution of the program, or portions thereof, may be prohibited.

The above policy is certainly not intended to limit a producer's ability to produce quality programming or to create additional, unnecessary work. In an era of increased litigation, the securing of broadcast releases becomes especially important, not only to protect WTTW, but also to protect each producer.

VI. LEGAL RIGHT TO PRIVACY

A. Disclosure of Private Facts. The public disclosure of private facts concerning a person may subject the station to liability for invasion of privacy. The test

used to determine the definition of "private facts" is whether their disclosure would be highly offensive to a reasonable person. The fact that the private facts disclosed concerning the person are true is no defense. Note, however, that person's right to privacy is balanced against the First Amendment freedom of the press and the public's right to know about matters of legitimate public concern (e.g. Gary Hart and 1988 presidential campaign).

B. Invasion of Privacy by Intrusion.

Generally, this is an intrusion into another person's seclusion in a manner highly offensive to a reasonable person. Examples: Peeping Tom; opening another person's mail; unauthorized entry of TV crew accompanying paramedics into heart attack victim's bedroom constituted invasion of victim's spouse's privacy.

1. Basic Trespass.

Reporters and camera operators are private citizens subject to the normal restrictions on access to property. Most of these restrictions are common sense to us, as we live by them daily. Governmental restrictions on access to public property must be justified by security or other Constitutionally valid concerns, whereas the owner of private property may generally exclude persons for any reason or no reason at all. While the owner of a private restaurant, shopping mall or office building may open it to the public, he or she may reserve the right to refuse access except for discriminatory reasons. The First Amendment does not override the basic private property right of exclusion.

This means that when the owner of private property tells a media representative to leave, he or she must do so, or face criminal penalty and lawsuit. For a variety of reasons, access may be denied to public property as well. Production personnel who are ordered to leave property should contact Production Division Management immediately.

2. Electronic Surveillance and Eavesdropping.

A majority of states have statutes concerning surveillance and eavesdropping. The basic concern is that of intrusion on a person's right and expectation of privacy. It should be noted at the outset that even if a method of surveillance or eavesdropping is allowed by state law, the content of a resulting broadcast may still be deemed an invasion of privacy, depending on whether a private person or private matter is involved.

a. Sound--Eavesdropping

Eavesdropping is the listening or recording of an oral conversation without the level of consent required by state law. Use of a mechanical or electronic device is usually part of the offense.

In Illinois, the use of a device to hear or record a private oral conversation requires the consent of all of the parties to the conversation. Eavesdroppers, and those who use or divulge information that they should reasonably have known was obtained through eavesdropping, are guilty of a felony and may subject themselves and their employers to actual and punitive damages.

Eavesdropping can occur through the use of microphones, hidden or disclosed, and through wiretaps, recording devices, speakers or other devices attached to phones. A glass put up against a wall to facilitate hearing could qualify as a device for eavesdropping. The purpose need not be clandestine; the reporter may merely be recording a conversation in order to verify notes later.

Consent may be implied when a person speaks into the reporter's obviously visible microphone. In all other situations, each participant to a conversation must be informed of the recording or listening device used and give clear consent. Even if

applicable state law does not require disclosure to all communicants, a producer must obtain the permission of Production Division Management before using a recording or listening device without the full consent of all parties.

b. Visual-Surveillance

Surveillance is the secret observation of the activities of another person, as distinguished from eavesdropping, which concerns the interception of sound only. As in eavesdropping, the activity is subject to the law of trespass. Remember also that even if the method of gathering information is legal, the broadcast of truthful information may be deemed an invasion of privacy.

Surveillance, especially by camera, is legally risky. It should never be done without the approval of Production Division Management. Any of the following elements would make surveillance illegal or extremely risky:

- Lack of permission from property owner.
- Use of factual misrepresentations to gain access.
- Surveillance of a subject who is in a place or carrying out an activity where privacy should be expected.
- Surveillance of a subject who is not a public figure and not engaging in activity of public interest.

Remember that the accompanying use of a hidden microphone or other audio recording device raises legal concerns about eavesdropping as well.

VII. FREE PRESS/FAIR TRIAL

A. Prejudicial Pre-trial Publicity

Certain news stories that are broadcast before a jury has been impaneled for a criminal trial can lead to

substantial allegations that the defendant can no longer obtain a fair trial. These news stories would include disclosure of the defendant's confession, his/her prior criminal record or detailed "evidence" against the defendant (e.g., interviews with people who allege they have seen things or know things which establish the defendant's guilt).

Juries are supposed to reach verdicts based only on the evidence they hear in court. Some of the information contained in news stories about the crime, for very legitimate civil liberties reasons, may be inadmissible at trial.

Where public officials, however, publicly announce, in newsworthy circumstances, particular evidence pointing to the guilt of a person, the news media certainly have a right to report such announcements.

B. Courtroom Closures

The closing of a court proceeding (including pre-trial hearings and the jury selection process) to the press and the public (an exclusionary order or prior restraint) should always be objected to in court, if the press is permitted to address the court, by one or more members of the news media on the basis of both the state constitution's and the U.S. Constitution's guarantee of a free press.

These same objections should be made by the news media if a judge orders the sealing of pre-trial or trial documents.

Information regarding criminal proceedings, even the names of juvenile rape victims, may be broadcast if that information is obtained from public records related to the criminal proceeding. Sensitive information of this type, however, should be broadcast only after consulting with Production Division Management.

VIII. F.C.C. RULES

A. Fairness Doctrine

The Fairness Doctrine, which required that

broadcasters air controversial issues of public importance and afford a reasonable opportunity for the presentation of contrasting points of view, is no longer enforced. The FCC determined in 1987 that the doctrine violated broadcasters' First Amendment rights. Congress or the FCC may at some future point promulgate less-restrictive alternative legislation or regulations incorporating portions of the Fairness Doctrine.

Despite the FCC's action, WTTW will retain its policy of encouraging the presentation of opposing points-of-view on controversial issues of public importance over its air in various programs and formats. Please note that there is no requirement that opposing views be presented on the same program. In addition, the station does not have to present every possible viewpoint or provide the opportunity to give a direct response to a particular program (i.e. no point/counterpoint programming required). The station's general objective is simply to have presented, over time, a balance of viewpoints on controversial issues of public importance.

B. Personal Attack Rule

If an attack is made upon the honesty, character or integrity of an identified person or group, in connection with a controversial issue of public importance, FCC regulations state that the broadcaster MUST, within 7 days:

1. notify the person or group;
2. provide a script or videotape of the attack;
3. offer a reasonable opportunity to respond on-air

Exceptions to the Personal Attack Rule:

1. Non-controversial issues
2. Attacks on foreign groups or foreign public figures
3. Attacks against any person or group by legally qualified candidates or their authorized spokespersons made during newscasts, news interviews or documentaries.
4. Any personal attack by one legally qualified candidate or spokesperson upon another such candidate or spokesperson.
5. Bona fide newscasts, news interviews or coverage of

- news events, including commentary or analysis (but this exemption does not extend to editorials).
6. Attacks not based on moral turpitude or character (e.g. imputation of political motive of appointed official; accusation of incompetence; criticism of reasoning, conclusions, ability or knowledge).

If a producer feels that a Personal Attack of the type prohibited by this rule has taken place, the producer should immediately contact the Vice President of Production who will contact the Broadcasting Division and Legal and Business Affairs.

C. Equal Time

1. General Rule.

Section 315 of the Federal Communications Act requires that a station which permits a legally qualified candidate for any public office to use its air must afford equal opportunity to all other legally qualified candidates for that office to use the station's air.

- A "legally qualified" candidate is defined as one-who:
- a. has publicly announced his or her candidacy;
 - b. meets the qualifications, prescribed by the applicable laws to hold the office for which he or she is a candidate; and
 - c. either: 1) has qualified for a place on the ballot, or 2) has publicly committed himself or herself to seeking election by the write-in method and is eligible under the applicable law to be voted for by write-in or other method and makes a substantial showing that he is a bona fide candidate for nomination or office.

A "use" includes all non-news appearances, even the broadcast of a motion picture in which the candidate appeared as an actor.

Broadcasters are not affirmatively required to afford any candidate air time. If a broadcaster does afford a candidate air time, however, the requirements of Section 315 may apply. All requests for equal time must be made by opposing candidates within one week of the first candidate's broadcast.

The term "Equal Time" may be a misnomer. In fact, Section 315 does not actually require equal "time", only equal "opportunity". "Equal opportunity" does not mean a broadcaster must give an opposing candidate exactly the same amount of air time given to the first candidate; nor does it mean the opposing candidate's broadcast must be presented in the same time period as the first candidate's broadcast. However, the amount of time and time period must be of comparable desirability. The FCC generally will defer to a good faith judgment by a broadcaster as to what "equal opportunity" requires in a given situation.

Section 315 prohibits a broadcaster from censoring remarks made by a candidate as a result of the exercise of his or her "equal time" rights.

2. Exemptions

This rule does not apply if the candidate appears on:

- (i) bona fide newscasts,
- (ii) news interviews,
- (iii) news documentaries (as long as the candidate's appearance is incidental to the presentation of the subjects covered by the documentary) or
- (iv) on-the-spot coverage of bona fide news events (including political conventions and activities incidental to conventions).

3. Candidate Appearance Forms

Producers must complete a Candidate Appearance Form each time a candidate appears on a WTTW-produced program, regardless of whether the candidate's appearance is exempt. A copy of the completed form must be forwarded to the Vice President of Broadcasting.

D. Broadcasts of Phone Conversations

Producers must inform persons of the intention to broadcast a telephone conversation before recording it or before simultaneous broadcast of it.

E. Broadcast of Taped or Recorded Material

See discussion in Paragraph IX.C.

IX. EDITING AND PRODUCTION STANDARDS FOR NEWS AND PUBLIC AFFAIRS PRODUCTIONS.

A. Editing

In no area of documentary and news production is there greater reliance on the honesty of the individual producer than in editing. The objective of the editing process is to collect and order all significant facts in a manner that fairly portrays reality.

B. Use of Music, Special Effects, Sound and Sound Effects

It is neither realistic nor permissible to inject music bearing no relationship to the broadcast content in a hard news story merely for aesthetic background purposes.

The use of music and/or special effects can be objectionable. Music, for example, which editorializes or over-dramatizes can detract from the program's credibility. Effects and/or music should not be used if the impression created for viewer would be distorted or inaccurate.

In general, music or effects should be appropriate to and in keeping with the narrative line, and while this area is extremely subjective, the producer should guard against the temptation to use music or effects to communicate something that is not supported in the script.

Editing techniques may require the insertion, in a story with natural sound, of segments of the same story that (for technical reasons, such as equipment limitations) were filmed without sound. In those instances, sound may be added to maintain sound presence, but it (i) must, be limited to the minimum required to achieve that objective and (ii) must use natural sound obtained at a time and place related to the story.

C. Use of Pre-Recorded Material in Live News Broadcast

Under FCC Rules, pre-recorded material may not be used in any way that gives the viewer the impression that such events are happening live during the broadcast unless an announcement is made at the beginning of the program, either visually or aurally, indicating that such material is pre-recorded. Pre-recorded material should not be used in any manner that could mislead the public.

Narration and reporter tags in a pre-taped package must accurately reflect the reporter's presence or lack of presence at the scene depicted.

Copy introducing the package or following a package must also accurately reflect the reporter's presence or lack of presence at the scene.

D. Avoid Pre-Screening for Interested Parties

The broadcast should be the first publication of a documentary. Pre-screenings for reviewers is an established practice, but that is the only recognized exception to a firm rule that prohibits others from seeing a program before it is broadcast.

Only members of the production team, the producing organization and others who, at the invitation of the producer, can act as independent consultants should be permitted to view rough cuts or any segments of the videotape before completion.

Under both the station and PBS policies, funders may not exercise editorial control over a program. The funder generally may participate in generating program ideas, but the funder may not detail program content, suggest a program focus or philosophy or participate in any way in the execution of the idea and production of the program.

Examples of prohibited activity on the part of a funder include: the selection of dramas to be videotaped -in a series or veto power over the producer's decision; the reviewing of scripts, outlines or treatments; participation in editing (including the funder's mere presence in the editing room); the ability to control distribution; and the holding of the copyright.

Any action or requests which may be perceived to involve the exercise of editorial control by the funder should be reported immediately to the Vice President of Production who will consult with the President, Development and Marketing and Legal and Business Affairs.

E. Statutory Duty to Disclose Services/Consideration Furnished--Payola.

The station has a legal duty to disclose on the air the acceptance of any "service or valuable consideration" in exchange for the inclusion of any matter in a broadcast. Generally, a producer should not accept any service or other consideration which would require the station to make an on-air announcement disclosing the acceptance of such consideration.

Additionally, a producer may accept no favor, service, or other consideration which would compromise his or her role as a newsperson or give the appearance of doing so. Any exception to this policy must be approved by Production Division Management.

F. Obscene and Objectionable Matters

1. General Rule: Materials offensive to general taste (e.g., extreme violence, strong language, nudity) should be avoided where inclusion is not necessary to an understanding of the matter at hand.
2. Warnings: If objectionable material is contained in the program, the program should carry appropriate warnings to the viewer at the discretion of Broadcasting.
3. Exceptions: Recent decisions from the Federal Communications Commission give broadcasters a "safe haven" between midnight and 6:00 a.m. to broadcast certain offensive material especially that which, deals with sex or excretory activities or organs.
4. Obscenity: Obscene material should never be broadcast. The U.S. Supreme Court defines obscene as material "which, taken as a whole, appeals to the prurient interest in sex, which portrays sexual

conduct in a patently offensive way, and which does not have serious literary, artistic, political, or scientific value."

X. POST-PROGRAM STANDARDS

A. Policy for Correcting Errors

Significant errors in material facts must be corrected, clearly and promptly, in appropriate broadcasts.

The correction of an error made in a documentary (or other one time broadcast) will be included in an appropriate broadcast designated by Production Division Management. In all other cases, unless otherwise determined by Production Division Management, the production unit that made the error will be responsible for correcting it on that series. It must be clear, in any such broadcast, that a correction is being made.

B. Distribution of Programs and Clips

1. General Policy

All requests from outside parties to screen or acquire copies of programs, program footage, out-take material or similar material should be referred immediately to the Director of Production who will, unless otherwise specified herein, transmit the request to Legal and Business Affairs, Enterprises or Corporate Communications. When a request is granted, a document setting forth the specific restrictions on use should accompany the tape, audio cassette, transcript or other material. A determination of whether to grant the request will be made in light of the specific facts involved and the following policies.

2. Litigation or Investigations

As a general rule, a subpoena is required before programs, or portions thereof, will be released or made available for screening purposes or use in connection with litigation or investigations. Exceptions may be made by the Executive Vice President in consultation with Legal and Business Affairs after

consideration of, among other things, the nature of the request, whether other sources are available to the inquirer and the ramifications to the station of providing the material.

3. Program Participants

Program participants may, at the discretion of the producer and in consultation with the Director of Production, be given a copy of the program. The Director of Production shall determine whether the program participant shall be assessed a fee for a copy of the program.

UNDER NO CIRCUMSTANCES SHOULD PROGRAMS OR SCRIPTS BE PROVIDED TO PARTICIPANTS THE PRODUCER BELIEVES MAY ASSERT A CLAIM OR INSTITUTE LITIGATION AGAINST THE STATION WITHOUT FIRST OBTAINING APPROVAL FROM THE VICE PRESIDENT OF PRODUCTION WHO WILL CONSULT WITH LEGAL AND BUSINESS AFFAIRS.

4. Viewer, Distributor and Similar Requests

Outside parties (non-participants) requesting entire programs are generally viewers, educational institutions or distributors who wish to use the program for home video, audio-visual/non-theatrical, cable or syndication purposes. Use in these markets generally requires additional clearances and a fee will generally be charged for fulfilling this type of request. All such requests should be referred immediately to the Director of Production who will transmit the request to the Enterprises Division.

5. Requests for Footage

Clip License requests generally come from programs like the Today Show and Entertainment Tonight, often at the requests of the artists appearing in those clips. These requests should be immediately reported to the Director of Production who will refer the matter to Legal and Business Affairs. Clips are licensed for a fee.

6. Press Requests

Requests from the press should immediately be referred

to the Director of Production who will refer the request to the Corporate Communications Division. Corporate Communications shall be advised of emergency requests handled by Production.

7. Transcripts

Requests for transcripts should be referred to the Director of Production. Generally, these requests will be granted where transcripts are routinely made or already available. If no transcript is available, the Director of Production in consultation with the Vice President of Production will determine whether to produce a transcript and whether the inquiring party will be charged a fee for that service.

7. Requests from Political Persons or Bodies

All requests from political or governmental persons or bodies should be reported immediately to the Director of Production who will refer them to Legal and Business Affairs. The Executive Vice President in consultation with the President and Legal and Business Affairs shall determine whether such a request will be granted.

EXHIBIT

E

Program Proposal on Unemployment
and Career Transitions

Adopted August 19, 2014

WTTW Program Proposal

Originator of Proposal:

Felicia L. Townsend, M.B.A., M.Ed.
Doctoral Candidate
WTTW Program Committee Member
(773) 818-5600 ♦ ftownsend1@sbcglobal.net

Proposal Background

According to the Bureau of Labor Statistics, as of June 2014, the unemployment rate in Chicago is 7.0 percent (Retrieved on July 30, 2014 <http://www.deptofnumbers.com/unemployment/illinois/chicago/>). Although the recent rate of unemployment in Chicago has decreased by 2 percentage points from the same time last year, there is still a disproportionate number of people with college degrees who are unable to secure employment in their fields of study. Although there are a myriad of categories that encompass the unemployed population of college graduates, the segments that are prevalent among this demographic are: 1) recent college graduates who are unable to secure positions in their fields of study; 2) professionals who were laid off from their positions due to organization restructuring and other forms of job loss; and 3) career changers who voluntarily exit their positions in search of a career that is aligned with their interests and passion.

Transferable Skills (Recent college graduates and seasoned professionals)

The question then becomes, how can these various categories of the unemployed population transfer their technical and nontechnical skills gleaned from their academic studies, employment, and volunteer experiences to another field or to another employment opportunity?

Recent college graduates as well as seasoned professionals must be able to: 1) convince prospective employers that the skills gleaned in their academic studies can be applied across various fields and opportunities within their field; 2) network with professionals in fields in which they have an interest; 3) continuously sharpen their skills by volunteering their talents to nonprofit organizations and other organizations; and 4) revise their resumes and portfolios to highlight transferable skills that can be applied to different career opportunities as well as reflect their own personal brand.

Skill Development (Equipping current college students with the skills to enter the work force)

One of the keys to preparing students for the workforce is to prepare them in advance to network, volunteer, and to assess whether their current academic major aligns with their career goals and true passions. Developing these skills throughout their academic journey will give them a competitive advantage in the job market after graduation.

Proposal & Format Suggestions

The proposed *Chicago Tonight* segment will feature a **panel interview** with host Phil Ponce and provost of National Louis University, Dr. Christine J. Quinn; president and chief learning officer of Clark Consulting Group, Inc., Dr. Marilyn A. Clark; and vice president of The Mentor Group, Inc., Steve Callisher. The segment will provide recent college graduates, seasoned professionals, as well as current college students with practical insights and tips that will prepare them to apply their technical and nontechnical skills to job opportunities across a variety of fields and within their current field.

Program segment spin-off activities

Workshop Series-As a follow-up to the proposed interview on *Chicago Tonight*, the panel of experts would conduct a series of workshops that will prepare unemployed college graduates, seasoned professionals, and current college students to use new and creative approaches to marketing themselves and securing their next career opportunity. Each workshop can focus on a specific target population: **Workshop 1**-Recent College Graduates, **Workshop 2**-Seasoned Professionals, and **Workshop 3**-Current College Students.

Host Sponsor

In order to cover the cost of the workshop series, WTTW can partner with three universities to host each workshop or secure one university for the entire workshop series. As a part of the sponsorship, the university could provide the space, technical equipment (e.g., LCD projector, laptop, microphones), and parking at no charge. The university could also promote the event to their current students and alumni via their listserv, the school's website and social media platforms. WTTW could promote the workshop series on their social media platforms and website. The WTTW website could also include hyperlinked logos of the host sponsor(s).

Print Media Sponsor

WTTW could further extend the community outreach and promotion of the workshop series by securing a print media sponsor such as the *Chicago Sun-Times* or *Chicago Tribune*. The following will provide two sponsorship examples:

Option 1: Special section (Digital or hardcopy)

The print media sponsor could create a special section that is geared toward securing jobs, career development, etc. The special section could also contain a listing of job resources and career development tips. The special section could launch in advance of the workshop series and cover the various topics that would be discussed in each of the workshops. The print media sponsor would promote the special section in partnership with WTTW and WTTW would include the special section's cover on its website as a hyperlink to the newspaper's website. The special section could also be an opportunity for the print media sponsor to secure incremental advertising revenue.

Option 2: Article (Digital or hardcopy)

The newspaper could run an article that addresses the issues that will be covered in the workshop series. For example, the *Chicago Tribune* has a Jobs & Work section on their website, <http://www.chicagotribune.com/business/careers/>, with a listing of different job related articles; this would be the ideal location for the article.

Expert Presenters

Christine J. Quinn, Ph.D.

Phone: (312) 288-5669

Email: DrChristineJQuinn@gmail.com

Marilyn A. Clark, Ed.D.

Phone: (312) 969-9262

Email: Marilyn@ccg-solutions.com

Steve Callisher, M.B.A.

Phone: (847) 363-4586

Email: schallisher@mentorgroup.com

Panel Biographies:

Christine J. Quinn, Ph.D., is the provost at National Louis University in Chicago. She is an energetic higher education leader with more than 20 years of leadership experience in the public, private and non-profit sectors, and she holds both bachelor's and master's degrees in vocational counseling and a Ph.D. in education. She has coached hundreds of students in college selection and seeking their true passion in life. In addition to her provost responsibilities, Dr. Quinn spends time at Second City honing her improv skills. Through professional speaking and executive and career coaching, Dr. Quinn helps people focus on their grand vision—and turn it into reality.

Marilyn A. Clark, Ed.D., is president and chief learning officer of Clark Consulting Group, Inc., a human resources development consulting firm. For more than two decades, Dr. Clark has specialized in career management to assist her clients in career transition endeavors through individual and group coaching sessions. Her areas of expertise include: career assessment, resume development, personal marketing plan creation and implementation, interview preparation, and compensation negotiations. She has a strong background working with a variety of clients including line staff to C-Level personnel. Working with Dr. Clark enables her clients the unique opportunity to engage in a systematic search for the right position that helps them to plan their future career successfully. She holds a doctorate in adult and higher education with a research focus in organizational effectiveness and leadership development from Northern Illinois University. Also, she holds a master's degree in human resources development from Northeastern Illinois University.

Steve Callisher, M.B.A., is vice president of The Mentor Group, Inc., which assists individuals to effectively uncover and land their next job, business opportunity (outplacement) or develop further at their current organization via assessment, executive coaching, or launching mentoring programs. He has a diverse background that includes talent acquisition, employee development and outplacement, and building client relationships.

Mr. Callisher has over 25 years experience which includes roles in human resources management, HR consulting, executive search/contract services, production management, and business development. His experience has spanned over several industries, especially high-technology and professional services. He has worked with profit and not-for-profit organizations, public and private companies, union and non-union environments, and both domestic firm and subsidiaries of foreign companies headquartered in the United Kingdom and Japan. He earned his bachelor of business administration from the University of Illinois at Chicago and a master of business administration, with honors, from Roosevelt University. He is also certified as a Senior Professional in Human Resources (SPHR).

Local Appeal

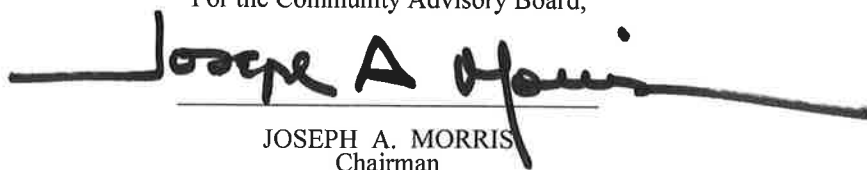
With grim employment figures and the rising cost of a college education, Chicago job seekers with postsecondary degrees are in dire need of practical information that will help them obtain employment and receive a return on their education investment. As of June 2014, the Bureau of Labor Statistics reports that Chicago's unemployment rate is 7.0 percent, which equates to 339,340 unemployed people in Chicago. It is evident that the proposed program segment on *Chicago Tonight* would be appealing to Chicago residents. Job seekers want to know how they can take their current skill sets and transfer them to other fields. They want to discover creative approaches that will help them secure their next position.

Benefits of the Proposal to WTTW

WTTW will benefit by providing a **program segment** that provides practical insights and solutions for unemployed viewers who are seeking a new way to position themselves in the job market. The segment will attract a range of viewing ages that are representative of college age students and mid to older adults. Also, the proposed **workshop series** will further enhance WTTW's presence in the community and its commitment to the education of its viewers through informative programming.

Adopted in plenary session on August 19, 2014.

For the Community Advisory Board,


JOSEPH A. MORRIS
Chairman

Dated: August 19, 2014.

EXHIBIT

F

Memorandum from
V. J. McAleer
Senior Vice President of Production of WTTW
to the WTTW CAB
regarding
the CAB's Program Proposal
on
Unemployment and Career Transitioning

October 21, 2014

5400 North St. Louis Avenue
Chicago, Illinois 60625 4698
Telephone 773 583 5000
Fax 773 583 3046

wttw11 | 98.7wfmt

October 21, 2014

To: Felicia Townsend
Community Advisory Board Members

I want to thank you, Felicia, for your well-researched and thorough proposal for a *Chicago Tonight* segment that would look at how the unemployed, particularly unemployed professionals, can boost their chances of landing a job by focusing on marketing their transferable skills from previous positions. A second part of your proposal would highlight for current students the importance of skill development while they are attending college, so they have an advantage when they get out into the work force. The recommendation of experts and possible panelists is quite helpful.

Chicago Tonight pays ongoing attention to the unemployment issue and stories involving job creation and development. As recently as late March, as the unemployment rate moved toward pre-recession levels, our Brandis Friedman reported on the particular difficulty the long-term unemployed face in trying to re-enter the ranks of the employed. Her segment profiled an organization called Skills for Chicagoland's Future. This segment was accompanied by several web features including one that provided tips to the unemployed.

I submitted your proposal to be considered by *Chicago Tonight*. The producers feel that the recent story covered much of the same ground, but would not rule it out for the future as this is a story that is in the news frequently.

In regard to the partnerships with other media outlets like the Sun-Times and the Tribune, and workshops at local universities, it is very ambitious and one we couldn't accomplish very quickly. The idea is a good one, but we are involved with the Sun-Times in a media partnership on Chicago schools that has taken more than a year to put together. It is a little beyond us right now. But again, as our ability to increase our community engagement develops, we don't want to close the door on it.

Again, some good ideas. Thanks, Felicia, for all your work in proposing it to us.

Sincerely,



V.J. McAleer
SVP of Production
WTTW

ANNEX

1

Individual Statement
of
Jeff Berkowitz
Member of the WTTW Community Advisory Board
and
Chairman of the CAB Committee
on Cultural Research and Development

January 5, 2015

Individual statement supplementing the WTTW Community Advisory Board
“CAB” 2014 Annual Report

Submitted by Jeff Berkowitz, Member, CAB and Chairman, Cultural Research and Development Committee, January 5, 2015

I am in total agreement with the CAB 2014 Annual Report. However, this is to supplement the portion of the Recommendation of the CAB for Civics Education contained in the last sentence of that recommendation—and dealing with WTTW’s coverage of the upcoming Chicago Mayoral election. I believe, had I possessed the good judgment to raise this issue earlier in the CAB Annual Report process, I could have persuaded many, if not all, of my colleagues to join in this statement. The fault for not doing so is completely mine and I accept that responsibility.

However, as a well known jurist in our fair city has often stated, “Wisdom come lately is better than wisdom not come at all.” Moreover, the suggestion, below, I am sure, could be improved upon by my CAB colleagues, if our process for completing the 2014 Annual Report permitted them the time to do so. Again, *mea culpa*. Nevertheless, the perfect should not be the enemy of the good, and it is in that spirit that this modest proposal is submitted at this time.

The CAB’s Recommendation for Civics Education, page 11, last sentence, should read, as follows (the non-bolded portion is the recommended supplement to the CAB Report) :

In addition, noting that 2015 will feature a municipal, mayoral general election in Chicago (Feb. 24, 2015) and, in many suburbs, the CAB encourages WTTW to focus attention on as many local candidacies and public policy debates as resources permit, and, in particular, WTTW should host four Chicago mayoral debates during the month preceding the February 24, 2015 mayoral election, with each debate focusing on one of four major public policy issues. In the event that none of the candidates obtains more than 50% of the vote on February 24, 2015—requiring, by law, a run-off election contest on April 7, 2015 between the top two vote getters, a similar set of four debates to those described below should be hosted by WTTW in the month preceding the April 7, 2015 run-off election.

Each debate should be hosted by only one moderator who is well steeped in the issues and who is capable of asking informed, non-scripted, intense, focused,

challenging, probing, follow-up questions-- as need be. The debates should not be formal, side by side, "same question to each candidate," stylized debates. Instead, they should be free-wheeling, informative, entertaining and educational conversations by the moderator with the candidates that allows for questions by the moderator and the candidates (of each other) and allows WTTW's viewers to get to know the core traits, knowledge, capabilities, instincts, approaches to problem solving, positions on the key issues, personality, gravitas and vision for Chicago of the candidates.

WTTW should invite all Chicago Mayoral candidates polling at 5%, or more, to participate in the debates. WTTW should indicate that while it is its sincere hope that all invited candidates agree to appear at all four debates, WTTW will proceed with the debates for the full amount of the allotted time, if any of the candidates agrees to appear.

The four major public policy issues that should be the focus of the WTTW hosted debates are as follows: (1) public safety-especially how best to bring about a dramatic reduction of crime, especially gun shootings on the south and west sides of Chicago (2) education, especially how best to improve the ability of African-American and Hispanic students from low income families in Chicago to read at grade level by fourth grade (3) Chicago's economy, especially how best to improve the business climate and job opportunities for individuals seeking to work in the "Shiny City area," and in what is often characterized as the "Not so shiny" Chicago west side and south side neighborhoods, and (4) city finances (especially how best to (a) set, modify or institute property, sales (including services) and potential commuter income and financial transaction taxes and (b) insure that spending, user fees, borrowing, TIFs, private/public partnerships, etc, are done with efficiency, restraint, equity and the city residents' interests in mind) and ethics (especially how best to institute or modify restrictions by aldermen, the Mayor and senior city management and their relatives on their sources of income and wealth accumulation while and after holding office and the disclosure of related financial information by such individuals—before, while and after holding such city offices or city government positions).

Submitted by Jeff Berkowitz, member, WTTW Community Advisory Board,
January 5, 2015