

WTTW COMMUNITY ADVISORY BOARD
2011 ANNUAL REPORT

December 13, 2011

The Community Advisory Board consists of:

Joseph A. Morris, Chairman
Redd Griffin, Vice Chairman
Donna Rook, Secretary and Co-Chairman of the Outreach Committee
Barbara Cragan, Chairman of the Program Committee
Lennette Meredith, Co-Chairman of the Membership Committee
Norma J. Sutton, Co-Chairman of the Membership Committee
Deborah B. Williams, Ph.D., Co-Chairman of the Outreach Committee
Margot Baas
Helen Bracey
Yvette Brown
Susan Buckner
Keisha Dyson
Janice Goldstein
Marion Hoyda
Mary Lou Mockus
Heather Penn
Carrie Shepherd
Maggie Steinz
Renée Summers
Doreen Wiese
Charles White

In addition, over the course of the year, the following persons also served as members of the CAB:

Lorenzo Vazquez, Chairman 2010- April 2011.

The members of the CAB represent the community served by WTTW in that they reside in a wide array of neighborhoods and municipalities in the geographic territory served by the station; they hold widely divergent views on matters of politics and public policy; they are members of both sexes and of numerous racial, ethnic, and religious groups; they possess varying levels of schooling and education; they include parents, grandparents, and persons with no children.

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

Barbara Proctor, Member of the Board of Trustees of Window to the World Communications, Inc. (WWCI), as the Trustees' liaison to the CAB.
V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, as Management's liaison to the CAB.
Yvonne Davis, Staff Assistant.

In addition, Michael W. Gonzalez, a Member of the Board of Trustees of WWCI, attended the CAB's meeting of February 8, 2011.

The terms of office of current officers and committee chairs began in April 2011.

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) “make such recommendations as it considers appropriate to meet such needs”. (By-Laws, Art. II, § 2(a).)

In its Annual Report for 2010, issued in December 2010, the CAB wrote that it “respectfully invites the Trustees and Management of WTTW to refer questions of whether or not particular programming and other policies of the station are meeting the needs of the community.” During the course of 2011, however, the Board of Trustees and the Management of WTTW referred no such questions to the CAB.

Moreover, during the course of 2011 the Board of Trustees and Management of WTTW did not submit for review by the CAB any “programming goals established by WTTW”. The CAB therefore offers no comments as to the “impact on the community” of any such “programming goals”.

With those limitations, the CAB herewith offers its advice regarding “educational and cultural needs of the Chicago metropolitan area” and regarding “significant policy decisions rendered by WTTW” to the extent that the same can be discerned from the activities and broadcasts of the station.

Methods of Inquiry

During the course of 2011 the CAB:

1. Heard and considered oral comments from 13 members of the public who attended public meetings of the CAB.
2. Received and considered written comments from 11 members of the public. Copies of these comments are attached to this Report as Exhibit A.
3. Received no comments from members of the public forwarded in any media to the CAB by the management of WTTW.
4. Heard several oral reports and comments from Barbara Proctor, a Member of the Board of Trustees of WTTW.
5. Heard several oral reports from V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships.
6. Received no other communications, written or oral, from the Board of Trustees of WTTW or from the Management of WTTW.
7. Conducted, through its Outreach Committee, a survey (planned 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 community regarding educational and cultural needs and WTTW programming. A copy of the Outreach Committee’s preliminary report to the CAB, describing the methodology, results, and preliminary findings and conclusions of the survey, is attached as Exhibit B.

8. Monitored, through regular individual viewing by CAB members of the broadcasts of WTTW and through individual visits by CAB members to the WTTW website, the programming of WTTW.

Educational and Cultural Needs

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

1. *FINDING:*

The community needs greater inspiration of, and opportunities for, self-directed learning and constructive activity by young people. Academic competitions of various kinds, including quiz bowls, are effective means of achieving these ends.

RECOMMENDATION:

WTTW should develop and broadcast programs featuring local students, arrayed by school, college, or otherwise, engaged in constructive educational and cultural activity, including academic competitions, quiz shows, musical and theatrical performances, poetry slams, and scientific, industrial, and agricultural fairs.

2. *FINDING:*

Maintaining a citizenry that is well versed in the Science, Technology, Engineering, and Mathematics (STEM) fields should be a key goal of education in America. There exists a need to raise awareness of STEM education issues to the public.

RECOMMENDATION:

Greater encouragement, therefore, should be given to young people of all ages and demographic backgrounds to learn about STEM and their applications to everyday life. The field of robotics and, in particular, robotics tests and competitions, is one channel worthy of exploration for this purpose. See the report that is attached as Exhibit C.

3. *FINDING:*

The community needs more and better information about how to improve schools, about what parents can do to advance the academic success of their children, and about what young people can do to advance their own learning.

RECOMMENDATION:

WTTW should develop and / or acquire, and broadcast programs and experiments in school reform, about how parents can aid children in learning, and about how young people can participate in the shaping and success of their own educations.

4. *FINDING:*

The community needs education recognizing its uniquely diverse population of Native Americans, a result of the Indian Relocation Act of the 1950s attempting to break up the reservation system. Because Chicago was the only relocation city without a large reservation situated in the same State, it attracted Native people from over 50 tribes throughout the country. (Source: http://aic-chicago.org/?page_id=421)

RECOMMENDATION:

WTTW should recognize in its programming National Native Americans Month (November of each year), perhaps by showing the film, "We Still Live Here - Âs Nutayuneân" about the Wampanoag people of New England (including their historic interactions with the Pilgrim settlers of Plymouth) and the revival of their language, a film acquired by PBS from Independent Lens, or with WTTW-produced or acquired productions focusing on Chicago's Native American communities.

5. *FINDING:*

The community needs more information, particularly aimed at adults, including senior citizens, about how to understand, access, use, and benefit from modern communications technology in all media, including the internet, social media, and wireless handheld and laptop devices.

RECOMMENDATION:

WTTW should develop and /or acquire and broadcast programming, particularly aimed at adults, on how to understand, access, use, and benefit from modern communications technology. WTTW should also promote more effectively its own over-the-air alternative channels and its website and the website's contents.

6. *FINDING:*

The community needs fair, balanced, accurate, and comprehensive sources of information regarding local questions of public policy and divergent viewpoints regarding them.

RECOMMENDATION:

WTTW should expand the portion of "Chicago Tonight" that is devoted to public policy concerns and the questioning of local newsmakers; should strive to enhance the depth and searching nature of such programming, including both investigative and discussion aspects; should seek to populate discussion panels with greater variety of viewpoints; and should ensure that panel moderators seek to be fair and balanced, and to be seen to be fair and balanced, in guiding panel discussions.

7. *FINDING:*

Viewers and the CAB have observed instances when reporting and commentary have been unbalanced and / or inadequate, sometimes lacking alternative views provided by scientific, medical, ethics, political, and religious segments of the community.

RECOMMENDATION:

WTTW should take greater care to ensure journalistic balance by presenting issues from various perspectives. This approach informs and empowers our viewing audiences, allowing them to formulate their own opinions on any subject matter.

8. *FINDING:*

The community needs more and better information regarding candidates for local public office.

RECOMMENDATION:

WTTW should establish, disseminate, and adhere to fair and clear criteria as to when and which candidates for local public office will be given opportunities to present their views in station broadcasts, including debates, interview programs, and recorded candidate statements.

WTTW Station Policies and Practices

FINDINGS:

1. The WTTW CAB has not been as effective or as successful as it should and could be.
2. In 2004 and 2005 the WTTW CAB conducted a national survey of the community advisory boards of public television stations in America and Bruce Beckman, then a member of the WTTW CAB, compiled the results and reported them to the WTTW CAB. The Beckman Report noted that "Most stations' CABs have a closer affiliation with their respective boards of trustees than do the WTTW Trustees and CAB"; "Nearly all [other CABs] stated that once a year the CAB and the board of trustees meet in joint session to discuss their objectives and achievements"; "Nearly all station general managers say that the key worth of a CAB is to gain 'unsanitized' community input and to share it with senior station management and the trustees"; and "the more direct involvement the senior executive has the more active the CAB appears to be".
3. Trustees and Management of WTTW appear, notwithstanding requests presented by the WTTW CAB and a succession of its leaders over many years, to be uninterested in assisting the WTTW CAB in its work and in obtaining information, including "'unsanitized' community input" from the WTTW CAB. Despite the reliable and devoted attendance of Ms. Proctor and Mr. McAleer at WTTW CAB meetings, and their valuable contributions to the CAB's proceedings, and the superb and deeply appreciated work of Ms. Davis in making logistical arrangements for the CAB, the WTTW CAB has received precious little information or other input from the WTTW Trustees and Management regarding the educational and cultural needs of the community and the policies of the station.
4. Over a period of many years, beyond which the memories of current members of the WTTW CAB run not to the contrary, the Trustees and Management appear to be uninterested in having and considering the views of the CAB regarding matters within the CAB's remit.

RECOMMENDATIONS:

- A. The Trustees and Management refer to the CAB particular questions, of real merit and relevance to the station's work, regarding the community's educational and cultural needs and policies that the station is considering adopting or revising.
- B. The Trustees and Management channel for review by the CAB the flow of public comments, criticism, praise, and complaints received by the station regarding its broadcasts and other activities.
- C. The Trustees and Management send senior representatives to meet with the CAB and receive, consider, and respond to the CAB's annual report and other communications.

Action on Prior CAB Findings and Recommendations

In its 2010 Annual Report, the CAB reported:

The CAB finds that the following educational and cultural needs of the Chicago metropolitan community are not currently being adequately met by the programming policies of the station:

1. Needs for comprehensive information on the history and principles of the American Founding, including particularly the meaning and significance of the American Declaration of Independence and the Constitution of the United States.
2. Needs for information on the history of African-American contributions to the military defense of the United States.
3. Needs for the safeguarding of freedom of speech and broadcasting independence. With respect to this need, the CAB adopted a resolution relating to the "Fairness Doctrine", a copy of which is attached as Exhibit B.

The CAB received no response from the Trustees and Management to the 2010 Annual Report or to any of these three specific findings.

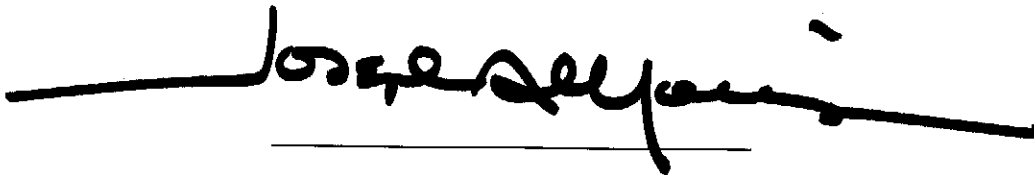
The CAB commends WTTW for broadcasting in the last year, over one of its over-the-air sub-channels (not its main over-the-air channel, not by cable and satellite transmission, and not on its website), a valuable program, acquired from outside sources, on African-American contributions to the American Revolution. The CAB regrets the limited exposure that the program received because of the limited modes of transmission adopted for its dissemination.

Concluding Comment

WTTW should not represent any one person or group of persons for the purpose of swaying the opinions of the audience toward any particular point of view. WTTW must remain unbiased in its reporting at all times and the WTTW CAB should remain vigilant on behalf of the viewing audience to be certain that WTTW continues to serve the Public Interest at all times. The WTTW CAB is also charged with furnishing a forum for discussion and debate regarding what is meant by the "Public Interest".

Respectfully submitted,

For the Community Advisory Board:

A handwritten signature in black ink, appearing to read "Joseph A. Morris", written over a horizontal line.

JOSEPH A. MORRIS
Chairman

Dated: December 13, 2011.

ATTACHMENTS

- Exhibit A Public Comments Received During 2011
- Exhibit B Preliminary Report of 2011 Survey Conducted by The
Outreach Committee of the WTTW CAB
- Exhibit C Programming Proposal (Robotics) Prepared by The Program
Committee of the WTTW CAB

Individual Statements

Redd Griffin, Vice Chairman, WTTW CAB

Renée Summers, Member, WTTW CAB

EXHIBIT A

PUBLIC COMMENTS RECEIVED DURING 2011

Attorney Joseph Morris
Morris and De La Rosa
39 S. LaSalle – Ste. 500
Chicago, IL 60603

March 31, 2011

Dear Joe:

As you hold the position of Advisory Board Committee Member of Channel 11/WTTW, I would like to address my concerns to you and other Members of the Board.

I have been a Channel 11/WTTW member/donor for years and have enjoyed many programs offered to viewers, including the popular PBS specials. However, I am VERY unaccepting of the constant pro-homosexual propaganda WTTW presents.

Most recently, WTTW has featured the "In the Life" series, which I see appears once a week. See: <http://www.inthelifetv.org/> Here is a WTTW link that offers reading resources on the gay movement "Out and Proud in Chicago" <http://www.wttw.com/main.taf?p=43,7,2,1> I did an extensive search and no results were found for a WTTW Ex-Gay resource link. Why am I not surprised?

WTTW is partly funded by taxpayer's dollars. I believe WTTW has a professional and ethical responsibility to offer programming and resources for more than one side of any given controversy. Many member donors would probably agree. If WTTW claims to be journalistically and politically fair and balanced, then it falls short of its stated philosophy and mission. I soundly protest this obviously biased policy and would like to see a change.

Exodus International www.exodusinternational.org offers excellent resources which could be featured on WTTW – see YouTube links:

<http://www.youtube.com/watch?v=9-V3V1WMok&feature=related> Part 1 –
<http://www.youtube.com/watch?v=itYxTiIrcMI&feature=related> Part 2

I believe the public has the right to know that thousands of former gay people have become successful ex-gays....don't you? Their changed sexual lifestyle experience is just as valid and worthy of WTTW's programming as is the homosexual experience.

Many thanks and fondest regards,



Arlene Sawicki
13 Lexington Rd.
South Barrington, IL 60010
PH; 847-426-7785

WTTW COMMUNITY ADVISORY BOARD

PUBLIC COMMENT FROM MINUTES

Of

The Public Meeting

Of the

WTTW Community Advisory Board

Of

Tuesday, June 14, 2011

Public Comment: The Chair thanked guests for their patience. Presentations from those in attendance are summarized below; comments submitted electronically or in writing are attached.

- First presenting was Jeff Berkowitz, host and producer of “Public Affairs,” a show including politicians, economics, lawyer guests. If WTTW’s mission is public policy and culture, along the lines John Calloway used to do, WTTW seems to have gotten away from that. You don’t need civics course to teach civics. WTTW does well during election cycle, but how about in between? Invite a school superintendent discuss US versus foreign students. The host must be someone who knows some economics, law and politics. Is Chicago Tonight balanced enough to attract viewers from both sides of the road? Now it is perceived as too biased left of center. Many people won’t watch WTTW due to perception of left bias. Have people on the left ask hard questions of people on the right; and vice versa. That doesn’t take much budget or time. Why aren’t you doing this?
- Next presenter was Ms. Rhee She noted it should be a priority to provide platform to showcase local filmmakers and video artists. She expressed concern that the show “Image Union” seems to be dying or inactive (no new episodes). Mr McAleer noted that was one of cutbacks the station had to make. “Sound Stage” is also in hiatus, looking for funding.
- Mr. Castillo and Mr. Keating presented their organization’s fundraising program related to deregulation of electricity; specializing in getting green energy to the grid via nonprofit marketing.

Attachment: Public Input Submitted Electronically

June 14, 2011

A Civics course would be nice. We do not teach it any more!

Sharon Rae Bender, Ph.D.
Retired Principal
Carl Schurz High School
Chicago, Illinois

June 14, 2011

The community would be well-served if WTTW were to broadcast, either in-studio or from remote locations, debates, between local high school and college teams, on various topics of public interest.

This would be a way not only of presenting fresh ideas and fresh information about major issues, but also of showcasing intelligent young people and their academic achievements.

It might bring a younger demographic segment of viewers to Channel 11, and also encourage more students to take part in speech, debate, rhetoric, forensics, and other extracurricular academic programs.

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June 14, 2011

It seems to me that most of the public television music specials are produced in other parts of the country, not here except for a few on Blues and Folk material. There have been shows featuring music and artists performing material from the Great American Songbook and classic Traditional Pop, but nothing using our own Midwestern talent. We would love to promote that idea to WTTW.

Denise Brigham's album, "Hotel Lafayette", is a prime example of not only what today's new artists are doing to update the format, but also the extreme depth of musical talent

that Chicago's musicians, arrangers, and producers have. Beyond Denise we have Ryan DeHues just across the pond in Michigan, and he's a phenomenal young talent who we work with from Pat Boone's record label. He is what Michael Buble should have been. There are more as well in the upper Midwest, but never seem to get the recognition they deserve because they don't live in L.A. or New York. I would love to see WTTW do a show using our home-grown talent, and I have no doubt the audience would as well.

Adrian Brigham
A&R Manager
Continental Entertainment Group
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Skype (video capable) - adrian.brigham
agent@continentalentertainmentgroup.com
<http://www.continentalentertainmentgroup.com>

June 14, 2011

A suggestion we have would be a show/or series of shows on "Behind the Scenes" at Ravinia. WTTW always puts the CEO/President of Ravinia on during its pledge drive. That's great. But Ravinia is one of the top artistic venues in the USA...wouldn't local viewers (and perhaps national viewers through syndication) like a look at the season in review, behind the scenes interviews with artists, snippets of their musical acts, and interviews with the producers? The show would be the Actor's Studio (shown on Bravo) and a documentary. The show would be about what it's like to produce at a venue like Ravinia. If it aired as a retrospective, i.e., the last season's doings aired just weeks before the new season debuts, it could be an effective promotion for both WTTW and Ravinia.

Very Respectfully Submitted,
Gene and Nancy Koprowski
Genome-Communications, LLP
<http://www.genome-communications.com>

June 14, 2011

My agenda is mental health concerns and how the public is so in need of education about them. WTTW had a couple of wonderful programs on it, but there is not enough.. public awareness, for sure....

Eleanor Wolfe
Institute for Psychoanalysis of Chicago
eleanorwolfe@hotmail.com

August 9, 2011

1. *What are the cultural and educational needs of the community that WTTW serves?*

We need more exposure on private full day and Saturday schools in the area teaching students and heritage learners their native languages.

There are 75 German American organizations in the Chicago area alone which have not been highlighted.

There is a vast need for encouraging all children to learn a second language.

2. *Is the programming of the station meeting the educational and cultural needs of the community?*

I had a bit of a short notice in order to survey the community — I am sure additional info will be submitted.

I feel that there needs to be more information on non-profit organizations which support educational and cultural needs and their support of culture and education. I will be happy to elaborate if and when more information is needed.

See:

Why Being Bilingual Is Good for the Brain

A new slate of studies suggests being bilingual may aid early brain development. People who speak more than one language are less likely to become distracted because they are used to selecting the appropriate language for a particular communication, says Ellen Bialystok, a professor at York University in Toronto. Language immersion programs are gaining popularity in elementary schools, with almost 450 schools participating nationwide.

Source: <http://www.thedailybeast.com/newsweek/2011/08/07/why-it-s-smart-to-be-bilingual.html>

Christa Garcia
Retired Public School Teacher
and Past President, German-American National Congress
Glen Ellyn, Illinois

August 9, 2011

My wife and I stopped some time ago in contributing to WTTW when we realized that the station was sorely biased toward the ultra-liberal agenda that she and I detest. The slant toward atheism, the promotion of homosexuality as a mainstream lifestyle, the other left-leaning positions that appear with great regularity, all contribute to our unwillingness to support this liberal organ. While we occasionally watch the odd Britcom, or tune in to the vanishing cultural music programming, we don't need PBS and wouldn't particularly miss it were the country to come to its senses and defund it. The rise of vastly expanded cable offerings make PBS irrelevant and/or redundant for entertainment, and the political slant of PBS make it unacceptable as a source of commentary.

Generally speaking, PBS is a dinosaur best left to extinction because it cannot or will not adapt.

Allen J. Haas
Information Technology Engineer
Chicago

August 9, 2011

I hardly ever watch WTTW. I reject the idea of a public broadcasting system which uses taxpayer money to tell tax payers what it thinks they should know. The PBS is built on the premise that it provides viewpoints and information which the mainstream media tend to ignore or omit. Yet, I have never seen a program on the topic that a PBS is a bad idea. I most certainly would like to see such a show when WTTW is holding one of its fund-raising drives.

Sincerely,

George Kocan
Warrenville, Illinois 60555

August 5, 2011

A comment in re: the question, "Is the programming of the station meeting the educational and cultural needs of the community?"

We continue to wonder why WTTW airs reruns of "Rowan and Martin's Laugh In," the counter-cultural, vaudeville style show from the 1960s. The show is irrelevant to the educational and cultural needs of the community here in greater Chicago.

As cultural anthropology, perhaps a few segments of the show are somewhat of interest when trying to understand the misguided "hippie and anti-American" mindset of the 1960s.

As art, the show does not stand the test of time well at all, though. The production values of the show are schlock. The sets were dreadfully, gaudily and cheaply designed; the editing and camera work are hollow imitations of Jean Luc Godard — hand-held cinematography, bad lighting and "unpolished" edits for a *faux* "cinéma vérité" feel.

I recently watched a half hour of "Laugh In" with my young daughter, who is a pre-teen now. She was completely bored, as was I. She said, and I quote, "What's up with the half-naked, tattooed hippies dancing?" Time to return the digital video copies of WTTW's "Laugh-In" to the Museum of Broadcast Communications for long-term storage.

Eugene J. Koprowski
Emmy Award Nominee, 2008, National Academy of Television Arts and Sciences
Chicago

August 9, 2011

I feel far-flung Chicagophiles (and former Chicagoans) can lend an important perspective.

With the Chicago metropolitan area home to one of the country's largest Hispanic populations among major American cities, I feel more programming in and/or about US Hispanic and Latin American issues would serve a double fold purpose: Help local Hispanics assimilate into and becoming true Americans in every patriotic sense of the word and serving as a better conduit our southern neighbors before we lose them to China, ideologically, economically, politically, militarily, etc. China is using our trade deficit towards those ends quite well in Sout America.

WTTW is a gem for Chicago that helps offset the boorish image of the Daley era.

Con un fuerte abrazo for WTTW.

Saturn Nino Noriega
Poet-Novelist
Alamogordo, New Mexico 88311

August 9, 2011

When I was a kid, I went to a magnet school whose only reward was to allow us to study hard.

I think we should bring back the QUIZ Kids. This encouraged the brightest children to compete against each other representing their schools

I was a QUIZ kid and never regretted doing it.

Herb Sohn, M.D., J.D.
Chicago, Illinois

The Chair then introduced public feedback and also read comments that had been submitted electronically. These comments are attached.

Attendees' comments include:

- Ms. Shapiro – summarized her background, including speaking to children in drivers ed classes about sharing the road. She feels it's important for the station to bring people in with liberal background as well as conservative understanding. She noted she understands the concern of people about the station's liberal bias; as she tried unsuccessfully to get invited as candidate opposing Dorothy Brown in last year's elections for Cook County; but feels it's important for the station to work with all backgrounds. She doesn't believe WTTW is a dinosaur, and recommends linking with the Chicago Public Schools and Board of Education on the issue of kids not having a command of language and history. The station should work with other cable networks to publicize your work (Public Service Announcements). Trade schools are as important as higher education. She offered to provide further suggestions if needed. Jeanette White noted she feels news programs are unbiased; presenting both sides. Ms. Mockus asked about PSA's – whether other stations would be obligated to run them. Ms. Shapiro feels public television should qualify for public service announcements. Ms. Mockus noted her prior experience at the station was that it was reluctant to run others' PSA's to avoid the appearance of bias, thus may be reluctant to ask for that favor in reverse.
- Mr. Rarey expressed interest in learning more about the role of the CAB; and the degree to which local programming is limited.
- Mr. Berkowitz mentioned 2 months had passed and neither he nor WTTW have reached out to each other, despite his record of 6 half-hour shows with Barack Obama. He committed to reaching out to the station, and noted both the local and national interest in his show, available at Youtube.com/publicaffairstv. He noted taking the opposite side of his guests regardless of their political persuasion. Ms. Steinz asked who provides his current funding; the answer was volunteers from New Trier and Evanston as well as a small amount of money for expenses.
- Mrs. Morris asked whether the station has looked for "Check Please" underwriting from Wisconsin dairy farmers. Mr. McAleer noted the Milwaukee tourist bureau has offered some support.

EXHIBIT B

PRELIMINARY REPORT OF 2011 SURVEY

conducted by

THE OUTREACH COMMITTEE

OF THE WTTW COMMUNITY ADVISORY BOARD

**WTTW Public Television
Survey Report 2011**

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EXECUTIVE SUMMARY

The purpose of this evaluation was to learn more about the habits and preferences of people who watch television programs. It also examined gender differences in television viewer's choices. The evaluation employed a 25-question on-line survey conducted by the WTTW Community Advisory Board. The survey was distributed through Survey Monkey to both WTTW station viewers and non-viewers to gain a better understanding of the general TV programming audience.

A total of 90.4% of the 87 respondents in a convenience sample completed the on-line survey, with the majority of respondents residing in Chicago. In addition, the majority of respondents were aged 55 to 64. These demographic characteristics were reflected in some of the choices respondents made regarding television programming. In addition, cross tabulations were performed on these items to examine gender differences and characteristics of respondents who watch and do not watch the WTTW station. Open-ended responses were scanned for common themes or responses.

Results were found regarding general TV viewing habits, characteristics of people who watch WTTW, current WTTW viewing patterns, and areas for further WTTW event and programming coverage. A quick synopsis shows that males and females watch similar amounts of TV per day. Most respondents prefer watching television through cable followed by network. The survey disclosed that in general, females tend to be more knowledgeable about other WTTW channels. Based on this survey, respondents who did not watch WTTW said they thought the programming was "too liberal", "politically correct", and "not interesting". On the other hand, respondents consider WTTW to be distinctive from other stations because it is "informative", "has fewer commercials", and its "local programming is unique".

The study determined TV viewers' interests in television programming and events. For general TV programming, respondents enjoy local programming, documentary, news, classic movies, and history. The most popular WTTW programs are Chicago Tonight and mystery/masterpiece programs followed by McLaughlin Group and Check Please. Most respondents prefer to watch WTTW events on weekday evenings. Respondents would like to see more WTTW coverage of history, local issues/news, and The Constitution. They also want more coverage of public affairs events and neighborhood cultural events on the WTTW station. For cultural events, they are interested in seeing more theater and music performances. These general TV and WTTW viewing preferences are further examined by gender, which is discussed in the report itself.

There were some limitations to the study. Mainly, the participants who took this survey represented an older demographic. The goal to include a younger demographic in the sample population was not reached. Nevertheless, this study does provide an initial understanding in the habits and attitudes of television viewing.

PURPOSE OF EVALUATION

The purpose of this evaluation was to survey a broad spectrum of people who watch television programs to learn more about patterns in their general TV program watching, patterns in specifically WTTW program watching, and areas for improvement or modification in WTTW programs. In addition, male and female differences were included in the responses.

This survey was initially created because prior studies conducted by the station only surveyed the people who already watch WTTW. For this study, respondents who do not watch WTTW were included to gain a better understanding of the general TV programming audience. Another goal of this study was to garner responses from a younger demographic. Results from the previous study revealed that 74% of the respondents were between the ages of 45 and 74. Unfortunately, the current study's sample was limited because of the response from the younger population.

METHODOLOGY

Sample

A total of 83 respondents in a convenience sample participated in the on-line survey. Of the 83 respondents, 39.7% identified themselves as male and 60.3% as female. Respondents in the survey represented an older demographic; the majority of respondents were in the 55-64 age range. Only individuals age 35 and older completed the survey. Most respondents identified their race as White (46.4%) and Black or African American (39.1%). Other races represented were - 2.9 % Hispanic, 1.4% American Indian or Alaskan Native, and 10.1% identified their race as other. No respondents identified themselves as Asian or Pacific Islander. Regarding marital status, a large percentage of people who took the survey were married (62.7%). The sample population appears to be fairly well-educated; 36.4% held a master's degree, 19.7% held a bachelor's degree, and 19.7% held a professional degree. There was no one in the sample with less than some college education. And finally, 47.8% of the respondents reported living in a zip code from the city of Chicago.

Instrument

The survey was created using a combination of questions from other on-line media surveys and select survey questions from the 2010 WTTW Member Survey. A pilot was given to an educational media group. Afterwards this group's ideas were explored and their suggestions and recommendations were incorporated into the survey. Another group, educational researchers, perused the survey and added comments, which again were integrated into the survey. This survey was then shown to the Community Advisory Board members and their suggestions and recommendations were requested.

There were a total of 25 questions in the survey: six were demographic questions about the respondents (i.e., zip code, age, gender, marital status, education, and race); six

were about general TV viewing patterns, twelve were regarding the WTTW station (both current viewing patterns and areas for improvement), and one asked for additional comments or concerns. There was a mix of open-ended and multiple choice questions. The questions were developed and distributed through Survey Monkey.

Procedures

An email was sent to all the members of the Community Advisory Board with the following wording:

“You are invited to participate in a survey conducted by the WTTW Community Advisory Board (CAB). The purpose of this survey is to help us better understand the viewing habits and interests of the Chicago area community who may or may not watch WTTW. This online survey will take approximately 10 minutes of your time. Your responses are confidential. It will not be possible to identify individuals or programs. Your participation in this survey is strictly voluntary. There are no benefits to you as a participant other than to assist us by providing data related to the topics in the survey. You do not have to answer any question you do not want to answer. We greatly appreciate your willingness to respond and thank you for your time and assistance.

This survey will provide us with information regarding your viewing habits and interests. You will be able to take the survey until September 30, 2011. Thank you for participating.

PLEASE CLICK HERE TO ENTER THE SURVEY.

<https://www.surveymonkey.com/s/6GH6MPR>”

Each Committee Advisory Board member was asked to send this survey to as many people as possible. The members of this board belong to other organizations as well.

Data Analysis

Primarily descriptive statistics were analyzed on the close-ended questionnaire items. These included frequency counts, which analyzed the percentage of responses for each item or item category (See Appendix A). Cross tabulations were performed to examine gender differences in frequency counts.

In addition, question 6 – “How many hours a day do you watch WTTW?” – was recoded into a dichotomous variable to examine characteristics of respondents who watch and do not watch WTTW. Cross tabulations examined the relationship between WTTW viewing and respondent demographic characteristics (See Appendix B).

Finally, open-ended responses were scanned for common themes or responses (See Appendix C).

RESULTS

General TV viewing patterns

Descriptive statistics from the survey regarding respondents' general TV viewing patterns indicate that most respondents overall watch between 0 to 9 hours of TV per day. Males and females appear to watch similar amounts of TV. Most respondents watch TV programs on cable ($M=5.77$ hours) followed by network ($M=4.27$ hours).

Similarly, cable is the most preferred media platform (57%) followed by network (36.7%). The crosstabs indicate females may prefer using network and males may prefer using cable, as their media platforms. When asked to explain their preferences, 70% of males preferred cable for variety and programming, and 25% for Fox News. Of the males who preferred network, 30% said it was because of local programming. Similar to males, 50% of females preferred cable for its variety and choices. But mostly, females preferred network for its programming and news (40%), and for WTTW (30%).

Respondents were asked to identify what types of programs they enjoy watching on TV. The highest preferences overall were for documentary (77.8%), news (72.8%), classic movies (60.5%), and history (63%). Regarding gender differences in program choices, crosstabs show that the top four television watching preferences for women were 1) documentaries (82.9%), 2) news (68.3%), 3) classic movies (65.9%), and 4) history (63.4%). The top four television watching preferences for men were 1) news (84.6%), 2) documentaries (73.1%), 3) history (61.5%), and 4) classic movies (53.8%).

And finally, respondents were asked what level of programming was most important to them. The majority (53.7%) reported local programming as the most important. Males and females reported similar preferences, although noticeably more females than males chose international programming as important.

Demographics of respondents who watch WTTW

Question 6, "How many hours a day do you watch WTTW?" was recoded into dichotomous variables to reveal information on who watches WTTW programming (1+ hours per day) and who does not (0 hours per day). Cross tabulations were performed with demographic variables to determine what types of people watch the station's programming. See Appendix B for table of cross tabulations of WTTW program viewing with demographic variables.

Cross tabulations found some associations between WTTW program viewing and demographic characteristics in the gender, marital status, race, and education categories. Frequencies show females watch more WTTW than males. More unmarried respondents watch WTTW. Regarding education background, the cross tabulations reveal that mostly people with bachelor's degrees did not watch WTTW. There was little else to conclude about the association between education level and WTTW channel viewing. And finally, results for age range are inconclusive in determining an association with WTTW program watching.

A follow-up question examined why respondents did not watch WTTW. Many males and females responded 1) they thought the programming was “too liberal”, and 2) the programming was “not interesting”. Some females in the survey specified that they watched WTTW on Saturdays only.

Current WTTW viewing patterns

This section describes current patterns in respondents' WTTW program viewing. Responses were elicited from both respondents who watch WTTW and those who do not. The most watched WTTW programs were: Chicago Tonight; McLaughlin Group; Check Please; and mystery programs. Chicago Tonight and mystery programming were popular amongst both males and females – 20% males and 13% females watched Chicago tonight, and 7% males and 11% females watched mystery/masterpiece theater programming. The McLaughlin Group was more popular amongst males (12%), and Check Please was more popular amongst females (11%).

The majority of respondents (72.3%) were aware of other WTTW channels besides Broadcast 11. More females (78.8%) were aware of the other channels than males (57.1%). Several respondents (32.4%) reported they were aware of the other WTTW channels but don't watch them. Otherwise, WTTW HD was the most viewed channel (26.5%). Of special note, many females (23.1%) reported they were aware of other WTTW channels but were unable to watch (e.g., no converter box), whereas none of the males reported this case.

When asked what makes the WTTW channel 11 distinctive, popular responses from both males and females were: 1) it is informative, 2) its local programming, and 3) it has fewer commercials. Other common themes from male respondents were its fundraising and unique programs. Females reported on its quality/intelligence of programming, and in-depth coverage.

Areas for WTTW improvement/expansion

The results in this section assess how WTTW could improve or tailor its programming to better satisfy the respondents. The survey elicited responses on what types of programming and events respondents would like to see more coverage on WTTW. Regarding general programming, both males and females reported wanting more coverage on history, local issues/news, and The Constitution. In addition, males desired more coverage of politically balanced discussions, classic mystery, British comedy, and book author or filmmaker interviews. Females desired more coverage of documentaries, ethnic cultural issues, and drama/masterpiece. Regarding coverage of events, the majority wanted public affairs events (60%) and neighborhood cultural events (58.6%). Predominantly more males desired public affairs event coverage and more females desired neighborhood cultural events. For types of cultural events, the majority of respondents wanted to see theater performances (58.3%) and music performances (56.9%). In addition, when comparing gender preferences, many more females than males desired coverage of dance performances.

Most respondents (44.4%) selected weekday evenings as the preferred time to broadcast WTTW events. The preference was similar for males (50.0%) and females (46.2%). Otherwise, males preferred weekend afternoons, and females preferred weekend evenings.

Regarding the age group most respondents would like to see more programming for, the majority responded for age 60 and older. The next preference was age group 50 to 59.

DISCUSSION

The overall purpose of this evaluation was to learn more about people who watch television programs in regards to their viewing habits and programming preferences. It also examined gender differences in television viewer's choices. The evaluation employed an online survey distributed to both WTTW station viewers and non-viewers. The information from this inclusive sample will help the station make more informative decisions about how to assess and improve WTTW programs for the general TV viewing audience, instead of catering to a narrow audience composed solely of current WTTW viewers. The following section summarizes key findings from the survey responses.

Summary of key findings

General TV viewing practices

First, some general television viewing practices were elicited from the respondents. The study discovered that males and females watch similar amounts of TV per day. The most popular media platform for watching television was cable followed by network. Cable was preferred for its variety and choices, while network was preferred for its local programming and news. Interestingly, about 30% of females specified the WTTW station as a reason for preferring network. This corresponds with other results in the study showing that females watch more WTTW than males, and they are also more knowledgeable about the different WTTW channels.

Who watches WTTW?

The survey was able to determine what types of people watch WTTW and those who don't. In general, more female respondents watched WTTW. Age appeared to have no relationship to WTTW viewing. However, the sample consisted of mostly an older demographic, which explains the popularity among respondents' desires to target WTTW programming for the 50+ age groups. When asked why the respondents did not watch WTTW, many males and females responded that they thought the programming was "too liberal" and "not interesting". It is possible that they represent a more conservative political affiliation. The survey tried to find out what makes the WTTW channel 11 distinctive from other channels. Respondents answered that the channel is informative, has fewer commercials, and its local programming is unique.

Specific TV programming and event preferences

Finally, the survey tried to determine which television programming and events were interesting to TV viewers, and for which WTTW programs and events viewers wanted more coverage. These preferences are discussed in terms of overall preference, and then by gender. The station should make an effort to expand coverage on programs and events that have been identified as more popular. They should also schedule the WTTW events and programs according to the time preferences for the overall audience and by gender.

Overall. Respondents overall identified local programming as most important to them. The types of general television programs they were interested in watching included: documentary, news, classic movies, and history. The most watched WTTW programs were Chicago Tonight and mystery/masterpiece programming. Survey respondents were then asked for which programs and events they wanted more WTTW coverage. With regards to general programming, respondents were interested in seeing more history, local issues/news, and The Constitution. Most people preferred to watch WTTW events on weekday evenings. Therefore, when scheduling WTTW events, the following preferences should be taken into account. Respondents wanted to see more coverage of public affairs events and neighborhood cultural events on the WTTW station. For cultural events, they were interested in seeing more theater and music performances.

Males. Specific male and female preferences for TV programs and events were then identified. Males overwhelmingly identified liking news programs. The most watched WTTW program was Chicago Tonight followed by the McLaughlin Group. In regards to male preferences for further WTTW coverage, some general programming they wanted to see more of included: politically balanced discussions, classic mystery, British comedy, and author/filmmaker interviews. Males' second preference for watching WTTW events was during weekend afternoons and, in comparison to females, they were interested in more WTTW coverage of public affairs events.

Females. The types of general television programs females were interested in watching included: documentary and news programs. The most watched WTTW program was Chicago Tonight followed by Check Please. General programs that females reported wanting more WTTW coverage of included: documentary, ethnic cultural issues, and drama/masterpiece. Females' second preference for watching WTTW events was during weekend evenings. They were interested in further WTTW coverage of neighborhood cultural events and specifically dance performances for cultural events.

Limitations

There were some limitations to the study that should be taken into consideration. First, most participants who took the survey represented an older demographic. The goal to include a younger demographic in the sample population was not reached. The majority of the sample population was composed of people aged 55 to 64. Second, the sample size poses a limitation. For future consideration, this study suggests that the sampling strategy (distribution of the survey/ survey participant recruitment) should be increased in size and population to reach a more diverse population.

This study, however, does provide an initial understanding in the habits and attitudes of watching television. This study also offers some suggestions to help tailor its programming to the preferences of general TV viewers.

APPENDICES

APPENDIX A

The following table reports the results of the close-ended responses in this study. Open-ended responses are not included in these tables; therefore, you may see some questionnaire items missing from the tables. For open-ended responses to the survey, please refer to Appendix C.

Table *Response percentages overall and by gender*

TV Programming Items	Male %	Female %	All %
Q1. Hours of TV watched daily			
0-3 hours	44.0	48.8	47.0
4-9 hours	52.0	46.3	48.5
10-16 hours	4.0	4.9	4.5
17+ hours	0	0	0
Q2. Of that time, hours spent watching:			
cable	2.57	5.13	4.16
network	1.95	7.50	5.52
online	2.29	2.92	2.70
netflix	.25	.40	.36
Q3. Favorite media platform			
Network (e.g., WTTW, etc.)	32.0	47.5	41.5
Cable	64.0	45.0	52.3
Online (e.g., Hulu)	0.0	0.0	0.0
Streaming (e.g., Netflix)	0.0	2.5	1.5
Other	4.0	5.0	4.6
Q5. Types of programs enjoyed			
Travel	34.6	58.5	49.4
Documentary	73.1	82.9	77.8
Mystery	42.3	43.9	42.0
Food	26.9	53.7	40.7
News	84.6	68.3	72.8
Investigative reporting	30.8	48.8	42.0
Sports	50.0	9.8	24.7
Comedy	42.3	48.8	45.7
Exploration	19.2	19.5	17.3
Commentary	38.5	31.7	30.9
Nature	23.1	53.7	39.5
Talkback/Response Format	7.7	7.3	9.9
Classic Movies	53.8	65.9	60.5
Science Fiction	19.2	19.5	19.8
Science/Technology	38.5	29.3	32.1
Home Improvement	15.4	39.0	28.4
Film Shorts	11.5	22.0	18.5

TV Programming Items	Male %	Female %	All %
History	61.5	63.4	63.0
Education Issues	15.4	41.5	29.6
Other	11.5	22.0	21.0
Q6. Hours WTTW watched per day			
0	42.3	19.5	29.6
1-3	50.0	73.2	63.0
4-9	7.7	7.3	7.4
10-16	0.0	0.0	0.0
17+	0.0	0.0	0.0
Q8. Aware of other WTTW channels besides broadcast 11			
Yes	57.1	78.8	71.1
No	42.9	21.2	28.3
Q9. If yes, which ones watched			
11.1 WTTW HD	37.5	23.1	26.5
11.2 WTTW Prime	25.0	34.6	32.4
11.3 WTTW Create	37.5	23.1	26.5
11.4 WTTW V-me	0.0	7.7	5.9
Aware but don't watch	50.0	26.9	32.4
Aware but unable to watch (no converter box)	0.0	23.1	17.6
Q12. Top 3 types of cultural events desired coverage by WTTW			
Music performances (e.g., Chicago Jazz Ensemble)	48.0	67.5	56.9
Dance performances (e.g., Hubbard Street, Joffrey)	8.0	37.5	25.0
Theater performances (e.g., Goodman Steppenwolf, ETA, Provision Theater, etc.)	52.0	67.5	58.3
Student performances (Chicago Children's Choir, Jazz, Spoken Word)	16.0	20.0	19.4
School performances (bands, choirs, recitals)	20.0	15.0	16.7
Speaking events (poetry contests, author talks)	32.0	22.5	26.4
Art exhibits/shows (MCA, Art Institute, local galleries)	24.0	22.5	23.6
Other ^a	24.0	15.0	23.6
Q13. Time WTTW should broadcast these events			
weekday afternoons	3.8	0.0	1.5
weekend afternoons	23.1	15.4	18.5
weekday evenings	50.0	46.2	47.7
weekend evenings	11.5	30.8	23.1
Other ^b	11.5	7.7	9.2
Q14. Events desired more coverage of on the station			
neighborhood cultural events	47.8	67.5	60.3
ethnic events	26.1	45.0	38.1
public affairs events	73.9	52.5	60.3
Other ^c	21.7	22.5	22.2

TV Programming Items	Male %	Female %	All %
Q15. Desired more programming for following age groups:			
10-19	13.0	10.0	11.1
20-29	4.3	5.0	4.8
30-39	13.0	7.5	9.5
40-49	21.7	7.5	12.7
50-59	21.7	37.5	31.7
Other ^d	26.1	32.5	30.2
Q16. Most important programming			
local	61.5	48.8	54.7
national	26.9	29.3	26.7
international	11.5	22.0	18.7
Demographic Items	Male %	Female %	All %
Q20. Age range			
Under 15	0.0	0.0	0.0
15 to 24	0.0	0.0	0.0
25 to 34	0.0	0.0	0.0
35 to 44	3.7	9.8	7.4
45 to 54	25.9	17.1	20.6
55 to 64	25.9	53.7	42.6
65 to 74	33.3	14.6	22.1
75+	11.1	4.9	7.4
Q21. Gender	39.7	60.3	
Q22. Marital status			
Unmarried	14.8	35.0	26.9
Married	85.2	47.5	62.7
Widowed	0.0	7.5	4.5
Civil Union	0.0	2.5	1.5
Other	0.0	7.5	4.5
Q23. Education			
Less than high school	0.0	0.0	0.0
High School diploma/GED	0.0	0.0	0.0
Some college	3.7	12.8	8.5
Associate's degree	7.4	0.0	2.8
B.A. or B.S. degree	18.5	20.5	21.1
Master's degree	25.9	43.6	36.6
Ph.D. or Ed.D.	7.4	15.4	12.7
Professional degree (e.g. MD, JD, etc.)	37.0	7.7	18.3
Q24. Race			
American Indian or Alaskan Native	0.0	2.5	1.4
Asian or Pacific Islander	0.0	0.0	0.0
Black or African American	20.8	50.0	39.1
Hispanic	0.0	5.0	2.9
White	62.5	35.0	46.4
Other	16.7	7.5	10.1

The following are from the questions above and are the responses contained in the "other" category.

- a. **Q12 Females:** substantive programs addressing issues affecting public policy -- with balanced viewpoints •how about a local talk show with Chicagoans from all walks of life; bring back the travel show that went all over Illinois •American Indian Cultural Events •Musical performances not necessarily from Chicago. •true history •none of these particularly interests me
Males: more classical music, more quality films and theater, more formal debates on significant issues •
Chicago Symphony, Lyric Opera •Student debates; academic quiz programs ("college bowl" at the high school level) •revive Steve Allen's Meeting of the Minds, relevant Bill Buckley Firing Line shows •I taking this survey I find myself confused because I also watch Channels 20 and 56 and don't pay much attention to which PBS station I surf to. Generally, we do not watch cultural programs. •none listed
- b. **Q13 Females:** both week days afternoons & weekends or evenings; more than once and on demand •Not sure. I would say weekday evenings, but like current lineup. Not sure where these events could be added. •n/a
Males: As stated above cultural programs are not our interest. •not listed •across the board broadcasts with scheduled reruns 2 or 3 times on broadcast day
- c. **Q14 Females:** not ethnic parades; yes to: cultural, historical or artistic ethnic events •educational activities •Program discussing what disabled residents have contributed to our communities. •non-biased candidate forums at which all candidates may speak. •World Events - BBC News •Regular updates on what the legislature is up to and background (both sides, please) •Music/theatre, opera •science demonstrations for young people •n/a
Males: coverage of the economy •religious events (all denominations, including mainstream Judaism and Christianity) •debates on issues •Not interested in more of these programs. •but balanced
- d. **Q15 Females:** more good programs for adults 21 & up •60+ •60+ •Over 59 •any age audiences like Ken Burns specials appeal to all ages; don't segregate programming; just do quality and all ages will watch •senior citizens •Over 60 •70+ •I'd like to see more programming that parents and children can watch together. •try to interest all groups •n/a
Males: 50-100 •50-80 •age does not matter; kiddy stuff in the mornings •Like what we view now. •40 and older •isn't it amazing that at a time when the largest segment of the population is about to be 60+ (baby boomers) you don't even ask about them.

APPENDIX B

In this section, question 6, "How many hours a day do you watch WTTW?", was recoded into dichotomous variables and cross tabulated with demographic variables to reveal information on who watches WTTW programming (1+ hours per day) and who does not (0 hours per day).

Table 2. *Percentage frequencies of respondents who watch/don't watch WTTW programming*

Item	Watch WTTW programming	
	No %	Yes %
Q20. Age range		
Under 15	0	0
15 to 24	0	0
25 to 34	0	0
35 to 44	4.5	7.8
45 to 54	31.8	15.7
55 to 64	45.5	43.1
65 to 74	13.6	23.5
75+	4.5	9.8
Q21. Gender		
Male	57.9	31.3
Female	42.1	68.8
Q22. Marital status		
Unmarried	9.5	34.6
Married	81.0	51.9
Widowed	0	7.7
Civil Union	0	1.9
Other	9.5	3.8
Q23. Education		
Less than high school	0	0
High School diploma/GED	0	0
Some college	0	12.0
Associate's degree	0	4.0
B.A. or B.S. degree	35.0	14.0
Master's degree	30.0	40.0
Ph.D. or Ed.D.	10.0	14.0
Professional degree (e.g. MD, JD, etc.)	25.0	16.0
Q24. Race		
American Indian or Alaskan Native	0	2
Asian or Pacific Islander	0	0
Black or African American	10.5	51.0
Hispanic	0	4.1
White	68.4	36.7
Other	21.1	6.1

APPENDIX C

This section includes responses to the open-ended questions in the survey.

Q4. Why that media platform (network, cable, online, streaming) is most favorite	
Males	Cable: 70% variety/programming, 25% Fox News Network: 30% local programming
Females	Cable: 50% variety/ choices Network: 40% programming & news, 30% WTTW
Other	Fair variety not everything •Love the local flavor •It is affordable and informative •Easy •Interesting shows, including some from PBS •Fair variety, though not everything •Local •We choose not to subscribe to cable, streaming, etc. •Habit

Q7. Top 3 WTTW programs	
Males	20% Chicago Tonight 12% McLaughlin Grp or Rpt 7% Mystery
Females	13% Chicago Tonight 11% Check Please 11% Masterpiece/ Mystery

Q10. Doesn't watch WTTW because:	
Males	I'm not against watching WTTW, it's just that I usually find something of interest on other channels •I do, just not > 1 hour per day •Just don't watch much TV-- don't know the schedule •Repetitive, sleepy programming; Fundraising; Boring •Politically correct bias paid for by taxpayers. •I do not find programming that fits my interest. There used to be history programs, etc. And, when on, I enjoy classic movies and "Brit Coms." Some documentaries are also interesting, such as Ken Burns' works. •We do watch "Mystery" and classical music programs. Other than that we are turned off by liberal bias in live programming; interminable "begging" weeks; inane politically correct approach to everything. •Too liberal. •Too left wing. We like Antiques Road Show and sometimes we watch other programs. •There are better cable choices. Also, the Chicago Tonight panels are often "the usual suspects" and predictable. •We used to watch WTTW often but it has been eclipsed by other venues for a source of balanced viewpoints (Fox News) and become a stereotypical Liberal PBS station
Females	I only watch WTTW on Saturdays •Have not seen/heard of any programs that have caught my attention. Not enough advertisement, maybe? •AT&T Uverse does not carry them. •I watch Saturday shows on WTTW •Not interested in children's programming and the balance is too 'dry' for my taste. •I find that your bias is far too liberal and has no conservative balance whatsoever. I do watch occasionally and was once a subscriber. •specials-- •Don't watch it every day because there are other things I want to watch

Q11. Types of programming desired to watch on WTTW

<p>Males</p>	<p>Civics, including our (America's) founding documents; history of democracy; cultural history; critical thinking; history of WTTW; astronomy unbiased presentation of current political issues philosophy music theory as once presented on Omnibus more programming of classical music balanced programming on contemporary social issues •Programs that acknowledge and present a conservative political viewpoint. •American history, civics ("Constitution"), balanced discussions of public and social controversies; in-depth newsmaker interviews; author interviews; religion; journalism and media behind the scenes; instructional programming on how to use and maximize benefit from "new media", "social media", etc. •All of the above! •Classic Mysteries •History, mysteries •Specials-like the program on the National Parks; history of baseball, etc. •Local film-makers; movie, book, television reviews; local travel/landmarks. •Please keep Charlie Rose, The News Hour, This Old House, British Comedies, Quilting (relaxing background) •The Constitution (be balanced!), history, classic movies, Brit Coms. •Local programming •More "Mystery" and Britcoms; less political correctness •Fair and balanced reporting like McLaughlin Group. •Constitution, Travel, •History, British Comedy, Miss Marple, Black Adder, River Dance, Siskel & Ebert, Vicar of Dibley •News discussion/analysis program by non-journalists. Discussion/interviews with book authors fiction, non-fiction. •How about local news conferences, city council meetings, etc. Live. All of the programming you expect from CLTV but never get. •A return to local news interviews & commentary ala John Calloway, not some agenda driven liberal.</p>
<p>Females</p>	<p>Blacks in Latin America; more from Henry Louis Gates •Learning about Civics •More Chicago related programs •Specials on Frank Sinatra, Barbara Streisand, accomplished African Americans •More documentary programming •Sports, Gardening, Local History •I love the programming. I just don't watch everything I'd like to. •More documentaries like "DuSable to Obama" •Obama to DuSable •More relevant specials about current affairs. •Historical More local shows •History •Loved Dr. Gates series on Cuba, Haiti..etc. and masterpiece theatre •Concerts and plays that take place in Chicago •More comparative local issues with national progress •I would like more drama. •Cooking, talk shows •Black History, Black documentaries, more diverse driven topical programs. •American Indian Chicago history, news, music, art, cooking, etc. National American Indian history, news, music, art, comedy, cooking, etc. •More Masterpiece! :-) More drama •New music, cultural, documentaries for baby boomers •Shows similar to formats on NPR that involve audience members. •The Constitution must be taught accurately to all. I wish you'd re-run The Duchess of Duke Street and Tenko. •More specials on wide range of subjects...including psychology/mental health •Civics/the Constitution/Federalist Papers Illinois budget details (Illinois Policy's balanced budget without raising taxes) Recognition of positive accomplishments in Chicagoland (small unknown charities like St. Martin de Porres House of Hope; kids who excel in music/science/etc) •Masterpiece Theatre, NOVA, Science, Music/theater •The Constitution •Constitution</p>

Q17. Other cultural events WTTW should consider covering	
Males	Grant Park Concerts, Ravinia •N/A •The programming covers "most" of what I enjoy •Ravinia •Debate, forensics, plays, author events •Sorry, can't think of any •Ethnic cultural events, Programming from Goethe Institute, Instituto Cervantes, Copernicus Institute, and similar organizations •current architecture. Current local business news and analysis. •none
Females	Local art exhibits opening •Events in the black community •international cultural programming •air & water show •DuSable Museum •Real Men Cook, African Fest, Caribbean Fest, After School Matters •American Indian politics, tribal news, educational and health topics. •none •I am not sure, to be honest. •More Opera •more history of all ages •n/a -- not particularly interested in cultural events

Q18. What makes WTTW channel 11 distinctive	
Males	Not so much since the burgeoning of cable. •Ability to cover local institutions, personalities, controversies, etc. Ability to cover anything in-depth (that is, in other than 7-second soundbites) •Unique programs. •It is relevant and informational! •Regardless of the topic, it is very informative. •Chicago Tonight •No adds (huge); great news coverage and commentary (News Hours; Chicago Tonight); interesting special series (history) •Opportunity to hear the views of knowledgeable people rather than the ignorant people on the street who are interviewed on NBC, CBS and ABC. •Local programming •its distinction is that it is a liberal, politically correct hangover that needs badly to go away - or at least lose public funding so that it has to appeal to a real audience to survive •It's boring. •Commercials •Your incessant fund-raising. Longer and more insightful public-affairs programming •it's naive to local politics and its fund-raising programming. •It used to be more local in character. •Unique Programming
Females	Consistently good productions including BBC shows; good local and national news coverage; a good mix of interesting shows without "reality shows". I love check please, this old house, the cooking shows, some of the music shows, & most of the dramas. •Fewer commercials •High quality •It was always an alternative to nonsense •community interest and international programming •More local programming •The type of programming. I love the historical presentations. Don't know if I checked that one, but I do. •Quality of programming/assumption viewers are thinkers •the content •not that distinctive for other than your specials •not as much blood, & gore, sex & nudity. More substantive programs that stimulate the brain and uplift the spirit. •depth of news presented. there seems to be a "standard" o programming that is not evident on other channels •It has a local feel; it is a quality station with different types of programming •informative •More thoughtful, dare I say intelligent programming. Strong dramas, thought-provoking issues such as US Cuba relations, the evolutionary process, history programs. I love it. And I'm a member so I put my money where my mouth is. •It does not have as many commercials as the other stations. •The caring that is put into its programming. Also the difference it makes. The learning opportunities that are available. The history that it provides to its viewers. I just enjoy how I learn things about Chicago and other places that when my memory is called upon, I know where I can get a resource for good factual information. •In depth reporting •It provides excellent quality programming with few commercials. •They air local and national programming. Their public service programming has a high quality. •No commercials, unique programs not seen on other stations, programs that make you think or learn. •High quality •The rich diversity of Chicago and a diverse group of

people at the station to present it. This could be enhanced by hiring one American Indian or collaborating with American Indian organizations to capture that programming. An American Indian series could be piloted. •It has 5 min of commercials both at the beginning and end of each program. •in depth coverage - minimally censored content •intelligent programming, interesting to those of us who hate shows like Two and a Half Men •The informational shows are more authentic, less "star" oriented •It is publicly funded, but not unbiased •For those of us who do not have cable specialty shows, like This Old House & America's Test Kitchen are unique. •quality, diversity, variety •The wealth of educational resources available in the archives - need to publicize them! •The cultural events and science programming that it presents. •No ads •variety of programs •apparently its focus on cultural events makes it distinctive

EXHIBIT C

Programming Proposal (Robotics)

Prepared by

THE PROGRAM COMMITTEE

OF THE WTTW COMMUNITY ADVISORY BOARD

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Proposal & Format Suggestions

Option 1 Coverage of the Midwest Regional FIRST (For Inspiration and Recognition of Science and Technology) Robotics Competition held at University of Illinois Chicago and/or interviews with mentors, students, and sponsors on *Chicago Tonight*, along with footage of the competition.

Option 2 Half-hour or longer WTTW-produced program on the highlights of FIRST which holds national, regional, and local competitions. The competition stages short games of science, technology, engineering, and mathematical skill and strategy played by robots that are designed, built, and operated by teams of students who program and remotely control the robots in competition rounds on a field. These robots are constructed in six weeks by a team of high-school students and a handful of engineer-mentors. (There are many human interest stories to provide interesting sidelights and anecdotes to this process.)

Option 3 Clips of local youth engaged in FIRST Robotics preparation and competition could be used as marketing pieces. “Personalities” could also be highlighted and interviewed while working a WTTW pledge drive. The Lego competitions could be incorporated into children’s programming to seed a stable young viewer base that already exists and grow it into the higher competing age levels of FIRST.

Background on the Proposal

High School Students - FIRST was founded in 1989 to help young people discover how interesting and rewarding the lives of engineers and scientists can be while building self-confidence, knowledge, and valuable employment and life skills. Nationally 55,000 high school students participate, along with 30,000 mentors, and 6,700 volunteers. There are more than 3,000 sponsoring companies.

Younger Students – The FIRST Organization consists of two other groups that might interest different viewers. FIRST Lego League (FLL) and Junior FIRST Lego League, partnerships between FIRST and The Lego Group, are for students ages 6-14. FLL will hold ten regional events in the Chicago area in December, and the Illinois State Championship event will be in Arlington Heights in January.

How it Works - FRC (FIRST Robotics Competition) stages short games played by robots. There is a new game challenge each year which is announced in January. Teams are formed in the fall, and building starts when the new game is announced. Teams have six weeks to design and build the robot (from a common set of parts). FRC Midwest Regional is held at the UIC Pavilion in March. Fifty two teams cheered by thousands of fans compete over three days on a field roughly the size of a tennis court.

WTTW CAB Programming Proposal – June 14, 2011

Referees oversee the competition and judges evaluate teams and present awards. Teamwork is emphasized and “gracious professionalism”™ is an ethic that permeates the competition.

Local Appeal

- 52 teams competed at the Midwest Regional FRC (FIRST Robotics Competition)
- 35 of the 52 teams are in the WTTW viewing area
- 12 of the **top** 25 teams (5 in the top 10) came from our WTTW viewing area
- A WTTW area team, the Rolling Meadows/Wheeling Wildstangs, has earned FRC’s top award--the Chairman’s Award. For 16 years, this team has been coached by a WTTW engineer
- \$14 million in scholarships has been made available to FIRST students this year
- Local sponsoring companies include: Baxter Healthcare, JCPenney, Motorola, Borg Warner, Caterpillar, Exelon, Boeing, Northrup Grumman, SRT-Nyro, BP, and Designcraft
- Many special awards to schools in our area, such as, Winnebago for the Engineering Inspiration Award (second highest award of the competition) or John Hope College Prep of Chicago for Highest Rookie Seed

Benefits of the Proposal to WTTW

The Program Committee believes that this proposal will benefit WTTW by:

- A. Bringing to their viewers a slice of Chicago youth engaging in a unique endeavor. Designing and building a robot is a fascinating real-world professional experience that emphasizes Science, Technology, Engineering and Mathematics (STEM).
- B. Expanding the teen audience in the viewing area. The regional competition not only involves the participants, but thousands of cheering fans.
- C. Showcasing of the work of local teens and adult mentors as they combine the excitement of sport with STEM applications.
- D. Inspiring student interest and participation in STEM content. (U.S. students lag behind their peers in Europe and Asia in math and science capabilities.)
- E. Investing in the future workforce. FIRST is about developing life skills. Teamwork and “gracious professionalism”™ are stressed. Finance, fundraising, budgeting, project management, and communication skills are all needed to be a successful FIRST team.
- F. Potential partnerships with the companies that fund FIRST. Some of the world’s most respected companies provide funding, mentorship time and talent, volunteers, and equipment to sponsor this organization.
- G. Finally, the potential for partnership and outreach with local schools, UIC, and IIT. Gerry Smith, Associate Director of Minority Affairs at the UIC College of Engineering, is involved with FIRST and has worked to recruit minority students to this program. Dennis Roberson, IIT Vice-Provost for Strategic Initiatives, was honored this year for 16 years of dedication to FIRST.

Cost

Some of the companies that are strategic partners might be approached to help with funding. They are Boston Scientific, Deka, Baxter, Chrysler, GM, Johnson & Johnson, Xerox, Delphi, Motorola, KPCB, BAE Systems, Boeing, JCPenny, Rockwell Automation, Rockwell Collins, FedEx, NASA, Time Warner National Instruments, PTC, General Dynamics, 3M, Lego, Vestas, and Festo Corp.

INDIVIDUAL STATEMENTS

By

- Redd Griffin, *Vice Chairman, WTTW CAB*
- Renée Summers, *Member, WTTW CAB*

**INDIVIDUAL REPORT
OF VICE-CHAIRMAN REDD GRIFFIN**

Submitted December 1, 2011
for Attachment to the WTTW CAB 2011 Annual Report

Over this past year, WTTW's Community Advisory Board (CAB) has learned much about important transformations in the character of the station's potential audience and methods of communicating with them. New trends in contemporary culture and communications technology have largely triggered these changes.

At the same time, CAB, pursuant to its mission, has continued to review and reflect on the programming WTTW transmits to its viewers. On the one hand, the station to achieve positive ratings and financial support must connect with both the continuing and changing interests of its audience. On the other hand, WTTW, unlike most commercial television stations is constrained by a code central to its ethos. This ethos requires programming that is not just entertaining, but educationally stimulating and culturally enriching.

This standard is closely related to WTTW's institutional history, alluded to often at CAB meetings this past year. That history began when Edward Ryerson, then president of the University of Chicago's board of trustees championed standards not widely followed in the television culture of his time. In 1953, he spearheaded the establishment of an alternative to commercial television in Chicago.

Within a decade of WTTW's founding, one of its later board members, Newton Minow brought similar standards to the attention of a national audience. In 1961, as chairman of the Federal Communications Commission he gave a landmark speech to television broadcasters across the nation, widely known ever since. The speech is best known for his reference to television in his time as a "vast wasteland." But he also urges the television broadcasting industry to do positive things with potentially great long-range benefits to the nation, as when he says:

"...put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future."

WTTW commemorated the 50th anniversary of this speech on its Chicago Tonight show earlier this year. Edited copies of it have been distributed to CAB members for them to consider in assessing WTTW's policies and programs.

CAB through its chair, Joseph Morris, has invited Newton Minow to speak at one of its meetings to offer his thinking on the history and future of television--especially the public kind.

Individual Report of Vice-chairman Redd Griffin
Attached to WTTW CAB 2011 Annual Report

One of several current programs on WTTW that exemplifies the highest standards of educational or public television is the most recent 90-minute cultural history of Chicago produced and presented by Geoffrey Baer. His *Chicago's Loop: A New Walking Tour* helps the public better understand the past and present of the city in which they live, work, shop, recreate and worship. Its lessons from Chicago's past are potential inspirations and guides for them in their present and future lives in the city. As Baer said into the camera on a recent telethon promoting it, "What we do here is tell your story."

Chicago's Loop offers ideas, values and experiences useful as standards by which CAB can evaluate other programs and WTTW's overall direction. At the opening of the program, Baer shows two Chicagos: one the heights of quiet, enduring skyscrapers. This is the realm of contexts historic, philosophic and spiritual, past which contemporary life streams below. The other Chicago is street level, where crowds surge down sidewalks and cross intersections, preoccupied with buying and spending, working and recreating. This is the realm of fast-paced realities of the present.

WTTW and CAB can and should be concerned with both realms—the significant contexts of its policies and programs and the ever-changing society and culture it seeks to reach. CAB can evaluate WTTW policies and programs from the perspective of the station's contexts of mission, ethos and history—or vaster contexts of history, philosophy and spirituality. Fresh input from the frontiers of contemporary culture and technology are also most essential in implementing the preamble of the station's mission as it is most recently stated:

"To provide unique, relevant and valued content and services that enrich, engage and educate diverse communities in Chicago and around the world....."

CAB's annual report for 2011 establishes important benchmarks to be re-visited in its report for 2012.

**INDIVIDUAL REPORT
OF RENÉE SUMMERS**

Submitted December 1, 2011
for Attachment to the WTTW CAB 2011 Annual Report

An understanding of 21st century gender expression will foster gender acceptance and inclusion.