



 [Printer Friendly](#) | [Download PDF](#)

WTTW Community Advisory Board (CAB) Meeting Report for Regular Meeting Tuesday, October 11, 2005

Attending

Bruce Beckman, Thom Clark, Greg Clemons, Barb Cragan, Brian Deveau, Eileen Durkin, Gary Durochik, Riva Feshbach, Janice Goldstein, Elizabeth Forkins Harano, Mary Lou Mockus, David Nelson, Norma Sutton, Lorenzo Vazquez, and VJ McAleer

Guests from WTTW

Shaunese Teamer, Sarah Warner, Carmen Schmidt

Absent

Carolyn Aguila, Brian Clardy, Howard Denton, Afzaal Hafeez, Marion Hoyda, Janet Joyce Nelson, Evelyn Nieves, Cathlin Paransky, Sidney Zwick, and Barbara Proctor

(Please remember to sign in at the meetings so that we can keep accurate records of attendance.)

Call to Order: Thom Clark called the meeting to order at 6 pm

Roll Call: Riva Feshbach reminded CAB members to sign in.

Approval for Minutes for August, 2005: Approved

Additions to the Agenda: None

Reports of the Officers and Committees

Membership Committee

The following resignations from the CAB were recognized: Bill Lichtenstein, Rennee Summers.

David Nelson reminded the CAB that he is starting to collect names for new members to begin at April meeting. He is developing an "application form" for new members. Please send him ideas for questions that should be included. There was also a brief discussion about whether we should list CAB member names (plus a biographical note) on the website. No conclusion on this matter.

Vice-Chairman

Gary Durochik informed the CAB that WTTW general counsel completed their review of the By-Laws. The final governing By-Laws are dated 9/2/05.

Secretary

Nothing to report

Programming Committee

The CAB reviewed and approved the report from the September 13, 2005 Programming Committee meeting.

At this point in the meeting, the CAB also discussed some ideas about how the Programming Committee and the CAB can assist with outreach, focusing on holding Town Hall style meetings to help get community feedback about WTTW programming. Suggestions: Work with Barbara Proctor on logistics; partnering with another, larger neighborhood event, such as a community health fair. Nothing was concluded.

This point on the agenda concluded with the some discussion the relationship between the Programming Committee and the CAB as a whole. Thom Clark reiterated that the Programming Committee is a subcommittee of the CAB, and so needs to propose a course of action to the CAB for approval.

Unfinished Business

See report of the Vice Chair above.

New Business

See Programming Committee report above.

Trustees Liaison

The Community Engagement Committee of the Board of Trustees, via Thom Clark, has invited members of the CAB to their December meeting. The following CAB members expressed interest in attending: Bruce Beckman, Barbara Cragan, Brian Deveau, Riva Feshbach, Janice Goldstein, Redd Griffin, David Nelson Lorenzo Vazquez.

Management Feedback

In response to CAB interest in WTTW's outreach activities, VJ McAleer arranged a presentation by members of the station's outreach staff (Shaunese Teamer, Sarah Warner, Carmen Schmidt). While the station does some community outreach aimed at adults, most of their outreach efforts are designed for children. The goal of outreach to children is to try to optimize the educational opportunities provided by programming. Outreach for younger children (0-5 years old) focus on "Ready to Learn" initiatives. WTTW partnered with the Museum of Science and Industry to create a project for older children (6-9 years old) called "What Makes You Go." Now, they are working on expanding the geographical spread of the programs, and improving marketing for the programs.

The Outreach staff consult with the National Center for Outreach (Milwaukee, WI), which assists with developing new projects, supplying content, and identifying funding sources. They also have a grant program for outreach marketing. Some projects include: Global Health, My City Now, and African American Lives.

CAB members asked about the following issues.

Does WTTW ever work with libraries? Answer: Libraries are somewhat resistant because of perceived competition with television, but WTTW does use Chicago Public Library space for its programs.

Have there been collaborations with other organizations besides Museum of Science and Industry? Answer: They would like to develop them, but need to find appropriate funding.

How are the programs evaluated? Evaluation is written into the grants.

Public Comment

None

The meeting was adjourned at 7:30 pm