



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

WTTW Community Advisory Board (CAB) Meeting Report for Regular Meeting Tuesday, August 8, 2006

Attending

Thom Clark – *Chair*; Bruce Beckman – *vice-chair*; Arlette Porter – *Secretary*; Lennette Meredith – *Membership Chair*; Lorenzo Vazquez, Howard Denton – *Co-Chairs Outreach Committee*; Arlette Porter – *Secretary*

Joyce Calvin, Janice Goldstein, Earl & Jane Henrickson, Redd Griffin, Mary Lou Mockus, Harold Moore, Joseph Morris, Norma Sutton, Olga Nelson, Susan Jordan

WTTW

Barbara Procter, WTTW Board liaison; Dan Soles, Vice President, Programming

Absent

Elizabeth Forkins Harano, *Program Chair*, Raymond Broady, Greg Clemons, Barbara Cragan, Gary Durochik, Sergio & Maria Gallegos, Mary McSweeney Stiglich, Harold Moore, Evelyn Nieves, Donna Yuen, Sidney Zwick

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

Prior to the beginning of the meeting, a tour of the station was given – highly informative and enlightening.

Call to Order

Thom Clark called the meeting to order at 6:45 pm.

Roll Call

Introductions were made.

Minutes

Approval of minutes from June 13, 2006

Reports of Officers and Committees

Membership Committee

Lennette Meredith introduced two volunteer members, Carmen Mivera and Dr. Janet Phillips. These volunteer members are available to assist CAB and its committees.

Program Committee

Redd Griffin disseminated minutes from the Committee's July 11, 2006, meeting. The floor was opened for discussion. The Committee stated that they were trying to build new faces in the programming department. Any suggestions and names for programming should be e-mailed to Redd, Thom or Mary Lou (Mockus).

Outreach Committee

Lorenzo Vazquez and Howard Denton gave an update on committee meeting.

Lunch Meeting With Barbara Proctor

Strongly suggested that Outreach Committee work with Community Engagement Committee with the goal of hosting two public meetings – reaching out to community to see what the people want to see and to share research data amongst the committees as a springboard to serving the community. There are presently 22 members on Community Engagement Committee of which Barbara Proctor is Chair.

Thus, the focus is on how to progress in the community, work with WTTW and share demographics

to distribute a survey to community in order to get the community's input regarding programming – which will be shared with Program Committee. Suggested ideas were to meet in the community, possibly at firehouses, libraries, etc. to reach community members. Thought process was that more members would join if meetings were held in the community. Longterm goal is to have more community involvement and thus more meetings in the community.

One CAB suggestion was to utilize Northeastern University may be a resource for reaching out to the community after the Outreach Committee is up and operating. Caution was expressed that the Outreach Committee remain autonomous from Community Engagement Committee. However, it was stated that CAB is mandated to be autonomous – that CAB is advisory in nature, operating without a budget and without "staff." Thom encouraged CAB to be more active with WTTW management and more involved in WTTW's programming.

Next Outreach Committee meeting is scheduled for September 8th or 9th, with perhaps a liaison from Programming Committee will attend.

Motioned, voted and approved:

- (1) That the Outreach Committee form a joint initiative with Trustees of Community Engagement Committee;
- (2) At least two public meetings (townhall meetings) be held within the next twelve (12) months, one in Chicago and one in outlying suburb for the purpose of sharing information with community regarding programming and to get feedback from community regarding same.

Townhall meeting agenda and setup details will be shared at a later meeting. However, Co-Chairs indicated that the attempt is to make CAB more visible to public and for CAB to "hear" the community regarding programming.

Unfinished Business

Thom will call Washington D.C. regarding whether a website can be created for nationwide CABs to communicate.

New Business

Dan Soles, Vice President of Programming for WTTW shared that WTTW reaches a little more than two million homes and performs well with the 2-5 year old group. He further indicated that WTTW is the most watched station among 2-11 year olds and shows well among the older age group. Studies show that WTTW reaches a racially diverse number of homes in Chicago.

Video clips on upcoming programming for Fall 2006 and 2007 were shown.

The meeting was adjourned at 8:05 pm.