



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

WTTW Community Advisory Board (CAB) Meeting Report for regular Meeting Tuesday, December 12, 2006

ATTENDING

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

Barbara Cragan, Redd Griffin, Susan Jordan, Mary Lou Mockus, Mary McSweeney Stiglich, Donna Yuen, Joyce Calvin, Joseph Morris

WTTW: V. J. McAleer, Yvonne Davis

Barbara Proctor, WTTW Board Liaison

ABSENT

Elizabeth Harano, Raymond Broady, Greg Clemons, Janice Goldstein, Earl and Jane Henrickson, Evelyn Nieves, Norma Sutton, Gary Durochik, Sergio and Maria Gallegos, Harold Moore, Olga Nelson, Sidney Zwick

Call to Order: 6:11 pm

Roll Call: Introductions were made. New member, Donna Yuen, was introduced to membership body.

Minutes: Approval of Minutes from October 10, 2006

Report of Jerry Liawang, Director of On-Air Programming – pledge nights are important. Pledge drives are generally held four times a year for a total of 55-60 days. The longest pledge drive lasts 17 days. The goal of pledge nights is to generate approximately \$5.5 – 6 million dollars in revenue, which is about 10-12% of the revenue budget. Recent pledge night generated about \$1.9 million. The goal was to raise \$1.8 million. In scheduling programming for pledge drives, programming is generationally geared with the thought in mind that others outside the generation also watch. Attempt is to be diverse in programming. New technology will likely affect the method of raising revenue in the future. Jerry does not believe that there is competition with other stations regarding fundraising.

REPORTS OF OFFICERS AND COMMITTEES

Chair (T. Clark): Pledge night thank yous were disseminated. Special thanks go to Lorenzo Vazquez for arranging for donation of t-shirts.

Thom will poll membership to determine whether membership would be agreeable to receiving e-mail notifications from WTTW on events planning.

Thom is open to ideas for agenda items and/or speakers for meetings. Thom emphasized that we are all working together to develop quality public media programming. Joe Morris suggested that certain topics be designated that the Outreach Committee broach with the Board of Trustees. Thom will act as coordinator of those topics. Thom will dig out previous minutes of ideas that should also be broached. The Outreach Committee will then generate a list of topics that should be discussed amongst joint committees. Thom stressed that CAB members must become personally engaged in developing quality programming. Ideas and concerns should be provided to Outreach Committee.

Vice Chair (B. Beckman): No Report. Bruce is being slated for office in Downers Grove. This position will come open.

Membership (L. Meredith): No Report. February meeting will be used to drum up support for April meeting. Presently positions have staggered three year term of office. All parties whose

terms are set to expire and who are interested in maintaining their present position should let Lennette Meredith know as soon as possible.

Program (B. Cragan): Next meeting, January 9, 2007, 6:30 – 8:00 p.m. at WTTW station. Please come out and assist.

Outreach (H. Denton and L. Vazquez):

Next meeting, January 9, 2007, possibly in conjunction with Program Committee.

Joint Meeting of CAB with WBEZ to explore programming issues and engage in dialogue regarding recommendations. Joint meeting with involve Claudia Free, Chair of the WBEZ Community Advisory Board. Any activities emanating from this meeting with be co-marketed by the CABs.

New Business

Motioned and approved – WTTW CAB membership, being fully informed of potential conflict between Thom C as chairman of organization, CAB waives any conflict of interest between Thom Clark and outreach efforts of CAB and WBEZ.

Trustee Liaison (B. Proctor): CAB frustration regarding Executive Committee involvement is echoed by Trustees.

Management Feedback (V. J. McAleer):

As program director, V.J. is responsible for programs that are locally produced. It was suggested that, given the new body of CAB members, V.J. and Dan Soles should provide brief explanations of their duties.

Public Comment: None

Next Meeting: February 13, 2007 at 6:00 pm

Adjournment: 7:40 pm