

WTTW COMMUNITY ADVISORY BOARD

MINUTES
Of
The Public Meeting
Of the
WTTW Community Advisory Board
Of
Tuesday, August 9, 2011

WTTW Studios
5400 North St. Louis Avenue
Conference Room B, 2nd Floor
Chicago, Illinois

The meeting was called to order by Chair Joseph Morris at 6:25 p.m.

The roll was called. Present were the following members of the Community Advisory Board (CAB)

Joseph Morris, Chairman
Helen Bracy
Yvette Brown
Susan Buckner
Janice Goldstein
Red Griffin
Lennette Meredith
Mary Lou Mockus
Heather Penn
Donna Rook
Maggie Steinz
Renee Summers
Charles A. White

Additional persons present included:

V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships
Yvonne Davis, administrative assistant and staff support
Barbara Proctor, WWCI Board Liaison

The following member of the general public was present: Jeanette White, Kathy Morris, Mathew A. Rarey, Diane Shapiro and Jeff Berkowitz.

The Chair asked board members to introduce themselves and noted the presence of a quorum. The Chair then asked guests to briefly introduce themselves.

The Chair presented minutes of the previous meeting for considered and approval. The minutes were approved without comment.

The Chair presented the Order of Business. Ms. Mockus moved to accept the Order of Business and Mr. White seconded the motion. Without objection the Order of Business was adopted; a copy is attached.

The Chair asked Mrs. Rook to report for the outreach committee. She noted that less than 100 responses have been received to date for the online survey. She moved the survey be reopened until September 30; Yevette Brown seconded the motion. Mr. White mentioned talking to two young men who said the station offered nothing they were interested in, as their focus was primarily athletics. Jan Goldstein asked Mr. McAleer if the station could do some alerts about our survey. Mr. McAleer asked for a note with proposed extended survey dates. Ms. Penn recommended we add information to the NPR facebook site and upon request from the Chair volunteered to join the outreach committee to assist. Mr. Griffin asked if preliminary copies of survey results could be released; Mrs. Rook recommended waiting until more responses are received at the next meeting. Mr. Griffin asked if the survey should be modified, and Mrs. Rook noted that the survey had been considered and approved by the board and should not be changed midstream.

The Chair asked Ms. Steinz to report for the program committee. She reiterated the importance of the Program Committee's June proposal, approved by the Community Advisory Board, to include robotics programming on WTTW. She highlighted the upcoming robotics show scheduled Sunday, August 14 on ABC Channel 7, and noted that the value of the April competition in helping young people with scientific talent develop personal leadership and intellectual skills. Ms. Mockus described how impressive the project displays at the April FIRST championship were, as they related to future developments in medical technology.

The Chair asked Mrs. Rook for the secretary's report. She noted that the executive committee had discussed and agreed on a strategy for the minutes, which is to provide a summary, not a transcript. Anyone who wishes further detail may submit a report to the board in writing, which will be attached verbatim to the minutes.

The Chair asked Mr. Griffin for the Vice President's report. Mr. Griffin reiterated the importance of the by-laws as a foundation for successful meetings, and noted the value of board members versed in current technology in concert with the institutional memory on the part of longer-term board members. He proposed board members share outside affiliations to encourage sharing of contacts. He mentioned his conversation with Geoffrey Baer regarding WTTW history in concert with the Ronald Reagan centennial and the Reagan family apartment near the University of Chicago. He circulated a written report which is attached.

The Chair provided the chairman's report, and recognized the efforts and progress between meetings on the part of the committees and trustee liaison. He noted that the main agenda item for the October meeting would be preparation of our December report to the WTTW trustees.

The Chair asked if there was any unfinished business; none was offered.

The Chair asked for new business, and gave second notice of the motion to amend Section I of the by-laws and moved that it be considered for the second of three required meetings. Ms. Goldstein seconded the motion. The motion will be again offered in October. A copy is attached.

The Chair called on Ms. Proctor, who said she had no formal report, but mentioned board presentations regarding new technology and more effective use of resources. She also mentioned offers of financial and programming help related to alternate uses of the station's 4 channels.

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, reported on behalf of Station Management on the following matters:

1. The station's Fun'n'Run will be held this coming Sunday morning at 9am (8am if you're running) in Lincoln Park behind field house east of Stockton Drive. Kratt Brothers will be there, as they are very popular with families.
2. The station just began work on an American Graduate initiative; sponsored by the Corporation for Public Broadcasting, focusing on the issue of high school dropouts and the need for graduation. Some public service announcements are upcoming in partnership with a youth media group. More information will be available at the next meeting.
3. Check Please just taped a preview season that will air September 9 including a road trip with 3 Chicagoans to Milwaukee. In 25 minutes, "instant reviews" of 5 places are presented.
4. The station is involved with a PBS series focusing on Arts in various cities. The one in Chicago will feature documentary including Ravinia. A segment will include Jeannie Gang, a local architect who created Aqua, a notable high-rise, as well as Columbia College's new media center.
5. The station will be airing a 4-part series on Catholicism, featuring Fr. Robert Barron, looking at its influence in the culture. The series begins October 13 and continues on succeeding Thursday nights.

Mr. Griffin asked where funding for the series on Catholicism was coming from; Mr. McAleer noted private funding, since the station's acquisition budget is quite small.

Ms. Goldstein noted that WTTW is not visible at Ravinia; Mr. McAleer noted it's very expensive to do those productions. Ms. Goldstein asked if the station could offer a flier asking for survey responses at the Fun'n'Run event; Mr. McAleer responded that the packets had already been assembled so this would be difficult. The Chair requested that the secretary add a request for a survey flier at the Fun'N'Run event.

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 driver's 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.

Without objection, the Chair declared that, in accordance with the standing schedule of the CAB, he would call the next meeting of the CAB for October 11 at 6 pm at the Station.

Mr. White moved to adjourn the meeting and Ms. Meredith seconded the motion. The motion was unanimously adopted. The Chair declared the meeting adjourned at 7:55 P.M.

Respectfully submitted,

Donna L. Rook
Secretary

WTTW Community Advisory Board (CAB)

Regular Bi-Monthly Board Meeting

Date: Tuesday, August 9, 2011

Time: 6:00 PM CDT

Location: WTTW – Window To The World Communications, Inc.
5400 North St. Louis Avenue, Chicago, Illinois

Order of Business — *Proposed*

- 1) **Call to Order** Joseph A. Morris
- 2) **Roll Call and Self-Introductions** Donna Rook and All
- 3) **Approval of Minutes** – for June 16, 2011 Donna Rook
- 4) **Revision and Adoption of Agenda:** Joseph A. Morris
- 5) **Reports of Officers and Committees:**
 - a) **Membership Committee** Lennette Meredith
 - i) New nominations
 - b) **Program Committee** Barbara Cragan and Donna Rook
 - c) **Outreach Committee** Deborah Williams, Ph.D.
 - i) Preliminary Report on Outreach Survey
 - d) **Secretary** Donna Rook
 - e) **Vice Chairman** Redd Griffin
 - f) **Chairman** Joseph A. Morris
- 6) **Unfinished Business**
- 7) **New Business**
 - a) Proposed Amendment to By-Laws on Meeting Dates First Reading. Joseph A. Morris
- 8) **Trustees' Liaison** Barbara A. Proctor
- 9) **Management Liaison** V. J. McAleer
- 10) **Public Comment** Members of the Public
- 11) **Good and Welfare** All
- 12) **Adjournment**

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 programing 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

Recommendations from the Vice Chair to CAB 8.9.11

By Redd Griffin 708.386.5681 or reddgriffin@sbcglobal.net

A. Revisions added to, but not incorporated in, 6.14.11 minutes

1. On Page 4 paragraph 2, the Management Liaison report by V.J. McAleer...

“1. The station is currently re-making Geoffrey Baer’s walking tour of the Loop. “

2. I recommend that CAB follow the standard practice of including the names of

those who make and second motions in the minutes along with their text and voting outcomes.

This would mean recording this addendum to the minutes:

On page 3 paragraph 6 should now read:

“The Chair called for Unfinished Business. The pending motion to amend section 2 of Article III of WTTW’s CAB by-laws was called on the third notice for debate. Its passage was moved by Redd Griffin and seconded by Dr. Deborah Williams....”

B. Correction of a CAB Bylaw as posted on the website e-mailed to Yvonne Davis on 8.9.11

To conform to the Community Advisory Board Bylaws this part of the website should read:

Membership...

Section 2

Membership Term. Members shall serve three-year renewable terms. [Delete: “Terms shall be staggered to facilitate the selection of nine members every year.”]

C. An Expanded Report of the Vice Chair at CAB’s 6.14.11 Meeting

[Partially covered and condensed in the 6.14.11 minutes Under Morris’s point 6 on page 2, stating: “The Chair called on the Vice Chair...”]

1. During Vice Chair Griffin's report, he asked the WTTW Board Liaison, Ms. Proctor, if she would report back to her board about this meeting's extended exploration of how WTTW might utilize new technologies to reach their users.

2. Griffin noted the need of CAB, like other boards on which he serves, to learn from our institutional history and cultural context, often through older members, and to learn about trends in communications technology and their users, often through younger ones. He suggested that both CAB members and others present at the meeting even before the Public Comments session were generating questions, ideas and proposals focused on these issues. He called attention to the evening's above average attendance and variety of substantive program items encouraged by the previous CAB's specific call for such a public meeting in its revision of the Bylaws.

3. Griffin reported that he had followed up a suggestion at the last meeting from the Staff Liaison, V.J. McAleer, to contact WTTW Producer Geoffrey Baer about documenting the role of Edward Ryerson in founding WTTW. Ryerson chaired the Board of the University of Chicago at the time. Griffin advocated pursuing more information on the educational and cultural impact of the University and other institutions of the time on the mission and unfolding history of WTTW.

4. In talking with Baer, Griffin also brought up former President Ronald Reagan's history in Chicago. Baer said that a question he was asked recently about the location of Reagan's boyhood residence in Chicago made him especially interested in Griffin's information on it. Baer asked to be kept updated on developments about this and other aspects of Reagan's Chicago connections during this 100th anniversary year of his birth. He said that while Ryerson's role in founding WTTW was important to its community, programming on Reagan had the potential of interesting a wider audience.

Originator of Proposal

WTTW Community Advisory Board

Barbara Cragan, Chair Program Committee bjcragan@aol.com

Mary Lou Mockus tmlmockus@mymailstation.com

Maggie Steinz steinzed@yahoo.com

Deborah Williams, Co-Chair Outreach Committee debwms25@yahoo.com

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 – June14, 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-Nypro, 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.