

WTTW COMMUNITY ADVISORY BOARD

MINUTES
Of
The Public Meeting
Of the
WTTW Community Advisory Board
Of
Tuesday, October 11, 2011

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

The meeting was called to order by Chairman Morris at 6:35 p.m.

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

Joseph Morris, Chairman
Yvette Brown
Susan Buckner
Barbara Cragan
Keisha Dyson
Janice Goldstein
Redd Griffin
Lennette Meredith
Mary Lou Mockus
Heather Penn
Donna Rook
Maggie Steinz
Renee Summers
Norma Sutton
Charles White
Doreen Wiese
Deborah Williams, Ph.D

Additional persons present included:

V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships
Yvonne Davis, staff support

The following member of the general public was present: Teddy White.

The Chair presented the proposed Order of Business. Barbara Cragan moved acceptance of the Order of Business and Renee Summers seconded the motion; which was adopted unanimously..

After discussion clarifying the robotics section, Mr. Griffin moved the minutes of the previous meeting be approved; Mr. White seconded the motion and the motion was unanimously approved.

Ms. Proctor mentioned Board of Trustees members will be featured on Chicago Tonight on October 26, after their scheduled board meeting.

Ms. Cragan reviewed the Program committee's work on the robotics proposal, expressing the hope that it is included in the CAB's yearend report to the Board of Trustees. Ms. Mockus expressed concern with the lack of quality of the ABC program on robotics; and Ms. Stein noted that we can do better on a local level. Mr. Griffin mentioned the program on the spelling bee as a model for what we could do. Mr. McAleer said the station's development group has submitted the Robotics proposal to Motorola Solutions for funding.

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

1. In last 6 weeks editing of Geoffrey Baehr's Loop tour has been completed
2. The PBS series featuring arts in different cities will air November 11; Chicago segments include a film on the Lincoln tribute at Ravinia and a profile of architect Jeannie Gang.
3. October 21 will be the filming of the 26th Golden Apple awards, which will be aired early November
4. As an independent producer WTTW is working to spread the series on Catholicism, and will air 4 segments locally.

Ms. Goldstein asked if the movie "The Interrupters" would be shown; Mr. McAleer said he would let us know the schedule. Ms. Wiese asked about the movie "Wauimpaneg" and whether November includes any programming related to National Native Americans month. Mr. McAleer committed to research that question. Mr. Griffin mentioned the successes of some of the Oklahoma tribes as a case study that could be considered. Ms. Summers asked about Jeannie Gang; Mr. McAleer said she was on the station the day she was announced a winner of the MacArthur 'Genius' award.

Dr. Williams provided an overview of the survey results, and committed to provide a more detailed written attachment to the minutes. Feedback included most watched shows are Chicago Tonight, Check Please, history and documentaries. Respondents wanted more balanced coverage, to include conservative as well as liberal viewpoints, and more local coverage, such as City Council meetings. Discussion included conducting the survey yearly, the need for consistency with the need to survey new issues such as access via new technologies. Survey results and recommendations will be included with CAB recommendations to the Board of Trustees in December. Mr. Griffin reiterated an ongoing CAB interest in viewer input collected by the station; Mr. McAleer noted Anne Gleason's presentation on WTTW surveys to the CAB

earlier in the year. Ms. Penn described a WTTW page she has created for Facebook; which she can make available to other board members who have Facebook pages.

The Chair called for the Vice Chair's report. Mr. Griffin mentioned a friend who has expressed interest in a sizeable donation to the station and wondered how to direct and recognize it. Mr. McAleer recommended contacting the development staff. Mr. Griffin recommended the CAB blend its strengths in station background and history with the interest in new technologies. His specific recommendation is attached, including his recommendation to invite Mr. Newton Minow to speak at a CAB meeting.

The Chair offered his report, including a recent conversation with Newton Minow, who will be featured in an upcoming donation campaign. He offered to invite Mr. Minow to attend a future CAB board meeting to answer questions and provide insight and perspective.

The Chair called for Unfinished Business, and presented his motion having been offered two meetings ago to shift the meeting day from the second to the third Tuesday of the month. After discussion the motion was amended with unanimous consent to begin in February 2012. The motion was approved with unanimous consent; a copy is attached.

The Chair offered the opportunity to present items of general interest. Mr. Griffin mentioned events related to Hemingway coming up in Oak Park; and a recent WTTW program related to the War of 1812. He recommended considering a mechanism to provide advance notice of similar events.

The board then convened in Executive Session, with non-members excused. Mr. Morris presented an outline based on the 2010 report to create the 2011 CAB report to the Board of Trustees in December. After discussion the group agreed to meet in executive session at 2:30 p.m. on Friday, November 11 to develop substantive text for the report and appoint a "finishing committee" to complete the draft and circulate it to allow additions.

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 December 13 at 6 pm at the Station.

Ms. Goldstein moved to adjourn and Mr. White seconded the motion. The motion was unanimously adopted. The Chair declared the meeting adjourned at 8:55 P.M.

Respectfully submitted,

Donna L. Rook
Secretary

WTTW Community Advisory Board Meeting

October 11, 2011

Vice – Chair Report

By Redd Griffin

The following is verbatim from the report I had brought to the meeting, which I paraphrased to save time.

“[In keeping with Article II-- Objective - Section 2 of our CAB Bylaws (quoted in the report)], I recommend CAB prior to its December meeting study and apply the most significant and instructive features of WTTW’s institutional history as it considers

--the challenges and opportunities of today’s technology and programming and

--the characteristics of WTTW’s intended audience.

“Among the most significant and instructive features of its institutional history are the essential contributions to public television made by WTTW director emeritus, Newton Minow. “

To that end, I suggested inviting Mr. Minow to speak at an upcoming CAB meeting.

“I request that CAB members prior to the December, 2011 CAB meeting, read and prepare to explore the following Parts I – III concerning the relevance of Newton Minow’s words and actions to WTTW’s mission.”

I. A Brief Bio of Newton Norman Minow, WTTW Trustee Emeritus

NEWTON (NORMAN) MINOW. Born in Milwaukee, Wisconsin, U.S.A., 17 January 1926. Northwestern University, B.S. 1949; J.D. 1950. Married: Josephine Baskin, 1949; children: Nell, Martha and Mary. Served in U.S. Army, 1944-46. Admitted to Wisconsin Bar, 1950; Illinois Bar, 1950; with firm of Mayer, Brown & Platt, Chicago, 1950-51 and 1953-55; law clerk to chief justice Fred M. Vinson, 1951-52; administrative assistant to Illinois governor Stevenson, 1952-53; special assistant to Adlai Stevenson in U.S. presidential campaigns, 1952, 1956; partner in firm of Stevenson, Rifkind & Wirtz, Chicago, New York City and Washington, D.C., 1955-61; chair, the Federal Communication Commission, 1961-63; executive vice president, general counsel and director, *Encyclopedia Britannica*, Chicago, 1963-65; partner, Sidley and Austin, Chicago, 1965-91; of counsel from 1991; board of governors, Public Broadcasting Service, 1973-80; chairman of the board, 1978-80; past chair, Chicago Educational TV, currently honorary chairman; chair, publications review board, Arthur Andersen & Co., 1974-83; chair of the board of overseers, Jewish Theological Seminary, 1974-77; co-chair, presidential debates League of Women Voters, 1976, 1980; professor of communications policy and law, Annenberg Program, Northwestern University, from 1987. Board of directors, Foote, Cone & Belding Communications Inc.; Tribune Co.; Sara Lee Corp.; AON Corp.; Manpower, Inc. Trustee, Notre Dame University, 1964-77, from 1983; Mayo Foundation, 1973-81; trustee, past chair of board, Rand Corporation; Chicago Orchestral Association, 1975-87, life trustee from 1987; trustee, Northwestern University, 1975-87, life trustee, from 1987. Honorary degrees: LL.D., University of Wisconsin, and Brandeis University, 1963; Honorary LL.D., Northwestern University, 1965; Honorary LL.D., Columbia College, 1972; Northwestern University Alumni Association Medal, 1978; Ralph Lowell Award, 1982; Honorary LL.D., Governors State University, 1984; Honorary LL.D., DePaul University, 1989; Honorary LL.D., RAND Graduate School. Member: Fellow, American Bar Foundation; American Academy of Arts and Sciences; American Bar Association; Illinois Bar Association; Chicago Bar Association. Recipient: Peabody Broadcasting Award, 1961; Northwestern University Alumni Association Medal, 1978; Ralph Lowell Award, 1982. Address: Sidley & Austin, 1 First National Plaza, Chicago, IL 60603.

Publications

Equal Time: The Private Broadcasters and the Public Interest. New York: Atheneum, 1964.

Presidential Television, with John Bartlow Martin and Lee M. Mitchell. New York: Basic Books, 1973

For Great Debates. New York: Priority Press, 1987.

How Vast the Wasteland Now. New York: Gannett Foundation Media Center, 1991.

Abandoned in the Wasteland: Children, Television, and the First Amendment, with Craig L. LaMay. New York: Hill and Want, 1995.

U.S. Attorney/Media Regulator

Newton Minow was one of the most controversial figures ever to chair the Federal Communications Commission (FCC). Appointed in 1961 by President John F. Kennedy, Minow served only two years, but during that time he stimulated more public debate over television programming than any other chair in the history of the commission.

Trained at Northwestern Law School, Minow's public career began with his involvement in the administration of Illinois governor Adlai Stevenson during the 1950s. At a very young age Minow became a leading figure both on the governor's staff and in his presidential campaigns of 1952 and 1956. During the latter, Minow became acquainted with members of the Kennedy circle and in 1960 worked for the Kennedy presidential bid, becoming close friends with the President's brother, Robert. Reportedly, the two men frequently talked at length about the increasing importance of television in the lives of their children. It therefore came as little surprise that after the election Minow eagerly pursued the position of FCC Chair. Some observers nevertheless considered it unusual given his lack of experience with the media industry and with communication law.

Appointed chair at the age of 34, Minow lost little time mapping out his agenda for television reform. In his first public speech at the national convention of broadcasting executives, Minow challenged industry leaders to "sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit-and-loss sheet or rating book to distract you--and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland." Sharply critical of excessive violence, frivolity, and commercialism, Minow's remarks sparked a national debate over the future of television. Although similar criticisms about television and popular culture had circulated widely during the late 1950s, Minow became the first chair of the FCC to specifically challenge the content of television programming and to urge significant reform. His characterization of the medium as a "vast wasteland" quickly became ubiquitous, especially in newsprint headlines and cartoons. During his two years in office, it was estimated that, other than the president, Minow generated more column-inches of news coverage than any other federal official.

In part, Minow's criticisms of television were linked to broader anxieties about consumerism, child-rearing, and suburban living. Many social critics during this period worried that middle-class Americans had "gone soft" and lost their connection to public life. In an inaugural address that focused exclusively on foreign policy, President Kennedy implored Americans to revive their commitment to the urgent struggle for freedom around the globe. Shortly thereafter, Newton Minow framed his critique of television along similar lines, arguing that the medium had become a form of escapism that threatened the nation's ability to meet the challenge of global Communism. Moreover, he worried about the increasing export of Hollywood programming overseas and the impact it would have on perceptions of the United States among citizens in other countries. In the months following the speech, Minow advocated the diversification of programming with particular emphasis on educational and informational fare. Confronted by powerful opposition among industry executives, he nevertheless continued to chide network programmers in speeches, interviews, and public appearances.

Although the Minow FCC never drafted specific programming guidelines, some argued that Minow employed a form of "regulation by raised eyebrow," which helped to stimulate the production of programs favored by the FCC. Indeed, during the early 1960s, network news grew from adolescence to

maturity and many credit Minow for helping to foster its growth. He especially was seen as a champion network documentary, a genre of programming that placed particular emphasis on educating the public about Cold War issues. Many critics nevertheless contend that beyond news, little changed in primetime television during the Minow years and some suggested that, overall, the Minow FCC enjoyed few tangible policy accomplishments.

While that may have been true in the short run, the FCC chair played a leading role in the passage of two pieces of legislation that would have important long-term effects. The first was the All Channel Receiver Act of the 1962, which required that all television sets sold in the U.S. be capable of picking up UHF stations in addition to the VHF stations that then dominated the medium. By the end of the 1960s, this law significantly increased the number of television stations, and allowed the ABC network to achieve national coverage, making it truly competitive with NBC and CBS.

Secondly, Minow crafted the passage of legislation that ushered in the era of satellite communications. Under his leadership, various factions within the electronics and communications industries agreed to a pie-sharing arrangement that resulted in the organization of the Communications Satellite Corporation (Comsat) and ultimately the International Telecommunications Satellite Consortium (INTELSAT). Created with an eye toward attaining a strategic advantage over the Soviet Union, these U.S.-controlled organizations dominated the arena of satellite communications throughout the 1960s and much of the 1970s.

Shortly after the passage of these key pieces of legislation, Minow resigned from the FCC and returned to a lucrative private practice, later becoming a partner in one of the most powerful communications law firms in the United States: Sidley and Austin. Through the late 1990s, he remains an influential figure both in the media industry and in policy circles.

-Michael Curtin

Further reading

Baughman, James. *Television's Guardians: The FCC and the Politics of Programming, 1958-1967*. Knoxville, Tennessee: University of Tennessee Press, 1985.

Curtin, Michael. *Redeeming the Wasteland*. New Brunswick, New Jersey: Rutgers University Press, 1995.

_____. "Beyond the Vast Wasteland." *Journal of Broadcasting and Electronic Media* (Washington, D.C.), Spring 1993.

Watson, Mary Ann. *The Expanding Vista: American Television in the Kennedy Years*. New York: Oxford University Press, 1990.

See also All Channel Legislation; Communications Satellite Corporation; Federal Communication Commission; United States: Networks; Quiz and Game Shows; Quiz Show Scandals

II. Newton Minow's Speech on the State of Television

From his "Vast Wasteland Speech" to the National Association of Broadcasters on May 9, 1961

An edited version printed in *The Chicago Tribune*, April 24, 2001

Thank you for this opportunity to meet with you today. This is my first public address since I took over my new job. It may also come as a surprise to some of you, but I want you to know that you have my admiration and respect.

I admire your courage--but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as trustees for 180 million Americans. The public is your beneficiary. If you want to stay on as trustees, you must deliver a decent return to the public--not only to your stockholders. So, as a representative of the public, your health and your product are among my chief concerns.

I have confidence in your health. But not in your product. **I am here to uphold and protect the public interest.** What do we mean by "the public interest?" Some say the public interest is merely what interests the public. I disagree.

When television is good, nothing--not the theater, not the magazines or newspapers--nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and-loss sheet or rating book to distract you--and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a **vast wasteland.**

You will see a procession of game shows, violence, audience-participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western badmen, western good men, private eyes, gangsters, more violence and cartoons. And, endlessly, commercials--many screaming, cajoling and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Sentenced to prime time

Is there one person in this room who claims that broadcasting can't do better? Well, a glance at next season's proposed programming can give us little heart. Of 7 1/2 hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action-adventure," situation comedy, variety, quiz shows and movies.

Is there one network president in this room who claims he can't do better? Well, is there at least one network president who believes that the other networks can't do better? Gentlemen, your trust

accounting with your beneficiaries is overdue. Never have so few owed so much to so many.

Why is so much of television so bad? I have heard many answers: demands of your advertisers; competition for ever-higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material--these are some of them. Unquestionably these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them . . . and I am not convinced that the people's taste is as low as some of you assume.

What about the children?

Certainly I hope you will agree that ratings should have little influence where children are concerned. It used to be said that there were three great influences on a child: home, school and church. Today there is a fourth great influence, and you ladies and gentlemen control it.

If parents, teachers and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays and no Sunday school. What about your responsibilities? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence and more violence. Must these be your trademarks?

Let me make clear that what I am talking about is balance. You will get no argument from me if you say that, given a choice between a western and a symphony, more people will watch the western. I like westerns and private eyes too--but a steady diet for the whole country is obviously not in the public interest. We all know that people would more often prefer to be entertained than stimulated or informed. But your obligations are not satisfied if you look only to popularity as a test of what to broadcast. You are not only in show business; you are free to communicate ideas as well as relaxation. You must provide a wider range of choices, more diversity, more alternatives. It is not enough to cater to the nation's whims--you must also serve the nation's needs.

And I would add this--that if some of you persist in a relentless search for the highest rating and the lowest common denominator, you may very well lose your audience.

The 6 principles

I want to make clear some of the fundamental principles which guide me.

First: *The people own the air.* They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you, you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows and other mistakes of the past. There are laws on the books, which we will enforce. But there is no chip on my shoulder.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to

do the job. I am proud to champion your cause. It is not rare for American businessmen to serve a public trust. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. There are still not enough educational stations, and major centers of the country still lack usable educational channels.

Fifth: I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. I believe in the gravity of my own particular sector of the New Frontier. There will be times perhaps when you will consider that I take myself or my job too seriously. Frankly, I don't care if you do.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, When your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed pro forma. I say to you now: Renewal will not be pro forma in the future. There is nothing permanent or sacred about a broadcast license.

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. You must re-examine some fundamentals of your industry. You must open your minds and open your hearts to the limitless horizons of tomorrow.

Words of wisdom

I can suggest some words that should serve to guide you:

Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television. Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society.

These words are not mine. They are yours. They are taken literally from your own Television Code. They reflect the leadership and aspirations of your own great industry. I urge you to respect them as I do.

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

The power of instantaneous sight and sound is without precedent in mankind's history. This is an

awesome power. It has limitless capabilities for good--and for evil. And it carries with it awesome responsibilities--responsibilities which you and I cannot escape.

I urge you to put the people's airwaves to the service of the people and the cause of freedom.

■ **The full text of the speech is available on the Internet under *American Rhetoric: Newton Minow -- Address to the National Association of Broadcasters...* at www.americanrhetoric.com/speeches/newtonminow.htm**

■ **There is a short but significant interview clip on *You Tube* under *Archival American Television* – Newton Minow on his 1961 ‘Vast Wasteland’ speech May 3, 2011**

III. Anniversary of Newton Minow Speech Covered on Chicago Tonight

May 9, 2011 7:00 pm

It's the speech that rattled the TV industry. Former FCC Chairman Newton Minow's famous "vast wasteland" speech was given 50 years ago today. We listen to a portion of it, and what Minow had to say about it decades later.

- More on the Story: The full audio of Minow's speech
- Is television today still a "vast wasteland?"

--Edited from WTTW archives on its website by Redd Griffin

**WTTW Public Television
Survey Report 2011**

TABLE OF CONTENTS

Executive Summary	1
Purpose of Evaluation	2
Methodology	2
Sample	2
Instrument	2
Procedures	3
Data analysis	3
Results	4
General TV viewing patterns	4
Demographics of WTTW viewers	4
WTTW viewing patterns	5
Areas for WTTW improvement/expansion	5
Discussion	6
Summary of key findings	6
Limitations	7
Appendices	9
Appendix A: Percentages of close-ended responses	10
Appendix B: Cross tabulations of WTTW viewers/non-viewers with respondent demographics	14
Appendix C: Compilation of open-ended responses	15

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; kiddie 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

	<p>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</p>
--	---