

WTTW COMMUNITY ADVISORY BOARD

MINUTES
Of
The Public Meeting
Of the
WTTW Community Advisory Board
Of
Tuesday, February 21, 2012

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

The meeting was called to order by Vice Chairman Griffin at 6:25 p.m.

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

Joseph A. Morris, Chairman
Helen Bracey
Yvette Brown
Susan Buckner
Barbara Cragan
Keisha Dyson
Janice Goldstein
Redd Griffin, Vice Chairman
Lennette Meredith
Mary Lou Mockus
Heather Penn
Donna Rook, Secretary
Maggie Steinz
Renee Summers
Norma Sutton
Charles White
Dr. Deborah Williams

Additional persons present included:

Daniel J. Schmidt, President and CEO, WTTW; Daniel Soles, Senior Vice President and Chief Television Content Officer, WTTW; V. J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, Yvonne Davis, staff liaison

Others present: Jim McClure, Jeff Berkowitz, both nominated and elected to the board during the meeting

The following members of the general public were present:

- Jeanette White, Andrea Brown-Thirston, Chicago International charter Schools

Ms. Cragan moved to suspend review of the Order of Business (attached) to allow time for dialog with Mr. Schmidt. Mr. White seconded the motion, which was adopted unanimously

Mr. Griffin thanked Mr. Schmidt for his thoughtful written response to the CAB 2011 Annual Report, and opened the floor for discussion. Mr. Schmidt's response and Mr. Morris' acknowledgement are attached.

Discussion included the following issues:

- Programming for younger viewers: Members pointed out that if the station covered more events involving younger students, they and their circle of friends would be more likely to watch. Sponsors of competitions such as the upcoming robotics event might be willing to fund this programming. The success of the movie "Spellbound" is an example of programming a prospective audience might not identify but when produced was a tremendous success. Other resources include schools like Columbia College and Curie, with students already working in music and the arts.
- Journalistic integrity and balance: Acknowledging the challenge to remain impartial, members pointed out the importance of focus on that goal, for example not excluding a major party candidate with recognized credentials who could fulfill the education mission of the station.
- Fundraising – while not the mission of the Community Advisory Board, members are interested in learning more about the station's fundraising processes and programs.

At the conclusion of the discussion Mr. Schmidt was excused and departed.

Minutes of the previous meeting were presented. Ms. Mockus moved to approve the minutes, Ms. Goldstein seconded the motion, which was approved unanimously.

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships, provided an update behalf of Station Management:

1. Chicago Tonight plans 6 nights of forums related to the upcoming primary elections, starting Tuesday March 6 with the Supreme Court race and ending Wednesday March 14th with the Cook County Clerk candidates.
2. WTTW is working with PBS on the "American Graduate" initiative; since the dropout problem is huge in Chicago. Plans include assessing the cost of not having educated children.
3. WTTW sponsored a film festival for youth practitioners, some of the work was done for PBS.
4. A mini-website is planned for American Graduate; currently PSA's (Program Service Agreements) are underway.

The chair requested committee reports.

Ms. Meredith, on behalf of the nominating committee, nominated Mr. Jim McClure, Ms. Summers seconded the nomination, which was adopted unanimously. Ms. Goldstein nominated Jeff Berkowitz, Mr. Griffin seconded the nomination, which was adopted by voice vote. Ms. Mockus noted that it's likely Margot Bass no longer able to serve, Mr. Morris will contact her to convey the group's best wishes.

Ms. Cragan reported for the Program committee, and recommended CAB members attend this year's robotics competition March 22-24, at the Pavilion (Racine & Harrison). Let her know, to ensure guests will have an assigned contact upon entering the session.

Dr. Williams reported for the Outreach committee. She is considering revising the power-point tour of PBS websites for teachers, and will start by posting it on the CAB site with permission to WTTW to post it on their web site.

The chair called for new business. Ms. Summers suggested 2 films for review:

1. "Beneath the Blindfold," highlighting the plight of torture victims from around the world, recently shown at the Gene Siskel film center.

2: “Leave No Soldier Behind” – about plight of veterans returning home
Mr. Soles will preview both films for possible inclusion in WTTW programming.

Ms. Rook as Secretary requested electronic copies of any items to be included in the minutes, to permit pagination of information included in the final document.

Mr. Griffin as Vice Chair mentioned the \$10,000 gift from John Tibensky that turned into \$30K when used as a challenge. He suggest inviting WTTW’s Kathy Busey to a future meeting to explain fundraising nights.

The Chair thanked those who attended and participated in the meeting with Newton Minow, and noted the interesting historical anecdotes shared in the session. Mr. Griffin suggested collecting anecdotes for CAB site, and Ms. Brown suggested posting notes on the CAB facebook page, which features a picture of the event.

The Chair called for Unfinished Business. Mr. Griffin reviewed a revision to the motion he previously submitted that was seconded by Dr. Williams to establish 2 new committees. The revised motion and proposed amendment are as follows:

Revision to Motion to Establish Two Committees to Serve CAB

Submitted by Vice-Chair Redd Griffin on December 9, 2011

[Presented to the regular CAB meeting on December 13, 2011]

(I recommend these committees be established as “special” or “other” committees as covered by our CAB Bylaws. Adding these committees does not require a Bylaws amendment unless CAB wants them to be “standing “committees.)

I. I move

A. that CAB establish two committees:

1 Communications and Technology Committee to explore and assess contemporary technological issues and uses as applicable to the missions of WTTW and CAB;

2 Cultural Research and Development Committee to provide information on the historic ideas and principles of WTTW and public television as they relate to the evaluaton of the station’s policies, programs and other activities;

B. that each committee can assist with significant aspects of WTTW’s and CAB’s mission

C. that CAB facilitates communication of these committees with each other as well as other relevant committees and staff.

Jointly proposed/amended by Dr. Deborah Williams and Redd Griffin 2.21.12

Discussion included questions about the role and responsibilities of the new committees, related to existing committees. The motion to amend was approved unanimously. The original motion, as amended, was approved unanimously. The Chair appointed Ms. Brown and Mr. Griffin to chair the Communications and Technology and Cultural Research and Development committees, respectively; and asked them to bring a mission statement to the next meeting. The Chair asked all committees to schedule meetings/electronic interaction as needed in March.

Ms. Goldstein reiterated her request that the station announce CAB meetings and promote public input which could then lead to assigned tasks for the committees. Mr. McAleer noted the station announces CAB meetings the weekend before they are scheduled on station breaks.

Ms. Mockus queried Mr. McAleer on the status of the Chicago News Cooperative, which recently announced the New York Times will cease publishing for them. Mr. McAleer noted the related websites will also be suspended due to lack of funds. The Cooperative is technically still in existence but unable to act without further funding.

The chair called for comment from the members of the public present.

Andrea Brown-Thirston, with Chicago International Charter Schools network with 16 schools, 15 in Chicago, 1 in Rockford, 85% low income. They are working on equal funding; as current levels are at 75% of public schools; with a goal of no less than 95%. Another key effort is to encourage honest conversations on both sides. The Gates foundation is supporting a project to enable charters and public schools to work more closely together to identify and propagate best practices in education. In answer to a member question, she noted that charter schools are publicly funded but have leeway to implement different practices such as longer school days and a longer school year, as well as more stringent discipline than in the Chicago Public Schools. Uniforms used to be unique but are less so now. Ms. Steinz noted the resources available from the Illinois Network of Charter Schools.

Mr. Berkowitz mentioned additional ways the station could solicit public input; and suggested examples of people who could provide insight on topics and speakers to enhance balance of the station.

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 April 17 at 6 pm at the Station. At that time the annual meeting to elect officers will be included. Mr. Griffin moved to adjourn and Ms. Steinz seconded the motion, which was adopted unanimously.

The Chair declared the meeting adjourned at 8:50 P.M.

Respectfully submitted,

Donna L. Rook
Secretary

WTTW Community Advisory Board (CAB)
Regular Bi-Monthly Board Meeting

Date: Tuesday, February 21, 2012

Time: 6:00 PM CST

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 December 13, 2011 Donna Rook
- 4) **Revision and Adoption of Agenda:** Joseph A. Morris
- 5) **Response to the 2011 Annual Report of the CAB**
Daniel J. Schmidt, *President and CEO, WTTW*
- 6) **Discussion of the Response to the 2011 Annual Report of the CAB** All
- 7) **Discussion of Work Plan for 2012** All
- 8) **Trustees' Liaison** Barbara A. Proctor
- 9) **Management Liaison** V. J. McAleer
- 10) **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.
 - d) **Secretary** Donna Rook
 - e) **Vice Chairman** Redd Griffin
 - f) **Chairman** Joseph A. Morris
- 11) **Unfinished Business**
 - a) Motion to Establish new CAB Committees on Communications and Technology and on Cultural Research and Development Redd Griffin and Deborah Williams, Ph.D.
- 12) **New Business**
- 13) **Public Comment** All
- 14) **Good and Welfare** All
- 15) **Adjournment**

January 31, 2012

Mr. Joseph A. Morris
Chairman
WTTW Community Advisory Board
c/o Morris and De la Rosa
39 S. LaSalle St., Suite 530
Chicago, Illinois 60603

Dear Mr. Morris:

Thank you and the other members of the WTTW Community Advisory Board for inviting me to your December 13th meeting. I enjoyed our discussion very much. I am also grateful to you for providing me with the CAB's 2011 Annual Report assessing whether WTTW is meeting the educational and cultural needs of Chicago. As promised, I am sending you a written response to the recommendations made.

If I may, I would like to begin with a response to the points made in the (latter) section of the report on WTTW Station Policies and Practices. First, you should know that our policies and goals related to programming are embodied in our stated mission rather than by any distinct and formal guidelines:

To provide unique, relevant and valued content and services that enrich, engage and educate diverse communities in Chicago and around the world.

- To be a safe harbor for children and families for learning and fun
- To enable viewers to learn about and understand the events and trends that shape our lives
- To engage and connect with the rich cultural and intellectual life of Chicago

We welcome and appreciate the CAB's assistance in obtaining "unsanitized" community input in determining whether WTTW is meeting the needs of the communities we serve.

As I mentioned at the recent meeting, WTTW's sincere interest in the CAB's views is best exemplified by Trustees' liaison Barbara Proctor and management

liaison V.J. McAleer's regular attendance at meetings. In fact, many of the CAB recommendations contained in the Annual Report have been previously expressed to me or to Chief Content Officer Dan Soles by V.J., who regularly reports on CAB activities at our station leadership meetings. Barbara Proctor periodically reports on CAB matters to the full board or its Community Engagement Committee, which she co-chairs with Trustee Michael Gonzalez. We believe V.J. and Barbara's regular attendance at CAB meetings is an ongoing and valuable way for the CAB's positions to be heard and considered, even if in our roles as managers and stewards of WTTW, we ultimately choose a different course.

Over the years, WTTW's management and board have tried to respect the fundamental role of the CAB, which is to be an independent voice within our community that advises WTTW on whether we are meeting "the educational and cultural needs" of the community. Intrinsically, we see that as an "outside/in" process. We have been very careful not to assert ourselves too deeply, nor try to redirect the business of the CAB or alter its role. I believe, however, that we've tried to support the CAB's work by providing explanation of programming or news decisions or making representatives of various station departments available for CAB meetings. We will continue this cooperation and are encouraged by the CAB's newfound focus and energy.

I should say, too, that WTTW has benefited from the input of CAB members, as when Mary Lou Mockus suggested that we air *Reagan of Illinois*, which honored the late President Ronald Reagan last February during the one-hundredth anniversary of his birth. We are always willing to review and consider for broadcast local, independent productions that the CAB brings to our attention. And as WTTW management and our board of trustees move forward in articulating and implementing a new strategic plan for the station, we would certainly want and welcome input from the CAB.

I responded to many of CAB's findings and recommendations in person, but here are responses to specific recommendations (which are paraphrased):

- 1) Recommendation: That WTTW develop and broadcast programming that features local students engaged in educational and cultural activity.

We accept this recommendation, yet must be cognizant of the fact that the audience for such programming is not likely to be the students themselves, but their parents, grandparents, or other relatives. As much as we wish it wasn't so, public television historically has not been a natural destination for this audience, and even less so with hundreds of television

channels and millions of web sites at their fingertips. Developing an academic quiz show or similar program, without this audience, would not seem to be a prudent use of our limited resources. However, there are many examples of WTTW providing coverage about youth. *Chicago Tonight* regularly features students involved in the arts or their community, or who are civically engaged. An example is the recent story on the Marimba Ensemble that is providing opportunities for young musicians at a parish in the Back of the Yards neighborhood, or the piece on “Project Soapbox”, a city-wide public speaking competition for high school students. We also produced the hour-long mayoral candidate forum last year in which students from an audience of 250 Chicago Public School students questioned the candidates. As with so much of our programming, however, developing an ongoing series of any kind is tremendously expensive. So we have sought to showcase a range of news, arts, interests and concerns on *Chicago Tonight*, our best-known brand with an established reputation and searchable content.

- 2) Recommendation: That WTTW encourage young people in finding STEM applications in their lives, and that we consider producing a program around the FIRST high school robotics competition.

Public television has (rightly) taken a leadership role in promoting the crucial importance of STEM education to our children and the country's future. Producers of PBS children's programs such as *Cyberchase* and *Sid the Science Kid* have a deep understanding of STEM concepts and very deliberately try to integrate STEM into content that is absorbed by children at the earliest ages. Through the *Ready to Learn* initiative of the U.S. Department of Education, WTTW is currently collaborating on the development of *Umigo*, an online digital site (and eventual television property) focused on improving the math and creative skills of at-risk children 2-to-8. PBS has also made a significant contribution to teacher professional development surrounding STEM through its online PBS Teachers STEM Education Resource Center.

We commend the Program Committee for its report and its enthusiasm for the regional FIRST competition. We think it is worthy of a television production but have not, to date, found funding to support a special. We hope to find another way to showcase this year's competition on WTTW.

- 3) Recommendation: That WTTW develop, acquire, and broadcast programs on school improvement efforts and encourage students (and their parents) in learning and education.

Accepted. We do look to find these kinds of programs and will continue to do so. *Chicago Tonight*, and previously *Chicago Matters*, have explored various school improvement efforts and covered the debate over the efficacy and expansion of charter schools. Through our *American Graduate: Let's Make It Happen* initiative, WTTW is informing our audience about the high costs of the dropout problem and appealing to adults (parents, grandparents, aunts, etc.) to encourage young people to stay in school. We are doing this through on-air PSAs, reporting on *Chicago Tonight*, a growing informational website with local resources, and reports on the problem by Chicago young people (some of which will also be broadcast on the *PBS NewsHour*). In addition, we are partnering with a number of community organizations including a youth media group in developing content for this initiative, and distributing it virally to their peers.

4) Recommendation: That WTTW develop/acquire and broadcast the film "We Still Live Here-As Natayunean" during Native Americans Month (November). Also, to create WTTW-produced programming on Chicago's Native American communities.

Accepted. "We Still Live Here" was broadcast on WTTW (11.1) on November 17th at 10:00pm and on WTTW Prime (11.2) on November 18th at 4:00pm. Although it was a way of marking Native American Month, we look throughout the year for programs exploring various cultures. Locally, CAB member Dr. Doreen Wiese provided several story ideas involving Chicago's Native American population. *Chicago Tonight* has assigned one such story on the troubling high school dropout rate in this community.

5) Recommendation: That WTTW develop or acquire programming that specifically targets adults to educate them on how to understand and use contemporary communication technology. Also, WTTW should more effectively promote its digital over-the-air channels and its web site.

Because becoming educated about the use of modern technology is not an inherently local phenomenon, WTTW would probably not try to develop this kind of content given current resources. Also, building such skills is probably done more effectively through existing tutorials online and at product web sites that are devoted to this specific purpose.

However, we certainly applaud efforts to foster this understanding and will look for existing programming that might encourage those who are not so surefooted in the use of new technology.

In regard to promotion of the WTTW web site, we currently promote and encourage use at the conclusion of most local programs, and on *Chicago Tonight* at the end of most segments. We also promote the availability of programs online through Comcast. (Parenthetically, we have also sought to bring this service to our viewers through the RCN cable system, so far unsuccessfully.) On-air promotion of WTTW Prime is also a priority and we promote it daily between programs. We have seen its viewership steadily increase as a result. Our other subchannels, *Vme* and *Create*, are tiered and located on cable systems adjacent to other channels with similar audience appeal.

6) Recommendation: That WTTW expand *Chicago Tonight's* segments relating to public policy and newsmaker interviews; that it strive to enhance depth, balance, and diversity of viewpoints of such segments, and ensure that moderators seek to be...and appear to be...“fair and balanced”.

It would be truly difficult to disagree with this recommendation. It is what WTTW seeks to do each and every night.

There are all sorts of judgments required as WTTW puts together each night's edition of *Chicago Tonight*: What is *new*? What are the various sides of a story? Who can we find who is best able to articulate those viewpoints? How much time do we need to cover an issue responsibly? Are we being fair? We weigh all of these questions while facing a hard and unforgiving deadline each night.

Our intention is never to skew a discussion or promote a particular position. We try to explore an issue as thoroughly and fairly as possible within the allotted time, without the discussion becoming tedious and driving viewers away. Whether the judgments we make are the correct ones, and whether the presentation is “fair” or not, is somewhat subjective. Viewers will see our efforts from their own perspectives. We do review each broadcast and yes, sometimes we make mistakes. Generally, though, we think (and most viewers believe) we play it pretty straight. And when viewers think we haven't done our work sufficiently well, we let them voice their exception in the viewer mail we present on-air twice a week.

7) Recommendation: That WTTW takes greater care to ensure journalistic balance by presenting issues from various perspectives.

As explained above, this is always our intention. We have high standards in our reporting and our moderating of discussions. As much as we try, however, it is also not possible to represent every conceivable perspective on every issue during every discussion. We must make choices. In most instances, we are balanced. Our reputation is built on that fact. But we also never stop trying to improve.

8. Recommendation: WTTW should establish, disseminate, and adhere to fair and clear criteria as to when and which candidates are given opportunities to present their views in station broadcasts including debates, interview programs, and recorded candidate statements.

We accept and support the CAB's desire for fairness in providing opportunities for candidates to appear on WTTW. We don't believe, however, this is the answer. We have established pretty simple criteria for participation in *Candidate Free Time*. All a candidate must do is be on the ballot for a major office and we give them airtime to make their case directly to the public. Some time ago, WTTW replaced the formal debate with extended joint appearances on *Chicago Tonight* because it provided for much livelier programs, fostered increased interaction among candidates, and did not allow a candidate to filibuster their time away without a real answer. We found we could get a lot more business done and were able to go much deeper into substance by using the same basic format. We do exclude candidates who, based on our experience and news judgment, (or preferably, a published poll), are not likely to be competitive in the race. We think spending more time with those most likely to win the office, is a better service to viewers than making sure ALL ballot candidates participate jointly. However, because we want citizens to hear the views of even minor candidates, we often invite lesser-known candidates for one-on-one interviews prior to Election Day.

I believe the dialogue at the last meeting was valuable to both CAB members and me personally. I especially hope I conveyed a sense of the transformational time we are in and how WTTW is trying to navigate the particular, and we believe, expanding role there is for public media in the digital era---all while recognizing the practical realities we face.

Once again, thank you to all members of the CAB for their commitment to the station. I know all of us feel that WTTW is a very special place, and share a

WTTW Community Advisory Board
page seven

desire to see that it continues to represent excellence in the informational, cultural, and educational content it provides to our community for many years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. Schmidt". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Daniel J. Schmidt
President and CEO

cc: Barbara Proctor
Michael Gonzalez
Dan Soles
V.J. McAleer

JOSEPH A. MORRIS
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CHARLES H. BJORK

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February 3, 2012

Dear Mr. Schmidt:

Today's mail brought your letter of January 31, 2012, setting out your detailed, written response to the WTTW Community Advisory Board's 2012 Annual Report.

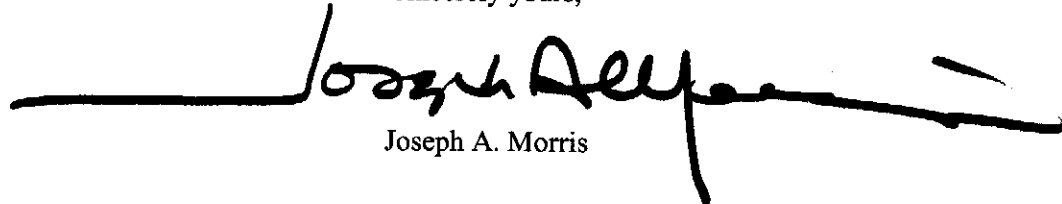
I have promptly transmitted copies of your letter to my colleagues on the CAB.

We thank you for your response. You can be sure that we will give it careful and thorough attention.

Unless you have an objection, I propose to lay your letter formally before the CAB at its next meeting, so that it will be spread upon our public record in the minutes of that meeting.

The CAB's next meeting will be held on Tuesday, February 21, 2012, at 6:00 p.m. at the WTTW Studios. I underscore the heartiness of our invitation to you, orally presented (and accepted by you) at our December 13, 2011, meeting, and confirmed in my letter to you of yesterday.

Sincerely yours,



Joseph A. Morris

Mr. Daniel J. Schmidt
President and Chief Executive Officer
Window to the World Communications, Inc.
5400 North St. Louis Avenue
Chicago, Illinois 60625-4698

cc: Members, WTTW Community Advisory Board (by e-mail)
Ms. Barbara A. Proctor, Trustee Liaison (by e-mail)
Mr. V. J. McAleer, Management Liaison (by e-mail)
Mr. Michael W. Gonzalez (by mail)
Mr. Daniel Soles (by mail)