

## **WTTW COMMUNITY ADVISORY BOARD**

MINUTES of the PUBLIC MEETING of the  
WTTW Community Advisory Board (CAB)

Tuesday, April 20, 2021

Electronic Meeting via Zoom

**The Chairman called the meeting to order at 6:09 PM with a quorum present.**

**The following CAB members were present:** Chairman Joseph Morris (Chair); Vice Chairman Susan Ivers (Vice Chair); Secretary Rita Tandoric; Charles Beavers; Leatrice Campbell; Barbara Cragan; Dr. Simuel Hampton; Carol Howe; Peter Kraus; Aaron Lawler; Lennette Meredith; Sinhue Mendoza; Sharon Meroni; Mary Lou Mockus; Kristin Mount; Frederic Rizzo; Iqbal Shariff; Nancy Simon; Chester Szerlag; and Dr. Sheila Wicks.

**Note the following CAB members were absent:** Maryilene Blondell and Linda Jackson.

**The following persons also were present:** Graham C. Grady, Board of Trustees Liaison to CAB; Timothy Russell, Vice President of Community Engagement and Diversity, Equity & Inclusion; and Lisa Tipton, Head of Programming and Pledge.

**The following members of the public were present:** Thomas Herzberg; Douglas Johnson; Max Mockus; and Janice Phillips

The Chair called the meeting to order and declared that a quorum was present.

The Chair explained that the April meeting is both the annual meeting at which elections are held and the regular bi-monthly meeting. The first order of business will be the elections.

The Chair asked the Secretary to confirm that a quorum is present. The secretary so confirmed.

The Chair asked for a motion to adopt the agenda. Ms. Mockus so moved, seconded by Ms. Cragan. The agenda was unanimously approved. The annual meeting began.

The report of the Membership committee was provided in writing by the committee chair, Ms. Meredith.

There are currently 22 members of the CAB, and 5 vacancies. The committee reports that it is seeking new members. Three candidates will be met at this meeting: Thomas Herzberg, Douglas Johnson, and Janice Phillips. The Chair confirmed with Ms. Meredith that the CAB will meet these candidates at this meeting and that they will be considered for membership at a future meeting. Ms. Meredith so confirmed. The Chair stated that candidate introductions would take place later in the meeting with the election conducted first.

The Chair turned to the election of members of the board for three-year terms ending in 2024. Ms. Mockus, chair of the Nominating committee, submitted a written report and the Chair stated that, pursuant to the By-Laws, those nominations are now before the CAB. The Chair called on Ms. Mockus to present the committee report. Ms. Mockus reported for the committee that the following persons are nominated for three-year terms ending in April 2024:

Leatrice Campbell  
Simuel Hampton, D.V.M.  
Carol Howe  
Peter Kraus  
Sinhue Mendoza  
Rita Tandaric  
Kristin Mount  
Sheila Wicks, M.D.

The Chair asked, and Ms. Mockus confirmed, that there is a ninth open seat for which the committee is making no nomination at this time. The Chair asked if there were any nominations from the floor for the ninth seat or for any other of the seats. Hearing none, and without objections, the Chair declared nominations closed.

Without objection, the Chair directed the Secretary to cast a unanimous ballot for the eight persons nominated by the Nominating committee. Hearing no objection, the Chair declared that Ms. Campbell, Dr. Hampton, Ms. Howe, Mr. Kraus, Mr. Mendoza, Ms. Tandaric, Ms. Mount and Dr. Wicks all elected to three-year terms expiring in April 2024. The Chair congratulated the newly elected.

The next election matter is nominations for the three officers to serve one-year terms. The three offices are the Chairman, the Vice Chairman, and the Secretary. The Chair called upon Ms. Mockus of the Nominating committee for the nomination for the office of Chairman. Ms. Mockus placed Joseph Morris in nomination. The Chair asked if there was any nomination from the floor. Hearing none, the Chair declared nominations closed. Without objection, the Chair directed the Secretary to cast a unanimous ballot in favor of reelection of the incumbent Chairman. Hearing no objection, the Chair declared the reelection of himself as Chairman and promised to continue to do his best on behalf of the CAB. The nomination of Mr. Morris was seconded by Ms. Simon.

The Chair asked if there was a nomination from the Nominating committee for Vice Chairman. Ms. Mockus answered that the nomination for Vice Chairman is Susan Ivers. The nomination was seconded by Ms. Cragan. The Chair asked if there were nominations from the floor for Vice Chairman. Hearing none, the Chair declared the nominations closed, and without objection, instructed the Secretary to cast a unanimous ballot in in favor of reelection of the incumbent Vice Chairman. The Chair declared Ms. Ivers elected as Vice Chairman for another year and thanked her for her service. The Vice Chair thanked the Chair.

The Chair asked if there was a nomination from the Nominating committee for Secretary, a labor-intensive job. Ms. Mockus answered that the nomination for Secretary is Rita Tandaric. Ms. Ivers, the Vice Chair, seconded the nomination. The Chair asked if there were nominations from the floor of Secretary. Hearing none, the Chair declared the nominations closed. Without objection, the Chair directed the Secretary to cast a unanimous ballot in in favor of herself for reelection as Secretary for a one-year term. The Chair declared Ms. Tandaric reelected as Secretary for another year and thanked her for her service.

With the conclusion of annual elections, the Chair declared the annual meeting closed. The CAB has elected eight members to three-year terms and three officers for the next year. There are five vacancies, one in the Class of 2024 and four others. The Chair and the CAB look to Ms. Meredith and the Membership committee to bring forth very good candidates for the vacancies.

Returning to the regular CAB meeting, the Chair noted that there are present three potential CAB member candidates. Various members of the CAB have recommended these candidates and those members will introduce their respective candidates. The first candidate is Thomas Herzberg, introduced by Ms. Mount.

Ms. Mount has known Mr. Herzberg for 10 or 15 years, but had know of him before meeting him, as an editorial illustrator for the *Chicago Tribune*. Ms. Mount and Mr. Herzberg attended the same school and are both currently on the school's faculty. Ms. Mount stated that she has never known anyone who knows more about the City of Chicago than Mr. Herzberg. Ms. Mount feels that Mr. Herzberg will be an excellent addition to the CAB.

The Chair thanked Ms. Mount for the strong endorsement. The Chair asked Mr. Herzberg to tell the CAB about himself. Mr. Herzberg is a lifelong Chicagoan, an illustrator, an artist, an educator. He formerly taught at the American Academy of Art, but is approaching retirement and has given up teaching. He was an editorial illustrator for 30 years as a member of the Air Force Art Program. He taught for over 20 years and still does his own painting. He watches a lot of TV. Mr. Herzberg lives on the NW side of Chicago. The Chair asked about the Air Force Art Program. Mr. Herzberg explained that it is a program sponsored by the Pentagon, a civilian operation in which artists are sent across the world to document Air Force activity. A few years ago, he and several others were sent to Haiti to document earthquake relief efforts. The program has been sequestered for the last few years. The artwork produced is placed in Pentagon offices and military bases. A lot of the work is used for the Air Force's history department. The Chair asked if Mr. Herzberg if he is a veteran of the Air Force. He is not.

The Chair asked if there were questions for Mr. Herzberg. The Vice Chair asked what Mr. Herzberg likes to watch on public television. He responded that he thinks Channel 11 heats his home. He has been watching "Baseball", "My Grandparent's War", and "Masterpiece", and "Masterpiece Mysteries" and he is hoping for the return of Rumpole. He was introduced to public television through "Monty Python". He noted "Frontline", "Nova", nature programs, and "The American Experience". He stated that he is a big fan of "American Masters" and has a recoding of the Frank Baum episode that he is looking forward to watching. He added that Baum's original artwork in *The Wizard of Oz* books is amazing. He also attended Northeastern Illinois University, so he parked in front of Channel 11.

The Chair thanked Mr. Herzberg and told him that he was welcome to stay for the rest of the meeting as it is a public meeting.

The Chair turned to Dr. Hampton for an introduction to candidate Douglas Johnson. Dr. Hampton has known Mr. Johnson since college. He is a very civically minded individual. He has been a teacher and a basketball coach for years. He is in touch with the Chicago area. He is planning to attend law school. He is part of the demographic that WTTW would like to attract – those between "Sesame Street" and the senior citizens.

The Chair welcomed Mr. Johnson. Mr. Johnson explained that he has been a lifelong WTTW viewer. It is the main ingredient in his TV diet. He has been a special ed teacher in CPS and has coached basketball at Washington Irving school on Polk Street. For the last three years he has been a law student at Chicago-Kent Law School and is two courses short of graduation. In the October-November time frame he will take his next career step after he passes the bar exam. He lives in the Logan Square/Bucktown area. He has a job lined up at a law firm and is unsure in what area of the law he will be working but he aspires to a career in environmental law. The Chair invited Mr. Johnson to remain for the rest of the meeting.

The Chair called upon Ms. Meredith to introduce Janice Phillips. Ms. Meredith noted that she has known Ms. Phillips since 1978 when Ms. Phillips was a nursing supervisor at the University of Chicago and Ms. Meredith was an x-ray technician in the emergency room. At that time Ms. Phillips had BSN in Nursing then went on to St. Xavier for her master's degree and the University of Illinois for her PhD in Nursing. She has done a lot of nursing research at Rush Hospital. She has an extensive background.

The Chair welcomed Ms. Phillips and asked her to tell the CAB about herself. Ms. Phillips has traveled the world and has worked for the University of Chicago, the University of Maryland, the National Institute of Health and is currently the Director of Nursing Research at Rush in health equity. She spent some time on Capitol Hill as a Robert Wood Johnson policy fellow working on prescription drug abuse under the Affordable Care Act. She has written books and articles and now writes op-ed pieces. She stated that Ms. Meredith has always spoken highly of her work with the CAB.

The Chair thanked Ms. Phillips and asked where in the Chicago area she resides. She lives in Flossmoor, Illinois – a south suburban town. The Chair asked about her interest in public television. She grew up with WTTW, enjoys documentaries and “Chicago Tonight”.

Mr. Shariff asked if Ms. Phillips has had any involvement in the research on the correlation of life expectancy along the El lines (elevated transit) in Chicago. She answered that she is quite familiar with the studies which indicate that there is a major difference in life expectancy as socio-economic conditions change. This is true in other cities, such as Atlanta. The Chair invited Ms. Phillips to remain for the balance of the meeting.

The Chair commented that the new candidates offer great diversity in professions and experience, and he thanked Ms. Meredith, who, in turn, thanked Ms. Mount and Dr. Hampton.

The Chair then turned to the minutes of the December 15, 2020, meeting. The Chair asked for any changes to the minutes. Hearing none, the Chair asked for a motion to approve the minutes. Ms. Cragan so moved, seconded by Ms. Simon. The minutes were unanimously approved.

Public Comment: The CAB has already heard from Mr. Herzberg, Mr. Johnson, and Ms. Phillips. The other member of the public present is Max Mockus, who is the grandson of CAB member Ms. Mockus. The Chair noted that the public is welcome to attend CAB meetings and may have time to discuss anything that the commenter feels should be brought to the CAB's attention, subject to a three-minute time limit. The Chair called upon Mr. Herzberg, Mr. Johnson, Mr. Mockus and Ms. Phillips for any comment.

Mr. Mockus encouraged the CAB to emphasize a continuation of educational programming. He believes that educational programming is going to bridge the gap between the younger and older audiences. The Chair thanked Mr. Mockus and noted that Mr. Mockus lives in NW Indiana, which is within the footprint of WTTW's viewing area. Mr. Mockus noted, though, that he also maintains an apartment in Chicago. The Chair described Ms. Mockus as a doyenne of the CAB, having served as Vice Chair and as multiple committee chair positions. She was an original employee of WTTW and joined the CAB after she retired. She has been very important to the station and to the CAB. The Chair closed the public comment time.

**Chairman's Statement:** The Chair noted that this has been a busy time for the CAB and time was lost last year during the pandemic. Looking to future meetings, the Chair turned to Mr. Russell and Ms. Tipton for assistance in scheduling Anne Gleason and Jitin Garg for the June and August 2021 meetings, one at each meeting depending on their availability.

The Chair would like to strengthen the work of the CAB's committees. The Chair is very pleased with how well Ms. Mount has stepped into the role of chair of the Program Committee. Ms. Mount has diligently assembled and distributed program comments, updating such comments as late as 5PM before this meeting. Ms. Tipton has told the CAB how important the program comments are to the station. The Chair noted the Ms. Mount will describe some changes to the program rubric template during the report from the Program Committee. The rubric is the template used to propose a program idea to WTTW.

Ms. Mount has also followed through on a proposal by former CAB member Joe Bosco, who retired from the CAB a few months ago. The Bosco proposal connects closely with another topic of CAB focus, which is the use of the various WTTW subchannels and the status of WYYC. Ms. Mount will explain this in greater detail during the Programming Committee report.

The Chair is delighted that Chet Szerlag has returned to the CAB after having relocated to New York for business. Mr. Szerlag has returned to resume his involvement in the Station Administration and Finance Committee. He formerly shared the chair with Mr. Bosco. He has been working hard on a report that will be ready for the June or August CAB meeting. It would be nice to coordinate the report presentation with Mr. Garg's visit to the CAB.

The News Committee has been very busy, and the Chair will present a report later in this meeting. Given the changes in leadership in the station's news department in the recent months, there is work to do to determine how well the station's news standards are working and how well they are being used and how well they are serving the needs of the station.

The Chair emphasized the importance of the committees and special committees as the CAB only meets 6 times a year as a plenary board. A lot of the hard work comes from the standing and special committees. The standing and special committees offer a great deal to what the CAB accomplishes and the good that the CAB does for the station and the community. The Chair and the Vice Chair have discussed the committees and have determined that the Vice Chair will shepherd the committees. The Chair is encouraging everyone who is willing to serve on a committee to notify to each of three people: the chair of that committee, to the Vice Chair, Ms. Ivers, and to the Chair, Mr. Morris.

The chairs of committees are as follows:

Ms. Meredith – Membership

Ms. Mockus – Nominating

Ms. Mount – Program

Dr. Hampton – Education

Ms. Blondell – Culture

Mr. Szerlag – Station Administration/Administration

Mr. Morris – News

**Trustee Liaison:** Mr. Grady expressed his thanks on behalf of the station for the work that the standing and special committee chairs and members who work on behalf of the station. On behalf of the Board of Trustees Mr. Grady expressed appreciation for the work. The Board welcomes applause and well as criticism.

Mr. Grady will be prepared to report in detail on the Board's newest committee, the Race Equity Diversity and Inclusion committee ("REDI"). The committee is looking at all aspects of the operation: the make-up of the Board and the staff,

programming, and community outreach. Mr. Grady will work with the committee for a more complete report at the next CAB meeting.

The Chair thanked Mr. Grady and for his attendance at the CAB meetings. The CAB knows that it has a pipeline to the Board.

**Management Liaison:** Mr. Russell and Ms. Tipton are both in attendance. Mr. Russell asked to share his screen with the CAB to show a few slides. It is a pleasure to meet the public attendees tonight.

Mr. Russell oversees diversity and inclusion for the station.

Community Engagement includes three primary areas: Society and Culture; early childhood education; and access to the Arts.

This report will focus on Society and Culture and Access to the Arts.

Key programming focuses on community screenings. Since July 2020 there were seven screenings, reaching approximately 5,200 people. Panelists have been 75% persons of color and 55% women with an emphasis of reaching Black and Latino communities. Surveys of attendees have indicated that 90% of attendees are likely to take action based on something they saw or heard in the presentation.

Another key focus area is the “Chicago Tonight” Voices programs – Black Voices and Latino Voices – which were launched in August 2020. There have been 7 community conversations in which approximately 600 community members participated. Panels have been very diverse.

Over the past year production events - behind the scenes looks and sneak peeks – have been popular. Shows like “Chicago Stories-The Great Chicago Fire” and “The Great Chicago Quiz Show” have proven popular with 1,544 attendees. The panels have been diverse with 52% persons of color and 42% women.

In the area of early childhood education, there have been 5 online events, attended by 54,600 children/families. Viewing “Nature Cat” is very popular – Nature Cat Summer Camp (which will also occur in 2021).

Nature Cat also visited the Washington Mall, National Parks, including the Grand Canyon, and a very popular event was Nature Cat Story Time with Santa Claus.

WTTW Kids Monthly Activity Calendars provides activities for children ages of 3-5. They go to over 7,000 parents, teachers, and caregivers. This will continue after the pandemic.

The Learn and Play program is a series of participatory learning experiences led by a bilingual host who is a former teacher and a musician who sings, and plays piano and guitar. This is designed for pre-school children and preparing them for kindergarten. There have been 4 events thus far with over 3,000 participants. Post-pandemic the station will partner with libraries and community-based organizations.

May 13-16 are Remake Learning Days where the station is partnering with community organizations to provide fun, online and in-person learning laboratories to children of all ages to focus on math, science, and literacy. The station is providing programming for the Girl Scouts of Greater Chicago and NW Indiana utilizing the Nature Cat patch program.

In the Fall, the station will participate in the Be My Neighbor program with Daniel Tiger with fun activities for children.

There will be a Black Voices community conversation on April 26. On April 28, the station is partnering with the University of Chicago with a program connected to "FIRSTHAND: Living in Poverty", talking about equity in education. On May 20 there will be a behind-the-scenes preview and discussion of the newest "Chicago Stories" program on Ida B. Wells. There will be a great panel, including Michelle Duster, the great-granddaughter of Ida B. Wells, Nicole Hannah Jones, a Pulitzer prize-winning author, and Stacy Robinson the director. For more information check [WTTW.com/events](http://WTTW.com/events).

Also, in June, there will be a program about the Armenian community.

The Chair thanked Mr. Russell and called upon Ms. Tipton.

Ms. Tipton noted that the newest edition of the "Chicago Stories" series about Ida B. Wells will be premiered on May 21.

Ms. Tipton also thanked Ms. Mount for the program comments. They are very helpful.

"The Great Chicago Quiz Show" will be packaged as a marathon for the June pledge period. The Chair asked how many episodes were produced. Ms. Tipton answered that four were produced, and asked if the CAB would like to see more. The consensus was "yes" in that the program represented a change of pace and a challenge.

The station is looking at the next fiscal year and discussing how to minimize interruptions in the schedule which occur with the pledge drives. They are going to experiment and they welcome suggestions.

Ms. Cragan mentioned that PBS used to send out surveys under a program called "Viewers Like You". The surveys were sent about once a month and provided nice feedback. Ms. Cragan asked if Ms. Tipton knows why the program was stopped. Ms. Tipton was not aware of such a program and promised to investigate.

Ms. Mockus was thinking about past fundraising activities. One such activity was the annual auction, which was a "nightmare" for the staff and the organization, but very popular with viewers. Considering the popularity of "Antiques Roadshow" people enjoyed the intriguing elements and the competition between bidders. Ms. Mockus asked if Ms. Tipton has considered the auction as a fundraising device.

Ms. Tipton started with the station after the auctions ended. A key question is the difference in market share in 1990 versus today. Ms. Tipton noted the mention of "Antiques Roadshow", and related that before the pandemic there were plans to hold a version of the program in Chicago, where people could bring in items for appraisal. The pandemic put a pause on the plans.

Ms. Meroni watches EWTN, a Catholic network, which does its fundraising between shows instead of running commercials and they bring on people to talk and they promote what they want the station to grow into. They have been very successful in their fundraising efforts. Ms. Tipton was interested in the idea, but noted that other than "Chicago Tonight" the studios are not available for live programming due to the pandemic and that several sets are being re-built. The station is now

pre-taping pledge breaks. Ms. Meroni noted that EWTN does not do live fundraising – it also pre-tapes its fundraising messages. Ms. Tipton asked if she could see these promos; Ms. Meroni offered to send a link to Ms. Tipton.

Ms. Mockus asked if the studios are ever leased to other productions. Ms. Tipton answered “yes” stating that for the last year Spiffy Productions has been using Studio D for a puppet production “Donkey Hodie”.

The Vice Chair had a question about the “Voices” productions. She asked how the station is reaching people who may not be viewers of regular programs. Mr. Russell answered that when the participant surveys come back, they find that many participants are not viewers. Panelists promote the events via social media. The station also promotes via social media. It also helps interest when the topics have been very timely and relevant to those communities. On Monday, the conversation will center on the Derek Chauvin case and policing in the Black community. Another important significance was Watch Night in the Black community. The key is to focus on relevant topics. In May there will be a focus on the one-year anniversary of George Floyd’s death, which will have a panel that will include Latino, Black and White panelists. Ms. Tipton interjected that two George Floyd-related documentaries will air on May 25.

The Chair called upon Ms. Simon. Ms. Simon has been watching Austin City Limits recently and wondered if producing a local version of the program has ever been considered to attract younger viewers. Is there a way to showcase comedy and music that is local to Chicago? The Vice Chair noted a grant program called Arts77 which is a multi-million-dollar initiative in Chicago. DCASE is the administrator.

Mr. Szerlag asked when the next pledge drive will be held. He also asked if the on-air pledge drive is also coordinated with online platforms. Ms. Tipton answered that online giving is also available. The June pledge drive starts the Thursday after Memorial Day (May 27<sup>th</sup>), and it will continue until the goal is met, although it will not look like a pledge drive. Mr. Szerlag suggested making it fun. Ms. Tipton says she is considering a Mysteries marathon, and something centered around cooking. Ms. Tipton is also investigating the use of QR codes to make donating easier.

Ms. Simon suggested offering pledge benefits involving donated services – gardening, interior design, and so forth, which would be available at certain donor levels. The Vice Chair mentioned the mystery marathons that WYCC used to do. Ms. Tipton responded that the former program director from WYCC (Shelly Spencer) used to run those marathons, and is currently with WTTW. The Vice Chair added that newly created interviews with Chicago-based mystery writers were shown.

The Chair asked about the status of WYCC. Ms. Tipton has no new information. The license is very limited and there is little WTTW can do with it at this point.

Dr. Hampton mentioned “Nature Cat” events and wondered where he can go to obtain information about these events. Mr. Russell responded that he would provide that information to the CAB as it goes onto the calendar.

Ms. Simon asked about memes and emojis to promote “Nature Cat”. Mr. Russell responded that he would look into it, but that there are rules regarding where “Nature Cat” can appear and what he can do.

Ms. Mockus noted a lengthy article in *The Wall Street Journal* entitled, “The Man Who Made Online College Work”. The article referenced Georgia Tech’s online master’s degree in computer science. Ms. Mockus must remind the world that Channel 11 was originally created primarily with the concept of literal education. John W. Taylor, the first President/CEO was primarily focused with creating college courses where a person could earn an Associates degree completely through



television. He was responsible for creating a purified education system in Germany after WWII. He joined the University of Kentucky as President before coming to Channel 11. The Chair recalled that it was called “The Classroom of the Air.”

Vice Chairman’s Report: The Vice Chair commented on Dr. Hampton’s program comment about people who never watch WTTW and get their programming via streaming services (ex. Hulu). The Vice Chair also streams programs when she has missed them over-the-air, but notes that a person has to be really dedicated to find programs. There are other means of obtaining programming information, but is there a way to reach viewers who would be interested if they knew about the programs (science, music, nature, and so forth). The Vice Chair hopes that the CAB as a group could somehow address that.

Mr. Szerlag receives the monthly WTTW program guide, maybe there is a way to automate the program guide if it is not already available digitally.

Ms. Tipton agreed that this is a big issue, and she welcomes suggestions.

The Vice Chair added that she knows that there are other ways to stream, and Passport (which she does not like), and there’s access through Amazon. If you do not know about it, you don’t bother.

Mr. Russell added that the May program guide just arrived. Ms. Tipton interjected that she had to apologize for the May guide as PBS just made a number of Wednesday night changes due to an upcoming State of the Union speech by President Biden.

Mr. Szerlag asked again about the guide being digital. Mr. Russell answered that the April guide is available online now, but the May guide has not been loaded yet. The Vice Chair noted that one can click on the “Schedule” tab on the WTTW website for that evening’s programming lineup.

**Program Committee.** Ms. Mount stated that she had not done much yet, but thanked Ms. Cragan for all her help with the transition. The only outstanding proposal is the Bosco proposal and gathering the program comments. Ms. Mount made few changes to the program proposal rubric, but in the past found it hard to read, so the formatting has been altered a bit. She viewed the changes were intended as a draft and is not necessarily the way it has to be. Ms. Mount welcomes any feedback on the rubric.

The Chair requested that anyone with comments should forward them to Ms. Mount. The template is intended to be a fluid document and to provide a coherent guideline for proposals. Ms. Cragan commented that the rubric has been changed over the years and the most recent changes are to be credited to the help received from Ms. Tipton. Ms. Cragan and Mr. Bosco met with Ms. Tipton before the Covid shutdown. Ms. Cragan said that the goal was to make the rubric useful to the station and Ms. Tipton was very helpful.

The Chair commended Ms. Cragan and Mr. Bosco for going to Ms. Tipton, as the consumer of the information, to find out what she would need to review a proposal.

Program comments can be forwarded to Ms. Mount at any time.

The Chair asked if the Bosco proposal should be addressed tonight or deferred to the next meeting. Ms. Mount responded that she thought that Mr. Bosco might want to participate. The Chair suggested deferring the discussion until the next meeting and seeing if Mr. Bosco might like to attend.

Ms. Campbell was impressed with the Bosco proposal and its suggestions to attract younger viewers.

The Chair thanked Ms. Campbell for her comments and suggested that everyone re-read the Bosco proposal for discussion at the next meeting.

The Vice Chair asked if Joe Bosco does not want to come to the meeting to discuss the proposal will the CAB still consider it? The Chair answered “yes” because the proposal was put forth by the committee.

**News Committee.** The Chair encouraged everyone to read the written report. With the departure of Mr. Balta, and the fact that the news department, through its director, reports directly to the station’s President Micek, makes the issue very important. In the days of “fake news” a serious news operation must follow its news standards. The Chair reiterated the history of the current news standards and the CAB’s involvement in the news standards being revised after many years. Those ethical standards came into play in the events surrounding Mr. Balta’s departure from the station. The News committee is not interested in investigating the Balta incident. The committee’s concern is whether the standards remain current, fresh, and meaningful. Do they provide the basis for people to remain confident that WTTW’s news organization is conducted under the highest standards in the profession. The controversies surrounding news reporting are very different today from those in play six to eight years ago. The committee will take a fresh look at the standards. The committee will approach the issue as it did several years ago – by consulting with experts. The committee has an offer from Carol Marin, a highly respected retired journalist, and a current journalism educator, who is very enthusiastic about the project. Ms. Marin prefers to meet with the committee face-to-face. The committee is working to set this up. This will not be done on a fast-track. It may take all summer, but it will be approached in a professional manner. The issue is not about politics or personnel. It is about the professionalism of the operation of the standards.

The current members of the committee are listed in the report. Mr. Mendoza has approached the Chair about joining the committee. This addition puts a third of the CAB on the committee. Anyone else interested participating on the committee should contact the Chair. All committee meetings are open to all committee members.

Highly respected members of the profession are willing to give up time, uncompensated, to participate in the CAB’s efforts as they recognize the importance of the WTTW news operations.

Mr. Grady interjected that he has changed his screen background, which is now a picture of Mr. Grady with Elmo from Sesame Street.

Ms. Meroni wanted to follow-up with Ms. Mockus about the resolution proposed at the last meeting. The resolution has been tabled for the moment. The Chair interjected that subject is not dying, but taking on a more structured format under the work of the News committee. The subject deserves a more thoughtful and deliberate treatment.

**New Business.** No new business was introduced.

**Good and Welfare.** The Chair noted that Mr. Shariff left the meeting early because he is Muslim, and this is the period of Ramadan, and he had religious obligations to attend to. The Chair will convey the CAB’s good wishes to Mr. Shariff.

The Chair further noted that Ms. Meredith has attended this meeting and that she is looking well after the medical scare conveyed to the CAB at the last meeting. The Chair asked if Ms. Meredith is doing well. She has been told that she has a 99% survival rate. She is nearly done with her radiation treatments.

Ms. Campbell is asking to defer the community health committee to later in the year as the CAB has a lot to do right now. She is also in the process of purchasing an electric car.

The Chair encouraged everyone to communicate to the Chair or the committee chairs any ideas about what WTTW is getting right or what it is getting wrong regarding programming. That is the CAB's mission.

Mr. Szerlag encouraged everyone to get their Covid shots.

Ms. Simon lost her mother in March. It was her mother who installed an interest in public television in Ms. Simon.

The Chair asked Dr. Hampton about his wife and new baby. They are doing well, and he showed the baby to everyone via Zoom. Lots of oohs and aahs ensued. Mr. Russell is going to check on whether the station has any WTTW onesies.

**Adjournment.** Without objection, the Chair declared the meeting adjourned at 8:30 PM.

Respectfully Submitted,

Rita E. Tandaric,  
Secretary

Approved and Adopted by the Community Advisory Board

/s/ JOSEPH A. MORRIS  
Chairman  
June 15, 2021