

WTTW COMMUNITY ADVISORY BOARD

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

Tuesday, June 15, 2021

Electronic Meeting via Zoom

The Chairman called the meeting to order at 6:04 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; Maryilene Blondell; Leatrice Campbell; Barbara Cragan; Dr. Simuel Hampton; Carol Howe; Peter Kraus; Aaron Lawler; Lennette Meredith; Sinhue Mendoza; Mary Lou Mockus; Kristin Mount; Frederic Rizzo; Iqbal Shariff; and Chester Szerlag.

Note the following CAB members were absent: Linda Jackson; Sharon Meroni; Nancy Simon; and Dr. Sheila Wicks.

The following persons also were present: James H. Wooten, Jr., Member of WWCI Board of Trustees and Chairman of the Board's Racial Equity, Diversity and Inclusion Committee (hereinafter "REDI Committee"); Janice Feinberg, Member of the WWCI Board of Trustees and Vice Chairman of the Board's REDI Committee; 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: Joseph Bosco; Thomas Herzberg; Douglas Johnson; and Janice Phillips.

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

The Chair directed attention to the proposed agenda for the meeting and asked for a motion to approve the agenda. Mr. Beavers so moved, seconded by Mr. Rizzo. The agenda was approved unanimously.

The Chair noted Mr. Herzberg, Mr. Johnson and Dr. Phillips' presence at the meeting was as candidates for the CAB, and asked if any other member of the public was present and wished to address the CAB. The Chair asked Ms. Feinberg if she wished to address the CAB and she responded that she was present as a member of the Board of Trustees' REDI Committee. The Chair welcomed Ms. Feinberg. No other members of the public were present.

The Chair explained that the first order of business was the conversation with the Board of Trustees' James H. Wooten, Jr., and Janice Feinberg, both members, with Mr. Wooten as Chair, of the Board's REDI Committee. The Chair welcomed Mr. Wooten and Ms. Feinberg and explained that the Board of Trustees is usually represented at CAB meetings by Mr. Graham Grady, the formally designated liaison to the CAB. The Chair further explained that the CAB exists for the purpose of giving advice to station management and the Board of Trustees, and hopes that the Board of Trustees sees the reports provided by the CAB. Mr. Grady very ably and vigorously provides a bridge between the CAB and the Board of Trustees, but it is always a treat to see trustees, including the new Chairman in recent months, and his predecessor, at CAB meetings. The Chair turned to Mr. Grady to introduce Mr. Wooten and Ms. Feinberg.

Mr. Grady thanked the Chair and expressed his pleasure and the honor of introducing Mr. Wooten, who is Vice Chair of the WWCI Board of Directors and has served as a director since 2007. On September 30, 2020, Mr. Wooten was elected to serve as Chair of Board's newly formed REDI Committee. Mr. Wooten is retired from ITW, formerly Illinois Tool Works, where he served as Senior Vice President, General Counsel and Corporate Secretary, and was previously with the law firm of Gardner Carton and Douglas, now known as Drinker and Biddle. Mr. Wooten serves on several corporate, civic, non-profit, and professional boards of directors. He is a native of Chicago, an Army veteran, a former Chicago Police Officer, with academic degrees from the University of Illinois, and University of Chicago. Mr. Wooten is uniquely qualified to lead the station's new initiative.

Mr. Wooten thanked Mr. Grady for the wonderful introduction, and he greeted the CAB. He also added a piece of information that may not be commonly known: his uncle, Howard Denton, and his sister, Deborah Williams, were both former members of the Community Advisory Board. The Chair commented that Mr. Denton had been Chair of the CAB and that Ms. Williams was a valued member of the CAB.

The Chair further noted that Ms. Mockus and Dr. Hampton had joined the meeting.

Mr. Wooten thanked the Chair and then introduced Ms. Janice Feinberg, the Vice Chair of the REDI Committee. Mr. Wooten noted that Mr. Grady is also a member of the REDI Committee.

The Chair welcomed Ms. Feinberg and noted that Ms. Blondell had joined the meeting.

Mr. Wooten shared various slides regarding the REDI Committee. The REDI Committee was established in September 2020. It is charged with advising the Board on efforts to achieve racial equity, diversity and inclusion within the Board of Trustees and its committees, the WWCI staff, vendors, and contractors.

The REDI Committee consists of 12 WWCI Trustees, each of whom volunteered (and were not drafted) to serve on the committee. The Trustees are David Blowers, Sandra Cordova Micek, Nicholas Antoine, Graham C. Grady, Katie J. Rooney, Robert D. Silver, Dr. Ian Smith, Kristen Carlson Vogen, Elizabeth B. Yntema. Additionally, three staff members participate in all meetings; they are: Jill Britton, SVP, Chief Development Officer, Kari Hurley, Director of Human Resources (staff liaison), and Tim Russell, Vice President of Community Engagement and Diversity, Equity & Inclusion (staff liaison).

Three initial goals: seek input from Board committees on how they might contribute to the REDI efforts, identify a training program for Board members and senior staff, and develop recommendations on term limits for Board members. Each of these goals has been completed.

Mr. Wooten showed slides identifying key events to-date, including:

- Fall 2019- Formation of employee diversity, equity, and inclusion ("DE&I") group formed by Ms. Micek, prior to the murder of George Floyd
- August 2020 – Group of Trustees publish White Paper on the need for REDI Committee

- September 2020 - Special Trustee meeting to approve REDI
- October 2020 - First REDI Committee meeting
- November 2020 - DE&I website launched
- December 2020 - REDI Committee goal setting and formation of subcommittees
- January 2021 – Subcommittees meet with standing WWCI Trustee committees
- April 2021 - REDI Committee meeting and 1st employee DE&I training
- May 2021 - REDI Committee goal update and 2nd employee DE&I training
- June 2021 - employee DE&I Book Club launch
- July 2021 - 3rd employee DE&I training
- October 2021 - 1st WWCI DE&I training

Mr. Wooten then opened the floor for a general discussion of the REDI initiative and noted that he is very interested in hearing comments and suggestions from the CAB members. The REDI Committee will be meeting later in June 2021, to establish new goals for the rest of this year and beyond. Mr. Wooten asked that Ms. Feinberg and Mr. Grady, as members of the REDI Committee, and Mr. Russell, as liaison to the REDI Committee, assist Mr. Wooten in responding to CAB comments and questions.

The Chair thanked Mr. Wooten, and asked the opening question. The Chair noted that Mr. Wooten identified three initial goals. The third goal involved the establishment of term limits. The Chair asked if this meant term limits for the Board of Trustees in general or term limits for participation on the REDI Committee. The Chair also noted that none of the three goals specifically address the issues of race, equity, diversity, or inclusion. Since these are four very important words, it would be helpful to have the terms defined. To summarize, the Chair asked about the term limits, if there are goals beyond the three initial goals, and what are the definitions of the words that make up the committee's title?

Mr. Wooten replied that there was much discussion about the need for term limits to open spots within the Board to allow for diversity. The Committee is looking at diversity of the Board as a whole. The Board is currently about 80% white and about 90% male. The Board is not as racially or sexually diverse as the Committee would like to see. The Committee discussed whether the lack of term limits is an impediment to better diversity. A subcommittee and ultimately the full REDI Committee concluded that term limits would not be necessary at present as there are generally five to six openings on the Board each year, which is an ample number of openings to bring diverse candidates to the Board.

Mr. Wooten asked Ms. Feinberg to address the question of definitions as it was one of the first issues addressed by the Committee. Mr. Russell commented that he had the definitions at hand. Ms. Feinberg commented that in the background of the initial goals, they did an inventory of the make-up of the Board and the staff in terms of race, gender, and age, so that there is some baseline data. The reason that the REDI Committee met with the Board's committee chairs regarding

how each could contribute to the REDI efforts was that each committee has some purview over outside vendors and contractors. The REDI Committee wanted to make sure that it considered not only the make-up of the Board and staff, but also the organizations and individuals with which the company is doing business.

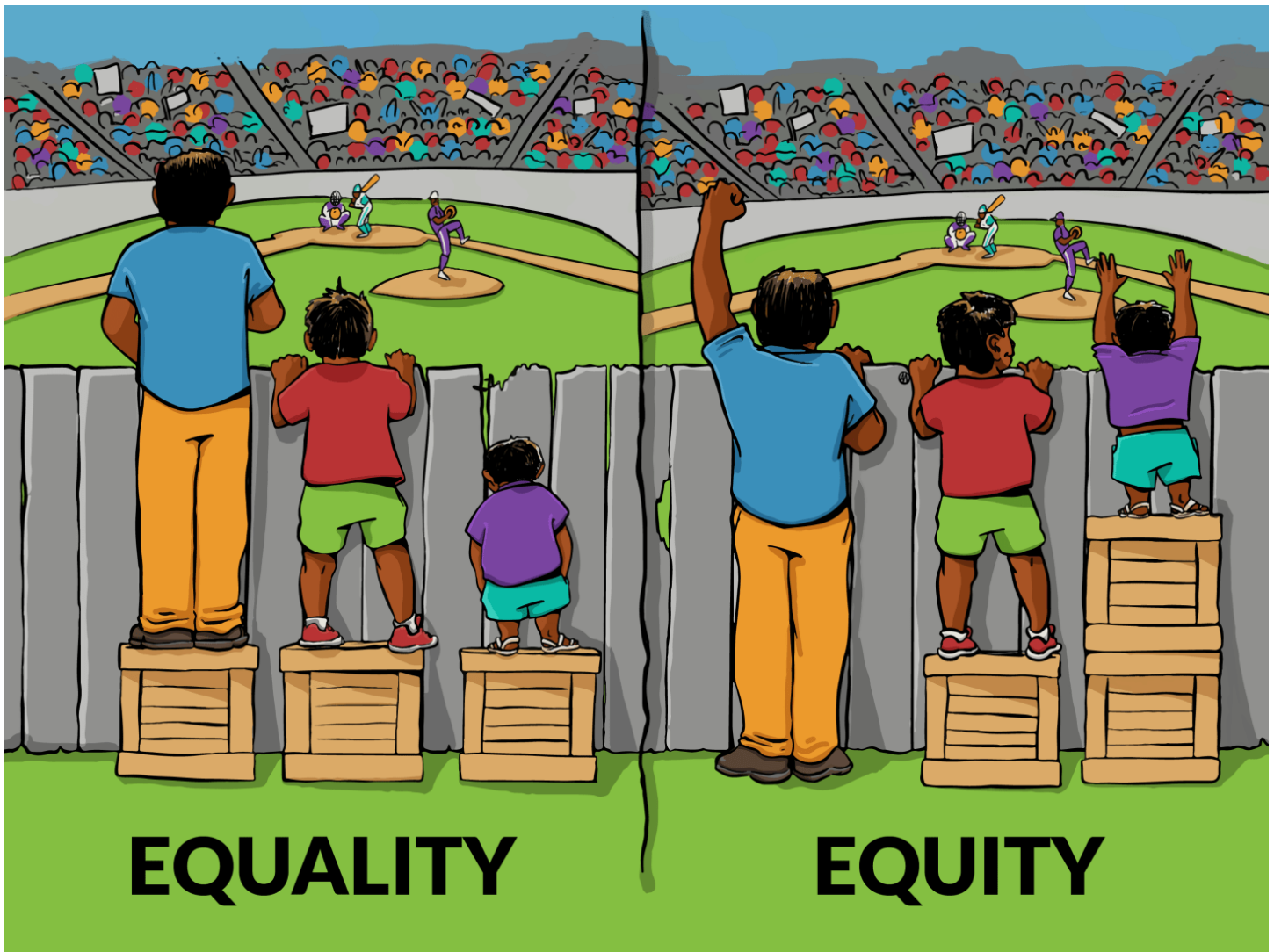
Mr. Grady explained the reasoning behind adding the word “racial”. The Board thought it was very important to include “racial” in the title (as opposed to the traditional title “diversity, equity and inclusion”) as race is such a critical issue, with such a history, and is still present as a dividing factor in Chicago. So often with DE&I committees, the race issue becomes diluted, as “diversity” means geography, age, sexual orientation, and many other things which are very important (and are considered very important to this committee and to this Board), but in view of the unique and challenging issues associated with race, the committee should be called Racial Equity, Diversity, and Inclusion. This is not at the exclusion of other diversity factors, but it is a primary objective of the committee. Mr. Grady further stated that when the REDI Committee went to each of the Board’s committee chairs, it did not do so with a top-down approach, but rather, it went to the committee chairs to have a discussion, two-way communication, and a collaborative approach to determine how that chair’s committee could, through the committee’s work, help further the ends of the REDI Committee. Each committee might have a different answer to that question.

The Chair commented that most people understand the meaning of “diversity”; several examples of such had been mentioned by Mr. Grady and Ms. Feinberg, and there seems to be a basic understanding of “inclusion”, but the tricky word is “equity”. What does “equity” mean? The question of definitions is important. The Chair stated that he would be grateful if someone would address what these terms mean. Having the definitions will help the CAB understand the REDI Committee’s goals. After that, CAB members will pose questions.

Mr. Wooten asked Mr. Russell, to ensure total accuracy, to read the definitions to the CAB.

Mr. Russell began with “Equity” and recited: **“Equity.** The guarantee of fair treatment, access, opportunity, and advancement while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The principle of equity acknowledges that there are historically underserved and underrepresented populations, and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups.”

Mr. Grady interjected with a screen share of a drawing depicting the difference between equality and equity, but cautioned that this depiction represents his opinion, not necessarily that of the REDI Committee.



[Source: Interaction Institute for Social Change, credited to Angus Maguire, artist, reproduced in Amber Cabral, *Allies and Advocates: Creating an Inclusive and Equitable Culture*, Hoboken, New Jersey: John Wiley & Sons, Inc., 2021) at page 92.]

In the illustration on the left each person gets the same box upon which to stand; this is equality. In the illustration on the right, each person has a different box configuration to stand upon; this is equity. Equity means giving each person what he or she needs to participate fully. The committee is trying to achieve equity.

Mr. Grady again stated that with this illustration he is speaking for himself, not for the REDI Committee.

Mr. Russell continued reading definitions. **“Inclusion.** The act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate and bring their full, authentic selves to work. An inclusive and welcoming climate embraces differences and offers respect in the words/actions/thoughts of all people.”

“Diversity. Psychological, physical, and social differences that occur among any and all individuals; including but not limited to race, ethnicity, nationality, religion, socioeconomic status, education, marital status, language, age, gender,

sexual orientation, mental or physical ability, and learning styles.”

Mr. Grady interjected that historically boards, employers, and organizations have stated that “we have a couple of black people on our board, we have a couple of women – so what are you talking about?” That may be true, but is the board listening to those women? Is there a gender advancement initiative? Is there any achievement of the goals that women on the committee would like to pursue? Are the women on the board fully engaged? Diversity can sometimes be measured like bean-counters as in, how many do you have? Inclusion is a much more involved relationship, a dialogue, and authentic participation.

The Chair asked if there was a definition for “Race”. Mr. Russell answered that there were several definitions, Race Equity and Race Equity Culture.

“Race Equity. The condition where one’s race identity has no influence on how one fares in society. Race equity is one part of race justice and must be addressed at the root causes and not just the manifestations. This includes the elimination of policies, practices, attitudes, and cultural messages that reinforce differential outcomes by race.”

The Chair commented that the notion of “Race Equity” is different from the notion of “Equity”.

Mr. Russell answered that “Race Equity” is equity based upon race. “Equity” is based upon diversity and making sure that all people have equity, as shown in the illustration presented by Mr. Grady.

Mr. Russell provided another example: if you are baking a pound cake, you have diverse ingredients: a pound of butter, a pound of sugar, eggs, and so forth. What make inclusion is the mixing of the ingredients together to result in a pound cake. Every ingredient has been included in the finished cake.

With inclusion, there are different voices at the table: the REDI Committee, the Board, the CAB, the employees that come together, and that each voice is equal to create the culture of the organization. The Chair commented that in past generations this description might have been referred to as a “melting pot” or a “stew”.

[Secretary’s Note: Although mentioned, Mr. Russell did not read the definition of “Race Equity Culture”]

The Chair turned to CAB members’ questions and comments.

Ms. Cragan addressed her first comment to Mr. Wooten, stating that his uncle, Mr. Denton, was a true mentor to Ms. Cragan when she first joined the CAB, many years ago. He is a wonderful man - a fine gentleman. Mr. Wooten concurred that he also had a mentor in Mr. Denton.

Ms. Cragan asked what encompasses the staff training. Mr. Wooten said that Mr. Russell is the best person to answer the question, but added that the REDI Committee spent time locating and interviewing various agencies along with station management. One has been selected to deliver the training. Mr. Russell participated in that search. There are three sessions and Mr. Russell has participated in all three. Mr. Russell asked Ms. Tipton to add her comments as she, too, has completed the training.

Mr. Russell said that the Cabral Consulting, LLC was selected as it specializes in diversity, equity, and inclusion training. The first training centered on leadership, and how leadership can help to drive diversity, equity, and inclusion within an organization. Terms were defined, such as privilege, and how employees can begin to identify opportunities to speak up.

The second training concentrated on allies and advocates, providing employees with tools and resources to building upon the first training. When issues come to the forefront – particularly negative issues such as microaggressions, it is important to speak up.

The third session will concentrate on what individuals can do to help drive a culture of diversity, equity, and inclusion in the workplace.

The key to the training is based upon the needs of the organization. For WTTW, the training has been tailored for issues that WTTW may face, and includes an emphasis on issues or challenges that may face a media company. It is not an off-the-shelf or a cookie-cutter approach to the training.

Ms. Tipton commented that the trainer is very good, the whole company seems very engaged, and everyone has learned something. Ms. Tipton believes that the training has made a difference.

Ms. Cragan asked for confirmation that the feedback has been good, and that people feel that the training has been worthwhile. Ms. Tipton answered yes.

Mr. Russell continued that the Board of Trustees will be trained and that, Mr. Wooten, Ms. Feinberg, Ms. Micek, and Mr. Russell will work with the trainers to identify issues applicable to the Board of Trustees. The Trustee training may look a little different than that provided to the employees.

The Chair called upon Dr. Phillips. Her question centered on the content of the training, and she stated that her question had been answered.

The Chair noted that Mr. Shariff and Ms. Meredith had joined the meeting.

The Chair called upon the Vice Chair, Ms. Ivers. The Vice Chair had two points: first, she is excited to see, from the Board level to the staff level, the level of engagement on the issues of diversity, equity, and inclusion, as it is so connected to the mission of public broadcasting. She explained that she would read from a portion of her presentation scheduled for later in the present meeting. She had attended sessions during the recent annual PBS annual meeting. She viewed about a dozen different sessions. In her opinion, right now, what the system seems to be calling “DEI” are the most important activities in public broadcasting, other than just keeping the lights on, across the board, within the station, and with those in the community, from independent producers to viewers and funders. She is excited to see the Board pursuing this goal.

Mr. Wooten thanked the Vice Chair for her comments. He noted that it is how the Board feels. The Board is excited for the opportunity to expand not only the Board but the viewership.

Ms. Campbell agreed with the Vice Chair and noted that she very happy to see the establishment of the REDI Committee. Since she has been with the CAB, Ms. Campbell has wondered about the reality of a real two-way communication between the Board of Trustees and the CAB. She noted that in one of the definitions she thought she heard that there would be work from the bottom-up. Ms. Campbell explained that she has worked in the healthcare field for many years, and she

feels that many of the persons who are impacted by serious injury or illness are not included, and she hopes that such “invisible” people will be included.

The Chair thanked Ms. Campbell. Mr. Wooten wholeheartedly agreed with Ms. Campbell and hopes that the CAB will provide ideas for additional goals. The REDI Committee did not have a lot of data to begin with, but it has more data now, and the committee wants to build upon it.

Mr. Shariff commented that it would be nice to have meetings publicized at a broadcast level.

Dr. Hampton asked about the discussions with Board committee chairs and wondered if any examples of the information obtained in those discussions could be related to the CAB. Mr. Wooten answered that the Nominating Committee has identified groups that are missing from the Board of Directors, such as African American and Hispanic women, and the committee is identifying potential candidates for the Board. There are currently six or seven open positions on the Board, and the Board intends to fill those positions with diverse candidates.

The Chair thanked Mr. Wooten. The Chair asked for additional CAB comments or questions. There being none, the Chair again thanked Mr. Wooten and Ms. Feinberg for their presentation and noted that they would likely hear from the CAB after having a chance to consider the information learned at this meeting.

Mr. Grady reminded the CAB that Mr. Wooten earlier described this subject as a discussion, so the CAB should not hesitate to raise additional questions about the REDI Committee. Questions about the REDI Committee can be directed through Mr. Grady, Tim Russell, or Lisa Tipton. The Chair thanked Mr. Grady, and predicted that this would not be the last time the matter is discussed by the CAB.

The Chair asked Mr. Wooten if there had been any time when Mr. Denton’s service as Chair of the CAB overlapped with Mr. Wooten’s term on the Board of Trustees. Mr. Wooten noted that there was a brief time at the end of Mr. Denton’s term where it overlapped with Mr. Wooten’s for a short period in the range of 2007 to 2009.

The Chair again thanked Mr. Wooten and Ms. Feinberg. Mr. Wooten thanked the CAB and offered to come back for further discussion. The Chair also offered the CAB’s services to the Board of Trustees if there is ever a project that the CAB could undertake for the Board.

Approval of Minutes: The Chair moved to the approval of minutes from previous meetings. The first set is the minutes of February 16, 2021. The Chair asked for additions or corrections. There being none, the Chair asked for a motion to approve the February 16th minutes. Mr. Beavers so moved, seconded by Ms. Mockus. The minutes of February 16th were unanimously approved.

The Chair moved to the approval of minutes from April 20, 2021. The Chair asked for additions or corrections. There being none, the Chair asked for a motion to approve the April 20th minutes. Ms. Cragan so moved, seconded by Dr. Hampton. The minutes of April 20th were unanimously approved.

Chairman’s Statement: The Chair reminded the CAB members that it is currently mid-year and that it is not too soon to start thinking about the annual report.

The Chair noted that the News Committee is scheduled to meet with Carol Marin in July. This will be the first of the committee's meetings with outside experts – professional, academic, and journalistic – to address questions set forth by the news committee in an earlier report.

The Chair is pleased with the work of the Membership and Nominating Committees and noted that the CAB is working on its own diversity and the CAB is always looking for candidates for CAB membership. The CAB is close to full membership, but a few more are needed.

The Chair called upon Trustee Liaison Graham Grady. Mr. Grady stated that he had nothing to add except to thank the CAB members for their service to the station.

Management Report: The Chair called upon Mr. Russell and Ms. Tipton. Ms. Tipton will comment on program comments after Mr. Russell. Mr. Russell continues to seek answers as to when the CAB will be able to meet in person at the WTTW studios. Moving back to the office is still under discussion. Ms. Tipton interjected that the August CAB meeting must be conducted over Zoom.

Mr. Russell stated that community engagement continues to be virtual and will be until early fall. There will be a hybrid virtual event in October in Rockford with Daniel Tiger, "Be My Neighbor".

Since April, the reach through "Chicago Tonight Voices" in the one year after the murder of George Floyd, 120 people attended that conference. The panel was diverse, including African American, Latinx, and Asian American community representation. There were five screenings, including the Ida B. Wells film, a screening of a film about the Armenian Community, moderated by Paris Schutz, and a Mother's Day event with PBS Books which netted about 9,000 people. There are large numbers of persons reached through the screenings.

Through "Learn and Play", there were four events conducted over Facebook, in which over 1,500 parents, caregivers, and children participated. Two classical conversations were held through WFMT in which were highlighted diverse people in classical music, including Jessie Montgomery, the Mead Composer-in-Residence with the Chicago Symphony Orchestra. There will also be a program with Marin Alsop, the lead conductor for Ravinia. All in all, community engagement has reached 12,000 people since April. Staff are proud of the work but are itching to get back to in-person events.

Mr. Russell added that in August he hopes to share plans for the new Ken Burns film on Muhammad Ali. He could not comment further but stated that he thinks the CAB will be excited.

The Chair thanked Mr. Russell and Ms. Tipton, and stated that the CAB would like to meet with Anne Gleason, the Senior Vice President of Marketing, and CFO Jitan Garg, before the end of the year, and asked if one might be available in August. Mr. Russell answered that he spoke to President Sandra Micek with the CAB's requests. Anne Gleason is scheduled for the August CAB meeting and Jitan Garg and Jill Britton (Vice President of Development) are scheduled for October. Mr. Russell commented that it is possible that in August the CAB may learn about the 4th season of "FIRSTHAND". The Chair will prepare questions and topics for the Management guests ahead of each meeting.

Vice Chairman's Report: The Vice Chair reminded everyone that in May she emailed the CAB about the annual PBS meeting. This year the meeting was all virtual and completely free of cost. She watched about a dozen sessions and explained her takeaways:

In the Vice Chair's opinion, within the PBS system, Diversity, Equity and Inclusion (DEI) are the most important activities going on and there are a lot of projects. Across the board, within the station and with those in the community, from independent producers to viewers and funders, followed in relevance by how well public media connects to diverse audiences digitally, and that includes not only programming but community engagement as well. The Vice Chair then reminded everyone that the CAB's Community Engagement committee still needs a chairman.

The Vice Chair continued, stating that it is important to respect the talent and expertise of independent producers and mentoring them to enter the public television system. This by no means a handout. In the Vice Chair's opinion, WTTW needs to and must do a better job with independent producers, or it will be left behind. These independents are not just young people trying to make digital shorts, even the long-time science series, "Nova", just partnered with one of the national public television consortiums, Black Public Media, in what the Vice Chair considered to be an historic Zoom webinar, reaching out to independent producers who might work with "Nova" in the near future. The session included producer Byron Hurt, who is working on an episode which will tie his Black family reunion to new hoped-for new DNA discoveries. He did not consider himself to be a science producer until he talked to "Nova" about this film that he always wanted to do. He's an accomplished producer, having his work on "Independent Lens" and with subjects such as hip-hop music and soul food. He's working on a project on hazing right now.

There will also be a "Frontline" episode this fall entitled "Unresolved" about the late Congressman John Lewis's list of 150 unsolved and unpunished civil rights murders, from Emmett Till's murder in 1955 to present. Along with the TV documentary there is also a podcast series produced and narrated by Chicago producer James Edwards, which is available now, plus an interactive website plus an incredible museum exhibit that just opened in New York and is scheduled to be shown in Chicago at the DuSable museum. The multi-platform project is phenomenal. It is respectful, spiritual, informational, and artistic.

The Vice Chair added that WTTW's Tim Russell did a powerful presentation during a panel entitled "Steal This Idea" in which he described the community engagement activities connected with the "FIRSTHAND" series on poverty. The Vice Chair felt that Mr. Russell's presentation was a cut-above others, but noted that another presentation concentrated on vintage programming and the Vice Chair commented that it reminds her how much she would like to see the WTTW-produced program on Chicago theatre, which was hosted by Gary Sinise. Just a suggestion!

The Chair thanked the Vice Chair for her presentation and for her work toward filling chairman positions in the CAB committees. A current roster of the committees and their chairs was circulated in the meeting packet. One crucial position remains open – the chair of the Community Engagement committee. The Chair commented that he thought that Mr. Grady is the chair of the Board's Community Engagement Committee. Mr. Grady responded that Janice Feinberg is the chair of the Board's Community Engagement Committee but that he is a member of that committee. Mr. Russell interjected that Mr. Grady sells himself short when it comes to his involvement in Community Engagement, the Redi Committee, in that his counsel and advise, his ability to open doors, and his recommendations are invaluable to the work of the station. He is a "go-to" person.

Membership Committee: The Chair called upon Ms. Meredith of the Membership Committee. The Chair thought that the committee had no new candidates to present at the current meeting. There were three candidates from the last meeting.

Nominating Committee: The Chair turned to the Nominating Committee chair, Ms. Mockus. Ms. Mockus introduced Tom Herzberg, an artist and illustrator, whose work has appeared in books and such publications as Chicago Magazine, the Chicago Tribune, Playboy, and the Washington Post. He was a college art instructor for 20 years and recently retired from

teaching. He was a longtime member of the US Air Force Art Program, and served on the governing board of Midwest Air Force Artists and his work appears in the Pentagon. He has an MFA in printmaking from Northeastern Illinois University and from the School of the Art Institute in Chicago. Ms. Mockus welcomed Mr. Herzberg to the CAB.

The Chair thanked Ms. Mockus and commented that Mr. Herzberg was introduced to the CAB by Ms. Mount. The Chair asked if there were any questions for Mr. Herzberg, or any comments. There being none, the Chair summarized that the Nominating Committee is nominating Mr. Herzberg for a seat on the CAB, to fill the Koprowski vacancy in the Class of 2024.

Mrs. Mockus then introduced Douglas Johnson. Ms. Mockus did not have Mr. Johnson's biography and asked Mr. Johnson to say a bit about himself. He is a Chicago native and a lifelong WTTW viewer. He graduated law school in May and is studying for the July bar exam. He is exciting to join the CAB. Ms. Mockus wished him good luck on the bar exam. The Chair commented that Mr. Johnson was introduced to the CAB by Dr. Simuel Hampton. The Chair thanked Mr. Johnson for attending knowing what work is involved in preparing for the bar exam. Mr. Johnson will be taking the seat vacated by Mr. Bosco in the Class of 2023.

The third candidate is Dr. Janice Phillips. She is an experienced clinician, researcher, and educators, nurse, regulator and author in the public health field. Dr. Phillips is the author of 100 publications, including 5 edited textbooks, and a is a health policy columnist. She is the recipient of numerous awards, including the Martin Luther King Humanitarian Award, and the Nursing Spectrum Advancing and Leading the Profession Award. In January 2020, Governor Pritzker appointed Dr. Phillips to the Illinois State Board of Health. She holds bachelor's degrees, Master's degrees, and a PhD in Nursing from the University of Illinois College of Nursing.

The Chair thanked Ms. Mockus and noted that Dr. Phillips was introduced to the CAB by Ms. Meredith to fill the Triolo-Sapp vacancy in the Class of 2023.

The Chair commented there are three nominations from the Nominating Committee and that no second is necessary as the nomination came from the committee. The Chair asked for any debate or questions from the CAB. There being none, the Chair asked if there was any objection to asking the Secretary to cast a unanimous vote in favor of each of the candidates. There being no objection, the Chair directed the Secretary to cast a unanimous ballot in favor of the three candidates and welcomed the new members to the CAB. There are now 25 members of the CAB, and a quorum stands at 13. There are still two vacancies. The Chair again thanked Ms. Mockus for her committee's work.

Programming Committee: The Chair then turned to the Programming Committee, chaired by Ms. Mount, and noted that Ms. Mount had three items on her agenda.

Ms. Mount thanked everyone for programming comments. Ms. Mount noted that she calls for comments before each meeting, but encouraged the CAB members to send comments at any time. She hopes that the feedback is helpful to Ms. Tipton and the staff.

Ms. Mount also sent to Ms. Tipton the revised program rubric/template, which is to be used to set forth ideas for programs not currently in existence. The program comments are to address programs currently in existence.

The revised template is briefer than in the past. Do not be too concerned about completeness upon its initial submission as it will go through several revisions before it is presented to the CAB and subsequently station management.

The Vice Chair asked if there is a reason that the template is briefer than in the past. Ms. Mount answered that she had a conversation with past chair Ms. Cragan. It was decided that some of the questions on previous versions of the template were redundant. The Vice Chair continued to note that the current template does not ask for contacts or potential funding sources as in previous versions. Ms. Mount answered that the information should be on the template, and she will review the form again.

Ms. Mount further commented that the template is a guide and that there is no reason why the submitter cannot add information as deemed necessary. Once the starting point is established the document can go back and forth for revision.

It is not a rigid form.

Ms. Mount explained that former CAB member Joe Bosco had submitted a program proposal before Ms. Mount assumed the chair of the committee. Mr. Bosco is present at the current meeting to discuss this proposal as it had been put aside at previous meetings. The proposal was submitted over a year ago.

Ms. Cragan requested that Ms. Tipton address program comments before moving on to Mr. Bosco's proposal, which may take some time to discuss. Ms. Cragan noted that there were several program comments that warrant Ms. Tipton's comments.

The Chair agreed and noted that the program comments were included in the meeting package and called upon Ms. Tipton.

Ms. Tipton thanked everyone for their thoughtful comments about what they liked regarding the Armenian screening and documentary, "DuSable to Obama". The "Chicago Tonight" comment will be forwarded to "Chicago Tonight" staff. Mr. Rizzo had commented that PBS programming should be shown in earlier time slots. Ms. Tipton responded that as long as "Chicago Tonight" airs at 7:00 PM, PBS programming must be shown beginning at 8:00 PM. However, starting after July 4th, prime time programming will be replayed in the afternoons on 11.2.

Regarding Ms. Tandaric's comments about "Downton Abbey", Ms. Tipton commented that PBS programmers were devastated to learn that PBS had lost the broadcasting rights to "Downton Abbey". No one was more surprised that the PBS programmers to learn that PBS had brokered a deal to bring "Downton Abbey" back to PBS. There was no dishonesty on PBS' part. There was a stipulation that "Downton Abbey" cannot be run WITHOUT fundraising. That was the deal that was cut with NBC Universal which holds the rights to "Downton Abbey". NBC Universal says PBS can air "Downton Abbey", but it must be a fundraising vehicle. It was a complete shock that it came back.

Ms. Tipton was pleased to receive positive comments about the "America's Test Kitchen" marathon. WTTW's Pledge Director (whom CAB should consider inviting to a CAB meeting) was pleased. There were complaints when the cooking shows were taken off for pledge drives. The "America's Test Kitchen" marathon was an experiment that was successful and will probably be repeated with other cooking shows. The breaks were fun and creative and did not take away from the programming.

Ms. Tipton noted that they will be looking at mysteries for possible marathons.

Ms. Tipton noted that @create should run from 6 AM to 6 PM and World should run from 6 PM to 6 AM, but master control, based in Jacksonville, Florida, does not always flip the switch on time. It is a problem and people are working on it.

The Chair welcomed former CAB member Joe Bosco. The idea being presented by Mr. Bosco has been on his mind for about a year and it is on the old rubric/template form. It was prompted by decisions made by station management.

Mr. Bosco is suggesting that some programming be done on the WTTW subchannels. This could be community programming which could have real time feedback, much in the way that polling is done. Another concept that Mr. Bosco suggests is the designation of “special viewers” who would be chosen to watch particular programs and provide feedback. He also suggests that programs with panel discussions on various topics could include participants from other viewing areas. For instance, if the panel would cover educational issues, the panel could include school board members from other areas – not just Chicago. This would allow the viewing public to hear about other locations and would allow for streaming of the program in other areas. The objectives are to choose topics that would be of interest to the public, then obtain immediate feedback, and do this on the subchannels.

The Chair thanked Mr. Bosco, and asked that Ms. Tipton take a look at this proposal as it appears to fall into her area of responsibility. Ms. Tipton noted that she had read the proposal twice. Her first thoughts were about production – who would produce such programs, how does the station staff make it work? The Chair commented that this would not necessarily require use of the subchannels and may be better suited to the digital area.

The Vice Chair commented that she has several conflicts with the proposal. First, and most importantly, under operational considerations and program development, where the proposal suggests that the station has a large data base of members/subscribers who could serve as test audiences for pilot programs. The Vice Chair believes that prioritizing and specializing members is the antithesis of what public broadcasting is about. The characterization of “dues paying members” is inaccurate as public television is about viewers who represent the community whether or not they contribute. Further, The Vice Chair strongly objected to characterizing any viewers as “special” and she will vote against the proposal for that reason.

The Vice Chair further commented that when participating in the PBS annual meeting she learned that some public media outlets have engaged the Harken Consultancy Group, which provides the means for listening and obtaining viewer feedback. It is used by KQED in San Francisco and WBEZ in Chicago. The service collects viewer/listener input on generating news stories. This may be something that should be considered for generating ideas and feedback that is not tied to membership dues.

The Vice Chair also questioned the premise that the proposal is low to no cost. To bring participants from other cities has a cost, as does production personnel and studio time. To create 45-minute programs will require some sort of underwriting.

Ms. Campbell welcomed Mr. Bosco back to the CAB. She stated that she was interested in the concept of obtaining viewer feedback in real time. Ms. Campbell believes that real time feedback is a key component to increasing viewership. That feedback could be very powerful. That part of the proposal should be considered.

Dr. Hampton asked about production quality with digital productions. Ms. Tipton answered that it can be a problem. There are also legal considerations with releases and production rights. She thinks that it is a good idea, but she is concerned about production quality.

The Chair asked if there were any additional comments or questions. There being none, the Chair returned to Mr. Bosco for responses or relations to the comments heard. Mr. Bosco responded that all the comments were good and welcomed. At the end of the day, Mr. Bosco is a believer that real time or near real time feedback on issues important to the public will happen and he would like to see WTTW and its affiliates to be part of the action. Ms. Tipton also stated that she likes the idea of real time feedback. Ms. Cragan asked Mr. Russell if, when conducting community engagement events, the chat feature represents real time feedback. Mr. Russell answered that the chat feature does provide real time feedback. Ms. Cragan stated she believes that feedback given during the presentation, with the panel present, is beneficial. Ms. Tipton agrees. The chat function is a great help, but the question is how it can be translated to television programming. The Chair asked Ms. Mount how the Programming Committee would like to proceed. Would the committee like to move forward on the proposal tonight or take it back into the committee for further consideration? Ms. Mount suggested that Mr. Bosco make the decision. Mr. Bosco answered that he felt that the CAB members have a grasp of the core issues and could modify the rubric, or not, use it, or not. Mr. Bosco stated that he didn't think that he would be back again.

The Chair asked Ms. Mount how she intended to proceed on this issue. The Chair asked if Ms. Mount was comfortable with the document as worded. Ms. Mount answered that based on the comments at meeting that the proposal could be made less specific as it appears that the document has specific problems. The Chair asked if Ms. Mount intends to have a meeting of the Programming Committee in advance of the August CAB meeting. Ms. Mount answered that it was likely that the committee might meet in July. The Chair suggested that the Bosco proposal be kept within the Programming Committee so that the committee could meet sometime between the June and August meetings and take into account the comments made by the Vice Chair, Ms. Campbell and Ms. Tipton. Ms. Mount agreed. The Programming Committee tentatively scheduled a meeting for July 20.

Station Administration and Finance Committee: The Chair called upon Mr. Szerlag for the committee's report. Mr. Szerlag noted that the committee is still finding its balance. The members include Dr. Wicks, Ms. Ivers and Ms. Tandaric. Mr. Szerlag invited anyone with interest in joining the committee to send him a message.

Mr. Szerlag directed attention to the committee's initial report, which is intended to create a baseline report that pulls together information that the CAB has not previously reviewed. The first thing reviewed was the 10 major markets. The next chart shows public television viewership, which has been declining for the last decade. There are new forms of communication and media access. Others have moved to social media. It appears that viewership is up overall, but is going to other venues.

The third graph tries to identify the generational divide in how news is consumed and where people get their news. It plays to the Internet and social media environment these days.

The core of the committee report is what the financials tell us. This information is available on the station's website. Mr. Szerlag complimented station management for its transparency in making this information available. Basically, the revenues have gone up and they have come down. The expenses have tracked the revenue. The profit margin has fluctuated with revenue and expenses. There are more resources being brought to bear.

The Chair asked for questions and called upon the Vice Chair.

The Vice Chair commented that from what she heard at the annual public television meeting that it is systemwide that television viewership is dropping but rising on digital media. Mr. Szerlag agreed. One of the challenges in gathering data for the CAB was where to find the data without having to pay for it. Data analytic firms have the data, but they want payment for it. The Vice Chair noted that stations also have trouble obtaining data. Mr. Szerlag pointed out that the data was available from Statista at no fee. If one purchases a subscription, much more data is available. Ms. Tipton commented that she has some charts that were made available by PBS, and she agreed to share that information with the CAB.

The Chair asked Mr. Russell and Ms. Tipton to forward Mr. Szerlag's presentation to Mr. Garg in advance of his meeting with the CAB in August.

Ms. Mockus noted that the charts do not seem to show where WTTW ranks among other PBS stations. Mr. Szerlag hopes that the information from Ms. Tipton will provide those answers. Mr. Szerlag encouraged anyone with questions to contact him via email.

The Chair complimented Mr. Szerlag on the committee's important work. The CAB has the opportunity for a healthy conversation with Mr. Garg. It is quite fundamental: the station cannot possibly meet the educational, cultural or other needs of the community if it cannot afford to stay on the air and do good work. The question of whether the policies of the station are meeting the needs of the community is dependent on whether it pays its bills and raises the funds it needs. This is an important issue.

New Business: No new business was introduced.

Good and Welfare: The Chair asked Ms. Meredith how she is feeling. Ms. Meredith stated that she has completed 3 weeks of radiation treatments and the doctors say that she has a 99% chance of survival. She encouraged everyone to get exams.

Ms. Campbell stated that her extended family has all had its Covid vaccinations. She also stated that her bank has been hacked and her bank is investigating. She encouraged everyone to look at their statements on a regular basis. Please be aware. The Chair reminded the CAB that everyone needs to be vigilant.

Ms. Meredith asked Dr. Hampton if the CAB had a new member as he was holding his new baby.

Ms. Mockus asked why the CAB could not meet at the studios. Mr. Russell stated that the staff is not back in the studios as the Board of Trustees and Management has set a higher standard than that set by the City of Chicago. It is estimated that the staff will be back in the offices in the fall.

Mr. Mendoza complimented Dr. Hampton on his beautiful and well-behaved baby. Mr. Mendoza has returned to work full time as the Director of Communications at the Chicago Architecture Center. He is very excited to be in the new role.

Next meeting: Tuesday, August 17th, via Zoom. There will be two committee meetings in July: News Committee on July 6th and Programming Committee on July 20th.

Adjournment: Without objection, the Chair declared the meeting adjourned at 8:34 PM.

Respectfully submitted,
Rita E. Tandaric
Secretary

Approved and Adopted by the Community Advisory Board

/s/ JOSEPH A. MORRIS
Chairman
October 19, 2021