

WTTW COMMUNITY ADVISORY BOARD

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

Tuesday, August 17, 2021

Electronic Meeting via Zoom

The Chairman called the meeting to order at 6:12 PM with a quorum present.

The following CAB members were present: Chairman Joseph Morris (Chair); Vice Chairman Susan Ivers (Vice Chair); Secretary Rita Tandacic; Maryilene Blondell; Leatrice Campbell; Barbara Cragan; Thomas Herzberg; Dr. Simuel Hampton; Carol Howe; Douglas Johnson; Aaron Lawler; Sinhue Mendoza; Lennette Meredith; Sharon Meroni; Mary Lou Mockus; Kristin Mount; Janice Phillips Frederic Rizzo; Nancy Simon ; Chester Szerlag; and Dr. Sheila Wicks.

Note the following CAB members were absent: Charles Beavers; Linda Jackson; Peter Kraus; and Iqbal Shariff.

The following persons also were present: Anne Gleason, Sr. Vice President of WWCI for Marketing and Digital Media; Graham C. Grady, Board of Trustees Liaison to CAB; and Timothy Russell, Vice President of Community Engagement and Diversity, Equity & Inclusion.

The following members of the public were present: None.

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. Ms. Campbell so moved, seconded by the Vice Chair, Ms. Ivers. The agenda was approved unanimously.

The Chair introduced Anne Gleason, the Senior Vice President of Marketing and Digital Media. The Chair further explained that digital media encompasses everything produced by the station that does not go out over traditional television., that is, the website and live platforms.

The Chair noted that the CAB is interested in the work done by Ms. Gleason's area as the CAB is always interested in the metrics of who is watching WTTW. The CAB has a hearty interest in those who are not watching, that is, those between the ages of 6 and 60. The CAB looks to Ms. Gleason for insights. Further, the CAB recognizes that more content moves to viewers via digital means. Even the news division communicates more information via digital means than goes out over the air.

The Chair admitted several CAB members of the CAB to the meeting. Mr. Russell noted that Ms. Tipton, Head of Programming and Pledge would not attend the present meeting.

The Chair welcomed Ms. Gleason.

Ms. Gleason thanked that Chair and shared a video highlighting projects that have been worked on during the past year.

After the video, Ms. Gleason explained that she oversees marketing, membership and digital at WTTW and WFMT. The FIRSTHAND group was instrumental in the development of the digital side. Ms. Gleason went on to explain that a new Ken Burns film on Muhammad Ali will premiere on all WTTW platforms on September 19. It is a four-part film, and will have many coordinating digital aspects, including a companion website, WTTW.Com/Ali, which will include an image gallery in partnership with the Chicago History Museum, an episode guide, a Q&A with the filmmakers, a photo essay with Chicago architecture expert Lee Bey, an interview with Ali's biographer Jonathan Eig, and the storied history of boxing in Chicago and the Golden Gloves tournament.

Ms. Gleason also discussed the FIRSTHAND initiative. Ms. Gleason and Mr. Russell helped lead the initiative internally along with partners in the field. It started as an experiment. It quickly became a yearly, award-winning, fully funded Initiative which delivers on the mission and purpose to enrich lives. The process from experimental to award-winning required intentional and collaborative, internal and external communication, teamwork, and focus. The premise is to spend a year focusing on a critical issue facing Chicagoans. The goal is to present the issues from the perspective of those living through the issues, and to those dedicating their work to finding solutions around the issues. Each year one topic is selected, leveraging insights from the CAB, the community, the station's partners, the newsroom, primary research, and the audience. So far, FIRSTHAND has covered the following topics: Gun Violence (which was a 2019 Emmy winner), Coronavirus, and Living in Poverty, which was launched in January 2021. "FIRSTHAND: Living in Poverty" was begun in the summer of 2020 and followed five individuals living in and facing the challenges of poverty. The five people were generous and courageous to share their stories with the production team. FIRSTHAND is a multi-platform, quick-to-market initiative, in which the station produces documentaries, expert talks, text journalism, a discussion guide, community engagement activities and news coverage. The website is WTTW.com/FIRSTHAND.

Ms. Gleason explained the details of "FIRSTHAND: Living in Poverty". She named five individuals followed in the documentary. Through the series, the station has been manifesting two very intentional ideas: diversity and inclusion ("DEI") from the beginning – it was a mandate that the project would follow a DEI approach in every decision being made. Across the team, a diversity of identity, to thoughtfully represent and reflect the diverse lived experiences -the firsthand experiences - of people in our community. The decision was made to break stereotypes and challenge common narratives. What you might think about someone who has experienced gun violence or poverty could be informed only by news reports, statistics, and headlines, as opposed to real-life, authentic life experiences. The project strives to show the complexity of difficult issues in order to stimulate empathy and understanding. When looking at poverty in Chicago, we set out to unpack the deep-rooted structural forces that perpetuate intergenerational economic instability in the city. It is hoped that the audience comes to recognize the systemic inequities in our society during community conversations and start to think about solutions.

Ms. Gleason also discussed the expert talkers and their credentials, and the topics covered in the talks. All aspects of the project were integrated in this manner. Journalism and expert talks work together to give the audience a more complete picture of the problem. Ms. Gleason turned to Mr. Russell to explain the community engagement aspects of FIRSTHAND. He explained that events are designed to go a little deeper and look at the issues that are impacting communities, such as education. They also worked to bring organizations and communities together to look at the best ways to solve poverty. The station partnered with various organizations across Chicago such as the United Way of Chicago and Instituto del Progreso Latino (Chicago), to leverage their experience and insight. Additionally, a comprehensive discussion guide which allowed communities, religious organizations, and families to have discussions about the issues. Before embarking on the community engagement events, they put together a "brain trust" of experts and organizations to discuss those issues that

are truly impacting the community from a poverty perspective and setting forth what would they like to see and talk about with an audience.

Ms. Gleason explained how they get the word out. With each topic in the series, there is an aggressive multi-channel and integrated marketing and promotion campaign to drive awareness, viewership, and engagement in the project. They place paid and trade media across the city and in the neighborhoods. They use social media and search engines, one-to-one grassroots marketing and outdoor advertising, digital and print ads, and TV and radio. Additionally, they pitch coverage to news and other media outlets to generate media coverage for the initiative. All these efforts lead to millions of impressions on people in the city and beyond.

Ms. Gleason discussed plans for the upcoming season of FIRSTHAND and then welcomed questions from the CAB.

The Chair called upon Ms. Blondell, who commented on the upcoming Muhammad Ali film. Ms. Blondell noted that she is friends with the author of the Ali biography, Jonathan Eig, and noted that he was given unprecedented access to Ali and his family and friends and that he would be a great source of information and that he should be utilized. Ms. Blondell then asked if there would be a follow-up on the "FIRSTHAND: Coronavirus" series covering violence and abuse during Covid, that is, domestic violence and sexual abuse. Ms. Blondell further stated that statistics about such crimes is generally higher than in other major cities in the U.S. Ms. Blondell also commented that the focus of programming on WTTW in relation to the FIRSTHAND-related topics (gun violence and poverty) seems to first focus on the African American and then the Hispanic communities, with the Asian community rarely being addressed. She feels that the Asian community should not be forgotten.

Ms. Gleason thanked Ms. Blondell. The Ali author Jonathan Eig will be a part of the Ali-related coverage. He has been approached to appear on "Chicago Tonight" and it's great to have that resource available and located in Chicago. Regarding the comment about follow-ups on the FIRSTHAND topics, Ms. Gleason noted that domestic violence and abuse is a topic on a very long list of possible topics for consideration by the production team. She will also share the comment with the news team for coverage on "Chicago Tonight". Ms. Gleason stated that Ms. Blondell's point about coverage of the Asian community is taken and will be shared with the team as well.

Mr. Russell interjected that the FIRSTHAND topics covered thus far have been issues that have impacted the entire Chicago community. More in-depth issues are included in the discussion guides.

Ms. Blondell further clarified that her point was not specifically connected to Chinatown, but the entire Asian community, including the Indian community.

Ms. Gleason noted that one reason the FIRSTHAND series includes many different components (documentary, discussion guides, community talks, etc.) is to make sure that all aspects of the topic are covered.

Ms. Meroni noted that she is a suburban resident and pointed out that poverty is not just a city issues – it also exists in the suburbs. Ms. Gleason responded that one of the "FIRSTHAND: Living in Poverty" participants is a suburban resident. Ms. Gleason recognized that poverty is not limited to the inner-city.

Ms. Phillips thanked Ms. Gleason for the presentation and asked if medical societies and whether they have viewed the "FIRSTHAND: Living in Poverty" program as there has been a push to integrate the determinates of health and health professional training. Ms. Phillips also commented that she did not hear any mention of legislators and any potential policy

have they fared? Ms. Gleason responded that there was a reunion event just a few weeks ago and she agreed that there should be follow-up – not just now but in two years and five years. There have already been success stories among the persons who participated. A couple have started businesses. Ms. Gleason then addressed Ms. Phillips’ first question about the medical community and legislators. Ms. Gleason explained that the talks cover some of that – legislation and policy. Solutions is a key part of the project, but they also want to hear hopeful stories, and that plays a part in how participants are chosen. They are all ambitious and excited about the future. Ms. Gleason asked Mr. Russell to speak about that.

Mr. Russell explained that with community engagement it is always the intent to have one of the documentary subjects at each talk along with an expert who can speak to the issues and provide community-based solutions. **Ann Vino** was trying to get custody of his daughter and had other legal issues. He was partnered with a person from Legal Aid and the Lawndale Christian Clinic to discuss the issues. On another panel discussing education there was Juan Salgado, the head of City Colleges and Dr. Zalwaynaka Scott, the President of Chicago State offered one of the documentary’s subjects a full scholarship. The reunion event was looking at where the documentary subjects were at a year later. It was a great conversation and great to see how their lives have changed. Mr. Russell encouraged everyone to watch the reunion video and all the videos. Mr. Russell stated that he would send a link.

Ms. Gleason had a further comment about connecting to the medical communities. There is always a grassroots one-to-one marketing campaign and in the marketing materials for each project there is a list of organizations in the city that might be interested in the topic being covered. Medical institutions are included in those lists. They understand the importance of connecting with the medical community in Chicago.

The Vice Chair commented that she had attended the PBS annual meeting, which was conducted virtually this year and that she had attended a number of sessions. One item that made an impression was the case study media project done by Stanley Nelson’s Firelight Group that does projects working with younger film producers and independent producers who have not yet worked with the public television system, and then mentor them to work within the public television system. The Vice Chair further noted that the Corporation for Public Broadcasting (“CPB”) announced six days ago that it is giving \$4 million, and PBS is giving another \$1.5 million to these projects headed by Stanley Nelson. The grants are intended to be used in underserved regions, and the Midwest was named. Some of the projects are digital, some are not. One of the pilot projects was “Reel South”. The Vice Chair asked Ms. Gleason if this was on her radar.

Ms. Gleason answered that it is definitely on the radar and that there are lots of emails being circulated. There hasn’t been a decision as to whether WTTW will apply but there is definite interest. The focus is on digital. Ms. Gleason further stated that they need to start funding the digital enterprise at a more aggressive level, so there is awareness and interest. The Vice Chair stated that the CAB is interested, too.

Mr. Russell mentioned that the key to FIRSTHAND and all the digital work, as well as the work of the REDI committee, is that the focus of the production team and the staff working on the projects, are all diverse. This will be the case with the upcoming FIRSTHAND series as well.

Ms. Campbell noted that a former CAB member (Secretary’s Note: former CAB member Joe Bosco) suggested the concept of real time feedback on programming. Being able to obtain real time feedback may be a way to increase viewership. Is that possible? Ms. Campbell also asked if WTTW would somehow be involved with the Obama Center project. She also commented about her experience with cyber theft. She feels that it should be covered Ms. Gleason stated that real time feedback is not currently is not available for television, but it may be in the future. However, WTTW has its social platforms and there is the opportunity for feedback there. Further, WTTW tries to obtain feedback many ways. Surveys are taken

during all community engagement events. Membership letters have some feedback component. Ms. Gleason said that WTTW is not involved in the documentary on the Obama Center but is covering the issues on “Chicago Tonight”. Ms. Gleason also commented that the newsroom is paying close attention to the cyber theft issue.

Ms. Simon asked a question about the upcoming FIRSTHAND series and Ms. Gleason responded.

Ms. Blondell complimented Mr. Russell for the dedication to his work and his contributions to the CAB meetings. She also complimented Mr. Grady for his work on the Board of Trustees and his contributions to the CAB.

Ms. Blondell continued discussing programming decisions made by WTTW. She noted that many of the topics covered by WTTW are very serious topics. She hopes that the persons who make programming decisions will consider some uplifting stories as well. Ms. Blondell then asked if WTTW participates on TikTok or Snapchat.

Ms. Gleason responded that Mr. Russell is incredibly valuable to the organization in everything he does, and the CAB gets to see that every month. In terms of production decisions, both Ms. Gleason and Mr. Russell are part of the team that make decisions as are other leadership colleagues. There is a whole process for greenlighting projects. WTTW does have a TikTok account. The demographic range of the station's viewership does not include many of ("is nowhere near") the TikTok age. WTTW does not have content that those folks are watching, so WTTW puts its very limited social media resources towards the platforms younger viewers are but that serve that audience with programming. They don't go down to TikTok age, in terms of being able to serve that audience with programming. This is a PBS system-wide issue. Someday, Ms. Gleason would like to do some experimenting, but right now the station is super-serving Twitter, Facebook, Instagram, and YouTube. As a system, PBS really has not done a lot with TikTok, as the goal is to drive people to the core content. The Chair explained earlier that programming is geared to really young kids and then viewers age into the programming again at about 45. Ms. Gleason further explained that her work is in the digital areas, and the demographics there are much younger. Certainly, there are outliers, but the core audience is older. However, “Chicago Tonight” is available on Facebook, YouTube and the WTTW website, as a whole program and also as segments, so that it is stackable by topic. The age for “Chicago Tonight” on those platforms is 30 years younger. Ms. Gleason feels that they are making inroads in this area, targeting age 35+.

Ms. Blondell explained that the 20-somethings are getting their news from TikTok, and she suggested that short segments, more like soundbytes, would create momentum. It would not need to be a massive campaign. Ms. Blondell then asked about outreach, stating that WTTW has become myopically Chicago. That is, it is just Chicago all day. She had asked months ago for statistics about where viewers are actually located. The boundaries of WTTW's broadcast area include the suburbs, almost to Wisconsin and out to the East and West. Are such viewer statistics available?

Ms. Gleason answered that Lisa Tipton would have that information. It might be a great topic for Lisa to cover at the next meeting.

The Chair noted that when Ms. Blondell raised this question several months ago, Ms. Tipton said that Ms. Gleason would have the answers. Ms. Gleason responded that both she and Ms. Tipton have the data, but, because of her job in programming, Ms. Tipton is paying attention to those demos regularly. As for focusing on Chicago, Ms. Gleason said that it is true and that it is an intentional decision. When you think of the major market stations, such as New York, Boston, and Los Angeles, each has its own calling card. WTTW has always focused on local production, so it does more local production than other PBS outlets. WTTW is the only station in the country that has an hour-long, local public affairs program. “Chicago Tonight” does strive to cover more than just Chicago and the downtown area. It is an objective to push

out into the neighborhoods and the suburbs. Geoffrey Baer does programs that focus on other areas, but his next program is about Chicago.

Ms. Blondell explained that she is primarily interested in the metrics. Ms. Blondell explained that she is also interested in the demographics of donations. She understands that this is really a development issue, but she feels that if donations are coming from the suburbs. “Chicago Tonight”, the station’s flagship property, and their focus is limited to the city. Ms. Gleason will send this feedback to the “Chicago Tonight” people. Ms. Blondell restated that she is interested in where the viewing audience is located and if there is a difference between the digital and social media platforms and the regular audience. Ms. Gleason responded that they could put together some slides. She explained that Nielson gives the most precise picture. Most of this information is also available from social media platforms. Digital will not give ethnicity but will give age and some geography and gender, but it is a mixed bag. The numbers cannot be rolled up into big numbers because the methodology differs. She and Ms. Tipton will get some information together for presentation at a future meeting. The Chair said that the CAB would love to see the data.

The Chair relayed a question communicated by Mr. Rizzo: Who is responsible for the WTTW website? Ms. Gleason answered that she is responsible for the website, but added that a number of people contribute to its content. Mr. Herzberg observed that the CAB understands that younger people get most of their news and information from the web, but historically, a lot of younger adults just don’t watch much television. Trying to create programming to attract an audience that barely exists makes him curious. Just who is out there in that demographic that would be interested in any television programming that is not sports? Ms. Gleason said that this is a topic for a whole conversation. She stated that when she thinks of television, she does not consider only over-the-air and cable, but considers streaming as well. She is considering any video content that can be streamed to a screen to be “television”. Video consumption is at an all-time high now. Where WTTW is vulnerable and at risk because it is non-profit, is that it is going up against every other outlet, some of whom have not millions, but billions, to develop product. That is part of the reason that WTTW has made a play in local content, because WTTW can differentiate itself by having content that no one else has. She conceded that young people do not watch news. So, when the station concentrates on local news, how do you attract the audience that does not watch news? To answer that, WTTW has developed its text news. Younger people do read stories. What the station needs is product that can differentiate from the marketplace so that WTTW is one of the choices that people consider against all the others available. Mr. Herzberg then asked how Ms. Gleason considers Britbox and other proprietary networks to be competition to WTTW? Ms. Gleason answered, “Absolutely.” One genre that has been successful for WTTW and PBS is the British mysteries, dramas, and comedies. There are internal discussions about obtaining more British content. The station just launched a new newsletter for drama viewers. Drama can bring younger viewers and they do convert to members. So, yes, Britbox is a competitor to WTTW – every streaming entity is a competitor to WTTW because they are reaching into WTTW’s market. That will increasingly be an issue. However, the WTTW and PBS brands help, but WTTW still needs to attract younger viewers on social media and then drive them to the core programming. It is a systemic issue.

The Chair expressed thanks to Ms. Gleason. He asked two final questions. Does WTTW have any content that is also uploaded to other platforms, such as Facebook or YouTube? And, has any uploaded content ever been excluded or blocked from another platform? Ms. Gleason responded that the only time content is excluded is when there is conflict with music rights. When content is flagged by powerful, real time YouTube algorithms, WTTW contests the flag and it usually is lifted quickly. That is the only conflict that WTTW has experienced with content posted on other platforms.

Ms. Simon commented that she loves “Austin City Limits” and wondered, in an effort to attract younger viewers, if WTTW considered broadcasting events from other venues, such as Red Rocks. Ms. Blondell interjected that she at one time

suggested to Mr. Russell that because Chicago is the home of several major rap music artists, WTTW should create a program called “Rap This” and cover the rap scene and post it to other platforms. That will attract younger viewers. Ms. Gleason responded that WTTW had a program called “Soundstage”. The cost to acquire the music rights needed to place that content on other platforms is prohibitive. However, Ms. Blondell’s idea is different, and it will be taken back for discussion. The Chair asked if the studio used for “Soundstage” is available for use. Ms. Gleason answered that the studio is not available for “Soundstage” but is being rented to a children’s producer for puppet show production, “Donkey Hodie”.

Mr. Rizzo stated that he went to the WTTW website and could not find “Passport” on the webpage. There was a discussion about how to find it.

Ms. Howe commented that there should be an orientation page to explain how to navigate the website. There is so much content, but older users have trouble with it. Ms. Gleason stated that there are newsletters that go out that may help in determining what is on and when. Ms. Howe answered that newsletters are great, but the people she has encouraged to join WTTW can’t follow the website. Mr. Rizzo noted that he has some suggestions that he will be happy to pass along.

The Chair thanked Ms. Gleason for spending time with the CAB and explaining the upcoming new season of FIRSTHAND.

Management Report: Mr. Russell thanked the CAB for the kind words. The Ali film will start airing on September 19. It is a 4-part, 8-hour film.

There are different and engaging events upcoming. On September 9, there will be a classical conversation with composer D.J. Sparr and Soloman Howard conducted by WFMT’s General Manager, George Preston, on the subject of bringing a larger-than-life personality to life in an opera. Other persons who have been interviewed are Jussie Montgomery, Denise Graves, and Marin Alsop.

Mr. Russell noted that WFMT would re-broadcast a Studs Terkel interview with Muhammad Ali on Friday, September 17.

On the 15th, the Ali filmmakers will be on a panel with the former director of the Ali Center, and they will discuss Ali’s time on the South side, his legacy, and the intersection of race, politics, and religion. Paris Schutz will conduct the interview.

Tuesday, September 21st, Brandeis Friedman will interview Kwame Alexander, the author of Becoming Muhammad Ali, a book for children, about Ali’s struggles with racism as a child and his six core principals on the WTTW website.

Mr. Russell explained that staff members had been scheduled to return to the office on September 7th, but the COVID variants have caused that plan to be delayed to October 11th, and it is not clear when visitors will be admitted to the building. When the building re-opens, proof of vaccination or weekly Covid tests will be required. The same is required of parties using studio space, such as Spiffy Productions.

The Chair asked about the admittance policies for those appearing on “Chicago Tonight”. Mr. Russell answered that the same policies apply. The Chair commented that it appears that the CAB might be able to conduct its October meeting at the studios. Mr. Russell then added that social distancing will be required, so the CAB would not be able to use the conference room in which it normally meets.

Ms. Blondell asked Mr. Russell about WYCC. The Chair interjected that at a previous CAB meeting the CAB learned that Lisa Tipton programs WYCC. The Chair noted that the topic would be added to the agenda of a future CAB meeting.

Mr. Russell also noted that Jitan Garg, the CFO of WWCI, has agreed to attend the October CAB meeting.

Trustee Liaison's report: Mr. Grady commented that he finds the CAB meetings very interesting and illuminating, and he appreciates the broad range of topics discussed at the CAB meetings. Mr. Grady appreciates the perspectives that each CAB member brings to the CAB. Mr. Grady thanked the CAB for the compliments to Mr. Russell and Ms. Tipton. The station highly values the input and collaboration and communication with the CAB.

Mr. Grady also noted that Jim Mabie, a longtime trustee, recently passed away. His commitment was second to none, in both financial support and time effort he put into WTTW.

The Chair thanked Mr. Grady, and added that Mr. Mabie was a great friend of the CAB. The CAB is aware that the FIRSHAND series came into being, in part, by a financial contribution made by Mr. Mabie. It was just one of the contributions Mr. Mabie made to WTTW. Other organizations also benefited from Mr. Mabie's conscientious leadership.

The Chair further commented that the CAB has little meeting time, and he noted to Mr. Grady that the CAB conducts a great deal of business in offline committee meetings, by email. The CAB has been buzzing after learning of the Board's REDI Committee. The CAB is doing its homework to try to get up to speed with the Board's REDI activities. Truly important is the work that is done in its committees. The news committee has met with Carol Marin and is working toward a report.

Program Committee: Ms. Mount thanked everyone for program comments. Since the last meeting, the committee met on July 20. The topics covered were the program template (rubric) and some changes have been made and the new template is included in tonight's meeting package. The new template is a little more flexible. It is not meant to be a rigid guide. The template is a starting guide.

The committee also discussed the Joe Bosco proposal about use of the subchannels and real time feedback. The proposal is very broad, and the template may not be the best vehicle for the proposal. The issues have been distilled down by the Chair, as follows:

- Best use of prime channels
- Best use of interactive technology to obtain real time feedback
- Is there a mechanism for us to create a measure of member satisfaction?

Ms. Cragan commented that if Ms. Tipton is going to provide metrics, it might be nice to know about the metrics specific to the subchannels.

The Chair thanked Ms. Mount for her work over the past two months.

Station Finance and Administration: The Chair called upon Mr. Szerlag. Mr. Szerlag suggested that anyone having questions should send him an email. He plans to prepare a list of questions for the upcoming meeting with CFO, Jitan Garg. If anyone has an agenda item, those should also be communicated to Mr. Szerlag by email.

Mr. Szerlag noted the chart regarding viewership, worldwide. Mr. Grady commented that he was surprised to see that the television viewership one dropped a little, but was not surprised to see that Internet viewership rose substantially. Mr.

Szerlag answered that the statistics are worldwide, but U.S. statistics might be a bit different. It would be good to break out U.S. only.

Mr. Szerlag also noted that he is waiting for the 2020 annual reports to be completed. Hopefully those will be completed by the next CAB meeting.

Mr. Szerlag noted that CPB provided \$700,000 in COVID funding and it would be nice to know how this impacted budgeting.

CPB is going to create three digital centers of innovation with funding support. One can hope that the Chicago market, being the third largest, might receive one of these grants. Mr. Russell said that he would present this issue at the next leadership meeting.

The Vice Chair noted that Mr. Szerlag included radio along with television in the statistics and pointed out that WFMT is not a public radio station, but is part of WWCI. Mr. Russell confirmed that WFMT does not receive community service grants.

The Chair clarified that WFMT does not receive funding from the CPB. While it is owned by WWCI, it holds a commercial license. The facts are that WWCI owns two licenses from the FCC: one is for a public television station, the other for a commercial radio station. They are two separately financed entities, the connection between the two is that they are owned by the same corporation, and if WFMT earns a profit such can be used to subsidize the public television station. Mr. Szerlag's mandate is to determine how WTTW is able to support itself and whether it can continue to do so.

The Vice Chair wants to make certain that everyone understands that WTTW cannot access CPB funds earmarked for public radio. The Chair agreed – WFMT is not a public radio station. The public radio station in Chicago is WBEZ, and there is no corporate or financial connection between WTTW and WBEZ.

Vice Chairman's report: There is an article on public television and its role in the post-TV world. Three public television leaders were questioned.

The Vice Chair also commented on the \$5.5 million expansion of Stanley Nelson's Firelight Media program includes mentoring of independent producers into the public media system, both television and digital, and includes under-served regions, including the Midwest. When ITVS was created, one of the earliest projects was the "Independent Lens" series of pop-up screenings, held in a variety of cities nationwide. Independent producers have always had a role in community engagement.

Mr. Russell commented that several community engagement events were supported by ITVS. The Vice Chair commented that the \$5.5 million is not connected to ITVS.

The Vice Chair noted that there is an upcoming free event on filmmaking to be held on the South side's Gary Comer Youth Center, sponsored by the Chicago Humanities Festival. It will include a new organization in the area, Sisters in Cinema, the executive director of which is a documentary film producer, and is very highly respected.

Mr. Russell stated that he and Ms. Tipton have been in constant communication with local, independent, up and coming, diverse, film producers and have talked to them about how to get their films on our station, and explaining WTTW and

PBS requirements. Mr. Russell and Ms. Tipton have established good relationships with several of those filmmakers. They have had conversations with Sisters in Cinema. Mr. Russell suggested that perhaps he could expand upon this at the next CAB meeting.

New Business: There is no business.

Good and Welfare: Ms. Blondell thanked the Vice Chair for always bringing events to the CAB's attention. Ms. Blondell continued to say that her film will be premiered in another week. She is a female, independent filmmaker. Mr. Grady asked that she send a link to everyone. The Chair asked if this was the film that she did in Scotland. Ms. Blondell explained that she shot the film on a remote Scottish island during the height of the pandemic in October and November 2020. Mr. Russell encouraged Ms. Blondell to send him information about the film so that it can be considered for broadcast.

Ms. Mount noted that the Vice Chair had a birthday yesterday (August 16, 2021).

Next meeting: Tuesday, October 19, 2021, with guest Jitan Garg, CFO of WWCI.

With no objection, the Chair declared the meeting adjourned at 8:45 PM.

Respectfully submitted,

Rita E. Tandaric
Secretary

Approved and Adopted by the Community Advisory Board

/s/ JOSEPH A. MORRIS
Chairman
December 14, 2021