

WTTW COMMUNITY ADVISORY BOARD

MINUTES of the
PUBLIC MEETING of the
WTTW Community Advisory Board (CAB)
Tuesday, June 18, 2013
WTTW Studios
5400 N St. Louis Avenue
Chicago, Illinois

Chairman Morris noted a quorum was present, and called the meeting to order at 6:15 p.m.

Introductions were made by the following present members of the Community Advisory Board:

Joseph Morris, Chairman
Doreen Wiese, Ed.D, Vice Chairman
Ava Holly Berland, Secretary
Jeff Berkowitz
Helen Bracey
Yvette Brown
Susan Buckner
Leatrice Campbell
Barb Cragan
Kimberly Frost
Jan Goldstein
Lennette Meredith
Mary Lou Mockus
Heather Penn
Donna Rook
Renee Summers
Arlene Swartzman
Christopher Vaughn

In addition, the following persons were present and introduced themselves:

V.J. McAleer, Senior Vice President of WWCI for Production and Community Partnerships and
Management Liaison
Anne Gleason, Senior Vice President of WTTW for Marketing and Interactive Media

Finally, the following members of the public were present and introduced themselves:

Sharon Meroni, CAB applicant
Dr. Ron Kurzejka, CAB applicant
Annette Kurzejka

Good and Welfare

The Chair noted the recent passing of Barb Cragan's husband. Barb thanked all for their concern and expressions of sympathy.

The Chair also noted the passing of Yvonne Davis' father, and circulated a condolence card for members to sign.

On a lighter note, the Chair mentioned his granddaughter's 4th birthday and regaled us with her literary expressions.

Approval of Minutes

The Chair requested approval of the December minutes; no edits were offered. Ms. Rook moved the minutes be approved; Ms. Cragan seconded the motion; and, the minutes were adopted unanimously.

The Chair requested approval of the March minutes; no edits were offered. Ms. Summers moved the minutes be approved; Mr. Vaughn seconded the motion; and, the minutes were adopted unanimously.

The Chair noted that April minutes had not been submitted yet, that Ms. Penn and Ms. Berland would coordinate its drafting, and that consideration of those minutes would be deferred for consideration at the August meeting.

Presentation by and Discussion with Ms. Gleason

Ms. Gleason outlined her impressive background and experience. She further described her role at WTTW. Specifically, she described her role as overseeing: (1) marketing (emphasis on increasing annual membership); (2) digital media (focus on further developing and improving the station's websites); and (3) promotion of traditional and non-traditional revenue generating activities. Ms. Gleason noted her efforts to centralize WTTW's marketing efforts, with an emphasis on furthering branding. In response to Ms. Campbell's question as to whether WTTW initiates its own branding, Ms. Gleason stated that the station has relied upon, and pointed to, PBS' recent branding project. That project, according to Ms. Gleason, identified public broadcasting's audience as explorers (*i.e.*, exploring the world, ideas, self-awareness). WTTW, as we have all seen, has implemented PBS' branding in the station's airing of its various promotional announcements.

As part of her responsibilities, Ms. Gleason stated that she regularly conducts surveys primarily by email, and occasionally by direct mail, in order to identify the station's demographics (including viewers' and non-viewers' interests, media preferences). In response to Ms. Campbell's question as to direct market research, Ms. Gleason explained that WTTW lacks the resources to conduct or contract out such services, and instead relies upon PBS' and CPB's efforts in this regard. (She noted that WTTW staff member Audra Disser works with, tabulates and maintains station numbers and ratings.) Finally, Ms. Gleason acknowledged receipt, and her review, of the CAB 2012 Evaluation Report. In the future, she recommended that CAB expand its efforts to include a larger sample beyond its members' family and friends. Ms. Rook concurred, stating that our outreach efforts need to focus on getting younger people's input. See discussion regarding Ms. Rook's Outreach Committee Report, *infra*.

According to Ms. Gleason, WTTW's audience generally is comprised of baby boomers. She explained this age group grew up watching public broadcasting, when the media landscape consisted of four

channels, and further that this age group appreciates the station's thought provoking, well rounded offerings. Her objective, she explained, is to target and increase the 45-55 age audience. However, Ms. Gleason acknowledged, the current plethora of choices and platforms presents challenges. Responding to Mr. Vaughn's and Mr. Berkowitz's questions as to WTTW's use and the effectiveness of social media to capture younger viewers, Ms. Gleason noted that the station has a Facebook and Twitter presence, and that its viewer comments are primarily driven by content/subject matter and not by the duration of the online clip. Also, she mentioned that WTTW's platform is now mobile, which may garner greater responses from all age groups. Finally, responding to Ms. Wiese's and Ms. Brown's questions as to which programming has attracted younger audiences, Ms. Gleason mentioned *Check Please*, *Downton Abbey*, *Frontline* (depending on the subject), and *Dr. Who*. Regarding *Check Please*, Ms. Gleason noted the overwhelming enthusiasm and audience participation in the selection of the 2013 host Catherine De Orio.

Trustee's Liaison

In Barbara Proctor's absence, no report was presented.

Management Liaison

At the outset, Mr. McAleer noted the success of WTTW produced *Ten Buildings*, which was aired by 365 – over 90% of – public broadcasting stations nationwide, to the cheers of all present. He also noted that *Check Please* will begin taping next week.

Given WTTW's reputation for excellent locally produced programming, Mr. McAleer announced that Boston's Station WGHB approached WTTW with the idea of collaborating on a program that features interesting local stories from across the country. WTTW agreed, began work, and will preview the program on June 28 and July 5, 2013 at 7:30 pm. The program will air regularly in the fall.

Responding to Ms. Rook's question regarding the status of CAB's violence programming proposal, Mr. McAleer stated that he had not passed the recommendation to the staff because WTTW plans to continue to address violence on an ongoing manner (citing as examples, special and various features on *Chicago Tonight* that have aired).

In the interest of generating additional revenue, Ms. Steinz suggested that WTTW consider distributing locally produced programming, such as *Ten Buildings*, through Netflix (citing as an example, Ken Burn's distributed *Civil War*). Mr. McAleer was quite receptive to her suggestion, and stated that he would get back to CAB on that.

Finally, the Chair commended WTTW on the three-part series on the *Reagan Presidency*, the first of which aired on June 13, 2013.

Reports of Officers and Committees

1) Membership Committee

The Committee confirmed the Chair's statement that, to date, there are three vacancies. The Chair thus opened nominations.

Ms. Goldstein moved to nominate Dr. Kurzejka, Ms. Rook seconded the motion. All members were in favor, and Dr. Kurzejka was elected to CAB.

Ms. Rook moved to nominate Ms. Meroni, Ms. Goldstein seconded the motion. All members were in favor, and Ms. Meroni was elected to CAB.

The Committee plans to review the applicant waiting list to fill the remaining vacancy.

Finally, Mr. Berkowitz suggested that a protocol be established regarding members' planned attendance or absence from meetings. The Chair noted that in the past, members provided notification by responding to Ms. Davis' email. In view of the mandatory attendance requirements affirmed by CAB, Mr. Berkowitz suggested that the CAB formalize a protocol. The Chair referred the matter to the Membership Committee for their consideration, to be presented at the August meeting.

2) Program Committee

The Committee moved to consider Ms. Berland's program proposal on Chicago and Suburban Interiors from the Gilded Era through the Art Deco Period, Ms. Steinz seconded the motion.

Ms. Berland presented the proposal. She explained that upon her return to Chicago, she has explored the city and suburbs, visited historic structures, and marveled at the elaborate artistry and creativity of those structures' interiors. Her proposal seeks to feature the interiors of gilded and art deco interiors, to enable viewers to "explore" and appreciate their architectural cultural heritage. The proposal suggests possible formats, recommends several noted architectural historians, lists examples of historic interiors, and finally identifies potential sponsors. In the latter regard, Ms. Steinz suggested that potential sponsors might be tapped as future WTTW corporate donors.

Mr. McAleer suggested, as a possible title, "*Chicago: Inside and Out*" as a possible title.

The CAB unanimously approved Ms. Berland's program proposal. The Chair noted that the proposal would be included in the 2013 Annual Report. Ms. Berland thanked the CAB generally, and Ms. Cragan and Ms. Rook particularly for their assistance and encouragement.

3) Outreach Committee

The Committee implored members to come up with, and present at the next meeting, ideas to expand participation in next year's survey by actively seeking younger individuals (ages 10 – 45). Last year, approximately 100 responses were received; next year, the goal is 1,000 responses. Note: This goal of a larger, broad-based sample is consistent with that that recommended by Ms. Gleason.

For consistency and comparison purposes, the survey will be the same as the last two years.

4) Technology Committee

The Committee reported that they will be presenting a social media tutorial at the August meeting.

5) Committee on Cultural Research and Development

The Committee reported that it has focused and researched the topic of education, with a particular emphasis on the relative merits of open enrolled traditional public and charter schools. Further, the Committee reported that this topic is current, given the crisis facing CPS and the upcoming governor’s race, in which the education issue undoubtedly will be debated.

The Committee stated its plans to prepare and ultimately submit an educational program rubric for CAB’s consideration.

Finally, the Committee’s next meeting is scheduled for June 27, 2013 from 7:00 to 9:00 p.m., and all are welcome to attend. Committee members and non-members were asked to notify Mr. Berkowitz in advance as to whether they plan on attending (emailing him at jbcg@aol.com).

6) Committee on Educational Research and Development

The Committee reported that it is attempting to view educational issues without any preconceived notions or agenda, and, in that vein, had been reviewing some of the educational programming aired on WTTW.

As part of the Committee’s efforts, it is considering the creation of a sub-committee to liaison with educators, as well as students who assist WTTW’s pledge drives. The Committee plans to submit a proposal at the next meeting.

7) Secretary

Ms. Berland explained that she and Ms. Penn would collaborate and draft the April Meeting Minutes. She also hoped that she would succeed in following Ms. Rook’s footsteps.

8) Vice Chairman

The Vice Chair graciously volunteered to maintain a current committee list, circulated the existing list, and asked members to review and, as appropriate, edit.

9) Chairman

The Chair reminded members of CAB’s responsibility to assist WTTW in fulfilling its mission to inform, inspire, and meet the cultural and educational needs of its audience. The Chair further reminded members that everything it achieves ultimately culminates in producing the Annual Report.

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Next Meeting: August 20, 2013 at 6:00 p.m. WTTW’s senior management will present its 2012 Strategic Plan, as adopted by its Board of Trustees.

Respectfully submitted,
Ava Holly Berland

Attachment: Interiors Program Proposal

ATTACHMENT

WTTW Community Advisory Board

To assist WTTW Television in fulfilling its mission to inform, inspire, educate and entertain its viewing audience by providing distinctive television programming for the Chicago metropolitan area

Program Proposal

Originator of Proposal

Ava Holly Berland • 312 915 5333 • aholly18@att.net

Proposal & Format Suggestions

Chicago and Suburban Interiors: From the Gilded Age through the Art Deco Era

An exploration of Chicago's historic structures' unique, beautifully crafted interiors.

Possible formats include:

Recurring features on *Chicago Tonight*, *Jay's Chicago*.

A special *Geoffrey Baer* or like program (with Mr. Baer moderating and/or interviewing the experts listed below – with each assigned particular buildings).

Background on the Proposal

Possible experts/presenters:

Geoffrey Baer, Emmy Winner Producer, Host and Writer

Contact: WTTW

Blair Kamin, Pulitzer Prize Winner, Architecture Critic

Contact: Chicago Tribune

Tim Samuelson, Cultural Historian, Lecturer, Consultant, Storyteller

Contact: Chicago Department of Cultural Affairs

Susan Benjamin, Architectural Historian, Author, Lecturer who has appeared on WTTW and HGTV

Contact: www.benjaminhistoric.com

John Vinci, Restoration Architect, Author, Louis Sullivan expert

Contact: www.vinci_hamp.com

Gunny Harboe, Award Winning Architect, specializing in historic preservation and sustainable design (acclaimed for restoring national landmarks that include the Marquette Building, the Unity Temple, the Carson Pirie Scott Store and the Chicago Board of Trade Building), and Lecturer.

Contact: gunny@harboearch.com

Local Appeal

In the aftermath of the Great Fire of 1871, one of America's worst urban disasters, Chicago rose from destruction and its "wooden" roots, rebuilt, and transformed itself into the "city of skyscrapers." Its structures have been recognized for their originality, antiquity and craftsmanship – inside and out.

Today, locals and visitors alike marvel at Chicago's skyline, or rush about the suburbs running errands -- but do not necessarily have the opportunity to explore the craftsmanship and artistic quality of the many of the buildings' interiors (particularly from the turn of the century and the art deco period).

As noted by the late architecture critic, "The fact that the fame of Chicago's architecture runs more than skin deep may seem obvious, yet visitors miss many splendid interiors in their haste to cover a lot of outdoor territory." Paul Gapp, *Look Inward, Exteriors Aren't the Only Architectural Show in Town*, Chicago Tribune (June 2, 1991).

The proposed programming will enable viewers to "stop, smell the roses," visit and ultimately appreciate these remarkable interiors from the comfort of their living room.

E.g., Chicago interiors:

The Episcopal Cathedral of St James, 65 E Huron (Goodhue 1875)

The Marble House, 40 E Erie (Burling 1883)

The Rookery, 209 S La Salle (Burnham & Root 1885)

The Marquette, 140 S Dearborn (Holabird & Root 1895)

Chicago Cultural Center, 78 E Washington (Shepley, Rutan & Coolidge 1892)

Charnley House, 1365 N Astor (Adler & Sullivan 1892)

Art Institute, Chicago Stock Exchange Trading Room (reconstructed),
111 S Michigan (Adler & Sullivan 1893)

Blackstone Hotel, 636 S Michigan (Marshall & Fox 1910)

City and County Building, 118 N Clark (Holabird & Root 1911)
Continental Illinois Bank, 231 S LaSalle (Graham, Anderson, Probst & White 1924)
Palmer House Hotel (Holabird & Root 1925)
Tribune Tower, 435 N Michigan (Howells & Hood 1925)
Oriental Theatre, 24 W Randolph (Rapp & Rapp 1926)
First National Bank, 1 N La Salle (Graham, Anderson, Probst & White 1929)
Chicago Board of Trade, 141 W Jackson (Holabird & Root 1930)

E.g., Suburban Interiors:

Frances Willard House, 1730 Chicago, Evanston (Downing 1865)
Cantigny, 1S151 Winfield, Wheaton (Coolidge 1896)
Pleasant Home, 217 Home, Oak Park (Maher 1897)
Cuneo Mansion, 1350 N Milwaukee, Vernon Hills (Marshall 1900)

WTTW Resources Required

Possible Sponsors:

The Art Institute
The Chicago Architecture Foundation
The Chicago Office of Tourism
The Richard Driehaus Foundation

Benefits of the Proposal to WTTW

The proposed programming will serve to advance viewers' cultural needs, by providing an educational and inside view of the Chicago's architectural heritage.