

Chicago Public Radio
Community Advisory Council
Minutes from May 15, 2008

Members present: Joanna Augustynski, Susan Messinger, Joe Grossbauer, Beth Crownover, John Robinson, Evan Freund, Jennifer Schlueter, Raj Mago, Rebecca Teasdale

Staff present: Sally Eisele

Guests present: Bob Moss, Yohannes Beshah, Seifu Shemsu

Approval of Minutes – March 20, 2008

Motion to approve minutes: John Robinson

Second: Joanna Augustynski

Action: Minutes approved

Station report – Sally Eisele

- A live broadcast is scheduled for Saturday, May 17 from the Chicago Green Festival on Navy Pier. The broadcast will explore what it means personally and economically to “go green”.
- Ratings have been released for the winter quarter. The overall number of listeners is up to 500,000 from 433,000 the prior quarter, and the overall market share is up to 2.3% from 2%. In-car listening is up 13%, at-work listening is up 63% and at-home listening is down 20%. Of the overall audience, 78% are white, 11% are Hispanic and 7% are African-American.
- Work is underway to open the stations’ 4th satellite office. It will most likely be located on Devon Ave on the city’s far north side.
- The station has launched a Chicago Public Radio blog. It provides a more informal way to connect with the audience and to provide details that aren’t included in broadcast stories.
- Julia McEvoy is working on a new project to examine the issue of dropping out of high school. She is currently looking for people to profile.
- Right Now is the new call-in show that will launch in late summer or early fall and will be hosted by Richard Steele. It will run 3:00-4:00 pm and has already started airing specials.
- The end of the fiscal year pledge drive will be June 17-27.

Chair report – Joe Grossbauer

- The CAC currently has 7-8 positions to fill in order to reach our maximum membership of 20. Joe has contacted a variety of community leaders and has identified a number of people who are interested. If members know someone who Joe should contact, please email Joe. He hopes to have a list of 10 interested people by the June leadership meeting.
- Pat Riley has taken a temporary position with the station and is currently on a leave of absence from the CAC. Joe and Rebecca have talked with Beth Crownover about serving as CAC secretary.

Nomination of Beth Crownover: Joe Grossbauer

Second: Rebecca Teasdale

Action: Beth Crownover elected CAC secretary.

Leadership meeting report – Joe Grossbauer

- At the April 24 leadership meeting, 3 areas of focus were discussed:
 - Marc Hauser stepped forward to the lead on the summit.
 - Susan Messinger took on the leadership of setting the CAC's strategic direction. Evan Freund will assist her.
 - Marc Hauser offered to update the bylaws.
- Joe has asked the station for space for CAC files, to designate a liaison to the CAC, to provide refreshments for CAC meetings, and to provide discounted parking for meetings.

Member event – Beth Crownover

- Beth distributed an overview of the necessary elements to have a successful member recruitment event. These guidelines will help both in recruiting new members and in building relationships and connections with the community. Beth recommended that the event be held in September in order to get a good turnout
- Beth recommended a 1-page handout of information to give each attendee. The information can be gathered from the CAC section of the CPR website.

Action: Beth Crownover and John Robinson will continue to develop the member event.

- Rebecca Teasdale distributed a list of documents to include in an introductory packet for prospective members and a welcome packet for new members.

Action: Rebecca Teasdale will develop member packets.

Council strategy – Susan Messinger

- Susan recommended 2-3 classes of CAC membership. She recommends recruiting new members through the station satellite offices, and contacting community organizations.
- Susan stressed the importance of meeting at various community locations.
- Evan Freund noted the importance of identifying how the CAC can contribute to the station's strategic planning process.

Summit – Rebecca Teasdale (for Marc Hauser)

- Rebecca distributed a proposal that Marc developed. Marc recommends that the station suggest 3-5 topics of interest from which the CAC will choose 1 for the first summit or forum. Marc recommends inviting 3-4 participants representing a community group, a policy group, an academic and a leader working for change.
- After discussion, the CAC decided to call the event an Issues Forum. The group also discussed whether the event should be combined with the member event.

Action: Marc Hauser will continue to develop the Issues Forum. Marc will work with Beth Crownover to explore the idea of combining the events.

Bylaws – Joe Grossbauer (for Marc Hauser)

Action: Bylaws update tabled until the June leadership meeting.

Membership application – Joe Grossbauer

- Joe recommended Joe Drodz for CAC membership. Joe D. attended the March CAC meeting and the Council reviewed his application materials.

Nomination of Joe Drodz: Joanna Augustynski

Second: Rebecca Teasdale

Action: Joe Drodz approved as new CAC member.

- Joe updated the CAC that Bob Moss will participate in public CAC meetings and join in CAC communication. However, he has decided not to apply for membership at this time. Joe is interested in exploring the idea of adjunct membership.

Council member reports – All

- Evan Freund introduced 2 guests visiting from Ethiopia through a small business training program sponsored by the US Department of State.
- Raj Mago announced that the Asian American Festival will be held at Daley Plaza May 19-23 and will feature food, music, dance and cultural presentations.
- Rebecca Teasdale reported that Money Smart Week was held the last week of April and was a major initiative for the education and library community. She asked whether the station had covered the activities.
- Bob Moss will be teaching a course on the rule of law in the United States. Justice Sandra Day O' Connor and John Dean have been invited.
- Jennifer Schleuter reported that the lifting of the foie gras ban and the feral cat ordinance are two important issues for the animal welfare community. She also described the community garden project in Humboldt Park.

Upcoming meetings

- Leadership meeting: June 19, 6:00 at the station
- Regular meeting: July 17, 6:00 at the station

Adjournment

Motion to adjourn: Evan Freund

Second: Beth Crownover

Action: Meeting adjourned