

Chicago Public Radio
Community Advisory Council
Minutes from September 18, 2008

Members present: Joe Grossbauer, Raj Mago, Evan Freund, Lester Blair, Joanna Augustynski, Susan Messinger, Marc Hauser, Jennifer Schlueter, Joe Drodz, Rebecca Teasdale
Staff present: Steve Edwards, Sally Eisele, Gabriel Spitzer
Guests present: Sherry Silverberg, Victor Lang

Approval of Minutes – May 15, 2008 and July 17, 2008

Motion to approve minutes: Lester Blair

Second: Evan Freund

Action: Minutes approved

Issues Forum – Marc Hauser and Joe Grossbauer

- The issues forum, "The Price of Health", will be held October 2 and will focus on health care affordability from many different perspectives.
- Marc Hauser has contacted several prospective panelists. Donna Thompson of Access Community Health Network, Tony Kopera from Community Counseling Centers of Chicago and Sheila Lynne of Mercy Hospital are confirmed participants. Eileen Holderman from Blue Cross Blue Shield, Colleen Grogan of the University of Chicago and a representative from Lisa Madigan's office are tentative.
- Attendance is open to staff, CAC members, and the CPR board of directors. Each CAC member may bring 2 guests.

Station report – Steve Edwards

- The new tower in Porter, IN will be completed by the end of October or early November.
- CPR has signed a lease for a new bureau on Devon Avenue. The hiring process for the bureau's reporter will be underway by the end of the year.
- 91.5 carried all nights of the Democratic and Republican conventions and will carry all of the Presidential and Vice Presidential debates. The station has seen a ten-fold increase in visits to the blog due to posts from the reporter at the conventions. Coverage of regional swing states is planned, and Eight Forty-Eight will have special election coverage.
- Radio M will broadcast live on September 19 from the Martyrs' in collaboration with the Chicago World Music Festival.
- Gabriel Spitzer will host a live town hall on energy policy on October 28 in NW Indiana as part of Chicago Matters: Growing Forward.
- Shadow Traffic is no longer able to provide live traffic reports. As a result, the station has switched to Navtech for traffic reporting.
- Public Affairs has been reorganized and streamlined due to budget cuts. Julia McEvoy is overseeing 4 bureaus, as well as the education immersion

program through which a reporter will spend 4 months onsite at a Chicago high school following 4 students and 1 teacher. Tony Sarabia is the new arts editor.

- *This American Life* won 2 Emmy's for Best Nonfiction Series.
- *Wait, Wait... Don't Tell Me* is creating a TV pilot with National Public Radio and CBS.

Chair report – Joe Grossbauer

- Steve Edwards has secured shared desk space, dedicated file space and a telephone at the station for CAC use. Joe will transfer the official CAC files to this new file space.
- Beth Crownover has submitted her resignation from the CAC.
- Pat Riley has concluded his project at the station and is ready to change his status back to an active CAC member. He will resume his duties as secretary.
- Joe Grossbauer would like to receive member nominations for the offices of CAC Chair, President and Secretary. The Council will hold elections at the December meeting.

Council member reports – All

- Lester Blair has received approval from Torey Malatia to secure sponsorship for CAC meetings to cover the cost of refreshments and parking. The sponsor will receive on-air acknowledgement.
- Jennifer Schlueter reported that Vocab.org supported Tree House's Kittypalooza with on-air announcements.

Guest presentation

Sherry Silverberg, Manager of Diversity, Navistar

- Sherry Silverberg delivered a presentation entitled "Diversity and Inclusion".
- She provided a demographic overview that outlined the many dimensions of diversity. 4 generations are currently in the workplace. Communities of color have increased buying power. Globalization has an influence within our own country and also in doing business with other countries. Businesses are seeing an increase in the diversity of religions in the workplace.
- She also outlined suggested strategies. Companies should set hiring goals and tie those goals to executive compensation. Outreach into communities is important, and employee affinity groups can be effective. It is critical to address retention through mentoring, succession planning and employee surveys. Commitment from the CEO/leader is essential and can be obtained by making a strong business case and using facts and data. Companies must be aware of both the visible and invisible components of culture. Diversity and inclusion must be part of the overall business strategy.
- Navistar partners with Chicago Public Schools and community colleges to teach diesel engine technicians. They also support engineering students of color at the University of Illinois at Urbana-Champaign.

- CAC members discussed the goal of building a diverse CAC membership and ways to apply the strategies that Sherry Silverberg outlined.

Upcoming meetings

- Issues Forum: October 2, 3:30-5:30 at the station
- Regular meeting: November 20, 6:00 at the station

Adjournment

Motion to adjourn: Lester Blair

Second: Joanna Augustynski

Action: Meeting adjourned