

wttw11 | 98.7wfmt



Fiscal Year
2010
Annual Report

“WTTW is the only media organization that makes a commitment to telling stories like *DuSable to Obama*.”

— Laura Washington, *Chicago Sun-Times*

ON THE COVER, Top row, left to right: *DuSable to Obama* producers Barbara Allen and Dan Andries; Natsuki Kumagai performing at a WFMT donor event; *Chicago Tonight* host Phil Ponce; **Bottom row, left to right:** *Check, Please!* host Alpana Singh; Chicago tour program host Geoffrey Baer; *Exploring Music* host Bill McGlaughlin

Dear Donors and Members,

As I look back on this past fiscal year with all of its challenges, there was one defining moment that truly made me proud to work in public broadcasting. A local program we developed that was so right, timely, and true to our mission that it seemed as though everyone associated with us – the WTTW producers, staff, trustees, funders, and volunteers alike – felt compelled to work together as one to bring it to life: *DuSable to Obama: Chicago's Black Metropolis*.

This original documentary celebrated the remarkable history and contributions of African Americans to our city – both the eminent and the everyday men and women who helped to mold Chicago through politics, culture, and business. It began a couple of years ago as a dream by two passionate producers, Barbara Allen and Dan Andries, who felt strongly that this was a story that deserved to be told, and one that Chicagoans needed to experience.

Clearly many agreed, and we made the documentary the centerpiece of our annual celebration. It was one of the most successful initiatives in our history, thanks to the leadership and commitment of our chairs Renée and Lester Crown and the generosity and hard work of so many: our trustees who stepped forward to help with corporate and personal support; the individuals and companies who signed on as corporate sponsors, and everyone connected with the production – the engineering, promotion, production, outreach, development, sales and web teams (please visit the stellar website created for the program at www.wttw.com/dusabletoobama). A big thanks, too, to our friends at WFMT – as they marked an incredible year of their own – who welcomed Orbert Davis on air to play excerpts from his wonderful soundtrack. It was truly inspiring to see everyone here working together toward a common goal.

On *DuSable to Obama's* premiere night on June 7, we were thrilled to see it become the highest-grossing pledge program in the station's history, breaking all local and national records. But what was even more gratifying was that this story clearly struck a chord with viewers – it generated numerous new members from a community that has long been under-represented, with thousands of viewers gaining a new appreciation for Chicago's African American history. And not just here – *DuSable to Obama* has been picked up nationally and in February/March 2011, millions of viewers in other American cities will have the chance to appreciate it, too.

Chicago *Sun-Times* columnist Laura Washington stated, in a speech shortly after the debut of *DuSable to Obama*, that WTTW “is the only media organization that makes a commitment to telling stories like this one.” With the help of our contributors, viewers and listeners, we will continue to honor that commitment – bringing you the best public affairs, children's, nature, history, and fine arts programming available. And, most importantly, the stories that matter to you. In the end, that's what we're all about.



Dan Schmidt, President and CEO

Fiscal Year **2010** Annual Report





1. Alpana Singh and *Check, Please!* guests; 2. Carol Marin on *Chicago Tonight*; 3. Arianna Huffington on *The Friday Night Show*; 4. Geoffrey Baer in *Hidden Chicago 2*



AS CHICAGO'S PREMIER public television station since 1955, WTTW is proud to provide to its more than 2.3 million weekly viewers a wide variety of quality public affairs, arts, nature, science, history, and how-to programming on four distinct channels: WTTW11, WTTW Prime, the how-to-channel Create, and V-me, our Spanish-language channel.

In addition, we devote 12 hours each weekday and weekend mornings to entertaining and educational children's programming, and in an average week, WTTW11 reaches an audience of more than 600,000 young viewers; this makes us the most-watched station, network or cable, by children aged 2-11 in our region. In 2009, with *Mission to Planet 429*, we entered the world of online properties that inspire learning through engaging and fun computer-based games.

Although our primary focus has been uniquely local, we also continue to produce a variety of programs for national and international audiences. Our local productions and co-productions include:

- **Arts Across Illinois**
arts magazine series and 10th anniversary special
- **Check, Please!**
WTTW's popular restaurant review series
- **Chicago Tonight**
our flagship nightly public affairs magazine program
- **Chicago Tonight: The Week in Review**
weekly roundup of top news stories with host Joel Weisman and a rotating panel of reporters
- **DuSable to Obama: Chicago's Black Metropolis**
WTTW's groundbreaking history of African Americans in Chicago
- **Fear No Art Chicago**
arts magazine taking us behind the scenes with local artists
- **The Friday Night Show**
weekly in-depth interviews with newsmakers



1. Joel Weisman, host of *Chicago Tonight: The Week in Review*; 2. Host Paula Zahn and guest on *Health Secrets: What Every Woman Should Know*; 3. *Arts Across Illinois*; 4. *Image Union*; 5. *The Golden Apple Awards*; 6. *Arts Across Illinois*

- **The 24th Golden Apple Awards for Excellence in Teaching**
the annual ceremony recognizing 10 outstanding area teachers
- **Health Secrets: What Every Woman Should Know**
four-part series hosted by Paula Zahn providing vital information on all stages of a woman's life
- **Hidden Chicago 2**
a special hosted by Geoffrey Baer uncovering little-known stories of Chicago's past
- **Illinois Lawmakers**
timely reports from the state legislature in Springfield
- **Image Union**
WTTW's long-running series celebrating the best in short films
- **Raising the Barre: The Homer Bryant Story**
a profile of the legendary dancer, teacher and choreographer who inspires Chicago youth

Our Channels

WTTW11

Our regular channel.

Over the air/antenna: 11-1 – Comcast digital channel: 11

WTTWPrime

Our “prime time all the time” channel.

Over the air/antenna: 11-2 – Comcast digital channel: 370

WTTW Create

Our how-to and lifestyle programming channel.

Over the air/antenna: 11-3 – Comcast digital channel: 369

WTTW V-me

Our Spanish-language channel.

Over the air/antenna: 11-4 – Comcast digital channel: 368 or 369

WTTW on Demand

Find WTTW on Demand by selecting Comcast's “Get Local” folder.





1. Josh Groban: *An Evening in New York City*; 2. MEXICO - *One Plate at a Time with Rick Bayless*; 3. Michael McDonald, *This Christmas*; 4. Paula Zahn, *Retirement Revolution: The New Reality*; 5. Willie Nelson on *Soundstage*; 6. *Straight No Chaser. Live in New York: Holiday Edition*; 7. Hernando de Soto in *The Power of the Poor*; 8. Coach Bob Hurley, Sr., *The Street Stops Here*; 9. *WordWorld*

WTTWN

WTTW National Productions produces original programming for public television stations nationwide. This year's WTTWN's landmark innovative series and original productions, co-productions, and presentations included:

- **John McLaughlin's One on One**
Veteran political journalist John McLaughlin secures exclusive behind-the-scenes interviews with an unparalleled roster of national and international figures
- **Josh Groban, An Evening in New York City**
The popular singer performs favorites from his best-selling albums in an intimate theatre setting with guests Chris Botti and Herbie Hancock
- **The McLaughlin Group**
John McLaughlin and a varying panel of journalists weigh in on the week's issues
- **MEXICO: One Plate at a Time with Rick Bayless**
The renowned local chef celebrates the best of Mexican cuisine and culture
- **Michael McDonald – This Christmas**
The former Doobie Brothers frontman presents iconic holiday songs in his uniquely soulful style
- **The Power of the Poor**
Economist, author and activist Hernando de Soto shares his innovative ideas of creating wealth through trade in developing nations
- **The Street Stops Here**
An inspirational profile of legendary inner city basketball coach Bob Hurley, Sr. and his efforts to instill pride in his students
- **Retirement Revolution: The New Reality**
The ways in which millions of Americans have had to adjust their retirement plans in this challenging economy, hosted by Paula Zahn
- **Soundstage**
WTTW's national music performance series, presenting some of America's most popular artists across a variety of genres
- **Straight No Chaser – Live in New York: Holiday Edition**
Two specials – secular and holiday – featuring the popular chart-topping 10-man a cappella vocal group.
- **WordWorld**
The groundbreaking animated series that helps preschoolers learn to read through the adventures of colorful, vibrant WordFriends.



1. Jim Lehrer and Phil Ponce at the Union League Club; 2. Ken Burns and donor Dick Moody at the screening of *The National Parks: America's Best Idea*; 3. Jim Lehrer and WTTW Trustee Denny Cummings; 4. Carol Adams of the DuSable Museum with screening guests; 5. Useni Eugene Perkins at a preview screening of *DuSable to Obama: Chicago's Black Metropolis*; 6. Phil Ponce (center) with Newton and Jo Minow at the Jim Lehrer luncheon; 7. Hostess Sandra Rand, Keaton Allen-Gessesse, co-producer Barbara Allen, pledge talent Sylvia Ewing, and host Tim Rand at the opening night party for *DuSable to Obama: Chicago's Black Metropolis*

Distinctive Programs from PBS

We are proud to provide our audience with a wide variety of quality programming, including *American Experience*, *Nature*, *NOVA*, *Antiques Roadshow*, *Frontline*, *American Masters*, *Masterpiece*, *Independent Lens*, and much more. Our popular PBS Kids lineup includes *Sesame Street*, *Arthur*, *Dragon Tales*, *WordWorld*, *Super Why*, *Curious George*, and *Dinosaur Train*, among others.

WTTW Donor Events

- **The National Parks: America's Best Idea**

To highlight another epic film from Ken Burns, we hosted three special screening events – an intimate major donor reception at a private home where 30 guests mingled with Ken and enjoyed a clip from the film and a Q&A session. A number of the guests sponsored the Chicago presentation of the series on WTTW. The next day, there was a sold-out luncheon and booksigning with Ken at the Union League Club; 400 guests enjoyed a presentation and Q&A with Ken. Finally, after a live appearance on WFMT, a taping of *The Friday Night Show*, and a visit to Flashpoint Academy, Ken appeared at a large screening at the Art Institute of Chicago's Rubloff Auditorium before an audience of more than 900 enthusiastic fans.

- **Health Secrets: What Every Woman Should Know**

Northern Trust sponsored a luncheon with program host Paula Zahn, producer Jamie Ceaser, and 30 guests to preview *Health Secrets: What Every Woman Should Know*. This four-part series was an original WTTW11 production and was produced in partnership with Northwestern Memorial Hospital with major funding provided by Alberto Culver Foundation.

- **Jim Lehrer events**

Jim Lehrer joined us in April for two gatherings centered on his 20th novel, *Super*. In the afternoon, Phil Ponce interviewed Jim Lehrer at the Union League Club before an audience of 200 WTTW/WFMT donors and Club members. That evening, Northern Trust hosted an intimate event for its clients as well as our Trustees and donors during which Jim spoke about his book and answered questions.



THIS PAGE: 1. WTTW Trustee Sandra P. Guthman and Benefit Co-Chair Renée Crown; 2. Trustee Richard Gray, Benefit co-chairs Renée and Lester Crown, and retired Jewel Co. CEO Don Perkins; 3. The stage show at the Harris Theater; 4. Guests from the Chicago Bulls enjoying the Benefit; 5. Chaka Kahn onstage at the Harris Theater; 6. *DuSable to Obama* co-producer Barbara Allen with Benefit guests; 7. Actor Harry J. Lennix emceeing the stage show; 8. Ricky Dillard and the New Generation Chorale; 9. Archivist Michael Flug with *DuSable to Obama* co-producer Dan Andries

- **DuSable to Obama: Chicago's Black Metropolis**

On May 20, more than 1,200 gathered at the Harris Theater for Celebration 2010, our annual benefit for WTTW and WFMT. We showcased the documentary *DuSable to Obama: Chicago's Black Metropolis* and were entertained by Chaka Khan and Ricky Dillard and The New Generation Chorale in the Harris Theater. During dinner, ragtime artist Reginald Robinson played for 450 dinner guests on Millennium Park's Rooftop Terrace. Under Trustee Renée Crown's guidance, the event was an outstanding success. Also, on the night of program's on-air debut, a party was held in Sandra and Tim Rand's elegant home in Kenwood, where 120 guests were thrilled to be part of the "live feed" simulcast of the pledge premiere. Two additional events were hosted by ComEd and Northern Trust.

- **Trustee Pledge Night**

19 Trustees and their friends and families gathered to answer the phones for an airing of *Chicago's Lakefront*. With strong messaging from host Geoffrey Baer, Grace Winston, and Dan Schmidt plus all of the Trustees answering the phones, our results were impressive that evening.

- **Biking the Boulevards Presentation**

Trustee Carroll Joynes and his wife, Abby O'Neil, hosted an event for 60 guests at their home in the former Playboy Mansion on June 10th. Geoffrey Baer presented his newest documentary, *Biking the Boulevards* with writer and co-producer Dan Protess. Previous donors, prospective funders, aldermen, and current sponsors were encouraged to support the program.



Trustees, family, and friends join Dan Schmidt and Geoffrey Baer for Trustee Pledge Night



1. Matar-Itai Batjonathan on *Introductions*; 2. Ryan Murphy and Lydia Umlauf on *Introductions*; 3. David Polk and Lisa Flynn hosting a live broadcast; 4. Alec Baldwin, host of the WFMT Radio Network production *The New York Philharmonic This Week*; 5. WFMT program hosts Kerry Frumkin, Lisa Flynn, George Preston, and Carl Grapentine; 6. WFMT program host Peter Van De Graaff; 7. Spencer Brown performs during the Merit School's *Performathon*; 8. Los Angeles Philharmonic music director Gustavo Dudamel



98.7WFMT IS ONE of the most beloved classical music stations in the country, reaching 350,000 local listeners a month and millions more around the world at wfmt.com/streaming. The WFMT Radio Network continues to thrive by producing and syndicating a diverse selection of outstanding musical performances to stations across the country.

Local Productions

- **All-Day Tributes to Artists and Composers**
(including weeklong birthday tributes to Beethoven in December)
- **The Art of the Cantor**
This original 8-hour series featured the music of some of the greatest cantors of the 20th century
- **Chicago Symphony Orchestra Radio Broadcast Series**
- **The Bucksbaum Family Lyric Opera of Chicago Broadcasts**
These live broadcasts of Lyric Opera opening nights are co-hosted by George Preston and the Lyric's Roger Pines, with special features by Lisa Flynn
- **Critical Thinking with Andrew Patner**
Arts reviews by WFMT's Critic-at-Large
- **Collector's Corner with Henry Fogel**
Our popular former Trustee – and current member of the radio committee – presents his favorite recordings
- **The CSO Soloists Presented by PNC Wealth Management**
Live Sunday broadcasts from WFMT's Levin Studio featuring the finest soloists from the Chicago Symphony Orchestra



1. Tom and Sue Pick with Mary Hines at a WFMT donor event; 2. Denny and Sandy Cummings with Debbie and Reese Marcusson; 3. Jim Colletti, Roslyn Modzelewski, Pat Kosmerl, and Sue Colletti; 4. Natsuki Kumagai; 5. Molly May Manarchy; 6. David Polk interviews violinist Lydia Umlauf; 7. Virginia and Norm Bobins, Board of Trustees Chairman; 8. WFMT General Manager Steve Robinson welcomes the guests

- **Dame Myra Hess Memorial Concerts**
Live Wednesday lunchtime broadcasts from Preston Bradley Hall at Chicago's Cultural Center
- **Folkstage**
The best folk artists in America, hosted by Rich Warren in Levin Studio
- **From the Recording Horn**
Andy Karzas presents a rich collection of archival recordings
- **Impromptu**
a periodic series featuring visiting classical and spoken word artists
- **Introductions**
Host David Polk showcases the Chicago area's promising college-age musicians on Saturday mornings
- **La Triviata: The WFMT Game Show**
a new game show, hosted by George Preston, that tests three panelists' classical music knowledge for prizes
- **Live from WFMT**
Kerry Frumkin welcomes a wide variety of artists to Levin Studio on Monday evenings
- **The Midnight Special**
A wide and varied group of guests join Rich Warren for this popular and long-running program
- **Music in Chicago**
a series celebrating the best from Chicago area soloists, ensembles, and organizations
- **The New Releases with Lisa Flynn**
the popular WFMT program host presents her favorite new classical recordings of the week
- **PianoForte Salon Series at Columbia College Chicago**
a monthly series showcasing local and visiting pianists, sponsored by the PianoForte Foundation
- **The Tuesday Night Opera with Peter Van De Graaff**
Peter spins his favorite opera recordings, providing unique perspective and commentary



1. Da Brass Quintet on *Introductions*; 2. Mark Haines performing in the WFMT *Midnight Special* Folk Festival; 3. Opera singer Rene Papé in performance at Lyric Opera; 4. Jazz legend Ramsey Lewis is interviewed by a student at the Merit School's *Performathon*; 5. Guests backstage during the WFMT *Midnight Special* Folk Festival with host Rich Warren (right); 6. WFMT General Manager Steve Robinson, host David Polk, and engineer Don Mueller during the live broadcast from the Merit School's *Performathon*

98.7WFMT Donor Events

- **Tangley Oaks Donor Event**

60 guests of WFMT enjoyed an afternoon of music and wine at Tangley Oaks, the manor home—headquarters of Terlato Wines International. Grammy Award-winning cellist Sara Sant’ Ambrogio performed selections from her newly released Bach CD and celebrated winemaker Elizabeth Vianna introduced Chimney Rock Winery’s latest release at this private concert and wine-tasting.

- **Midnight Special Folk Festival**

WFMT and *The Midnight Special* hosted the 4th annual Folk Festival at the Skokie Performing Arts Center – the well-received program featured Randall Williams, Claudia Schmidt, Michael Smith, Haines & Leighton, the Austin Lounge Lizards, John McCutcheon, and special guest Kathy Mattea. This event was underwritten by the Maxine Yefsky Charitable Trust.

- **CSO Soloists**

Events are hosted throughout the year and provide an opportunity for major WFMT donors to watch a live performance broadcast from the Fay and Daniel Levin Performance Studio. This year, guest performers included bass trombonist Charlie Vernon, bassist Bardley Opland, principal percussionist Cynthia Yeh, and assistant principal bassoonist William Buchman accompanied by David Schrader. The CSO Soloists series is generously sponsored by PNC Wealth Management.

- **The Midnight Special**

On New Year’s Eve, the Fay and Daniel Levin performance studio was packed with a live audience of 50 WFMT donors and Midnight Special folk fans for an evening of outstanding performances by Christine Lavin, Megon McDonough, Chris Walz, and Bob Zentz. Rich Warren, the host of WFMT’s weekly radio program, *The Midnight Special*, hosted this lively evening of folk music, which was broadcast live on 98.7WFMT and wfmt.com. Audience members enjoyed an inside look at the station, cocktails and hors d’oeuvres, and in the spirit of the evening, clinked their champagne glasses for a memorable midnight toast to ring in the New Year.

- **Introductions**

On June 17, 70 guests gathered at the North Shore home of a trustee to celebrate WFMT’s *Introductions*. This special gathering featured a quartet performance in the garden, followed by a presentation with program host David Polk and classical guitarist Molly May Manarchy. Later, the guests enjoyed a seated dinner.



THIS PAGE: Homepages for wttw.com and wfmt.com. FACING PAGE: The member magazine for WTTW and WFMT

- **The Guide: The Member Magazine for WTTW and WFMT**

The *Guide*, the monthly magazine for WTTW and WFMT members, provides comprehensive monthly program listings for WTTW11 and 98.7WFMT and highlights for our multi-platform and multi-channel services WTTW Prime, WTTW Create, WTTWV-me, wttw.com, and wfmt.com. Reaching nearly 90,000 households each month, members also turn to the *Guide* for a roundup of WTTW and WFMT events, membership offers and discounts, and quick reference features such as the WTTW Kid Grid, the Primetime Grid, and the Month at-a-Glance.

- **wttw.com and wfmt.com**

This year we saw an impressive array of redesigns and significant enhancements to wttw.com, wfmt.com, and pbs.org. Additional content and features, blogs, new and enhanced video players for *Chicago Tonight*, *Check, Please!*, *Health Secrets: What Every Woman Should Know*, and *Chicago's Lakefront*, more interactive features for visitors and opportunities for user engagement, including a weekly “click poll,” contests, improved search functions and the ability for users to rate, recommend, and share videos, dateline and weather feed plus local, national and international news feeds on the home page, more archived content including full-length shows, short-form clips, previews, and web exclusives, including many more resources for kids and parents, including opportunities for them to generate their own content for the site. Special microsites were created for local and national productions for WTTW and WFMT, including *DuSable to Obama: Chicago's Black Metropolis*; *Health Secrets: What Every Woman Should Know*; *Retirement Revolution*; *Exploring Music with Bill McGlaughlin*; the Santa Fe Chamber Music Festival; and much more.





Friends and families enjoying the 6th annual WTTW Kids Fun and Run

Community Outreach

- **WTTW Kids Fun & Run**

On August 23, more than 5,000 children and their families celebrated the 6th annual WTTW Kids Fun and Run in Lincoln Park. Attendees enjoyed live music from Ralph's World as well as musicians from the Old Town School of Folk Music and many strolling performers. The event featured a 3K family walk, walkaround Kids characters, fun activities, giant inflatables, and a 5K fun run for all ages. All proceeds benefited WTTW's quality children's programming.

- **Sid the Science Kid Parent/Caregiver Workshops and Events**

More than 500 children participated in hands-on science activities at each of two *Sid the Science Kid* public events this summer: *The Taste of Chicago's Family Village*, where they met walk-around Sid the Science Kid, and at the *Science Chicago, LabFest* event at Millennium Park. At both events, families took home posters, stickers, and WTTW Kids promotional materials. Support was provided by a grant from KCET and their supporter Boeing. Support for the Early Learning Initiative is made possible by JPMorgan Chase and the Dr. Scholl Foundation.

- **Hispanic Heritage Month**

Just prior to Hispanic Heritage Month 2009, WTTW held a screening of *VOCES: Dream Havana* for more than 180 attendees with its producer at Instituto Cervantes. SVP and Chief Television Content Officer Dan Soles shared information about WTTW programming and our Hispanic Heritage Month lineup. The screening was followed by a lively Q&A (in Spanish and English). On September 18, WTTW was a media sponsor of the 18th Annual Hispanic Heritage Month kick-off event at the Palmer House, emceed by Eddie Arruza, at which we promoted the upcoming *Latin Music USA* series to 1,200 attendees. Finally, on October 9, WTTW partnered with the National Museum of Mexican Art for a Latin Music USA screening. WWCi Trustee Michael Gonzalez welcomed the attendees.

- **A Principal Story**

In early September 2009, WTTW hosted a screening and panel discussion in connection with this special *P.O.V.* documentary. Partnering with educational institutions, principal associations, and the Chicago Public Schools, 179 educators, principals, and school administrators attended the event at WTTW studios. Both featured principals and the two local producers of the *A Principal Story* also participated. Funding was provided by the producers and their principle sponsor The Wallace Foundation.

- **WordWorld Learning Box Outreach Pilot**

The Von Humboldt and Ferguson Chicago Public Schools Child Parent Centers participated this year in the *WordWorld* Learning Box Pilot. Both serve inner-city children who are predominantly Hispanic or African-American. In total, four classrooms joined in the pilot outreach activity and were able to keep the resources used following the survey process. *WordWorld* is working with the evaluator, Michael Cohen Group, to determine next steps for the Learning Box project nationally.

Community Outreach

- **The Electric Company LIVE at WTTW Studios**

The Electric Company Roadshow made Chicago the last stop on its nationwide tour last fall, giving a one-night only performance in WTTW's own studios. 200 kids and their families showed up for the event. Mr. Brandon, from the WTTW Kids Readers Are Leaders tour, hosted an *Electric Company* game show and special guest "Shock" from the hit series performed for an audience of awestruck children. Each child received a full backpack of *Electric Company* goodies, including activity books and stickers.

- **DuSable to Obama: Chicago's Black Metropolis**

Starting in winter 2009 and leading up to the program's June debut, WTTW presented a series of six preview screenings of *DuSable to Obama: Chicago's Black Metropolis* in partnership with various institutions including the Chicago Department of Cultural Affairs and the DuSable Museum of African American History. Featuring interviews and discussions with program interviewees as well as co-producers Barbara E. Allen and Dan Andries, each screening provided an insightful look into the making of this timely documentary.



1 ComEd president Frank Clark with *DuSable to Obama* producer Barbara Allen; 2. Guests at a *DuSable to Obama* preview screening; 3. *Sid the Science Kid*; 4. "Shock" performing at *The Electric Company* LIVE event; 5. Miss Lori and kids at an appearance by the WTTW Kids Great Food Fan Van

Community Outreach

- **Your Life Your Money**

Last spring, WTTW11 co-presented two screening events for the PBS special *Your Life Your Money*. On March 3, more than 50 DePaul students enjoyed a lively post-screening panel discussion featuring Terry Savage, *Sun-Times* financial columnist; Min Lwin, a Chicago graduate interviewed in the program; and John Wonak, financial professor at DePaul University and successful entrepreneur. In April, WTTW hosted another screening and panel discussion for students at Senn High School in Chicago's North Side. Funding was provided by the principal program sponsor, HSBC.

- **U.S. Census 2010**

WTTW V-me partnered with the U.S. Census Bureau and Waukegan School District 60 for a special television screening of *Viva Voz Con Jorge Gestoso: Census 2010*. This WTTW V-me TV broadcast and following discussion featured representatives from both the city of Waukegan and the U.S. Census Bureau and provided local Waukegan families with detailed information about the U.S. Census process and how it benefited growing communities. The program was presented in Spanish with English subtitles and families in attendance received free V-me information bags and the chance to win a raffle prize.

- **The WTTW Kids Great Food Fan Van**

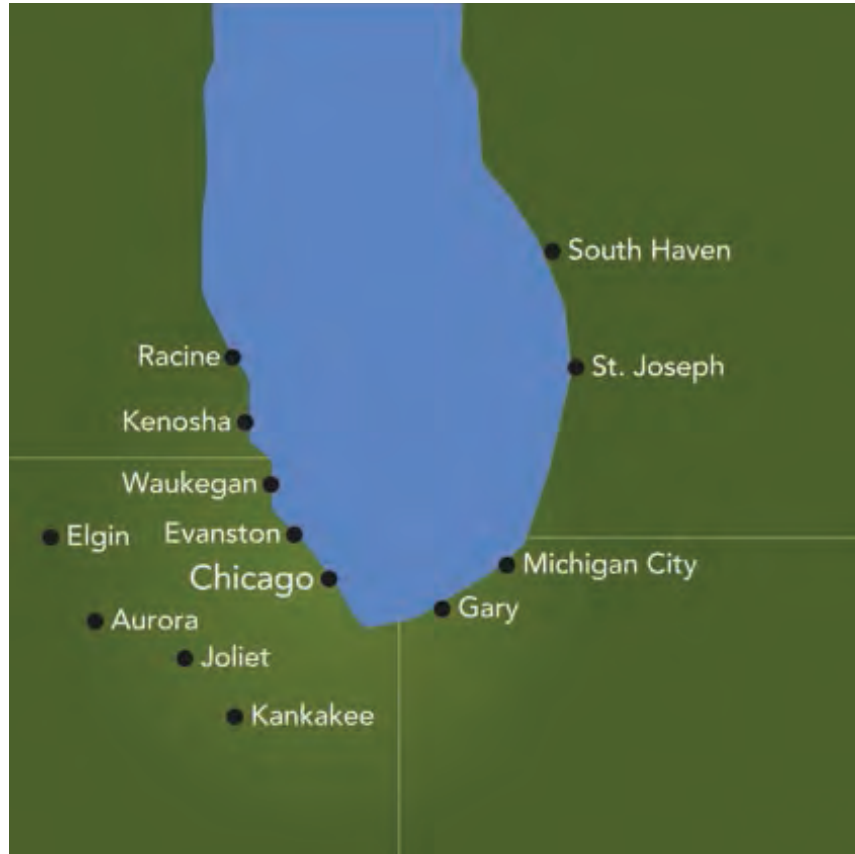
The WTTW Kids Great Food Fan Van was created to use education and entertainment to encourage healthy eating habits. Our fan van troupe has completed 85 fun and educational "mini festivals" throughout Chicagoland. Each two-hour event features concert performances by members of Miss Lori's CAMPUS, who perform original songs about the benefits of healthy exercise and nourishing foods. Attendees also put their nutrition knowledge to the test by participating in fun trivia games with chances to win cool WTTW Kids prizes.

- **Readers are Leaders**

Inspiring excitement about reading is at the core of WTTW's mission. This year our Readers are Leaders team hosted more than 75 events and have given more than 12,000 free books to families throughout Chicagoland. These complimentary family events are designed for children ages 3-8 and inspire the whole family to sing along and participate in reading activities, story readings, games, and giveaways. Mindful of Chicago weather during the winter months, these events are presented in indoor venues, including Chicago Public Library, Borders, Westfield Malls, and Classic Cinemas.

WTTW and WFMT Broadcast Map

Every week, WTTW11 reaches more than 1.5 million viewers in four states: Illinois, Michigan, Indiana, and Wisconsin. 98.7WFMT also serves 350,000 weekly listeners in this four-state broadcast area.



Sponsoring a WTTW or WFMT program is a special way to contribute to our organization. We would like to thank the following donors for their restricted gifts:



Chicago Tonight

Chicago Tonight was made possible in part through the generous support of

- Allstate
- Chicago Community Trust
- City Club of Chicago
- Clifford Law Offices (Closed Captioning)
- Denny & Sandy Cummings
- Lloyd A. Fry Foundation
- Harris Bank
- The John D. & Catherine T. MacArthur Foundation
- Elizabeth Morse Genius Charitable Trust
- Alexandra C. & John D. Nichols
- William F. O'Connor Foundation
- Mr. & Mrs. Donald Perkins
- Polk Bros. Foundation
- Mr. & Mrs. Brian Saunders
- Terra Foundation for American Art
- United Airlines

DuSable to Obama: Chicago's Black Metropolis

DuSable to Obama: Chicago's Black Metropolis is made possible by ComEd.

Major funding is provided by:

- Illinois Tool Works Inc.
- Sara Lee Foundation
- The Joyce Foundation
- The Black McDonald's Operators Association
- Motorola Foundation
- American Airlines
- Alberto Culver
- Blue Cross and Blue Shield of Illinois
- Hewitt Associates
- Loop Capital Markets

Generous support is also provided by:

- An Anonymous Donor
- Michelle L. Collins
- Jim and Kay Mabie
- Sandra and Timothy Rand
- John and Caroline Ballantine
- Deone Jackman and Eugene Goldwasser*

The original Orbert Davis score was commissioned by WTTW and generously underwritten by

- Northern Trust

Hidden Chicago 2 with Geoffrey Baer

Hidden Chicago 2 was made possible through the generous support of

- Harris Bank

Additional support was provided by

- The Joseph & Bessie Feinberg Foundation
- The Walter E. Heller Foundation, in memory of Alyce DeCosta
- The A. Montgomery Ward Foundation
- The Harriet K. Burnstein & Gand Family
- Ken Norgan
- Judy & John McCarter
- Peter Kelliher, Jr. and Diane Kelliher
- The Chicago Sun-Times

Ken Burns' The National Parks: America's Best Idea

The Chicago presentation of *The National Parks: America's Best Idea* was made possible in part through the generous support of

- Sue and Wes Dixon
- Caron and Alan Lacy
- The Malott Family Foundation
- Robert J. and Roberta L. Washlow
- Jim and Kay Mabie
- Jamee and Marshall Field
- Margaret Hart, in memory of Rob Hart
- The National Parks Conservation Association

Arts Across Illinois

Arts Across Illinois was made possible through the generous support of

- The Illinois Arts Council, a state agency

The Golden Apple Awards for Excellence in Teaching

The Golden Apple Awards for Excellence Teaching was made possible through the generous support of

- Mr. and Mrs. Martin J. Koldyke and the Koldyke Family Foundation
- National-Louis University

Retirement Revolution: The New Reality

Retirement Revolution: The New Reality was made possible through the generous support of

- Mass Mutual Financial Group

Children's Programming

Children's programming on WTTW is generously supported, in part, by the following:

- Newman's Own Foundation
- Segal Family Foundation
- Efrogmson Family Fund
- Dr. Scholl Foundation
- The Barker Welfare Foundation
- Edmond & Alice Opler Foundation
- Mr. Paul E. Golden & Dr. Karen Kreiling



Introductions

Introductions was made possible in part through the generous support of

- Lloyd A. Fry Foundation
- Richard & Mary L. Gray
- Dick & Susie Kiphart
- Kovler Family Foundation
- Jim & Kay Mabie
- Music Institute of Chicago
- The Negaunee Foundation
- Sage Foundation

Exploring Music with Bill McGlaughlin

Exploring Music with Bill McGlaughlin was made possible in part through the generous support of

- Mr. & Mrs. William G. Brown
- Chicago Title & Trust Company Foundation
- Bob Gaensslen, in memory of Carl & Fern Gaensslen
- Mrs. Joan Harris & the Irving Harris Foundation
- Harris Bank
- Nancy & Sandy Koltun
- National Endowment for the Arts
- William & Katrina Reinhardt
- Brenda & Earl* Shapiro
- John Spanier
- Helen Zell

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Statement of Financial Position* June 30, 2010

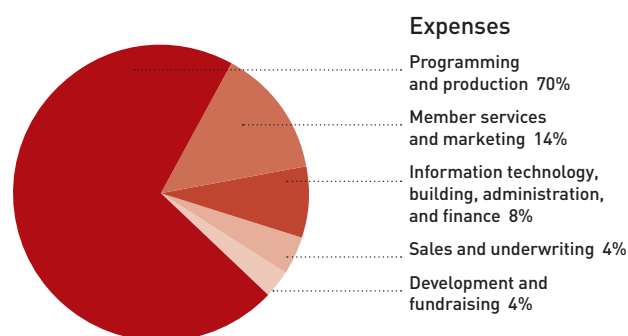
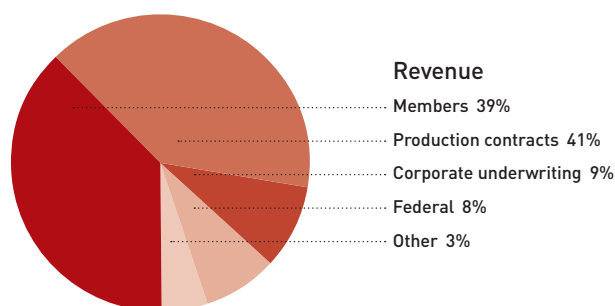
Assets	
Cash and investments	27,742
Accounts and pledges receivable, net	1,718
Property and equipment, net	21,917
Other assets	2,286
Total Assets	\$53,663
Liabilities and Net Assets	
Liabilities:	
Accounts payable and accrued expenses	\$6,551
Long-term bonds payable	21,300
Other liabilities	5,230
Total Liabilities	\$33,081
Net assets:	
Unrestricted	\$11,667
Restricted	8,915
Total Net Assets	\$20,582
Total Liabilities and Net Assets	\$53,663

*in thousands

Statement of Activity for the fiscal year ended* June 30, 2010

Unrestricted Operating Revenue and Public Support	
Members and subscribers	\$19,579
Production contracts	20,929
Corporate underwriting	4,407
Federal CPB grant	4,161
State of Illinois grant	151
Other	1,654
Total Revenue	\$50,881
Unrestricted Expenses	
Programming and production	\$38,709
Member services and marketing	7,756
Sales and underwriting	2,269
Development and fundraising	1,945
Information technology, building, administration, and finance	4,313
Total Expenses	\$54,992
Decrease in Net Assets from Operating Activities	(4,111)**

**Reflects \$3 million in non-cash depreciation expense



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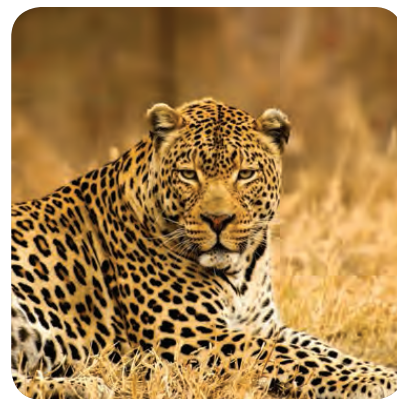
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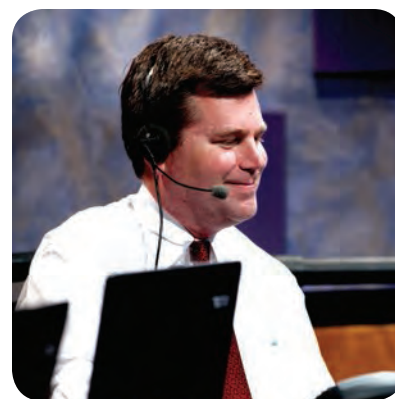
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