

98.7wfmt

60 CLASSIC YEARS



wttw11 | 98.7wfmt



Letter from the Chairman of the Board

It is often said that “necessity is the mother of invention,” and never was that adage proven more true than in the past year at WTTW and WFMT.

Through my many years of service in Chicago’s civic and cultural life, I have often seen how a volatile economy affects non-profit organizations. Some fall by the wayside and others see it as an opportunity – they find new and innovative ways of doing business.

Like so many other Chicago cultural institutions, the recession hit Window to the World Communications, Inc. hard. Losses in state funding and reduced support from other sources resulted in a significant shortfall.

What a difference a year makes.

We were pleased to announce a modest surplus for fiscal year 2011 at our June board meeting and are forecasting a breakeven budget for fiscal 2012. How was this accomplished? Through increased levels of individual, corporate and foundation support as well as an uptick in new and renewed memberships. In addition, the celebration of WFMT’s 60th anniversary set an institutional record due in large part to the efforts of the event’s chairmen Renée and Lester Crown and lead sponsor BMO Harris Bank. We raised an unprecedented \$1.1 million.

Thanks to the support of our dedicated board, the steady leadership of our senior management team and the entire staff going the extra mile, we continue to serve our dedicated viewers, listeners and web browsers. We are grateful to the many funders who have continued to support and trust us during these difficult times, and also to those of you who have given us your vote of confidence by partnering with us for the first time.

I hope you are having a healthy and prosperous 2012.

A handwritten signature in black ink that reads "Norman Bobins". The signature is written in a cursive, flowing style.

Norman R. Bobins
Chairman of the Board
Window to the World Communications, Inc.



Letter from the President and CEO

In today's fast-moving and rapidly changing media environment, it is almost unheard of for a broadcast entity's mission and focus to remain essentially the same for a decade...let alone six. But 98.7WFMT is that rare exception to the rule. Last December, Chicago's Classical Experience reached an impressive milestone: its 60th anniversary, and its founders Bernard and Rita Jacobs would never have believed how their struggling little radio station has grown and prospered, and that, incredibly, it is now reaching a global audience.

Virtually every other radio station in the Chicago market has shifted formats or call letters over the last half-century, but 98.7WFMT has remained steadfast in its dedication to presenting the best of classical music and other fine arts entertainment to the widest possible audience. The station's mission, commitment to excellence, and respect for its listeners has remained virtually the same as it was that winter day in 1951 when Rita Jacobs first took to the airwaves to ask, "Is anybody out there listening?"

As a child, I listened to WFMT; we received the signal just outside my Wisconsin neighborhood. It was ingrained in me from a very young age that this was a station of the very highest caliber – a unique and beloved institution that had the courage to innovate and take risks. So you can imagine how I felt, years later, when I became the General Manager of this national treasure.

Happy Anniversary, WFMT! Here's to sixty more classic years. And a standing ovation to the many dedicated staff, past and present, who have made it happen.

For WTTW, it was also a year to remember. We went *Biking the Boulevards with Geoffrey Baer*, and he also introduced us to the vibrant and influential *Architect Robert A.M. Stern* and showcased some of his most iconic structures. *Chicago Tonight* was the city's place to go for news, analysis, and in-depth candidate forums, and our ratings skyrocketed as we elected a new mayor, re-elected a governor, and twice provided exclusive coverage of the federal corruption trial of a former governor. We heard Ramsey Lewis' *Proclamation of Hope* and welcomed Roger Ebert back home to WTTW with a new series, *Ebert Presents At the Movies*, many years after he and the late Gene Siskel taped *Sneak Previews* in our studios. We celebrated a quarter-century of the *Golden Apple Awards for Excellence in Teaching*, were given a rare look inside *The Artist Toolbox*, and discovered another eclectic group of Chicago area restaurants as *Check, Please!* marked its 10th season on the air.

As always, none of this could have happened without the support of our generous donors, members, underwriters, advertisers, partners, and our tireless and dedicated Board of Trustees. Our heartfelt thanks to you all. Onward and upward!

Dan Schmidt
President and CEO

A Tribute to Bill McCarter

1929-2011



BILL McCARTER, former President and CEO of WTTW and 98.7WFMT, passed away on April 21. Throughout the course of a lifelong career in broadcasting, he earned the love and respect of his colleagues and a reputation as a visionary and innovator. During his tenure, WTTW11 became the most watched public television station in the United States, and 98.7WFMT won the prestigious Marconi Award for the best classical music station in the nation. He will be remembered for his tireless commitment to localism, creating unique programming that continues to reflect Chicago's diverse communities.

Under his watch, WTTW and WFMT received 12 George Foster Peabody Awards, 5 DuPont Columbia Journalism Awards, 150 regional Emmy Awards, and 5 CINE Golden Eagle Awards. Among his many personal honors, Bill received the Board of Governors Award from The National Academy of Television Arts and Sciences, an honorary doctorate from DePaul University, and the Meritorious Services Award from Northeastern Illinois University.

WTTW Trustee Emeritus Newton Minow, who recruited Bill to run WTTW in 1971, once said, "I have a very high opinion and respect for Bill. He is everything you could want in a person, a broadcaster, and leader." Bill's successor Dan Schmidt said, "He was a mentor and a friend. Millions of viewers, their children, their parents, and grandchildren continue to benefit from the foundation that he built."

**Thank you to everyone
who made contributions
to WTTW in Bill's memory.**

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As the Chicago area's premier public television station since 1955, WTTW is proud to provide to its more than 1.5 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 educational and entertaining children's programming. In an average week, WTTW11 reaches an audience of more than 400,000 young viewers; this makes us the most-watched station, network or cable, by children aged 2-11 in the Chicagoland region. In 2009, 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:

Local Productions

Biking the Boulevards with Geoffrey Baer

An Emmy Award-winning travelogue tracing the history of Chicago's scenic Boulevards system.

Check, Please!

The 10th season of WTTW's popular restaurant review series, hosted by master sommelier Alpana Singh.

The Chicago Stand-Up Project

Local celebs try their hand at stand-up comedy at Zanies Comedy Club.

Chicago Tonight

Our flagship nightly public affairs magazine program, hosted by Phil Ponce.

Chicago Tonight: The Week in Review

WTTW's weekly roundup of top news stories with host Joel Weisman and a rotating panel of reporters.

The 25th Golden Apples Awards for Excellence in Teaching

The annual ceremony honoring ten outstanding area teachers.

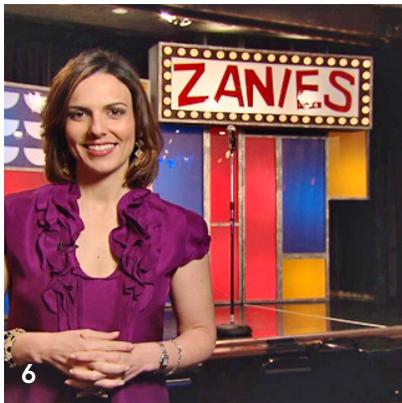
Illinois Lawmakers

The periodic series that features timely reports from the state legislature in Springfield.

Image Union

WTTW's long-running series celebrating the best in short films.

■ WTTW Local Productions



1. *Check, Please!* 2. Architect Robert A.M. Stern: *Presence of the Past* 3. *Biking the Boulevards* with Geoffrey Baer 4. *Chicago Tonight* host Phil Ponce 5. *Jay's Chicago* 6. *Chicago Stand-Up Project* host Ana Belaval 7. Winners of *The Golden Apple Awards for Excellence in Teaching*

Jay's Chicago

Award-winning producer Jay Shefsky brings his unique perspective to stories of life in Chicago.

Architect Robert A.M. Stern: Presence of the Past

Geoffrey Baer introduces us to the ebullient New York architect, winner of the Driehaus Prize for Classical Architecture; this local program later aired nationally.

Our Channels

WTTW HD

Our regular broadcast channel. Over the air/antenna: 11-1; Comcast digital channel: 11

WTTW Prime

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 629

WTTW on Demand

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





WTTW National Productions produces original programming and other media content for public television stations nationwide. This year's national series and original productions, co-productions and presentations included:

National Productions

The Artist Toolbox

A unique series that explored the creative process of a variety of world-famous visual and performing artists, hosted by John Jacobsen.

Ebert Presents At the Movies

Pulitzer Prize-winning film critic Roger Ebert came home to WTTW and public television with this new version of *Sneak Previews*, co-hosted by respected film critics Christy Lemire of The Associated Press and Ignaty Vishnevetsky of MUBI.com.

Grannies on Safari

Regina Fraser and Pat Johnson returned for a third season of their travel series. Their passion for travel, culture, and connecting with people in distant lands inspires their Emmy-Award winning program.

John McLaughlin's One on One

Now in its 25th year, this topical weekly news interview program is hosted by veteran Washington-based political journalist John McLaughlin.

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 regional Mexican cuisine and culture.

Mission to Planet 429 Interactive Learning Game

This immersive, educational, web-based game's goal is to develop reading comprehension skills in early readers (ages 6-8). In the game, children practice reading strategies that support development of solid comprehension skills.

Proclamation of Hope

An original symphonic concert by Grammy Award-winning pianist, composer and jazz legend Ramsey Lewis about the life and legacy of Abraham Lincoln.

■ WTTW National Productions



1. Ebert Presents At the Movies 2. The Artist Toolbox 3. MEXICO – One Plate at a Time with Rick Bayless 4. Grannies on Safari 5. WordWorld 6. Proclamation of Hope with Ramsey Lewis

RU There?

A multi-platform media initiative (including TV, web, original music, mobile applications and comic book), telling the story of a regular urban kid and his friends who are recruited as “X-fighters” to develop their vocabulary, reading comprehension and literary skills.

WordWorld

The three-time Emmy Award-winning television series’ third season premiered new episodes that extended the series’ literacy lessons.

Distinctive Programs from PBS



1. *Masterpiece Mystery! Sherlock* 2. *PBS Kids* 3. *Freedom Riders: American Experience* 4. *Masterpiece Classic: Downton Abbey*

WTTW provides 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*, *The Cat in the Hat Knows a Lot About That*, *WordWorld*, *Super Why*, *Curious George*, and *Dinosaur Train*, among others.



98.7WFMT Diamond Jubilee Annual Benefit

On May 12, more than 1,200 listeners, donors and friends celebrated the 60th anniversary of 98.7WFMT in style with an unforgettable performance at the Harris Theater for Music and Dance in Millennium Park. The star-studded cast included opera luminary and mistress of ceremonies Susan Graham, cellist Lynn Harrell, singer-songwriters David Broza and Shawn Colvin, a cappella group Sweet Honey In the Rock, local folk trio Sons of the Never Wrong, and – symbolizing WFMT’s commitment to showcasing up-and-coming young talent – the Chicago Youth Symphony Orchestra and the Chicago Children’s Choir. Also interspersed throughout were filmed 60th anniversary testimonials from many illustrious friends of WFMT. The performance was broadcast live on WFMT, and the audience responded with a well-deserved standing ovation.

The Harris Theater performance was immediately followed by an elegant dinner upstairs at the Rooftop Terrace in Millennium Park, where almost 500 VIP guests enjoyed a performance by Peter and Kathleen van de Graaff during the live auction and delicious cuisine by Jewell Events Catering – including chocolate grand pianos for dessert – with donations of wine from Terlato Wines International and coffee from Julius Meinl. The celebration was made possible in part by Lead Sponsor BMO Harris Bank and WFMT/WTTW trustee Peter McNitt. Benefit co-chairs were WFMT/WTTW trustee Renée and Lester Crown, and the Host Committee was comprised of The Crown Family; Andi and Jim Gordon, The Edgewater Funds; Joan W. Harris and the Irving Harris Foundation; Susan and Richard Kiphart; The Malkin Family; Peter and Jane McNitt; Alexandra and John Nichols; Patrick and Shirley Ryan; and Gertie and James Wooten. We are also grateful to our Concert Master level sponsors – ITW; Park Hyatt; Tiffany & Co.; and Anonymous.

This event was emblematic of our mission to provide the best in classical music and fine arts programming all year round. All told, the evening – which was ranked by *Crain’s Chicago Business* as Chicago’s #2 most fiscally responsible fundraiser of the year – raised a record \$1.1 million, with proceeds supporting quality broadcasting for years to come.

■ 98.7WFMT Diamond Jubilee Annual Benefit



1. Newton and Jo Minow with WTTW/WFMT COO Greg Cameron 2. WTTW/WFMT President and CEO Dan Schmidt and his wife Julie 3. Benefit co-chairs Lester and Renée Crown 4. Performers David Broza and Shawn Colvin 5. Mistress of ceremonies Susan Graham 6. Peter McNitt of lead sponsor BMO Harris Bank with Virginia and Norman R. Bobins, WTTW Board of Trustees Chairman 7. Jack and Sandra P. Guthman with Jane and Peter McNitt 8. Auction winners Norm and Virginia Bobins with Tiffany & Co.'s Elizabeth Zito

WTTW Donor Events

Baseball: The Tenth Inning

Ken Burns came to town with a new film, a follow-up to his earlier series, *Baseball. The Tenth Inning* picked up where that program left off, and there was plenty of Chicago content. WTTW trustee Denny Cummings, also Chairman of the Author Series at the Union League Club, hosted members of both organizations at an August luncheon that attracted more than 300 attendees, and also included a sneak preview and Q&A with Ken. Later that evening, WTTW's membership department welcomed 900 WTTW members to the Bank of America Theater for another screening and talk by Ken.

WTTW Kids Fun & Run

More than 5,000 children and their families celebrated the 7th 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.

Ebert Presents At the Movies

An elegant event was held in March at the Peninsula Hotel to celebrate the success of this new weekly movie review series, produced at WTTW and distributed nationally by WTTW National Productions in partnership with American Public Television. A capacity crowd of the city's elite enjoyed a true "red carpet" experience, and met Roger Ebert, his wife and producer Chaz, and program hosts Christy Lemire and Ignaty Vishnevetsky. The Peninsula generously donated the venue and the food, and other donors contributed special gifts for the goodie bags given to the guests.

Proclamation of Hope

On April 6, WTTW co-hosted an intimate screening event for *Proclamation of Hope* – the new WTTW National Productions special showcasing an inspiring symphonic performance by Ramsey Lewis. More than 150 guests including Chicago media gathered at the Craftsman Experience in downtown Chicago to watch a "sneak peek" of the program and meet Ramsey.

Prisoner of Her Past

WTTW partnered with the Union League Club, Kartemquin Films, and the Illinois Holocaust Museum & Education Center for an event, attended by almost 100 viewers, featuring the *Tribune's* Howard Reich discussing the powerful documentary *Prisoner of Her Past*, which explores his mother's experience as a Holocaust survivor. The film premiered on WTTW on April 28.

Trustee Pledge Night

Twenty Trustees joined us in the pledge studio on June 7 to answer phones during a broadcast of Geoffrey Baer's documentary *Chicago's Lakefront*. WTTW Board of Trustees chairman hosted a sit-down dinner prior to the pledge volunteer training session, and viewers called in with an impressive number of pledges that evening.

■ WTTW Donor Events



1. Trustee David Blowers with Ken Burns at *The Tenth Inning* event 2. *Chicago Tonight* correspondent Eddie Arruza with Trustee Sandra Guthman and Board Chair Norm Bobins at Trustee Pledge Night 3. Stedman Graham, Fran Harth, and Ramsey Lewis at the *Proclamation of Hope* event 4. Cookie Monster and friend at the WTTW Kids Fun and Run 5. Trustee Stephen Blonder, *Tribune* writer Howard Reich, and Trustee Denny Cummings at the Union League Club for *Prisoner of Her Past* 6. Trustee Michael Gonzalez and producer Barbara Allen with friends at a *DuSable to Obama* screening 7. Christie Hefner with Chaz and Roger Ebert at the launch party for *Ebert Presents At the Movies*



98.7WFMT, now celebrating its 60th year on the air, is one of the nation's most respected classical music radio stations reaching 350,000 loyal listeners a month and millions more around the world at wfmt.com/streaming and via the WFMT Radio Network. This year, there were a record number of live broadcasts – from Levin Studio, remote locations in the local area, Los Angeles, Quebec City in Canada, and Warsaw, Poland.

In November, WFMT was honored by Arts Alliance Illinois with a special award for “its 60 years of presenting the best of classical music and other fine arts programming for Chicago, Illinois and beyond.” And December saw the fulfillment of a longtime dream: live broadcasts of all Beethoven Piano Sonatas in 31 days. The marathon was dedicated to the man who dreamed up the idea – former program director Norman Pellegrini.

The WFMT Radio Network continues to thrive by producing and syndicating a diverse selection of outstanding musical performances to stations across the country. The 60th anniversary was celebrated with a live Day of Music broadcast from Preston Bradley Hall in the Chicago Cultural Center, an event that was free and open to the public.

Local Productions

All-Day Tributes to Artists and Composers

In observance of birthdays and anniversaries, WFMT highlights the work of popular artists and composers.

The Best of Studs Terkel

A weekly trip down memory lane with the renowned radio host, raconteur and author.

Chicago Chamber Musicians First Monday Concerts

Each “first Monday” of the month, WFMT brings you a live concert from the CCM.

Chicago Symphony Orchestra Radio Broadcast Series

This weekly series airs a compendium of the best performances by the CSO.

Critical Thinking and Critic's Choice with Andrew Patner

Each week, we broadcast arts reviews and commentary by WFMT's Critic-at-Large.

Collector's Corner with Henry Fogel

Our popular former Trustee shares his favorite recordings.

Dame Myra Hess Memorial Concerts

Live Wednesday lunchtime broadcasts from Preston Bradley Hall at Chicago's Cultural Center.

■ 98.7WFMT Local Productions



1. *Critical Thinking* host Andrew Patner 2. Host George Preston interviewing opera star Katherine Goeldner 3. *Fiesta* host Elbio Barilari 4. Bill McGlaughlin, host of *Exploring Music* 5. Host Carolyn Paulin 6. Host Kerry Frumkin

Exploring Music with Bill McGlaughlin

An exciting daily radio series, hosted by musician, conductor, broadcaster, and composer Bill McGlaughlin, providing historical context while making classical music accessible and fun.

Fiesta! Latin-American Music with Elbio Barilari

A weekly series highlighting the hottest Latin-American music from the 16th through the 21st centuries.

Folkstage

A showcase for the best folk artists in America, hosted by Rich Warren in Levin Studio.

From the Recording Horn

A rich collection of vintage archival recordings from the late Andy Karzas.

Impromptu

A periodic series featuring visiting classical and spoken word artists.

■ 98.7WFMT Local Productions



1. *Introductions* host David Polk 2. Seth Boustead, host of *Relevant Tones* 3. Hosts Lisa Flynn and Carl Grapentine 4. Host Peter van de Graaff

Introductions

A weekly Saturday morning broadcast highlighting the Chicago area's promising college-age musicians, hosted by David Polk.

Live from Mayne Stage

Sunday morning live broadcasts from Mayne Stage in Chicago's Rogers Park neighborhood, featuring local classical artists and hosted by Dennis Moore.

Live from WFMT

Kerry Frumkin welcomes a wide variety of artists to Levin Studio on Monday evenings.

The Matthew Bucksbaum Family Lyric Opera of Chicago Broadcasts

Live broadcasts of Lyric Opera opening nights, co-hosted by George Preston and the Lyric's Roger Pines with special features by Lisa Flynn.

The Midnight Special

WFMT's long-running Saturday evening aberration of folk music and farce, show tunes and satire, odds and ends, madness and escape, hosted by Rich Warren.

Music in Chicago

A periodic series that showcases local classical artists and groups.

■ 98.7WFMT Local Productions

The New Releases with Lisa Flynn

Host Lisa Flynn shares her picks for the hottest new classical albums.

PianoForte Salon Series at Columbia College Chicago

Peter Whorf hosts this monthly series, broadcast in front of a live audience from the Sherwood Community Music School Recital Hall. The program centers on the piano, featuring today's top solo pianists and chamber musicians.

Relevant Tones

A weekly exploration of a vibrant and continuing classical music tradition as it thrives in the 20th and 21st centuries, hosted by Seth Boustead.

Sweet Folk Chicago

This series features and promotes Chicago area folk musicians, presenters and venues, as well as presenting a comprehensive weekly calendar of folk music events in the area.

The Tuesday Night Opera with Peter Van De Graaff

Peter spins his favorite opera recordings, providing unique perspective and commentary.

98.7WFMT Donor Events

CSO Soloists

These live broadcasts from the Fay and Daniel Levin Performance Studio occur frequently throughout the year and provide great opportunities to socialize with major WFMT donors while presenting memorable performances by some of the world's best musicians, members of the Chicago Symphony Orchestra. Among the guest performers this year were violinist Aiko Noda, trumpeter John Hagstrom, and cellist Gary Stucka.

Impromptu

Two donor events were held in connection with this popular series, at which an audience of invited guests heard pianist Valentina Lisitsa and baritone Thomas Hampson during live broadcasts from the Fay and Daniel Levin Studio.

The Midnight Special

Sixty WFMT donors and avid fans of The Midnight Special joined us in the Fay and Daniel Levin Performance Studio for a festive event that has become an annual tradition: a special live New Year's Eve broadcast and party. Host Rich Warren welcomed guests and listeners to this lively evening of folk music, broadcast both on radio and online. Audience members were treated to a behind-the-scenes peek at the station, cocktails, hors d'oeuvres, and a champagne toast to ring in the New Year. Appearing were Vera Gilbert, Claudia Schmidt, Michael Smith, and Sons of the Never Wrong. Also, on March 26, WFMT Fine Arts Circle members were in attendance for the special presentation *Midnight by Daylight: Secrets of The Midnight Special*. Rich Warren gave a behind-the-scenes look at how he puts together programs, a history of the show, and his musings on folk music. Guest artist Joe Crookston performed.

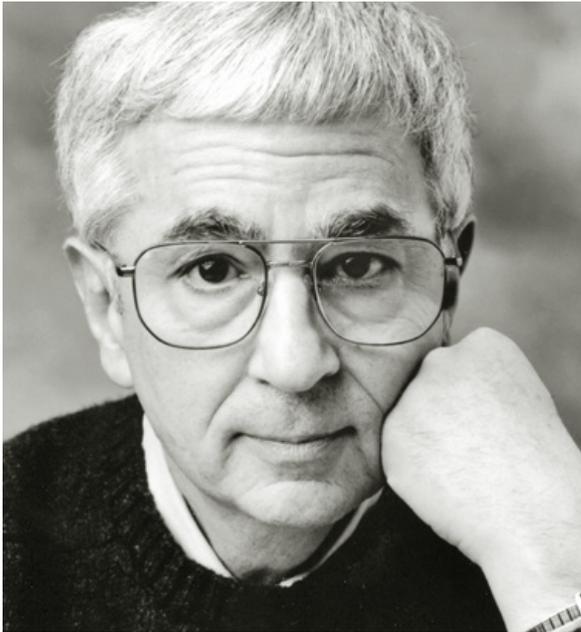
Introductions

WFMT's popular showcase for up-and-coming pre-college classical musicians celebrated its third anniversary on the air, partnering with the Merchandise Mart International Antiques Fair for a live broadcast in early October; an invited audience heard a unique program from the floor of the Merchandise Mart. Host David Polk has welcomed numerous young instrumentalists – soloists and groups – to the program, surely inspiring many more music students to pursue their dreams. Among the performers featured included percussionist Marcelina Suchocka from Whitney Young High School and Naperville violinist Jennifer Cha of Neuqua Valley High School.



1. Dr. Leon Hoffman, violinist Zuill Bailey, and WFMT host George Preston 2. A well-attended event at the Chicago Cultural Center 3. Cellist Lynn Harrell with the Beethoven Project Trio on Cedille Day

A Tribute to Andy Karzas 1934-2011



On April 11, WFMT lost Andy Karzas, longtime host of the weekly Saturday afternoon program *From the Recording Horn*, when he passed away at age 77. Andy grew up in Chicago's South Shore neighborhood, and was introduced to music at a very early age – his father owned the Trianon and Aragon ballrooms. Andy met many of the performers who appeared there, and later inherited the family business. He jokingly told friends in later years that he “ran it into the ground.”

Andy's passion for great singers and vintage opera recordings, and a personal collection numbering many thousands of shellac and vinyl discs, was parlayed into a unique weekly radio series, *From the Recording Horn*. He was the producer and announcer for the program, first from 1957-1962, and then, after a stint in advertising sales for *Chicago Magazine* (which WFMT then owned), from February 1976 to the present day. It will continue on WFMT in perpetuity.

A week before his death, WFMT broadcast an all-day tribute to Andy and *From the Recording Horn* with highlights and testimonials from colleagues and listeners. Andy was presented with a plaque that will be installed in the studio where he recorded his program every Thursday. It reads: “To Andy Karzas on the 35th anniversary of his extraordinary program, *From the Recording Horn*. His WFMT family and friends salute him, his knowledge, generosity and kindness ... and dedicate this studio to a consummate professional with admiration, gratitude and love.”

Many thanks to all the generous listeners who have made gifts to the station in Andy's memory, including one anonymous donor who gave a \$10,000 gift.

Anonymous
Mr. & Mrs. Carl Beinoras
Ms. Elizabeth Cifani
Ms. Kathryn Green
Dr. Elsie L. Haug
Francis W. McCool
Ms. Edith Myers
Mrs. Mary S. Nelson
Dr. Christian Nokkentved
Mrs. Millicent Pine
Mr. Ronald H. Sims
Mrs. Electra Tarsinos
Dr. & Mrs. Howard Weiss



wttw.com & wfmt.com

IN THE PAST YEAR, WTTW.com and WFMT.com have become strong, new platforms that serve our audience and community as a landing place for content delivery through video and audio streaming and a place for public interaction around the stories of the day in Chicago. We launched maps, blogs, peeks behind the scenes, live chats, web-exclusive live streaming, rich photography slideshows, more Chicago Stories, move coverage of Chicago, mobile optimized sites, enhancements to the WFMT app, and local content in the PBS Mobile app. Here are just a few highlights from the year.

WFMT.com was redesigned, soup to nuts, in 2011. On the new site, our audience found an easy to access audio streaming player, more flexible navigation with weekly features, feeds, and refreshing content, and the ability to rate, share and comment on content in various ways. Listeners can now view real-time, detailed listings, past playlists can be searched and archived indefinitely, a new user-friendly calendar navigation allows for easy programming search, and there are links for every piece to purchase CDs. Listeners and visitors to the site can also comment and rate pieces and music they've heard on 98.7WFMT and wfmt.com, enter daily online contests, and "chime in" to make requests and offer feedback.

On **WTTW.com**, our audience explored the all new *Chicago Tonight* website, launched with a forward-looking and community-focused approach. Web exclusive stories are organized by category politics, education, business, culture, science/technology, and health, and visitors can sort and search content by date, category, and subject or join a conversation about a particular topic or story. As always, the television show is viewable on-demand on the site but now fans can also watch it on any device including Apple iPhones and iPads. There was also extensive web coverage of the year's elections with a live web stream and chat on the nights of the *Chicago Tonight* mayoral debates, dedicated pages loaded with content for mayoral and Illinois Supreme Court Justice candidates, live blogging, and a dedicated site for the Aldermanic runoff elections.



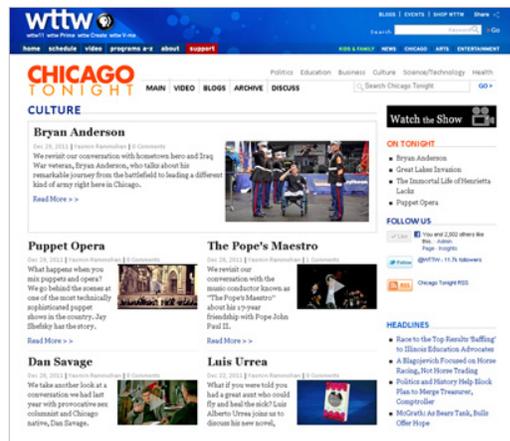
WFMT homepage



WTTW homepage



Check, Please!



Chicago Tonight



WTTW mobile ...



Community Engagement

Readers Are Leaders Tour

At its 40 events per year, WTTW's Readers are Leaders Tour travels to many towns in the station's signal area, with a special focus on neighborhoods with fewer educational resources. Each 90-minute show employs literacy-oriented games to make children excited about reading, and each child takes home special learning materials, resources for parents, AND a new educational book – in many cases, the only new book that child has ever received. Fifty percent of the events take place at Chicago Public Library branches, and this year, the Readers are Leaders Tour marked its 125th event in only four years. ALDI is WTTW's presenting partner for this program, and other sponsors include Wisconsin Dells, Galaxie, Carl Buddig, Carlson for Kids, Raging Waves, Amtrak, Qdoba, Liberty Tire Recycling, and Bright Start.

WTTW Great Food Fan Van

In just five months, more than 10,000 children and families attended WTTW Great Food Fan Van events in the Chicagoland area. This community engagement initiative was designed specifically to address nutritional and educational needs and combat the problem of childhood obesity in our communities, one family at a time. Each two-hour event, located at Whole Foods, Jewel, Sunset Foods, Brookhaven Marketplace, and Meijer stores, is comprised of stretching, dancing, singing, healthy food sampling, and one-on-one guidance. Four events specifically served the needs of those with food allergies. Health and food partners who provided all funding for this program this season included Organic Valley Family of Farms, Enjoy Life Allergen-Free Foods, Matt's Cookies, Mother's Cupboard Fruit Bars, Kettle Cuisine Soup, Square One Organics, and the Great Food Fan Van's partner since inception, Traditional Medicinals Tea.



1. Brandon Bomis demonstrates why Readers Are Leaders 2. and 3. Kids enjoying a performance, and refreshments, from the WTTW Great Food Fan Van 4. Miss Lori, Brandon Bomis, and children with the WTTW Kids Great Food Fan Van

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.



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Sponsoring a WTTW or WFMT program is another opportunity to contribute to our organization. We would like to thank the following donors for their special project, leadership gifts that range from \$1,000 to more than \$100,000, listed in alphabetical order. (July 1, 2010-June 30, 2011)



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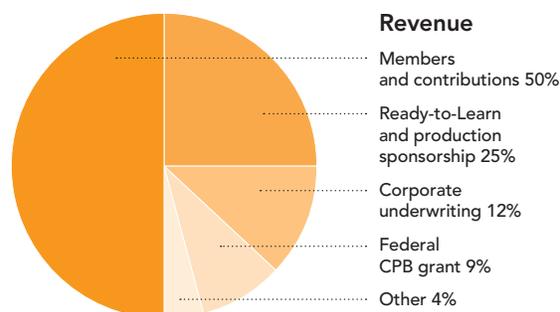
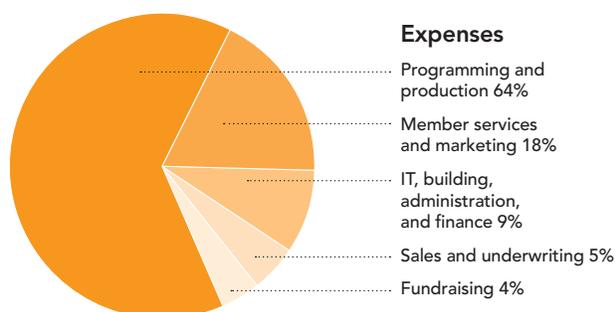
Assets	
Cash and investments	30,127
Accounts and pledges receivable, net	2,698
Property and equipment, net	20,072
Other assets	2,627
Total Assets	\$55,524
Liabilities and Net Assets	
Liabilities:	
Accounts payable and accrued expenses	\$7,314
Long-term bonds payable	21,300
Other liabilities	2,611
Total Liabilities	\$31,225
Net assets:	
Unrestricted	\$15,420
Restricted	8,879
Total Net Assets	\$24,299
Total Liabilities and Net Assets	\$55,524

Statement of Activity for the fiscal year ended* June 30, 2011

Revenue	
Members and contributions	\$21,047
Ready-to-Learn and production sponsorship	10,618
Corporate underwriting and advertising	4,971
Federal CPB grant	3,634
Other	1,757
Total Revenue	\$42,027
Expenses	
Programming and production	\$26,962
Member services and marketing	7,385
Sales and underwriting	2,338
Fundraising	1,609
IT, building, administration, and finance	3,678
Total Expenses	\$41,972
Increase in Net Assets from Operating Activities	55

*in thousands

*Reflects \$2.6 million in non-cash depreciation expense



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 Agnes Shortino Turst
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 Estate of Renee Snow
 Estate of Susan G. Soderquist
 Ann K Taylor Trust
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 Estate of Adele Wallace
 Robert Yaseen Trust

* Deceased

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