



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"My daughter and I had so much fun at your event! She and I danced together, we sampled healthy snacks, and your nutrition staff taught me a ton. Thanks, WTTW! I hope you come back again this year!"

Kristin, grateful single mom,
Oak Park

For almost 60 years, WTTW has provided distinctive programming that informs, inspires, educates, and entertains, and is the most-watched public television station in America. Recognized for its award-winning local and national productions, WTTW is committed to presenting the very best in cultural, nature, science, public affairs, and children's programming to Chicago and beyond across its four distinct channels.



WTTW serves a vital role in the four-state area it serves: 1.5 million weekly households in Chicago and its suburbs, southern Wisconsin, northwest Indiana and southwest Michigan. We provide relevant quality programming and trusted news analysis, and local arts coverage to our diverse community across our four distinct television channels: our main WTTW11 channel; our WTTW Prime channel; V-me, our Spanish-language channel; and WTTW Create, our "how-to" channel. Our children's programming is the most watched of any network by children aged 2-11 in Chicago.

In 2012, WTTW provided these key local services to the communities it serves:

- *Readers are Leaders Tour*
- *WTTW Kids Great Food Fan Van*
- *WTTW Kids Fun and Run*
- *American Graduate: Let's Make It Happen!*
- *Chicago's Loop: A New Walking Tour*
- *Golden Apple Awards for Excellence in Teaching 2012*
- *Chicago Tonight: Election 2012 candidate forums and segments of local interest*

WTTW's local services had a substantial impact on viewers and event participants in the Chicago area.

Thousands of adults, children, parents and caregivers were directly impacted by our events, which promoted healthy eating, exercise, literacy, school readiness, an informed citizenry, and enhanced knowledge of, and an appreciation for, the city in which we live and work.



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Readers are Leaders

In 2012, the WTTW Kids Readers are Leaders program educated more children than ever before -- in our 42 events, we educated more than 7,000 children, parents, and caregivers. Our program is designed to reach the 3 to 8-year-old child, during the formative years, to instill a *desire* to learn. This year we again provided free books to thousands of children. Every event incorporates adult and child movement, exciting dialogic reading, and interactive games that help create *excitement* about reading, good nutrition, and a higher level of knowledge about the body-mind connection. Along with their free book, WTTW gives each child special learning materials, resources for parents and caregivers, and gift certificates for complimentary fruits and vegetables from our partner, ALDI. At least half of our events take place at libraries and locations where educational outreach programs and resources are scarce.



WTTW Great Food Fan Van

In 2012, WTTW celebrated our 5th anniversary season of the WTTW Kids Great Food Fan Van program by educating and entertaining over 10,000 people throughout seven counties in Chicagoland. This program continually delivers nutritional messages in a fun, interactive, two-hour performance that comprises of stretching, dancing, singing, healthy food sampling, and one-on-one guidance and education. Our goal is to combat childhood obesity through fun and education- one family at a time. The nutritional guidance we provide is reinforced by healthy food sampling of items provided by our partners at Organic Valley Family of Farms, Traditional Medicinals Tea, Sambazon Superfood Juice, and many others. This program is designed to support parents, caregivers, and educators in their efforts to enrich the lives of children through basic knowledge of nutrition. We also provide coupons and guidance that allow the “switch” to buying and consuming healthier food more affordable.



WTTW Kids Fun and Run

Almost 4,500 children and their families celebrated the 9th annual WTTW Kids Fun and Run in Lincoln Park in August 2012. Attendees enjoyed live music from *Ralph's World* and musicians from the Old Town School of Folk Music plus many strolling performers. The event featured a 3K family walk, popular walk-around *PBS Kids* characters, fun activities, giant inflatables, and a 5K fun run for all ages. Trainers from East Bank Club led the runners and walkers in warm-up exercises, and a variety of local vendors were on hand to distribute bottled water and healthy snacks to the participants. All proceeds from the event supported WTTW's quality children's programming.





American Graduate: Let's Make It Happen!

WTTW was the co-host for a youth film festival at the ICE Theatres in the underserved Chicago neighborhood of North Lawndale where some 150 public school students, many of them aspiring filmmakers and video producers, showcased their work for WTTW's dropout awareness initiative. WTTW is currently airing PSAs and stories produced by Free Spirit Media, a youth media group working in the public schools, with various stay-in-school themes. Our nightly newsmagazine *Chicago Tonight* devoted an episode in September to a town hall meeting with government officials, educators, students, and experts presenting their ideas for reversing this trend.



Chicago's Loop: A New Walking Tour

Geoffrey Baer's latest local tour special, ***Chicago's Loop: A New Walking Tour***, focused on highlighting Chicago's architectural wonders and the city's rich history garnered a number of outreach events, as Geoffrey – also a Chicago Architecture Foundation docent -- gave lectures and conducted group tours throughout the Loop pointing out sites of historical interest. A special [microsite](#) was developed, along with an audio version of the tour and a new mobile phone app, encouraging viewers to take the tour with a "virtual" Geoffrey.



Golden Apple Awards for Excellence in Teaching 2012

For the 27th consecutive year, in November WTTW devoted a broadcast (and several rebroadcasts) to this annual ceremony, honoring ten outstanding teachers from schools throughout the Chicago area. In addition to a trophy and valuable prizes (including an Apple computer and a sabbatical), each teacher was featured in an interstitial which included revealing footage shot at the school and heartwarming testimonials from students and parents. This year, the awards were given to educators covering kindergarten through the third grade.



Chicago Tonight

WTTW's nightly newsmagazine *Chicago Tonight* was the city's destination for news, analysis, and exclusive election coverage in 2012, and our audience grew as we presented in-depth candidate forums for the contested Congressional races and judgeships for the Illinois Supreme Court and the Cook County Circuit Court, both in the primaries and during the general election. The program continues to provide numerous fellowships and internships for many young aspiring journalists.

In addition to candidate forums and unbiased news analysis, regular features on *Chicago Tonight* include *Cultural Connections*, a weekly local arts segment sponsored by Allstate, and *Scientific Chicago*, made possible by the Elizabeth Morse Genius Trust.

Chicago Tonight's other segments supported unserved or underserved audiences in the community, including stories on such topics as inner city gun violence and crime prevention, urban gardens, immigration reform, LGBT senior housing, racial identity, new mortgage rules to protect consumers, energy conservation, and several episodes dedicated to the high school dropout crisis (part of the *American Graduate: Let's Make It Happen!* initiative), plus other issues of vital interest to Chicago's religious, cultural and ethnic communities.

Chicago Tonight is made possible in part by a variety of corporate supporters, foundations, and individual donors.



WTTW's award-winning nightly newsmagazine *Chicago Tonight*, now in its 29th year on the air, reaches approximately 81,000 nightly viewers across Chicago's diverse communities.





For more than half a century, WTTW, the nation's most-watched public television station, has opened windows to the broader world for every Chicagoan -- from our youngest children to our senior citizens. Through our quality programming and outreach events in underserved areas, we have engaged with countless members of our diverse community to promote literacy for preschoolers, combat childhood obesity, and furnish vital information about the civic and cultural life of our city – always encouraging continuing education as the path to a better life.
