

### Words from the President & CEO:

I was recently interviewed by a young magazine reporter, who boasted about having 500 channels on his cable system. "Doesn't it bother you," he asked, "that public television started the whole quality thing, and now entire cable stations are copying you - like the History Channel, Animal Planet, A&E and the Food Network?" I had to smile; after all, "imitation is the sincerest form of flattery." While I appreciate that there is high-level programming on cable, I still believe that WTTW11 and PBS do it better than anyone else. Rich storytelling, excellent production values and an aspirational spirit are consistently reflected in programs like *Frontline, Chicago Tonight, American Experience, Nova, Soundstage* – all programs that enrich our lives. All in one place.

They also say "necessity is the mother of invention." That rings especially true for us. 2003 was an exceptionally challenging economic year, not only for WTTW11 and 98.7WFMT but for public television and classical radio stations across the country. Interestingly enough, cutting back on expenses, tightening our belt and cutting costs inspired our staff to ramp up and create award-winning television and radio programming using fewer resources and more creative ingenuity.

It has also been a very challenging and exciting technical year. As you know, the U.S. federal government mandated that we convert from an analog to a digital signal by 2003. In the tradition of our nearly 50-year heritage of technical innovation, WTTW11 and our engineering staff rose to the occasion by converting to digital by April of 2002. In fact, for those of you who have high-def televisions, this January we launched Chicago's only 24-hour digital program schedule.

Network Chicago, our multi-media concept, remains a critical component of positioning us for the future. We are finding ways to extend content across many platforms and, most importantly, into our community. Our locally produced programming has generated a wider and more diverse audience over the past year. *Chicago Tonight*'s audience has doubled over the last year and our ratings are up in primetime 22% – unique among public television stations nationwide.

On the radio side, 98.7WFMT is enjoying the highest ratings in its 53-year history. While remaining committed to our core classical programming, we are attracting a broader audience with new programming, including *Exploring Music with Bill McGlaughlin* and in-studio performances by up-and-coming young musicians.

We are striving to enhance the value of our program content so it can have a greater impact on the lives of our viewers and listeners. Examples include a partnership with the Adler Planetarium to provide a forum to discuss the String Theory (recently featured on *Nova*), a sold-out "Taste of Check, Please!" event, 98.7WFMT's "*Midnight Special*" 50th Anniversary celebration at the Old Town School of Folk Music, WTTW Kids Night at the Chicago Children's Museum, and countless Ready To Learn workshops, where we teach preschool educators, caregivers and parents how to encourage reading to our youngest viewers, and distribute 300 books to early readers each month through our "First Book" program.

WTTW11 is proud of its tradition of providing a safe haven for our children. Half of our broadcast day is devoted to children's programming during a time in our society when parents need it the most.

For those of you who have continued to support us, I can never thank you enough. We have always depended on our members, donors, sponsors and dedicated Board of Trustees to sustain the best programming television and radio has to offer.

We want to be there for you now – and for the next 50 years.

Sincerely,

Daniel J. Schmidt President & CEO



**Network Chicago Core Services** 

### WTTW11 Public Television

Now in its fifth decade, WTTW11 reaches four million viewers a month and enjoys the largest public television audience in the nation. With a strong combination of national and local productions, WTTW11 offers a range of quality programming in the performing and fine arts, nature, science, and public affairs, as well as a rich children's schedule.

# 98.7WFMT: Chicago's Classical Experience

More than fifty years after its inception in 1951, 98.7WFMT continues its dedication to its audience and the arts by providing the best and widest selection of classical music and fine arts programming heard on any radio station in Chicago — or anywhere in the country. While other classical music broadcasters are fast disappearing, 98.7WFMT is enjoying the largest audience and highest ratings in its history.

# **Network Chicago Events**

Network Chicago outreach events were designed to reinforce our core values: to engage the community and create events valuable to children and families. This year, more than ever before, we took our brightest stars from WTTW11 off the screen and into the lives of our viewers. Chief among these initiatives is Ready to Learn, the PBS-sponsored children's literacy program, which this year provided workshops, books and other materials to numerous parents, childcare professionals and educators, and more than 3,000 of our youngest viewers.

# networkchicago.com

More than 14.5 million pages were viewed on our websites, WTTW.com and WFMT.com, over the past year. Beyond serving as a resource for our TV and radio listings, the sites continue to help our members become connected to people, places and things in Chicago. The WTTW website received national PBS recognition this year. PBS featured *Money Farm* as "Site of the Week" for its content that teaches children the value of money and tests their knowledge through interactive quizzes.



Marty Kohr, advertising executive. Favorite program: Chicago Tonight



### WTTW11 Public Television / 2003 Highlights

- $\Sigma$  WTTW11 is the only public television station in America that increased its primetime audience by 22%.
- $\Sigma$  The expanded *Chicago Tonight* is reaching a broader and more diverse audience. We have doubled the audience by 50% in one year.
- $\Sigma$  WTTW11 continues to build alliances with other cultural institutions, including the Field Museum, Adler Planetarium and more, to share inspiring and educational content.
- $\Sigma$  Ready To Learn, our preschool literacy program, has conducted more than 50 workshops in our community all of which have enriched the lives of thousands of parents, teachers, childcare providers, and most importantly children.
- $\Sigma$  Over the past year, WTTW11 and 98.7WFMT have created events that further connect you to our organization and the world of Chicago. The monthly *Network Chicago Guide* and networkchicago.com give you a sneak peek at these wonderful concerts, events and experiences.
- ∑ New programs have targeted both younger and existing WTTW11 audiences *Check, Please!*, a highly rated restaurant review program, *Sound Opinions*, a rock music review show, and *Soundstage*, a national high-def PBS concert series.

- $\Sigma$  We succeeded in attracting that coveted 25-49 demographic (especially difficult for public television).
- $\Sigma$  WTTW11 became the leading producer of more local programming than any other public television station and possibly commercial station in the country.

### **Awards**

# CHICAGO MIDWEST/REGIONAL EMMY AWARDS

∑ • Chicago Stories: Angels Too Soon

Outstanding Documentary Program of Historic Significance

 $\Sigma$  • Check, Please!

Outstanding Conversation Program Series

 $\Sigma$  • alt.news 26:46

Outstanding Magazine Program Series

Outstanding Individual Achievement Off Camera – Editing/Non-News

- ∑ *alt.news* 26:46: *Palme d'Porn* Otto Arsenault and Michael Cioni Outstanding Individual Achievement Off Camera Writing/Non-News
- $\Sigma$  Writing Composite Jay T. Smith

### PETER LISAGOR AWARDS

∑ • Chicago Tonight: The Choice for Governor

Outstanding In-Depth Reporting

∑ • Chicago Stories: Chicago's Harlem Globetrotters

Outstanding Reporting or Commentary

### COLUMBUS INTERNATIONAL FILM FESTIVAL

∑ • Chicago Stories: Chicago's Harlem Globetrotters

Bronze Plaque

 $\Sigma$  • Chicago Stories: Softball Stories

Honorable Mention

# COMMUNITY MEDIA WORKSHOP/2003 STUDS TERKEL AWARD

 $\Sigma$  • Phil Ponce



Keith Robinson, high-school English teacher. Favorite program: Check, Please!



Clockwise from upper left: Flutist and composer Nicole Mitchell, Phil Ponce, Bob Sirott, Fawn Ring, cameraman Tom Siegel, Alpana Singh, Joel Weisman

### WTTW11 Local Productions and Co-Productions

## **Artbeat Chicago**

Now in its eighth season, hosts Fawn Ring and Phil Ponce and their team of correspondents showcase Chicago's rich and diverse visual and performing arts scene.

### **Arts Across Illinois**

Hosted by Bob Sirott, this series, made possible by the Illinois Arts Council, showcases diverse artistic talent from across the state.

### Check, Please!

This Emmy-winning local restaurant review program began its third season with an exciting new host: master sommelier Alpana Singh of Chicago's Everest.

# **Chicago Stories**

This critically acclaimed Emmy award-winning documentary series tells the inside stories of Chicago's most fascinating people, places and events – past and present.

# **Chicago Tonight**

WTTW11's flagship nightly news analysis and multi-topic magazine program is hosted by Bob Sirott with news analysis by Phil Ponce.

# **Chicago Tonight: The Week in Review**

Local writers, reporters and broadcasters recap the most significant stories of the week in a high-energy roundtable discussion hosted by Joel Weisman.

# **Chicago Tonight: The Friday Night Show**

Each week, in this lively one-on-one interview series, Bob Sirott engages a different Chicago personality in a free-wheeling conversation.

# **Chicago's North Shore**

Producer Geoffrey Baer takes viewers on a journey through the fascinating history and geography of Chicago's North Shore communities.

# The Golden Apple Awards For Excellence in Teaching

This year's 18th annual ceremony honored ten outstanding Chicago elementary school teachers.

# **High School Basketball Championships**

WTTW11 provides live coverage of the Chicago Public League High School boys' basketball championships, with play-by-play commentary by veteran sports reporter and *Chicago Tonight* Executive Producer Mike Leiderman.

### Illinois Lawmakers

Respected political analyst Bruce DuMont hosts this in-depth examination of issues under consideration in the Illinois General Assembly.

# **Image Union**

The longest-running program of its kind in America, WTTW11's showcase for award-winning documentaries and short films is in its 26th season this year.

# **Money Farm**

These short interstitials teach children fundamental lessons in managing money in a fun and engaging way.

# **Network Chicago Presents**

Now in its fourth season, this performance series showcases Chicago's most treasured cultural institutions, including the Chicago Symphony Singers, and the Chicago Symphony Orchestra performing *Symphony Fantastique* at Ravinia.

# One Dog at a Time with Dennis Hill

A co-production with Thea Flaum Productions, this pledge special features well-known dog obedience expert Dennis Hill demonstrating amazing and instantaneously effective training techniques.

### **The Rivals**

Moderated by Bob Sirott, this special panel discussion program features retired sportswriter Bill Gleason, several former Bears and Packers and neverbefore-seen film footage of legendary Packers coach Vince Lombardi, Mike Ditka and George "Papa Bear" Halas.

# **Sound Opinions**

As on their popular radio program, Greg Kot and Jim DeRogatis, the rock music critics from the *Chicago Tribune* and the *Chicago Sun-Times*, sound off on the music releases of the week on this weekly program, taped in our studios.

# Wild Chicago

Now in its 15th year, host Will Clinger and his Wild Correspondents explore the offbeat, strange and just-plain-weird in Chicago and beyond.



Clockwise from upper left: Russell Crowe, Burt Bacharach with Ron Isley, Cyndi Lauper, Lindsay Buckingham, Adam Duritz, Sheryl Crow perform on Soundstage





American Experience: Chicago - City of the Century

Chef Rick Bayless

### **WTTW National Productions**

# American Experience: Chicago – City of the Century

WTTW11 collaborated with WGBH in Boston to present this fascinating three-part documentary on the history of Chicago, based on Donald Miller's best-selling book.

# **Belonging: The Search for Acceptance**

This documentary is a thought-provoking examination of our need to be accepted, to be loved and to participate meaningfully in the lives of others.

## **Hidden Heroes**

Dutch Jews recall the terrifying ordeal they experienced at the hands of the Nazis, and the daring accounts of those "hidden heroes" who risked their lives to save them.

# In a Just World: Contraception, Abortion and World Religion

This new documentary explores how reproductive rights are interpreted in the teachings and texts of the world's major religions.

# Journey of the Heart: The Life of Henri Nouwen

Narrated by Susan Sarandon, this is a one-hour biography of the complex and compassionate author and man of faith who emerged at the close of the 20th century to shape modern spirituality.

# The McLaughlin Group

Host John McLaughlin and his panel tackle topics of interest in the political, social and economic arenas. *John McLaughlin's One on One* provides a forum for prominent newsmakers to go "one-on-one" with McLaughlin.

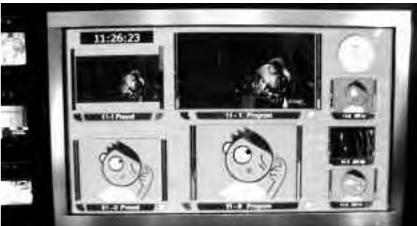
# **MEXICO - One Plate at a Time with Rick Bayless**

Renowned local chef Rick Bayless turns up the heat on the third season of this popular cooking series, celebrating traditional and contemporary Mexican cuisine.

# Soundstage

WTTW11's national music series, shot in high-definition in our own Grainger Studio with an impressive list of musical guests, including Tom Petty & the Heartbreakers, Sheryl Crow, Fleetwood Mac and many others. We also produced this year's Farm Aid concert, which enjoyed high ratings on Thanksgiving night.







# The WTTW Digital Broadcast Operations Center

WTTW11 has a long tradition of accomplishing technological "firsts" – including the invention of TV stereo sound and the first program shot in high-definition. This year our engineering staff, led by Jerry Hanna and Fred Engel, revolutionized our entire broadcast operation with the creation of our new high-definition Digital Broadcast Operations Center.

The federally mandated conversion from analog to digital broadcasting not only placed a huge financial burden on us, but a cultural one as well. Our staff met these challenges head on, installing and utilizing complex hardware and software. The new systems allow our engineers to input program information, tune satellite receivers, start recordings on video servers and do the actual switching of WTTW's multiple programs.

On January 1, 2004, WTTW11 was the first television station in Chicago to launch a digital channel with high-definition programming that does not duplicate the regular analog schedule. The WTTWDigital high-definition programming is also available on cable TV stations in the Chicagoland area.

# **PBS Signature Series**

WTTW11 continues to present the best that PBS has to offer, including director Martin Scorcese's seven-part miniseries *The Blues*, Ken Burns' multi-part look at *The West*, the *NewsHour with Jim Lehrer*, *ExxonMobil Masterpiece Theatre's Doctor Zhivago* and *The Forsyte Saga*, *Nova*, *Antiques Roadshow*, *Frontline* and much more.

### **PBS Kids**

With new episodes of *Arthur* and *Dragon Tales* and a new series, *Boombah*, by the producers of *Teletubbies*, WTTW11's commitment to children remains steadfast, with more than half of our broadcast day devoted to kids. WTTW11 provides a safe haven for your children when you need one most. And that commitment is rewarded: in Chicago, WTTW11 is the most-watched television station by children age 2-11.



José Dutra, head and neck surgeon. Favorite program: Nova



# **Broadcast Map**

Every month, WTTW11 reaches more than four million viewers in four states: Illinois, Michigan, Indiana and Wisconsin. Nearly 85% of Chicago households tune in to Channel 11 at least once a month.

98.7WFMT serves more than 1.3 million monthly listeners in its four-state broadcast range, through the Internet, and as the largest FM cable superstation in the country.

## 98.7WFMT: Chicago's Classical Experience

# 2003 Highlights:

Through the WFMT Radio Network, the station broadcasts major symphony orchestra concerts, grand opera, drama, mainstream jazz, folk music and news to over 650 outlets in the U. S. and around the world.

### **98.7WFMT Productions:**

- Chicago Symphony Retrospective with Don Tait
- Critical Thinking with Andrew Patner
- Dame Myra Hess Memorial Concerts
- Exploring Music with Bill McGlaughlin
- Folkstage
- From the Recording Horn with Andy Karzas
- Impromptu (from the Fay and Daniel Levin Performance Studio)
- Jazz from Lincoln Center with Ed Bradley
- Leonard Bernstein: An American Life (in production)
- The Midnight Special with Rich Warren
- The New York Philharmonic Live

### **Awards**

# AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

• Deems Taylor Award for Excellence in Radio Broadcasting: Steve Robinson, Senior Vice President of Radio

### PETER LISAGOR AWARD

• The Making of Princess Magogo Outstanding Reporting or Commentary, Radio



Clockwise from upper left: CSO violist Yukiko Ogura, 98.7WFMT announcer Lisa Flynn, professional clarinetist Anthony McGill

### networkchicago.com

More than 14.5 million pages were viewed on our web sites, WTTW.com and WFMT.com, over the past year. Beyond serving as a resource for our TV and radio listings, the sites continue to be a place for our members to become connected to the people, places and things to do in Chicago.

# 2003 Highlights:

- $\Sigma$  The WTTW11 website received national PBS recognition this year. PBS featured *Money Farm* as "Site of the Week" for its content that teaches children the value of money and tests their knowledge through interactive quizzes.
- $\Sigma$  A revamped web site that communicates better visually, as well as functionally, by using a simpler design and more intuitive language.
- $\Sigma$  Upgraded e-commerce sites to meet the "on-demand" needs of our listeners and viewers. ShopWTTW, a new site featuring our local merchandise, was launched in October.
- $\Sigma$  New "Local Window" program sites that deepen our viewers' connection to WTTW11 were developed through a new initiative with PBS. The sites highlight our unique Chicago content while taking full advantage of the award-winning content created for stations by PBS.
- $\Sigma$  Expanded e-communications with 2,700 98.7WFMT listeners and 3,100 WTTW11 viewers. Recipients now receive special offers and invitations to exclusive events.
- ∑ In 2004, we will begin streaming Candidate Free Time, the Chicago Matters series and Chicago Tonight on our website.

# **Network Chicago Events**

Network Chicago Events were designed to reinforce our core values: to engage the community and create events valuable to children and families. This year, more than ever before, we took our brightest stars from WTTW11 off the screen and into the lives of our viewers through live appearances at community events.

# 2003 Highlights:

- $\Sigma$  A special event in partnership with the Adler Planetarium to promote the popular science series *Nova* and its miniseries, *The Elegant Universe*.
- $\Sigma$  Martin Scorcese's *The Blues* series received a special sneak preview at the House of Blues in Chicago, attended by 200 members.
- $\Sigma$  Ready to Learn: Our children's literacy program was a great success, distributing 300 books monthly along with other literacy materials to children at workshops and special events held throughout our viewing area. In 2003, these workshops and storytelling events reached more than 3,500 area childcare professionals, educators, parents and their children.









Clockwise from upper left:

Marion Lloyd (right) has a painting appraised by Debra Force on the Chicago edition of Antiques Roadshow; Ready to Learn's Carmen Schmidt shares a story; two guests attend a special screening of Martin Scorcese's The Blues at Chicago's House of Blues; Zoom star Caroline delights 400 kids in our studio; Dan Schmidt (left) with Illinois Arts Council Acting Director Richard Carlson at the taping of Arts Across Illinois: CenterStage; Paul Knappenberger, Dan Schmidt, program host and scientist Brian Greene, and Suzann and Gary Brinson at the Nova: The Elegant Universe reception at the Adler Planetarium.



# **Chicago Production Center: A Full-Service Facility**

The Chicago Production Center is one of the Midwest's most significant television production facilities, producing numerous award-winning national programs. It is comprised of four major soundstages, including the 10,000-foot Grainger Studio.

The Center has been the home of a wide variety of syndicated series, network series and specials – including talk shows, live concerts and "how to" series. Our studios also serve as locations for national commercials, infomercials, corporate videos and teleconferences.

Production partners include A.T. Kearney, Bucktown Pictures, Lyric Opera of Chicago, Sony Electronics, NBC Productions, the Fan's Choice Awards, the BBC, the NAACP-sponsored senatorial debate, FOX Sports, Laugh-It-Off Productions, CBS and more. Our most recent production in Grainger Studio is the national music series *Soundstage*, featuring a wide variety of musical performers, including Sheryl Crow, Peter Cetera, Tom Petty & the Heartbreakers, Cyndi Lauper and many more.



Stacey Freel, attorney, and Steve Jankelow, car dealership CEO. Favorite program: Soundstage



Clockwise from upper left:
Josephine Minow, Mayari Pritzker, Newton Minow and Robert Pritzker at a reception celebrating the premiere of the American Experience mini-series, Chicago: City of the Century; Bruce and Diana Rauner; Producer and Writer Geoffrey Baer shares some behind-the-scenes stories from the making of Chicago's North Shore at an event hosted by Robin and Richard Colburn; Chicago Historical Society President Lonnie Bunch, Chicago: City of the Century author Donald Miller and Dan Schmidt; Jack Guthman and Board of Trustees Chairman Sandra Guthman at the Chicago: City of the Century event; Roger and Joanne Plummer at the Chicago's North Shore event.

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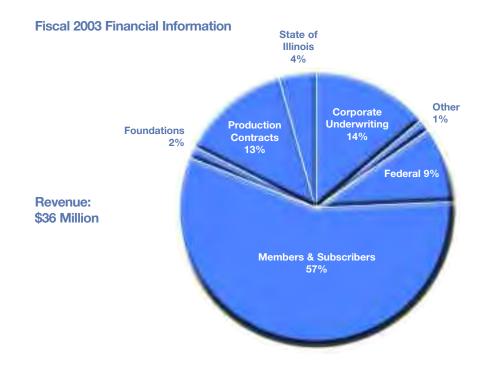
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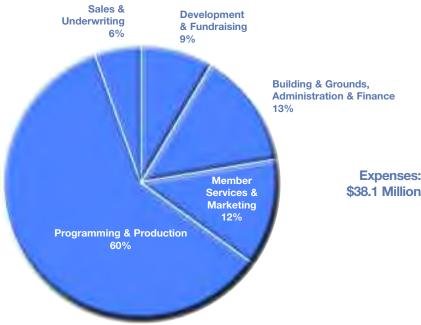
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