



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"We try to go to at least 5 WTTW Kids Great Food Fan Van events a year. They are always entertaining, and I get more information about good nutrition every time my girls and I go. It is so nice to know that we can count on something like this in our community."

--May, mother of 2

For almost 60 years, WTTW has provided distinctive programming that informs, inspires, educates, and entertains, and is one of the most-watched public television stations 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 and online at wttw.com.

LOCAL VALUE

WTTW serves a vital role in the four-state area it serves: 1.8 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 HD channel; our WTTW Prime channel; V-me, our Spanish-language channel; WTTW Create/WORLD, our "how-to" and international channel, and at wttw.com, via our video [portal](#). Our [children's programming](#) is the most watched of any network by children aged 2-11 in Chicago.

2013 KEY SERVICES

In 2013, WTTW provided these key local programs and services to the communities it serves:

- [WTTW Readers are Leaders Tour](#)
- [WTTW Kids Great Food Fan Van](#)
- [The Grandparent Connection](#)
- [WTTW Kids Fun and Run](#)
- [The Golden Apple Awards for Excellence in Teaching](#)
- [Chicago Time Machine](#) and other screening events
- [Chicago Tonight](#) -- our nightly newsmagazine offering a wide-ranging array of engaging segments of vital interest to our diverse community. Content can be enjoyed both on television and [online](#), where viewers can access an extensive video archive, blogs, and much more.

LOCAL IMPACT

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

Thousands of adults, children, parents, seniors, and caregivers were directly impacted by our public outreach [events](#), which promoted healthy eating, exercise, literacy, school readiness, the value of higher education, family connections, an informed citizenry, and enhanced knowledge of, and an appreciation for, the city in which we live and work. The community was kept engaged and informed on wttw.com, on [Facebook](#), and on [Twitter](#).

WTTW Kids Readers are Leaders Tour

In 2013, the *WTTW Kids Readers are Leaders* program educated more children and visited more venues than ever before. In our six-year history, we have entertained and educated over 30,000 children between the ages of 3 and 8, many of them in under-served areas of Chicago where educational materials are scarce. The goal is to reach children during their formative years to instill a drive and desire to learn. Every event comprises of adult and child movement, exciting dialogic reading exercises, and interactive games to create excitement about reading, good nutrition, and an awareness of the body-mind connection. At the conclusion of each performance, along with a free book from the Great Books Foundation, WTTW gives every child special learning materials, resources for parents and caregivers, and gift certificates for complementary fruits and vegetables from our presenting partner, ALDI.



WTTW Kids Great Food Fan Van

2013 marked the 6th anniversary season of the *WTTW Kids Great Food Fan Van* program which educates and entertains thousands of children, parents, grandparents, and caregivers throughout seven counties in Chicagoland. Taking place each year between May and September, this program continually delivers nutritional guidance in a fun, interactive, two-hour performance that takes place inside a *WTTW Kids* "village" constructed in front of major grocery stores. Every event comprises of healthy food education and sampling, stretching exercises, singing, dancing, educational games, and one-on-one health guidance. The goal of the *WTTW Kids Great Food Fan Van* program is to combat childhood obesity through fun and education, one family at a time. The nutritional guidance that is provided is reinforced by the healthy food samples that are provided by our generous partners.



The Grandparent Connection

Building upon the goals to further engage the senior community in Chicagoland, *The Grandparent Connection* is a program created and designed to specifically enrich the lives of senior citizens by providing direct connection to youth. The program uses community engagement to connect seniors and children, allowing each to share stories and valuable time together. Studies have shown that a grandparent connection can improve the lives of seniors exponentially, and the involvement of a grandparent has been shown to lead to better-adjusted, mentally healthier teens. *The Grandparent Connection* provides an important link between these two generations. Events take place at senior living communities throughout Chicagoland,



WTTW Kids Fun and Run 2013

Almost 4,000 children and their families celebrated the 10th annual WTTW Kids Fun and Run in Lincoln Park in August 2013. 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, including special appearances by Cookie Monster and Maria from *Sesame Street*, 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 sponsors and supporters 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!

Our *American Graduate* [website](#) was expanded to include additional community resources, content, and better showcase the PSAs that were created by WTTW, *Chicago Tonight* and our youth production partners, Free Spirit Media, to be broadcast in station breaks throughout the year. WTTW participated in the national *American Graduate Day*, providing three inserts which aired throughout the day. We also hosted public events around *Independent Lens: The Graduates/Los Graduados*, and a town hall-style *Chicago Tonight American Graduate Special*, with a studio audience of more than 150 students, educators, and representatives from the city's non-profit organizations – a description is available [here](#). Finally, WTTW organized another community conversation at our studios to help inform the final content of the special.



Golden Apple Awards for Excellence in Teaching 2013

For the 28th 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 show, taped at our studios, featured the best high school teachers from the city and surrounding suburbs.



Chicago Time Machine

Geoffrey Baer's latest local history special, *Chicago Time Machine*, took viewers back in time to a wide variety of locations across the Chicago metropolitan area, aided by a mysterious antique gadget he found at an outdoor flea market. This mechanical oddity featured a large picture window through which Geoffrey was able to observe layers of lost history in present-day locations. A community screening was held, and a robust companion [website](#) was developed where viewers are able to learn more about their city via a variety of special interactive features and additional content.



Screening Events

Public screenings in connection with our programming were held throughout the year, including events surrounding *MAKERS: Women Who Make America*, our national production [10 Buildings That Changed America](#), an event with the Kratt Brothers at Brookfield Zoo, several events during Hispanic Heritage Month promoting the *Latino Americans* series, at universities in the area and at the Instituto Cervantes of Chicago. We also organized a meet-and-greet with the host and correspondents of *Chicago Tonight*, and luncheon events/book signings featuring *David Pogue* of *NOVA's Making Stuff II*, *Neil Shubin* of [Scientific Chicago](#), and *Masterpiece* Executive Producer *Rebecca Eaton*. In addition, we held an African American History Educator event in conjunction with *African Americans: Many Rivers to Cross* and [DuSable to Obama: Chicago's Black Metropolis](#).





Chicago Tonight

WTTW's venerable nightly newsmagazine [*Chicago Tonight*](#) was the city's destination for up-to-the-minute reporting on a wide variety of issues of vital interest to our diverse local community. The production continues to provide numerous fellowships and internships for many young aspiring journalists.

In addition to unbiased news reporting and analysis from top flight journalists, 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 "concealed carry" gun laws, early education in the Latino community, suburban poverty, juvenile detention, public transit issues, fracking, Chicago school closings, emergency service response times, childhood obesity, and much more. Several episodes and a "town hall" were dedicated to the high school dropout crisis (part of the *American Graduate: Let's Make It Happen!* initiative), plus many other stories relevant to Chicago's religious, cultural and ethnic communities.

The program's content-rich and mobile-optimized [website](#) includes extensive video, blogs, special features, and other supplemental materials.

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



Carol Marin and Phil Ponce

WTTW's award-winning nightly newsmagazine *Chicago Tonight*, now in its 30th year on the air, reaches approximately 76,000 nightly viewers across Chicago's diverse communities.



*Chicago Tonight's
American Graduate Town Hall*



2013 LOCAL CONTENT AND SERVICE REPORT SUMMARY

WTTW is the Midwest's premier public media organization, committed to creating and presenting unique television and digital media content. We are dedicated to bringing Chicago and the world together to explore the arts, sciences, humanities, and public affairs across four distinct television channels – WTTW11, WTTW Prime, the Spanish-language channel WTTW V-me, and WTTW Create/WTTW WORLD, and on wttw.com, where visitors can connect with others in the community and access a full library of local and national video content for kids and adults, interactive features, event and membership opportunities, and robust microsites and blogs dedicated to WTTW series and specials. Each week, WTTW reaches an audience of 1.8 million households over a four-state area, making it one of the most-watched public television stations in America.

Through our quality programming and community outreach initiatives in underserved areas, we have engaged with countless members of our diverse community to promote literacy for preschoolers, combat childhood obesity, boost the high school graduation rate, and furnish vital information about the civic and cultural life of our city and beyond – always encouraging continuing education as the path to a better life.
