



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I like the Great Food Fan Van program because of the stories – you keep it entertaining. It's good to see kids get involved, not just sit there. I like the whole notion."*

**-- Freddie Andriano, father of two,  
Chicago**

*"I thought it was fun because we got to play games. We got to meet some of the seniors and they were nice. A lot of the kids liked the singing and dancing. I would like to go back again."*

**-- Connor W., 3rd grader,  
St. Mary's School, Riverside**

WTTW, which marked 61 years on the air in 2016, provides 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](http://wttw.com).

### LOCAL VALUE

WTTW serves a vital role in the four-state area it serves: almost two 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; WTTW PBS Kids 24/7; WTTW Create/WORLD, our "how-to" and international channel, and at [wttw.com](http://wttw.com), via our video portal. Our [children's programming](#) reaches almost 90 percent of households with children across our region.

### 2016 KEY SERVICES

In 2016, 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](#)
- [American Graduate: Let's Make it Happen!](#)
- [Golden Apple Awards for Excellence in Teaching 2016](#)
- Monthly public screening events and panel discussions at the Chicago Cultural Center for *Independent Lens* programs and other films.
- [Chicago Tonight](#) – WTTW's nightly newsmagazine focused on a wide variety of issues relevant to our diverse community. Content can be accessed on television and on the [website](#), which includes a comprehensive video archive, blogs, infographics, and many other web-exclusive features.

### 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](http://wttw.com), on [Facebook](#), and on [Twitter](#).

### ***WTTW Kids Readers are Leaders Tour***

In 2016, the WTTW Kids Readers are Leaders program educated more children, parents, grandparents and caregivers than ever before. This literacy outreach program was designed to reach children between the ages of 3 and 8, many of whom live in under-served areas of Chicago where educational materials are scarce. WTTW engaged audiences at more than 35 Readers are Leaders events, which this year included performances at the Evanston Lit Fest, Printer's Row Lit Fest, and the 57<sup>th</sup> Street Book Fair. Every child who attended a WTTW Kids Readers are Leaders event received a special WTTW Kids goody bag with learning materials, offers from supporters, a special gift certificate for complimentary produce at ALDI, and a brand new book.



### ***WTTW Kids Great Food Fan Van***

For eight years, the WTTW Kids Great Food Fan Van program has educated and entertained thousands of children, parents, grandparents, and caregivers throughout seven Chicagoland counties at grocery stores including Whole Foods Market, Jewel-Osco, Mariano's, Brookhaven Marketplace, Sunset Foods, Ultra Foods, and Strack & Van Til. This year, even more retail partners jumped on board, including Pete's Fresh Market, Fresh Thyme Farmer's Market, and Caputo's. Every Great Food Fan Van event included healthy food education and sampling, stretching exercises, singing, dancing, educational games, and one-on-one health guidance, and a visit with PBS Kids' character Arthur inside the store at the end of each event.



### ***The Grandparent Connection***

This was year three of The Grandparent Connection outreach program, which brought children between the ages of 7 and 9 from a nearby school or day-camp together with seniors inside a senior living community. During each hour-long program, WTTW integrated stretching and movement activities, collaborative storytelling, lessons about nutritious eating and healthy habits, interactive sing-alongs, and fun games that helped to enhance literacy skills in both age groups. These interactions reduced isolation, connected seniors to their community, and provided positive stimulation for those suffering from dementia and other cognitive impairments. Averaging more than 50 senior attendees per event, the program served more than 300 seniors this year, and more than 450 students.





## ***American Graduate: Let's Make It Happen!***

WTTW's *American Graduate* initiative has continued to raise awareness of the high school dropout crisis in Chicago across a variety of platforms. This year, WTTW partnered with the Institute for Juvenile Research at University of Illinois Chicago to develop the *Graduation Starts Now* campaign, highlighting positive things that parents and caregivers can do in the early years to keep kids on track to high school graduation and future success. 12 public service announcements were produced along with additional research-based resources that were distributed at conferences and community events throughout the year. WTTW also participated in the all-day national *American Graduate Day* broadcast, providing 13 locally produced interviews and packages recognizing organizations and individuals who provide services and resources.



## ***Golden Apple Awards for Excellence in Teaching 2016***

For the 31st consecutive year, in September WTTW produced and aired this annual awards 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 WTTW's Grainger Studio and hosted by Brandis Friedman, featured the best high school teachers (and one school principal) from the city and surrounding suburbs.



## ***Public Screenings and Special Events***

WTTW hosted public events in connection with our content throughout the year. Among these were monthly *Independent Lens* community screenings at the Chicago Cultural Center, part of a partnership with ITVS, many of which included panel discussions. There were also author luncheons at the Union League Club, and several public screening events, including an emotional *Downton Abbey* series finale party and screening and a *10 that Changed* preview event at the Chicago History Museum, and a tour of the station with children from the Off the Street Club. The animated character Nature Cat interacted with children throughout the city. Representatives from WTTW hosted *On the Table* events, part of the Chicago Community Trust's initiative to bring groups together for constructive discourse.



## Chicago Tonight

WTTW's long-running 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 timely and relevant stories -- on-air and online -- about education, business, culture, local sports, science and technology, health, and more. In 2016, in the interest of fostering an informed citizenry, the program provided extensive coverage of the primary and general elections for U.S. Congress and Senate, State's Attorney, and other local offices. This included extensive web exclusives, free digital exposure on *Chicago Tonight's* website given to candidates, and live candidate forums.

Many of *Chicago Tonight's* other **2016 segments** supported unserved or underserved audiences in the community, including stories on such topics as gun violence (including the nationally reported Laquan McDonald case), the state budget crisis including how it affected public schools and social service agencies, combatting the emerald ash borer and Asian carp in Lake Michigan, urban coyotes, the city's various Shakespeare 400 celebrations, and numerous stories surrounding the Lucas Museum controversy, among many others across the spectrum of topics of vital interest to our diverse community.

*Chicago Tonight* is made possible in part by contributions from viewers, corporate supporters, foundations, and individual donors.



In November 2016, *Chicago Tonight* correspondent Eddie Arruza moderated a discussion with Congressional candidates Bruce Dold and Brad Schneider in advance of the general election.

**WTTW's award-winning nightly newsmagazine *Chicago Tonight* continued to serve our diverse community in 2016, reaching approximately 190,000 weekly viewers across the region.**

**The program's content-rich and mobile-optimized website, at [wttw.com/chicagotonight](http://wttw.com/chicagotonight), included extensive video, blogs, special features, and other exclusive supplementary materials.**



## 2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY

**WTTW is one of the country's premier public media organizations, 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, WTTW PBS Kids 24/7, 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 almost two 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.**