

2018

wttw

## Local Content and Service Report to the Community



WTTW, which marked 63 years on the air in 2018, is the PBS member station in Chicago, committed to creating and presenting unique media content across distinct television and digital channels – WTTW11, WTTW Prime, WTTW Create/WTTW World, WTTW PBS Kids 24/7, wttw.com, and the PBS/WTTW video app. Recognized for award-winning journalism and local productions such as *Chicago Tonight* (which is also live-streamed nightly on WTTW’s Facebook page and YouTube channel), *Chicago River Tour*, *Check, Please!*, the digital-first series *Chefs Off the Clock*, and national productions *10 that Changed America* and *Nature Cat*, WTTW presents the very best in public affairs, arts and culture, nature and science, history and documentary, and children’s public media content. Connect with WTTW on Facebook, Twitter, and YouTube.

## Local Value

WTTW serves a vital role in the four-state area it serves: almost one 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: WTTW11 HD; WTTW Prime; WTTW PBS Kids 24/7; WTTW Create/WORLD, and at wttw.com. Our children's programming reaches almost 90 percent of households with children across our region.



## 2018 Key Services

In 2018, WTTW provided these key local programs and services to the communities it serves:

- **WTTW Kids BIG IDEA Tour**
- **WTTW Kids Fun Food Fest**
- **WTTW Kids Grandparent Connection**
- **Nature Cat Community Engagement Events**
- **Golden Apple Awards for Excellence in Teaching 2018**
- **Special Events, Public Screenings, and Panel Discussions**
- **Chicago Tonight/WTTW News**

## Local Impact

WTTW's array of local services had a substantial impact on on-air and digital audiences and engagement participants across the Chicago area.

Thousands of adults, children, parents, seniors, and caregivers were directly impacted by our public engagement 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 rich and diverse community in which we live and work. Audiences were engaged and informed on wttw.com, Facebook, YouTube, Twitter, and Instagram.



WTTW Kids BIG IDEA Tour



WTTW Kids Fun Food Fest

### WTTW Kids BIG IDEA Traveling Lab

In 2018, the WTTW Kids BIG IDEA Traveling Lab visited 34 communities across the Chicagoland area and surrounding suburbs, performing shows at libraries, schools, park districts, shopping centers, festivals and large specialty expos. The interactive performance encouraged kids 2-7 to critically think about lessons from PBS Kids' most popular shows, interact with the "lab guys," and experiment with STEM concepts on their own at home. Venues included Ford City Mall, Lowe Park, Chicago Parent Special Needs Festival, Stratford Square, Girl Scouts STEMpalooza, Plainfield Public Library, Hawthorn Mall, Lincolnwood Town Center, Chicago Toy and Game Fair, Special Olympics of Illinois Annual Plane Pull, and many more.

### WTTW Kids Fun Food Fest

In 2018, the WTTW Kids Fun Food Fest debuted to a warm welcome from fans. The revitalized engagement program encourages kids to create lifelong healthy habits by following along with our host and guitarist in song, dance and activities inspired by their favorite PBS Kids shows. The performance engages kids to explore themes such as dietary health, physical health, recycling, math, and more. The Fun Food Fests took place at Angelo Caputo's Fresh Markets, Mariano's, Fresh Thyme, Tony's Fresh Market, Brookhaven Marketplace, Heinen's, Pete's Fresh Market and Meijer locations around the Chicagoland area. Sponsors Organic Valley, Traditional Medicinals, Lifeway Keifer, and Path of Life handed out healthy food and drink samples and engaged with audience members to promote the value of creating lifelong healthy habits for kids.

### WTTW Kids Grandparent Connection

The mission of the WTTW Kids Grandparent Connection program is to help create that spark which gives seniors a deeper sense of fulfillment and children a greater understanding of their elders. This year WTTW Kids worked closely with Chicago Public Schools to identify schools in target neighborhoods that would benefit from the program. Each hour-long event took place at a senior living facility, during which children aged 7-9 from a nearby school took part in minor physical activity and games with their new elderly friends. This interaction gives a further sense of purpose, reduces the likelihood of depression, and aides in cognitive stimulation with the goal of better overall well-being. WTTW Kids Grandparent Connection visited Caledonia House in North Riverside, Sedgebrook Senior Living in Lincolnshire, White Oaks of McHenry and Alden Town Manor, Senior Suites of Gage Park, Aperia Care, and Little Village Nursing & Rehab in Chicago.



WTTW Kids Grandparent Connection



Golden Apple Awards for Excellence in Teaching 2018

### Golden Apple Awards for Excellence in Teaching 2018

For the 33rd consecutive year to stress the importance of education, WTTW produced and presented this annual local awards ceremony, this year honoring ten outstanding pre-kindergarten through third grade 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 a content interstitial which included footage at school and heartwarming testimonials from students and parents. The award show, filmed at WTTW's Grainger Studio and hosted by Brandis Friedman, spotlighted the work of each teacher (and one school principal). The hour-long special aired several times on WTTW and streamed live on Facebook.

### Nature Cat Community Engagement Events

Children and families interacted with the walkaround character Nature Cat at a variety of fun and engaging public events designed to encourage kids to play outdoors and explore the natural world. Two of these were an Earth Day event, *Party for the Planet* at Brookfield Zoo, and *Kids to Parks Day* at the Indiana Dunes. WTTW Chicago is a co-producer of the national kids' series *Nature Cat* with local production company Spiffy Pictures.



Condoleezza Rice and young panelist  
at the *American Creed* event



Illinois gubernatorial candidates J.B. Pritzker and  
Chris Kennedy on *Chicago Tonight*

### Special Events, Public Screenings, and Panel Discussions

WTTW hosted numerous events, screenings, and discussions in connection with local and national content throughout the year. Notable among many others were free monthly community screenings of programs from *Independent Lens*, *POV*, and other content providers with panel discussions at the Chicago Cultural Center – some of the films were created by young local filmmakers. In February, WTTW welcomed former Secretary of State Condoleezza Rice for a screening and panel discussion moderated by WTTW host Brandis Friedman with inner-city youth in connection with the national public media initiative *American Creed*; in April, a screening event for the digital series *Urban Nature* included a Q&A with the producer; and in October, the station held public screenings and panel discussions for *Art & Design in Chicago* and *The Great American Read*. In addition, there were author luncheons at the Union League Club; fun and engaging WTTW Trivia Nights that engaged attendees across a wide age range; and WTTW-hosted *On the Table* events, part of the Chicago Community Trust's city-wide initiative to bring groups of community-minded citizens together for a friendly meal and constructive discourse.

### Chicago Tonight/WTTW News

WTTW's award-winning nightly newsmagazine *Chicago Tonight* and its comprehensive news website WTTW News were the city's go-to sources for up-to-the-minute reporting on a wide variety of issues of vital interest to our diverse local community. In 2018, the program reached almost 400,000 monthly households across the region and garnered more than 3 million website visits. The program continues to provide numerous fellowships and internships for young aspiring journalists. For the 2018 midterms and in advance of the 2019 municipal elections, WTTW presented live candidate forums (also streamed on Facebook and YouTube) and produced two extensive digital voter's guides that provided video of most of the candidates (*Candidate Free Time*), biographical information, images, a searchable map by ward, and more. The WTTW News website, at [wttw.com/news](http://wttw.com/news), features 7-10 news stories daily. The program is streamed live on Facebook and YouTube each evening, making it accessible to an audience far beyond our viewing area.

## 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 month, WTTW reaches a television audience of almost one million weekly households over a four-state area, making it one of the most-watched public television stations in America.

Through WTTW's quality on-air and digital content and community engagement initiatives in underserved areas, we have engaged with members of our diverse community to promote literacy for preschoolers, combat childhood obesity, encourage creativity and curiosity about the world around us, 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.



Nature Cat and friends at Party for the Planet at Brookfield Zoo

*“Thank you so much for today's Grandparent Connection event! Our residents were so appreciative of interacting with the children, and they thought the host was absolutely fantastic! That was extremely fun, and I hope we can do it again soon!”*

**RYAN SPRINGER** – Sedgebrook Senior Living, Lincolnshire, Illinois

*“Loved the WTTW Kids BIG IDEA Traveling Lab! Thank you for coming to Villa Park. “*

**STEPHANIE BRASIE** – Krecji Academy/Little Friends, Inc., Villa Park, Illinois