



# 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I love that WTTW came into my town to present a live program that encourages my kids to have fun while they are learning so they don't even realize that they're doing it!"*

~Carey Tramel, mother of 3 -- Wheaton, IL

For more than 55 years, WTTW has provided distinctive programming that informs, inspires, educates, and entertains, and is the most-watched public television affiliate 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.



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 2011, 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*
- *Two Chicago Tonight mayoral candidate forums, one for high school students*
- *Biking the Boulevards with Geoffrey Baer screening events*
- *DuSable to Obama: Chicago's Black Metropolis screenings and panel discussions*

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.

## *Readers are Leaders*

At its forty events this year, WTTW's *Readers are Leaders* tour traveled more than 7,000 miles and attracted approximately 5,400 kids and their families, with a special focus on communities with fewer educational resources. Each 90-minute show, occurring either after school or in early evening, was focused on children aged 3-8 and employed literacy-oriented games, singalongs and group reading activities to get the kids excited about reading. Each child also took home special learning materials, resources for parents, AND a new educational book – in many cases, the only new book that child had ever received. In fiscal 2011, 12,000 books were distributed, and the initiative marked its 125th event in only four years. Roughly 50 percent of the events took place at Chicago Public Library branches.



## *WTTW Great Food Fan Van*

More than 4,500 children, parents and caregivers attended WTTW Great Food Fan Van events at 30 different sites in the Chicagoland area. This community engagement initiative was designed specifically to encourage lifelong good nutrition and healthy eating habits and combat the problem of childhood obesity in our communities, one family at a time. Each two-hour mini-festival, located in parking lots of Whole Foods, Jewel, Sunset Foods, Brookhaven Marketplace, and Meijer stores, was led by Miss Lori's CAMPUS – a group that playfully interacts with its young audiences around a theme of eating right. The shows were comprised of stretching, dancing, singing, healthy food sampling, contests, and one-on-one guidance. Four events specifically served the needs of those with food allergies.



## *WTTW Kids Fun and Run*

More than 5,000 children and their families celebrated the 7th annual *WTTW Kids Fun and Run* in Lincoln Park in August 2010. 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.



### ***Biking the Boulevards with Geoffrey Baer***

This new local documentary, hosted by Geoffrey Baer, took viewers on a scenic and informative bike tour on Chicago's historic 28-mile boulevard system, pointing out architectural treasures, sharing fascinating anecdotes, and taking viewers into city neighborhoods they might otherwise never have explored. A number of outreach events were held in Chicago's neighborhoods, including a preview screening hosted in partnership with the Active Transportation Alliance, and Q&A sessions with the producers at major bicycle races in the city and suburbs.



### ***DuSable to Obama: Chicago's Black Metropolis***

As a complement to WTTW's successful 2010 documentary *DuSable to Obama: Chicago's Black Metropolis*, a history of the city's African Americans, several community screening events were held. The producers spoke to an audience of 60 at the Mather Lifeway Senior Center in October 2010. During Black History Month in February 2011, several hundred people filled the Claudia Cassidy Theater at the Chicago Cultural Center for a screening of *DuSable to Obama*, followed by a panel discussion that included one of WTTW's co-producers. The event was co-sponsored by DePaul University. Also, WTTW made DVDs of the program available for circulation within branches of the Chicago Public Library and in suburban libraries, particularly in areas with high African American populations.



### ***Out & Proud in Chicago***

WTTW provided substantial facilities and video support to the new *Out in Chicago* exhibit, which opened in May at the Chicago History Museum. The sweeping exhibit traces the history of Chicago's LGBT community, which has been a part of the city for more than 150 years, but for much of that time, often in the shadows. The exhibit incorporated some of the stories explored in the WTTW documentary *Out & Proud in Chicago*. WTTW also produced a segment previewing the new exhibit for *Chicago Tonight*.



## *Chicago Tonight*

Our nightly newsmagazine *Chicago Tonight* was the city's destination for news, analysis, and in-depth candidate forums in 2011, and our audience grew as we elected a mayor, a governor, and Congressional representatives. We provided exclusive coverage and ongoing analysis of the two federal corruption trials of former governor Rod Blagojevich; we invited approximately 260 politically active high school students from the Mikva Challenge to participate in a live mayoral candidate forum; and the program continues to provide 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 the mortgage crisis, the vast number of Chicagoans living in urban "food deserts," civil unions for LGBT couples, advancements for physically and mentally challenged individuals, tactics to stem the rise in the high school dropout rate, and 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 *Chicago Tonight*, now in its 28<sup>th</sup> year on the air, reaches approximately 81,000 nightly viewers across Chicago's diverse communities.**



WTTW's Carol Marin interacts with students from the Mikva Challenge at the mayoral forum.