Words from the President & CEO:

It awes me yesterday that my family gathered in breathtaking anticipation for the delivery of our first color television set. It was massive. We gathered in amazement as the fluorescent colors Roland in Art Linkletter’s necktie and danced on the Lennon Sisters’ dresses. You actually had to get off the couch to change the channel—you had a grand total of three choices. That was 1965.

Well, it’s now 2005. We have 900 cable stations, countless music channels, internet connect, and wide screen high-definition surround sound. Soon you will connect your plasma screen to your computer, opening the door to unlimited worldwide content. And you will download your favorite TV shows on your Palm Pilot. Anytime.

Throughout the year, 98.7WFMT proudly opened the experience. Now, more than ever, public television can be a place for our members to become connected to the people, places and things to do around the world.

The pace of today’s changing broadcast landscape is staggering. So, how do WTTW11, with its 4 million viewers a month and enjoys the largest public television audience in the nation; 98.7WFMT, Chicago’s only remaining classical music station, continue its commitment to local performing ensembles -- from the Chicago Chamber Musicians to the Elgin Symphony Orchestra; we also joined to celebrate the open- ing of the Jay Pritzker Pavilion in millennium Park by broadcasting one of their first concerts.

This year, more than ever, we welcomed Chicagoans of all ages into our studios—from rock fans for Soundstage to the Chicago Children’s Choir from international journalists touring the Digital Broadcast Center to high school students participating in the seasonal candidate forums. The goal of every event was to better connect to our 4 million monthly viewers and 1.3 million-monthly listeners.

In closing, I want to thank our tireless Board of Trustees for their long hours and invaluable contributions; our dedicated staff, who are committed to providing the best that broadcasting has to offer; and our members and donors, who make WTTW11 and 98.7WFMT possible.

As you browse through this year’s annual report, you will see images that reflect the passion felt by the people behind your favorite programs. Thank you for appreciating their work.

Sincerely,

[Signature]

President & CEO

Network Chicago: Core Services

WTTW11 Public Television

Now in its fifth decade, WTTW11 reaches 4 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 and diverse children’s schedule.

Since its inception in 1951, 98.7WFMT continues to provide the best and broadest selection of classical music and fine arts programming heard in the country. While other classical music broadcasters are fast disappearing, 98.7WFMT is enjoying the largest audience and highest ratings in its history. WFMT Radio Network syndicates a wide range of series and programs across the United States and around the world.

All of our outreach events are designed to serve and engage the community, especially children and their families. This year, we extended our programming into the lives of our audience with the highly successful Taste of Check, Please! event in our studios in January, the first annual WTTWKids Fun and Run in August in Lincoln Park, and educational initiatives such as Ready to Learn, the PBS-sponsored children’s literacy program, which this year provided workshops, books and other materials to hundreds of parents, childcare professionals and more than 3,000 of our school students participating in the senatorial tour of the Digital Broadcast Center to high school students participating in the seasonal candidate forums.

Our widely distributed monthly program guide provides our members with comprehensive, easy-to-read television and radio listings, as well as exclusive invitations to special events and information on community initiatives.

networkchicago.com

The Network Chicago Guide

There were more than 45.6 million visits to 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 be a place for our members to become connected to the people, places and things to do in Chicago.

networkchicago.com
The Chicago Tonight Team. Left to right: Bob Sirott, Rich Samuels, Phil Ponce, Eddie Arruza, Elizabeth Brackett.
WTTW11 Highlights:

- WTTW11 maintained its status as the most-watched public television station in America, becoming the leading producer of more local programming than any other public television station – and possibly commercial station – in the country.
- We are one of only three PBS stations that have increased prime time ratings by 15%.
- Steady ratings have prevailed for the hour-long Chicago Tonight, our flagship nightly magazine show. Ratings among viewers aged 25-49 are up 80% over last year.
- Winner of 9 Midwest Emmy Awards for excellence in broadcasting, tying with ABC7 for the most wins in the region.
- Significant growth in membership among culturally diverse households.
- Continuing strong alliances with other cultural institutions, including the Chicago Historical Society, the Field Museum, Adler Planetarium and more, to share inspiring and educational content.
- 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.
- Over the past year, WTTW11 and 98.9 WFMF have created events that further connect our viewers and listeners to the world of Chicago. The monthly Network Chicago Guide and our website networkchicago.com offer a sneak peek at these wonderful concerts, events and experiences.
- Programs that appealed to a wide age range of WTTW11 audiences – Check, Please!, a highly rated restaurant review series, Sound Opinions, a rock music review program, and Soundstage, a national high-def PBS music concert show – enjoyed continued popularity.
- WTTW11 provided its usual stellar political coverage and analysis during this year’s election campaign, profiling the candidates for U.S. Senate, featuring them in candidate forums, and offering Candidate Free Time for local candidates to present their platforms to our audience, helping them to make informed decisions on Election Day.

WTTW11 Local Productions and Co-Productions

About Chicago
Host Geoffrey Baer leads these architectural mini-tours throughout Chicago. Highlights this year included Chicago’s grand new Millennium Park, a tour of four architecturally significant hotels, festive holiday lights and home decorations in Lincolnwood, and the centennial of Orchestra Hall. (These are segments on Chicago Tonight, but also air as distinct half-hours.)

Artsbeat Chicago
Now in its ninth 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, through magazine programs and a live performance special.
Fawn Ring and Phil Ponce, co-hosts of ArtBeat Chicago.
Chicago Tonight’s flagship nightly newsmagazine is hosted by Bob Sirott with news analysis by Phil Ponce. Correspondents Elizabeth Brackett and Rich Samuels have been joined by reporter Mawi Asgedom, hosting insightful stories on teens and their challenges.

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 Riemer.

Chicago Tonight Election Specials
For both the primary and the general election, WTTW teamed up with the City Club of Chicago to present these live joint appearances of the campaign. WTTW President Bill McCarter was on hand to introduce the candidates for U.S. Senate directly.

Northwestern University Law School’s Center for the Research and Training of the Advocacy Skills offered joint appearances with U.S. Senate candidates in the closing days of the campaign. WTTW President Bill McCarter was on hand to introduce the candidates for U.S. Senate directly.

Chicago Tonight: The Friday Night Show
On this weekly show, host Bob Sirott conducts a freewheeling discussion with one of Chicago’s most colorful and newsworthy personalities. Guests have included such luminaries as Dan Selvidge, former Bears coach Mike Ditka, newspaper and journalist Carol Marin, U.S. Senator Barack Obama and Francis Cardinal George.

Global Chicago
These Chicago Tonight segments examined Chicago’s place in the global marketplace by looking at its imports and exports -- people and goods -- in this immensely small world.

The Golden Apple Awards
The Golden Apple Awards are presented to outstanding Chicago educators. This year’s 19th annual broadcast, hosted by Bob Sirott, honored 10 outstanding Chicago high school teachers.

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Tour program host Geoffrey Baer.
The McLaughlin Group
Impeccable host John McLaughlin and his regular guests tackle topics of interest and intrigue in the political, social, and economic arenas. McLaughlin fuels the fire by interjecting his own opinions and keeps the conversation on the fast track.

John McLaughlin's One on One
Now in its 20th year, this weekly program is one of the most respected public affairs programs on the air. With his finger on the pulse of breaking news, John McLaughlin secures exclusive, thought-provoking, behind-the-scenes accounts from diverse and international figures.

MEXICO—One Plate at a Time with Rick Bayless
Renowned chef Rick Bayless turns up the heat on this continuing popular cooking series, celebrating traditional and contemporary Mexican cuisine.

Money Farm
Produced in partnership with Bank One, this series, now syndicated in other cities, teaches children fundamental lessons in managing money in a fun and engaging way.

One Dog at a Time with Dennis Hill
This 90-minute pledge special features an amazingly simple new way to train your dog. On the show, Mr. Hill demonstrates his system with great success by teaching five “behavior-challenged” dogs he has never seen before.

Soundstage
WTTW National Productions’ hit music series continues with recent tapings in our own Grainger Studio: John Mayer with Bucky Guy; and the Chris Isaak Christmas show with special guests Michael Bublé, Brian McKnight and Stevie Nicks. We also recently produced two shows in Nashville: George Jones: 50 Years of Hits, which PBS aired in prime time on Thanksgiving night and a new Michael McDonald show with special guests Toni Braxton, Yoko Ono and India.Arie.

RAGG’s Holiday Jam
The RAGG’s Kids Club Band is an award-winning musical troupe that stars in a live-action holiday musical adventure in the Colorado Rockies. In this delightful children’s special, the Band has a great time playing a school concert featuring lots of holiday songs and learns valuable lessons about making new friends. WTTW is the presenting station for this national show.

PBS Signature Series
WTTW continues to present the best that PBS has to offer, including The American Experience, Nature, Nova, Antiques Roadshow, Masterpiece Theatre, Frontline, Great Performances and much more.

PBS Kids
With new episodes of Arthur and Dragon Tales, and two new series, Maya & Miguel and Postcards from Buster, our children’s program roster remains strong, with more than half of our broadcast day devoted to quality kids’ programming. And our commitment is rewarded: in Chicago, WTTW11 is the most-watched television station by children 2-11.

WTTW National Productions

WFMT hosts Lisa Flynn and Carl Grapentine in the Richard and Mary L. Gray Music Library.
2004 Highlights:
• Steve Robinson, Senior Vice President of Radio, won the Deems Taylor Award for Excellence in Contemporary Music Programming.
• Through the WFMT Radio Network, the station broadcasts major symphony orchestra concerts, grand opera, drama, mainstream jazz, folk music and more to more than 650 outlets in the U. S. and around the world.

98.7WFMT Local Programming
Chicago Symphony Retrospective with Don Tait
Drawing on the Chicago Symphony Orchestra’s discography of more than 900 recordings, Don profiles the orchestra’s recorded history from the 78-rpm days to the digital era.

Critical Thinking with Andrew Patner
Andrew’s ongoing conversation series explores the performing arts scene in Chicago. Guests have included University of Chicago Professor Norman Golb, who discussed medieval Jewish music, and renowned stage director Peter Stein, creator of the recent production of Mozart’s Don Giovanni at Lyric Opera of Chicago.

Dame Myra Hess Memorial Concerts
Carl Grapentine hosts weekly live broadcasts that showcase emerging young artists in recital at Chicago’s Cultural Center.

Folk Stage
Rich Warren hosts hour-long, uninterrupted performances by noted folk artists and songwriters from the U.S. and Canada. Many of the broadcasts originate live from the Jay and Deryl Levin Performance Studio.

From the Recording Horn with Andy Karzas
Andy plays and discusses rare recordings made by the great vocal artists of the past. Often taken from hard-to-find 78-rpm recordings, the performances celebrate opera’s golden age.

Grant Park
WFMT joined the celebration of the opening of the Grant Park Orchestra’s new home, the Jay Pritzker Pavilion in Millennium Park, with its broadcast of a concert during the opening weekend. Other Grant Park Orchestra performances were broadcast as part of WFMT’s Music in Chicago series. And WFMT continued its tradition of live broadcasts of the annual Independence Eve concert from the Petrillo Music Shell.

Impromptu
These brief performance segments from the Levin Performance Studio featured 84 performers.

Live from the Martin Theatre
WFMT aired chamber music concerts and recitals on Monday nights, live and recorded throughout the summer in Ravinia’s Martin Theatre.

Live from WFMT
WFMT’s own concert series presents Chicago area and touring artists in live performance and conversation from the Levin Performance Studio, hosted by Kerry Franklin.

Music in Chicago
Part of WFMT’s commitment to Chicago area performing ensembles, weekly broadcasts featured the Chicago Chamber Musicians, concerts from the series The University of Chicago Presents, the Elgin Symphony Orchestra, and the complete season of nine Live from NEIU concerts, which are broadcast live from Northern Illinois University’s Fine Arts Recital Hall in their Jewel Box concert series.

Music From Northwestern
Hosted by Kerry Franklin, this weekly series showcases Northwestern University School of Music faculty, ensembles, distinguished alumni, and guest artists in performance and conversation.

Music From Northeastern
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The Midnight Special with Rich Warren
Folk music and farce, show tunes and satire, madness and escape — Rich covers the local and national folk-music scene with three hours weekly devoted to a wide range of recordings by artists of yesterday and today.

Writers on the Record
Produced jointly with Chicago Magazine, Writers on the Record is a new monthly series hosted by Victoria Lautman, and broadcast live from the Lookingglass Theatre. Victoria’s guests have included Edward P. Jones, winner of the 2004 Pulitzer Prize for Literature for his book The Known World, Susan Orlean, and Augusten Burroughs.

WFMT and the Radio Networks
Exploring Music with Bill McGlaughlin
Listener response to this popular series is unprecedented. This program airs each weekday at 7 p.m. on WFMT and is heard in markets throughout the country.

The Milken Archive of American Jewish Music
This 13-part series, hosted by Leonard Nimoy, covers the entire range of Jewish musical expression in American classical, liturgical, theatrical, pop, and folk genres.

The New York Philharmonic
This 39-week national broadcast series began in October.

Concerts from the Milwaukee Symphony and a 4-week series from the Jerusalem Symphony
Nearly a million pages were viewed each month over the past year on Network Chicago’s websites, WTTW.com and WFMT.com. And the monthly hits grew to more than 5 million as electronic communications expanded to reach thousands of viewers, listeners and members through our television and radio email newsletters. Beyond serving as a resource for programming information, the sites continue to serve as an events and information connection point for Chicago’s cultural community.

Network Chicago Guide

The Network Chicago Guide has gotten rave reviews from members and advertisers alike. In addition to comprehensive TV and radio listings, it also provides “Connections” to exclusive member events and other local activities, and “Perks” – discounts on entertainment and services around town. Produced very economically in-house, the Guide has also been a steady revenue generator with paid advertising and promotion of organizational fundraising initiatives.

Events

Over the past year, WTTW11 has created events that target the interests and passions of our wide and diverse audience. These events not only educate, engage and entertain – they connect our audience to all things Chicago and to the world beyond. Throughout 2004, we opened our studio doors to hundreds of schoolchildren, college students, and international visitors. We are focusing more on outreach, which allows us to extend program content into our communities to impact lives.

Ready to Learn

This children’s literacy initiative allowed us to extend our reach to area children far beyond our children’s programming – conducting free workshops for parents, children and caregivers. We also distributed books and other educational materials to families in underserved communities in our viewing area, and hosted special events and performances by our own Ready to Learn performers and others to engage and entertain our smallest viewers. In 2004, these workshops and other events reached thousands of area childcare professionals, educators, parents and their children.

Broadcast Map

Every month, WTTW11 reaches more than 4 million viewers in four states: Illinois, Michigan, Indiana and Wisconsin. About 85 percent 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.

networkchicago.com

Left: Kelly Mannard and Deborah Liverett from Northern Trust with Chef Jacques Pepin. Right: Trustee Joan Harris and producer Steve Rowland at the premiere of Leonard Bernstein: An American Life.
Carmen Schmidt conducts a Ready to Learn workshop.
WTTW11 Highlights:

Taste of Check, Please!
This first-ever event attracted 400 guests and showcased 23 area restaurants previously featured on our hit local restaurant review program. Participants were treated to tastings from a wide variety of cuisines, a great silent auction and raffle drawing, and also had the opportunity to meet many of our on-air stars, including Check, Please! host and Master Sommelier Alpana Singh.

WTTWKids Fun and Run
In August, WTTW hosted 2,000 of our youngest viewers and their families at this inaugural event, a 3K Family Walk and 5K Fun Run in Lincoln Park. Participants enjoyed refreshments, performances by Ralph Covert of Ralph's World, visits with their favorite characters from our PBS Kids program lineup, and other surprises.

Fall Preview Event
In September in our own Grainger Studio, our midlevel donors enjoyed a sneak preview of our upcoming fall programs, heard a lecture by Vice President of Programming, Dax Soleo, and met hosts Kevin O'Connor and Roger Cook of This Old House.

Fast Food, My Way
Noted chef and author Jacques Pepin hosted an elegant luncheon for donors at the Ritz-Carlton. Pepin was in town to launch his new PBS cooking series and book by the same name, Fast Food, My Way.

Hispanicare
In conjunction with our presentation of the popular American Family series, we conducted eight seminars, bringing a wealth of healthcare information and materials to Chicago’s Latino community.

Aging Out
WTTW11 is partnering with the University of Chicago’s Chapin Hall Center for children to develop an outreach campaign about youth aging out of foster care. This effort is an extension of the PBS program titled Aging Out.

98.7WFMT Highlights:

The Midnight Special
50th Anniversary Celebration
Held on New Year’s Eve 2003 at the Old Town School of Folk Music, Rich Warren hosted the live national broadcast that featured Tom Paxton, Anne Hills, Susan Werner, Greg Greenway and others.

Exploring Music with Bill McGlaughlin Live!
The Fine Arts Circle event held at The Arts Club in May featured Bill and a quartet of talented musicians from Chicago’s Merit School of Music.

Richard and Mary L. Gray Library Dedication Concert
The library was dedicated with a concert featuring the Chicago Symphony Orchestra Brass Ensemble.

Leonard Bernstein: An American Life
A reception to kick off the 11-part series was held at The Arts Club in September. Series producer Steve Rowland provided a fascinating account of the history of the series.

Top left: Arthur and friend at a WTTWKids event. Top right: Trustee Jim Donnelley with Check, Please! host and Master Sommelier Alpana Singh and Chicago Tonight’s Phil Ponce at the first Taste of Check, Please! event. Center right: Taste of Check, Please! Lower right: Opera singer Marilyn Horne with WFMT’s Kerry Peay.
Left: Midnight Special host Rich Warren with Greg Greenway and Tom Paxton. Upper right: Peter Martinez, Chicago Tonight's Elizabeth Brackett, Liz and Kate Lehrer, Trustee Virginia Ojeda and Anne Roosevelt at a Lehrer booksigning. Middle right: Kevin O'Connor of This Old House with a fan at the Fall Preview event. Lower right: The crew of Apollo 8 (Frank Borman, Bill Anders and James Lovell) at a fundraiser for a new documentary on the mission.

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, Capital Nashville, Lyric Opera of Chicago, Sony Electronics, NBC Productions, Fan’s Choice Awards, the BBC, the NAACP-sponsored senatorial debate, BBC News, Fox, Laugh-Off Productions, Richard Harrison Bailey, Nightly Business Report, Pegasus Players, Celebrity Justice, WYCC, Walgreens, Marx Creative of Milwaukee, Puerto Rican Arts Alliance and more. Our most recent production in Grainger Studio is the national music series Soundstage, featuring a wide variety of musical performers, including John Mayer, Chris Isaak, Stevie Nicks, Burt Bachrach and Ronald Isley, and many more.

Chicago Production Center: A Full-Service Facility

Check, Please! host and Master Sommelier Alpana Singh at Everest.

A taping of Soundstage.
Executive Staff

Daniel J. Schmidt  President and CEO
Reese P. Marcusson  Executive Vice President and CFO
Farrell Frentress  Executive Vice President for Development
Randolph King  Executive Vice President for Television

Officers

Joanie Bayhack  Senior Vice President, Corporate Communications and Direct Marketing
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Parke Richeson  Senior Vice President, Finance and Business Development
Steve Robinson  Senior Vice President for Radio

Network Chicago
5650 North St. Louis Avenue
Chicago, Illinois  60625
773.583.5000
www.networkchicago.com