Rich Samuels blogs from the roof of the Hilton Hotel overlooking Grant Park as he covers Election Night 2008.
Dear Members,

In the historic election year of 2008, the city of Chicago was the focus of the world as it had never been before. For the first time since the Civil War, America elected a president from Illinois—not only the first African-American, but the first Chicagoan. And WTTW's Chicago Tonight was there every step of the way, connecting our viewers to the local and national political scene with candidate forums, insightful analysis, in-person reports from the convention floor, personal videos, photos, and blogs, and coverage of the unprecedented election night celebration from a unique vantage point. On the night that the world came to Chicago, we truly did our city proud. And it reminded me that without some of the technological advances we’ve made, it could never have happened.

Winston Churchill once said that “a pessimist sees difficulty in every opportunity and an optimist sees the opportunity in every difficulty.” He could have been envisioning today’s media world. Twelve years ago, when WTTW and broadcasters nationwide were mandated by the federal government to convert to digital, the task seemed daunting, not to mention exorbitantly expensive—nearly $20 million for WTTW alone. In addition to raising capital campaign funds, we received a generous gift from The Grainger Foundation to complete the complex digital conversion effort. Our engineers worked overtime to research the upgrades that would be needed, building a new master control and editing suites, installing new switchers, purchasing high definition cameras, audio, and lighting equipment—and to train themselves to use all of this new technology. And then there was another formidable task—educating and informing our viewers. Our communications, marketing, and broadcasting teams, mindful that public television viewers are perhaps the most vulnerable, came together to coordinate an awareness campaign. Finally, after all these years of preparation, on June 12, television stations will turn off their analog channels and begin to broadcast exclusively in the digital format.

They say every cloud has a silver lining, and digital television is no exception. The conversion will allow broadcasters to offer a number of new and better services. Now you’ll see all of your favorite shows—Chicago Tonight, Antiques Roadshow, NOVA, Sesame Street, WordWorld, and many others—in a whole new light, with a dramatically sharper picture, more vivid color, and better sound quality. And now WTTW can offer several channels at once—WTTWHD, V-me, Create and WTTW Prime. The sky is the limit on the amount of quality content now available on not one, but four WTTW channels.

Although today we are getting news and information on our computers, iPods, Blackberries, and cell phones, the television is still the hearth of our living rooms, the family gathering place where we turn to be inspired, informed, and entertained. When we recently called our chief engineer to ask about conversion mandate details, he couldn’t contain his pride. “You know, WTTW broadcast the very first high-def program in 1982—Playin’ Chicago—and in 2002, we were the first in Chicago to have a separate schedule of high-def programming on WTTWHD.” For 53 years, we have taken our reputation as technical pioneers very seriously, and we continue to do so. So stay tuned as you continue to see your beloved programs on WTTW and hear your favorite symphonies on 98.7WFMT with extraordinary clarity.

Daniel J. Schmidt, President & CEO
Chicago’s premier public television station reaches two million viewers a month. Founded in 1955, WTTW is proud to present a variety of public affairs, performing and visual arts, nature, science, and how-to programming, and an award-winning children’s schedule. Although our primary focus has been uniquely local, we continue to produce programs for a national and international audience. Our media organization provides quality programming on four distinct channels—WTTW11, WTTWD, the how-to channel Create, and V-me, our Spanish-language public television channel.

Local Productions and Co-Productions:
- Check, Please!
- Chicago Matters: Growing Forward
- Chicago’s Lakefront
- Chicago Tonight
- Friday Night with John Callaway
- The Golden Apple Awards for Excellence in Teaching
- Illinois Lawmakers
- Image Union
- Hidden Chicago with Geoffrey Baer
- Out & Proud in Chicago
- Rewind with Anna Davlantes
- Singer’s Spotlight with Ann Hampton Callaway
- The Week in Review with Joel Weisman
- 30 Good Minutes
- Ventana a Chicago

WTTWN National Productions produces original programming for public television stations nationwide. WTTWN’s landmark innovative series and original productions include:

National Productions and Co-Productions:
- American Idealist: The Story of Sargent Shriver
- David Broza at Masada: The Sunrise Concert with Jackson Browne and Shawn Colvin
- Grannies on Safari
- Heidi 4 Paws: A Furry Tale
- John McLaughlin’s One on One
- The McLaughlin Group
- MEXICO—One Plate at a Time with Rick Bayless
- A Renaissance Christmas
- Retirement Revolution
- SS United States: Lady in Waiting
- Soundstage
- WorldWord

Distinctive Programs from PBS
We are proud to offer our audience a wide variety of programming, including American Experience, Nature, NOVA, Antiques Roadshow, Frontline, Masterpiece, Independent Lens and more. Our award-winning children’s programs include Sesame Street, Arthur, Dragon Tales, WordWorld, Super Why, Curious George, and Maya & Miguel, among others.
Out & Proud in Chicago
Producers Alexandra Silets and Daniel Andries with host Jane Lynch (center) in Millennium Park

Heidi 4 Paws: A Furry Tale
Rewind with Anna Davlantes
Carol Marin on Chicago Tonight

Eric Clapton’s Crossroads Guitar Festival
Nature
WordWorld
Singer Feist on Sesame Street

The NewsHour with Jim Lehrer team
A Renaissance Christmas
Check, Please! host Alpana Singh
MEXICO—One Plate at a Time with Rick Bayless
clockwise from top right:
Antiques Roadshow
The Week in Review with Joel Weisman
NOVA
Megan Mullally with Elmo on Sesame Street
Independent Lens
Retirement Revolution hosted by Paula Zahn
Great Performances: Cyrano de Bergerac starring Kevin Kline and Carman Lucci

clockwise from top right:
Arthur
Then candidate Barack Obama on Frontline: The Choice
Phil Ponce on Chicago Tonight
American Experience: The Trials of J. Robert Oppenheimer starring David Strathairn as Oppenheimer
Lunch & Learn
This spring, a group of WTTW friends had the opportunity to meet Winnetka native Mike Leonard, the Today Show correspondent and creator of the popular public television series The Ride of Our Lives. Leonard shared clips of the funny and moving program (based on his best-selling memoir of the same name), and told wonderful stories about his family and their travels together.

Celebrate the American Song
Award-winning artists and Chicago natives Ann Hampton Callaway and Christine Ebersole took center stage on May 21 at the WTTW1 1/98.7WFMT fundraising gala Celebrate the American Song. The program, titled Singer’s Spotlight with Ann Hampton Callaway, aired on WTTW1 in August.

Taste of Check, Please!
On May 15, an unprecedented 630 guests gathered at the WTTW Studios to enjoy the fifth annual Taste of Check, Please! Hosted by Alpana Singh, the event featured eclectic cuisine from 30 Chicago-area restaurants reviewed on the popular weekly series. Guests also enjoyed music from vocalist/songwriter Dee Alexander in the VIP room, and the Joe Valentino Band entertained in the main party area. This year, WTTW partnered with the Greater Chicago Food Depository, asking guests to bring a donation of non-perishable food items to help feed the hungry across Cook County.

Arts Across Illinois: CenterStage
The Springfield Ballet, jazz vocalist Semeyna McCord, and puppeteers Blair Thomas & Co. were among the artists seen and heard on Arts Across Illinois: CenterStage, that aired on WTTW on June 19. The program is part of the Arts Across Illinois series on WTTW, which is made possible by the Illinois Arts Council, and features artists, arts organizations, and community groups supported by the state agency.

WTTW Kids Fun and Run
Elmo, Grover, and WTTW’s very own “Dog” from WordWorld were just a few of the popular characters that could be found at the WTTW Kids Fun and Run, which drew more than 4,000 children and adults to Chicago’s Lincoln Park on August 24. The family event featured a 3K walk/5K run, games, activities, music from the acclaimed band “Milkshake,” and much more. More than 1,000 children and their families visited WTTW’s Super Readers tent, generously supported by the Early Learning Initiative, enjoyed free musical performances by the WTTW Kids Great Food Fan Van’s Miss Lori and Sandi Sylver, and received a free children’s book. Children transformed into “Super Readers” while creating their own eye masks and super capes. The Chicago Public Library was also on hand to assist families with library card registration.
More Fast Food My Way
Chef, author, and public television host Jacques Pépin visited Chicago to premiere his new television series and cookbook Jacques Pépin: More Fast Food My Way. Guests at the historic Blackstone Hotel were treated to a sumptuous lunch based on his recipes, plus stories from his life and the inspirations behind his creations.

Luncheon and Book Signing with Newton N. Minow
In October, WTTW partnered with the Union League Club of Chicago for a special reception and luncheon with WTTW Trustee Emeritus and television pioneer Newton N. Minow, who sat down with John Callaway for a timely and provocative interview about his new book, Inside the Presidential Debates: Their Improbable Past and Promising Future. Newt signed complimentary copies of his book for an audience of appreciative donors.

Now That the Election’s Over, What’s Next?
Judy Woodruff, public television senior correspondent and 2008 political editor for The NewsHour with Jim Lehrer, met with WTTW viewers and Duke alumni at two special events held on November 16 and 17, during which she shared an inside view of what the new political administration will look like and how it will affect Chicago. The gatherings took place at the Gleacher Center and at the home of a WTTW donor.

Chicago’s Lakefront
Geoffrey Baer’s newest tour program Chicago’s Lakefront was showcased in September at an intimate donor event at the beautiful lakefront home of Barbara Bluhm-Kaul and Don Kaul. Approximately 30 guests enjoyed a screening and lecture by Geoffrey, who shared anecdotes about the filming and outlined some of the sweeping changes that have occurred on Chicago’s shoreline since his initial tour program a decade ago.
A father and daughter at the WTTW Kids Fun and Run
A mom getting some exercise at the WTTW Kids Fun and Run
Fay Levin and Trustee Daniel Levin with their two dogs Sally and Pasha enjoying the WTTW Kids Fun and Run
Miss Lori with guests at the WTTW Kids Fun and Run
A family meets Elmo at the WTTW Kids Fun and Run
Kids loving Miss Lori’s tent show
Local Productions:
- All Day Tributes to Artists and Composers
- The Best of Studs Terkel
- The BP Chicago Symphony Orchestra Radio Broadcast Series
- The Bucksbaum Family Lyric Opera of Chicago Broadcasts
- Critical Thinking with Andrew Patner
- The CSO Soloists Presented by National City
- Dame Myra Hess Memorial Concerts
- The PianoForte Salon Series at Columbia College
- The Tuesday Night Opera
- Folkstage
- Friday Festival
- From the Recording Horn with Andy Karzas
- Impromptu
- Introductions
- Live from the Martin Theatre
- Live from WFMT

Full Day Tributes:
- Mstislav Rostropovich
- Studs Terkel

The WFMT Radio Network
- Exploring Music with Bill McLaughlin
- The New York Philharmonic Orchestra
- Jerusalem Symphony
- A Full Season of American Opera Companies:
  - Lyric Opera of Chicago
  - Los Angeles Opera
  - Houston Grand Opera
  - San Francisco Opera

98.7WFMT is one of the most beloved classical music stations in the country. Millions of 98.7WFMT listeners around the world enjoy the fine arts programming online at www.wfmt/streaming. The WFMT Radio Network continues to thrive by producing and syndicating a diverse selection of outstanding musical performances to stations across the country.
The Valparaiso University Chorale performs live on WFMT from the Fay and Daniel Levin Performance Studio.

Announcer Lisa Flynn and producer Louise Frank with guest Leonard Nimoy

Pianist Emily Bear in the Levin Studio

Introductions hosts Lisa Brownstone, Raja Burrows and David Polk with Executive Vice President and General Manager Steve Robinson in WFMT studios.

clockwise from top right:

Announcer Dennis Moore

Introductions host Lisa Brownstone with donor Kay Mabie

Exploring Music with Bill McLaughlin

Jerusalem International Chamber Music Festival on Impromptu with announcer Dennis Moore, Louise Frank, and Mary Nazarez Khan

Guitarist Molly May

Mystery with donor Kay Mabie

Introductions host David Polk

Introductions host Lisa Brownstone with donor Fay Levin
Introductions Premiere
On April 5, WFMT launched Introductions, its weekly live performance series featuring the Chicago area’s finest pre-college classical musicians. Eighteen-year-old Chicago Academy for the Arts guitarist Molly May Manarchy gave a stellar performance for both our radio audience and an in-studio audience that included local music teachers, students, and members of the WFMT Fine Arts Circle.

WFMT Thanks Its Loyal Listeners
WFMT hosts Carl Grapentine and Peter van de Graaff meet listener Dr. Leon Hoffman (center) at the Fine Arts Circle Donor Appreciation Event on June 3. The annual gathering at the University Club of Chicago began with a cocktail reception and was followed by a performance from the acclaimed Cavatina Duo, featuring flautist Eugenia Moliner and guitarist Denis Azabagic.

A Renaissance Christmas...in July
Trustee Richard Colburn and Robin Colburn hosted an event on July 18 that featured a reception, dinner, and preview of WTTW’s production of Music of the Baroque’s A Renaissance Christmas. More than 90 friends of WTTW and WFMT attended the gathering, which also included lively vocal performances by WFMT program host Peter van de Graaff and his wife Kathleen.

The Midnight Special Folk Festival
The 2008 Folk Festival drew hundreds of music fans to the North Shore Center for the Performing Arts in Skokie on Sunday, September 28. The Midnight Special host Rich Warren welcomed a variety of popular folk artists to the stage including Tom Paxton, Anne Hills, Cathy Fink & Marcy Marxer, Small Potatoes and many others. The concert was underwritten by the Maxine Yefsky Family Trust.
Network Chicago Guide

The Guide, the monthly magazine for WTTW and WFMT members, continues to provide comprehensive monthly program listings for WTTW11 and 98.7WFMT and highlights for our multicast television services WTTWD, Create, and V-me. Reaching more than 90,000 households, members also turn to the Guide for a roundup of WTTW and WFMT events, monthly membership offers, and quick reference features, such as the Kid Grid and Month At-A-Glance.

wttw.com and wfmt.com

wttw.com and wfmt.com are vital companion platforms to the WTTW television and WFMT radio on-air broadcasts. The focus for the sites during 2008 was to make local and national video and audio content available on demand for online visitors. WTTW Kids can now watch their favorite PBS Kids GO! shows, news and public affairs enthusiasts can catch Chicago Tonight, Frontline, NewsHour, Frontline World, NOW, Bill Moyers, Tavis Smiley, and Washington Week; and Check, Please! fans can get a taste of every episode before and after it airs. In 2008, new microsites were developed for many local productions including Foods of Chicago, Out and Proud in Chicago, The Ride of Our Lives, Hidden Chicago, and Geoffrey Baer’s Chicago’s Lakefront, which featured an interactive Google map embedded with video from the production. The Chicago Tonight site was upgraded with a focus on local and national elections with the launch of a Chicago Tonight political blog by Rich Samuels and Elizabeth Brackett; a microsite for Candidate Free Time featuring video for all local races; social networking links; and most notably, a new video player with all segments of the show now available online and viewable on demand. On the national front, a site was launched for the premiere of Retirement Revolution. This microsite features more than 70 pages of content, 20 video clips—plus the Retirement Revolution episodes in full that are viewable on-demand via our new web video player or downloadable podcast on iTunes, an online survey, and much more.

In 2008, wfmt.com provided the highest quality free stream of the 98.7WFMT broadcast, and also made the broadcast stream available on radio streaming aggregator sites worldwide. Also on wfmt.com: a new blog from Program Director Peter Whorf; podcasts for Andrew Patner’s shows; on-demand Featured Audio selections; and a Premium streaming area for members-only including on-demand music from regular series like Midnight Special and Folkstage and specials like the Jerusalem International Chamber Music Festival and Pavarotti: The Legend at 70. Pages for all shows broadcast on WFMT were launched including web-exclusive content for The Santa Fe Chamber Music Festival, The New Releases with Lisa Flynn, and The Best of Studs Terkel.

WTTW Broadcast Map

Every week, WTTW11 reaches more than two million viewers in four states: Illinois, Michigan, Indiana and Wisconsin. Nearly 85 percent of Chicago households tune in at least once a month. 98.7WFMT also serves a four-state broadcast area and is available worldwide through an internet streaming service.
Prix Jeunesse International Film Festival
In March 2008, WTTW was given the unique opportunity to host the only American youth jury for the premier worldwide festival honoring excellence in children’s television. Twelve teens participated in a two-day screening and judging of 16 international films from Argentina, Canada, Chile, Colombia, Finland, Germany, Iran, Ireland, Netherlands, Sweden, and the United Kingdom targeted at children aged 11-15. The young jurists were supervised and moderated by WTTW staff, Facets Multimedia Children’s Film Festival, and the American Center for Children and Media.

Día De Los Niños Event at UIC Pavilion
Partnering with the Consortium to Lower Obesity in Chicago’s Children, WTTW participated in this healthy lifestyle event (at the UIC Pavilion in April), which was attended by more than 5,000 mostly Hispanic families and 25 Chicago organizations. The WTTW Kids booth provided children an opportunity to move along with their favorite Sesame Street characters, participate in mini-workshops and games, and take home Healthy Habits for Life materials and children’s books.

Please Vote for Me
In May 2008, WTTW partnered with the McCormick Tribune Freedom Museum to host a screening of the Independent Lens documentary Please Vote For Me. Sixty Chicago public high school students participated in the event, which also included a roundtable exercise about candidates and voting, discussion about the election process, lunch, and a museum tour. Students learned interesting political facts, enjoyed hands-on exhibits, and received a behind-the-scenes perspective of a presidential campaign. Student representatives from the Mikva Challenge organization were present to share the impact of their experience as campaign volunteers; this event also offered eligible students the opportunity to register to vote.

WTTW Kids Great Food Fan Van
In May 2008, parents and children of all ages were treated to a healthy surprise as the WTTW Kids Great Food Fan Van travelled throughout Chicagoland and Indiana to promote healthy eating. With visits at select retail grocery stories including Jewel, Dominick’s, Sunset Foods, Treasure Island, and Whole Foods, the Fan Van team presented fun, educational mini-festivals that promoted healthy food options in an outdoor setting.

The entertainment was provided by Miss Lori’s Campus, who performed an original song written and produced about the benefits of healthy eating. Attendees tested their nutrition knowledge by participating in fun trivia games and storytelling, and participating vendors were on site to give away healthy food samples and complimentary products. The WTTW Kids Great Food Fan Van was made possible by support from Organic Valley, Whole Bakers, Doctor Kracker, Chiquita Brand Foods, and Traditional Medicinal Teas.

Clifford and Curious George at Lincoln Park Zoo
Children and their families were delighted to meet Clifford the Big Red Dog and Curious George at the Lincoln Park Zoo family picnic in June 2008. This appearance provided WTTW the opportunity to build excitement for the WTTW Kids Fun & Run, as well as promote the summer line-up of WTTW Kids programming.
Medal of Honor
On October 15, WTTW partnered with the Pritzker Military Library and Boeing to host a screening of the national PBS documentary Medal of Honor. Producer/director Roger Sherman introduced his film to 100 Pritzker, WTTW, and Boeing invited guests. The film follows 13 living recipients of the Medal of Honor as they tell their unforgettable stories. This documentary about finding courage and succeeding against overwhelming odds transported audiences to the battlegrounds of Little Round Top, World War I, World War II, Korea, Vietnam, and Iraq.

Field Museum Character Appearances
WTTW Kids walk-around characters made appearances at the Field Museum’s Crown Family Play Lab monthly Family Field Days. In addition to photos with their favorite characters, hundreds of children participated in hands-on activities, received bookmarks and stickers, and enjoyed a day exploring the museum and its newly installed early learner exhibits. Character appearances included Curious George, Arthur, and Clifford the Big Red Dog.

Spring Into Learning Educators Seminar
The WTTW Kids Early Learning Initiative partnered with the Chicago Public School’s Office of Specialized Services, STARNet Region V to provide more than 60 educators with professional development workshops at WTTW studios. The workshops included Parenting Counts, Be A Super Reader with Super Why, Zula Patrol: Ready, Set-Science!, Lessons from Between the Lions, Differentiated Learning, and Recognizing Literacy Problems Early. In partnership with CPS, each early childhood professional also received CPDU teacher training credit hours for attending.

Parenting Counts
Funded by a grant from Talaris Institute, members of the WTTW Kids Early Learning Initiative received facilitator training in Seattle to provide free parent workshops to families at participating YMCAs, which are being scheduled for winter 2009.
Window to the World Communications, Inc.  
Fiscal 2008 Financial Information  
(in thousands)

Statement of Financial Position  
June 30, 2008

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<thead>
<tr>
<th>Assets</th>
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<tbody>
<tr>
<td>Cash and investments</td>
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<td>Accounts and pledges receivable, net</td>
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<td>Property and equipment, net</td>
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<td>Other assets</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$63,649</strong></td>
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<table>
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<tr>
<th>Liabilities and Net Assets</th>
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<tbody>
<tr>
<td>Liabilities:</td>
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<tr>
<td>Accounts payable and accrued expenses</td>
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<td>Long-term bonds payable</td>
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<td>Other liabilities</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$28,530</strong></td>
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</table>

| Net assets: |                |       |
| Unrestricted | $25,145 |       |
| Restricted | 9,974  |       |
| **Total Net Assets** | **$35,119** |       |
| **Total Liabilities and Net Assets** | **$63,649** |       |

Statement of Activity for the year ended  
June 30, 2008

| Operating Revenue and Public Support |                |       |
| Members and subscribers | $21,680 |       |
| Production contracts | 28,930 |       |
| Corporate underwriting | 5,316  |       |
| Federal CPB grant | 3,064  |       |
| State of Illinois grant | 1,210  |       |
| Other | 2,302  |       |
| **Total Revenue** | **$62,560** |       |

| Expenses |                |       |
| Programming and production | $45,650 |       |
| Member services and marketing | 8,174  |       |
| Sales and underwriting | 2,415  |       |
| Development and fundraising | 2,302  |       |
| Information technology, building, administration, and finance | 4,512  |       |
| **Total Expenses** | **$63,053** |       |

Decrease in Net Assets from Operating Activities | $(493) |
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Thank You  
44 45
Thank You

WFMT Announcer Lisa Flynn with Carl Grapentine

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