

# **Window to the World Communications, Inc.**

**(A Private Nonprofit Corporation)**

*Financial Statements for the  
Years Ended June 30, 2011 and 2010*

Financial Statements



Blackman Kallick

**Window to the World Communications, Inc.**  
**(A Private Nonprofit Corporation)**



*Years Ended June 30, 2011 and 2010*

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## Independent Auditor's Report

Board of Trustees  
Window to the World Communications, Inc.  
Chicago, Illinois

We have audited the accompanying statements of financial position of **Window To The World Communications, Inc.** (A Private Nonprofit Corporation) (WWCI) as of June 30, 2011 and 2010, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of WWCI's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of **Window To The World Communications, Inc.** as of June 30, 2011 and 2010, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

October 27, 2011

**Window to the World Communications, Inc.**  
**(A Private Nonprofit Corporation)**

*Years Ended June 30, 2011 and 2010*



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**Financial Statements**

**WINDOW TO THE WORLD COMMUNICATIONS, INC.**

(A Private Nonprofit Corporation)

Statements of Financial Position

June 30, 2011 and 2010

<b>Assets</b>	<b>2011</b>	<b>2010</b>
<b>Current assets:</b>		
Cash and cash equivalents	\$ 415,996	\$ 1,142,117
Accounts receivable, net	2,697,887	1,526,862
Program rights and other assets	839,330	695,569
<b>Total current assets</b>	<b>3,953,213</b>	<b>3,364,548</b>
Cash held on behalf of Chicago News Cooperative	235,131	341,071
Long-term pledges receivable, net	-	191,696
Beneficial interest in trust	777,930	664,768
Noncurrent program rights and other assets	447,638	257,296
Investments	29,710,719	26,452,362
Property and equipment, net	20,072,155	21,916,703
Federal Communications Commission license	327,123	327,123
<b>Total assets</b>	<b>\$ 55,523,909</b>	<b>\$ 53,515,567</b>
<b>Liabilities and Net Assets</b>		
<b>Current liabilities:</b>		
Accounts payable and accrued expenses	\$ 3,113,703	\$ 3,102,969
Severance liability	306,474	2,050,197
Accrued vacation	1,109,418	1,251,137
Deferred revenue	2,142,980	1,706,808
<b>Total current liabilities</b>	<b>6,672,575</b>	<b>8,111,111</b>
Fiscal agent liabilities for Chicago News Cooperative	235,131	341,071
Long-term bonds payable	21,300,000	21,300,000
Long-term interest rate swap	1,984,172	2,156,685
Long-term deferred revenue and accrued expenses	1,032,627	1,025,136
<b>Total liabilities</b>	<b>31,224,505</b>	<b>32,934,003</b>
<b>Net assets:</b>		
Unrestricted:		
Operating	(8,582,958)	(9,229,660)
Board-designated endowment	24,003,161	20,896,087
<b>Total unrestricted</b>	<b>15,420,203</b>	<b>11,666,427</b>
Temporarily restricted	5,296,489	5,358,375
Permanently restricted	3,582,712	3,556,762
<b>Total net assets</b>	<b>24,299,404</b>	<b>20,581,564</b>
<b>Total liabilities and net assets</b>	<b>\$ 55,523,909</b>	<b>\$ 53,515,567</b>

See accompanying notes to financial statements.

**WINDOW TO THE WORLD COMMUNICATIONS, INC.**

(A Private Nonprofit Corporation)

Statement of Activities

Year Ended June 30, 2011

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
<b>Operating activities:</b>				
Revenue and public support:				
Direct public support and program service revenue:				
Viewer and listener marketing	\$ 14,573,627	\$ —	\$ —	\$ 14,573,627
TV and radio underwriting/advertising	7,237,709	—	—	7,237,709
National TV production contracts	1,212,862	—	—	1,212,862
Development and special events	5,600,002	487,715	—	6,087,717
Web and print sponsorship/advertising	232,117	—	—	232,117
Net assets released from restrictions	1,103,271	(1,103,271)	—	—
	<b>29,959,588</b>	<b>(615,556)</b>	<b">—</b">	<b">29,344,032</b">
Government grants:				
U.S. Department of Education grant	4,601,860	—	—	4,601,860
Federal grants	3,634,194	—	—	3,634,194
	<b>8,236,054</b>	<b">—</b">	<b">—</b">	<b">8,236,054</b">
Program licensing and facilities rental	2,510,543	—	—	2,510,543
Corporate support from board-designated endowment	888,719	207,281	—	1,096,000
Miscellaneous	225,285	—	—	225,285
Net endowment assets released from restrictions	207,281	(207,281)	—	—
	<b>3,831,828</b>	<b">—</b">	<b">—</b">	<b">3,831,828</b">
Total revenue and public support	<b>42,027,470</b>	<b>(615,556)</b>	<b">—</b">	<b">41,411,914</b">
Expenses:				
Program:				
Develop, acquire and deliver local content	18,802,675	—	—	18,802,675
U.S. Department of Education project	4,487,999	—	—	4,487,999
National TV productions	1,356,018	—	—	1,356,018
Sales and syndication	4,500,208	—	—	4,500,208
Corporate communications	495,918	—	—	495,918
	<b>29,642,818</b>	<b">—</b">	<b">—</b">	<b">29,642,818</b">
Supporting services:				
Member development	6,889,161	—	—	6,889,161
Business support	3,677,630	—	—	3,677,630
Fundraising and special events	1,762,719	—	—	1,762,719
	<b>12,329,510</b>	<b">—</b">	<b">—</b">	<b">12,329,510</b">
Total expenses	<b>41,972,328</b>	<b">—</b">	<b">—</b">	<b">41,972,328</b">
Increase (decrease) in net assets from operating activities before other income	<b>55,142</b>	<b>(615,556)</b>	<b">—</b">	<b>(560,414)</b>
Other income:				
Severance	—	—	—	—
Investment income, net of transfers and expenses	3,526,121	542,670	—	4,068,791
Noncash interest rate swap gain	172,513	—	—	172,513
Endowment giving	—	11,000	25,950	36,950
Increase in net assets from investments and other income	3,698,634	553,670	25,950	4,278,254
Increase (decrease) in net assets	3,753,776	(61,886)	25,950	3,717,840
Net assets, beginning of year	<b>11,666,427</b>	<b">5,358,375</b">	<b">3,556,762</b">	<b">20,581,564</b">
Net assets, end of year	<b>\$ 15,420,203</b>	<b>\$ 5,296,489</b>	<b">\$ 3,582,712</b">	<b">\$ 24,299,404</b">

See accompanying notes to financial statements.

**WINDOW TO THE WORLD COMMUNICATIONS, INC.**  
 (A Private Nonprofit Corporation)

Statement of Activities

Year Ended June 30, 2010

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
<b>Operating activities:</b>				
Revenue and public support:				
Direct public support and program service revenue:				
Viewer and listener marketing	\$ 14,344,146	\$ —	\$ —	\$ 14,344,146
TV and radio underwriting/advertising	6,971,282	—	—	6,971,282
National TV production contracts	1,674,652	—	—	1,674,652
National TV production in-kind	4,291,395	—	—	4,291,395
Development and special events	4,428,873	—	—	4,428,873
Web and print sponsorship/advertising	284,463	—	—	284,463
Net assets released from restrictions	769,979	(769,979)	—	—
	<u>32,764,790</u>	<u>(769,979)</u>	<u>—</u>	<u>31,994,811</u>
Government grants:				
U.S. Department of Education grant	9,899,875	—	—	9,899,875
Federal and state grants	4,347,756	—	—	4,347,756
	<u>14,247,631</u>	<u>—</u>	<u>—</u>	<u>14,247,631</u>
Program licensing and facilities rental	2,303,910	—	—	2,303,910
Corporate support from board-designated endowment	1,125,000	—	—	1,125,000
Miscellaneous	439,951	—	—	439,951
	<u>3,868,861</u>	<u>—</u>	<u>—</u>	<u>3,868,861</u>
<b>Total revenue and public support</b>	<b>50,881,282</b>	<b>(769,979)</b>	<b>—</b>	<b>50,111,303</b>
<b>Expenses:</b>				
Program:				
Develop, acquire and deliver local content	20,566,794	—	—	20,566,794
U.S. Department of Education project	9,879,350	—	—	9,879,350
National TV productions	1,607,272	—	—	1,607,272
National TV production in-kind	4,291,395	—	—	4,291,395
Sales and syndication	4,633,518	—	—	4,633,518
Corporate communications	544,047	—	—	544,047
	<u>41,522,376</u>	<u>—</u>	<u>—</u>	<u>41,522,376</u>
Supporting services:				
Member development	7,212,340	—	—	7,212,340
Business support	4,312,656	—	—	4,312,656
Fundraising and special events	1,944,509	—	—	1,944,509
	<u>13,469,505</u>	<u>—</u>	<u>—</u>	<u>13,469,505</u>
<b>Total expenses</b>	<b>54,991,881</b>	<b>—</b>	<b>—</b>	<b>54,991,881</b>
Decrease in net assets from operating activities before severance and other income (expenses)	(4,110,599)	(769,979)	—	(4,880,578)
<b>Severance and other income (expenses) :</b>				
Severance	(2,144,434)	—	—	(2,144,434)
Investment income, net of transfers and expenses	2,255,935	207,795	—	2,463,730
Noncash interest rate swap loss	(647,017)	—	—	(647,017)
Endowment giving	—	16,148	141,019	157,167
(Decrease) increase in net assets from severance and other income (expenses)	(535,516)	223,943	141,019	(170,554)
(Decrease) increase in net assets	(4,646,115)	(546,036)	141,019	(5,051,132)
Net assets, beginning of year	16,312,542	5,904,411	3,415,743	25,632,696
Net assets, end of year	<b>\$ 11,666,427</b>	<b>\$ 5,358,375</b>	<b>\$ 3,556,762</b>	<b>\$ 20,581,564</b>

See accompanying notes to financial statements.

**WINDOW TO THE WORLD COMMUNICATIONS, INC.**  
 (A Private Nonprofit Corporation)

Statements of Cash Flows

Years Ended June 30, 2011 and 2010

	<b>2011</b>	<b>2010</b>
Cash flows from operating activities:		
Increase (decrease) in net assets	\$ 3,717,840	\$ (5,051,132)
Adjustments to reconcile increase (decrease) in net assets to net cash used in operating activities:		
Depreciation and amortization of property and equipment	2,561,205	2,992,493
(Increase) decrease in interest rate swap agreement	(172,513)	647,017
Net loss on sales of assets	-	2,103
Gifts restricted for long-term investment	(25,950)	(141,019)
Net realized gain on sale of investments	(530,599)	(123,741)
Net change in unrealized gain on investments	(4,254,705)	(3,118,869)
Changes in current assets and liabilities:		
Accounts receivable, net	(1,171,025)	2,254,742
Program rights and other assets	(143,761)	363,616
Accounts payable and accrued expenses	(200,782)	(468,192)
Severance liability	(1,743,723)	1,930,875
Accrued vacation	(141,719)	10,067
Deferred revenue	436,172	(399,722)
Changes in noncurrent assets and liabilities:		
Cash held on behalf of Chicago News Cooperative	105,940	(341,071)
Fiscal agent liabilities for Chicago News Cooperative	(105,940)	341,071
Pledges receivable, net	191,696	87,777
Beneficial interest in trust	(113,162)	(15,768)
Program rights and other assets	(190,342)	111,024
Accrued expenses and deferred rent	7,491	(52,965)
Net cash used in operating activities	<u>(1,773,877)</u>	<u>(971,694)</u>
Cash flows from investing activities:		
Purchases of property and equipment	(652,307)	(724,198)
Proceeds from disposals of property and equipment	-	500
Purchases of investments	(2,449,262)	(4,269,359)
Sales of investments	4,123,375	4,556,607
Net cash provided by (used in) investing activities	<u>1,021,806</u>	<u>(436,450)</u>
Cash flows from financing activities:		
Borrowings under line of credit	9,250,000	3,900,000
Repayments of line of credit	(9,250,000)	(3,900,000)
Gifts restricted for long-term investment	25,950	141,019
Net cash provided by financing activities	<u>25,950</u>	<u>141,019</u>
Net decrease in cash and cash equivalents	<u>(726,121)</u>	<u>(1,267,125)</u>
Cash and cash equivalents, beginning of year	<u>1,142,117</u>	<u>2,409,242</u>
Cash and cash equivalents, end of year	<u>\$ 415,996</u>	<u>\$ 1,142,117</u>

See accompanying notes to financial statements.

## **(1) Organization**

Window To The World Communications, Inc. (WWCI) is a private nonprofit corporation. WWCI owns and operates WTTW, a public TV station and a national TV production center, and WFMT, a commercial FM fine arts radio station and radio network. WWCI's mission is to provide distinctive and diverse programming to Chicago and national audiences through broadcast, production, online and other media.

A significant portion of WWCI's funding comes from viewers, listeners, government grants, foundations, corporations, board members and other major gifts.

## **(2) Summary of Significant Accounting Policies**

The accompanying WWCI financial statements have been prepared on the accrual basis of accounting. Significant accounting policies followed in the preparation of these financial statements are described below.

### **(a) Basis of Presentation**

WWCI's financial statements have been prepared to focus on the organization as a whole and to present balances and transactions classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets and related activity (revenue, expenses, gains and losses) are classified as follows:

**Unrestricted** – net assets that are not subject to donor-imposed restrictions, and include the carrying value of physical properties (buildings and equipment). Items that affect this net asset category include program service revenue and related expenses associated with the core media activities of WWCI. In addition to these exchange transactions, changes in this category of net assets include certain types of philanthropic support (i.e., unrestricted gifts and restricted gifts whose donor-imposed restrictions were met during the fiscal year), and unrestricted investment earnings (losses) on endowments.

Public support and revenue are reported as increases in unrestricted net assets unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in unrestricted net assets. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit donor stipulation or law. Expiration of temporary restrictions on net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as reclassifications between applicable classes of net assets.

**Temporarily restricted** – net assets that are subject to donor-imposed restrictions that will be met either by actions of WWCI and/or the passage of time. Items that affect this net asset category are restricted gifts and investment income whose use is limited to specific purposes by the donor. These amounts are reclassified to unrestricted net assets when such restrictions have been met, have expired or when specific assets have been depreciated.

**Permanently restricted** – net assets that are subject to donor-imposed restrictions which require that they be maintained permanently by WWCI. Items that affect this net asset category include gifts wherein donors stipulate that the corpus be held in perpetuity (primarily gifts for endowment) and only the income be made available for general operations.

# **Window to the World Communications, Inc.**

**(A Private Nonprofit Corporation)**



## Notes to Financial Statements

### ***(b) Direct Public Support and Program Service Revenue***

Direct public support (contributions) and program service revenue is derived from various revenue sources which includes, but is not limited to: viewer and listener marketing, TV and radio underwriting/advertising, national TV production contracts and development.

Contributions, including unconditional promises, are recognized as revenue when the donor's commitment is received. Unconditional promises are recognized at the estimated fair value of the future cash flows, net of allowances. An allowance for uncollectible pledges receivable is provided based upon management's judgment and analysis regarding such factors as the creditworthiness of the donor, prior collection history, type of contribution and nature of fundraising activity. Contributions received with donor-imposed restrictions are reported as revenue of the temporarily and permanently restricted net asset classes. Conditional promises are recorded when donor stipulations are substantially met.

Viewer and listener marketing revenue consists of memberships (individual pledges) from on-air pledge drives and direct mail/telemarketing contributions.

TV and radio program underwriting/advertising revenue is recorded on a pro rata basis over the related broadcast period.

National TV production contract revenue is recognized on an estimated percentage-of-completion basis.

Development revenue consists of corporate, foundation and individual contributions.

### ***(c) In-kind Gifts***

In 2010, WTTW received in-kind contributions primarily related to national TV production contracts from various production companies. The fair value of in-kind contributions amounted to \$4,291,395 in 2010, and was recorded by WTTW based upon reasonable amounts estimated by the respective production companies. There was a corresponding 2010 expense in national TV productions in-kind expense. There were no WWCi series or projects with contributed services in 2011.

**(d) Federal and State Grants**

Revenue from the U.S. Department of Education grant, the Corporation for Public Broadcasting (CPB) grant and the State of Illinois grant is recognized as unrestricted grant revenue as expenses are incurred on the underlying projects.

**(e) Operations**

Operating results in the statements of activities reflect all operating transactions increasing or decreasing unrestricted net assets except those related to endowed gifts. Changes in the value of charitable trusts held by others, changes in the value of temporarily restricted net assets and earnings on endowment and board-designated funds have been reflected in other income (expenses) with the exception of board-approved transfers for operations.

**(f) Severance and Other Income (Expenses)**

During fiscal year 2010, WWCI recognized expenses of \$2,144,434 as a result of severance benefits related to early retirements and job eliminations.

**(g) Conditional Asset Retirement Obligations**

Accounting principles generally accepted in the United States of America (GAAPUSA) states that companies must accrue for costs related to legal obligations to perform certain activities in connection with the retirement, disposal or abandonment of assets. The obligation to perform the asset retirement activity is not conditional even though the timing or method may be conditional.

WWCI has identified asbestos removal as a conditional asset retirement obligation. Asbestos removal was estimated using site-specific quotes that amounted to \$70,450 and were recorded as a liability and as an increase to the asset in fiscal year 2006. The capitalized portion is depreciated over the remaining useful life of the asset. WWCI believes that the most reasonable remaining useful life should be consistent with the depreciation policy. Amortization of \$4,400 is recorded annually.

**(h) Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, cash in banks and money market accounts with original maturities of three months or less, except that such instruments purchased with endowment assets are classified as investments. WWCI maintains its cash and cash equivalents with Bank of America and although amounts in bank deposit accounts may exceed federally insured limits at times, WWCI believes that it is not exposed to any significant credit risk on cash and cash equivalents.

**(i) Fair Value Measurements**

Effective July 1, 2010, WWCI adopted new guidance that requires WWCI to report significant transfers between Level 1 and Level 2 and the reasons for those transfers, as well as disclosing the reason for transfers in and out of Level 3. Additionally, the guidance requires WWCI to clarify existing disclosure requirements about the level of disaggregation and inputs and valuation techniques. The adoption of this guidance did not have an impact on WWCI's financial statements, other than expanded disclosures.

The new guidance also requires the reconciliation of changes in Level 3 fair value measurements to present purchases, sales and settlements separately on a gross basis rather than as a net amount, effective for fiscal years beginning after December 10, 2010. WWCI does not expect the adoption of the guidance for Level 3 activity to have a significant impact on its financial statements or disclosures.

In 2010, WWCI adopted the guidance for nonrecurring fair value measurements of other assets and liabilities, which guidance had been previously deferred. The adoption of this guidance in 2010 had no material effect on WWCI's financial statements.

**(j) Endowment**

GAAPUSA addresses the net asset classification of donor-restricted endowment funds for organizations subject to an enacted version of the 2006 Uniform Prudent Management of Institutional Funds Act (UPMIFA). UPMIFA was enacted in Illinois effective June 30, 2009. A key component of UPMIFA is a requirement to classify the portion of a donor-restricted endowment fund that is not classified as permanently restricted net assets as temporarily restricted net assets until appropriated for expenditure.

**(k) Investments**

Investments are reported at fair value. For alternative investments, fair value is estimated as the net asset value per share provided by the investee as a practical expedient (as disclosed in Note 4). Investment income or loss (including realized gains and losses on investments, changes in unrealized holding gains and losses, interest and dividends) on investments that are not restricted by donors are included in investment returns in the statements of activities.

WWCI's investments are exposed to various risks, such as interest rate, credit and overall market volatility. Due to these risk factors, it is reasonably possible that changes in the value of investments may occur in the near term and may materially affect the amounts reported in the financial statements.

**(l) Depreciation**

Under WWCI's capitalization policy, costs of acquiring property and equipment for purchases exceeding \$1,000 are capitalized. Depreciation is provided over the estimated useful lives of the respective assets on a straight-line basis. The useful lives used are as follows: building, 60 years or the remaining life of the lease; technical equipment and furniture and fixtures, 5 to 10 years; and leasehold improvements, the lesser of the remaining life of the lease or the useful life of the leasehold improvements.

**(m) FCC License**

The cost of the WFMT license issued by the Federal Communications Commission (FCC) to WWCI has not been amortized since December 31, 1970. WWCI assesses the asset annually for impairment and believes there has been no decrease in the value of this license.

**(n) Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities as of the date of the financial statements, and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

**(o) Financial Instruments**

In March 2008, the FASB issued guidance on disclosures in the Derivatives and Hedging Topic of GAAPUSA. This guidance amends and expands the previous disclosure requirements for derivative instruments and hedging activities to provide more qualitative and quantitative information on how and why an entity uses derivative instruments, how derivative instruments are accounted for and how derivative instruments affect an entity's financial position, financial performance and cash flows. WWCI adopted the disclosures requirements as of July 1, 2009 on a prospective basis. The adoption had no impact on WWCI's financial statements, other than the additional disclosures.

WWCI's primary financial instruments consist of cash, investments, beneficial interest in trust, interest rate swap and bonds payable. The carrying value of these instruments approximate their fair values, as disclosed further in this note and in Notes 4, 10 and 11.

**(p) Beneficial Interest in Trust**

WWCI is the income beneficiary under a trust, the corpus of which is not controlled by WWCI. In the absence of donor-imposed conditions, WWCI recognizes its beneficial interest in a trust as a contribution in the period in which it receives notice that the trust agreement conveys an unconditional right to receive benefits. Beneficial interest in trust is stated at fair value.

**(q) Income Taxes**

WWCI received a determination letter from the Internal Revenue Service in December 1957 indicating that it qualifies as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code and, except for taxes pertaining to unrelated business income, is exempt from Federal and state income taxes. No provision for income taxes was required for the fiscal years ended June 30, 2011 and 2010, other than as described in Note 8.

WWCI's application of the Income Tax Topic regarding uncertain tax positions of GAAPUSA had no effect on its financial position as management believes WWCI has no material unrecognized income tax benefits, including any potential risk of loss of its not-for-profit tax status. WWCI would account for any potential interest or penalties related to possible future liabilities for unrecognized income tax benefits as income tax expense. WWCI is no longer subject to examination by federal, state or local tax authorities for periods before 2008.

**(r) Reclassifications**

Certain reclassifications have been made to amounts previously reported in the 2010 financial statements to conform to the 2011 presentation.

**(s) Subsequent Events**

WWCI has evaluated subsequent events through October 27, 2011, the date the 2011 financial statements were issued and November 22, 2010 with respect to the comparative 2010 financial statements. No material subsequent events have occurred since June 30, 2011 that require recognition or disclosure to these financial statements, except as disclosed in Note 4 regarding the receipt of the absolute return fund redemption.

# Window to the World Communications, Inc.

(A Private Nonprofit Corporation)



## Notes to Financial Statements

### (3) Receivables

Receivables consist of the following as of June 30:

	<b>2011</b>	<b>2010</b>
Current:		
Trade (net of allowance for doubtful accounts of \$143,000 as of June 30, 2011 and 2010, respectively)	\$ 1,112,516	\$ 944,025
Bequest receivable	1,083,593	-
Contracts	416,778	582,837
State of Illinois grant	-	-
Pledges (net of allowance for doubtful accounts of \$0 and \$37,500 as of June 30, 2011 and 2010, respectively)	85,000	-
Total current receivables, net	<b>\$ 2,697,887</b>	<b>\$ 1,526,862</b>
Long-term pledges (net of allowance for doubtful accounts of \$0 and \$10,000 as of June 30, 2011 and 2010, respectively)	<b>\$ -</b>	<b>\$ 191,696</b>

Pledges receivable in 2011 are for the WFMT 60<sup>th</sup> anniversary gala and pledges receivable in 2010 were for the Campaign for Network Chicago.

### (4) Fair Value Measurements

GAAPUSA defines fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. GAAPUSA describes three approaches to measuring the fair value of assets and liabilities: the market approach, the income approach and the cost approach, each of which include multiple valuation techniques. The standard does not prescribe which valuation technique should be used when measuring fair value, but does establish a fair value hierarchy that prioritizes the inputs used in applying the various techniques. Inputs broadly refer to the assumptions that market participants use to make pricing decisions, including assumptions about risk. Level 1 inputs are given the highest priority in the hierarchy while Level 3 inputs are given the lowest priority. Financial assets and liabilities carried at fair value are classified in one of the three categories based upon the inputs to the valuation technique:

- Level 1 – Observable inputs that reflect unadjusted quoted prices for identical assets or liabilities in active markets as of the reporting date. Active markets are those in which transactions for the asset or liability occur in sufficient frequency and volume to provide pricing information on an ongoing basis.
- Level 2 – Observable market-based inputs or unobservable inputs that are corroborated by market data with redemption restrictions less than 90 days.
- Level 3 – Unobservable inputs that are not corroborated by market data. These inputs reflect management's best estimate of fair value using its own judgment of the assumptions a market participant would use in pricing the asset or liability and have redemption restrictions longer than 90 days.

# Window to the World Communications, Inc.

(A Private Nonprofit Corporation)



## Notes to Financial Statements

The following tables set forth by level within the fair value hierarchy WWCI's financial assets and liabilities that were accounted for at fair value on a recurring basis as of June 30, 2011 and 2010. As required by GAAPUSA, assets and liabilities are classified in their entirety on the lowest level of input that is significant to the fair value measurement. WWCI's assessment of the significance of a particular input to the fair value measurement requires judgment, and may affect their placement within the fair value hierarchy levels.

Description	Fair Values as of June 30, 2011	Recurring Fair Value Measurements at Reporting Date Using:		
		Quoted Prices in Active Markets for Identical Assets Level (1)	Significant Other Observable Inputs Level (2)	Significant Unobservable Inputs Level (3)
Assets:				
U.S. equity funds:				
Large cap	\$ 8,961,754	\$ 8,961,754	\$ -	\$ -
Small cap	1,136,526	1,136,526	-	-
Total U.S. equity funds	10,098,280	10,098,280	-	-
Fixed income funds	1,585,836	1,585,836	-	-
International equity funds	3,620,830	3,620,830	-	-
Alternative investments:				
Absolute return	7,959,713	-	1,815,626	6,144,087
International equity	3,114,478	-	3,114,478	-
Hedged equity	2,718,602	-	1,465,458	1,253,144
Private equity	112,980	-	-	112,980
Total alternative investments	13,905,773	-	6,395,562	7,510,211
Beneficial interest in trust	777,930	-	777,930	-
	<b>\$ 29,988,649</b>	<b>\$ 15,304,946</b>	<b>\$ 7,173,492</b>	<b>\$ 7,510,211</b>
Liabilities:				
Derivative liabilities	<b>\$ 1,984,172</b>	<b>\$ -</b>	<b>\$ 1,984,172</b>	<b>\$ -</b>

**Window to the World Communications, Inc.**  
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Notes to Financial Statements

Recurring Fair Value Measurements at Reporting Date  
Using:

Description	Fair Values as of June 30, 2010	Quoted Prices in Active Markets for Identical Assets Level (1)	Significant Other Observable Inputs Level (2)	Significant Unobservable Inputs Level (3)
<b>Assets:</b>				
U.S. equity funds:				
Large cap	\$ 6,861,927	\$ 6,861,927	\$ -	\$ -
Small cap	810,243	810,243	-	-
Total U.S. equity funds	7,672,170	7,672,170	-	-
Fixed income funds	2,849,718	2,849,718	-	-
International equity funds	2,806,186	2,806,186	-	-
Alternative investments:				
Absolute return	8,148,888	-	1,660,551	6,488,337
International equity	2,699,792	-	2,699,792	-
Hedged equity	1,326,512	-	1,326,512	-
Domestic equity	823,155	-	823,155	-
Private equity	125,941	-	-	125,941
Total alternative investments	13,124,288	-	6,510,010	6,614,278
Beneficial interest in trust	664,768	-	664,768	-
	<b>\$ 27,117,130</b>	<b>\$ 13,328,074</b>	<b>\$ 7,174,778</b>	<b>\$ 6,614,278</b>
<b>Liabilities:</b>				
Derivative liabilities	<b>\$ 2,156,685</b>	<b>\$ -</b>	<b>\$ 2,156,685</b>	<b>\$ -</b>

Not included in the above table for 2011 is a \$500,000 investment redemption in transit from an absolute fund manager that was received in July 2011.

The following section describes the valuation techniques used by WWCI to measure different financial instruments at fair value and includes the level within the fair value hierarchy in which the financial instrument is categorized.

**Level 1**

Investments in securities traded on a national securities exchange are stated at last reported sales price on the day of valuation. These financial instruments are classified as Level 1 in the fair value hierarchy.

**Level 2**

Estimated fair values for absolute return, international equity, hedged equity and domestic equity investments were based on net asset value per share of the funds with redemption restrictions less than 90 days.

# Window to the World Communications, Inc.

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## Notes to Financial Statements

Beneficial interest in trust is stated at fair value. The fair value is based on the percentage of the trust designated to WWCI, applied to the fair value of the trust, which is based primarily on quoted market prices of its underlying assets. Changes in the fair value of the underlying trust assets, as determined by the trustees that hold and manage these assets, are recognized in the statements of activities in the period in which they occur.

The derivative instrument consists solely of interest rate swaps that are not traded on an exchange and are recorded at fair value based on a variety of observable inputs, including contractual terms, interest rate curves, yield curves, credit curves, measure of volatility and correlations of such inputs. Valuation adjustments may be made in the determination of fair value, which was obtained from an independent third-party advisor.

### Level 3

Estimated fair value of absolute return and hedged equity funds was based on net asset value per share of the funds with redemption restrictions longer than 90 days.

The fair value of WWCI's investments in a private equity partnership generally represents the amount WWCI would expect to receive if it were to liquidate its investment in the investment partnership excluding any redemption charges that may apply. In circumstances where the investment partnerships' net asset values were deemed to differ from fair value due to liquidity or other factors, net asset values would be adjusted accordingly to reflect liquidity reserves. As of June 30, 2011 and 2010, WWCI determined that there were no liquidity issues.

The following tables present a reconciliation of the beginning and ending balances recorded for instruments classified as Level 3 in the fair value hierarchy as of June 30, 2011 and 2010.

**Fair Value Measurements Using Significant Unobservable Inputs (Level 3)**

	Absolute Return	Hedged Equities	Private Equities	Total
<b>Assets:</b>				
Beginning balance, June 30, 2010	\$ 6,488,337	\$ -	\$ 125,941	\$ 6,614,278
Total gains or losses (realized and unrealized) included in change in net assets	657,252	53,144	12,942	723,338
Purchases, issuances and settlements (net)	(501,502)	1,200,000	(25,903)	672,595
Redemption in transit	(500,000)	-	-	(500,000)
Ending balance, June 30, 2011	<b>\$ 6,144,087</b>	<b>\$ 1,253,144</b>	<b>\$ 112,980</b>	<b>\$ 7,510,211</b>
Total gains or losses for the period included in change in net assets attributable to the change in unrealized gains or losses relating to Level 3 assets still held as of June 30, 2011	<b>\$ 426,459</b>	<b>\$ 53,144</b>	<b>\$ 20,047</b>	<b>\$ 499,650</b>

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Notes to Financial Statements

Fair Value Measurements Using Significant Unobservable  
 Inputs (Level 3)

	Absolute Return	Hedged Equities	Private Equities	Total
Assets:				
Beginning balance, June 30, 2009	\$ 7,092,623	\$ 1,216,805	\$ 142,141	\$ 8,451,569
Reclassification to Level 2*	(1,444,410)	(1,216,805)	-	(2,661,215)
Total gains or losses (realized and unrealized) included in change in net assets	840,122	-	(6,612)	833,510
Purchases, issuances and settlements (net)	2	-	(9,588)	(9,586)
Ending balance, June 30, 2009	<b>\$ 6,488,337</b>	<b>\$ -</b>	<b>\$ 125,941</b>	<b>\$ 6,614,278</b>
Total gains or losses for the period included in change in net assets attributable to the change in unrealized gains or losses relating to Level 3 assets still held as of June 30, 2010	<b>\$ 799,674</b>	<b>\$ -</b>	<b>\$ (3,289)</b>	<b>\$ 796,385</b>

\* See the adoption of new guidance in Note 2, fair value measurements, regarding the use of net asset value per share as a practical expedient to estimate the fair value of an alternative investment. The reclassification to Level 2 is a result of the adoption of this new guidance.

Level 3 gains and losses (realized and unrealized) included in the changes in net assets for the periods above are reported in investment income, net of transfers and expenses in the statements of activities. Level 3 unrealized gains and losses that are included in the changes in net assets that are still held as of June 30, 2011 and 2010 for the periods above are reported in investment income, net of transfers and expenses in the statements of activities.

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## Notes to Financial Statements

The following tables summarize fair value measurements of investments in other investment funds that calculate net asset value per share (or its equivalent) as of June 30, 2011 and 2010, respectively:

<u>Description</u>	<u>Fair Values as of June 30, 2011</u>	<u>Redemption Frequency (If Currently Eligible)</u>	<u>Redemption Notice Period</u>
<b>Assets:</b>			
Alternative investments:			
Absolute return (a)	\$ 6,144,087	Annually	45-90 days
Absolute return (a)	1,815,626	Quarterly	65 days
International equity (b)	3,114,478	Daily, monthly	5 -30 days
Hedged equity (c)	1,253,144	5 yr lockout	60 days
Hedged equity (d)	1,465,458	Quarterly	65 days
Private equity (f)	<u>112,980</u>	N/A	N/A
Total alternative investments	<b><u>\$ 13,905,773</u></b>		

<u>Description</u>	<u>Fair Values as of June 30, 2010</u>	<u>Redemption Frequency (If Currently Eligible)</u>	<u>Redemption Notice Period</u>
<b>Assets:</b>			
Alternative investments:			
Absolute return (a)	\$ 6,488,337	Annually	45-90 days
Absolute return (a)	1,660,551	Quarterly	65 days
International equity (b)	2,699,792	Daily, monthly	5 -30 days
Hedged equity (d)	1,326,512	Quarterly	65 days
			24th of each
Domestic equity (e)	823,155	Monthly	month
Private equity (f)	<u>125,941</u>	N/A	N/A
Total alternative investments	<b><u>\$ 13,124,288</u></b>		

There were no unfunded commitments as of June 30, 2011 and 2010.

- (a) This category includes multi-strategy absolute return investment focused on analyzing the probability-adjusted returns of individual securities and assets capturing the alpha in mispriced securities across conventional and alternative financial strategies. Management initiates long and short positions targeting solid absolute risk-adjusted returns. One of the investments in this category includes less liquid assets which may be restricted from immediate redemption until the asset is realized. As of June 30, 2011, all of the investments in this category have passed their initial lock up periods. The fair values of the funds in this category have been estimated using the net asset value per share of the investments.
- (b) This category includes investments primarily in Asia and Latin America's emerging markets debt and equity securities. As of June 30, 2011, all of the investments in this category have passed their initial lock up periods. The fair values of the investments in this category have been estimated using the net asset value per share of the investments.
- (c) This category includes investments in hedge funds that invest in both long and short positions, primarily in global equities. Management of the hedge fund has the ability to shift investments from value to growth strategies, from mid to large capitalization stakes, and from a net long position to a net short position. The investments dominate exposure in global markets. As of June 30, 2011, there remains a four-year lockup for all of the investments in this category. The fair values of the investments in this category have been estimated using the net asset value per share of the investments.
- (d) This category includes investments in hedge funds that invest in both long and short positions, primarily in U.S. common stocks. Management of the hedge funds has the ability to shift investments from value to growth strategies, from small to large capitalization stakes, and from a net long position to a net short position. The investments dominate exposure in the U.S. market, but will also take advantage of investment opportunities in Europe, Asia and emerging markets. As of June 30, 2011, all of the investments in this category have passed their initial lock-up periods. The fair values of the investments in this category have been estimated using the net asset value per share of the investments.
- (e) In 2010, this category included investments in U.S. small capital common stocks. As of June 30, 2010, all of the investments in this category have passed their initial lock up periods. This investment was liquidated in 2011. The fair values of the investments in this category have been estimated using the net asset value per share of the investments.
- (f) This category includes a private equity fund that is in liquidation. The investment is not redeemable. Investors can expect cash distributions on a regular basis as the fund winds down. The term for the liquidation of the investments in the portfolio ranges from 5 to 7 years. As of June 30, 2011, the fair values of the investments in this category have been estimated using the value provided by the fund manager.

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## Notes to Financial Statements

### (5) Investments

Long-term investments are summarized as follows as of June 30:

	<b>2011</b>		<b>2010</b>	
	<b>Cost</b>	<b>Fair Value</b>	<b>Cost</b>	<b>Fair Value</b>
U.S. equity funds:				
Dodge & Cox Fund	\$3,891,339	\$4,316,336	\$3,912,777	\$3,363,744
Harbor Fund	3,184,891	4,645,418	3,239,178	3,498,183
Longleaf Partners	1,025,570	1,136,526	1,021,442	810,243
Total U.S. equity funds:	<u>8,101,800</u>	<u>10,098,280</u>	<u>8,173,397</u>	<u>7,672,170</u>
Fixed income funds	1,574,660	1,585,836	2,612,860	2,849,718
International equity funds	3,058,011	3,620,830	3,010,924	2,806,186
Alternative investments:				
Absolute return	5,176,454	7,959,713	5,447,163	8,148,888
International equity	2,607,823	3,114,478	2,600,000	2,699,792
Hedged equity	2,291,813	2,718,602	1,091,813	1,326,512
Domestic equity	-	-	837,744	823,155
Private equity	136,337	112,980	169,344	125,941
Total alternative investments	<u>10,212,427</u>	<u>13,905,773</u>	<u>10,146,064</u>	<u>13,124,288</u>
Total long-term investments	<b><u>\$ 22,946,898</u></b>	<b><u>\$ 29,210,719</u></b>	<b><u>\$ 23,943,245</u></b>	<b><u>\$ 26,452,362</u></b>

Investment return for the years ended June 30, 2011 and 2010 is as follows:

	<b>2011</b>	<b>2010</b>
Interest and dividends	\$ 554,425	\$ 585,419
Realized gain - investments	211,435	22,986
Realized gain - alternative investments	319,164	100,755
Total realized gain	<u>530,599</u>	<u>123,741</u>
Change in unrealized gain - investments	3,152,744	1,745,461
Change in unrealized gain - alternative investments	1,215,122	1,389,177
Total change in unrealized gain	<u>4,367,866</u>	<u>3,134,638</u>
Fund management expenses	(288,099)	(255,068)
Total return on investments	5,164,791	3,588,730
Board approved transfer (See Note 14)	(1,096,000)	(1,125,000)
Investment income, net of transfers and expenses	<b><u>\$ 4,068,791</u></b>	<b><u>\$ 2,463,730</u></b>

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## Notes to Financial Statements

The total return on investments includes a board-designated endowment investment gain amounting to \$3,107,074 and \$1,623,695 in fiscal years 2011 and 2010, respectively.

Change in unrealized gain – investments in the above table includes \$113,162 and \$15,768 of gains from the beneficial interest in trust for the years ended June 30, 2011 and 2010, respectively.

### **(6) Property and Equipment**

The following is a summary of property and equipment balances stated at historical cost as of June 30:

	<b>2011</b>	<b>2010</b>
Technical equipment	\$ 29,684,714	\$ 29,186,721
Building and leasehold improvements	22,629,969	22,448,067
Furniture, fixtures, and other assets	8,265,994	8,255,884
Deposits and construction-in-progress	347,181	332,879
 Total property and equipment	 60,927,858	 60,223,551
Less accumulated depreciation and amortization	(40,855,703)	(38,306,848)
 Net property and equipment	 <b>\$ 20,072,155</b>	 <b>\$ 21,916,703</b>

Construction-in-progress represents the accumulated costs of assets not yet placed in service. As of June 30, 2011 and 2010, these amounts relate to new equipment and improvements of existing facilities.

### **(7) Liens on Property and Equipment**

WTTW acquired a portion of its technical equipment with the proceeds of grants received from the Public Telecommunications Facilities Program (PTFP). These grants provide that liens be placed upon this equipment for a ten-year period. The liens expire on various dates through 2020. In the event this equipment is sold within the ten-year period, PTFP is entitled to receive a pro rata portion of the proceeds based upon the percentage of the original purchase price that it funded. WTTW has no intentions to sell any of this equipment within the ten-year period.

### **(8) Income Taxes**

WWCI's management believes it will have an unrelated business income net operating loss of approximately \$1,031,000 for tax purposes for the year ended June 30, 2011 and that its unrelated business income net operating loss carryforward as of June 30, 2011 will be approximately \$6,787,000. This amount is available to offset future unrelated business income. The carryforward amounts expire on various dates through 2032. Deferred income tax assets related to the unrelated business net operating loss carryforwards were fully offset by a valuation allowance as of June 30, 2011 and 2010.

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## Notes to Financial Statements

### **(9) Line of Credit**

WWCI has an unsecured line of credit agreement with Bank of America to support working capital requirements. This agreement as of June 30, 2011 permits borrowings of up to \$5,000,000. Outstanding borrowings bear interest at the current LIBOR (0.187% as of June 30, 2011) plus 1.75%. The agreement expires June 30, 2012 and management expects this to be renewed at that time. As of June 30, 2011 and 2010, WWCI had no borrowings outstanding under this line of credit. WWCI is subject to certain covenants relating to the bonds in Note 10 that are also applicable to this line. As of June 30, 2011, all covenants have been met.

### **(10) Bonds Payable**

The Illinois Development Finance Authority issued Variable Development Bonds on behalf of WWCI primarily to acquire, construct, renovate and equip WWCI's broadcasting and production facilities. The 1994 Series A and B bonds were issued on November 9, 1994 with a due date of November 1, 2014. The 2000 Series bonds were issued on September 14, 2000 with a due date of August 1, 2015. The bonds were initially issued as floating rate instruments and continue to be so as of June 30, 2011. The floating rate is established by the remarketing agent on a weekly basis and the carrying value of the bonds outstanding as of June 30, 2011 and 2010, approximates fair value.

Bonds payable as of June 30, 2011 and 2010 consist of the following amounts due to the Illinois Development Finance Authority:

	<b>Issued &amp; Outstanding Balance</b>		<b>Floating Rate</b>	
	<b>2011</b>	<b>2010</b>	<b>2011</b>	<b>2010</b>
1994 Series A (nontaxable)	\$ 6,000,000	\$ 6,000,000	0.18%	0.25%
1994 Series B (taxable)	1,600,000	1,600,000	0.30%	0.70%
2000 Series (nontaxable)	13,700,000	13,700,000	0.12%	0.27%
	<b>\$ 21,300,000</b>	<b>\$ 21,300,000</b>		

With the issuance of the Series 2000 bonds, WWCI entered into an irrevocable direct-pay letter of credit facility with Bank of America (the credit provider) in order to guarantee payment of principal and interest on the Series 1994A, Series 1994B and Series 2000 bonds as they become due. As of June 30, 2011, the outstanding letter of credit totaled \$21,492,890. In June 2011, WWCI extended the letter of credit facility to August 31, 2013 with respect to the 1994 Series and September 14, 2013 with respect to the 2000 Series.

In the event that the remarketing agent is unable to remarket the bonds, the bonds become a demand note under the letter of credit issued by Bank of America. If the letter of credit cannot be renewed, and an alternative letter of credit cannot be obtained, the bonds require immediate payment.

WWCI is subject to certain bond covenants relating to the Series 1994A, Series 1994B and Series 2000 bonds. As of June 30, 2011, all bond covenants have been met.

## (11) Interest Rate Swaps

On August 11, 2005, January 1, 2009 and January 2, 2009, WWCI entered into interest rate swap agreements to manage its exposure on its Variable Development Demand Bonds. The agreements exchange a variable rate of interest payment equal to 70% of one month London Interbank Offered Rate (LIBOR) for an escalating interest rate capped at a fixed rate. The agreements mature on August 1, 2015, August 3, 2015 and October 1, 2014, respectively.

WWCI has capped its market risk to fixed rates as follows under the three swap agreements:

- 3.49% on \$10,000,000 of the Series 2000 Bonds
- 3.29% on \$3,700,000 of the Series 2000 and \$6,000,000 of the Series 1994 A Bonds
- 4.67% on \$1,600,000 of the Series 1994 B Bonds

By using derivative financial instruments to hedge exposures to changes in interest rates, WWCI exposes itself to credit risk and market risk. Credit risk is the failure of the counterparty to perform under the terms of the derivative contract. When the fair value of the derivative contract is positive, the counterparty owes WWCI, which creates credit risk for WWCI. When the fair value of a derivative contract is negative, WWCI owes the counterparty, if WWCI terminated the contract. The counterparty for these swap agreements is JP Morgan Chase Bank, N.A. (Bank), a high-quality counterparty.

Market risk is the adverse effect on the value of financial instruments that result from a change in interest rates. The market risk associated with the interest rate contracts is managed by establishing parameters that limit the types and degree of market risk that may be undertaken. See Note 4 for valuation techniques.

The following is a summary of the interest rate swaps in the Statements of Financial Position and Activities as of June 30:

	<u>2011</u>	<u>2010</u>
Statement of Financial Position Information:		
Long-term interest rate swap	<u>\$ 1,984,172</u>	<u>\$ 2,156,685</u>
Statement of Activities Information:		
Non cash interest rate swap gain (loss)	\$ 172,513	\$ (647,017)
Interest expense included in program and supporting services expenses	<u>(707,367)</u>	<u>(696,703)</u>
Total interest rate swap loss in the Statement of Activities	<u>\$ (534,854)</u>	<u>\$ (1,343,720)</u>

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## Notes to Financial Statements

### **(12) Temporarily Restricted Net Assets**

Temporarily restricted net assets are available for the following purposes or periods as of June 30:

	<b>2011</b>	<b>2010</b>
Capital	\$ 3,800,558	\$ 4,558,821
Time restriction	1,303,517	707,160
<i>Chicago Tonight</i> Internships	120,568	71,970
<i>Midnight Special</i>	<u>71,846</u>	<u>20,424</u>
 Total temporarily restricted net assets	 <u>\$ 5,296,489</u>	 <u>\$ 5,358,375</u>

### **(13) Permanently Restricted Net Assets**

Permanently restricted net assets are available for the following purposes as of June 30:

	<b>2011</b>	<b>2010</b>
Endowments whose earnings can be used for:		
Unrestricted operating	\$ 2,113,322	\$ 2,119,872
Capital	990,872	990,872
<i>Midnight Special</i>	268,018	268,018
<i>Chicago Tonight</i> Internships	<u>210,500</u>	<u>198,000</u>
 Total permanently restricted net assets	 <u>\$ 3,582,712</u>	<u>\$ 3,576,762</u>

### **(14) Endowment**

WWCI's endowment consists of ten individual funds and includes both donor-restricted endowment funds and funds designated by the Board of Trustees to function as endowments. As required by GAAPUSA, net assets associated with endowment funds are classified and reported based on existences or absences of donor-imposed restrictions.

Notes to Financial Statements

WWCI interpreted the Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the preservation of the fair value of the original gift as of the date of the gift of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result of this interpretation, WWCI classifies as permanently restricted net assets (a) the original value of gifts donated to the permanent endowment and (b) the original value of subsequent gifts to the permanent endowment. The portion of the donor-restricted endowment fund that is not classified in permanently restricted net assets is classified as temporarily restricted net assets until those amounts are appropriated for expenditure by WWCI in a manner consistent with the standard of prudence prescribed by UPMIFA. In accordance with UPMIFA, WWCI considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds:

- 1) The duration and preservation of the fund
- 2) The purposes of the donor-restricted endowment funds
- 3) General economic conditions
- 4) The expected total return from income and appreciation of investments
- 5) Other resources of the organization
- 6) The investment policy of WWCI

WWCI has adopted investment and spending policies for endowment assets that attempt to provide a predictable stream of funding to programs supported by its endowment while seeking to maintain the purchasing power of the endowment assets. Endowment assets include those assets of donor-restricted funds that WWCI must hold in perpetuity or for a donor-specified period(s) as well as board-designated funds. Four percent of the average fair value of the investments held by WWCI for the prior 12 quarters is available for operations. The board approved a 4% operating transfer totaling \$1,096,000 in 2011 and \$1,125,000 in 2010. Under this policy, as approved by the Board of Trustees, the endowment assets are invested in a manner that is intended to produce results that exceed the price and yield results of the S&P 500 index while assuming a moderate level of investment risk. WWCI expects its endowment funds to provide an absolute return measured over a three-year period of the greater of 8% or CPI plus 5%. This is consistent with WWCI's objective to maintain the purchasing power of the endowment assets as well as to provide additional real growth through new gifts and investment return. WWCI's investment objective is to increase purchasing power while reducing, to the greatest extent possible, the possibility of loss over a three-year cycle. A secondary objective is to have sufficient degree of flexibility in order to meet unanticipated demands and changing environments. Diversification of assets will ensure that adverse or unexpected results from one security or security class will not have a detrimental impact on the entire portfolio. Actual returns in any given year may vary from this amount.

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Endowment net asset composition by type of fund as of June 30, 2011, is comprised of the following:

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
Donor-restricted endowment funds	\$ -	\$ 604,538	\$ 3,582,712	\$ 4,187,250
Board-designated endowment funds	<u>24,003,161</u>	<u>-</u>	<u>-</u>	<u>24,003,161</u>
<b>Total endowment funds</b>	<b><u>\$ 24,003,161</u></b>	<b><u>\$ 604,538</u></b>	<b><u>\$ 3,582,712</u></b>	<b><u>\$ 28,190,411</u></b>

Endowment net asset composition by type of fund as of June 30, 2010, is comprised of the following:

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
Donor-restricted endowment funds	\$ -	\$ 211,827	\$ 3,556,762	\$ 3,768,589
Board-designated endowment funds	<u>20,896,087</u>	<u>-</u>	<u>-</u>	<u>20,896,087</u>
<b>Total endowment funds</b>	<b><u>\$ 20,896,087</u></b>	<b><u>\$ 211,827</u></b>	<b><u>\$ 3,556,762</u></b>	<b><u>\$ 24,664,676</u></b>

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Notes to Financial Statements

Changes in endowment net assets for the fiscal year ended June 30, 2011:

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
Endowment net assets, beginning of year	\$ 20,896,087	\$ 211,827	\$ 3,556,762	\$ 24,664,676
Investment return:				
Investment income	336,135	174,253	-	510,388
Net appreciation (realized and unrealized)	3,910,241	458,969	-	4,369,210
Total investment return	4,246,376	633,222	-	4,879,598
Contributions	-	-	25,950	25,950
Appropriation of endowment assets for expenditure	(250,583)	(33,230)	-	(283,813)
Annual appropriation of board-designated endowment funds to operations	(888,719)	(207,281)	-	(1,096,000)
Endowment net assets, end of year	<b>\$ 24,003,161</b>	<b>\$ 604,538</b>	<b>\$ 3,582,712</b>	<b>\$ 28,190,411</b>

Changes in endowment net assets for the fiscal year ended June 30, 2010:

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
Endowment net assets, beginning of year	\$ 19,263,976	\$ 19,799	\$ 3,415,743	\$ 22,699,518
Investment return:				
Investment income	506,645	41,604	-	548,249
Net depreciation (realized and unrealized)	2,627,983	150,424	-	2,778,407
Total investment return	3,134,628	192,028	-	3,326,656
Contributions	-	-	141,019	141,019
Appropriation of endowment assets for expenditure	(377,517)	-	-	(377,517)
Annual appropriation of board-designated endowment funds to operations	(1,125,000)	-	-	(1,125,000)
Endowment net assets, end of year	<b>\$ 20,896,087</b>	<b>\$ 211,827</b>	<b>\$ 3,556,762</b>	<b>\$ 24,664,676</b>

# **Window to the World Communications, Inc.**

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## Notes to Financial Statements

### **(15) Lease Commitments**

WWCI leases the land upon which WTTW's and WFMT's general office and studio building is constructed, as well as transmission and antenna space. WWCI incurred aggregate rental expense of approximately \$648,000 and \$498,000 for the years ended June 30, 2011 and 2010, respectively. The future minimum payments due under noncancelable operating leases in effect as of June 30, 2011 are as follows:

Year ending June 30:	
2012	\$ 790,000
2013	806,000
2014	822,000
2015	837,000
2016	853,000
Thereafter (expires in 2062)	<u>6,018,000</u>
	<b><u>\$ 10,126,000</u></b>

The future minimum payments above may be reduced by up to \$2,021,000 for underwriting that WWCI has contracted to provide a certain lessor in lieu of cash rental payments. WWCI recognized approximately \$190,000 and \$151,000 in lease barter revenue and expense during the years ended June 30, 2011 and 2010, respectively.

The leases contain annual escalation clauses and, accordingly, rent expense is recorded on the straight-line basis over the life of the lease.

### **(16) Retirement Plan**

All eligible employees are included in the WWCI defined contribution retirement plan. Under this plan, an amount equal to 3% of the base compensation of all eligible employees is contributed by WWCI. Eligible employees may also voluntarily contribute up to 4.5% of their base compensation to the plan; such contributions are matched by WWCI up to 4.5%. In fiscal year 2010, management suspended all matching payments to the retirement plan. In fiscal year 2011, management restored matching payments to the retirement plan for all union employees. All contributions are used to purchase mutual funds and individual annuity contracts. The amount contributed and charged to expense for the years ended June 30, 2011 and 2010 was \$182,629 and \$124,247, respectively.

### **(17) Chicago News Cooperative**

The Chicago News Cooperative (CNC) is a LLC, and began operations on October 23, 2009. Its mission is to produce public-interest journalism focused on Chicago, its politics and policy, culture and the arts, and the diverse communities of the metropolitan area. CNC publishes in The New York Times on Friday and Sunday, the first outside news organization to produce entire pages for the Times. WWCI acts as fiscal agent for CNC and provides accounting and other administrative services. The CNC financial results are not included in WWCI's financial statements. Accounting and other administrative services totaled \$26,749 and \$20,129 for the years ended June 30, 2011 and 2010, respectively.

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## Notes to Financial Statements

### **(18) Contingencies**

WWCI is subject to potential legal actions which arise in the ordinary course of business. In the opinion of management, based upon opinions of legal counsel, the disposition of all potential or threatened claims will not have a material impact on the financial position of WWCI.

### **(19) Supplemental Cash Flow and Other Information**

Cash payments for interest amounted to \$807,506 and \$822,156 for the years ended June 30, 2011 and 2010, respectively.

Interest expense was \$807,586 and \$818,843 for the years ended June 30, 2011 and 2010, respectively.

As of June 30, 2011 and 2010, WWCI purchased broadcast and production equipment in the amounts of \$64,350 and \$16,288, respectively, which was included in accounts payable.

(Decreases) increases in assets in the amount of \$(105,940) and \$341,071, held on behalf of CNC are presented as fiscal agent liabilities for CNC for the years ended June 30, 2011 and 2010, respectively.