

Chicago Tonight: Elites, Affluence, and Advertising

A report by Chicago Media Action

Acknowledgements

Study coordinator: James Owens

James Owens serves on the Executive Committee of Chicago Media Action. A contributor to *CovertAction Quarterly*, and a former campaign writer for US Rep Bobby Rush, James' research and writing has also been utilized by Chicago area law firms, as well as non-profit and political organizations.

Study supervisor: Stephen Macek, PhD.

Stephen Macek is Assistant Professor of Speech Communication at North Central College in Naperville. His research and writing have focused on the politics of media representations of the urban poor. His book, "Urban Nightmares: The Media, The Right and the Panic over the Postindustrial City, 1980-2000," is forthcoming from University of Minnesota Press.

Sections One, Two, Three, Appendices (except as noted below) written by James Owens, with direction and advice from Stephen Macek, and Chicago Media Action.

The introductory section was written in collaboration with Stephen Macek, James Owens and Scott Sanders.

Section Four - "Suggestions for Action," written by Karen Bond, with additional research by Scott Sanders.

The Executive Summary was written by James Owens and Stephen Macek.

Appendix 2, "Race Statistics for the Chicago Area"; Appendix 10, "WTTW Board of Trustees"; and Appendix 11, "Chicago Public Broadcasting Timeline," by Scott Sanders.

Additional Research: Stephen Macek, Scott Sanders, Robert Gallie, and Mitchell Szczepanczyk.

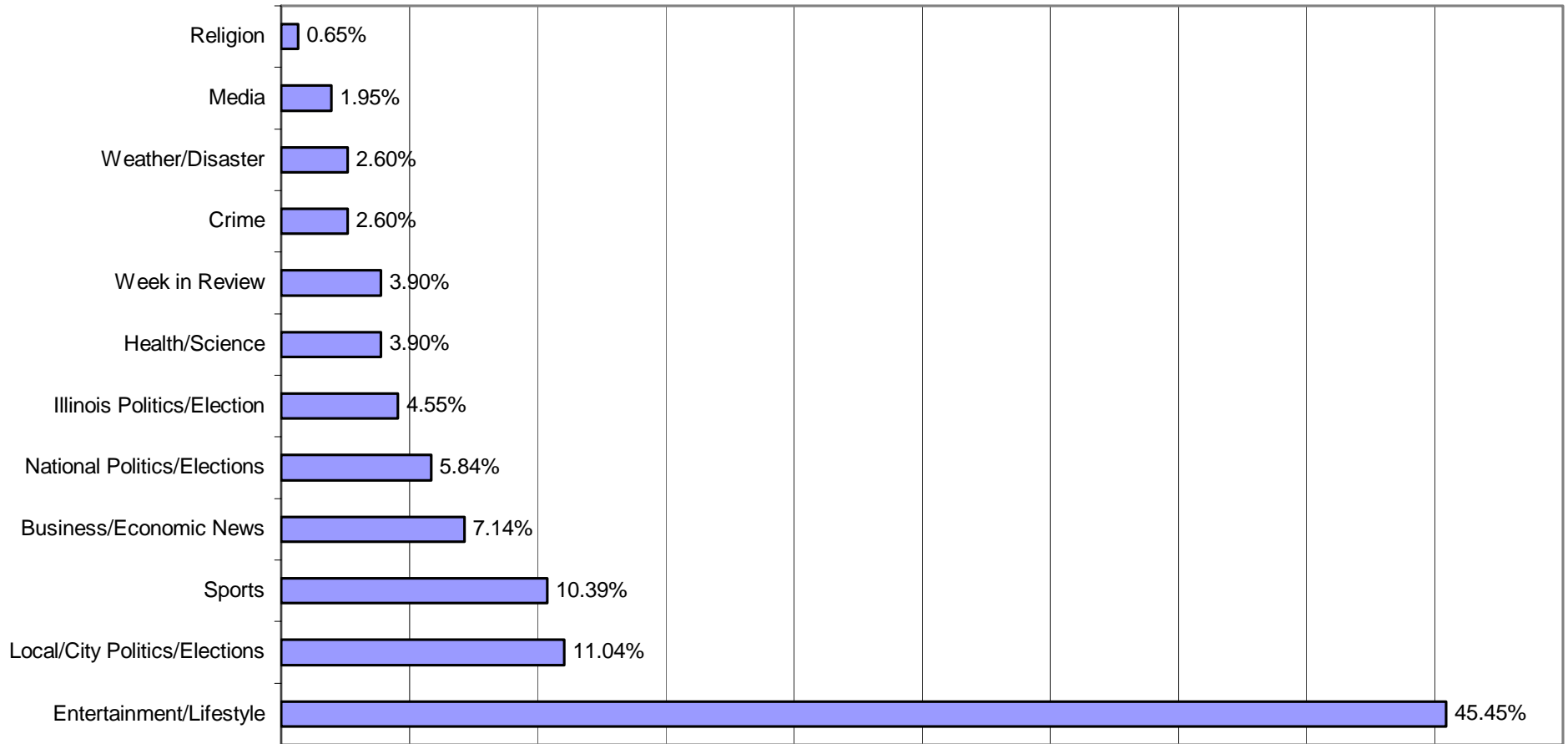
Additional feedback, proofreading, coordination, and insight: Karen Bond, Larry Duncan, Robert Gallie, Jennifer Reft, Mitchell Szczepanczyk, Rachel Razowsky.

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Appendix 1: Story Topics

Topics Covered on Chicago Tonight



Appendix 2: Race Statistics for the Chicago Area

Race and Ethnicity Statistics for the Chicago Area

Geographic area	Total population	Race								Hispanic or Latino (of any race)
		One race							Two or more races	
		Total	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some other race		
Cook County	5,376,741	5,240,518	3,025,760	1,405,361	15,496	260,170	2,561	531,170	136,223	1,071,740
DuPage County	904,161	888,679	759,924	27,600	1,520	71,252	217	28,166	15,482	81,366
Kane County	404,119	395,184	320,340	23,279	1,255	7,296	144	42,870	8,935	95,924
Lake County	644,356	631,427	516,189	44,741	1,801	25,105	308	43,283	12,929	92,716
McHenry County	260,077	257,256	244,240	1,523	445	3,782	55	7,211	2,821	19,602
Will County	502,266	494,080	411,027	52,509	1,038	11,125	162	18,219	8,186	43,768
Chicago Area Totals:	8,091,720	7,907,144	5,277,480	1,555,013	21,555	377,730	3,447	670,919	184,576	1,405,114
% of pop. by race or origin	-	-	65.2%	19.2%	0.3%	4.7%	0.04%	8.2%	2.3%	17.4%

Source: U.S. Census Bureau, Census 2000 Redistricting Data (Public Law 94-171) Summary File, Matrices PL1 and PL2.

- The Chicago area consists of the six Illinois counties listed.

Source: Office of the Municipal Reference Collection, Chicago Public Library, Harold Washington Library, Chicago, IL.

- The estimated number of Americans of Arab origin in the Chicago area is 150,000 or roughly 1.9%

Source: "Chicago's Arab American Community: An Introduction" by Ray Hanania <http://www.hanania.com/aaintro.htm>

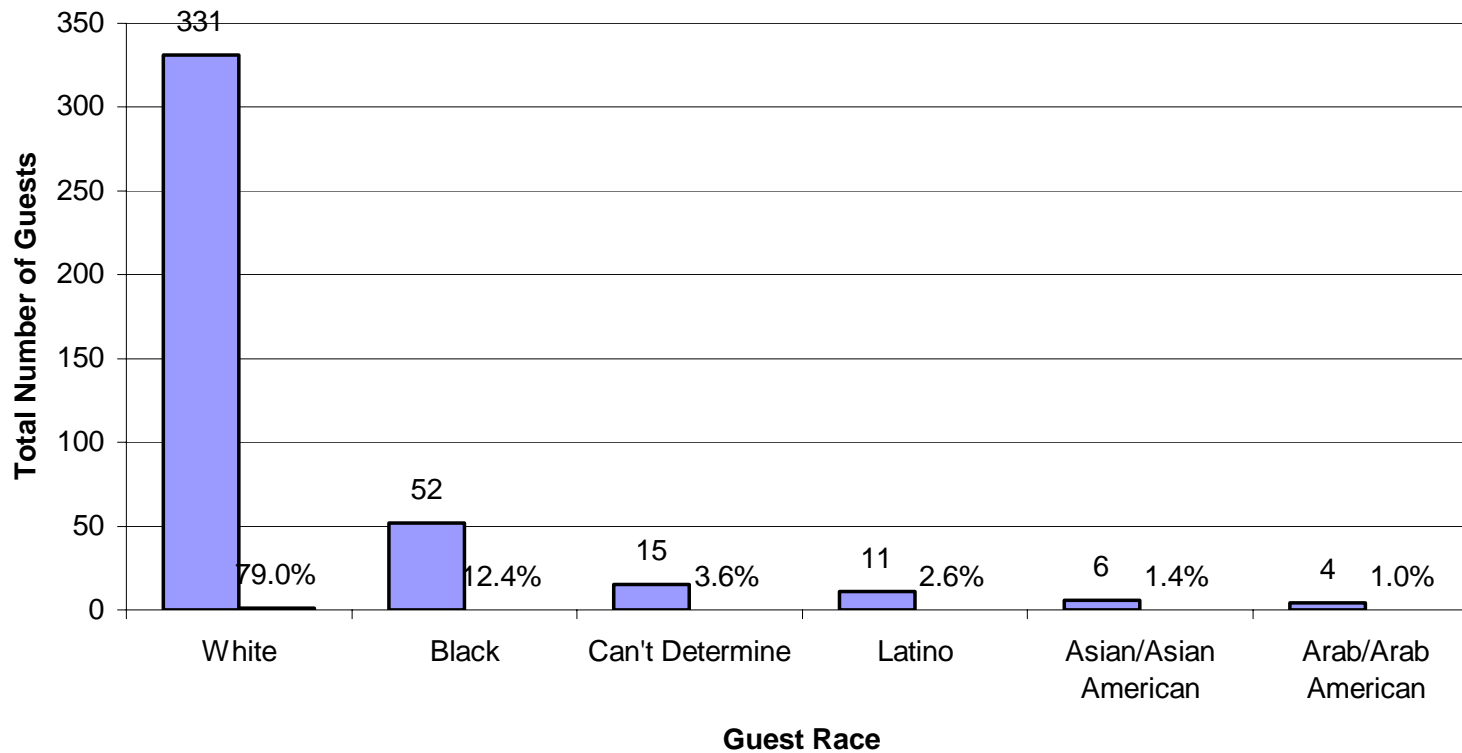
(Note: The U.S. Census Bureau's data does not include a category for Arabs.

- The total percentage of all race categories adds up to slightly less than 100% (99.94%) due to rounding.
- Please note that approximately 2.3% identified themselves as belonging to two or more racial categories.

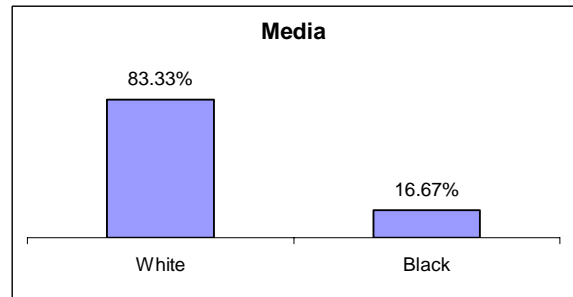
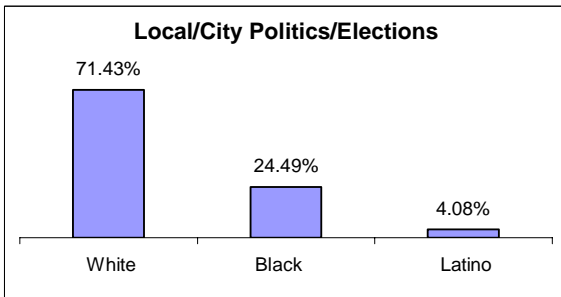
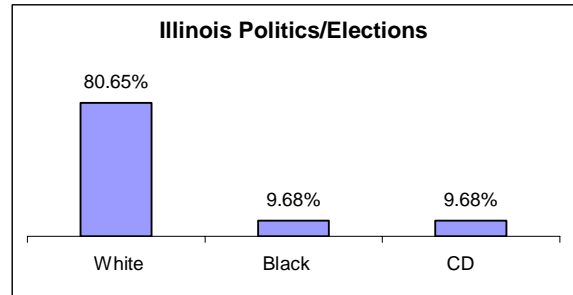
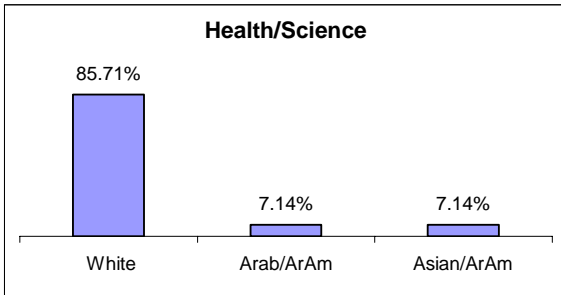
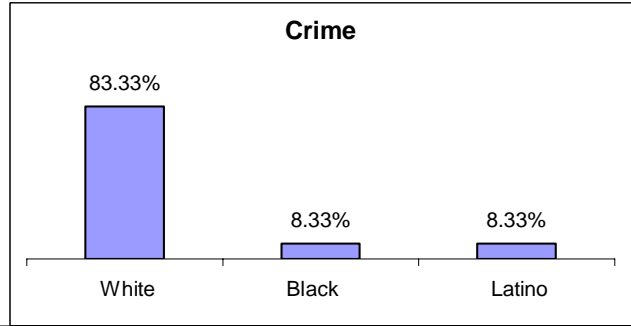
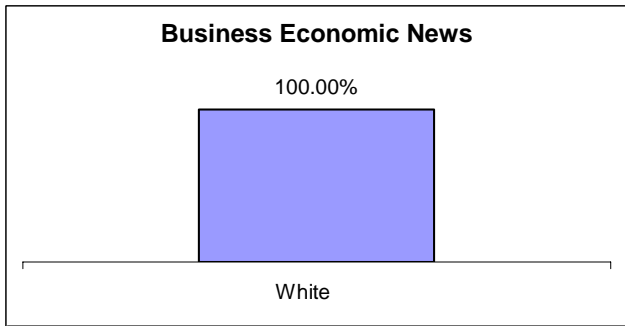
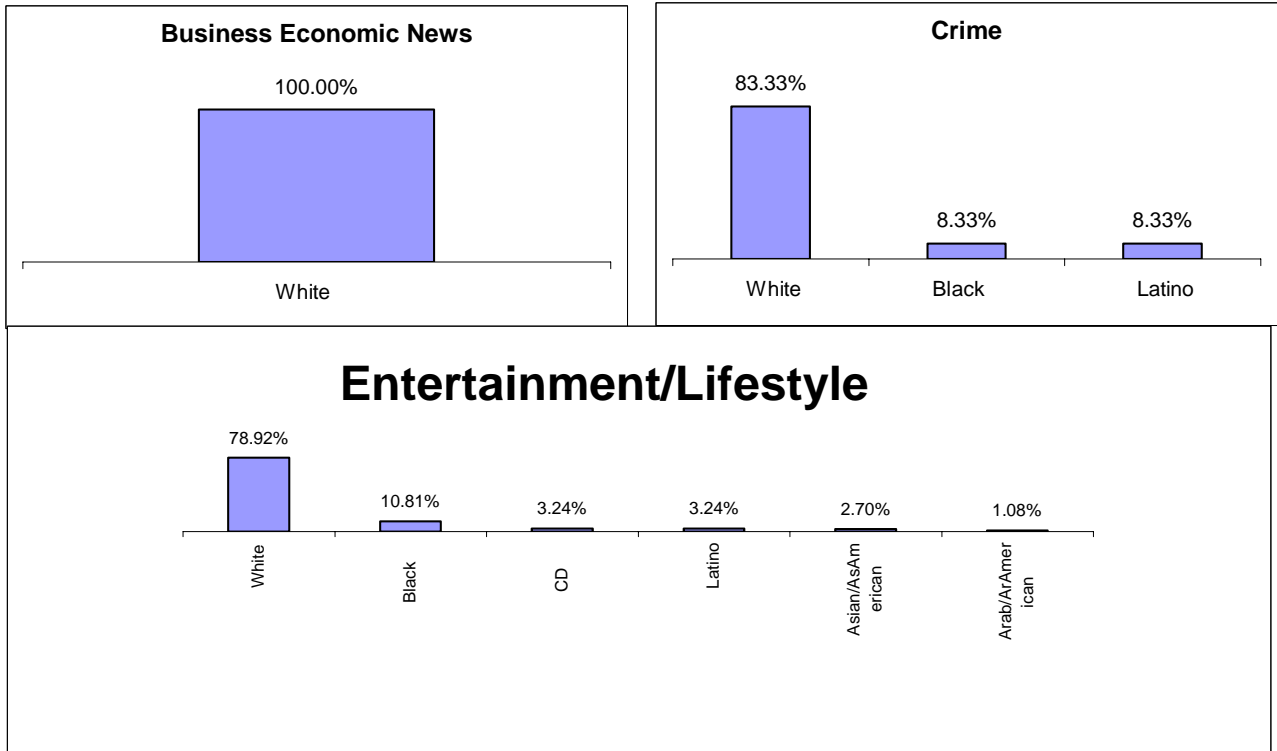
• NOTE: For information on confidentiality protection, nonsampling error, and definitions for U.S. census data, see <http://factfinder.census.gov/home/en/datanotes/expplu.html.C>

Appendix 3: Race of Guests

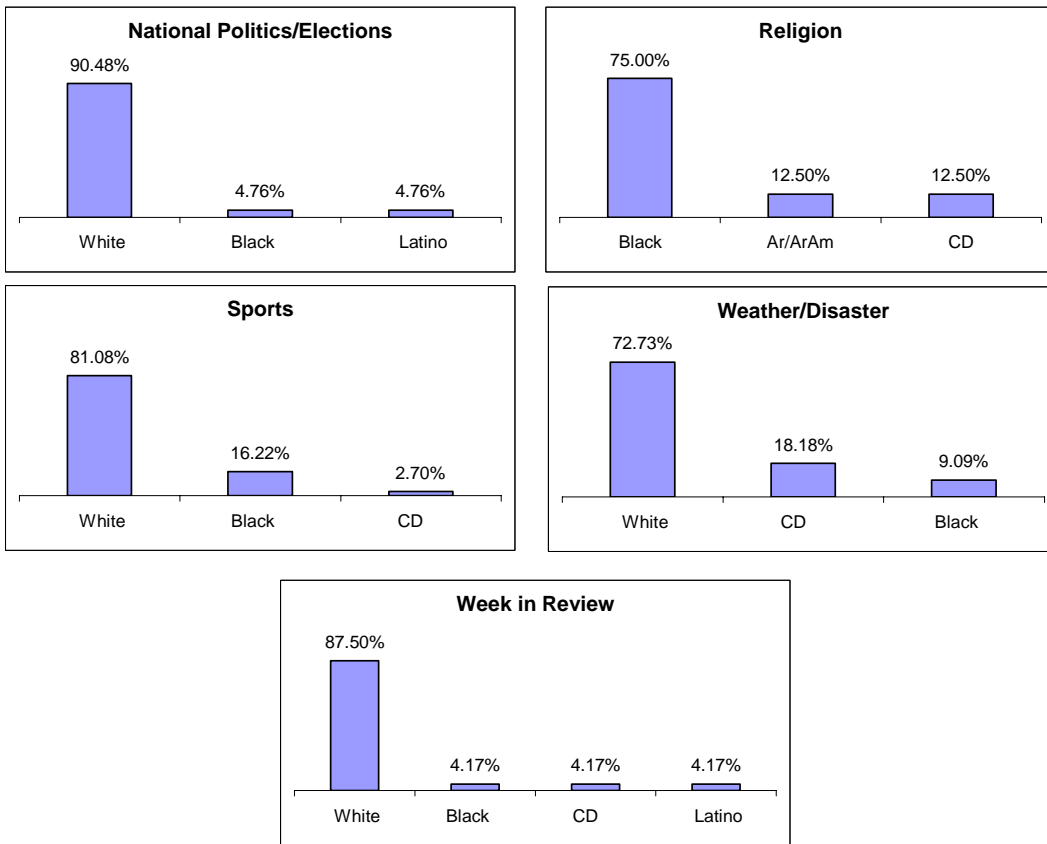
Race of Guests on Chicago Tonight



Appendix 4: Guest Race Across Story Topics

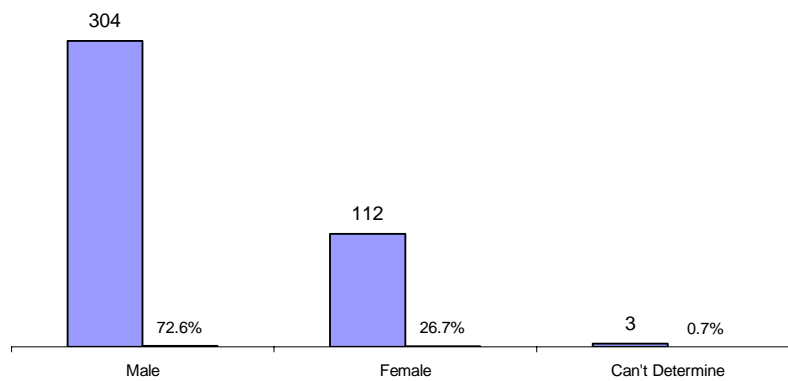


Appendix 4: Guest Race Across Story Topics Continued

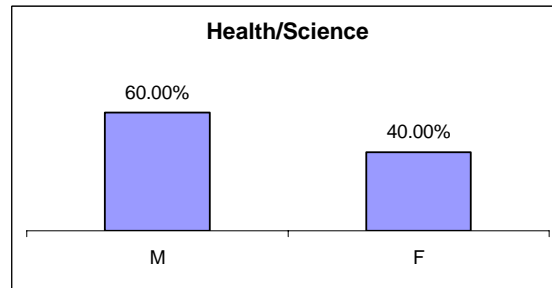
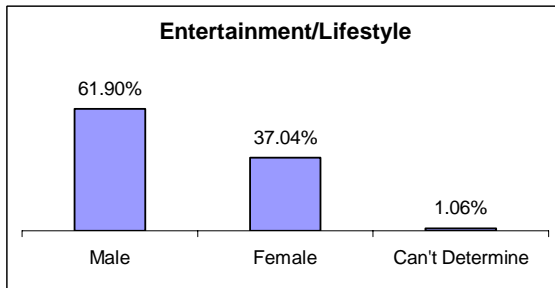
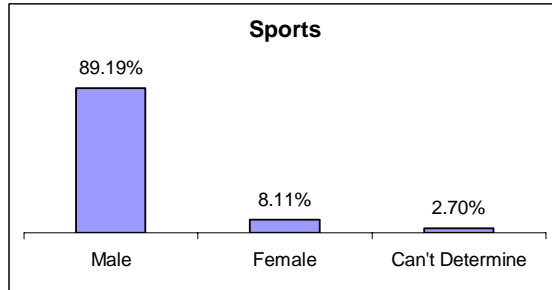
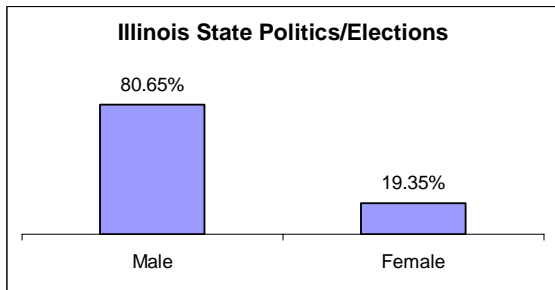
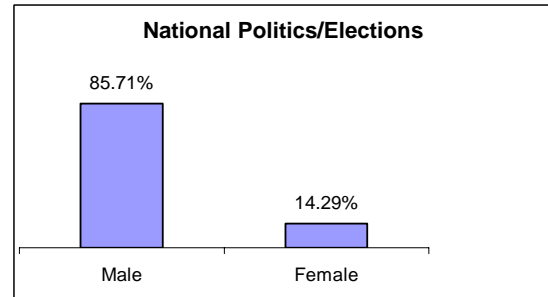
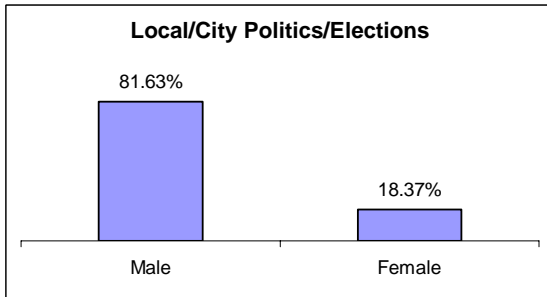
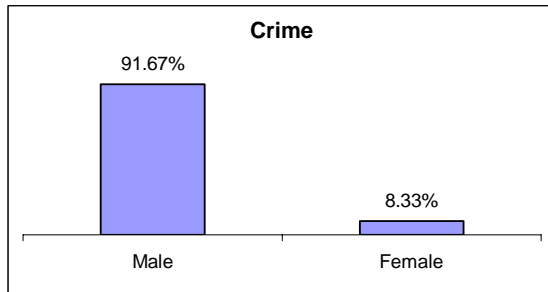
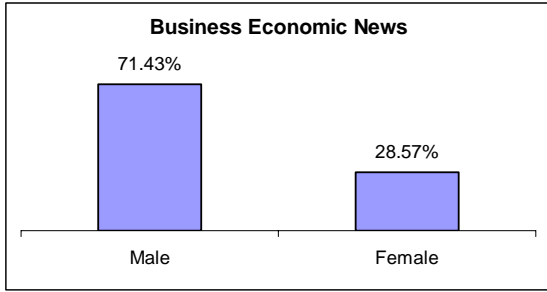


Appendix 5: Gender Representation on Chicago Tonight

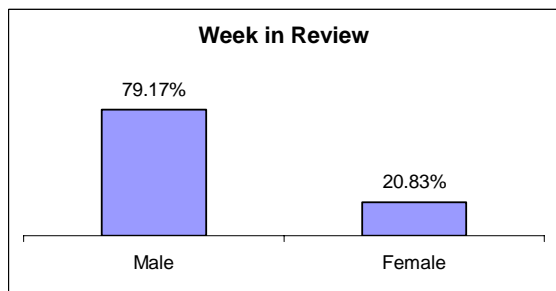
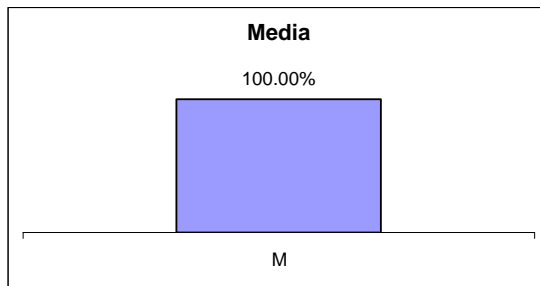
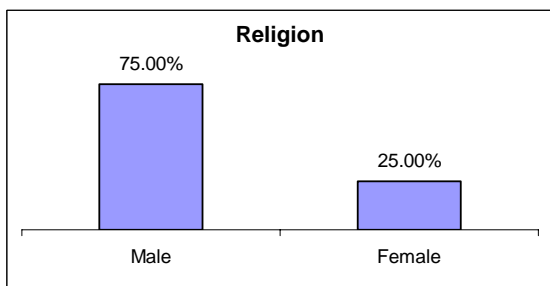
Gender Representation on Chicago Tonight



Appendix 6: Gender Representation Across Story Topics

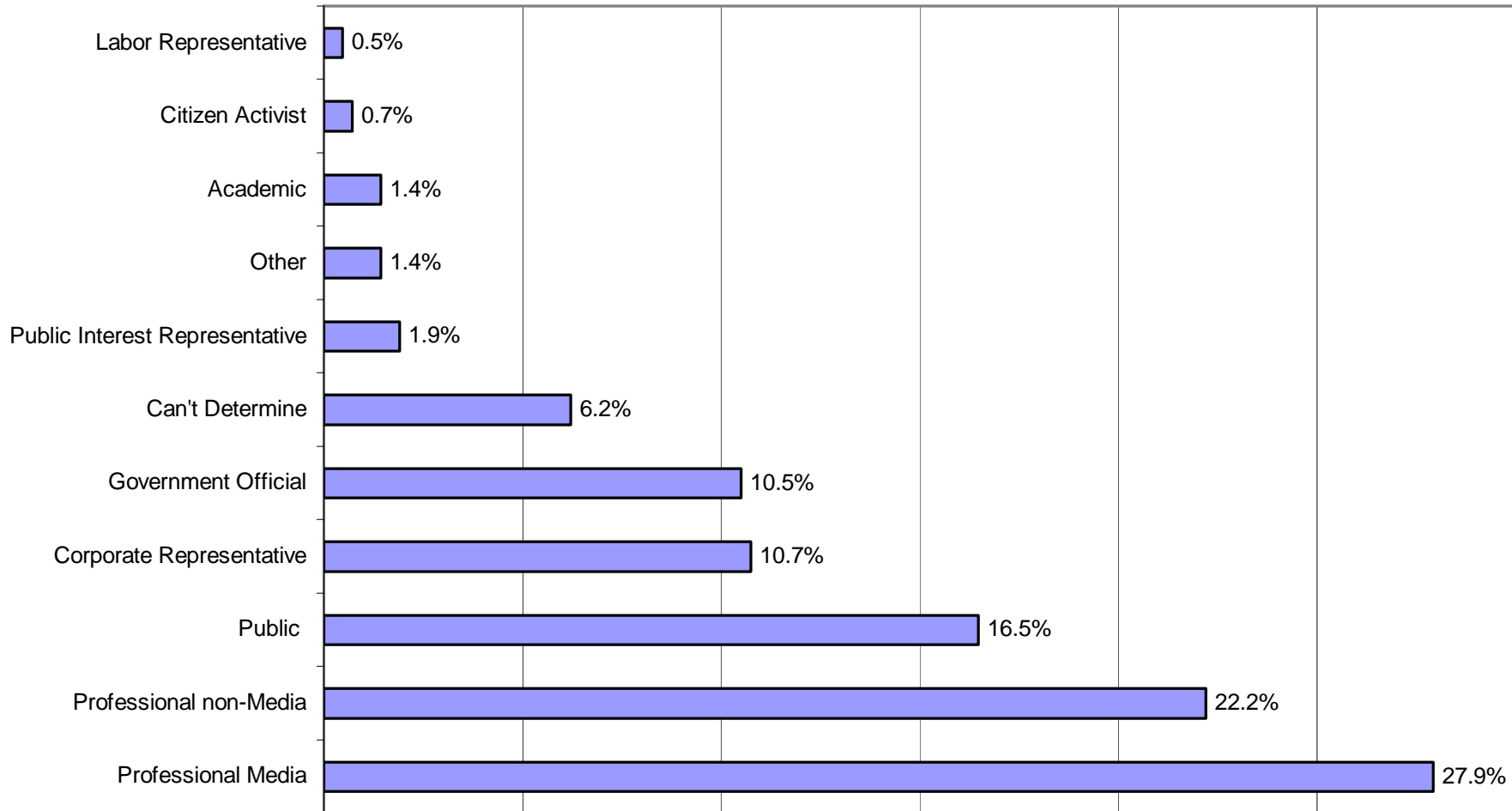


Appendix 6: Gender Representation Across Story Topics Continues



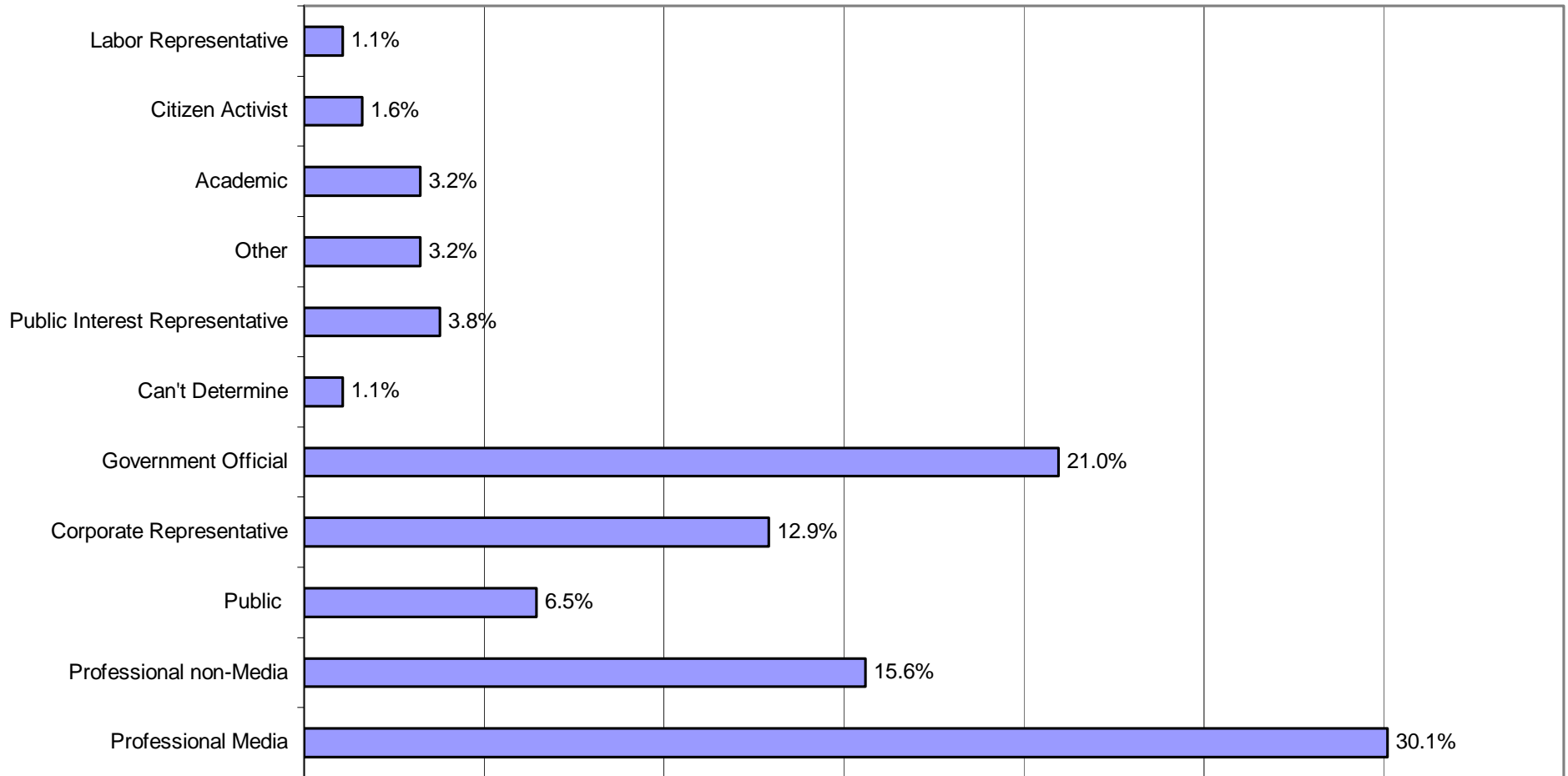
Appendix 7: Guest Occupation: All Topics

Occupation of Sources on Chicago Tonight

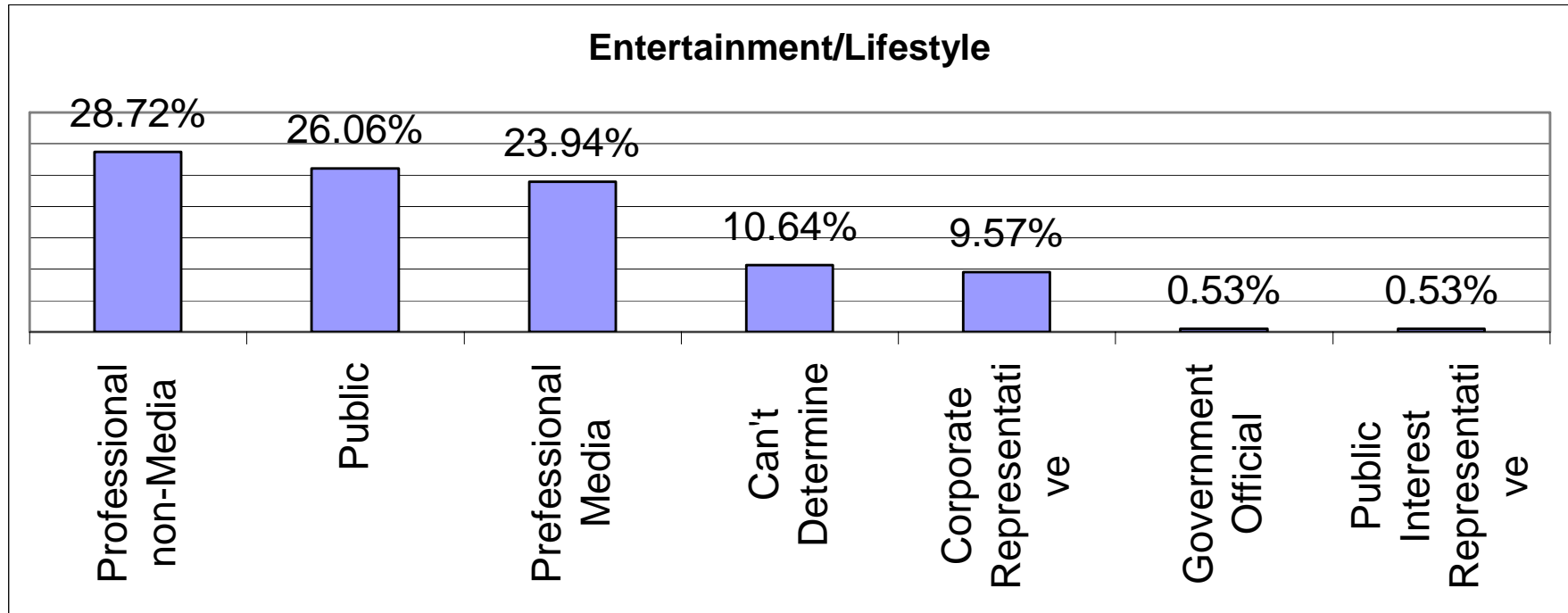
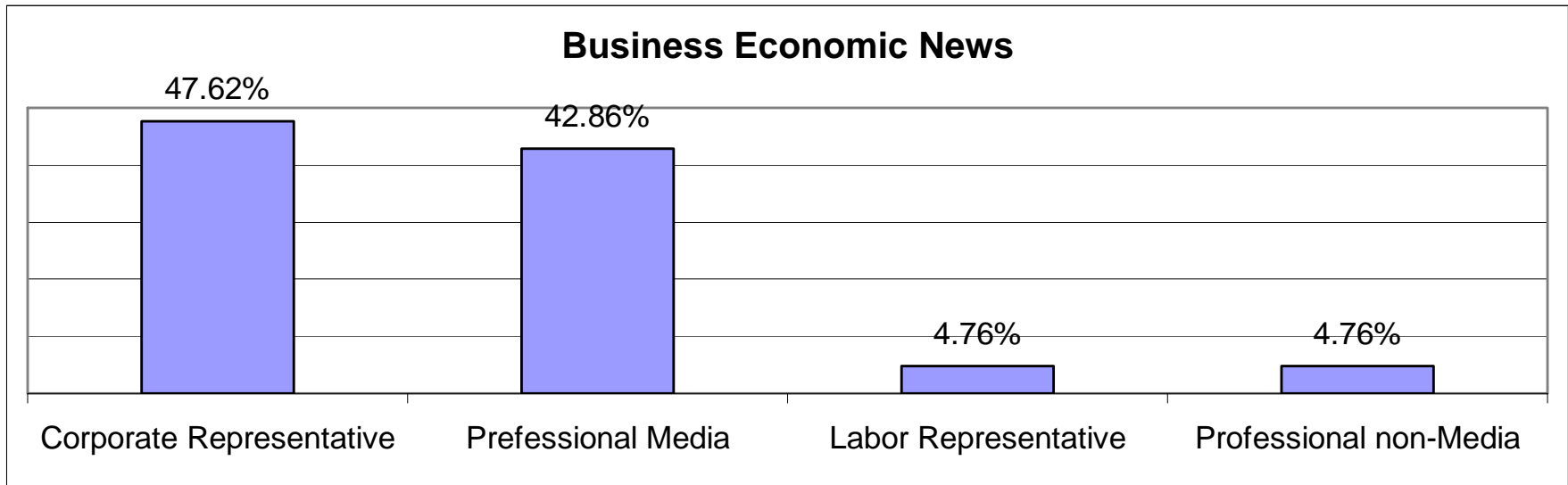


Appendix 7-A: Guest Occupation: News Topics

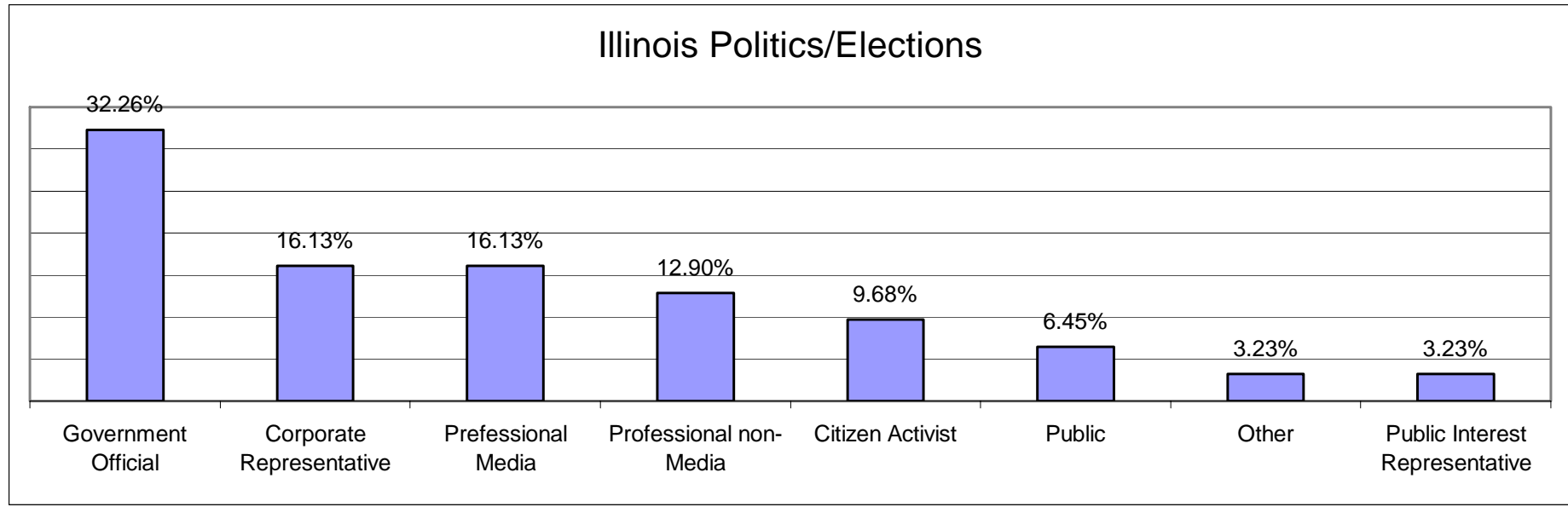
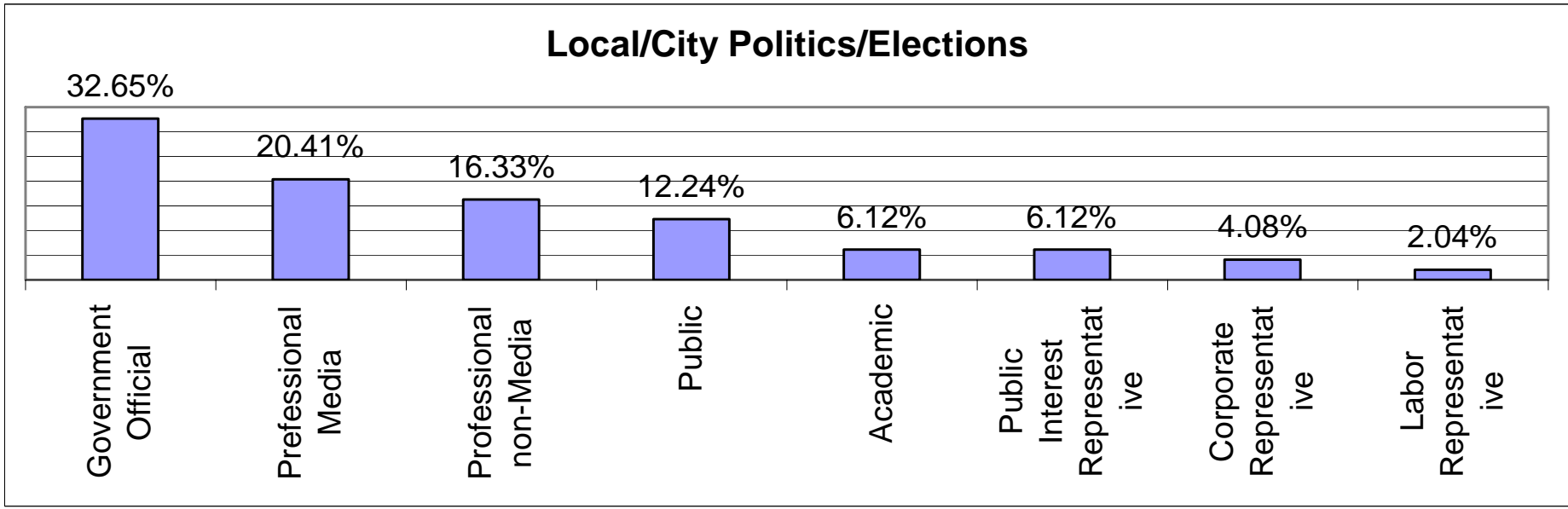
Guest Occupation: Topics Other than Sports, Entertainment, or Weather



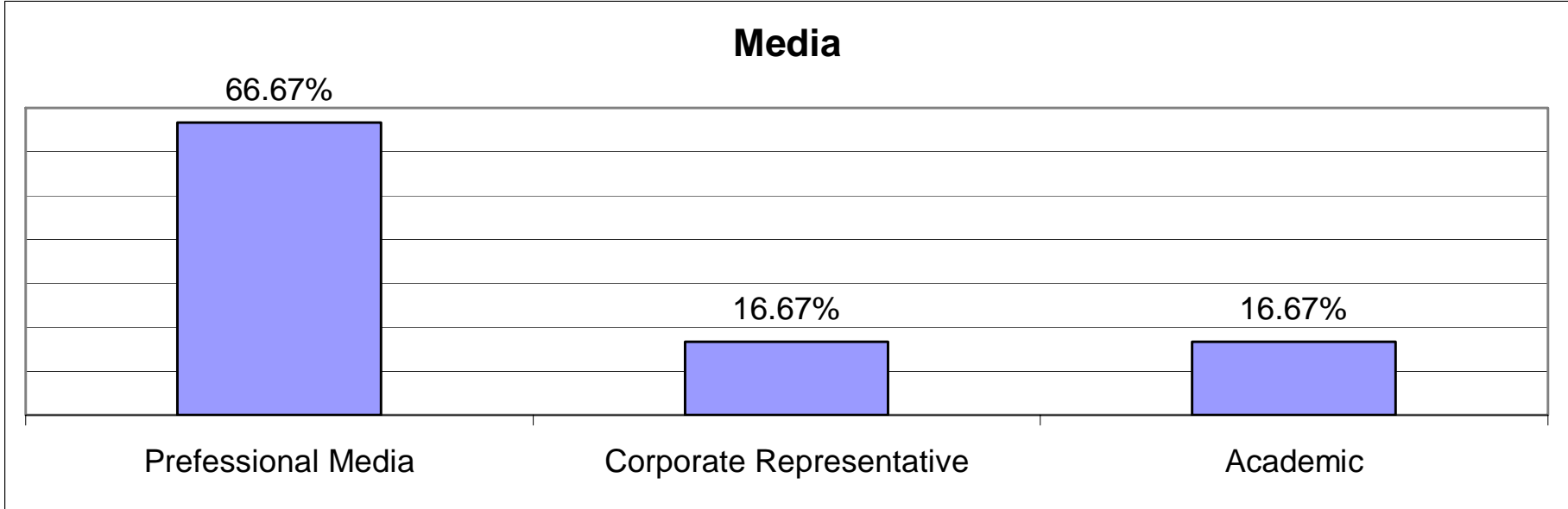
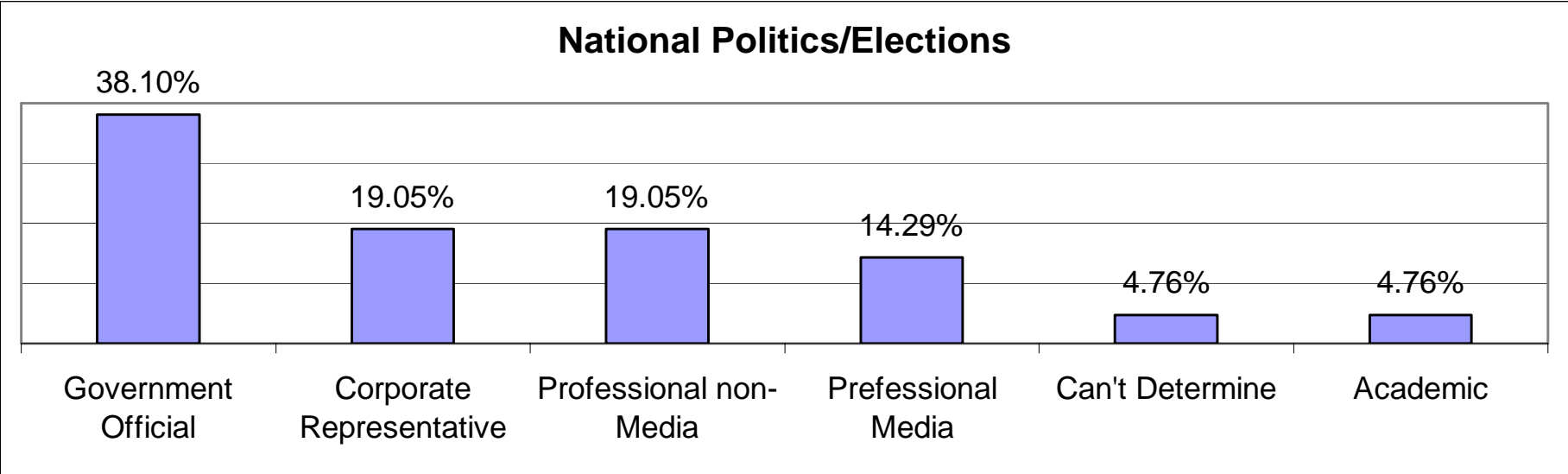
Appendix 8: Guest Occupation Across Topics



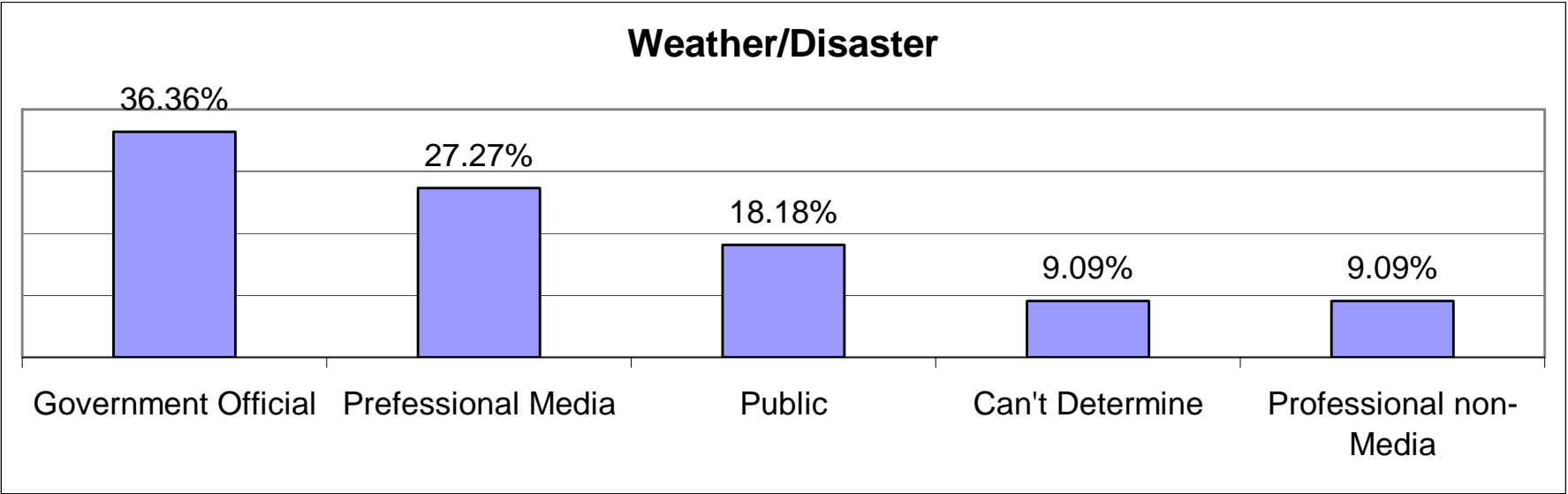
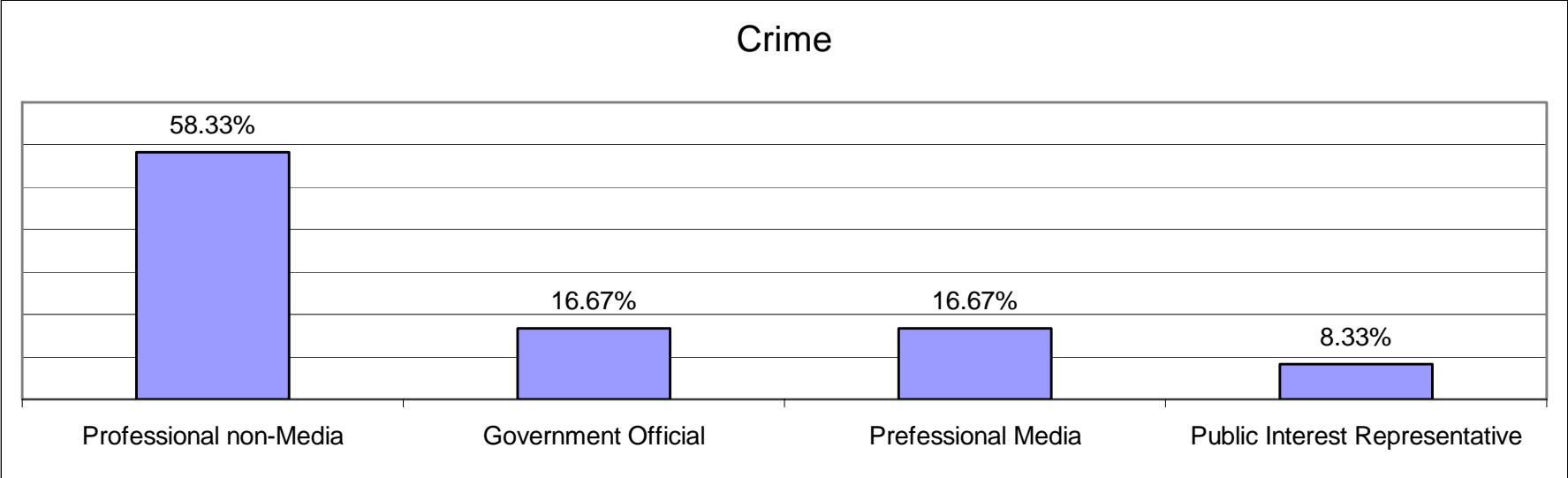
Appendix 8: Guest Occupation Across Topics Continued



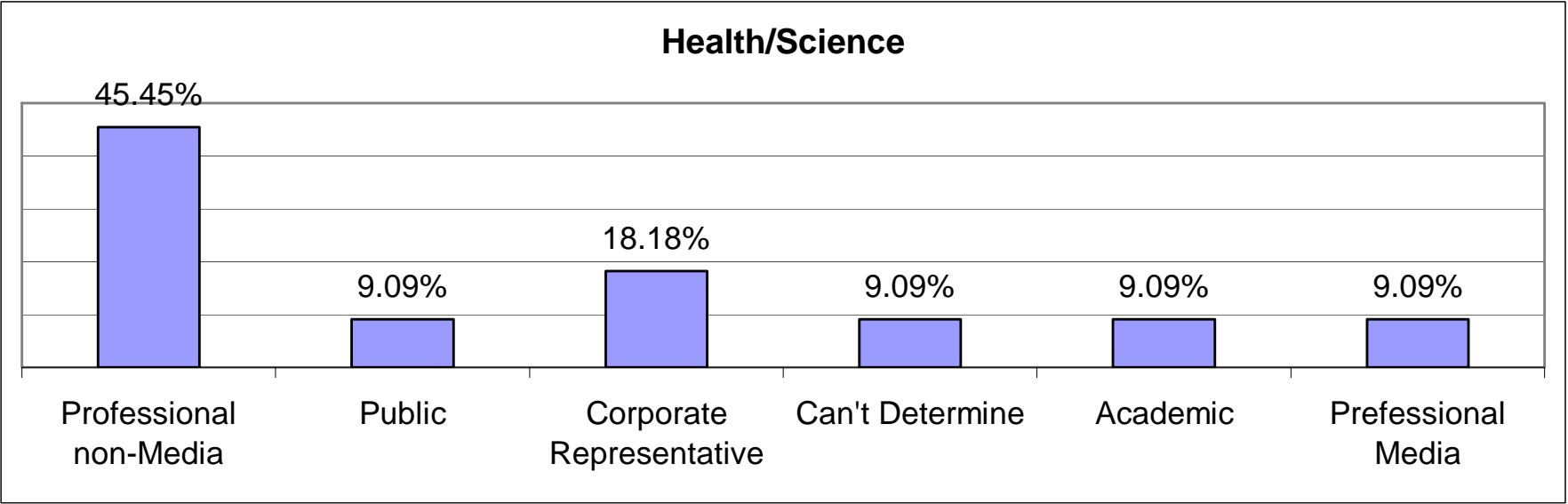
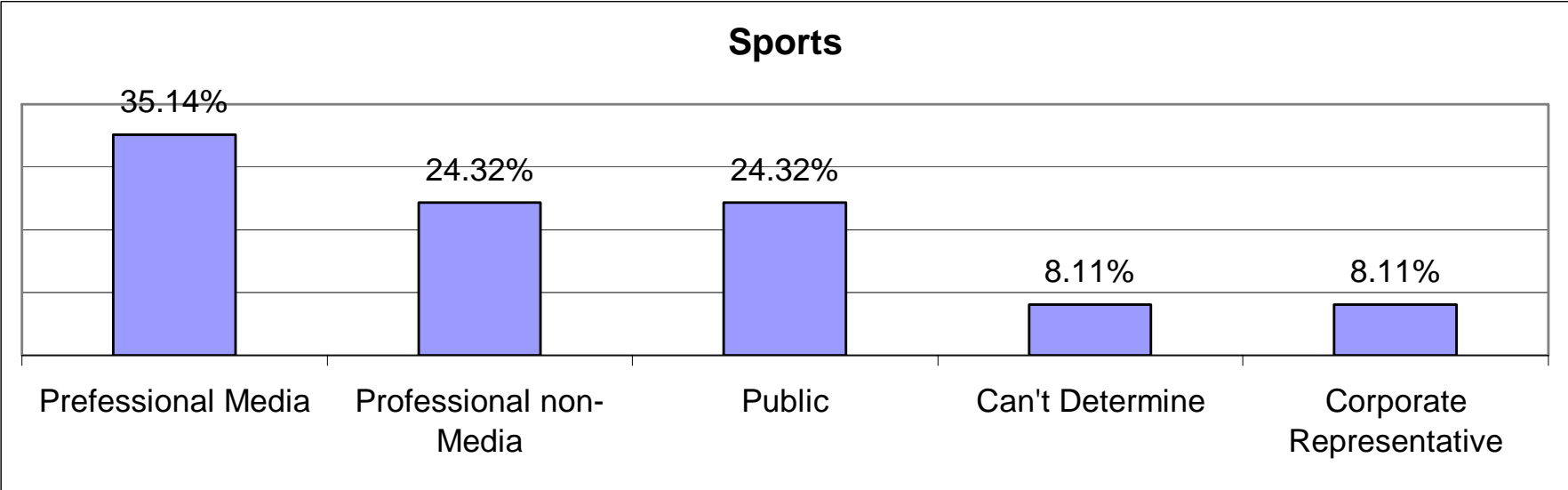
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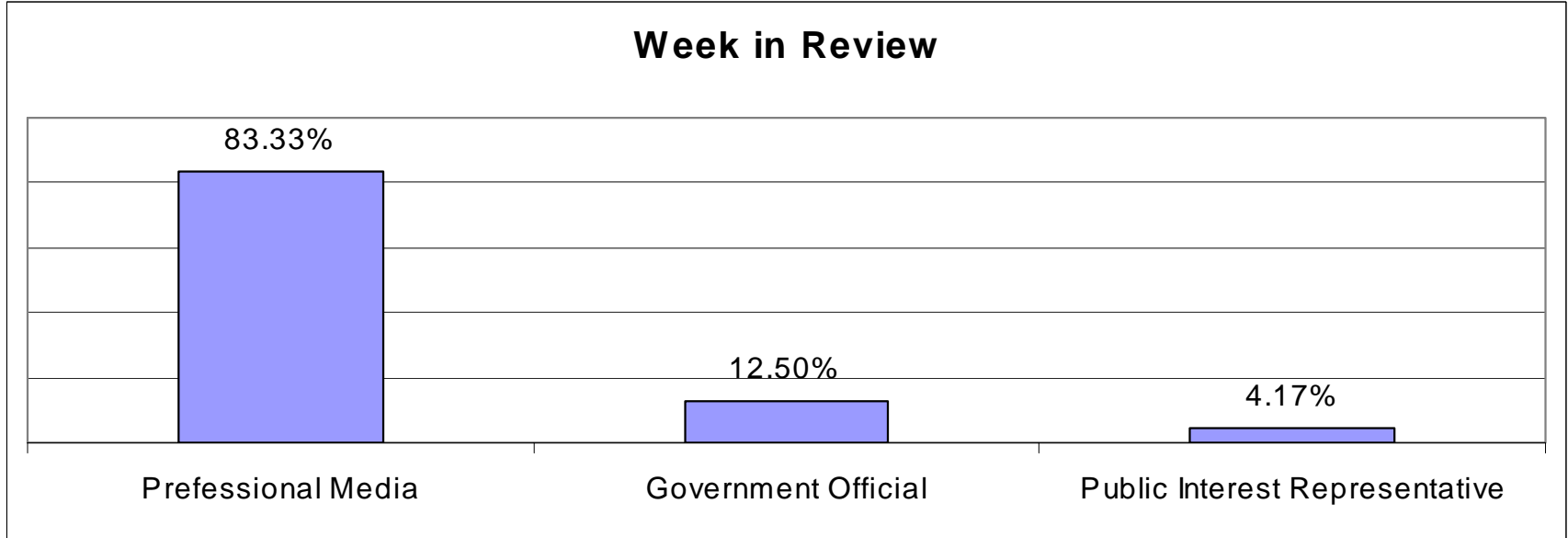
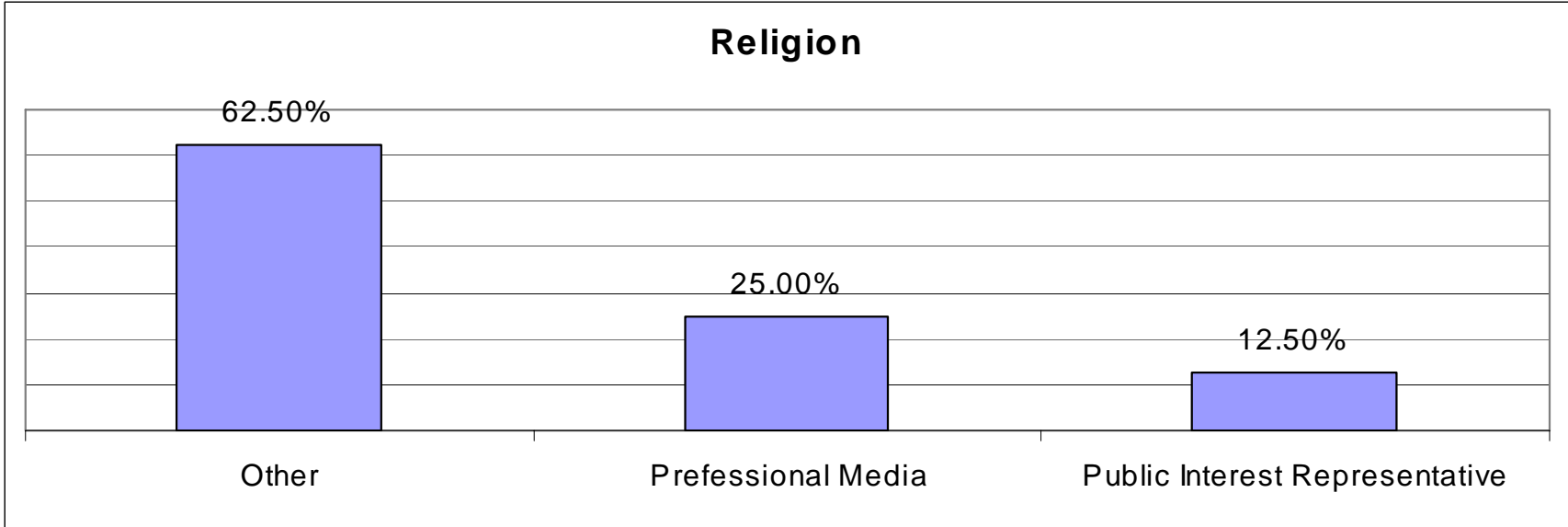
Appendix 8: Guest Occupation Across Topics Continued



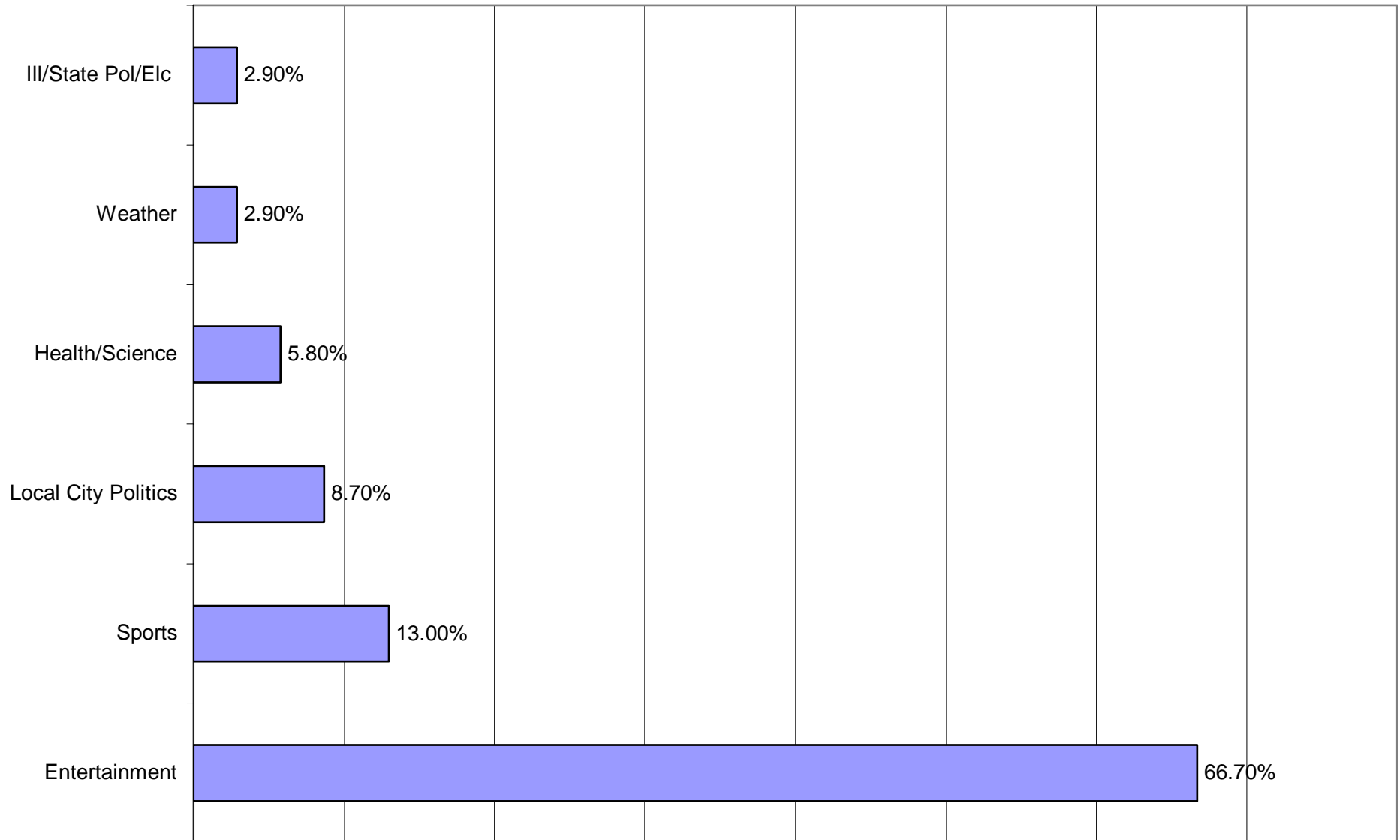
Appendix 8: Guest Occupation Across Topics Continued



Appendix 8: Guest Occupation Across Topics Continued



Public Appearance by Topic



A WINDOW TO THE WORLD OF THE BOARD OF TRUSTEES OF **WTTW11**

An examination of positions of influence held by the sixty self-elected directors of Chicago “public” TV station WTTW channel 11, covering the period between April 2003 and April 2004, with additional information.

Research by Scott Sanders,
Chicago Media Action
July, 2004

Sources:

EDGAR database (United States Securities and Exchange Commission filings); **Dun & Bradstreet Million Dollar Directory** database; **Mergent Online** database; *Guidestar* charitable giving database; **Who’s Who in Chicago Business**, editor: Jeff Borden, originally published in the Sept. 1, 2003 issue of *Crain’s Chicago Business*; **Forbes People Tracker** database; Marquis **Who’s Who in America**, 58th edition (2003). The corporations and organizations listed also provided information used in this research.

OFFICERS

Ms. Sandra P. Guthman

chair, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: dir., **Northern Institutional Funds, Northern Funds, STS Consultants, Ltd.**; chair of the exec. committee of the Financial Research Advisory Committee of the **Civic Committee; Chicago Network, Commercial Club of Chicago, Economic Club of Chicago**. Prior to 1993, Ms. Guthman spent 28 years with **IBM Corp.** in various marketing capacities, including branch manager and director of marketing for the Midwest.

CIVIC: president & ceo, **Polk Brothers Foundation** (local philanthropic support of education, social services, culture and health care - assets \$330 million); chair, **Music and Dance Theater Chicago**; dir., **Hubbard Street Dance Chicago, Art Institute of Chicago, Museum of Contemporary Art, J.L. Kellogg Graduate School of Management at Northwestern University.**

Mr. Daniel J. Schmidt

president & ceo, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: Economic Club; Commercial Club; Chicago Council on Foreign Relations

CIVIC: Assn. of Public Television Stations; National Forum for Public Television Executives; PBS Legislative Advisory Committee; Illinois Arts Alliance and Foundation

Mr. Robert S. Silver

secretary, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: partner, **Altschuler, Melvoin & Glasser** (accounting and consulting); managing dir. and chair, nonprofit practice of **American Express Tax and Business Services**. Most of Mr. Silver's work is with non-profit groups.

Ms. Deborah L. DeHaas

treasurer, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: managing partner, global strategic clients, Midwest region, **Deloitte & Touche** (audit, tax, financial advisory services and consulting); **American Institute of Certified Public Accountants**; **Illinois CPA Society**; **Economic Club**; **Executives' Club**; **Commercial Club**

CIVIC: **Northwestern U.**; **Museum of Science and Industry**; **United Way**

Mr. John W. Ballantine

vice chair, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: **Kemper Growth Fund** (investment fund); **Glencoe Capital** (private equity); **FNB Corp/FL** (financial services); **Scudder Funds** (mutual funds); **First Oak Brook Bancshares** (bank holdings); **Oak Brook Bank** (banking and related services); **Enron Corporation** (energy trading firm, post-bankruptcy); **American Healthways** (healthcare); **Tokheim Corporation** (petroleum marketing systems); **Cash Account Trust**; **Cash Equivalent Fund**; **Investment Trust**; **Investors Cash Trust** (mgmt. investment); (ret.) **First Chicago NBD**

CIVIC: fundraising assistance, **Washington & Lee U.**

Mr. Marvin S. Goldsmith

vice chair, Window To The World Communications, Inc.

governing member, **Chicago Symphony Orchestra**

Mr. Richard Gray

vice chair, Window To The World Communications, Inc.

CORPORATE/PROFESSIONAL: principal, **GrayCor** (holding company, construction); managing partner of **The Richard Gray Gallery**; president, **Art Dealers Association of America**; **Chicago Council on Foreign Rel.**; **Chicago Club**

CIVIC: chair, **University of Chicago's Smart Museum of Art**; vice chair, **Chicago Humanities Festival** Governance and Nominating Committee; dir., **Goodman Theater, Art Inst. Chicago**; **New School for Social Research**; member of the **CHF** Marketing and Strategic Planning Committees; dir. **Chicago Symphony Orchestra**; former vice chair, **Chicago Hum. Fest.**

OTHER TRUSTEES

Mr. David C. Blowers

CORPORATE/PROFESSIONAL: sr. vp, **Northern Trust Company** (banking and related services); vice chair, **Chicagoland Chamber of Commerce**; **Chicago Commonwealth Club**; **London Capital Club**

CIVIC: **Dance Theater Chicago**

Mr. Norman R. Bobins

CORPORATE/PROFESSIONAL: vice chair, **Exchange National Bank**; indep. dir., **Braun Consulting, Inc.**; chair, president, ceo, **LaSalle Bank, N.A.**; pres. and ceo, parent **LaSalle Bank Corporation**; sr. exec. vp, **ABN AMRO Bank N.V.**; dir., **Standard Federal Bank, N.A.**, a subsidiary of **LaSalle Bank Corporation**; **RREEF America REIT II, Inc.** (real estate, 2000 assets \$13.5 billion); **Transco, Inc.**; **Midwest Mezzanine Funds**; **Centerpoint Properties Trust**. Mr. Bobins has served in various capacities at **LaSalle Bank, N.A.** or its predecessors since April 1981; former chair, **Chicagoland Chamber of Commerce**; member **American Bankers Association, Banker's Club of Chicago**, chair, **Illinois Business Roundtable**; **American-Israel Chamber of Commerce & Industry**

CIVIC: trustee, **Chicago Board of Education, Field Museum, University of Chicago Hospitals, University of Chicago Graduate School of Business, Kellogg Graduate School of Management, Spertus College**; **Distinguished Service Award of the Anti-Defamation League, American Jewish Committee Human Rights Medallion**; trustee, **Auditorium Theater Council, Terra Foundation for the Arts, Anti-Defamation League of Bonsai Broth**

Mr. John L. Brennan

CORPORATE/PROFESSIONAL: mgr., **The Private Bank** (“advisor of choice for the affluent”) for **Bank of America** in Chicago and upper Midwest

Alan A. Brown

CORPORATE/PROFESSIONAL: chief marketing officer, **Nuveen Investments, Inc.** (investment services) **Nuveen** manages \$80 billion in investments.

Mr. William G. Brown

CORPORATE/PROFESSIONAL: partner, **Bell, Boyd & Lloyd** (corporate law); **Dovenmuehle Mortgage, Inc.** (mortgage banking); **CFC International, Inc.** (specialty chemical coatings)

CIVIC: **Chicago Symphony Orchestra**; former dir., **Better Government Association**; national trustee, **Lake Forest College**

Ms. Adela Cepeda

CORPORATE/PROFESSIONAL: pres., **A.C. Advisory, Inc.** (financial advisory); **CMG Investors Trust** (mgmt. investment); **Lincoln National Income Fund, Inc.** (mgmt. investment); **Lincoln Nat. Convertible Sec. Fund** (mgmt. investment); **Fort Dearborn Income Securities, Inc.** (mgmt. investment); **AmalgaTrust Co., Inc.** (progressive asset mgmt., over \$7 billion in assets), wholly-owned by **Amalgamated Bank of Chicago**, which was founded in 1922 by the **Amalgamated Clothing Workers Union**; **Wyndham International, Inc.** (upper upscale/luxury hotel/resort); **NYSE**; **Hispanic American Construction Industry Assoc.; Il. Hisp. Ch. of Commerce**; clients - **City of Chicago, O’Hare Airport, Il. Sports Auth., Cook County**; fmr. vp corp. fin., **Smith Barney**

CIVIC: Ms. Cepeda is the second person of Latin or Hispanic heritage ever to serve on the WTTW board, added in 1993; **Ravinia Festival Assoc.**; **Joffre Ballet of Chicago**; **Chicago Community Trust**

Mr. Mark A. Chudzinski

CORPORATE/PROFESSIONAL: telecommunications attorney

CIVIC: **Polish American Leadership Organization, PolOrg, Inc.** (Polish American advocacy)

Mr. Richard Colburn

executive, **Payroll & Insurance Group, Inc.**; **Negaunee Foundation** (cultural and other philanthropy); Chicago Symphony Orchestra

Mrs. Renee Crown

CORPORATE/PROFESSIONAL: wife of **Lester Crown [see footnote (1) below]**

CIVIC: Ms. Crown has been involved with a large number of charitable causes; emeritus trustee, **Syracuse U.**; honorary chair, **Survivors of the Shoah Visual History Found.**; co-chair, **1996 Royal Visit Organizing Committee**

Mr. James R. Donnelley

CORPORATE/PROFESSIONAL: general partner, treasurer and investor relations officer, **Stet & Query Limited Partnership** (investment s); **R.R. Donnelley & Sons** (communications, publishing); chair, **PMP Ltd.** (publishing/dist.); **Sierra Pacific Resources/NV** (utilities); **Nevada and Calif. Utilities** (utilities); **Nevada Power Co.** (utilities); ret. vice chair, **R.R. Donnelley & Sons** (communications, publishing)

CIVIC: executive committee member at-large, **United Way International**

Mr. Thomas R. Donovan

CORPORATE/PROFESSIONAL: chair, **Quantum Crossings LLC** (telecom consulting); former ceo & pres., **Chicago Board of Trade**; **Economic Club**; **Executives' Club**; **National Futures Assn.**; **Illinois Economic Development Board**; **Chicagoland Chamber of Commerce**; **Civic Committee of the Commercial Club Illinois Institute of Technology**; **Chicago High School for Agricultural Sciences**; **LaSalle St. Council**

Ms. Maxine P. Farrell

CORPORATE/PROFESSIONAL: **Lake Forest Bank and Trust Company** (holding company, banking) **The Lake Forest Bank and Trust Company** comprises nine north suburban and area banks. Ms. Farrell's husband is a corporate heavyweight **[see footnote (2) below]**

Mr. Henry Fogel

orchestra administrator; pres., **Chicago Symphony Orchestra Association**; financial advisory board, **Merit School of Music**; overseer, **Curtis School of Music**; **American Symphony Orchestra League**

Mr. James S. Frank

CORPORATE/PROFESSIONAL: pres. & ceo, **Wheels, Inc.** (automotive fleet management and leasing); ceo, **Frank Consolidated Enterprises**; dir., previous pres. & chair, **American Automobile Leasing Association (AALA)**

CIVIC: dir., **University of Chicago Hospitals, University of Chicago** and board of overseers, **Thayer Engineering School, Dartmouth College**

Mr. Marshall B. Front

CORPORATE/PROFESSIONAL: chair and managing dir., **Front Barnett Associates LLC** (independent investment counseling); **Front Barnett Associates LLC** is wholly owned by its employees, \$1.3 billion in client assets under management, founded predecessor firm; dir., **Chicago Club, The Casino, Economic Club, Investment Analysts Society of Chicago**; former management consultant for clients of **Booz Allen & Hamilton**; former pres., **Stein Roe & Farnham Investment Counsel, Stein Roe Mutual Funds**; former dir., **Stein Roe & Farnham, Inc.**, member of **Stein Roe & Farnham's** executive and senior management committees vice chair
CIVIC: **Field Museum**; past president, **The Latin School of Chicago**; vice chair and member of the executive committee, **Museum of Contemporary Art**; dir., **Illinois Institute of Technology, The Arts Club**; past pres., **Archeworks**; former dir., **Stein Roe & Farnham Foundation**

Sr. Ann Ida Gannon, B.V.M.

dir., Chicago's **Newberry Library**, member, **Catholic education order Sisters of Charity of the Blessed Virgin Mary (BVM)**; ret. philosophy educator, former college administrator; past links include: member, **Chicago Police Board.**; adv. bd., **U.S. Secretary Navy; National Girl Scouts**; member, **U.S. President's Task Force on Women's Rights and Responsibilities; Illinois Commission on the Status of Women**, co-chairperson, **ERA Illinois**; chair, **Association of American Colleges, American Council on Education; Association of Governing Boards of Colleges and Universities**, and numerous colleges and universities, including **DeVry Inc.**

Mr. Chester A. Gougis

CORPORATE/PROFESSIONAL: president and ceo, **Duff & Phelps LLC** (financial advisory and investment banking); **ESOP Assn.** (employee stock ownership); **Business Valuation Assn.; Valuation Study Group; Commercial Club; Economic Club of Chicago**
CIVIC: **National Center for Employee Ownership; Chicago Symphony Orchestra; Night Ministry** (serves the homeless, runaways and others who have fallen through the cracks); **National Multiple Sclerosis Society**

Mr. Robert S. Hamada

CORPORATE/PROFESSIONAL: **Northern Trust Corp.** (bank holding); **NTC Capital III** (stocks, securities); **NTC Capital IV** (stocks, securities) ; **NTC Capital V** (stocks, securities); **A. M. Castle** (metals, plastics); **CBOT Holdings, Inc.** (futures, options); **Federal Signal Corp. /De/** (maintenance, signals, emergency, tool); **Northern Trust Corp.** (bank holding); **NTC Capital III** (stocks, securities); **NTC**

Capital IV (stocks, securities); **NTC Capital V** (stocks, securities); **Fleming Companies** (markets food and services to supermarkets); former publicity dir., **Chicago Board of Trade**

CIVIC: numerous education posts, professor emeritus, Edward Eagle Brown Distinguished Service Prof. of Fin. and fmr. Dean (1993 to 2001), **U. of Chicago Graduate School of Bus.**; **U. of Chicago Lab Schools**; **Harper Ct. Found.**; Dr. Hamada is also a director of the **National Bureau of Economic Research**.

Mr. Kenneth H. Hannah

CORPORATE/PROFESSIONAL: vp, financial planning and analysis, **Boeing Company** (jetliners, military aircraft, satellites, missile defense, aerospace) **The Boeing Company** is a top-ranked U.S. government contractor; previously, chief financial officer of **GE'S Structured Products Division**; various positions at **McDonnell Douglas**

CIVIC: **Southern Illinois University College of Business**

Dr. Margaret M. Harrigan

professor of education, **DePaul University School of Education**. School reform. Dr. Harrigan was a principal and administrator in **Chicago public schools** for 44 years. She directs **DePaul's Principals' Center**, which trains principals to implement the School Reform Act and to balance their instructional and administrative duties.

Mr. Irving B. Harris

CORPORATE/PROFESSIONAL: chair, **William Harris Investors**, **Harriscope Broadcasting**; executive committee, **Pittway Corporation**; **Biosante Pharmaceuticals, Inc.**

CIVIC: chair, **Harris Fdtn.**; co-founder, **Erikson Institute**, **Ounce of Prevention Fund**, **Beethoven Project**; **U. of Chicago**; former chair and pres. **WTTW TV**; endowed **Irving B. Harris Graduate School of Public Policy Studies at the University of Chicago**; **Nat'l Comm. on Children** and **The Carnegie Corp. Task Force on Meeting the Needs of Young Children**

Ms. Joan W. Harris

pres., **Harris Foundation**, **Music and Dance Theater Chicago**; chair, **Aspen Music Festival and School**; president, director or trustee of many Chicagoland and national cultural organizations; previously, commissioner, **Chicago Department of Cultural Affairs**; pres., **Chicago Opera Theater** and **Illinois Arts Alliance**, panel member, **National Endowment for the Arts**; **1990 President's Commission on the NEA**

Ms. Margaret S. Hart

life trustee, **McCormick Theological Seminary**

Ms. Linda Hutton Heagy

CORPORATE/PROFESSIONAL: Ms. Heagy's name appears on an astounding 270 U.S. Securities and Exchange Commission filings for sixty-three U.S. and international **Van Kampen** investment fund corporations during the period of study here (4/03 to 4/04); trustee, dir. & managing general partner **Van Kampen Series Fund Complex**; managing partner, **Heidrick & Struggles** (executive search and consulting services); former partner **Ray & Berndtson, Inc.** (executive recruiting); former exec. vp, **ABN AMRO, N.A.**, (bank holdings); former exec. vp, **La Salle National Bank**; former dir., **Economic Club, Chicago Network, Executives' Club, Commercial Club**

CIVIC: dir., **University of Chicago Hospitals Board**; vice chair, **YMCA of Metropolitan Chicago**; member, **Women's Board of the University of Chicago**; former trustee, **International House Board** (fellowship/housing, international graduate students)

Mr. Jay L. Henderson

dir., **Chicago Symphony Orchestra**

Mr. Roberto R. Herencia

CORPORATE/PROFESSIONAL: president, dir. **Banco Popular North America** (banking and related services); chair **Popular Insurance Agency USA, Inc.**; exec. vp, **Popular, Inc.**; dir., **Popular International Bank, Inc.**; **Popular North America, Inc.**; **Popular Cash Express, Inc.**; **Banco Popular**; **National Association**; **Equity One, Inc.**; **Popular Leasing USA, Inc.** (industrial and business equipment leasing); **Popular FS, LLC**; **ServiceMaster Company** (home and property maintenance); **Popular, Inc.** is ranked among the 40 largest bank holding companies in the United States; **Executives' Club**; **Economic Club**; **Chicago Club**

CIVIC: dir., **Junior Achievement**; **Museum of Science and Industry**; **DePaul University**

Mr. Valerie B. Jarrett

CORPORATE/PROFESSIONAL: executive vp, **Habitat Company** (area residential property mgmt.); dir., **Harris Insight Funds Trust** (mgmt. investment); **USG Corp.** (bldg. materials); **Navigant Consulting, Inc.** (consulting for corporations in distress); **Chicago Stock Exchange**; lawyer, urban economic planning **city of Chicago**, housing, deputy chief of staff, Mayor Richard Daley

CIVIC: former chair and ceo, **CTA**; dir., **RTA**; dir., **Kenwood Oakland, Woodlawn Org**; trustee **University of Chicago**; vice-chair, **University of Chicago Hospitals**; trustee, **Museum of Science and Industry, Joyce Foundation, Local Initiative Support Corporation Chicago Advisory Board**; vice chair, **Executive Council of Chicago Metropolis 2020**; pres., **Board of the Southeast Chicago Commission**

Mr. Daniel Levin

CORPORATE/PROFESSIONAL: chair, **The Habitat Company** (area residential property mgmt.); ceo, **Presidential Towers, Ltd.** (apt. bldg. operator); ceo, **East Bank Club Ventures** (health club); **Daniel Levin** (real estate manager); ceo, **Presidential Market, Inc.** (retail grocery); **Glenborough Realty Trust, Inc.** (office properties); sr. vp, **Booz Allen & Hamilton, Inc.** (global strategy and technology consulting); **W.W. Grainger** (various office and building products); **A.M. Castle** (metals, plastics); **Harris Insight** (securities); **Janus Funds LLC** (investment brokerage); **National Multi Housing Council**; **National Housing Conference**

CIVIC: **University of Chicago**; former chair, **WTTW**; trustee, **Chicago Public Education Fund** (venture capital for public education); **Leadership Council for Metropolitan Open Communities**; **Illinois Institute of Technology**; **Environmental Law and Policy Center**; **Reconstructionist Rabbinical College**

Mr. James W. Mabie

CORPORATE/PROFESSIONAL: principal, **Wm. Blair & Co.** (investment brokerage-total assets \$379 million); principal, **William Blair Fund** (mgmt. investment; assets under management - over \$19 billion)

CIVIC: chair, **WBEZ Alliance** (Chicago public radio station)

Mr. John W. McCarter, Jr.

CORPORATE/PROFESSIONAL: chair, **Divergence L.L.C.** (biotechnology); dir., **Fallon Luminous Products** (neon advertising); **CIMCO Communications, Inc.** (integrated communications); **Harris Insight Funds Trust** (mgmt. investment); **Divergence, Inc.**; **Janus Adviser Series**; **Janus Aspen Series**; **Janus Investment Fund**; **W.W. Grainger, Inc.** (industrial distributor); **A.M. Castle, Inc.** (metals distributor); formerly sr. vp, dir., **Booz-Allen & Hamilton** (consulting)

CIVIC: pres., ceo, **Field Museum of Natural History**; trustee, **Princeton U.**

Mr. William J. McCarter

president emeritus, **Window To The World Communications, Inc.**

Mr. Michael B. McCaskey

CORPORATE/PROFESSIONAL: former president and ceo, chair, **Chicago Bears Football Club**; holds doctorate in business; **Executives' Club**; **Economic Club**; **Commercial Club**

CIVIC: **Field Museum**; **Big Shoulders Fund**; **Ethiopian Community Assn. of Chicago**

Mr. Cary D. McMillan

CORPORATE/PROFESSIONAL: exec. vp and dir., **Sara Lee Corp.** (food products, household goods, apparel); ceo, **Sara Lee Branded Apparel**; dir. **McDonald's Corp.** (fast food franchise); **Hewitt Associates, Inc.** (global human resources, consulting); previously held top posts at **Arthur Andersen & Co., L.L.P.**, including managing partner of the Chicago office; **American Institute of Certified Public Accountants**; **Illinois Certified Public Accountants Society**

CIVIC: dir., **Art Institute of Chicago**; **Chicago Symphony Orchestra**

Ms. Melinda McMullen

CORPORATE/PROFESSIONAL: sr. vp, corporate communications & public Affairs, **Bank One** (retail & commercial banking, card services, investment management, other)

CIVIC: chair, **Grant Park Orchestral Association**

Mr. Newton N. Minow

CORPORATE/PROFESSIONAL: sr. counsel, **Sidley, Austin, Brown & Wood LLP** (law firm); **Commercial Club**; **Econ. Club**

CIVIC: **Digital Promise Project**; **University of Notre Dame**; **Mayo Foundation**; **Northwestern University**; **Department of Defense Advisory Committee on National Security and Privacy**; **Presidential Debates Commission**; former chair, **Federal Communications Commission**, **Ency. Britannica**; former chair, **Rand Corp.**; life trustee, **Northwestern U.**; **Peabody Award**, 1961; former board of governors and chair, **PBS**; former chair, **WTTW**

Ms. Jan Mitchell

civic leader

Mr. Albin F. Moschner

CORPORATE/PROFESSIONAL: consultant, telecom; dir., **Pella Windows Corp.**; **Apex Insurance Managers, LLC**; **Lake Forest Bank**; former president, **Verizon Card Services** (long distance phone cards); former pres and ceo, **One Point Services, LLC (telecom)**; former pres., ceo **Millecom LLC (internet development)**; former vice chair, dir., **officer Diba (internet development)**; former pres., ceo **Zenith Electronics**

Ms. Alexandra C. Nichols

Chicago Community Trust

Ms. Patricia Nielsen

member of the family that owns **A.C. Nielson Co.** (TV ratings service); dir., **Gamaliel Foundation**

Ms. Virginia Ojeda

CORPORATE/PROFESSIONAL: vp, **EVO Enterprises, Inc.**; named National Business Woman of 1991 by the **US Hispanic Chamber of Commerce**

Mr. Robert W. Pike

CORPORATE/PROFESSIONAL: exec. vp, secretary, **Allstate Corporation**; dir., **Allstate** subs.; exec. vice president administration and secretary of **AIC**; dir., exec. committee, **National Assoc. Ind. Insurers**

CIVIC: overseer, **RAND Corp. Institute for Civil Justice**

Mr. Roger L. Plummer

CORPORATE/PROFESSIONAL: president & ceo, **Plummer & Associates Consulting** (organizational development, marketing, human resources, strategic planning and telecommunications); dir., **Westell Technologies, Inc.** (teleconferencing, equipment sales); former president and ceo of **Ameritech Information Systems**; previously held top posts at **Ameritech** and **Illinois Bell**; managing dir. of the **International Engineering Consortium**

CIVIC: lay trustee, **America's Public Television Stations (APTS)**; dir., **DePaul University**; **University of Illinois Foundation**; **Accreditation Council of Graduate Medical Education**; **Rush Hospital Neurobehavioral Center**; **Chicago Symphony Orchestra**; **University of Illinois Medical Center**

Ms. Barbara Gardner Proctor

CORPORATE/PROFESSIONAL: ceo, founder, and chair of **Proctor & Gardner Advertising**, division of **Proctor Communications Network** (marketing, advertising) Proctor has served on the Board of Directors of **Illinois Bell Telephone Company**, **Mid-City National Bank**, **Louisville Courier-Journal**, **Economic Club**; **USIA**; cont. ed., **Downbeat Magazine**; international dir., **Vee Jay Records**

CIVIC: board liaison to **WTTW Community Advisory Board** (mandated, non-binding advisory body) liaison trustee; former dir., **Northwestern Hospital, Council of Chicago Better Business Bureaus, United Way**; governing council member, **Illinois State Bar Association's Institute for Public Affairs**; dir. member, **Chicago Urban League**

Mr. George A. Ranney, Jr.

CORPORATE/PROFESSIONAL: **Fallon Luminous Products** (neon advertising); **CIMCO Communications, Inc.** (business communications consulting); partner, **Mayer, Brown & Platt** (lawyer); president and ceo **Chicago Metropolis 2020**, a regional planning body that grew from **The Commercial Club of Chicago**; former executive, **Inland Steel**

CIVIC: Mr. Ranney held various posts under Il. Govs. Ogilvie and Thompson. dir.; **University of Chicago**; **John D. and Catherine T. MacArthur Foundation** (major philanthropic trust); **Field Foundation of Illinois** (community welfare, culture, education, environment, health, urban and community affairs); **Conservation Fund** (water and land conservation, sustainability)

Ms. Desiree Rogers

CORPORATE/PROFESSIONAL: sr. vp, marketing and communications, **Peoples Energy Corp.** (natural gas distribution); cmo & cco, **Peoples Gas, Light and Coke** (natural gas subsidiary of **People's Gas**); sr. vp, **North Shore Gas**; member, Economic Club, Execs. Club

CIVIC: dir., **museum of Science and Industry, Ravinia Festival, Lincoln Park Zoo**

Ms. Shirley Welsh Ryan

chair, **Pathways Awareness Foundation** (raises awareness of movement differences in children); vice chair, **Chicago Council on Foreign Relations**

Mr. Gene R. Saffold

CORPORATE/PROFESSIONAL: managing director, public finance division, **Salomon Smith Barney** (investment brokerage); managing director and head publicist, **Banc One**, a subsidiary of **Bank One Corp.** (retail & commercial banking, card services, investment advisory, other)

Mr. D.C. Searle

CORPORATE/PROFESSIONAL: founder, **Club for Growth [see footnote (3) below]**; former dir., **Maynard Oil Company** (oil, n-gas production and exploration); former chair and ceo, **G.D. Searle Co.** (pharmaceuticals; a former ceo, pres. and chair of G.D. Searle was defense secretary Donald Rumsfeld); **Searle** family net worth, estimated at \$1.6 billion.

CIVIC: dir., **Kinship Foundation**; life dir., former secretary, **Evanston Northwestern Healthcare**

Mr. Gordon Segal

CORPORATE/PROFESSIONAL: founder & ceo, **Crate & Barrel** (housewares, mail order); **National Retail Federation**; **Economic Club**; **Michigan Avenue Streetscape Assn.**; **Civic Committee of the Chicago Commercial Club**

CIVIC: **Northwestern University**; **Children's Memorial Hospital**; **Art Institute**

Ms. Joan E. Steel

CORPORATE/PROFESSIONAL: sr. vp, personal investment management, **Capital Guardian Trust Company** (employee-owned money management and research for business and individuals); **AON Group, Inc.** (insurance)

Ms. Pamela B. Strobel

CORPORATE/PROFESSIONAL: The U.S. government's **EDGAR** database shows **WTTW** trustee **Pamela B. Strobel's** name on **191 U.S. Securities and Exchange Commission** filings in the period of study here. **Strobel** is outdone here only by the trustee **Heagy** (above), with 270 **EDGAR** results representing sixty-three concerns; exec. vp, **Exelon Corp.**; pres., **Exelon Energy Delivery Co.** (power utilities holdings); former chair, **PECO Energy Company** (electricity, nat. gas dist.); former vice chair, **Commonwealth Edison** (utility); chair, regulatory affairs asst., **IMC Global Inc.** (fertilizers and feed supplements); **Pfizer, Inc.** (medical and pharmaceuticals); **Sabre Holdings Corp.** (travel, 2000 revenues \$3 billion), former partner, **Sidley and Austin** (law), **Lincoln & Beale** (law) **Economic Club**, **Executives' Club**, **Chicago Network** (organization of 300 prominent female business and civic leaders in the Chicago area, work includes glass ceiling issues)

CIVIC: **Rush-Presbyterian-St. Luke's Medical Center**, **Ravinia Festival**, **Joffrey Ballet Mid-Day Club**

Mr. Robert B. Wilcox

CORPORATE/PROFESSIONAL: former corporate attorney, former dir., Ill. state **Department of Insurance**; retired executive, **Property Casualty Insurance**; former marketing director, **Citibank**; former president, **Chicago Energy Commission**; former president, **Chicago Council on Foreign Relations**

Mr. John A. Zenko

CORPORATE/PROFESSIONAL: chair and ceo, **Telemedia, Inc.** (human resources development)

Footnotes:

Trustee **Renee Crown's** husband, **Lester Crown** (family net worth \$3.6 billion), is a manufacturing executive, the former chair and former pres., **Material Services Corp.**, subsidiary of **General Dynamics Corp.** where he serves as a trustee and was chair; chair and former pres., **Henry Crown and Company**; dir., **Maytag Corp.**; partner, **NY Yankees Partnership**; vice-chair, **Aspen Inst. for Humanistic Studies**, **Northwestern U.**; **Michael Reese Foundation**; **Lyric Opera Corp.**, **Children's Memorial Medical Center**, **Jewish Theological Seminary**; **Jerusalem Fdtn.**, **Weitzman Inst. of Science/Tel Aviv U.**; chair, **Chicago Council on Foreign Relations**; member, **Am. Acad. Arts & Sciences**, **Lake Shore CC**, **Northmoor CC**, **Old Elm Club**, **Standard Club**, **Econ. Club**, **Chicago Club**, **Commercial Club**, **Commonwealth Club**, **Mid-America Club (Chicago)**; controls family investments including substantial holdings in the **Chicago Bulls**, **BankOne** and **Maytag**. Ranked #132 on the Forbes World's Richest People list.

Ms. Maxine P. Farrell's husband, **W. James Farrell**, is: chair and ceo, **Illinois Toolworks** (fasteners, components, equipment, other specialty products); **Allstate** (insurance, financial planning); **Wintrust** (holding company serving banking and insurance); **Federal Reserve Bank of Chicago** (central U.S. bank); **Kraft Foods Inc.** (food products); **Sears, Roebuck and Co.** (diversified retail, credit, other); **UAL Corporation** (passenger airline); **Business Council**; **Economic Club**; **Executives' Club**; **Illinois Roundtable**; **Mid-America Committee**; Civic Committee of the **Commercial Club**; pres., **Chicago Club**; chair, **Economic Club of Chicago**; **Chicago Public Library Foundation**; **Northwestern University**; chair, **Museum of Science and Industry**; **Rush-Presbyterian-St. Luke's Medical Center**; **Junior Achievement**; **Lyric Opera**; **United Way/Crusade of Mercy**

Channel 11 trustee **D.C. Searle** founded **The Club for Growth**. (It is a "political group whose explicit goal is to support conservative tax-cutting candidates to challenge moderate Republicans in primaries." (The Economist); "[The] **Club for Growth** . . . financed the campaigns of sixteen GOP candidates and has become one of the most influential private campaign organizations in the country. (Chicago Tribune)

Appendix 11. History of Efforts to Reform WWCI

A HISTORY OF EFFORTS TO REFORM WINDOW TO THE WORLD COMMUNICATIONS, INC.

Window to the World Communications, Inc. (WWCI - formerly known as the Chicago Educational Television Association, or CETA) has controlled the non-profit WTTW-TV since 1953 and the for-profit WFMT-FM since 1968. Over the years, numerous local citizen concerns have worked toward the reform of the unaccountable and self-elected board of trustees of WWCI. The preponderance of these actions had, at their core, concerns about programming diversity. Five of these actions - ranging from 1989 to 2000 - dealt substantially or completely with commercialism, giving truth to the Chicago Tribune's 1997 statement that Chicago is "ground zero" in the battle over the commercialization of public broadcasting. Two other actions centered separately on the vital issues of racial hiring standards and financial accountability. No legal or regulatory action focusing solely on race and programming at WTTW has to date been attempted, though such a complaint may be possible.

The history of the Chicago model provides important cues for local reformers and perhaps some of the legal and regulatory "master keys" that could unlock public broadcasting's funding conundrum. The time line below provides key milestones relevant to the history of WWCI and tracks the colorful litany of local reform actions.

- - - - -

2004

In July, after nearly a year of study, Chicago Media Action (CMA) releases a content analysis of WTTW's flagship public affairs program *Chicago Tonight*.

2003

In February, after discussions with WTTW that started in December of 2002, more than thirty-five activists, representing a coalition of over twenty-five community groups including Chicago Media Action, met with top station executives. The coalition requests monthly live audience forum broadcasts to discuss issues of controversy and debate, which would often include the airing and discussion of independent documentaries. The forums would air as *Chicago Tonight* specials and would utilize the resources freed up through the preemption of those evenings' regular *Chicago Tonight* broadcasts. The immediate intent was to advance public debate, lacking in the mainstream media, on the drive toward the U.S. invasion of Iraq - *before* the war started. WTTW turns down the programming request.

The PBS board permits 30-second ads in its national primetime feeds through the "Premiere Sponsorship" deal.

An accounting scandal strikes WTTW involving the theft of hundreds of thousands of dollars. The long time employee who absconded with the money is eventually arrested.

In July, an investigative article entitled "Running WTTW into the Ground – The Rise and Fall of Network Chicago" appears as the cover piece of the *Chicago Tribune's* Sunday magazine. The story roundly criticizes WTTW from a business standpoint, citing mistakes costing millions of dollars stemming from WTTW CEO Daniel Schmidt's mismanagement and the "Network Chicago" campaign.

In October, Chicago Media Action calls for a remedy to the declining public service on WTTW programs, and for ways to deal with the larger endemic flaws of public broadcasting. CMA's requests: (1) Fire WTTW CEO Dan Schmidt. (2) Conduct an independent audit of WTTW funds (3) Implement the series of monthly town halls and documentaries called for earlier (4) Implement an independent commission to help resolve WTTW's funding dilemma. CMA sent these requests in a letter to the chair of the WTTW Board of Directors.

2002

In October, community members meet with top WTTW executives asking the station to create an African American hosted public affairs discussion series (or segment within *Chicago Tonight*). The hosts requested are Salim Muwakkil, senior editor at *In These Times* magazine and *Chicago Tribune* columnist, and Cliff Kelley, local radio host and former Chicago alderman. WTTW turns down the program request.

2000

The FCC reduces its fine (see **1997** below) against the WWCI trustees to \$2,000, judging two of the original four ads to be illegal. The FCC drops one of the two offending ads from the complaint because it originated at PBS and the complaint in hand was brought solely against WTTW. In so doing, the FCC explicitly leaves the door open for future action on commercialism in this, the only example of a fine assessment for “willfully” and repeatedly airing commercial material on a public TV station. (The Communications Act of 1934 today still forbids noncommercial stations from accepting compensation for broadcasting messages that “promote any service, facility or product offered by any person who is engaged in such offering for profit.”)

The public loses its right to uncensored candidate airtime on public broadcasting stations as a result of the mis-titled “Public Broadcasting Integrity Act”. Sponsored by Senator Jeffords (I-VT), this act removes the traditional mandate upon all public broadcasting stations to offer candidates free airtime on a non-discriminatory basis during the 90 day period before elections.

1999

The ill-fated \$22 million “Network Chicago” re-branding, “cross-platform” re-organization and programming effort is unveiled by new CEO Daniel Schmidt, who replaced long-time station head William McCarter at WWCI. “Network Chicago” launches a weekly publication and program guide called “City Talk”. The magazine was soon reduced to a bi-weekly, and subsequently ceased publication.

1998

The International Brotherhood of Electrical Workers, representing thirteen fired WTTW engineers and technicians, accuses the public TV outlet of making its employees pay for management’s mistakes. The station cites a decline in outside production business at WWCI’s Chicago Production Center for the firings.

1997

The William Kennard-chaired FCC calls for a very unusual \$5,000 fine against the WWCI Trustees. The unsourced complaint holds that four commercial advertisements aired on Channel 11 a combined total of 181 times are illegal. WTTW disputes the FCC ad complaint. The FCC’s action cites the Coalition for Democracy in Public Television (CDPTV) home shopping warning (see **1994-1995** below).

1995

A major initiative by the new Republican House majority, led by Newt Gingrich, is to de-fund or “zero-out” all federal support and “privatize” public broadcasting because “Government intervention is no longer necessary”. The initiative is met with an unprecedented negative public response, which may have cost several Republican Senators their seats.

The FCC issues a mild reprimand to WTTW's trustees regarding a CDPTV home shopping complaint (see **1994** below) and, tellingly, warns them to be careful in the future.

CETA changes its name to Window to the World Communications, Incorporated (WWCI).

1994

CDPTV files a complaint with the FCC alleging fundraising violations at CETA with regard to the forty hours worth of home shopping programs known as *The Chicago Holiday Gift Exchange* broadcast by WTTW. The

coalition receives legal representation on the complaint from the Georgetown University Public Law Center and the DC-based Media Access Project (MAP). (MAP is currently handling the Prometheus Radio case, which continues to hold the media ownership rules proposed by Michael Powell's FCC in abeyance.)

1993

The Coalition for Democracy in Public Television - known as CDPTV and later as Democracy in Public Broadcasting - is formed. The group addresses the censorial effects commercialism and closed, undemocratic structures and processes have upon public TV. The coalition included concerned citizens and thirty-four community groups and coalitions. Members included Operation PUSH, South Austin Community Coalition and the Coalition for New Priorities. Scott Sanders, Melissa Sterne and others helped organize CDPTV.

CDPTV organizes a meeting between WTTW management and representatives of thirteen local coalitions and nonprofit groups. Limited programming and other gains result. These include spotty airings of the labor series *We Do the Work* and selected episodes of the peace series "America's Defense Monitor", both under the series rubric *Viewpoint*, as well as early morning airings of *Rights and Wrongs*, the human rights series hosted by Charlayne Hunter-Gault. The station refuses to schedule the Academy Award-winning feature documentaries *Panama Deception* and *Deadly Deception*. The latter spotlighted the national boycott against WTTW's top corporate funder, GE.

A three-judge panel of the US Court of Appeals for the 7th Circuit requires WFMT-FM management to enter into contract talks with the American Federation of Television and Radio Artists (AFTRA). The judges allude to possible electioneering by station employee Studs Terkel.

1992

WFMT management announces the amount of "canned" or prerecorded commercials aired on the station will be reduced.

1991

Public broadcasting funding comes up for a vote and Senators Dole, McCain and Helms decry that public broadcasting has a "liberal bias".

The Independent Television Service (ITVS) is created by Congress to facilitate the creation and distribution of independent works representing underserved and minority voices for airing on public television stations.

Employees at WFMT vote 19-18 to unionize.

The National Labor Relations Board rules there is insufficient evidence to overturn the results of the WFMT unionization drive. CETA appeals through the court.

1990

CETA fires numerous key WFMT engineering, sales and production employees. The action comes as WFMT employees attempt to organize for union representation. The move also heightens continuing suspicions that the station is being prepped for sale.

1990

The lawsuit filed in Circuit Court by the Friends of WFMT (see **1989** below) is dismissed. The presiding judge rules that the Friends of WFMT has no legal right to file the court challenge. The suit's aims included stopping any format change or station sale.

CETA announces it is dropping the near-forty year ban on "canned" or prerecorded commercials on WFMT.

CETA files a trademark infringement suit against the Friends of WFMT. The corporate parent of WTTW and WFMT states it will “suffer irreparable harm” and seeks unspecified damages from the citizen group. Thomas Geoghegan, an attorney for the Friends of WFMT called the suit “ridiculous”.

In a settlement, the board that oversees WFMT is to be expanded and is to include the current president of the Friends of WFMT. Appeals to the circuit court decision and the FCC license challenge by the Friends of WFMT (see **1989** below) are dropped, as is the trademark infringement suit filed in federal court by CETA. Studs Terkel maintains that the station was “robbed of millions” in the sale of “Chicago” magazine.

1989

The Friends of WFMT threaten and then file suit in the Cook County Circuit Court against WFMT’s corporate parent CETA. The points of contention include: whether or not WFMT was illegally deprived of money from the sale of “Chicago” magazine; whether there should be restrictions upon CETA’s ability to sell the station; whether WFMT should be declared a charitable trust and therefore subject to limits on its sale or programming changes; and concerns about imprudent management. The group also seeks a bar upon pre-recorded commercials and commercial jingles. CETA’s only initial response is to deny it has any plans to sell the station.

The NAACP files a petition with the FCC to deny renewal of WFMT’s broadcasting license along with the licenses of thirteen other Illinois radio stations. This challenge, later denied, cites, “no more than token employment of blacks and other minorities.”

The Friends of WFMT files a petition with the FCC to deny renewal of the station’s license. The petition repeats accusations contained in the pending Cook County Circuit Court lawsuit against CETA. The suit mentions WTTW - “It was, and still is, regarded as one of the mediocre public TV stations in the country.”

1986

In a public notice, the FCC explains that “enhanced underwriting” would offer “significant potential benefits to public broadcasting in terms of attracting additional business support.”

CETA sells “Chicago” magazine (which grew from WFMT’s program guide) to the Detroit-based Metropolitan Communications, Inc. for \$17 million and later establishes an endowment fund from the sale.

1985

WFMT management ups the original limit of four commercial minutes an hour to six.

The Friends of WFMT is created. The group includes lawyer and former 5th ward Alderman Leon Despres, lawyer Thomas Geoghegan and public relations executives Connie Zonka and Herb Kraus. At its peak the group claimed 4,000-5,000 members and published a regular newsletter.

1984

The Mark Fowler-chaired FCC substantially relaxes the noncommercial policy to allow public broadcasters to expand or “enhance” the scope of donor and underwriter “acknowledgements” to include such things as “value neutral descriptions of a product line or service,” and corporate logos or slogans which “identify and do not promote”.

1983

Under President Ronald Reagan, a cut in federal funding for public broadcasting of nearly 40% becomes law.

Robert Johnston, a public-interest attorney, files a complaint with Illinois Attorney General Neil Hartigan asking that WFMT make the same financial disclosures made by public broadcasting stations. CETA’s WFMT, Inc. Committee Chair Robert Wilcox, in a written response to Hartigan, tells nothing of WFMT’s financial

performance and denies accountability to the public, saying only “for competitive reasons, we do not publish (financial statements) or distribute them more widely.” AG Hartigan deigns involvement except as a mediator.

The control of WCME Channel 20 (formerly CETA’s WXXW) is transferred to the City College Board of Chicago. The channel is renamed WYCC-TV and after nine years, returns to the air. WYCC today remains without a studio (though one is planned) and generates little programming of local origination.

1982

Up until this period, individual corporate funder acknowledgements broadcast on public TV were limited to brief slides with the company’s name printed in white letters on a black background with no logograms and no sound or music. Mentions were not placed adjacent to programming to which the source contributed. But this was soon to change.

The Temporary Commission on Alternative Financing of Public Television (TCAF) is formed. TCAF - composed of members of Congress and FCC Commissioners - urges stations to use “experimental ways” of financing their operations. Ten stations, including WTTW, are authorized to air “forms of advertising similar to commercial TV” during an 18-month test period. Of the \$3.7 million worth of ads sold, CETA led the way with \$1.9 million. The other cities in the test were: New York, Philadelphia, Pittsburgh, Miami, New Orleans, Erie, Pa., Louisville, Binghamton, NY, and Muncie, Ind. A Reagan administration official at the time spoke of the "favorable impact advertising had on both the stations and their viewers."

1979

The Citizens’ Committee on Media (CCOM) accountability project forms and addresses censorship in Chicago’s telecommunications media. CCOM pries open CETA board meetings to public attendance. (Activist’s requests for meeting minutes and complete budgets from WTTW are still routinely denied.) CCOM and local filmmakers organize and call for the still running weekly half hour independent film and video series *Image Union*.

1977

The Carnegie Commission on the Future of Public Broadcasting (Carnegie II) issues its report. The politicians ignore its well-intentioned but flawed calls for a public broadcasting trust and fees on commercial broadcasters’ use of the public’s airwaves. Limited provisions for accountability, EEO rules and a few of the report’s other recommendations find their way into the Public Broadcasting Act of 1978 and remain a part of public broadcasting law.

The Chicago Metropolitan Education Council - headed by Channel 44 President Oscar Shabat - buys channel 20 and changes its name to WCME-TV. Documentation so far indicates that channel 20 remained “dark” from 1974 to 1983.

1974

CETA’s instructional channel 20 WXXW-TV leaves the air.

Key WFMT figures Ray Nordstrand and Norm Pellegrini, along with Charles Benton form Concert Radio, Inc. The concern - a private for-profit company - becomes involved in a license challenge to acquire the rights to the New York City classical station WNCN-FM a few years later. Had Concert Radio, Inc. succeeded in acquiring WNCN-FM, it planned to attempt to use the purchase to leverage WFMT-FM away from CETA.

1969

The Public Broadcasting Service (PBS) - public broadcasting’s main distribution arm - is founded.

Channel 11 censors parts of the innovative PBS series *Great American Dream Machine*. In one instance, the station manager removes a skit about an unmarried couple in bed discussing their fading affair. WTTW replaces the segment with a station pledge drive.

President Nixon requests, “all funds for public broadcasting be cut immediately.”

Critics call for among other things, a member-elected board at CETA.

1968

Due to illness, Bernard Jacobs sells WFMT-FM’s assets to the Tribune Company-controlled WGN Continental Broadcasting Company. Jacobs turns down a comparable offer from a more public interest-oriented concern lead by Encyclopedia Britannica heir Charles Benton.

The Citizens Committee to Save WFMT (organized by Charles Benton) forms to oppose the station’s sale to the Tribune Company at the FCC and in the Circuit Court on grounds of concentration of control in media.

WGN donates the assets of the for-profit WFMT to the not-for-profit Chicago Educational Television Association, overseer of WTTW. No other public broadcasting association’s holdings include a for-profit commercial license.

1967

The Carnegie Commission issues its report “Public Television: A Program for Action”. The report calls for the creation of a national public broadcasting structure with adequate, independent and accountable funding.

The Public Broadcasting Act of 1967 is signed into law, creating the Corporation for Public Broadcasting (CPB) - its miniscule appropriation subject regularly to politics ever since.

1965

CETA’s WXXW-TV Channel 20 begins instructional broadcasting.

1961

Newton Minow, FCC chair and key Chicago and national public broadcasting figure, makes his famous “television...a vast wasteland” speech.

1955

WTTW-TV Channel 11 begins broadcasting educational programming under the control of the nonprofit Chicago Educational Television Association (CETA).

1954

An open letter to Channel 11’s founder Edward L. Ryerson and its response are published locally. The complaint centers upon delays in getting the station on the air. The complainer is well-known author and WFMT program host Louis “Studs” Terkel.

1951

WFMT 98.7 FM begins broadcasting as a for-profit, modestly commercial fine arts station under the control of Bernard and Rita Jacobs.

Chicago Media Action thanks the Chicago Historical Society for its research assistance. Sources for this timeline include Chicago Tribune, Chicago Sun-Times, Chicago Reader, NewCity, New York Times, Wall Street Journal and other print sources. Individual citations are available.



WTTW11's Prime Time Viewers are Affluent, Cultured, and Educated

Compared to the general Chicago population WTTW11 primetime viewers are:

- 22% more likely to be age 25-44/college grad/tech-prof-mgr/kids*
- 10% more likely to have a household income of \$75K+*
- 12% more likely to be a college graduate with one or more degrees*
- 77% more likely to own a home with a market value of \$350,000 or more

- 77% more likely to have IRA/KEOGH account
- 40% more likely to own money market funds
- 107% more likely to have used a full-service stockbroker in the past year
- 37% more likely to have used a financial planner in the past year
- 27% more likely to have traded stocks/bonds/securities during past year*

- 116% more likely to have taken 10+ domestic overnight business trips in past year
- 65% more likely to have taken 3+ personal domestic air round-trips in past year

- 16% more likely to have participated in adult continuing education in the past year
- 26% more likely to have attended dance or ballet performance in the past year
- 38% more likely to have attended live theater in the past year
- 28% more likely to have visited an antique show in the past year
- 38% more likely to have visited an art museum in the past year
- 43% more likely to have visited a natural history museum in the past year
- 51% more likely to have visited Ravinia Festival in the past year

Viewer Demographics

Percent of Audience

25-54 Years of Age	38%
35-64 Years of Age	55%
Men	50%
Women	50%
4 Years of College or More	27%
HH Income of \$75K+	32%
Weekly supermarket expenditures \$150+	10%

Source: Scarborough Mar '02-Feb '03. Chicago market. WTTW11 primetime viewers M-S 7-10pm. *Indicates use of Media Audit Jul-Aug '03.

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WTTW 11 links advertisers to tuned in consumers in search of award winning information and entertainment programming. Our consumers see quality and excellence in WTTW sponsors, because they see those characteristics in our programs. With renowned programs for both children and adults, advertisers increase their corporate or business image in an environment free from commercial clutter. WTTW 11 brings loyal consumers who trust the sponsors we broadcast. From building a brand to generating and maintaining a reputation, WTTW 11 is the only place to be seen.

WTTW 11, is America's most-watched public television station, and a major exporter of Chicago's cultural wealth. This powerful institution brings quality television to nearly 4 million viewers on a regular weekly basis.

- WTTW and its programs have been awarded some of the most prestigious accolades the industry offers, including seven George Foster Peabody Awards, considered by many to recognize the highest achievement in television.
- The station has received more than 200 Emmy Awards from the Chicago Television Academy, Iris Awards from the National Association of Television Programming Executives for Best Public Affairs programs, DuPont/Columbia University Awards, and recognition from the Corporation for Public Broadcasting as well as the Chicago and New York International Film Festivals.
- Entering its fifth decade, WTTW continues as a leader in technical innovation.
- Having co-developed stereo sound for television, WTTW was the first station in the United States to broadcast in stereo.
- WTTW is also a pioneer in high definition television (HDTV) and in 1988 became the first television station in the country to produce a program in HDTV.

WTTW's mission:

...to provide distinctive television programming for diverse audiences in Chicago and the nation. Through production, broadcast, cable and other means, we offer programming that informs and inspires, educates and entertains. Our programs aim to improve understanding of public affairs and current events; to provide access to excellence in the performing arts; to create awareness of different times, places, and cultures; to explore the natural world; to excite children about learning; and to foster lifelong skills for better living.

News & Current Affairs – Fall 2003



Chicago Tonight

Monday-Thursday 7:00-8:00 p.m.

Rebroadcasts: 11:30 p.m., 1:30 & 4:30 a.m.

Every weeknight national and local Emmy Award-winning writer, producer, and on-air personality **Bob Sirott** hosts a **full-hour** Chicago Tonight. Emmy Award-winning journalist **Phil Ponce** continues to provide single-topic analysis by carefully chosen panelists on news and public affairs issues important to Chicago, while Bob Sirott covers such Chicago-focused issues as arts and culture, sports, health, finance, science, and more.

Chicago Tonight: The Week in Review

Friday, 7:00-8:00 p.m. Rebroadcasts: 11:30 p.m., 1:30 & 4:30 a.m.

Hosted by veteran journalist Joel Weisman, *Chicago Tonight: The Week in Review* travels beyond the headlines to deliver in-depth summary of the news from a unique perspective - the writers and broadcasters who do the reporting rather than the newsmakers themselves.

The McLaughlin Group

Saturday, 6:30-7:00 p.m.

Each week, John McLaughlin and his panel of journalists/commentators debate the issues of the day in a way that is both informative and entertaining. In its 20th year, the Emmy Award-winning *The McLaughlin Group* is a WTTW11 favorite.



The NewsHour with Jim Lehrer

Monday-Friday, 6:00-7:00 p.m.

In its 27th year, *The NewsHour* continues to provide in-depth analysis of current events with a news summary, live studio interviews and discussions, and documentary reports. It is the nation's only hour-long newscast on broadcast television.



The Nightly Business Report

Monday-Friday 11:00-11:30 p.m.

Nightly Business Report combines in-depth analysis, market updates, corporate profiles, features, and regular commentaries by noted economists. In the past year NBR has received six national awards.



Washington Week in Review

Friday, 9:00-9:30 p.m.

Washington Week in Review, public television's longest running public affairs program, features Washington's top journalists participating in in-depth analysis of major news events.



Wall Street Week with FORTUNE

Sunday, 12:30-1:00 p.m.

PBS' weekly series on money and investing is hosted by financial journalists Karen Gbbs and Geoff Colvin. Broadcast television's only primetime investment series provides unparalleled depth of content, excellence in reporting, and credible information. An interactive Web site offers investors additional news, analysis, and program information.