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Q1 Contact Information

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Q15 Project Title

Imagining More Campaign for WTTW and WFMT

Q16 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

For more than 60 years WTTW and WFMT have been Chicago's source for trusted, educational content and fine arts programming. The goal of the Imagining More \$65 million capacity-building campaign has been to build on our history to become a dynamic public media leader connecting our audience more actively to each other and to the stories and ideas that matter to them.

Our intent was for the campaign to enable us to realize bold, short-term plans, carry our new activity forward for decades to come, and engage new generations of viewers. The campaign focused on the following pillars:

More Storytelling –supporting the creation of more innovative, multi-platform storytelling that PBS audiences can enjoy. We expanded our national reach with more original documentaries, more exceptional children's programming, more captivating recorded and live music performances, and more balanced local reporting and public affairs coverage.

More Possibility –providing the infrastructure and capacity to support our expanded activities for years to come, and give us the flexibility to adapt to a continually evolving media landscape. By strengthening the organization with new technology, an expanded planned giving circle, and a larger endowment, we improve WTTW and WFMT's sustainability and ensure our bright future.

More Community –enhancing our ability to bring our diverse community together via events that spark meaningful dialogue, broaden horizons, and provide energizing learning experiences. We have grown our partnerships to create more community outreach opportunities bringing people together with empowering stories and resources around real-world issues.

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Q17 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Imagining More was born out of our strategic plan and launched in 2012. We entered the public phase in 2017, and project completing our fundraising efforts in June 2018.

Each pillar of the campaign involved multiple projects and thousands of hours of staff and volunteer time as we worked hand-in-hand with the campaign committee of our board. We designed this campaign so that our audience could enjoy “real-time” results along the way. National PBS programming highlights from our More Storytelling pillar include: the creation of Weekend in Havana, Nature Cat, Making a New American NUTCRACKER, the renaissance of Soundstage, and the expansion of 10 that Changed America.

Locally, we expanded our nightly news program, Chicago Tonight by growing our team of journalists and increasing the reach of our digital reporting with digital-only content and features. Chicago Tonight’s growth through the campaign included a generous gift to create PBS and WTTW’s first-ever named position, the Alexandra and John Nichols Chief Correspondent and Host; a spot currently occupied by Phil Ponce.

Our digital-only series Urban Nature premiered in March 2017 and was recently nominated for a Peter Lisagor Award. Urban Nature videos have been streamed more than 18,000 times, and some videos have aired on Chicago Tonight as part of its science and nature coverage.

Successes under our More Possibility pillar include the completion of the first phase of an LED lighting installation, which has led to significant decrease in electricity use in our studios and offices. Thanks to a multi-year grant of in-kind support from Shure Incorporated, we have replaced older gear with state-of-the-art equipment for both field and studio productions. We have invested more than \$7 million in our endowment, \$10 million more has been pledged through bequest intentions, significantly boosting our sustainability.

The More Community pillar supported the creation of My Neighborhood: Pilsen, a multi-platform initiative that married broadcast television, community engagement, and a digital platform to inspire stakeholders across the city and beyond to discuss how community-led activism may shape their own neighborhoods. Chicago Public School students created their own short videos to showcase agents of positive change in their own neighborhoods, and 15 teams of students participated in a Student Film Showcase.

These examples are only some of the initiatives which have set WTTW on a new course. Our success can be seen in our enhanced approach to content creation, sustainable growth, and community outreach.

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Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

This campaign has been the largest and most successful in our history. Some fundraising highlights include our largest gift ever which named our building, our planned giving circle has grown by more than 50%, we have invested an additional \$7 million in our endowment, and seen increased giving from annual fund donors. As of April 2018, we are on track to reach or exceed our goal of \$65 million by June 30.

On the production side, the Chicago Tonight digital team's stories have seen improved performance and the digital audience continues to increase with more than 500,000 monthly pageviews and 99,000 monthly video streams. Since its debut, WTTW and Spiffy Pictures leading PBS Kids program, Nature Cat, has earned multiple awards, including a national Daytime Emmy Nomination for Outstanding Writing in an Animated Program.

WTTW's program related events have enabled us to engage a wide range of partner organizations. Some local institutions conducting Nature Cat activities include: Girl Scouts, Kohl Children's Museum, Forest Preserves of Cook County, and Lurie Children's Hospital. Chicago Tonight began an on-going collaboration with WBEZ, Chicago's NPR station and Univision, Chicago's Spanish-language television station. These partnerships bring correspondents and experts from each organization together for enhanced coverage of critical issues. In 2017, Chicago's Joffrey Ballet gave The Nutcracker an ingenious makeover and through a growing partnership, WTTW was able to go behind the scenes to introduce the PBS audience to the creative talents who made it happen. The production was recently nominated for a Peter Lisagor Award.

Q19 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Creating and leveraging original content has been the driving force behind the campaign. Unlike most traditional campaigns, crossing the finish line for Imagining More leads us to a new beginning rather than an ending. We plan to build on our success by continuing this work and furthering our impact on public media.

Nature Cat, currently airs twice a day on all PBS stations and is streamed approximately 10 million times each month. PBS has asked WTTW to produce two more seasons and we plan to continue our robust outreach work around this program. In 2017, approximately 30,000 people attended Nature Cat events across the nation.

Through the success of 10 that Changed America, WTTW proudly added to the PBS history and architecture line up while increasing our capacity to take advantage of future opportunities. Season two premieres nationally across PBS this July.

As part of My Neighborhood: Pilsen more than 2,500 people took part in community screenings and moderated panel discussions since April 2017. Our vision is for the Student Film Showcase, born from this project, to become an annual initiative that empowers teens to explore their creative perspectives around specific themes. The next contest is scheduled for the 2018-19 school year.

Thanks to the Imagining More campaign, PBS stations have the option to broadcast the return of WTTW's legendary and groundbreaking music series Soundstage. Reviving this beloved series offers PBS audiences intimate musical experiences and furthers our legacy of creating the quality content viewers want.

Q20 Do you have any supporting materials or items to upload? (optional) **Yes**