



imagining **more**

The campaign for **wttw** & **wfmt**



Brandis Friedman, *Chicago Tonight*



Rachel Barton Pine, *WFMT*



Central Standard: *On Education*

Imagining More

Now, more than ever, the mission of WTTW and WFMT is essential. You have known us for more than 60 years as your steadfast providers of trusted, powerful content that crosses genres on air and online. As we look to tomorrow, we are Imagining More and enthusiastically embracing the power of public media to enrich the lives of our audiences and make our community stronger.

The Imagining More campaign ensures a future filled with everything you have come to love about—and expect from—WTTW and WFMT. As our capacity grows, so does our audience's access to high-quality content that inspires and empowers.



“

We are focused on being America's window to the world, providing essential high-quality content that reflects our country's diversity and changing demographics.”

Paula Kerger, President and CEO of PBS

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More **Storytelling**

WTTW and WFMT's unique strength is our unwavering commitment to inclusive, educational, and thoughtful storytelling. The Imagining More campaign supports the creation of more innovative, multimedia programming that people of all ages can access and enjoy. We tell smart, engaging stories and share the arts and humanities through our national documentaries and radio broadcasts. We offer our online audience access to treasured interviews, performances, and music that exist nowhere else. Locally, we deliver independent, non-commercial news and stories that reflect the art, culture, and history of our region's diverse communities.

Through the Imagining More campaign, we grow 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. We work hard to create unlimited access to transformative media that encourages our audiences to explore our world and connect with each other.



"People are hungry for stories. It's part of our very being."

Studs Terkel
(1912-2008)
WFMT Host

More **Possibility**

The first 60 years of WTTW and WFMT quality programming built a strong foundation; the Imagining More campaign is looking ahead to strengthen our position as an indispensable cultural and educational media institution. The Imagining More campaign enables us to meet future challenges by increasing our endowment; growing our planned giving circle, the Newton N. Minow Founders Society; and keeping pace with state-of-the-art technology.

These steps provide the infrastructure and capacity to support our expanded activities well into the future, and give us flexibility as the media landscape continues to evolve. Expanding our capacity today creates a tomorrow full of possibility so that our vital mission will flourish for decades to come.



More **Community**

With the public interest at the heart of all we do, WTTW and WFMT are creating more opportunities for our audiences to explore new ideas and broaden their horizons through the arts, sciences, humanities, and public affairs. Our free public screenings, panel discussions, family events, and teacher trainings engage our communities with energizing learning experiences.

The Imagining More campaign builds on our strengths in order to better share our talents, particularly with those communities that could most benefit from them. WTTW and WFMT's signature events enhance our connection to our community, enable us to engage a wide range of partner organizations, and spark meaningful dialogue among thousands of people across the Chicagoland area while serving as a model for other stations.



As we grow to be the leading provider of the finest programming for generations to come, we need strong allies who share our bold vision."

James W. Mabie, Chairman of the Board, WTTW and WFMT

More **Impact**

Thanks to generous friends like you, Window to the World Communications thrives as a beacon of lifelong learning and enrichment. Right now, your support is more important than ever. Your gift supports our work today and assures our legacy for tomorrow.

WTTW and WFMT are at a point of extraordinary opportunity. Together, we can be a catalyst for positive change, locally and nationally, by sharing programming that encourages the best of humanity. We invite you to join us in building our bright future with a gift to the Imagining More campaign.



Elmo, WTTW Kids



Carl Grapentine and Lisa Flynn, WFMT Hosts

“

PBS has nothing to do with the actual defense of our country, I know that—PBS just makes our country worth defending.”

Ken Burns, Filmmaker

“

Where else can you find a radio station with such a commitment to quality programming? WFMT is an ambassador for classical music and an essential part of the fine arts community.”

Alec Baldwin, Host of *The New York Philharmonic This Week*

“

WTTW is a Chicago cultural institution I have cherished for decades. It provides high quality content for everyone—especially children—and has educated and entertained Chicagoans of all ages for three generations. This is what compels me to support this organization.”

Renée Crown, Vice Chair, WTTW and WFMT





WFMT is a unique music service unlike any other radio station. WFMT challenges our ears and teaches us about music, yet it entertains in an engaging way."

Wynton Marsalis, American trumpeter, composer, music educator,
and Artistic Director of Jazz at Lincoln Center



Television is the most powerful voice in America, and public television is our nation's most trusted public service. It is our duty to irrigate the vast wasteland I first spoke about in 1961. We need access to the arts, humanities, science, and balanced journalism through WTTW, our essential window to the world."

Newt Minow, Life Trustee, WTTW and WFMT