

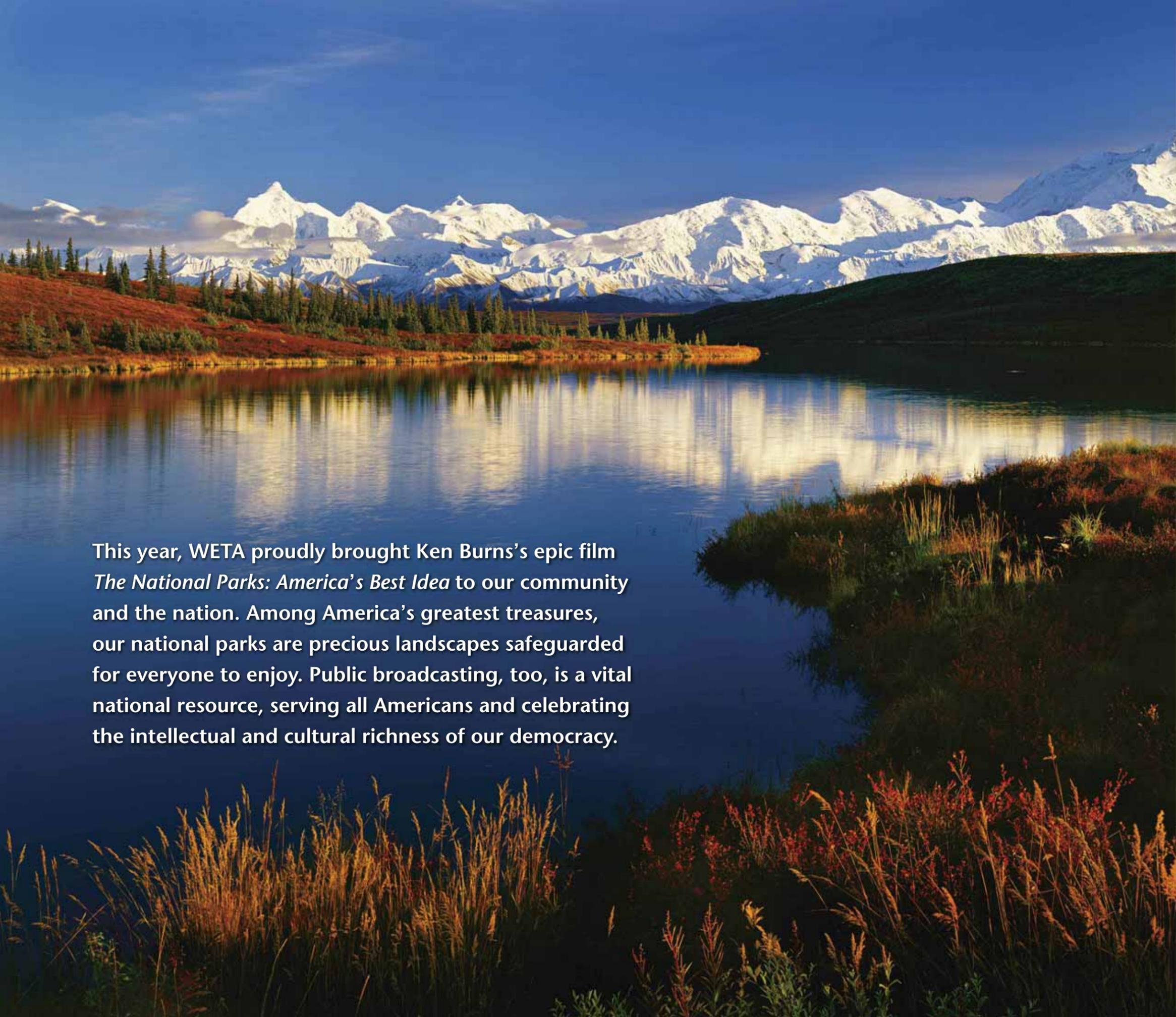
Report to the Community

Fiscal Year 2010 • July 1, 2009 - June 30, 2010



Public Broadcasting for Greater Washington





This year, WETA proudly brought Ken Burns's epic film *The National Parks: America's Best Idea* to our community and the nation. Among America's greatest treasures, our national parks are precious landscapes safeguarded for everyone to enjoy. Public broadcasting, too, is a vital national resource, serving all Americans and celebrating the intellectual and cultural richness of our democracy.

Dear Friends,

Pursuing our important mission of public service, WETA celebrated extraordinary achievements during fiscal year 2010, presenting vibrant television and radio broadcasts to our community and creating remarkable productions for audiences in Greater Washington and beyond.

With our longtime production partners Ken Burns and Dayton Duncan, WETA brought the monumental documentary *The National Parks: America's Best Idea* to a riveted national audience. We created the engaging performance specials *Fiesta Latina* and *A Celebration of Music from the Civil Rights Movement* as part of our ongoing arts series *In Performance at the White House*. Our series *PBS NewsHour* and *Washington Week with Gwen Ifill* and *National Journal* continued to serve the public with in-depth news analysis. This year, we also produced the acclaimed documentaries *Washington in the '60s* and *Washington in the '70s*, spotlighting the history of our community.

Classical WETA 90.9 FM presented a deep catalog of inspiring music selections and world-class local concerts recorded for broadcast, while continuing to be the exclusive all-classical station in the region. Classical WETA also launched a new all-vocal classical music radio station, VivaLaVoce.

WETA Learning Media reached millions of people with its national education websites and with *BrainLine.org*, the Web's most comprehensive resource on traumatic brain injury (TBI). Through BrainLine, WETA has created a robust online community for those affected by TBI.

WETA's many accomplishments this year are all the more notable given the challenging financial times that continue to face Greater Washington and the nation. With prudent fiscal management, the validating support of our members and donors, and the help of generous partners and underwriters, WETA continues its outstanding service to the public. Stay tuned, because more superb content is in the works!

Thank you for your ongoing support.

Sincerely,

Sharon Percy Rockefeller
President and CEO, WETA

Timothy C. Coughlin
Chairman, WETA Board of Trustees

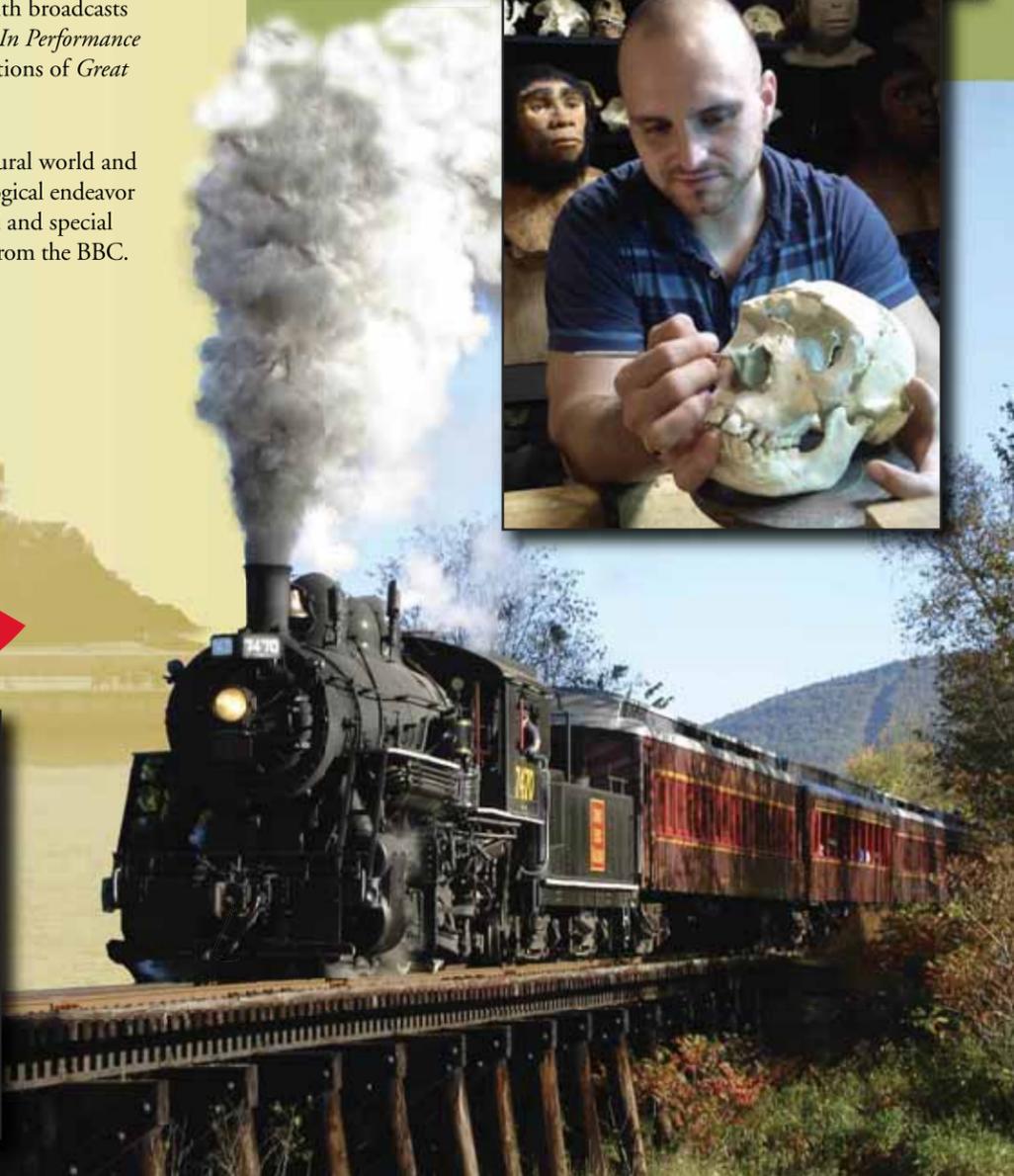
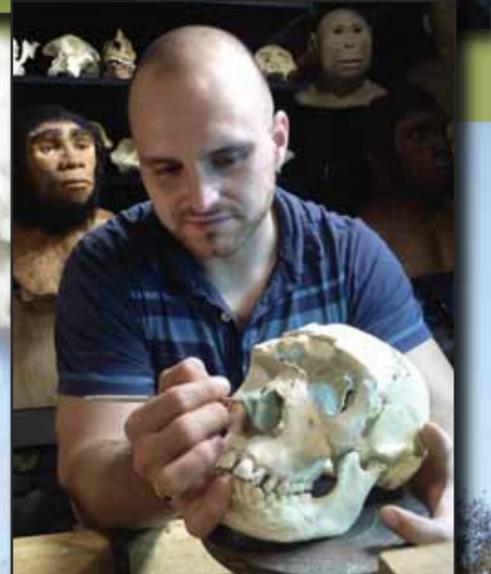


TELEVISION FOR A CAPITAL COMMUNITY

WETA Television, Washington's flagship public television station, serves the region with four channels: WETA TV 26, WETA HD, WETA Kids and WETA Create, providing the national capital area with a wealth of high-quality programs, many of which are produced by WETA.

- WETA TV 26 and WETA HD are broadcast 24 hours each day, offering an impressive array of programs and series available only on public television.
- WETA Television's principal channel, WETA TV 26, draws a loyal audience, averaging 1.3 million viewers each week from the District of Columbia and 53 counties in Virginia, Maryland, West Virginia and Pennsylvania. The channel presents primetime programming day and night in addition to children's programming each morning. Evening broadcasts are simulcast on WETA HD.
- WETA HD presents high-definition television programming, providing those with HD televisions crystal-clear video and superb sound.
- Committed to serving the public with informative news and public affairs programming, WETA produces the marquee PBS programs *PBS NewsHour* and *Washington Week with Gwen Ifill and National Journal*, complemented by broadcasts of local specials such as *Virginia State of the Commonwealth Address* by outbound Gov. Tim Kaine and *Inauguration 2010: Gov. Robert McDonnell*.
- Celebrating the region's diverse cultures and interests, WETA aired special programming for Asian Pacific American Heritage Month, Black History Month, Gay and Lesbian Pride Month, Hispanic Heritage Month, Holocaust Remembrance Day and Earth Day.

- In the ever-popular drama genre, the series *Masterpiece Classic* featured a rich selection of new adaptations, including Jane Austen's *Emma* and *Return to Cranford*, inspired by the writing of Elizabeth Gaskell. Mystery lovers were engrossed by *The Adventures of Sherlock Holmes* and *Inspector Morse*, as well as a variety of offerings from *Masterpiece Mystery!*, including episodes of *Foyle's War*, *Inspector Lewis* and *Miss Marple*.
- In addition to Ken Burns's blockbuster historical documentaries created in partnership with WETA, television broadcasts examined history topics in series such as *American Experience*, *History Detectives* and *Lost Treasures of the Ancient World*.
- The station spotlighted the performing arts with broadcasts of the long-running WETA production series *In Performance at the White House* concerts as well as presentations of *Great Performances* and *Live from Lincoln Center*.
- WETA viewers explored the beauty of the natural world and witnessed the marvels of scientific and technological endeavor in the acclaimed PBS series *Nature* and *NOVA* and special acquisitions *Massive Nature* and *Dragons Alive!* from the BBC.

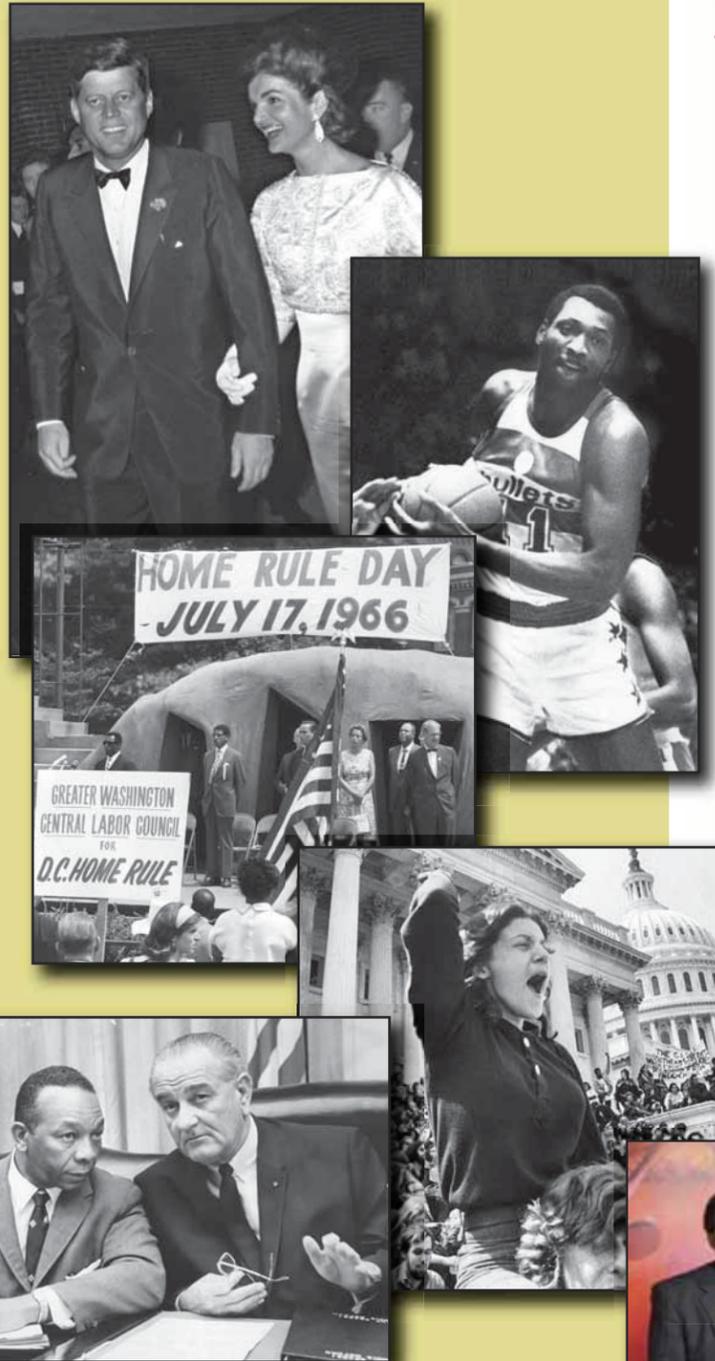


From left: *African American Lives 2*, *Masterpiece Classic: Return to Cranford*, *Frontline: Obama's War*, *Great Scenic Railway Journeys: Celebrating North America's Steam Railways*. Far right, from top: *Masterpiece Mystery!: Foyle's War*, *Nature: Hummingbirds: Magic in the Air*, *NOVA: Becoming Human*

CREATING LOCAL TELEVISION

Serving the national capital area, WETA Television produces local programming that showcases the diverse community, culture and history of Greater Washington. This year, WETA expanded its local television production portfolio with two documentary specials and a variety of features.

- The documentary *Washington in the '60s*, winner of two National Capital Emmy Awards, transported viewers to an era when the nation's capital evolved from a sleepy Southern town to a bustling modern metropolis of world renown. Native Washingtonian Connie Chung narrated.
- *Washington in the '70s* explored the principal political, social and cultural events that shaped Greater Washington during the 1970s. Bernard Shaw, a longtime District resident and former CNN anchor, narrated. *The Washington Post* called the program "a fascinating hour for newcomers and old-schoolers who care about the city."
- *WETA Extras* provided a local connection to the series *The National Parks: America's Best Idea* with segments that showcased the variety of national parks in the Washington area, including the home of Frederick Douglass, a national historic site.
- *WETA Around Town* — hosted by Robert Aubry Davis (at bottom center, below) and featuring prominent art, theater and film critics — kept viewers abreast of the local arts scene with weekly reviews, walking tours, and interviews.
- Looking to fiscal year 2011, WETA's production team began work on two new documentaries. The one-hour film *Breakfast in Washington*, scheduled for October 2010, features local eateries and restaurants that embrace the morning meal. In spring 2011, a one-hour documentary will explore the activities, communities and history of Montgomery County, Maryland.

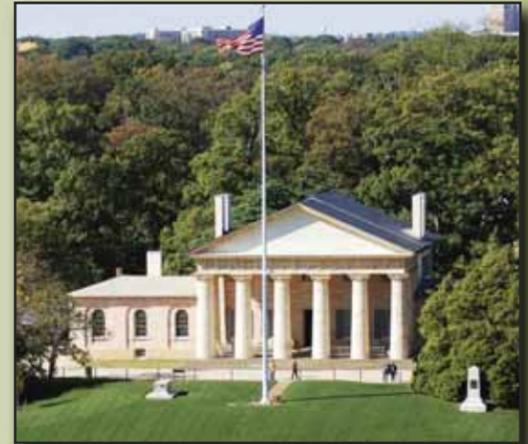


Above: Topics covered in *Washington in the '60s* and *Washington in the '70s*



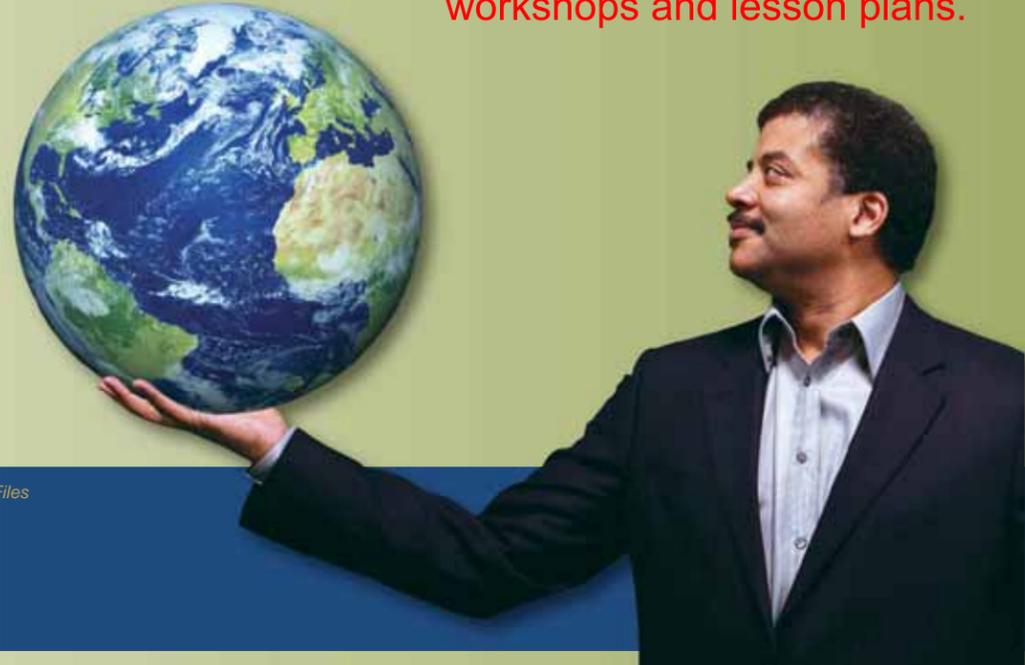
GOING BEYOND THE BROADCAST

- Astrophysicist Neil deGrasse Tyson (at bottom), whose book *The Pluto Files* was the subject of an episode of the PBS science series *NOVA*, joined WETA for a screening and discussion that drew a full house at The George Washington University's Lisner Auditorium.
- Celebrating the broadcast of *The National Parks: America's Best Idea*, WETA partnered with the Shirlington Library and Arlington House/ The Robert E. Lee Memorial (at left) to hold public screenings. WETA also invited the public to its Arlington, Virginia, headquarters for a live satellite simulcast of *The National Parks Celebration from Central Park*.



- WETA invited educators to the National Museum of American History for a workshop introducing the PBS series *Faces of America*, an exploration of America's diversity. Elementary and secondary teachers engaged in a multimedia lesson plan demonstration and received project resources.
- WETA partnered with The George Washington University to provide on-campus screenings of the PBS program *Your Life, Your Money* and a panel discussion featuring personal finance experts conveying to young adults the importance of financial responsibility.

In keeping with tradition, WETA extended television beyond broadcast through community activities across the region, from public screenings and discussions to workshops and lesson plans.



Left: *WETA Around Town*. Right: *NOVA: The Pluto Files*

EDUCATING CHILDREN

WETA Kids provides a haven for young viewers and a foundation and inspiration for many of WETA's off-air educational services. The channel's educational television series are loved by children and trusted by parents.

- WETA Television dedicates the WETA Kids channel entirely to children's programming, providing the station's youngest audience with their favorite programs 24 hours a day. On WETA TV 26, the weekday morning broadcast hours and early weekend hours are devoted to children's programming as well.
- WETA Kids helps to empower children for success in school and in life. Through positive values and beloved characters of such series as *Clifford The Big Red Dog*, *Super WHY!* and *SciGirls*, children find stimulating adventure in learning and discover a love of reading, math and science. Children's programs on WETA received 15 Daytime Emmy Awards this year and are among the most trusted and popular on television.
- WETA created outreach projects with area partners to build life skills for children, conducting math, literacy and science workshops for children, parents and teachers throughout Greater Washington.



- The WETA Kids Ready To Learn initiative helps educate families, childcare providers and teachers about using public television series to help young viewers learn to read. In fiscal year 2010, WETA conducted 109 workshops in English and Spanish, training more than 1,400 participants who collectively care for nearly 9,200 children, and provided books and newsletters to support early literacy skills.
- Clifford The Big Red Dog served as WETA's special envoy, greeting families throughout the region, including those at Nauck Civic and Community Pride Day in Arlington, Virginia; and at the "Reading: A Family Affair" celebration in Falls Church, Virginia.



- WETA Learning Media projects *ReadingRockets.org* and *AdLit.org* partnered with the Library of Congress and the National Children's Book and Literacy Alliance to sponsor a national writing contest. A third-grade student from Abingdon Elementary School in Arlington, Virginia, was among the winners, and WETA hosted his class for a visit with acclaimed children's book author Megan McDonald via Skype videoconference.



From left: *Clifford The Big Red Dog*, *Dinosaur Train*, *Curious George*, *Martha Speaks*, *Simply Ming*, *This Old House*. Above: *SciGirls*

INSPIRING INGENUITY

On WETA Create, viewers find programs that enhance lifestyle and leisure. The channel's offerings inspire audiences to explore a new hobby, seek travel destinations or cook something new.

- WETA Television's how-to channel, WETA Create, presents lifestyle programming 24 hours each day, offering a diverse selection of programs devoted to the exploration of cooking, travel, crafts, gardening, home improvement, painting, woodworking and more.
- Novice and expert cooks alike gleaned culinary tips and recipe ideas as offered by professional chefs in the series *America's Test Kitchen from Cook's Illustrated*, *Jacques Pépin: More Fast Food My Way* and *Lidia's Italy*, among an array of cooking programs. WETA was a sponsor of the 2010 D.C. International Wine and Food Festival, where José Andrés, a Washington culinary icon and host of the series *Made in Spain*, delighted attendees with a cooking demonstration.
- Such series as *The Best of the Joy of Painting*, *Sewing With Nancy* and *Scheewe Art Workshop* helped viewers appreciate and explore crafts and visual arts, while home-improvement enthusiasts and gardeners found expert advice on *Ask This Old House*, *Hometime* and *P. Allen Smith's Garden Home*.
- WETA Create viewers found a panoply of new vistas and travel ideas in the series *Art Wolfe's Travels to the Edge*, *Rick Steves' Europe* and *Smart Travels — Pacific Rim with Rudy Maxa*, among others.



GLORIOUS MUSIC FOR GREATER WASHINGTON

All day, every day, Classical WETA 90.9 FM, the Washington area's exclusive classical music station, broadcasts the splendid musical creations beloved by devotees of this vibrant art form, presenting inspiring classical music in service to the community.

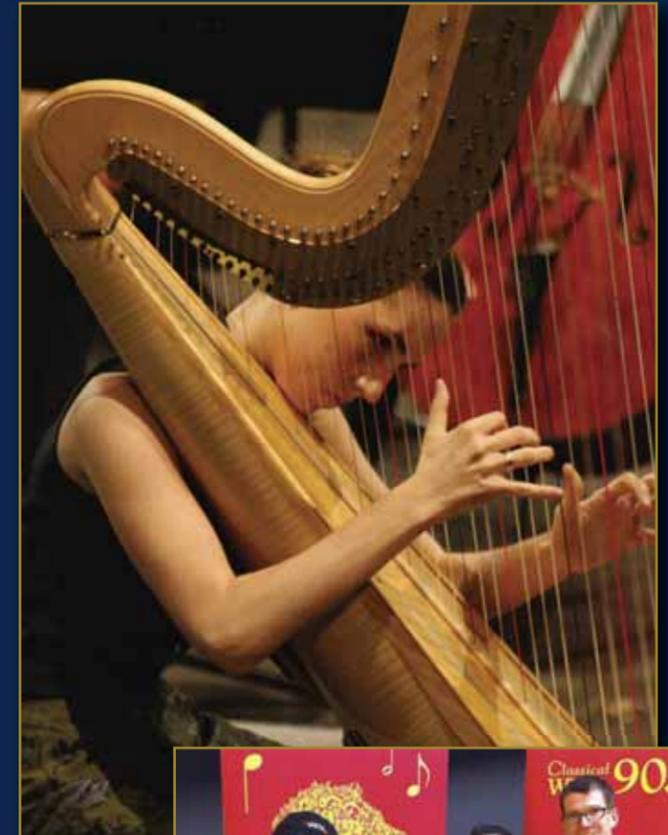
- From the Baroque to the contemporary, Classical WETA presents an extraordinary depth and range of classical music selections and an array of thematic classical music broadcasts produced at the station. Announcers David Ginder, Marilyn Cooley, John Chester, Nicole Lacroix, Chip Brienza, Judy Gruber and Jean Inaba share their impressive musical knowledge with listeners, enriching the broadcasts of orchestral music, chamber music and choral programming for which Classical WETA is so well-known.
- VivaLaVoce — WETA's new radio station entirely devoted to classical vocal music — launched in March 2010, expanding Classical WETA's service to vocal music enthusiasts. The new station offers an around-the-clock repertoire of choral music, opera and art song and is available by live stream at vivalavoce.org and via the HD2 signal of Classical WETA.

- With more than 500,000 individual listeners tuning in each week for the best in classical music as well as newsbreaks from NPR, Classical WETA is consistently ranked among the top-10 radio stations in the Greater Washington area. In addition, more than 20,000 listeners access Classical WETA weekly via live stream at classicalweta.org.
- The broad range of classical music that comprises Classical WETA's schedule is selected from the station's treasured resources, including a music library of more than 60,000 CDs and a growing number of local concert productions recorded by WETA.

Classical
WETA 90.9 FM



- Classical WETA's ongoing series *NSO Showcase* spotlights performances from the National Symphony Orchestra, and *Front Row Washington* features concerts from venues throughout the region — from the Library of Congress to the Music Center at Strathmore, from local embassies to Smithsonian museums, and from Dumbarton Church to the Barns at Wolf Trap.
- Celebrating the best in classical choral music, Classical WETA's production *Choral Showcase* airs each Sunday evening. The program features music ranging from Gregorian chant to contemporary compositions, including local performances.
- *Classical WETA Opera House* features performances from the leading American and international opera companies — including productions staged locally by the Washington National Opera, in addition to the entire broadcast season of the Metropolitan Opera — making Classical WETA the sole station in Greater Washington offering broadcasts of opera year-round.
- *From the Top*, a popular NPR radio program that airs on Classical WETA each Sunday, makes classical music accessible to youths, showcasing America's best up-and-coming young music talent. In fiscal year 2010, the program featured several D.C.-area youths, including a nine-year-old flutist and a teen-aged trio of trumpeters.
- Sharing the joy of music, Classical WETA announcers and the Classical WETA Players — a group of professional musicians — entertained at an array of public locations. Their free, interactive performances delighted listeners young and old throughout the region.
- Broadcasts of Classical WETA reach as far as Baltimore, Annapolis and Hagerstown in Maryland; Purcellville, Front Royal and Stafford in Virginia; and the Cumberland Valley in Pennsylvania. Listeners can tune in to Classical WETA 90.9 FM in Arlington, Virginia; WGMS 89.1 FM in Hagerstown, Maryland; and WETA 88.9 FM in Frederick, Maryland. Listeners also tune in to Classical WETA worldwide via classicalweta.org and iTunes.



Left: National Symphony Orchestra. Right, from top: harpist, Classical WETA Players, Renée Fleming as the Marschallin and Susan Graham as Octavian in *Der Rosenkavalier* at the Metropolitan Opera

ONLINE RESOURCES FOR THE PUBLIC

LD OnLine

The world's leading website on learning disabilities and ADHD features hundreds of helpful articles; columns written by experts; essays relating personal experiences; children's writing and artwork; a comprehensive resource guide; active discussion forums; and a directory of professionals, schools and products.

LDOnLine.org, which seeks to help children and adults struggling with learning disabilities and ADHD reach their full potential, serves more than 200,000 parents, teachers and other professionals each month.

A national educational service of WETA Washington, D.C., in association with the National Joint Committee on Learning Disabilities. Major support provided by Lindamood-Bell Learning Processes.

AdLit.org

This multimedia project offers resources to parents and educators of struggling adolescent readers and writers. *AdLit.org*, which achieved a 35 percent increase in traffic in fiscal year 2010, includes nearly 350 well-regarded articles on adolescent literacy, video interviews with award-winning young adult authors, and strategies to improve students' reading comprehension and writing skills.

The project produced three teacher-training webcasts and added to the site a "College Readiness" section, providing information about developing the social, emotional and academic skills needed for college and career success.

A national educational service of WETA Washington, D.C. Funding provided by the Ann B. and Thomas L. Friedman Family Foundation and Carnegie Corporation of New York.

Colorín Colorado

The first major website addressing concerns of parents and teachers of English-language learners (ELLs), *ColorinColorado.org* meets the urgent need for bilingual educational resources. As the number of ELLs in schools throughout the United States increases steadily, the site continues to provide free, research-based information in English and Spanish, including book lists, podcasts, webcasts, and video interviews with authors.

Just 48 hours after the devastating earthquake in Haiti, the site posted special content for educators working with students of Haitian descent in U.S. schools, providing tips on helping children cope with the news from their homeland. Achieving a 35 percent increase in traffic, the site attracted more than 1 million unique visitors this year.

A national educational service of WETA Washington, D.C. Major funding from the American Federation of Teachers. Additional funding from the U.S. Department of Education, Office of Special Education Programs.

Reading Rockets

This multimedia initiative offers research-based information on how children learn to read, why so many struggle, and how adults can help. This year, Reading Rockets produced *Adventures in Summer Reading*, the 11th episode of the award-winning *Launching Young Readers*



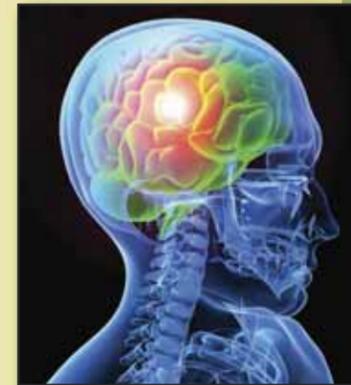
series. Available online at *ReadingRockets.org*, the new program provides ways to encourage children's reading during non-school months.

The project created its 17th webcast, *Screen Time and Literacy*, examining the impact of media exposure on a child's literacy development, and produced numerous video interviews with celebrated authors and illustrators of children's books. More than 2 million unique visitors accessed *ReadingRockets.org* this year, and thousands more viewed content via YouTube, Facebook and Twitter.

A national educational service of WETA Washington, D.C. Major funding by a grant from the U.S. Department of Education, Office of Special Education Programs.

BrainLine

WETA's newest online educational website, *BrainLine.org*, addresses the critical need to educate people about preventing, treating, and living with traumatic brain injury (TBI) by disseminating authoritative information and offering a strong community of support to those affected. Each year, an estimated 1.7 million Americans sustain a TBI, a condition that gained heightened public awareness due to injuries suffered in the wars in Iraq and Afghanistan.



In fiscal year 2010, *BrainLine.org* celebrated the first anniversary of its launch and garnered six prestigious national awards. The project produced a webcast about the co-occurring issues of drugs, alcohol, and brain injury; added content dealing with sports-related TBI, a topic of great importance to athletes, coaches and parents; and increased information offered in Spanish. Furthering the project's impact, BrainLine participated in outreach activities in Maryland, Virginia and Washington, D.C., including a presentation to senior military spouses at the Pentagon.

A national educational service of WETA Washington, D.C. Funding provided by the Defense and Veterans Brain Injury Center through a contract with the Henry M. Jackson Foundation.

WETA embraces the power of the Internet to serve the public in communities near and far with an array of online resources. The creation of award-winning educational services is a glowing example of the station's innovative use of electronic media.

WETA.org

The WETA website is the online destination to learn about the station's programs and services for Greater Washington and beyond. WETA Television schedules, Classical WETA 90.9 FM playlists, live radio streaming, offers of special events and benefits for WETA members and donors, and a calendar of community happenings are among the highly visited, user-friendly features on *weta.org*.

- The new video portal *weta.org/watch* provides convenient, one-stop access to full episodes of popular PBS public television series such as *PBS NewsHour*, *Masterpiece* and *Nature* as well as WETA's impressive portfolio of locally focused productions, including *WETA Around Town* and *WETA Extras*.
- WETA Forum Network offers a multitude of new learning opportunities at *weta.org/forum*. The website, part of a national consortium, houses more than 3,000 lectures, debates and conversations by world-class speakers that are ready for instant, round-the-clock viewing. In fiscal year 2010, speakers included astrophysicist Neil deGrasse Tyson and author Scott Turow.
- The WETA Book Studio at *thebookstudio.com* is a treasure trove for avid readers, featuring top-notch book reviews and WETA-produced interviews with an array of contemporary authors and novelists, which this year included former astronaut Buzz Aldrin and Pulitzer Prize recipient David Finkel.
- A trio of online "Listener's Choice" contests, including the ever-popular "Classical Countdown," attracted enthusiastic response from Classical WETA fans, as did the informative, entertaining feature "Classical Conversations," a video collection of the station's on-air hosts interviewing prominent classical music performers, composers and artists.



TELEVISION FOR THE NATION

Serving a national audience, WETA produces a host of engaging programs — across a wide variety of genres — that are televised for audiences around the country. WETA productions include PBS marquee news and public affairs programs; exclusive, dazzling performance specials from the nation's capital; engaging travel and how-to series; and some of the finest historical documentaries on television, notably the major series *The National Parks: America's Best Idea*, a WETA collaboration with filmmakers Ken Burns and Dayton Duncan.

The National Parks: America's Best Idea

Produced by Ken Burns and Dayton Duncan

September 27-October 2, 2009

For more than 25 years, WETA has partnered with documentary filmmaker Ken Burns and his production company Florentine Films to create acclaimed documentary series that illuminate for millions of public television viewers the great cultural and historical legacies that help define the nation. Broadcast over six nights in fall 2009, *The National Parks: America's Best Idea*, a 12-hour masterpiece of scrupulously researched history and stunning photography, focused on the exquisite landscapes — from Acadia to Yellowstone and the Grand Canyon to the Everglades — and the individuals who helped preserve them as America's magnificent national parks.

Photo: Florentine Films crew on location in Kings Canyon National Park. Far right, from top: Yellowstone National Park, Grand Canyon c.1914, Great Smoky Mountains National Park

The Emmy Award-winning film told extraordinary stories of the myriad individuals whose activism helped preserve the parks for the nation, casting the establishment of parks as a shining example of American democracy in action and exploring the preservation of these landscapes as inspirational acts of heroism and perseverance.

The film also explored the importance of preserving the natural environment and cultural history; the balance between use and preservation of public lands; the individual experience of parks as sacred spaces and as landmarks in memory shared by generations of Americans; and the need to increase accessibility to the national parks for underserved constituencies.

The filmmakers traveled to 53 parks, shot 146 hours of footage and pored through 12,000 archival images to capture the grandeur of the national parks and reveal the history of their evolution.



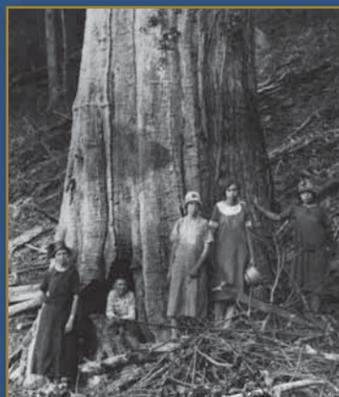
Project Highlights

■ The premiere broadcast reached an audience of 33.4 million viewers, making *The National Parks: America's Best Idea* the most-watched program on PBS since the broadcast of *The War*, the 2007 co-production by WETA and Florentine Films about the American experience during World War II.

■ WETA created extensive online resources and mounted outreach activities designed to encourage discussion surrounding issues explored in the film.

- Every middle school in the United States received a program video and educational guide, which included lesson plans, activities, and stories aimed at inspiring student discussion.
- The role of minorities in the creation and protection of national parks was the subject of five mini-documentaries and a 45-minute film *The National Parks: This Is America*, which have been made available to parks and communities around the country.
- The companion website at pbs.org/nationalparks, produced by WETA, garnered more than 500,000 unique visitors in the weeks leading up to and immediately after the broadcast.
- More than 100 PBS stations and 93 national parks held events related to the broadcast. To support grassroots efforts, WETA provided grants to help stations work with nearby parks and other organizations to develop local television productions and service projects.

■ A major media event took place in New York's Central Park, featuring clips from the film punctuated by live musical performances by artists including Chris Botti, Carole King and Alison Krauss. Filmmakers Burns and Duncan participated in more than 300 public events from coast to coast, including visits to schools and national parks.



The National Parks: America's Best Idea is a production of Florentine Films and WETA Washington, D.C. Funding provided by General Motors; Evelyn & Walter Haas, Jr. Fund; Corporation for Public Broadcasting; The Arthur Vining Davis Foundations; Park Foundation, Inc.; PBS; National Park Foundation; The Peter Jay Sharp Foundation; The Pew Charitable Trusts; and Bank of America. Local corporate funding provided by the National Parks Conservation Association, REI and GEICO. Local funding for outreach activities surrounding the film provided by Park Foundation, Inc. and The Morris and Gwendolyn Cafritz Foundation.

In Performance at the White House

For more than 30 years, WETA has been honored to work with presidential administrations and a distinguished lineup of performers to produce the *In Performance at the White House* series, a succession of concerts staged in the nation's most famous home and recorded for broadcast on PBS stations across the country. The tradition continued in fiscal year 2010, with President and Mrs. Obama hosting two White House concerts.

In Performance at the White House: A Celebration of Music from the Civil Rights Movement is a production of WETA Washington, D.C., in association with the Grammy Museum, AEG Ehrlich Ventures and the National Black Programming Consortium (NBPC). *In Performance at the White House: Fiesta Latina* is a production of WETA Washington, D.C., in association with Latino Public Broadcasting. Corporate funding for *In Performance at the White House: A Celebration of Music from the Civil Rights Movement* and *In Performance at the White House: Fiesta Latina* provided by Pepsi-Cola. Foundation support provided by The Annenberg Foundation. Major funding also provided by the Corporation for Public Broadcasting, PBS and public television viewers.

A Celebration of Music from the Civil Rights Movement

February 11, 2010

This WETA special captured the spirit of the Civil Rights Movement through musical performances and readings from famous speeches and writings. The concert, nationally broadcast during Black History Month, featured the historic debut of Bob Dylan performing at the White House. Other artists included Yolanda Adams, Joan Baez, the Blind Boys of Alabama, Natalie Cole, Morgan Freeman, the Howard University Choir, Jennifer Hudson, John Mellencamp,

Dr. Bernice Johnson Reagon and the Freedom Singers, and Smokey Robinson. In conjunction with the program, the White House hosted a workshop for 100 high school students from around the country to further their understanding of the music of the Civil Rights Movement and its continued relevance for multiple generations. The educational event was led by Robert Santelli of the Grammy Museum and facilitated by Smokey Robinson.

Fiesta Latina

October 15, 2009

WETA captured a lively evening of music with a star-studded celebration of Latino musical heritage, which was broadcast on PBS during Hispanic Heritage Month. Top artists, including Marc Anthony, Sheila E., Gloria Estefan, José Feliciano, Eva Longoria Parker, George Lopez, Jimmy Smits and Los Lobos, performed on the South Lawn of the White House. WETA shared the program with Spanish-language networks V-me and Telemundo for broadcast.

Bill Cosby: The Mark Twain Prize

November 4, 2009

In an evening rife with hilarity and poignant reminiscences, Bill Cosby received the prestigious Kennedy Center Mark Twain Prize for American Humor at the 12th annual award ceremony taped for broadcast at the John F. Kennedy Center for the Performing Arts. Celebrity friends and colleagues, including Len Chandler, James De Priest, Dick Gregory, Wynton Marsalis, Willie Nelson, Phylicia Rashad, Carl Reiner, Chris Rock and Jerry Seinfeld, feted Cosby with comic testimonials and tributes, recognizing his talent and contributions as an American comedian, actor, author, television producer and activist.

A co-production of WETA Washington, D.C.; the John F. Kennedy Center for the Performing Arts; Mark Krantz Productions; and CoMedia. Funding provided by the Corporation for Public Broadcasting and PBS. Air travel provided by American Airlines.



A Capitol Fourth

July 4, 2009

The 29th annual *A Capitol Fourth* concert celebrated America's birthday, featuring hit songs and patriotic favorites performed by an array of stars and the National Symphony Orchestra. Jimmy Smits, host of the event broadcast live from the West Lawn of the U.S. Capitol, welcomed Natasha Bedingfield, Michael Feinstein, Aretha Franklin, Barry Manilow, classical pianist Andrew von Oeyen, and the cast of *Jersey Boys* to the stage. Youngsters delighted in the antics of cast members from *Sesame Street*, and views of Washington, D.C.'s fireworks display captivated all ages. The perennially popular concert was available to U.S. military personnel via the American Forces Network.

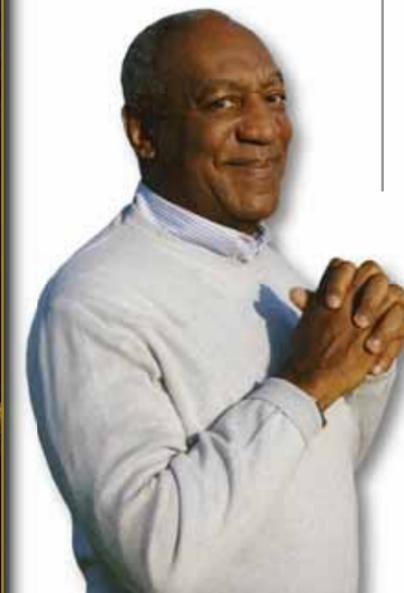
A co-production of Jerry Colbert of Capital Concerts and WETA Washington, D.C. Funding provided by Disabled American Veterans and Golden Corral Restaurants, the National Park Service, the Department of the Army, the National Endowment for the Arts, General Dynamics, Blue Rhino, public television viewers, PBS and the Corporation for Public Broadcasting.

National Memorial Day Concert

May 30, 2010

An audience on the West Lawn of the U.S. Capitol, viewers nationwide and U.S. military troops around the world watched as actors Joe Mantegna and Gary Sinise hosted a concert honoring the service and sacrifice of American men and women in uniform and their families. On hand to offer tributes were dignitaries such as Gen. Colin L. Powell and performers including Yolanda Adams, Katherine Jenkins, Kelli O'Hara, Brad Paisley and Lionel Richie. The National Symphony Orchestra and American military instrumental and choral groups provided accompaniments and patriotic performances.

A co-production of Jerry Colbert of Capital Concerts and WETA Washington, D.C. Funding provided by Disabled American Veterans and Golden Corral Restaurants, the National Park Service, the Department of the Army, the National Endowment for the Arts, General Dynamics, Blue Rhino, public television viewers, PBS and the Corporation for Public Broadcasting.





PBS NewsHour

Weeknights

In December 2009, *The NewsHour with Jim Lehrer* relaunched as *PBS NewsHour*, with enhanced features on air and online. Nearly 2 million people seeking in-depth, credible coverage of national and global stories tune in to the WETA co-production each weeknight and hundreds of thousands more follow the program online or via mobile devices. Jim Lehrer and the talented team of senior correspondents — Jeffrey Brown, Gwen Ifill, Ray Suarez, Margaret Warner and Judy Woodruff — report from the *PBS NewsHour* studio, located at the WETA Production Center. The new program also features more field reports, such as Margaret Warner's coverage from Iraq and Yemen; Ray Suarez's global health reports from China, Mozambique and Cuba; Betty Ann Bowser's coverage of health care reform; and Paul Solman's ongoing coverage of the U.S. and global economies. Perhaps the most transformational element of the new *PBS NewsHour* is the merger of the broadcast and digital newsrooms and the addition of a new correspondent, Hari Sreenivasan. Although he anchors the news summary on the nightly television broadcast, Sreenivasan's primary focus is online. Throughout the day, he posts regular news updates and interviews at pbs.org/newshour.

A co-production of MacNeil/Lehrer Productions and WETA Washington, D.C., in association with Thirteen/WNET New York. Corporate funding provided by Bank of America, BNSF Railways, Chevron, Intel and UnitedHealthcare, along with major funding from the Corporation for Public Broadcasting, PBS and public television viewers. Additional funding provided by the S.D. Bechtel Jr. Foundation; the California Endowment; the Carnegie Corporation of New York; the Ford Foundation; the Bill & Melinda Gates Foundation; the Gruber Family Foundation; the William and Flora Hewlett Foundation; the Howard Hughes Medical Institute; the Robert Wood Johnson Foundation; the Joyce Foundation; the Calvin K. Kazanjian Economics Foundation; the John S. and James L. Knight Foundation; the John D. and Catherine T. MacArthur Foundation; the Gordon and Betty Moore Foundation; the National Endowment for the Arts; the National Science Foundation; the John and Wendy Neu Family Foundation; the David and Lucile Packard Foundation; the Park Foundation, Inc.; the Poetry Foundation; the Rockefeller Brothers Fund; the Skoll Foundation; the Alfred P. Sloan Foundation; the Starr Foundation; and the Wallace Foundation.

Washington Week with Gwen Ifill and National Journal Weekly

Each Friday evening, moderator and managing editor Gwen Ifill and distinguished journalists from the nation's top news organizations examine the most compelling news stories of the week in a live, roundtable discussion recorded at the WETA Production Center. During its 42nd year, *Washington Week with Gwen Ifill and National Journal* relaunched the program in high definition and unveiled an enhanced website at pbs.org/washingtonweek, featuring a weekly blog by Ifill, a recent recipient of the Fred Friendly First Amendment Award; daily updates from panelists on the stories they cover; and clips of episodes broadcast over the last four decades. *Washington Week*, a winner of the George Foster Peabody Award and the longest-running primetime news and public affairs program on television, illuminates the workings of the nation's capital through comprehensive analysis of the issues and events that capture news headlines.

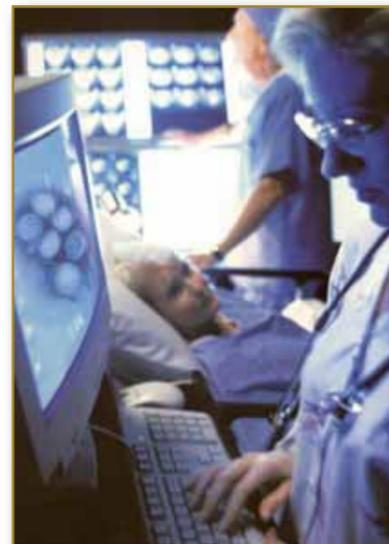
A production of WETA Washington, D.C., in association with *National Journal*. Major funding provided by The Boeing Company, Exxon Mobil, Pepsi-Cola, Constellation Energy, Johns Hopkins University Carey Business School, The Annenberg Foundation, the Ethics & Excellence in Journalism Foundation, the Corporation for Public Broadcasting and PBS.



Anatomy of a Pandemic

December 14, 2009

This timely special — which aired as the H1N1 influenza virus outbreak gripped the nation — explored the overarching human dimension of a pandemic's impact on modern society and the science and history of such health crises. With reporting by Ray Suarez, senior correspondent of *PBS NewsHour*, the program examined best practices for the United States and other national governments facing widespread threats to health. Following the broadcast, *PBS NewsHour*



health correspondent Betty Ann Bowser moderated an online forum to which the public submitted questions that were addressed by experts.

A co-production of WETA Washington, D.C.; *PBS NewsHour*; and Production Group Inc. Funding provided by Tylenol Cold Rapid Release Gels and the Corporation for Public Broadcasting.

Benjamin Latrobe: America's First Architect

January 18, 2010

The architect Benjamin Latrobe (1764-1820) was known for his designs of iconic buildings that came to define the first uniquely "American" architecture. This chronicle of Latrobe's life and legacy probed personal tragedies and professional accomplishments to reveal the development of his architectural style. Paul Goldberger, architecture critic for *The New Yorker* and recipient of the Pulitzer Prize for Distinguished Criticism, hosted the one-hour documentary, interviewing architects and historians who illuminated the impact of Latrobe's designs and his work on iconic structures such as the U.S. Capitol, the White House and the Baltimore Basilica.



A production of Kunhardt McGee Productions and WETA Washington, D.C. Funding provided by a major grant from the National Endowment for the Humanities. Additional funding provided by The Annenberg Foundation.

Everyday Food

Season six, a 13-part series beginning January 7, 2010

Everyday Food tackles the challenges of everyday meal preparation, offering shopping tips, culinary shortcuts and easy recipes that aid today's cooks. Each episode of the series draws on ideas found in *Everyday Food* magazine, a valued resource for home cooks since its first publication in 2003. Martha Stewart introduces each episode, and expert cooks Lucinda Scala Quinn, Sarah Carey, John Barricelli and Anna Last provide inspiration and straightforward directions for viewers — whether helping them organize a casual dinner party, transforming familiar recipes into tempting fare via the addition of flavorful spices, or creating mouthwatering meals using less-expensive options readily available at local supermarkets.

A production of Martha Stewart Living Television in association with WETA Washington, D.C. Corporate funding provided by Arrowhead Mills and Imagine Seasons of the Hain Celestial Group, Florida's Crystal, GE Monogram, Ghirardelli Chocolates, Libman Mops, Snyders of Hanover and Solo Cups.



Globe Trekker

Season eight, a 30-part series beginning April 5, 2009
Season nine, a 30-part series beginning April 4, 2010

Active and would-be travelers seeking itineraries turn to the popular television series *Globe Trekker* for journey ideas or vicarious travel. The series' adventurous hosts roam exotic locations, taking the road less traveled in an effort to uncover the lore as well as the facts that define a culture, people or cuisine. Highlights of the past year's treks include a rare opportunity to witness a tribal ceremony in Senegal and a ferry ride to Australia's Fraser Island, the world's largest sandbar and home to a vast array of wildlife.

A production of Pilot Film and Television Productions Ltd., in association with WETA Washington, D.C. Funding provided by Subaru of America, Inc.



PRODUCTION PIPELINE

WETA is proud of its decades-long collaboration with the country's premier documentary filmmaker, Ken Burns. Through this partnership, WETA presents America's stories — such as *The National Parks: America's Best Idea* — to the public nationwide. Ken Burns and WETA have many productions in the works at various stages of development, including the following films.

- Baseball: The Tenth Inning** • September 28-29, 2010
- Prohibition** • Fall 2011
- The Roosevelts (w.t.)** • 2014
- Vietnam (w.t.)** • 2016

In addition to projects with Ken Burns, WETA's production team has many projects in the pipeline. The following represents a sampling of WETA productions airing in fiscal year 2011 and beyond.

Paul McCartney: The Library of Congress Gershwin Prize for Popular Song In Performance at the White House • July 28, 2010

Make No Little Plans: Daniel Burnham and the American City • September 6, 2010

Lafayette: The Lost Hero • September 13, 2010

A Broadway Celebration: In Performance at the White House • October 20, 2010

Tina Fey: The Kennedy Center Mark Twain Prize • November 14, 2010

The Latino Americans (w.t.) • Fall 2013

PROGRAM SYNDICATION

In fiscal year 2010, WETA distributed to PBS stations nearly 100 hours of programming in a variety of genres, from children's series to documentaries to lifestyle programming, including *Animalia*, *Blood Detectives*, *Maya & Miguel* and *The National Christmas Tree Lighting 2009*.

From top: *Paul McCartney: The Library of Congress Gershwin Prize for Popular Song In Performance at the White House*, *Tina Fey: The Kennedy Center Mark Twain Prize*, *Baseball: The Tenth Inning*, *Lafayette: The Lost Hero*, *Maya & Miguel*. At right: the *Washington Week with Gwen Ifill and National Journal* team, *Washington in the '60s* producer Simon Epstein

AWARDS

WETA Productions, Co-Productions and Projects

BrainLine.org

American Speech-Language-Hearing Association: Media Award

Interactive Media Award: Best in Class; Health/Nutrition

International Academy of the Visual Arts: Silver W3 Award; Health

The International Health and Medical Media "Freddie" Award: Best Website

Web Marketing Association: WebAward: Standard of Excellence, Nonprofit

World Wide Web Health Award: Bronze; Health Promotion/Disease and Injury Prevention

The National Parks: America's Best Idea

Audio Publishers Association: Audie Award; Nonfiction

CINE Golden Eagle Award: Professional Nonfiction Division; History

PBS NewsHour

CINE Golden Eagle Award: Professional News Division; *Toxic Trailers*

CINE Golden Eagle Award: Professional Nonfiction Short Division; *South Africa Looks to Set New Course in HIV/AIDS Fight*

CINE Golden Eagle Award: Professional Nonfiction Short Division; *TB Thrives Among South Africa's HIV-Positive Population*

J-Lab: The Institute for Interactive Journalism: Knight-Batten Award for Innovation in Journalism; Special Distinction Award, *Patchwork Nation*

National Academy of Television Arts & Sciences: Business & Financial Reporting Emmy Award; Outstanding Coverage of a Current Business News Story in a Regularly Scheduled Newscast, *Faces Behind the Numbers*

National Association for Media Literacy Education: Media Literate Media Award: *NewsHour* Media Unit and Online *NewsHour* Extra!

National Headliner Award: Third Place; *The Fragile States Series*

Society of Environmental Journalists Award: Outstanding Story, Television, Large Market; Second Place, *Louisiana Landfills*

Reading Rockets: Launching Young Readers: Adventures in Summer Learning

Telly Award: Bronze; Internet/Online Video, Education

Washington in the '60s

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Documentary, Historical

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Audio, Post Production

Washington Week with Gwen Ifill and National Journal

Interactive Media Award: Outstanding Achievement; News

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Board of Governors Award

The WETA Book Studio

Telly Award: Bronze; Internet/Online Programs, Cultural

Individual Achievement

Glynda Bates

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Silver Circle Induction

Ken Burns and Dayton Duncan

National Parks Conservation Association: Robin W. Winks Award for Enhancing Public Understanding of National Parks

Gwen Ifill

The Keystone Center: Spirit of Keystone Award

Quinnipiac University: Fred Friendly First Amendment Award

Skidmore College: Honorary Doctor of Letters

St. Norbert College: Honorary Doctor of Laws

Tanenbaum Center for Interreligious Understanding: Media Bridge-Builder Award

Ray Suarez

National Association of Hispanic Journalists: Hall of Fame Induction



This awards list represents honors received in fiscal year 2010.

FINANCIAL REPORT FOR FISCAL YEAR 2010

Licensed to the community of Greater Washington, WETA is a not-for-profit organization dedicated to serving the public. WETA receives funding from a variety of public and private sources to pursue its mission and is a careful steward of the funds entrusted to the station.

Despite the lingering effects of the recession, WETA was financially successful in fiscal year 2010 (July 1, 2009 - June 30, 2010), surpassing the results forecast in the budget. WETA had an operating surplus of \$6.3 million for the year, and a \$3.6 million increase in unrestricted net assets. With this strong performance and continued prudent fiscal management, WETA's balance sheet remains solid.

Fortunate circumstances and careful planning contributed to the good operating results. WETA received \$1.3 million in bequests from generous individual donors and benefited from extra funds distributed by the Corporation for Public Broadcasting (CPB) to help public broadcasting stations weather the national economic downturn. Community Service Grants from CPB accounted for \$5.2 million of the total operating budget. WETA also saw the continuing cost-saving effects of the expense reductions made in FY09. Early in the downturn, WETA chose expense reductions believed to be sustainable for an extended period of time; that strategy has paid off.

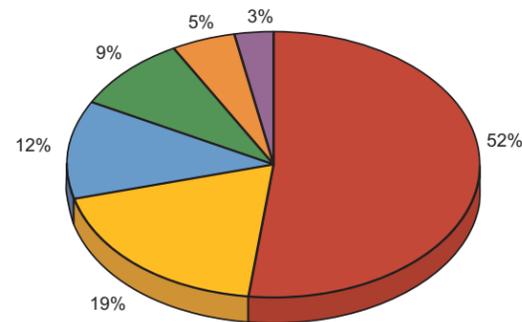
The operating results do not include investment returns, which were a very different story than in FY09 or FY08 when WETA incurred major losses. In FY10, investments produced a total positive return of \$2.2 million. WETA still has not recovered fully from the substantial losses of the prior years, and the investing environment remains volatile. These results contributed to the strong fiscal performance in FY10.

Local Broadcast Operations

Members and donors continued to support WETA generously. Contributions from individuals increased by \$1.1 million, driven by the unusually high level of bequests this year. Bequest donors leave legacy gifts to help WETA provide outstanding noncommercial programming to future generations. Some of these donors are unable to make large gifts during their lifetime but remember WETA generously through their estate plans. WETA is proud to have earned their confidence.

Businesses and local arts organizations continued to support WETA television and radio broadcasts. However, many area commercial and nonprofit organizations have not yet seen significant effects from the slowly improving economy and are therefore spending less on branding campaigns. Local corporate underwriting was down 2 percent compared to FY09, on top of the 15 percent decline experienced last year.

WETA's television and radio stations received larger than usual Community Service Grants from CPB in FY10. These grants have a matching component, and the larger grants reflect successful WETA fundraising in prior years. In addition, WETA received \$322,000 in Community Service Grants from the Commonwealth of Virginia in FY10.



Support for Local Operations

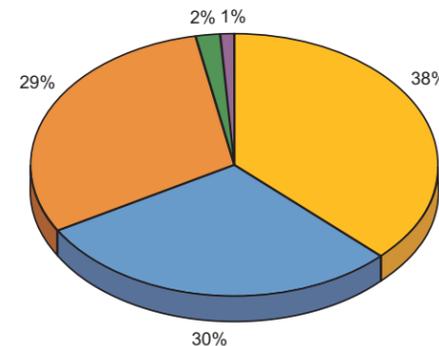
Members, Annual Fund & Planned Giving	\$15,982,552
CPB Community Service & Interconnection Grants and other public broadcasting support	5,777,938
Corporate Underwriting & Funding	3,729,909
Restricted Project Grants & Contracts from the Federal Government and Virginia	2,799,814
Foundations & Not-for-Profits	1,493,069
Other Income	1,041,860
TOTAL	\$30,825,142

National Television Productions

FY10 was a successful year for WETA national television productions. Corporate and foundation funding for these projects was 59 percent of the total project funding, compared to 44 percent in FY09 when funding from the public broadcasting system itself accounted for 54 percent. (Public broadcasting support comes through CPB as well as funds pooled by PBS from member station dues to create programming for the PBS system.) Diverse funding sources are important for maintaining the financial viability of WETA's production portfolio, so this shift is a positive development.

PBS NewsHour and *Washington Week with Gwen Ifill* and *National Journal* had solid funding in FY10. The acclaimed film from Ken Burns, *The National Parks: America's Best Idea*, aired in September 2009 with strong support from corporate, foundation and public broadcasting funders.

WETA continued to benefit from its strong financial discipline around television production projects. WETA does not begin production on a project until full funding is secured. This conservative fiscal policy serves WETA well in containing the risk of undertaking long-term, expensive production projects.



Support for National Television Productions

PBS & CPB Restricted Grants	\$20,155,036
Foundations & Not-for-Profits	16,452,303
Corporate Underwriting & Funding	15,652,554
NEH & NEA Project Funding	1,078,739
Other Income	794,318
TOTAL	\$54,132,950

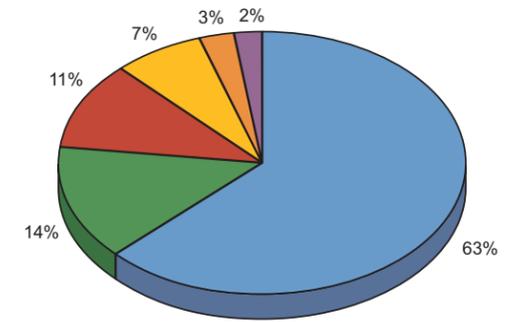
Total Expenses by Activity

Except for significant fluctuations in the level of national television production from year to year, WETA's expenses by activity are fairly stable. Over the past four years, fundraising expenses ranged from 17 percent of the total in FY07 to 13.8 percent of the total in FY10.

Management and general expenses are steady, averaging about 2.5 percent of total expenses. Program expenses were 83.8 percent of total expenses in FY10 and more than 80 percent of the total in each of the last four years.

Summary

WETA is a strong institution, fulfilling and expanding its mission while managing its resources carefully. The positive results this year demonstrate again that WETA is stable and productive because of multiyear strategies, prudent stewardship by staff, and the loyalty and generosity of WETA members and donors.



Operating Expenses

National Programming & Productions	\$49,248,555
Fundraising	10,889,272
Television Broadcasting	8,740,982
Education, Outreach & Promotion	5,543,008
Radio Broadcasting	2,428,100
Management & General	1,826,184
TOTAL	\$78,676,101

WETA's financial statements are audited annually by a certified public accounting firm.

DEVELOPMENT

The generous support of WETA members allows the station to offer high-quality programs and services to viewers and listeners of all ages throughout the Greater Washington community.

MEMBERSHIP

WETA is thankful for the support of its members, whose annual gifts ranging from \$5 to \$999 provided more than \$14 million for the station's local operations in fiscal year 2010.

As a not-for-profit organization, WETA depends on individuals throughout the community to fulfill its public service mission. It is through the generous contributions of WETA members that the station is able to offer educational and entertaining programs on four television channels, the only classical radio station in Washington, and educational services for children locally and nationwide.

These members also make contributions that go beyond their financial gifts. Many generously give their time volunteering in a variety of activities from answering phones during pledge drives to welcoming guests to WETA events. The dedicated volunteer corps

of more than 400 individuals donated 5,534 hours to WETA in fiscal year 2010.

One out of 12 people in WETA's audience becomes a member — a ratio of members to audience that is one of the highest in the public television system. These loyal supporters from throughout the community value public broadcasting's power to enhance lifelong learning, present diverse perspectives, and foster citizenship and culture. They share a love of high-quality television and radio programs and an appreciation of the education and outreach services that WETA provides.

Founder's Society	President's Club	WETA Friends
\$250-\$999	\$100-\$249	\$35-\$99
11,834 members	42,666 members	73,427 members

WETA SIGNAL SOCIETY

The station is particularly grateful to members of the WETA Signal Society, comprised of the station's dedicated supporters. These individuals' monthly donations assure the continued health of WETA Television and Classical WETA 90.9 FM.



From left: *Great Performances: Dance in America*; *San Francisco Ballet's Nutcracker*; *Carole King and James Taylor: Live at the Troubadour*. Above right: *PBS NewsHour*



LEADERSHIP CIRCLE

WETA appreciates the generosity of its loyal Leadership Circle donors, whose annual philanthropic gifts of \$1,000 or more enable WETA to continue its tradition of broadcasting high-quality radio and television programming and providing community service in Greater Washington. The WETA Leadership Circle includes members of the Elizabeth P. Campbell Legacy Society. These 103 individuals have generously included WETA in an estate plan or funded a charitable gift annuity to the organization.

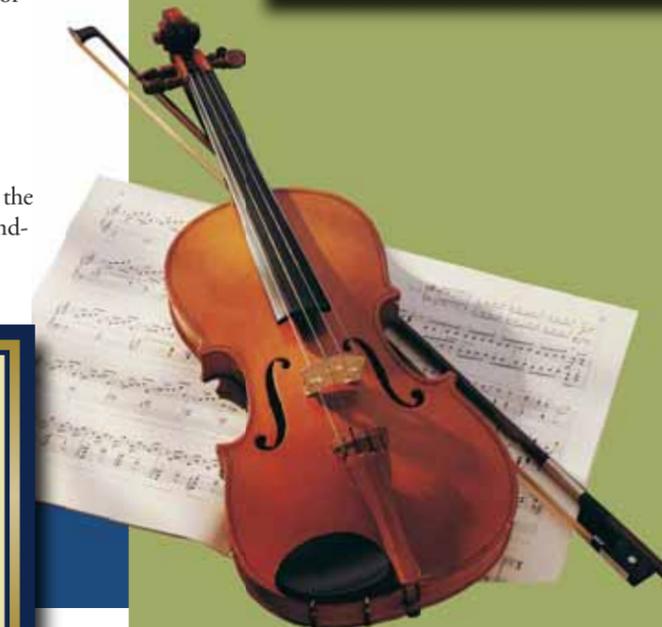
Chairman's Circle \$50,000+ 2 donors	President's Circle \$25,000-\$49,999 4 donors	Trustee's Circle \$10,000-\$24,999 25 donors
Benefactor \$5,000-\$9,999 59 donors	Sponsor \$1,500-\$4,999 310 donors	Supporter \$1,000-\$1,499 266 donors

THE LEADERSHIP CIRCLE SALON SERIES

The WETA Leadership Circle Salon Series offers unique experiences related to programming on WETA Television and Classical WETA 90.9 FM. Throughout the year, generous donors had the opportunity to hear thought-provoking speakers and attend live performances, including a classical music recital at the Embassy of Poland. The stellar roster of speakers and included chef Lidia Bastianich and Classical WETA host Nicole Lacroix (at right).

FRIENDS OF CLASSICAL MUSIC

This group of Leadership Circle music lovers supports Classical WETA 90.9 FM with annual investments of \$1,000 or more. These generous donors, who ensure the vitality of Washington's only classical music station, enjoy special concerts, behind-the-scenes tours of the radio station and opportunities to meet on-air hosts.



THE LEONORE ANNENBERG ENDOWMENT

WETA is most grateful for The Annenberg Foundation's \$5 million grant, creating the Leonore Annenberg Endowment. The earnings from the endowment are used to support projects that are national in scope and consistent with the values and integrity of the endowment's namesake.

LOCAL UNDERWRITING

Local Corporate and Foundation Supporters

WETA thanks the 199 organizations and individuals that supported WETA Television, Classical WETA 90.9 FM, *WETA Magazine*, *weta.org* and local initiatives in fiscal year 2010.

Academic Travel Abroad, Inc.
 Alexandria Symphony Orchestra
 All Parts Move
 Alzheimer's Association – National Capital Area
 American Clean Skies
 Annapolis Opera
 Antiques in Alexandria
 Arena Stage
 Ariana Oriental Rug Gallery, Inc.
 Armacost Antiques Shows
 Armed Forces Benefit Association (AFBA)
 The Art League
 The Arts Club of Washington
 Arts/Harmony Hall Regional Center
 Association of American Railroads
 Attila Glatz Concert Productions
 Autumn Adventures
 Bach Sinfonia
 Baltimore Museum of Art
 Baltimore Symphony Orchestra at Strathmore
 Bank of America
 The Bayer Corporation
 Becky's Pet Care, Inc.
 Beethoven Found
 Berkeley Books
Bethesda Magazine
 BlackRock Center for the Arts
 BMW Co-Op East
 Booz Allen Hamilton, Inc.

Cantate Chamber Singers
 Capitol Hill Day School
 Capitol Steps Productions, Inc.
 CDW Government, Inc.
 Center for Pain Management
 The Châteauville Foundation
 Cheval Theatre
 Chevron Corporation
 The Choral Arts Society of Washington
 Churches for Middle East Peace
 The City Choir of Washington
 Clarice Smith Performing Arts Center
 at the University of Maryland
 Cogent Communications
 Colonial Williamsburg
 Comfy 1
 Constellation Energy
 The Dallas Morse Coors Foundation
 for the Performing Arts
 Corcoran Gallery and College of Art and Design
 Marshall B. Coyne Foundation
 Crafts America
 Cubic Corporation
 Dodge Color, Inc.
 Dorchester County Department of Tourism
 The Alice and Leonard Dreyfuss Foundation
 and Hamilton Ross

Dumbarton Concerts
 Eclipse Chamber Orchestra
 Embassy of India
 The Embassy Series
 European Union – Delegation of the
 European Commission to the U.S.
 Fairfax Symphony Orchestra
 Fairfield Mennonite Church
 Fessenden Ensemble of Washington
 Festivals DC, Ltd. – DC Jazz Festival
 Fibertek, Inc.
 The Robert M. Fisher Memorial Foundation, Inc.
 — A foundation of the Jess and
 Mildred Fisher Family
 Florida Power and Light Group, Inc.
 Folger Shakespeare Library
 Fondazione Arts Academy
 The Foundation for The National Archives
 Four Seasons Hotels and Resorts
 Friday Morning Music Club
 GEICO
 George Mason University
 George Mason University – Center for the Arts
 George Mason University – Krasnow Institute
 for Advanced Study
 The George Washington University –
 Lisner Auditorium
 George Washington's Mount Vernon
 Georgetown University – Department of
 Performing Arts
 Georgetown University – Office of Scholarly
 and Literary Publications
 Gettysburg Festival
 Giant Food of Maryland, Inc.
 Global Impact
 Green Acres School
 The Green Mop Inc.
 Monica and Hermen Greenberg Foundation
 Hardwood Artisans
 Harness, Dickey & Pierce, PLC
 Hermitage in Northern Virginia
 Hillwood Museum and Gardens
 Hilton Garden Inn Arlington/Shirlington
 Historic St. Mary's City
 Honda
 IEEE-USA
 India Tourism
 Inova Health System
 Institute for Legal Reform
 Isabel Kaldenbach-Montemayor

Jenner & Block
 The John F. Kennedy Center
 for the Performing Arts
 Johns Hopkins Carey Business School
 Johns Hopkins Medicine –
 Woman's Journey
 Joseph-Beth Booksellers
 Keller Benefit Services
 The Kiplinger Foundation
 La Maison Française
 Helen Sperry Lea Foundation
 The Jacob and Charlotte Lehrman Foundation
 Levine School of Music
 Lichtenberg Family Foundation
 Marketplace Events – 2010 Capital
 Home & Garden Show
 Maryland Classic Youth Orchestras
 MassMutual Financial Group
 MAXIMUS Charitable Foundation
 The Meredith Foundation
 Minds Wide Open: Virginia Celebrates
 Women in the Arts
 Miramax Films
 Monsanto
 Montgomery College
 Montgomery County –
 Division of Solid Waste Services
 Montpelier Arts Center
 The Claude Moore Charitable Foundation
 Music Box Center
 National Chamber Ensemble
 National Gallery of Art
 The National Geographic Society
 National Institute of Standards and Technology
 National Master Chorale
 National Park Foundation
 National Parks Conservation Association
 National Philharmonic
 National Portrait Gallery
 National Presbyterian Church
 National Radio Astronomy Observatory
 New Dominion Chorale
 New Tang Dynasty Television
The New York Times
 NOVEC – Northern Virginia
 Electric Cooperative
 NTCA – National Telecommunications
 Cooperative Association
 Nuclear Energy Institute (NEI)
 Park Foundation, Inc.
 The Phase Foundation
 The Phillips Collection
 PlatformQ, LLC
 Politics & Prose Bookstore
 Post-Classical Ensemble
 Prince Charitable Trusts



Quatt Associates, Inc.
 REI
 Retired Scientists, Engineers
 & Technicians (ReSET)
 Romanian Cultural Institute
 Round House Theatre
 S&R Foundation
 San Francisco Symphony
 Shakespeare Theatre Company
 Sidney's Music and Entertainment
 Siemens
 Signature Theatre
 Smith & Kogod Family
 Smithsonian Craft Show
 Smithsonian Institution –
 American Art Museum
 Smithsonian Institution – National
 Museum of American History
 Smithsonian's Freer Gallery of Art
 and Arthur M. Sackler Gallery
 Soap and Detergent Association
 Sony Music
 Sony Pictures
 Strathmore
 The Studio Theatre
 Syms Corporation
 Tetra Tech
 Tiny Jewel Box Inc.
 Torpedo Factory Artists' Association
 Twin Cities Public Television

Tylenol
 The United States Army –
 Military District of Washington
 United States Holocaust Memorial Museum
 United States Navy Museum
 Vintage, Inc.
 Virginia Ballet Company
 Virginia Museum of Fine Arts
 The Vivaldi Project
 Washington Bach Consort
 Washington Balalaika Society
 The Washington Ballet
 Washington Concert Opera
 Washington Men's Camerata
 Washington Metropolitan Area Transit Authority
 Washington National Cathedral
 Washington National Opera
 Washington Performing Arts Society
 The Washington Post Companies
 Washington Revels, Inc.
 Washington Sports and Entertainment
 George Wasserman Family Foundation
 Weschler's Auction House
 West Financial Services, Inc.
 Wolf Trap Foundation for the Performing Arts
 Woolly Mammoth Theatre Company
 Workforce Strategy Center
 World Children's Choir
 WTOP Radio



Left and top right: *WETA Magazine*, the monthly program guide for members

GENERAL, CAPITAL AND PROJECT SUPPORT

Educational and Community Initiatives

Biz Kid\$

An outreach project, based on the *Biz Kid\$* television series, providing middle school teachers with training and materials to teach students about good financial habits and entrepreneurship. Funding provided by Park Foundation, Inc.

Faces of America

A workshop for teachers that explores America's diversity through the PBS series *Faces of America*. Funding provided by the W.K. Kellogg Foundation, The Coca-Cola Company, Carnegie Corporation of New York, The Atlantic Philanthropies, Johnson & Johnson, and The John D. and Catherine T. MacArthur Foundation. Additional support provided by the Corporation for Public Broadcasting and PBS.

Math Literacy with Cyberchase

A project aimed at helping elementary school children improve their math literacy using principles of the PBS children's series *Cyberchase*. Funding provided by Ernst & Young.

The National Parks: America's Best Idea

A multimedia outreach project designed to complement WETA's presentation of *The National Parks: America's Best Idea*. Funding provided by The Morris and Gwendolyn Cafritz Foundation and Park Foundation, Inc.

NSO Showcase

Monthly performances by the National Symphony Orchestra. A production of Classical WETA 90.9 FM. Made possible in part by Friends of Classical Music.

Sid the Science Kid

Workshops based on the PBS children's series and designed for teachers to help preschoolers develop a love for and an understanding of science. Funding provided by First 5 California, The Boeing Company, The Rose Hills Foundation, The Arthur Vining Davis Foundations and PBS.



Sid the Science Kid

WETA Around Town

Brief arts and cultural reviews and tours throughout the television broadcast schedule. A production of WETA Washington, D.C. Funding provided by WETA members and The Annenberg Foundation.

WETA Kids Ready To Learn

A local educational service of WETA that teaches parents and caregivers methods for building early-reading skills in children. Made possible through the generous support of The Morris and Gwendolyn Cafritz Foundation, The J. Willard and Alice S. Marriott Foundation, Claude Moore Charitable Foundation and RealNetworks Foundation.

Where Literacy Begins

A local educational initiative that provides information to parents and caregivers on developmental milestones and activities for infants and toddlers. Funding provided by the Early Care and Education Funders Collaborative of Washington Area Women's Foundation.

Your Life, Your Money

A campaign that educates high school and college students about financial responsibility. Funding provided by HSBC in the Community (USA) Inc. Foundation through WNED, Buffalo-Toronto.



Capital Funders

WETA is grateful to the following funders who, during fiscal year 2010, provided financial support for the upgrade of equipment for broadcasts of WETA Television and Classical WETA 90.9 FM.

Corporation for Public Broadcasting
Public Telecommunications Facilities Program, U.S. Department of Commerce

Corporate and Foundation Funders

WETA is most appreciative of the 41 generous foundations and corporations that provided general support for operations in fiscal year 2010. General support funds provide flexibility to WETA in creating and delivering broadcast services and educational initiatives to the community.

Arlington Community Foundation
The Austin Foundation, Inc.
The Theodore H. Barth Foundation, Inc.
Beachcomber Fund of The Boston Foundation
Walter A. Bloedorn Foundation
Ann L. Bronfman Foundation
Dan Cameron Family Foundation
Margaret A. Cargill Foundation
Eugene B. Casey Foundation
The Dr. Francis P. Chiaramonte Private Foundation
Clark-Winchcole Foundation
The Community Foundation for the National Capital Region
Dimick Foundation
The Max and Victoria Dreyfus Foundation, Inc.
The Richard Eaton Foundation
John G. and Jean R. Gosnell Foundation
Regina and Joseph Hladky Foundation
Nathalie L. Klaus Charitable Trust
The Community Foundation for the Greater Capital Region's
The Koubek Family Rainbow Fish Fund
Margaret and Terry Lenzner
Leonetti/O'Connell Family Foundation
The Maple Tree Fund

Richard E. and Nancy P. Marriott Foundation, Inc.
The Irving May & Edith H. May Foundation
Melrod Family Charitable Foundation
Millstream Fund
Minerva Fund of The Community Foundation for the National Capital Region
The New York Community Trust
Park Foundation, Inc.
Peterson Family Foundation
N.S. and R.K. Preston Fund of The Community Foundation for the National Capital Region
The Rice Family Foundation
The Nora Roberts Foundation
Benjamin J. Rosenthal Foundation
Seagears Family Foundation
Joseph T. & Helen M. Simpson Foundation
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WETA PRODUCTION CENTER

The state-of-the art WETA Production Center is the largest HD studio facility in the region, with a sophisticated fiber-optic and satellite interconnection system, Flash Studio, AVID edit rooms, ENG/EFP crews and webcasting equipment. The facility's technical and engineering staffs have decades of experience in live, network and packaged productions.

The home of WETA's signature public affairs television series *PBS NewsHour* and *Washington Week with Gwen Ifill and National Journal*, the Production Center is equipped with connections to the White House, Capitol Hill, network pool events, and signals from around the world.

Government, commercial and public broadcasting clients — including the U.S. Department of Education, *The New York Times*, MSNBC, National Association of Broadcasters and programs such as *To the Contrary* — use the WETA facilities to produce series, webcasts and special productions.



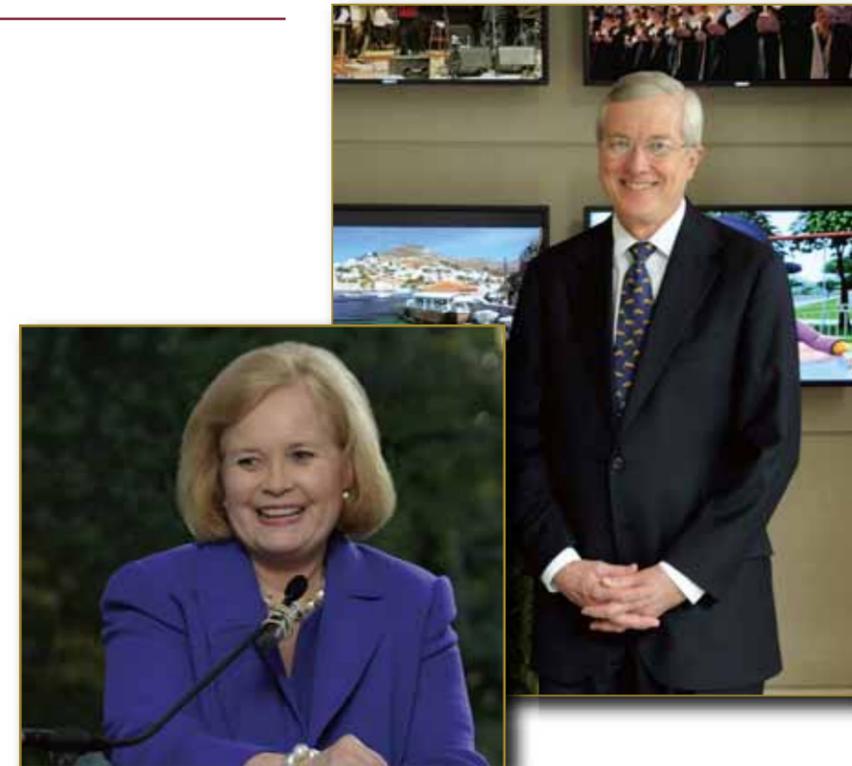
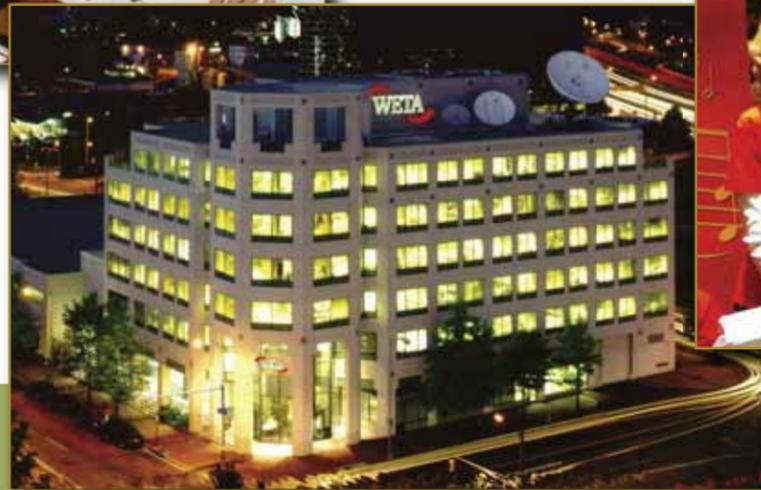
WETA Production Center

FULFILLING THE DREAM

The WETA mission is to produce and broadcast programs of intellectual integrity and cultural merit that recognize viewers' and listeners' intelligence, curiosity and interest in the world around them. As an independent and not-for-profit public broadcaster and producer, WETA provides its viewers and listeners with high-quality, compelling programs and serves a broad community with educational projects and Web-based initiatives.



WETA founder Elizabeth P. Campbell's vision of public service remains vibrant today. Through the work of a dedicated group of individuals that includes volunteers, staff, the WETA Board of Trustees and the WETA Community Advisory Council, the station continues to build strong ties to the community and fulfill Mrs. Campbell's dream. Nearly 50 years after WETA's first broadcast, the station's proud history of service to the community and the nation is thriving, and WETA has a promising future as it approaches its half-century mark.



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From left: WETA founder Elizabeth P. Campbell, WETA headquarters at Campbell Place, WETA staff, pledge drive volunteers. Above: President and CEO Sharon Percy Rockefeller, Chairman of the Board Timothy C. Coughlin

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