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

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.
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 outgoing 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 Master Nature and Dragons: Alive! from the BBC.
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.

- 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.
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.

- 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.

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 Travel — 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 Lacrocq, 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’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 chorale 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 Tip, 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 — entertain 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; WUMS 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, Pianist 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.

**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.

**Colorin 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.

**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 webinar, 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.

**BrainLine.org**
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 prestigious national awards. The project produced a webinar 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.

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

**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.

- 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.

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.
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.

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.

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.

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 notes 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.

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 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.
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.

**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 Liz Lobo, 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 Closelder, James De Priest, Dick Gregory, Winton Marsalis, Willie Nelson, Phylicia Rashad, Carl Reiner, Chris Rock and Jerry Seinfeld, joined Cosby with comic testimonials and tributes, recognizing his talent and contributions as an American comedian, actor, author, television producer and activist.

**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.

**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 General 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.


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

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 prime time 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 co-production of WNET/Thirteen and WETA Washington, D.C.; in association with WNET/Thirteen's Washington Week with Gwen Ifill. Funding provided by a major grant from the National Endowment for the Humanities. Additional funding provided by the Annenberg Foundation.

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 KQED 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 guest Luca Illustra, Quinn, Sarah Carey, John Bariellini 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 Amoretti Mills and Imagination Science or the Hanover Group, Florida’s Crystal, GE Monogram, Ghirardelli Chocolates, Libman Mops, Snyder’s 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 fly ride to Australia’s Fraser Island, the world’s largest sandbar and home to a vast array of wildlife.

A production of Film Feats and Television Productions Ltd. in association with WETA Washington, D.C. Funding provided by Sabates 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.

AWARDS

WETA Productions, Co-Productions and Projects

WETA Book Studio
Telly Award: Bronze; Internet/Online Programs, Cultural

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 1990s producer Simon Epstein.

This awards list represents honors received in fiscal year 2010.

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 Kennedy Center: Spirit of Keystone Award
Quinnipiac University: Fred Friendly First Amendment Award
Skidmore College: Honorary Doctor of Letters

Ray Suarez
National Association of Hispanic Journalists: Hall of Fame Induction
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 $8.3 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. Fortunately circumstances and careful planning contributed to the good operating results. WETA received $1.5 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 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.


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.

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.

WETA Financial Report
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.

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.

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.

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.

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.

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).

THE 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 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 More
Alzheimer’s Association – National Capital Area
American Clean Skies
Annapolis Opera
Antiques in Alexandria
Arena Stage
Artina Oriental Rug Gallery, Inc.
Armaced Antiques Shows
Armored Forces Aid Society (AFSA)
The Art League
The Arts Club of Washington
Arts/Harmony Hall Regional Center
Association of American Railroads
Attica Glitz 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.
The Beethoven Foundation
The Bechtler Museum of Modern Art
BMW Co-Op East
BlackRock Center for the Arts
Bethesda Magazine
Becky’s Pet Care, Inc.
The Bayer Corporation
Bank of America
Baltimore Symphony Orchestra at Strathmore
Baltimore Museum of Art
Booz Allen Hamilton, Inc.
Capital H/D Day School
Capital Stakes Productions, Inc.
CDW Government, Inc.
Center for Pain Management
The Châteauveuil Foundation
Cheval Theatre
Chevron Corporation
The Choral Arts Society of Washington
Churches for Middle East Peace
The City Choir of Washington
Claire Smith Performing Arts Center at the University of Maryland
Cologn 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 Mannheim Church
Fessenheim Ensemble of Washington
Festivals DC, LLC – 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 – Krannert Institute for Advanced Study
The George Washington University – Lerner Auditorium
George Washington’s Mount Vernon
Georgetown University – Department of Performing Arts
Georgetown University – Office of Scholarly and Literary Publications
Gettysburg Festival
Grant Food of Maryland, Inc.
Global Impact
Green Acres School
The Green Mop Inc.
Monica and Harman Greenberg Foundation
Hardwood Artisans
Harn, Dickie & Pierce, PLC
Haritage 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
Izabel 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 Lee Foundation
The Jacob and Charlotte Lehman Foundation
Levine School of Music
Lichtenberg Family Foundation
Marketplace Events – 2010 Capital Home & Garden Show
Maryland Classic Youth Orchestras
MaxMueller Financial Group
MAXIMUS Charitable Foundation
The Meredith Foundation
Mind’s Wide Open: Virginia Celebrates Woman in the Arts
Miramax Films
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 Chorals
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 & Prosa Bookstore
Post-Classical Ensemble
Prince Charitable Trusts
Quatt Associates, Inc.
REI
Retired Scientists, Engineers & Technicians (RASET)
Romanian Cultural Institute
Round House Theatre
SAR 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
Teta 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
United Services Organization (USO)
Vista, Inc.
Washington Ballet
Washington Ballet
Washington Concert Opera
Washington Men’s Camerata
Washington Metropolitan Area Transit Authority
Washington National Cathedral
Washington National Opera
Washington Performing Arts Society
Washington Post Companies
Washington Revels, Inc.
Washington Sports and Entertainment
George Wannaman Family Foundation
Weather’s Auction House
West Financial Services, Inc.
Wickiam Foundation for the Performing Arts
Woolly Mammoth Theatre Company
Workforce Strategy Center
World Children’s Choir
WTOP Radio

From left to 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.

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 Ritalink Networks Foundation.

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 Searing Company, The Rose Hills Foundation, The Arthur Vining Davis Foundations and PBS.

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.

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

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.

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
Amy L. Bronfman Foundation
Dai Cameron Family Foundation
Margaret A. Cargill Foundation
Eugene B. Casey Foundation
The Dr. Francis P. Chiaromonte Private Foundation
Clark-Winchcombe 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. Gosselin Foundation
Regina and Joseph Haddad 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
Leonard O’Connell Family Foundation
The Maple Tree Fund
Richard E. and Nancy P. Marriott Foundation, Inc.
The Irving May & Edith H. May Foundation
Met solicit Family Charitable Foundation
Millstream Fund
Minaeva Fund of The Community Foundation for the National Capital Region
The New York Community Trust
Park Foundation, Inc.
Petersen 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. Roseenthal Foundation
Sealears Family Foundation
Joseph T. & Helen M. Simpson Foundation
Snell Construction Corporation
Eugena M. Sullivan, M.D. Foundation
Jerry Taylor and Nancy Bryant Foundation
Washington Forest Foundation
and one anonymous funder

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 Studios, AVED edit rooms, ENG/EEP 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 Tis the Century—use the WETA facilities to produce series, webcasts and special productions.
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.