The House of Ideas

MISSION INSPIRE

REPORT TO THE COMMUNITY 2008-09

WNET.ORG

THIRTEEN

WLIW21
The House of Ideas

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NET.ORG is a House of Ideas. A luminous destination in the media landscape. From the streets and neighborhoods of New York City to the far reaches of America, this vibrant institution invites people to see in new ways, to be touched by creativity and inspiration, to revel in discovery and wonder.

Built on a mission to educate, celebrate, innovate, and inspire, this House of Ideas promotes a vision of people more deeply connected to the world around them.

During 2008-09, WNET.ORG harnessed the highest potential of public media in pursuit of its mission. Through its array of broadcast and online outlets, it reported the news of the day, opened channels of dialogue on critical issues facing American citizens, showcased the artists that define the pinnacle of cultural expression in our time, and made opportunities for lifelong learning available to all.

All that WNET.ORG undertakes is made possible by the generous support of individuals and organizations that believe in our mission. In this report, we look back at some of the highlights from the House of Ideas during the year 2008-09. Here, we also recognize the vital contributions of those supporters who have empowered our unique vision. Thanks to their commitment, our mission-driven media continues to touch the minds and hearts of millions every day.
INSPIRE
PEOPLE OF ALL AGES AND WALKS OF LIFE WITH MEDIA THAT IS POWERFUL, RESONANT AND UNIQUE.

Profound, enlightening, stirring, provocative - a source of ideas that transcend the ordinary. All year long, WNET.ORG's programs widen horizons, ignite discussion, fire the imagination, and encourage people to make the world a better place.

BLUEPRINT AMERICA
A groundbreaking multi-platform project to examine America's infrastructure enhanced a national dialogue that led to landmark policy change in Washington.

GREAT PERFORMANCES
In Gustavo Dudamel: Los Angeles Philharmonic-Inaugural Concert, the most dynamic young conductor in the classical music scene set the Disney Concert Hall alight with his infectious energy and exceptional artistry - and public television viewers enjoyed it all from "front row center."

THE NEWSHOUR COVERAGE OF THE PRESIDENTIAL INAUGURATION
America's most-trusted source of news and analysis brought insight and illumination to the historic inauguration of President Obama.

NATURE
Just how smart are monkeys? In Clever Monkeys, Nature continued its quest to engender understanding and respect for our planet, exploring primate curiosity and culture to give us new appreciation of our not-so-distant cousins.

AMERICAN MASTERS
In Joan Baez: How Sweet the Sound, America's most honored cultural biography series presented the first comprehensive portrait of this legendary singer considered to be the conscience of a generation.
CELEBRATE
MUSIC, CULTURE, HISTORY, THE ARTS, AND THE WONDERS OF
THE NATURAL WORLD

Touching the heart, opening eyes wide, and sending spirits soaring. Whether it's capturing the nuances of a classic theater production in our own backyard, showcasing an artist blazing new ground in the pop idiom, or sending audiences on an epic journey through the history of an idea, WNET.ORG provides a non-stop feast for the mind and the senses.

MISSION
MISSION

INNOVATE
WITH NEW IDEAS TO EXPAND THE BOUNDARIES, REACH AND IMPACT OF PUBLIC MEDIA

A dynamic approach to the online space, exciting new programs for new audiences, greater opportunities for public interaction, and vibrant new approaches to traditional subjects. As the technology revolution sweeps across the media landscape, WNET.ORG is leading the way to a reinvention of public media through innovative ideas.
Deep ties to the community and an educational mission that knows no limits. Through its dynamic partnerships with teachers, schools, parents, and institutions throughout the tri-state area and all across the country, WNET.ORG promotes a powerful vision of public media as a source of lifelong learning, discovery and inspiration.
Letter from the Chairman

WNET.ORG is on a mission: A mission to make media more engaging, more vital, and more educational. WNED.ORG has always been a trailblazer, and this year was no exception. By taking the best of the public television tradition and innovating with new technology and bold ideas, WNED.ORG continued to lead the evolution of public media in our society.

During 2008-09, the organization was faced with many urgent challenges. The digital revolution called for new production models. The new habits of media consumers called for more speed, more responsiveness and more relevance. And the sluggish economy demanded a slimmer, more flexible, more cost-efficient organization. WNED.ORG has responded admirably to these challenges, showing ingenuity and creativity every step of the way.

A vital institution moves with the times. To thrive, it must preserve its core missions and adapt to the changing world around it. If that ability is a measure of success, this was a very successful year for WNED.ORG. I applaud the managers of WNED.ORG and its media companies for their strategic and imaginative thinking in the face of so many obstacles. I also commend the staff for rolling with the punches. Their belief in the mission of public media is a true asset that has been put to outstanding use in keeping the institution on course through rough waters. My colleagues on the Board of Trustees have been outstanding as well, and I am pleased that they share my respect for the work of WNED.ORG in our lives.

Most of all, the Board, management and staff join me in thanking all the remarkable people and organizations that have lent their support during the past year.

Going forward, we see nothing but opportunities. With the opening of the Lincoln Center studio, we bring an enhanced profile to our place in the cultural heart of this great metropolis. From this new studio will emerge many exciting programs in the arts, current affairs, history, science, educational fare for children – programs that will reach millions of people around America through television broadcasts and the web.

As WNED.ORG approaches its 50th anniversary in 2012, we come to appreciate the great tradition and longevity of this revered institution. WNED.ORG is truly a part of the fabric of our community. We are proud to celebrate its venerable history, and we are delighted to play a role in charting its course to the future.

James S. Tisch
Chairman

Letter from the President

The media today is a whirlwind of change. Stations reconfigure. Channels rebrand and shift identity. Programs come and go with whatever way the market winds are blowing. WNED.ORG is a different story. With its educational mission, its close ties to the community and its dedication to fulfilling the highest promise of media in our lives, WNED.ORG is more than just another TV channel. It is a public trust – a revered institution where people turn for knowledge, clarity, opportunity, and even hope.

During 2008-09, we saw that time and again. As people throughout our community – and all across America – wrestled with the economy, we were there with information, analysis and expert advice. As audiences looked for relief from the scandal and sensation so prevalent in the media, we were there with thoughtful discussion and reasoned commentary. When people searched for experiences that stir the soul and touch the heart, we brought them dance, opera, orchestral music, and theater. With stirring explorations of nature and history, we lifted spirits and broadened horizons. And with engaging programming for children, we helped young minds grow. Sifting through the thousands of media choices out there, viewers returned again and again for the thoughtfulness of our coverage, the lively discussions we sparked, and the richness of our cultural offerings. They returned to us because they trust us to give them something that adds to their lives.

Nowhere is that bond of trust more evident than in the generosity of our supporters and partners. Even in challenging times, our community has come through to ensure that we have the financial resources to create our unique brand of media. We are deeply grateful to the many individuals, foundations and companies that helped us achieve so much during 2008-09, and we are delighted to acknowledge those contributions in this report.

With the opening of our new studio at Lincoln Center and the launch of our groundbreaking public affairs series, NEED TO KNOW, the coming year will be a significant one and we are excited about playing an ever more vital role as one of our community’s most respected institutions.

I want to thank Jim Tisch and the WNED.ORG Board of Trustees for their indispensable guidance throughout the year. I also want to acknowledge the incredible work of the staff and volunteers of all of WNED.ORG’s media companies. Together, we continue to create media that makes a difference to millions of people. Together we continue to earn the trust that is at the heart of our mission.

Neal Shapiro
President and CEO
American Masters
- The Brothers Warner: American Masters Presentation
- Glass: A Portrait of Philip in Twelve Parts

Business Ethics in the 21st Century

Carole King: Welcome to My Living Room

Caucus New Jersey

Celtic Thunder: Take Me Home

Celtic Woman: The Greatest Journey

Celtic Woman: The Greatest Journey – The Holiday Special

Chris Botti Live on THIRTEEN

Cinema's Exiles: From Hitler to Hollywood

Consuelo Mack WealthTrack

Corazon on the Line

Crosson and Wellies

Cry for Help

Cyberchase

Danny Mancuso: Dance With Me

The Doors: Live in Europe

Dutch New York

Ed Solt's Stay Rich for Life

The Financial Crisis and the City: A New York Voices Special

Frank Patterson: God Bless America!

Franey's Feet

FROST/NIXON: The Original Watergate Interviews

Glen Campbell in Concert

Great Performances
- Carnegie Hall Opening Night 2006: A Celebration of Leonard Bernstein
- Chefs in Concert
- Cynthia Erivo
- Dance in America: San Francisco Ballet's Nutcracker
- Dancing with Nudeln & Viola
- Dance at Three Stars in Vienna
- Dr. C. Clarke & Steve Winwood: In Concert from Hadrian's Square Garden
- From Vienna: The New Year's Celebration 2009
- Garrison Keillor & Friends
- In the Heights: Chasing Broadway Dreams
- Jung Lee
- The Metropolitan Opera Opening Night Starring Renée Fleming
- Pavarotti: A Life in Seven Arias
- Steve Wozniak in Concert
- The Police: Certifiable

Great Performances at the Met
- La Damnation de Faust
- Doctor Atomic
- La Fille du Régiment
- Luca di Lampedusa
- Maddona Butterfly
- Otto ed Surdide
- Salome
- Thais

Healthy Minds

Highland Heartbeat

House of Life: The Old Jewish Cemetery in Prague

Legacy of War

Angelina Ballerina

The Ascent of Money

Ashford & Simpson: The Real Thing

Ayo Live in Monte Carlo

Barney

The Best of Red Skelton

Bill Moyers Journal

Billy Joel: The Stranger Live

Blueprint America: Road to the Future

Bob the Builder

Boyz II Men Motown: A Journey Through Hitsville, USA

Lourdes 150th Anniversary

Bob Abarnathy, Executive Editor and Host (Achievement Award)

Australian Screen Sound Awards
- Best Achievement in Sound for a Documentary
  Nature: Parrots in the Land of Oz

Banff Awards
- Best Natural History and Wildlife Program
  Nature: The Gorilla King

Christopher Award
- American Masters: Pete Seeger: The Power of Song

One Golden Eagle
- American Masters: Giri son Keilor: A Man on the Radio in the Red Shoes
- Secrets of the Dead: Irish Escape
- Secrets of the Dead: Herculaneum
- Uncovered

One Special Jury Award
- Curious: Mind/Brain/Machine
- American Masters: Jerome Robbins: Something to Dance About
- Nature: The Gorilla King
- Nature: Superfish
- Nature: What Females Want and Males Will Do
- Nature: White Falcon, White Wolf

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- Nature: White Falcon, White Wolf

Dragon China Awards
- Gold Award: Secrets of the Dead: Doping for Gold
- Silver Award: Secrets of the Dead: Herculaneum
- Bronze Award: Secrets of the Dead: Irish Escape

Durban Wild Talk Africa Festival
- Best Script for a Natural History Production
  Nature: Silence of the Bees
- Judge's Choice Award
  Nature: Superfish

Ekotopfilm, Slovak Republic
- High Definition Special Prize
  Nature: The Wolf That Changed America
- Prize of Ministry of Construction and Regional Development of the Slovak Republic
  Nature: Silence of the Bees
- Prix Thérence
  Nature: Superfish
- High Definition Special Prize
  Nature: Prince of the Alps

Focus International Awards, United Kingdom
- Best Use of Wildlife and Natural History Stock Footage
  Nature: Superfish
- Nature: Clever Monkeys
SELECT AWARDS
July 1, 2008 - September 30, 2009

GABRIEL AWARDS
Award for Documentary: National Release
Wide Angle: Birth of a Surgeon
Short Features: National Release
Religion & Ethics Newsweekly: Benetolat College in India

GRADE AWARD
Outstanding Interactive Web Site
Child Brides: Stolen Lives

HUGO TELEVISION AWARD
Silver/Hugo Award
Wide Angle, Season 7

THE INTERNATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

Documentary
The Ascent of Money

INTERNATIONAL SCIENCE FILM FESTIVAL
Grand Prize (Culture & Arts)
The Music Instinct: Science & Song

INTERNATIONAL W. LULUPE FILM FESTIVAL
Merit Award for Cinematography
Nature: Frog's The Thin Green Line

JAPAN W. LULUPE FILM FESTIVAL
Merit Award for Cinematography
Nature: The Wolf That Changed America

JACKSON HOLE WILDLIFE FILM FESTIVAL
Best Animal Behavior Program
Nature: The Gorilla King

OLD VESSEL FILM Festival
Best Feature Film
Nature: Superfish

NEW YORK EMMY
Feature News: Single Story
Art in the Shadows

NEW YORK FESTIVALS
Gold World Medal
Nature and Wildlife: Silence of the Bees
Nature: In the Valley of the Wolves

NEW YORK SCIENCE FILM FESTIVAL
Gold World Medal
Nature: The Loneliest Animals

NEW YORK TELEVISION AWARDS
Gold World Medal
Nature and Wildlife: The Wolf That Changed America

NEW YORK TELEVISION AWARDS
Silver World Medal
Nature and Wildlife: Superfish

NEW YORK TELEVISION AWARDS
Bronze World Medal
Nature: The Gorilla King

WORLDWIDE FILM FESTIVAL
Best Feature Film
Nature: Superfish

WORLDWIDE FILM FESTIVAL
Best Short Film
Nature: The Loneliest Animals

WORLDWIDE FILM FESTIVAL
Best Short Film
Nature: Superfish

WORLDWIDE FILM FESTIVAL
Best Short Film
Nature: The Gorilla King
All year long, WNET.ORG's most ardent supporters gather to celebrate The House of Ideas and its ongoing contributions to our community.

1. Gala honorees Jamie Dimon, Meredith Brokaw, Kevin Kline
2. Phoebe Cates, Kevin Kline, Paula Zahn, Neal Shapiro
3. Carol Sutton Lewis
4. Justin Israel and Emel Glicksman enjoying the President's Circle dinner
5. Neal Shapiro and Harry Arnhold at the Harvard Club
6. Lewis Cullman and Neal Shapiro at the Gala
7. Vivian Milstein, Neal Shapiro, and Elaine Petschek at the President's Circle Dinner
8. Neal Shapiro and Bob Stern at the President's Circle Dinner
The contributions of LIFETIME LEADERSHIP GIFTS continue, significant generosity of the silonent, anonymous donors elieos to estabUšfi our work, they make an impact in the lives of millions throughout our community. We thank the many generous individuals, companies that have partnered with us during the 2008-09 year. We are proud to earn their trust each and every day.

ENDOWMENTS AND FUNDS

The contributions of WNET/Thirteen's supporters are felt all year long. By giving us the resources to do our work, they make an impact in the lives of millions throughout our community. We thank the many generous individual companies that have partnered with us during the 2008-09 year. We are proud to earn their trust each and every day.
**THIRTEEN PATRON NETWORK**

The individuals and foundations listed below made contributions of $1,000 or more in support of the station's general operations during the 2008-09 fiscal year.

**THIRTEEN’S PATRON COMMITTEE**

Ralph M. Baruch, Chairman
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Bernard M. Hartnett, Jr.
Betty Lou Necarsulmer
Annette Sherman
Annie Y. Wellin
**Deceased December 2009**

**In the Footsteps of Marco Polo**
GIFTS THROUGH ESTATES
We wish to acknowledge those individuals whose loved ones made contributions through their estates. During fiscal year 2008-2009, we have received gifts from the following.

Charlotte Pinco Ballin Trust
Estate of Mary Louise Bopp
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Estate of Arthur Wiener
Estate of Elizabeth Wilson

DONORS TO WNET.ORG’S 2009 ANNUAL GALA SALUTE
The following individuals, foundations, and corporations supported WNET.ORG’s Annual Gala Salute with a contribution of $10,000 or more:

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$5,000-$9,999

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Brooklyn Botanic Garden
The Brooklyn Children's Museum

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$250,000 - $599,999

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$100,000 - $149,999

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Pilar Crespi Robert and Stephen Robert Family Foundation

$10,000-$19,999

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$10,000-$19,999

The New York Times Company

$5,000 - $9,999

The Brooklyn Children's Museum

$1,000 - $4,999

The Studio Museum in Harlem

ASSOCIATE

The Bruce Museum

$500 - $999

Jersey City Museum

$250 - $499

The Studio Museum in Harlem

$100 - $249

The Studio Museum in Harlem

$50 - $99

The Studio Museum in Harlem

$10 - $49

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$5 - $9

The Studio Museum in Harlem

$1 - $4

The Studio Museum in Harlem

$1

The Studio Museum in Harlem

$0.01

The Studio Museum in Harlem
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Though their matching gift programs,
many companies and foundations match
customers to THIRTEEN.

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In a collaborative effort, the Community Advisory Boards of both THIRTEEN and WLIW21 sponsor the Community Hall of Fame on behalf of both stations. The Community Hall of Fame was created in 2004 to recognize exemplary efforts in the fields of arts and culture, education and social concerns that are related to the stations’ programming and for mission to educate, enlighten and inform. Each year, the Board seeks nominations of educational institutions, community-based organizations, not-for-profits, and other groups that have distinguished themselves with initiatives in the tri-state area that are deserving of recognition and induction into the stations’ Community Hall of Fame. To date, inductees include:

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The Friends of THIRTEEN is a nonprofit organization of volunteers who act as liaisons between THIRTEEN and the community to INCREASE viewership of the station’s quality programming; PROMOTE use of its innovative educational resources; and EXPAND support for public television as one of our nation’s great cultural treasures!

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