



Chicago Tribune

**COMMUNITY
INVOLVEMENT
REPORT**

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Letter from the Publisher



Dear Readers,
On behalf of the Chicago Tribune, I thank you for helping us to continue our rich tradition of serving the people who call Chicagoland home. We dedicate this report to you.

This marks the beginning of a new era of the Chicago Tribune as we return to private ownership. We do so building on our deep and long ties to this community. As we are changing, so are you, our readers. Your interests are vital to us, and so are the many audiences that are emerging. That ranges from the vibrant group of young readers who gravitate to the expanding RedEye publication as well as the growing Hispanic population who find relevant news and advertising in Hoy.

Through this report, we celebrate with you how, in working together closely with many of you, we help make a difference in the lives of Chicagoans, through our words and our actions. Our aim is to encourage excellence and diversity in our support of cultural institutions and in promoting civic efforts.

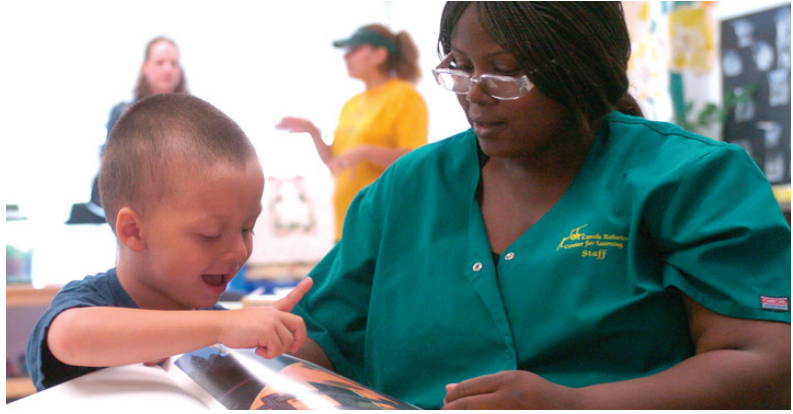
Our longstanding partnership with the McCormick Tribune Foundation allows us to aid many nonprofit organizations with grants through Chicago Tribune Charities to fight hunger, promote literacy, and support family stability and self-sufficiency.

Again, we thank you for your support. If it's important to you, it's important to us.

Sincerely,

Scott Smith
President, Publisher and CEO

Strengthening Our Communities



Chicago Tribune Charities | Through a unique philanthropic partnership, the Chicago Tribune and the McCormick Tribune Foundation created Chicago Tribune Charities, a McCormick Tribune Foundation Fund. With its access to the public, the newspaper raises money for the fund through donations from our readers and residents of Chicagoland. Chicago Tribune Charities helps the community by supporting programs and special initiatives that help develop reading and literacy skills, alleviate hunger, and promote family stability and self-sufficiency. Since 1991, Chicago Tribune Charities, in partnership with the McCormick Tribune Foundation, has worked on your behalf to route more than \$86 million to local nonprofit organizations.



Chicago Tribune Holiday Giving | The seasonal campaign of Chicago Tribune Charities is Chicago Tribune Holiday Giving. Promoted from October through January, Holiday Giving raises money through contributions from thousands of Chicago Tribune readers and generous residents of Chicagoland. These contributions are pooled to make significant charitable grants to nonprofit organizations serving metropolitan Chicago. Last year, Chicago Tribune Charities awarded more than \$4.6 million in grants to more than 160 nonprofit organizations. The McCormick Tribune Foundation provides a match of 50 cents on the dollar and the Chicago Tribune and McCormick Tribune Foundation cover all administrative and promotional expenses, so that 100 percent of each donation goes to work in supporting nonprofit organizations. For more information, visit chicagotribune.com/holidaygiving.



The McCormick Tribune Foundation | The McCormick Tribune Foundation's Communities program is a unique effort that stimulates local philanthropy and improves community life in numerous cities across the country. To encourage donations, the Foundation matches contributions at the rate of 50 cents on the dollar and then makes grants directly to nonprofits in the communities from which the donations were made. The Foundation and the partners cover all campaign administrative costs, so 100 percent of the public's generosity, plus the match earned, goes directly to nonprofit organizations providing critical services in each community. For more information, please visit McCormickTribune.org.



Encouraging Literacy | The Chicago Tribune and **Chicago Public Library Foundation** joined forces for Mayor Daley's *City of Readers*, a campaign to promote family literacy. The summer campaign encouraged Chicagoans to get a library card and use the city's vast network of libraries for books, CDs and online information. On September 20, Chicago Tribune partnered with **Jumpstart** to promote "Read for the Record." On this day, families, teachers and caregivers throughout the country read the same book, *The Story of Ferdinand*, to preschool children. Jumpstart strives to reach disadvantaged preschool children to foster literacy so that they are school-ready and reading at the kindergarten or first-grade level.



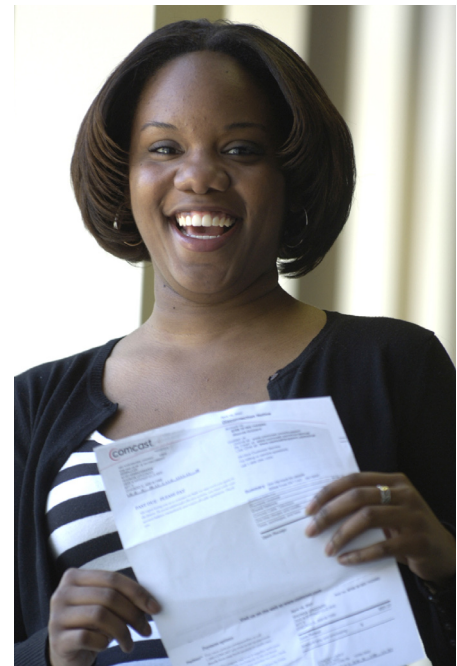
Editorial Outreach

Community Groups | News coverage takes the editorial staff into Chicagoland's many communities and the editorial department's commitment goes well beyond that. With extraordinary participation and reach, our reporters and editors met throughout the year with ethnic community groups such as people from the Mexican and Asian-American communities as well as people interested in topics as diverse as care giving, religion and class issues. We played host, too, to more than 2,000 people who visited the newsroom last year, from neighborhoods, schools, churches and community groups, sometimes to meet with reporters and editors for a community conversation or with our editorial board.

Issues of Our Time | Chicago Tribune Charities donors joined our editorial team in panel discussions about issues of importance to them. The award winning *"Hidden Hazards"* series focused on child fatalities and injuries resulting in the federal government's failure to regulate the makers of children's products. The weekly *"What's Your Problem?"* column helps our readers solve everyday problems and issues with local businesses and utility companies. In a year that so many of our print and online readers were engaged in the political campaigns, many of our readers turned to our online blog, *"The Swamp."* This site drew hundreds of thousands of interested users for updates on political news, analysis, photos and more by members of the Chicago Tribune Washington bureau.

Event Participation | Editorial board members, columnists and senior editors made scores of public appearances and speeches at events and community gatherings all over the Chicago region. In a parallel effort, members of every newsroom department pitched in on school career days throughout the year. Sometimes the career focus goes further, to engage young student journalists and journalism teachers in job-shadowing programs. We hosted dozens of professional groups, including guests of local universities and educational programs, to the newspaper to understand the workings of American journalism.

Charities That Make a Difference | The Chicago Tribune Metro staff writers and photographers helped enlighten readers about the great work of twenty-eight nonprofits receiving Holiday Giving grants. The poignant stories and photos that ran in the paper throughout the campaign covered the trials and achievements of our neediest neighbors. The annual coverage produced an outpouring of response. To read past articles about these nonprofit agencies and their good work, visit chicagotribune.com/holidaygiving.



ENRICHING LIVES THROUGH LITERACY AND THE ARTS

Chicago Tribune Printers Row Book Fair | In June of 2007, more than 100,000 book enthusiasts convened in the Printers Row neighborhood for the 23rd annual Printers Row Book Fair, the largest outdoor literary event in the Midwest. The fair featured more than 100 captivating programs, panels and events on 11 stages devoted to children's literature, poetry, cookbooks and cooking demonstrations. Fair attendees had the opportunity to buy new, used, and antique books from hundreds of vendors and exhibitors. Also, attendees had the opportunity to meet some of the world's most prolific authors and literary greats such as Joyce Carol Oates, Frank Deford, Walter Mosley, Anchee Min and Sara Paretsky.

Chicago Tribune Literary Awards | As the Chicago Tribune continues its dedication to the literary arts, each fall, the Tribune presents the Chicago Tribune Literary Prize. The honor is bestowed upon an author whose body of work has had a great impact on society and has changed the face of American literature. In 2007, world-class author E.L. Doctorow received the lifetime achievement award. Doctorow is best known for his depiction of American history and social criticism through the interaction of fictional and real-life characters. His body of works include: *The Book of Daniel*, *Ragtime*, and *The March*.

The Heartland Prize | Chicago Tribune established the Heartland Prizes in 1988 to recognize a novel and a work of non-fiction that reinforces the values of America's heartland. The 2007 Heartland Prize for fiction was awarded to Robert Olmstead, author of *Coal Black Horse*. *Coal Black Horse* is a harrowing Civil War novel about a memorable rite-of-passage odyssey. Orville Vernon Burton, author of *The Age of Lincoln* was the award recipient for non-fiction. *The Age of Lincoln* spans five decades detailing the presidency of Abraham Lincoln – extending from the age of Jackson to the Progressive Era. The young adult prize went to Gary Paulsen, whose novels include *Hatchet*, *Dogsong* and *The Winter Room*.



IN THE COMMUNITY



Chicago Humanities Festival | The Chicago Tribune is a major supporter of the annual Chicago Humanities Festival that was held on October 27 – November 11. A festival of ideas, the theme of the 18th annual celebration was "*The Climate of Concern*," focusing on the changes occurring throughout the world that will have a measurable impact on future generations. World-renowned authors, scholars, poets, artists and policy-makers met for two weeks last fall to discuss "*The Climate of Concern*" and summon the will to imagine and create a more caring, respectful, and sustainable relationship between ourselves and the planet. Members of the Chicago Tribune editorial staff contributed to the success of the festival by appearing and leading panel discussions with various authors.

Chicagoland's Largest Career Fair | More than 6,000 prospective job candidates gathered at Soldier Field for the fourth annual Chicago Tribune Career Fair. Sponsored by CareerBuilder, this annual event featured representatives from 79 companies. The roster included national companies like Macy's and Walgreens; local companies Victor Envelope Company and Chicago Bankcorp; healthcare exhibitors St. Francis Hospital and Loyola University Health Systems; engineering and technology exhibitors Rockwell Collins and Garmin International. All were recruiting candidates for current and anticipated vacancies. The career fair is free to the public.



Event Partnerships | The Chicago Tribune stays connected to the communities it serves by partnering on Chicagoland's major events. In 2007, the Chicago Tribune donated over \$5 million in sponsorships and promotional advertising space to help support and publicize a variety of events, from city events such as the Taste of Chicago, the lakefront music festivals and the Chicago Marathon.

FOSTERING LEARNING

News in Education (NIE) is an outreach program that offers curriculum support to teachers in schools throughout Chicagoland. NIE illustrates our tradition of fostering education and promoting literacy. This has been a longstanding tradition

at the paper—the tradition of bringing news into the classroom to help students of all ages learn to read, strengthen study and test-taking skills, and develop lifelong readership habits. The cooperative effort between schools and NIE promotes the use of newspapers as an effective educational resource.



In the Classroom | The newspaper, coupled with state standard curriculum components, enables teachers to create detailed lesson plans and activities that address specific student needs. Customized curriculum includes core subject areas such as health, the constitution and the environment. In 2007, News in Education delivered more than 2.8 million newspapers to 1,600 schools.

Corporate Partnership Initiatives | News in Education partners with area corporations to help fund and provide innovative programs. Sponsors in 2007 included Peoples Gas, Allstate Foundation, Junior Achievement, Illinois First Amendment Center, Cabrera Capital Markets, Ford Motor Company Fund and Community Services, and Illinois Council on Economic Education.

PROVIDING A VOICE TO OUR COMMUNITY



The **Chicago Tribune Foundation** aims to promote public knowledge and strengthen the Chicago metropolitan community by encouraging journalistic excellence, diversity and liberty, supporting diverse cultural institutions and promoting civic efforts. The foundation funds programs to stimulate learning and communication through diverse voices, educational programs and celebrations of cultures and accomplishments.

Chicago Tribune FOUNDATION

Civic Grants | Grants awarded in this program area support a number of business, nonprofit or educational initiatives that help increase civic and citizen participation in metropolitan Chicago. **Spanish Coalition for Jobs** provides employment training to encourage skill building and economic self-sufficiency. **Jumpstart** supports early childhood literacy by encouraging families of young children to read to their children. **The Chicago Cultural Center Foundation** creates and places historical markers throughout Chicago neighborhoods to commemorate people who significantly contributed to Chicago and society. The grants for the civic area are by invitation only from the Foundation.

Culture Grants | The Chicago Tribune Foundation supports cultural organizations within the Chicago metropolitan area that provide educational programs in the arts for children from low-income communities or that foster diverse art. The **American Indian Center** provides programs and exhibits at the American Indian Trickster Gallery in Schaumburg. Community-based organizations such as **Pros Arts Studio** in Pilsen, **Maywood Fine Arts Association** and **Asian Improv Arts Midwest** provide youth arts programs in their communities.

Literacy and writing are at the heart of our funding, and many organizations provide literacy and literary programs in a unique way. **Young Chicago Authors** is a leader in poetry slammng and creative writing programs for youths. The **Near South Planning Board** brings children's authors into Chicago Public School classrooms to inspire elementary school children to read and learn the creative writing process. **Literature for All of Us** facilitates reading and discussion groups for teens in Chicago Public Schools.

Journalism Grants | To foster a journalistic workforce that better reflects the makeup of the communities served by newspapers, the Chicago Tribune Foundation funds programs for diverse journalists. The **International Women's Media Foundation** offers stipends for diverse women journalists to attend the Leadership Institute for Women Journalists. **Investigative Reporters and Editors** offers fellowships for diverse journalists to attend its convention and workshop. To encourage opportunity for diverse young journalists, the Foundation funds internship programs of the **Asian American Journalists Association**, **National Association of Black Journalists**, **the National Association of Hispanic Journalists**, **Community Renewal Society** and **Columbia College**. The **Sports Journalism Institute** recruits, trains and mentors entry-level minority and female sports journalists at news organizations.

For guidelines to the Chicago Tribune Foundation, please visit chicagotribune.com/communityrelations. See chicagotribune.com/ctfoundationgrants for the 2007 grants list.



CHICAGO TRIBUNE EMPLOYEES SUPPORT THE COMMUNITY



TribUnity in 2007 | At the Chicago Tribune, we recognize that volunteerism benefits the company, the employee (both personally and professionally) and the communities that we serve. Our employees spend thousands of hours volunteering with nonprofit organizations, revitalizing neighborhoods and reaching out to our friends in need. Employee involvement is a critical part of our philanthropy. We strive to foster an environment that supports our employees as they contribute their time, energy and commitment to neighbors, colleagues and communities.

Unfortunately, hunger is an everyday reality for thousands of people in Chicagoland. To help combat hunger in our community, Tribune employees sorted and packed food at the **Greater Chicago Food Depository** and **Northern Illinois Food Bank**, two of Chicagoland's largest food banks. To provide warm meals and companionship to at-risk populations, our employees prepared and served evening meals at the **Living Room Café** on the South Side and **Uptown Café** on the North Side. In June, hunger awareness month, TribUnity and Sodexo held a fundraiser, "*Change for Change*." Through this initiative, employees collected loose change at the cafeterias. The money collected was donated to the **Campus Kitchen** at Northwestern University.

To help prevent domestic violence and protect the environment by recycling, TribUnity launched a drive at Tribune offices for employees to donate their used cell phones, BlackBerrys and hand-held PDAs. These items were donated to **Call to Protect**, a nonprofit that recycles and refurbishes the technology devices, regardless of condition. The refurbished devices are distributed to domestic violence prevention programs throughout the country.

The 14th Annual **Chicago Cares Serve-a-thon** brought together more than 7,500 volunteers, including Mayor Daley and Chicago Public Schools CEO Arne Duncan, on June 9, to help beautify 50 schools, parks and nonprofit organizations. Chicago Tribune employees planted flowers in Humboldt Park at Harold Washington Memorial Garden, part of the Chicago Park District's "*Community Gardens in the Parks*" program that began in April. The program gives neighborhood gardeners a chance to design, plant and care for their community gardens and improve neighborhoods.

Each summer, TribUnity holds a **Back to School Drive** at Tribune offices. Employees donate hundreds of notebooks, folders, pens, pencils, backpacks and other supplies to this worthy cause. The 2007 drive raised 106 boxes of school supplies. The supplies were donated to two suburban schools, Olney C. Allen Elementary School in Aurora and Glenwood Elementary School in Waukegan; and three city elementary schools, Jonathan Burr, Benjamin Banneker and Laura S. Ward.

More than 300 employees brightened the holidays for more than 345 children in the custody of the **Department of Children and Family Services** (DCFS). Employees had fun shopping for the wish list of items that each child hoped to receive as a gift during the holidays. Each child's wish came true through a gift of new clothes, books or toys.

Literacy is at the heart and core of the newspaper. To encourage reading skills for young students, Tribune employees tutored first graders at Jonathon Burr Elementary School and Eliza Chappell Elementary School in partnership with **Innovations for Learning**, an online reading program.

Employee Matching Gifts | Giving back to the community is paramount to Chicago Tribune. To encourage Chicago Tribune employees to participate in charitable activities, the Foundation matches donations to most United States nonprofit organizations on a \$2-for-\$1 basis. The match is \$1,000 per employee on the calendar year. In 2007, 471 employees participated and made donations to 346 nonprofits. The contributions, with matching gifts from the Chicago Tribune Foundation, totaled \$155,238.

United Way | For almost 75 years, and nearly as long as United Way has been in Chicago, the Tribune Company has been supporting United Way as part of our commitment to ensuring the health and vitality of Chicagoland. In 2007, Chicago-area employees made individual pledges and volunteered to organize silent auctions and other events to raise \$1,243,100 for the United Way of Metropolitan Chicago. In 2007, Chicago Tribune employees made individual pledges and organized fundraising events such as silent auctions, golf outings, and a bowling competition to raise \$550,000 toward this cause.





COMMUNITY RELATIONS TEAM

Scott C. Smith

*President, Publisher and CEO, Chicago Tribune
Board of Directors, McCormick Tribune Foundation
Chairman, Chicago Tribune Foundation
Chairman, Chicago Tribune Charities advisory committee*

Owen Youngman

*Sr. Vice President, Strategy and Development
President, Chicago Tribune Foundation
Member, Chicago Tribune Charities advisory committee*

Janet Dobbs

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