



**Hunger for news:** Readers crowd into the Tribune lobby the day after the election to get the story of history being made. A record 1.6 million copies were printed. Online, the Tribune continuously updated its report, capturing more than 20 million page views that week.

**ANNUAL COMMUNITY REPORT**

# Chicago Tribune An Update to Our Community

Dear Readers,

Last year was both challenging and exciting, cresting in an appetite for news about the historic election that saw readers jam the Tribune lobby.

It was a whole new day for the Chicago Tribune as we reinvented your newspaper. We did so to address financial and readership challenges facing our industry, while continuing to deliver on your needs.

We at the Chicago Tribune are grateful to be a part of this great community where we are working together to build a better future, and we'll continue to focus on serving our vibrant and diverse neighborhoods and cities. We've hit the ground running with a renewed emphasis on watchdog journalism and serving all of Chicagoland through our community programs.

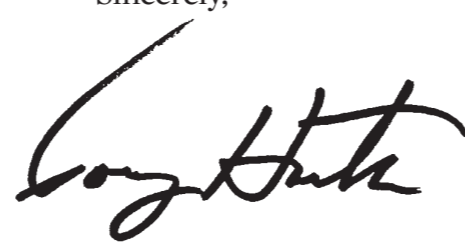
High on our list this year is what readers tell us repeatedly they want us to do: Clean up Illinois' political sleaze. We began with the coverage of the Blagojevich scandal. The work continues. The Tribune has launched a campaign against the culture of corruption through news coverage in print or online, and on the Editorial pages.

Community is the heart of what we do. It's thanks to the donations of readers that Chicago Tribune Charities, through the McCormick Foundation, is able to award grants of more than \$5 million. Those

grants—to non-profit organizations throughout Chicagoland—are aimed at fighting hunger and homelessness, developing literacy and employment skills, and strengthening families. And we hold ourselves accountable, ensuring that we are good stewards of those generous contributions.

Another part of our commitment is to make it easier for people to connect with causes that they care about. It's a program called the Do Good Channel, and we're excited about it.

All of this is especially relevant at a time when all Americans, in facing today's economic challenges, are pulling together and taking a closer look at personal service and community. We will be right there with you, leading from the front.

Sincerely,  
  
Tony Hunter  
President, Publisher and CEO

## Watchdog Reporting

**On your side:** Outstanding journalism is the core of what we deliver. In 2008, we were honored to accept the Pulitzer Prize for uncovering the government's failure to monitor the safety of children's products. We then turned the spotlight on foodmakers that falsely label their products as free from allergens. Our reporters found that children are put at risk by lax government regulation and loose oversight of manufacturing. The Tribune also reported on the quality of the air we breathe and regulation practices. And our "What's Your Problem" column by Jon Yates tackles everyday trials and tribulations.



# Serving Our Community

## Giving Back

**Chicago Tribune Charities:** Our giving philosophy is in keeping with the company's mission: to help people engage their world. Last year alone, Chicago Tribune Charities, a McCormick Foundation Fund, distributed more than \$5 million in grants to 165 non-profit organizations to help to fight hunger and homelessness, promote literacy, and support family stability and self-sufficiency. Through the McCormick Foundation, grants were awarded to local non-profits such as Greater Chicago Food Depository, Northern Illinois Food Bank and Metropolitan Family Services. To see a complete list of grant recipients, visit [chicagotribune.com/holidaygiving](http://chicagotribune.com/holidaygiving).

**Chicago Tribune Foundation:** Our foundation helps the community by encouraging journalistic excellence, diversity and freedom. Through the foundation, we also support diverse cultural institutions and promote civic efforts. Building a sense of community by partnering with our neighbors, the foundation allows us to learn and grow as we celebrate our accomplishments together.

**Do Good Channel:** In a partnership with Good2gether, the Chicago Tribune connects people with causes they care about or want to discover in areas such as hunger, arts and culture, human services, education and the environment.



## Strengthening Communities

**United Way** is an important part of our culture and commitment to ensuring the health and vitality of our communities. We are proud of our long relationship. Chicago Tribune employees made individual pledges and organized fundraising events such as silent auctions, golf outings and a bowling competition to raise approximately \$590,000.

**TribUnity** captures the energy and enthusiasm that is the Chicago Tribune. Last year, employees collected school supplies for five elementary schools in low-income neighborhoods and served meals at the Living Room Cafe on the South Side and Uptown Cafe on the North Side.

**Chicago Tribune News in Education** gives teachers the tools to integrate news into the classroom environment while encouraging learning. Teachers use the Tribune to connect local, national and international news to their lesson plans.

**Chicago Tribune/Discover Financial Services Toy Drive:** Thanks to Chicago Tribune and Discover Financial Services, the clients of Metropolitan Family Services had a special holiday season. Through this unique partnership, thousands of toys—\$460,000 worth—were delivered to children at nine Metropolitan Family Services sites across Chicagoland.

**Workforce development:** The Chicago Tribune Career Fair is one of the largest career fairs in the country. Held in Soldier Field, home of the Chicago Bears, the 2008 event drew more than 4,000 job seekers and 80 exhibitors.

**Rock the Vote:** The Tribune joined 748 Chicagoland voters at the House of Blues to celebrate Election Night.

**Other events:** Farmers Market, Chicago Blues Festival, Printers Row Book Fair, Taste of Chicago, Bears Jr. Staley Promotion, Taste of Orland, Romeo Fest, Glamorama, VIVA, Jazz Festival, Naperville Last Fling, MASH Launch, Soldier Field Career Fair, Autumn Fest, MOSE Celtic Fest, Green Tie Ball, Good Eating wine event at Texas De Brazil, Bears Ultimate Tailgate, The FedEx All American Shootout.

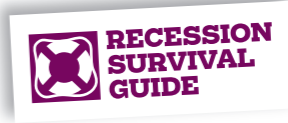


## Journalism Matters

**Chicagoland is at the center of the biggest stories** in the state and nation, from the presidential election of Chicago's Barack Obama to the political scandal of former Gov. Rod Blagojevich's tenure.

**Our coverage has followed the new president** along every step of his journey, from the statehouse in Springfield to his election as the state's junior senator and an exhaustive campaign for the nation's highest office launched, fittingly, along the path of Illinois' other favorite son, Abraham Lincoln. The stories and photography of that rise to power—capped off with a stunning view of the Mall on Inauguration Day—treated readers to the experience of an incredible moment in history.

**The Blagojevich story demonstrated why we must be on guard.** Tribune reporters painstakingly documented the corrupt culture bit by bit, contract by contract, over the years. This culminated in the astonishing day in December when the U.S. attorney had the governor arrested for allegedly plotting to sell a U.S. Senate seat and extort the firing of Tribune editorial writers who had relentlessly called him out. But the government could not silence the voice of a free press.



**Readers demand and support that journalism.** But you want more. You want us to help during the most severe recession since FDR's time. That's why we have a Recession Survival Project, examining ways to cope, from designing a family budget to tips for improving your credit rating or thoughtful analysis of how to repair your battered portfolio.



## How You Can Help

**Tips@tribune.com:** See news happening? Tell us. Send a note so the Breaking News Center can check it out.

**Chicagotribune.com/dogood:** Explore new opportunities in your community while learning about causes that are important to you.

**Chicagotribune.com/holidaygiving:** Help change the lives of thousands by donating to Chicago Tribune/WGN-TV Holiday Giving, a campaign of Chicago Tribune Charities, a McCormick Foundation Fund. Donations raised through charitable contributions from readers improve social and economic conditions throughout Chicagoland.

**CTcommunityrelations@tribune.com:** E-mail us with any questions or comments about our community involvement or to get volunteer information for our sponsored events.