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Report for 2016

WQED changes lives by creating and sharing outstanding public media that educates, entertains and inspires.



WQED is educational public media for the Greater Pittsburgh region and nationally and globally through WQED Interactive.

As the nation's first community-supported station, WQED has been changing lives in the community since 1954 through impactful television, classical radio and educational initiatives to increase digital literacy.

WQED Multimedia includes: WQED-HD; WQED Create; WQED World, the WQED PBS Kids Channel; and WQED Showcase. Radio services include Classical WQED-FM/Pittsburgh; WQEJ-FM/Johnstown; The Pittsburgh Concert Channel at WQED-HD2 (89.3-2 FM) and online at wqed.org/fm; iQ Kids Radio; local and national television and radio productions; WQED Interactive; and iQ: smartmedia education initiative.

WQED's five digital television signals average more than 1,000,000 weekly viewers and WQED-FM averages 62,000 weekly listeners. WQED-FM's online streaming services average 259,000 listeners per month.

WQED served 235,000 children over the air, online and in person through its iQ: smartmedia initiative.

WQED Interactive boasts almost one million annual visitors, 3.9 million page views and 50,000 followers on social media.

WQED is PBS Pittsburgh, reaching more than one million people each month with trusted non-commercial programming for people of all ages.

Projects in 2016 included:

Think! Guns in a Free Society

WQED partnered with the Art of Democracy and the League of Women Voters on the first of an ambitious original series of multi-platform (in-person, online, social media and broadcast) initiatives beginning with the role of guns in a free society. THINK! is a call to action – and interaction – that invites a broad spectrum of voices and organizations to join together and collaborate around issues that confound and divide us.

WQED spread the word and encouraged participation in thoughtful, productive conversations that matter to the entire community. Those conversations were held in October at community forums in downtown Pittsburgh and Washington, PA.

Online forums were open two weeks in advance of the broadcast and the conversation continues at WQED's virtual public square at www.wqed.org/think, in social media on Facebook and on Twitter at #THINKPGH.

The project culminated with the broadcast of *Think! Guns in a Free Society* on November 17 on WQED and online at www.wqed.org/think with host Chris Moore.

The first topic in this ongoing series is Guns in a Free Society. The conversations did not focus on politics or Second Amendment issues. Instead, the conversation explored productive ideas for living with guns in a free society.

The discussion focused on the following three areas:

- Mental Health and Guns
- Promoting Gun Safety as a Cultural Norm
- The Economic Impact of Guns in Our Communities

THINK! seeks to optimize public interaction, and, to do so, WQED is partnering with the Art of Democracy, an award-winning organization that fosters informed and inclusive public engagement and the League of Women Voters. The Art of Democracy, working closely with WQED, developed a community engagement process that enlisted a diverse and inclusive group of civic organizations.

WQED Part of Local Multiplatform Media Collaboration *Aftermath: Unsolved Murders in the Black Community*

In six years, Pittsburgh Police have solved only half the murders in the city, according to recent reporting by PublicSource. Black families, who bear the brunt of those deaths, say that's not enough. Statistics like this are at the center of an investigative series which examines the aftermath of unsolved murders, which overwhelmingly affect black families and communities.

Aftermath: Unsolved Murders in the Black Community was a one-hour discussion program hosted by Chris Moore in a partnership between WQED, PublicSource, WESA and the New Pittsburgh Courier. The program aired February 4 with an encore broadcast February 7. The broadcast and partner content are available at www.wqed.org/aftermath

Hope After Heroin Shines a Light on a Regional Crisis

From 2002 to 2013, heroin-related overdose deaths in the United States increased more than 280 percent – and the Pittsburgh region hasn't escaped the drug's vicious grip.

WQED examined the local crisis in a new documentary, *Hope After Heroin: The Epidemic in our Backyard* on November 3. The documentary was followed by a live community discussion, *Hope After Heroin: Fighting The Epidemic* in the Fred Rogers Studio. Both programs are available at WQED Interactive at www.wqed.org/heroin. At 9pm, the community discussion continued on WQED Interactive only.

More than 150 people participated in a live panel and audience discussion following the documentary.

The documentary explored the heroin problem in western Pennsylvania. People who have experienced addiction - themselves or through a loved one - share their stories of struggle, stigma and loss. They also show how they've managed to use their pain as a catalyst for change - providing hope for those struggling with the disease of addiction. Local organizations featured in the documentary include Sage's Army, Not One More – Pittsburgh and Gateway Rehabilitation.

That's A Lot! Shows a Lot of Things in the Region

WQED traveled through the Pittsburgh region to find stories that boast a bundle of goods – in factories, offbeat museums, quirky collections and more. This original documentary aired December 1 and featured Pinball Perfection with its giant treasure of pinball machines; Dellalo's Italian Marketplace, a massive importer and distributor of olives; Bicycle Heaven with the world's largest bicycle museum and shop; the Pymatuning Spillway with a frenzy of fish; and St. Anthony's Chapel, home to the largest collection of relics outside of the Vatican.

Volunteers: A Call to Serve Highlights Local Volunteerism

Western Pennsylvania has a rich history of volunteerism and WQED highlighted three volunteers who are helping their community.

This documentary focused on three local volunteers who give their time in very different ways: John Edward Hutchinson of the Greensburg VFD is believed to be the nation's oldest-living volunteer fire chief; Former Pittsburgh Steeler Charlie Batch combines athletics and academics in a highly-successful program for at-risk youth; and Linda Lafferty organizes Blessings in a Backpack in Wilkinsburg, providing food for students who might not have a meal waiting at home.

Pittsburgh's Melting Pot Mission Looks at Local Immigration

The melting pot of the early 1900s helped build Pittsburgh into an industrial powerhouse and studies show that cities thrive economically, socially and culturally with active programs that welcome and retain new arrivals.

Pittsburgh's Melting Pot Mission aired October 13. This new local documentary introduces the people and organizations working on this important mission – and shows how immigrants and refugees are faring in Pittsburgh so far.

A Christmas Cookie Story Celebrates Local Traditions

This new local documentary aired multiple times in December and celebrates a cherished local tradition: baking Christmas cookies.

For many western Pennsylvanians, a day of cookie baking is as celebratory as the holidays. Families gather in kitchens throughout Pittsburgh to mix dough, whip frostings and scatter sprinkles. It's also a time to embrace ethnic traditions and remember loved ones who handed down creased and crumbling recipes. This holiday documentary features everything from colorful cutouts and Italian pizzelles to intricate gingerbread houses. It also shows how ordinary people become culinary artists during the holidays.

Return to Downtown Pittsburgh

It was a long wait from *Downtown Pittsburgh* in 1992 to its long-awaited sequel, but Producer Rick Sebak and his crew hit it out of the ballpark with *Return to Downtown Pittsburgh* in January. *Return to Downtown Pittsburgh* premiered January 28 with major funding provided by PNC and the Buhl Foundation, with additional funding from EQT Foundation, Point Park University, and the Pittsburgh Downtown Partnership.

The original documentary *Downtown Pittsburgh* premiered in 1992 and became one of the most popular programs in WQED's Pittsburgh History Series. In *Return to Downtown*

Pittsburgh, Rick takes viewers on a tour of a twenty-first century Pittsburgh that's changed with the times yet kept a lot of its old-fashioned charm.

On the night before the premiere, the public was invited to a roundtable discussion featuring Rick on the transformation of downtown Pittsburgh. The event was held at the Heinz History Center and was sponsored by PNC in partnership with the Pittsburgh Post-Gazette.

Another Trip Downtown

Rick Sebak crafted a second program called *Another Trip Downtown* that aired April 14.

Return to Downtown Pittsburgh aired in January, but Rick had a few stories that he was unable to fit into the show, given the time allotment. Five quick stories make up *Another Trip Downtown*: Mellon Square; Ed Comas and his Pittsburgh Hot Dog Cart; The Market Street Grocery & Wine Bar; Magician Lee Terbosic on Harry Houdini in Pittsburgh; and the Arcade Comedy Theater. *Another Trip Downtown* was made possible by PNC and the Buhl Foundation with additional funding from the EQT Foundation, Point Park University and the Downtown Pittsburgh Partnership.

Renewal & Reality Series

Renewal & Reality: Has the Smoke Cleared? Neighborhoods in Pittsburgh are growing. More young adults are moving into the city, attracted by low housing costs, arts, culture and a trendy food scene. The city tops national lists on livability. But despite the high rankings, Pittsburgh lags in diversity and air quality. And some critics worry that a trendier Pittsburgh will drive up the cost of living and displace people with lower incomes. This program spotlights the positives in communities including Lawrenceville, Manchester and Larimer, while exploring possible ramifications of gentrification.

Renewal & Reality: Rebuilding Braddock Braddock was once a vibrant steel town with a population of more than 20,000. Today, fewer than 2,200 people live there. As the borough struggles to rebound from unemployment, poverty, crime and the devastating loss of its hospital, there are signs of revitalization and hope. This program explored Braddock through the eyes of residents and those working hard for change.

Renewal & Reality: Why Not Wilksburg? With a thriving main street, dozens of churches, and a prosperous middle class, Wilksburg was once one of Pittsburgh's most popular suburbs. But changing times, a failing economy and crime damaged the borough and its citizens. Wilksburg is among many local communities fighting to come back – but it faces unique challenges. Wilksburg is working on a long-term solution for its troubled school district.

Building Hollywood East Movie making in Pittsburgh boomed in recent years. But now that many other states have film tax credits, production here is starting to slow. Now

there's a new approach to moving the entertainment economy forward. From gaming and technology to graphics and special effects, it's surprising at what's already in place here, and how it could help Pittsburgh become a more powerful media hub. This program explores the next steps in building Hollywood East.

Living With Mental Illness Campaign

WQED embarked on a multi-platform project that explored behavioral health issues in collaboration with Highmark Blue Cross Blue Shield. The project featured a direct-to-web vignette series and a thirty-minute documentary on anxiety.

Bundle of Nerves: Our Anxiety Epidemic Anxiety is among the most common, yet under-reported of all behavioral health issues. Forty million Americans suffer from anxiety and panic disorders. Through personal stories of those affected, this documentary examined the causes, diagnosis, prevention and treatment. It also spotlights innovative initiatives that explore the issue in vulnerable populations.

Living With Mental Illness Webisodes

A series of web-only content was produced to tie-in with the broadcast portion of the project. These webisodes show people living with bipolar disorder, schizophrenia, depression and obsessive compulsive disorder share their personal stories of challenge, treatment and quality of life. Experts on those illnesses discuss diagnosis, treatment and success stories.

Webisodes exclusively on WQED Interactive at [\](http://www.wqed.org/mentalillness)

- Obsessive Compulsive Disorder
- Bipolar Disorder
- Depression
- Schizophrenia

The State of Black Pittsburgh: A Community Forum

Pittsburghers are proud of the city's transformation since the collapse of the steel industry in the 1980s. Today, Pittsburgh receives national accolades for its livability, low crime rate, strong economy and quality of life. But all Pittsburghers are not reaping the benefits. Pittsburgh also consistently ranks near the bottom in black infant mortality, segregated neighborhoods, and high unemployment in minority communities. Increasing rents and home values are pricing long-time residents out of their neighborhoods.

WQED partnered with the Urban League of Greater Pittsburgh on June 2 to present *The State of Black Pittsburgh: A Community Forum*, on WQED-TV with a simulcast on WQED Interactive.

The special aired in conjunction with the release of the Urban League of Greater Pittsburgh's annual report "The State of Black Pittsburgh." The Urban League spent the

afternoon at WQED in a series of forums and workshops leading up to the release of the annual survey of the State of Black Pittsburgh.

A robust website that accompanies the project can be found at www.stateofblackpittsburgh

The special included produced segments and interviews with community leaders. An important panel discussion focused on three areas: making Pittsburgh a livable city for all, creating sustainable STEAM and STEM careers, and leadership and working toward change.

Bedtime Story: The Troubling Truth About Teens & Sleep

According to the National Sleep Foundation, sleep is food for the brain. But too many teenagers are missing out on a good night's sleep. That can lead to lower grades, obesity, depression, risk taking, increased substance use and car accidents.

Bedtime Story: The Troubling Truth About Teens & Sleep aired March 17 and followed leading sleep researchers as they created a "sleep hygiene" regime for teenagers and visited the University of Pittsburgh's Sleep Lab for a look at the research that shows how lack of sleep affects teens and behavior. This program also explored the challenges of implementing healthy sleep habits among young people.

Community Outreach

WQED is at the forefront of increased digital learning in underserved communities, which will help children in high-poverty neighborhoods have access to research-based educational content. Ready To Learn's proven success is built upon a national-local model and would not function without the seed funding that this independent and federally funded program provides.

In 2016, WQED partnered with local organizations that serve or are in at-risk suburban communities. The key initiatives will focus around STEM-based projects and build on the success of WQED's "math iQ" initiative.

***iQ: smartparent* Begins Production of Season Four in 2016**

iQ: smartparent, WQED's national television series geared toward parents raising kids in the digital age, is now available in more than 50 markets across the country and in production for season four in 2017. There is simply nothing else like it available on public media.

WQED launched *iQ: smartparent* in response to a research study of regional parents who expressed their desire to build their confidence with educational, 21st century media and expand their capacity for co-learning with their digitally savvy children. Through a series of television broadcasts and a robust online community, *iQ: smartparent* equips parents and

caregivers with tools and resources to aid their understanding and use of digital media and technologies for learning.

Ready To Learn

WQED's Ready To Learn initiative, sponsored by the U.S. Department of Education, is dreaming big with projects that support early science and literacy learning for families. Ready To Learn is an indispensable resource for local teachers and WQED is leading the charge to train educators on how to use the assets in their classes. Below are Ready To Learn activities.

Pop-Up Libraries

The Pop-Up library events get resources into the hands of the neediest families, and encourage families to visit their local library. Libraries will "pop-up" at parks, community centers, food banks, and community festivals. During these Pop-Up events, librarians engage children with hands-on activities around STEM (Science, Technology, Engineering, and Math) and literature. Families and caregivers are provided resources and encouraged to sign up for a library card while the children are engaged in activities. All children are able to take home books to keep, and are given PBS Kids activities to continue the learning at home.

After-School Mentor Program

WQED's After-School Mentor program uses beloved PBS Kids characters from *Peg + Cat*, *Nature Cat*, *Wild Kratts*, *Martha Speaks*, and *WordGirl* to teach and foster STEAM (Science, Technology, Engineering, Art, Mathematics) and literacy skills in young learners.

Science, technology, and engineering skills are developed in the After-School Mentor program by learning coding through PBS KIDS Scratch Jr., a free app that can be downloaded at home which allows learners to create their own interactive stories and games featuring their favorite characters from PBS shows. Children in the program also take part in science-based challenges where they construct, invent, and use circuits. Scientific exploration and deductive reasoning skills are developed in these projects.

The After-School Mentor program is holistic in its education of young learners by introducing STEAM subjects, the language arts, and social emotional development. The program sends families newsletters and take-home activities to encourage family engagement which is proven to help children succeed in school.

Family Creative Learning Workshops

Family Creative Learning is a program of four workshops and sessions designed for families with children ages 5-8 and younger and older siblings are welcome to attend. The goal of the program is to give families the opportunity to come together and learn with their children in a project-based creative process.

This program uses children’s natural creativity and extends it into early STEM learning. Creative play is used to introduce children and adults to digital tools they can use to develop computation and engineering knowledge, practices, perspectives, vocabulary, and skills as they work on their child-led family projects.

Children are learning STEM in school and parents may feel overwhelmed with the introduction of technology and the new ways of learning these subjects. These workshops empower adults’ perceptions and understanding of science, engineering, creativity, technology, and literacy. Facilitators support the experience by discussing and pointing out the STEM learning as it happens while providing caregivers the experiences and tools that they can use to support children’s learning throughout the workshops and beyond.

Inquire Within an Innovative Partnership with Local Libraries

Inquire Within is a program in partnership between two key community institutions – WQED and local libraries in southwestern Pennsylvania, eastern Ohio and northern West Virginia. Inquire Within aspires to re-imagine media-first partnerships that create impactful educational experiences in learning for children and families.

The Inquire Within libraries are powered by Chevron, EQT, XTO Energy and Fed Ex and launched the programming with WQED at libraries in Allegheny, Butler, Fayette, Washington counties in Pennsylvania, and in Marshall County, West Virginia and Harrison County, Ohio.

WQED is working with local and national library partners to create and implement PBS-themed curriculum that leverages public trust with a thirst for innovation in service of 21st Century learners, by developing a community of practice that can experiment, lead and sustain a new approach to “educational public media.”

Collaborating libraries choose from a menu of STEM, early literacy and other program options including, but not limited to: science and math-based children’s shows including *Peg + Cat*, *Curious George* and *Wild Kratts*; watch parties and discussion groups around the WQED national television program, *iQ: smartparent*; screenings and premieres of beloved PBS shows such as the engineering-based *Design Squad Nation*; and Parent App-A-Thons where all parents receive free PBS apps on their smart-device and coaching on how to use them with their child. WQED, in turn, provides the collateral, advertising, training, media and materials specific to conducting the programs. *Inquire Within* is designed to encourage family engagement and love of learning through hands-on, family centered activities.

This is an opportunity for WQED to impact family engagement like never before. Our partnership with our funders and local libraries gives us “boots on the ground” that allow parents and their children to interact together with beloved PBS characters and programs that they have been watching for generations.

More details are available at www.wqed.org/education/inquirewithin.