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WQED ANNOUNCES PARTNERSHIP WITH PITTSBURGH ARTS & LECTURES SERIES

PITTSBURGH – WQED will be media sponsor for the Pittsburgh Arts & Lectures series 2012/13 season. WQED’s association with Pittsburgh’s premier literary lecture series brings unique local content to WQED with many future program possibilities, including promotion on television, radio and WQED Interactive.

WQED will be media sponsor for the 2012/13 LITERARY EVENINGS, Monday Night Lecture Series and the 2012/13 programs for BLACK, WHITE & READ ALL OVER, the family and children’s literature series. A key component of this agreement will be a regularly scheduled appearance with Pittsburgh Arts & Lectures Executive Director, Jayne Adair on WQED-FM 89.3’s *QED Morning Show* to talk with host Jim Cunningham about upcoming Literary Evening programs.

“This partnership gives our programs the kind of publicity that we could never pay for,” says Adair.

“The interviews with Jim will get the word out about the distinguished writers we’re bringing to Pittsburgh. And, the promotion of our literary children’s series in trusted WQED kids’ programming will have a huge positive effect on our audiences for these Sunday afternoon programs.”

“WQED is thrilled to partner with Pittsburgh Arts & Lectures to welcome some of the best authors in the country, says Deborah L. Acklin, President and Chief Executive Officer of WQED.

“Our audiences on WQED-TV and WQED-FM include intelligent and sophisticated readers who enjoy the series and we hope to welcome new people to these literary evenings. This is another way that WQED is a resource for arts and culture in our region.”

WQED Multimedia (www.wqed.org) has a proud history of honors, including 128 National and Mid-Atlantic Emmy® Awards, an Academy Award, and many, many others, including two Emmy® Awards for Station Excellence. WQED was founded in 1954 as the nation’s first community-supported broadcaster. The people of WQED create, produce and distribute quality programs, products and services to engage, inform, educate and entertain the public within their community and around the world. WQED Pittsburgh is one of the first broadcasters in the country to be fully high-definition (HD) in its studio and field production capabilities. It is the parent company of WQED-TV (PBS); WQED: The Neighborhood Channel; WQED: The Create Channel; WQED Showcase; Classical WQED-FM 89.3/Pittsburgh; the Pittsburgh Concert Channel on HD radio and online; Classical WQED-FM 89.7/Johnstown; local and national television and radio productions; WQED Interactive and the WQED Education Department.

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