



changes lives.

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WQED MULTIMEDIA BOARD OF DIRECTORS APPROVES FIVE-YEAR STRATEGIC PLAN

Aims to Sustain a Great Institution While Positioning For Growth

PITTSBURGH - The Board of Directors of WQED Multimedia today approved a new strategic plan to guide the organization's management and board into the new fiscal year and beyond. The plan is the culmination of independent research with WQED's members/non-members and the community at-large, professional guidance from pro-bono planning consultants, and active participation by WQED's board, community advisory board and trustees.

"This plan is solid," said Richard L. Stover, chair of the WQED Board of Directors. "We have vetted this through and through and thanks to the generosity of two of our area's foundations, we have, for the first time in years, independent research to give us the start we needed. We listened to hundreds of members and non-members who were surveyed and gave us the input as a foundation for our plan."

The plan's strategic direction is two-fold: focus on the ways to sustain the financial viability of WQED while simultaneously continuing to support the value proposition of the brand: WQED Changes Lives. There are seven areas of focus in those two areas.

Sustainability focuses on the organization's structure, opportunities for new revenue and new media, and strategies for financial support and fundraising for the organization.

Through the expansion and support of the WQED brand "changes lives" will mean more than just a promotional tagline for the organization. The community will see more collaborations, the reinvigoration of programming, and a new leadership and vision for the WQED Education Department.

The meeting also included a surprise recognition for WQED-FM's Jim Cunningham, one of only a handful of regional radio announcers in the Pittsburgh broadcast market spending more than 30 years at the same station. Cunningham started at WQED-FM in the late 1970s as an intern from Thiel College in Greenville, PA.

WQED Pittsburgh, honored with the 2007 and 2006 Mid-Atlantic Emmy® Award for Station Excellence, was founded in 1954 as the nation's first community-supported broadcaster. WQED creates, produces and distributes quality programs, products and services to engage, inform, educate and entertain the public within its 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; WQEX-TV (A ShopNBC affiliate); Classical WQED-FM 89.3/Pittsburgh; Classical WQED-FM 89.7/Johnstown; local and national television and radio productions; WQED Interactive (www.wqed.org); and The WQED Education Department.