STRENGTH

IN WQED MULTIMEDIA

WQED’s Mission

WQED Pittsburgh creates, produces and distributes quality programs, products and services to engage, inform, educate and entertain the public within its community and around the world.
The STRATEGIC PRIORITIES
Critical to Our Success

Brand, promote and position WQED as a multimedia industry leader and a provider of valuable content

Maximize content delivery through an agile and innovative strategic technology plan

Maintain fiscal responsibility and vitality; generate new and diverse revenue opportunities and strategic partnerships

Attract and retain talented, creative and skilled employees

Model and provide excellent customer service to strengthen community connections and membership

WQED’s strength lies in its locally-produced programs that change lives. Strength in national productions with a Pittsburgh angle and educational initiatives that help children and families prepare for life. Strength in a classical music station that soothes and inspires. Strength in a publishing division that includes the region’s premiere city magazine. Strength in a website with an international audience. Strength in community engagement that celebrates the inclusiveness of our region.
GREETINGS FROM

RICHARD L. STOVER AND GEORGE L. MILES, JR.

Fiscal Year 2008 at WQED was another strong year in the illustrious history of this community resource. Programmatically, organizationally, technically and financially WQED is in an enviable position as it builds on its successes and serves the community in accordance with its mission.

The national economy lapsed into a severe recession by September 2008 and brought challenges to WQED. Thanks to the foresight of the Board of Directors and WQED management, “hunker down” policies were put in place beginning in April 2008 to meet those challenges from a position of strength. WQED’s fiscal house was in order prior to the recession and staff was able to weather the downturn through the end of the 2008 fiscal year.

No one can predict what the economic news will be in Fiscal year 2009. One hopes that the crisis stabilizes and that the economy will begin to move in a positive direction. WQED is in a strong position to weather the storm by staying true to its roots of frugality. The company went through a far deeper crisis in its financial life fifteen years ago and came through stronger than it had ever been. We see no reason to expect anything different through this economic storm.

Even in the face of an economic downturn, the amount of work produced and distributed by WQED was truly astounding this year. No other media company in this region—and very few around the country—produce the quantity and the quality of programming that WQED produces. From television and radio to publishing and interactive, WQED touches the community, informs people, teaches children and families, and truly changes lives.

This success would not be possible without the leadership of the WQED Board of Directors, the input provided by the Community Advisory Board (CAB), and the wisdom of the WQED Honor Board and Trustees Emeriti. Thank you. And a special thanks to the staff of WQED who make it all possible by contributing their talents, their creativity, and their devotion to this half-century experiment called public broadcasting. It’s a life-changing experience.

Yours in progress,

Richard L. Stover
Chair, Board of Directors

George L. Miles, Jr.
President and CEO
WGED’s strength in local and national production surpasses most other PBS stations. Thanks to members, viewers, listeners, corporations, and foundations, WQED is able to produce and air a wide variety of riveting television that tells a local story that is also of interest to a national audience.

Fiscal Year 2008 was one of the busiest producing years in WQED’s history. Local and national productions focused on Pittsburgh’s contributions to the world and told little-known stories about ordinary people who became heroes.

Rick Sebak produced what is probably his crowning achievement to date—A Ride Along The Lincoln Highway. This national documentary for PBS aired in October and took a ride along America’s first transcontinental highway. Thanks to local underwriting from The Sewickley Car Store, A Ride Along The Lincoln Highway had a proper premiere gala just blocks from an original stretch of the highway. While on the road taping the program, Sebak and his crew filed daily reports on an interactive Lincoln Highway blog.

Sebak’s local show in FY 2008 was Invented, Engineered & Pioneered in Pittsburgh, one of WQED’s contributions to Pittsburgh 250. The program looked at Pittsburgh’s rich history of innovation, inventions, and the engineers who made it all possible. Invented, Engineered & Pioneered in Pittsburgh was made possible by the Buhl Foundation with additional funding from Michael Baker Corporation, NOVA Chemicals and United States Steel Corporation.

WGED’s track record of programming with incredible impact was demonstrated this year by Fly Boys: Western Pennsylvania’s Tuskegee Airmen, produced by Chris Moore and co-produced by Olga George. The special premiered in February and was simulstreamed on WQED Interactive to a worldwide audience.

Fly Boys: Western Pennsylvania’s Tuskegee Airmen told the story of the “Tuskegee Airmen Experiment,” a military initiative during World War II to determine if African-American men were capable of flying complicated engines of war.

The documentary had its premiere screening for Black History Month at Soldiers and Sailors Military Museum and Memorial and was hosted by the University of Pittsburgh. Several of the original Tuskegee Airmen were able to attend the premiere and shared their stories with a new generation.

American Public Television (APT) decided that Fly Boys: Western Pennsylvania’s Tuskegee Airmen had national significance and has made the program available to stations across the country.

Pennsylvania Public Television Network (PPTN) Programs
Gettysburg’s New Battle: Saving the Stone Soldiers premiered in November 2008 as an expanded one-hour version of an earlier special: Stone Soldiers, Saving the Gettysburg Monuments.

Gettysburg’s New Battle was simulstreamed to a world-wide audience at www.wqed.org on the same night it premiered on-air to take advantage of an audience of Civil War enthusiasts across the country.

Gettysburg’s New Battle showcased the 1300-plus monuments or “stone soldiers” located at Gettysburg National Military Park and told the fascinating stories about the people who fought during that three-day battle and of the people working to preserve and protect the monuments that time, nature and vandals have damaged.

Producers Dave Hallewell and Dave Rhodes produced three specials in Fiscal Year 2008: Strange Pennsylvania with Dave & Dave; Pennsylvania’s Offbeat Museums with Dave and Dave; and Pittsburgh N’at with Dave & Dave… and Friends.

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Pennsylvania’s Offbeat Museums took a look at some of the more unusual museums in the state, including the Zippo Museum in Bradford, the Harry Houdini Museum in Scranton; Mr. Ed’s Elephant Museum in Ortanna; the Pennsylvania Lumber Museum in Galeton; the Little League Museum in Williamsport; the Insectarium in Philadelphia; and the Western Pennsylvania Model Railroad Museum in Pittsburgh.

Strange Pennsylvania was a trip to little-known places and events like BlobFest in Phoenixville; The Caboose Motel in Titusville; Gravity Hill in New Paris; lawn mower racing in Butler County; Archbald Po-hole State Park in Lackawanna County; Land of Little Horses in Gettysburg; Ringing Rocks Park in Bucks County; wiener dog races in Pittsburgh; the Mutter Museum in Philadelphia; Dunkel’s Gulf Gas Station in Bedford; a backyard castle in New Milford; dinosaurs in Erie; and recycled road signs in Meadville.

Dave and Dave kept an online blog called “Dave and Dave’s Excellent Blog” while taping Strange Pennsylvania.

Gardens of Pennsylvania took a statewide tour of some of Pennsylvania’s major and lesser known public gardens. Host and OnQ contributor Doug Oster, gardening writer at the Pittsburgh Post-Gazette, featured the gardens, their unique history and the people who maintain them.

The program toured Chanticleer Gardens in Philadelphia, Phipps Conservatory and Botanical Gardens; the Gardens of Kennywood Park and Holocaust Garden in Pittsburgh; the Erie Zoo and Botanical Gardens in Erie; Hershey Gardens in Hershey; Marywood College Arboretum in Scranton; and Longwood Gardens in Philadelphia.

Bedford Springs: Opening History’s Door aired in October 2007 and told the story of this fabled resort’s heyday, decline and subsequent restoration. The program was simulstreamed on WQED Interactive so that viewers outside the WQED coverage area and in Bedford County could watch.

Pittsburgh N’at with Dave & Dave…and Friends premiered in November 2008 as another WQED contribution to Pittsburgh 250. Dave and Dave were joined by local media celebrities like Jim Krenn, Randy Bauman, Sally Wiggins, Stan Savran, Larry Richert, Julie Bologo, Anji Corley, and Mike Lange who call Pittsburgh home to talk about the things that make the city and region unique. It was a fun look at one of America’s greatest cities as it celebrated its 250th anniversary.

Black Horizons is one of WQED’s icon programs and is the longestrunning minority affairs program in the country. This year, it celebrated its 40th anniversary with a special retrospective. Host Chris Moore and Producer Minette Seate went through the WQED archives to produce a look back at forty years of local and national guests and stories.

When controversy erupts, WQED is there to facilitate community dialogue. That was the case with The Bodies Exhibit: An OnQ Special Edition in February 2008. The live OnQ Town Hall meeting took on added significance after ABC News’ 20/20 aired an investigative report on “Bodies—The Exhibition” that was on display at the Carnegie Science Center.

The program hosted a panel of local experts with packaged stories by OnQ correspondents. The panel discussion was moderated by Chris Moore and the studio audience consisted of members from the community.

For the first time, WQED extended the OnQ Special Edition an additional hour by simulstreaming it on WQED Interactive and airing it on WQED: The Neighborhood Channel, WQED-HD, and WQED-DT.
Television, radio, print and WQED Interactive covered two of the biggest regional cultural events this year: the arrival of Maestro Manfred Honeck as Music Director of The Pittsburgh Symphony Orchestra and the Orchestra’s European Tour. OnQ’s Michael Bartley was on the European Tour and filed an interview with Maestro Honeck from his hometown of Vienna and took the OnQ audience on a tour of this historic city. WQED-FM 89.3’s Jim Cunningham also traveled with the Orchestra on its European tour and filed digital audio reports for local listeners. In addition to podcasts of the twice-daily on-air Tour Reports, WQED Interactive launched Cunningham’s first-ever PSO Tour Blog, which included a personal diary, photos and commentary of his travels with the Orchestra.

WQED was the presenting station for From Heart to Heart: Beethoven’s Plea for Peace, a ninety-minute program co-produced by WDR Television in Germany and Peter Rosen Productions, Inc. and distributed by American Public Television (APT). The program featured a gala performance of Beethoven’s monumental Missa Solemnis conducted by Sir Gilbert Levine, who also worked with WQED and conducted the Pittsburgh Symphony Orchestra when WQED taped A Celebration of Faiths: The Papal Concert of Reconciliation in Rome in 2004. WQED is the official documentarian of the life and work of author and environmentalist Peter Matthiessen. WQED’s production of Peter Matthiessen: No Boundaries produced by Jeff Sewald has been accepted by PBS for nationwide airing in April 2009. The hour-long production is narrated by Glenn Close and is an intimate documentary that captures the essence of the literary and spiritual force that is Matthiessen. The program includes interviews with the author, excerpts from his writings and anecdotes from people who know him.

Work-for-hire productions are another area where WQED is gaining strength. While not for broadcast, these projects generate additional revenue for the company and have become an important part of the WQED production schedule. This year, WQED produced a video welcome for CONSOL Energy’s new corporate center lobby. WQED also produced a project on clinical trials for the University of Pittsburgh that is used in-house with doctors and their patients.
**STRENGTH**

**IN LOCAL AND NATIONAL PRODUCTION**

WGED’s strength in production and its growing presence on the national and international stage paid dividends this year with visits from The NewsHour with Jim Lehrer and the Premier of Bermuda.

The NewsHour with Jim Lehrer’s first broadcasts from outside Washington, DC were based in Pittsburgh in April when WQED was The NewsHour’s home for three nights during the Pennsylvania primary. WQED was chosen for this prestigious broadcast for its state-of-the-art high definition (HD) facilities, its capabilities to produce a national broadcast, and its ability to generate interest with talent appearances and events leading up to the broadcast.

In addition to three nights of live broadcasts from WQED that were seen by a national audience, NewsHour staff participated in **WGED Vote 2008**: A Town Hall Meeting and Broadcast to discuss the primary and issues of importance to the Pittsburgh region; a dinner for major donors with Gwen Ifill and Judy Woodruff; a grant makers breakfast with Judy Woodruff; an economics forum at the University of Pittsburgh with Paul Solman, business and economics correspondent; a luncheon with Ray Suarez, senior correspondent; and a book signing with Ray Suarez at Borders Books.

WGED and the Government of Bermuda entered into an unprecedented partnership to provide technical and production support for CITV—Community Information TV—Bermuda’s first community-supported television station. The formal announcement was made at a joint news conference in WQED Studio B in April 2008 with Dr. the Hon. Ewart F. Brown, JP, MP, Premier of Bermuda and WQED President and CEO George L. Miles, Jr. American and Bermudian media participated via a phone link.

WGED has built on the relationship and is now well into additional phases of the project. WQED staff has been busy in Bermuda training CITV staff on additional production techniques and best practices in local television.
WQED-FM 89.3 and WQEJ-FM 89.7/Johnstown are two of only a few all-classical stations left in the country—a testament to their loyal and supportive local audiences.

WQED-FM 89.3 broadcasts from the Bayer Broadcast Center in Oakland and the Carolyn M. Byham Cultural District Studio. This year, the Bayer Corporation and Pittsburgh Symphony Orchestra Board Member Richard Rauh stepped up to underwrite national broadcasts of Pittsburgh Symphony Radio produced by WQED-FM 89.3. Pittsburgh Symphony Radio has been on the air for more than 25 years on 70 stations around the country. It is distributed nationally by Public Radio International (PRI) and consists of 26 two-hour programs hosted by Jim Cunningham, who is in his 21st year as executive producer and host of the program.

WQED-FM 89.3 again participated in the annual RADical Days to acknowledge funding provided by the Allegheny Regional Asset District (RAD). WQED received funding for operation of the Carolyn M. Byham Studio in the Cultural District, and the doors were opened to the public in October to say “thank you.” Pittsburgh Symphony Principal Pops Conductor Marvin Hamlisch visited the studio where he met fans, played the piano and was interviewed by Jim Cunningham.

WQED-FM 89.3 chronicled the arrival of Manfred Honeck, new Pittsburgh Symphony Orchestra Music Director in May as he conducted a special PSO concert that was broadcast live, as were three other major PSO concerts throughout the year. For more than a decade WQED-FM 89.3 has sponsored Bach, Beethoven and Brunch on the lawn in Mellon Park. These Sunday morning concerts are a summer music and social tradition for East Enders. WQED-FM 89.3 fans and on-air hosts.

WQED-FM 89.3 hosts emceed select performances during the summer’s First Fridays at the Frick concert series featuring local artists. The series was part of the Pittsburgh 250 celebration. WQED-FM 89.3’s local broadcasts are now accessible on iPhones via Public Radio Tuner, and heard monthly by 27,000 international streaming listeners via WQED Interactive. Also on the web, the radio station enhanced its cultural calendar of local arts events, integrated click-to-buy CD service on the daily playlists, increased podcasts of QED Morning Show features, and launched PSOradio.org to augment Pittsburgh Symphony Radio broadcasts with online features, artist bios, photos, video and audio.
Since 1954, WQED’s primary mission has been education-based. Over the years, WQED’s Education Department has focused on childhood literacy and community programs in schools.

**Stories Start Action** is a character education program based on the PBS series Clifford The Big Red Dog. Stories Start Action reaches kindergarten classrooms with Clifford’s Ten Big Ideas for children. The highlight of the program is distribution of storybooks and a visit from Clifford.

The Queen of Hearts spreads WQED’s enthusiasm about literacy throughout the region: at the PBS Kids Backyard play area at the Galleria at Pittsburgh Mills mall; at area schools during Right to Read week; at a local bookstore in September for a back-to-school event; at the Three Rivers Arts Festival; and at the Pittsburgh International Children’s Theatre Festival.

WQED continued its commitment to home child care providers with the Home Provider Network, a series of monthly trainings that provide professional development and networking to hundreds of providers.

For the eighth year in a row, WQED sponsored the Reading Rainbow Young Writers and Illustrators Contest for area students. Kindergarten through third grade students submitted stories and illustrations to WQED and then competed in Reading Rainbow’s national contest. All winners receive a certificate from Levar Burton and an interactive reception at the Three Rivers Arts Festival with WQED’s storyteller, The Queen of Hearts.

**Duquesne Light African American Leadership Awards**

WQED’s annual February celebration of Black History Month included the Duquesne Light African American Leadership Awards and 2008 marked the 18th annual awards presentation, and the eighth time that WQED hosted them.

The Duquesne Light African American Leadership Awards honored four outstanding individuals or organizations in four categories: arts, culture and recreation; civic, community and humanitarian; business and government; and education. Four outstanding local high school students with exemplary academic and community service achievements were also honored with $5,000 scholarships each from Duquesne Light.

**Dominion Volunteer in the Arts (VITA) Celebrates Twenty Years**

Since 1988, WQED and Dominion have partnered to recognize and acknowledge the importance of volunteers to nonprofit arts organizations. In September, a special commemorative twentieth-anniversary reception to celebrate the contributions of Dominion VITA Award winners over the last twenty years was held at the Heinz History Center in the Strip District. Since its inception, Dominion has honored more than 200 volunteers from 155 arts organizations throughout western Pennsylvania.

This year’s special celebration included a commemorative booklet that highlighted VITA’s impact in the nonprofit arts community, a VITA retrospective video, and self-guided tours of the History Center’s Sports and Special Collections exhibits. A permanently bound program book was presented to the History Center for inclusion in its archives.

E. **PBS’s Design Squad at Carnegie Science Center**

F. **General Manager Deborah Acklin as Carlow University commencement speaker**

G. **The Queen of Hearts at the Three Rivers Arts Festival**
**STRENGTH IN PUBLISHING**

PITTSBURGH MAGAZINE is the leading magazine in America’s Most Livable City and the voice of a unique hometown. Launched 40 years ago by WQED, PITTSBURGH MAGAZINE provides a quarter-million monthly readers with the best the region has to offer in the worlds of art and culture, business and politics, entertainment and dining, sports and travel, history and style. With award-winning feature writing, service journalism and state-of-the-art design, PITTSBURGH MAGAZINE provides high-quality content that enriches the lives of readers.

Throughout the year, PITTSBURGH MAGAZINE hosts popular events tied to its most important editions. In May, the magazine celebrates the region’s strength in medicine with the Top Doctors issue and party. In June, PITTSBURGH MAGAZINE publishes its Best Restaurants issue and partners with WQED on the Best Restaurants Party, which brings 2,200 people and 70 restaurants together for a culinary extravaganza at the David L. Lawrence Convention Center. In September, the magazine salutes the “Best of Pittsburgh” with a special issue and party for honorees. Each November, PITTSBURGH MAGAZINE publishes the much-anticipated 40 Under 40 awards and co-sponsors a companion event with the Pittsburgh Urban Magnet Program.

**STRENGTH IN DEVELOPMENT AND MEMBERSHIP**

WQED is and has always been a member organization. All efforts from programming to community engagement and events center on the importance of a strong and growing membership base. Staff is responsible for membership, on-air fundraising, mid-level fundraising, major donor gifts, soliciting foundation support, planned giving, government relations and special donor events. The Broadcast Sales team is responsible for the solicitation and stewardship of underwritting for WQED programs and projects.

Despite a slowing national economy, Development and Membership continued to attract members and dollars with innovative pledge programming and premiums, and getting the message out to viewers of the value of becoming a member of WQED.

In fiscal year 2008, Development and Membership saw an increase in net revenue. Specific areas of strength included major giving and on-air fundraising. Building on the success of offering performance tickets during on-air pledge drives, WQED commissioned its own Doo Wop concert in October which netted approximately $100,000. WQED plans to commission two additional concerts in fiscal year 2009 to build on this success.

WQED’s nationwide reputation in fundraising was the catalyst that brought public television professionals from around the country to WQED in April for PBS Pledge Academy, an intensive look at the latest strategies for pledge. PBS Pledge Academy covered all aspects of pledge—from premiums to program scheduling, messaging to training talent, and more. It was taught by master teachers from around the system, was interactive, dynamic, and invaluable in sharing fundraising methods in a challenging economy.
WQED Interactive at www.wqed.org is a window to the world of WQED. From this portal, visitors can access all things WQED anytime, anywhere. Here they’ll find video on demand, live streaming of Classical ’QED, schedules and events calendars, blogs and educational tools, PITTSBURGHMAGAZINE.com and Shop WQED. The number of visitors to WQED.org continues to increase dramatically.

In Fiscal Year 2008:
• Page views by month increased 96%
• Visits by month increased 27%
• Unique visits by month increased 14%
• Average page views per visitor by month increased 57%
• Online listenership to WQED-FM 89.3 increased 50%
• Average sales at Shopwqed.org increased by 6%
• Online pledge amounts increased by 8%

WQED Interactive continued to add new technology and content this year with new features and more navigation options including:
• A fully integrated playlist on WQED-FM 89.3’s web pages
• Database-driven calendars and schedules and a robust City Guide on PITTSBURGHMAGAZINE.com
• A dynamic site infrastructure, keeping the material on WQED.org up to date

WQED and Social Networking
As its name suggests, WQED Interactive not only offers content that flows in one direction, it includes material contributed by visitors to the site.

Photos, polls, and surveys are just a few ways that visitors interact with WQED programming both broadcast and digital. WQED now boasts 5 blogs on which visitors can leave comments. WQED has a presence on other popular social networking sites, as well:
• YouTube at www.youtube.com/wqedpittsburgh
• Flickr at www.flickr.com/photos/wqed
• Twitter: www.twitter.com/wqed
John Lennon Educational Tour Bus and Battle of the Bands

The John Lennon Educational Tour Bus returned for a second year in November 2008 through a partnership between WQED and the Lincoln Park Performing Arts Center in Midland, Beaver County that featured the second annual Battle of the Bands.

The 2008 Battle of the Bands was sponsored by the National Network of Digital Schools and Lincoln Park Performing Arts Center, which hosted the event. Additionally, the John Lennon Educational Tour Bus was open for public viewing throughout the afternoon. The winning band was The Fall Tide, an up-and-coming rock band from Frostburg State University in Maryland.

The John Lennon Educational Tour Bus is a non-profit state-of-the-art mobile recording and multimedia studio that provides music and video education programs for young people. The Bus tours the country and provides visitors with hands-on experience using the latest in multimedia technology.

Digital Television Workshops and Signal Test

The switch from analog to digital broadcasting (DTV) takes place in 2009, but WQED launched a massive community engagement effort beginning in late 2007 to inform the community of the changes. Dozens of DTV workshops at venues throughout the region were held to help thousands of viewers. The workshops were a vital educational tool that explained the switch to DTV, how to prepare, how to get a $40 coupon good for the purchase of a converter, how to hook up the converter, and why it was happening.

WQED’s Tonia Caruso hosted a special half-hour program, Getting Ready for the Digital Conversion: An OnQ Special.
Community Events and Personal Appearances

WQED was involved in a number of community events in 2008 that increased visibility and awareness.

Clifford the Big Red Dog appeared at Light Up Night in downtown Pittsburgh in November. Clifford walked and the Queen of Hearts, WQED’s storyteller, were part of the Macy’s Holiday Parade with the Queen riding through the streets in her horse-drawn carriage. Both made a personal appearance at Macy’s downtown store for activities and storytelling following the parade.

The Queen of Hearts made a personal appearance in December at the PBS Kids Backyard play area at the Pittsburgh Mills Mall in the Allegheny Valley.

Jim Cunningham and Dave & Dave served as parade marshals in Kennywood Park’s Fall Fantasy Days in August.

Kennywood Park held the firstever WQED Member Day in September. Rick Sebak, Chris Fennimore, Dave & Dave, Michael Bartley and Tonia Caruso were featured at a meet-and-greet with park visitors.

Chris Fennimore participated in Idlewild Days in August at the popular children’s park in Ligonier.

Mr. McFeely, Mayor Maggie, Neighbor Aber and Purple Panda participated in Eat ‘n’ Park’s Mister Rogers’ Neighbor Days in July.

Mister Rogers’ Neighborhood 40th Anniversary

On February 19, 1968, the first episode of Mister Rogers’ Neighborhood aired nationwide on PBS. Since then, Fred Rogers and Mister Rogers’ Neighborhood have become national treasures to generations of Americans. Family Communications, Inc. and WQED recognized the 40th anniversary of Mister Rogers’ Neighborhood and Fred Rogers’ 80th birthday with a special dedication.

A press conference was held on February 19 to announce the renaming of WQED Studio A, the home of Mister Rogers’ Neighborhood, to The Fred Rogers Studio. Also announced were a series of activities to celebrate the 40th anniversary, including “Won’t You Be My Neighbor Days” as part of Pittsburgh 250 and a Mister Rogers Sweater Drive in partnership with the Pittsburgh Children’s Museum to collect new and gently worn sweaters for people who need them.
WQED HONORED FOR OUTSTANDING PRODUCTIONS

In Fiscal Year 2008, WQED was honored locally and nationally for its production excellence and community impact.

Mid-Atlantic Emmy® Awards
- ENTERTAINMENT PROGRAM-FEATURE OR SEGMENT (tie)
  OnQ: Calendar Girls
  OnQ: Almost Human
- EDUCATION/SCHOOLS PROGRAM FEATURE OR SEGMENT
  OnQ: Alicia’s Lesson Plan
- HISTORIC/CULTURAL-PROGRAM FEATURE OR SEGMENT
  OnQ: Uncle Leo’s Legacy
- INTERVIEW/DISCUSSION-PROGRAM OR SPECIAL
  OnQ: Tutu Visits Pittsburgh
- PUBLIC/CURRENT/COMMUNITY AFFAIRS-PROGRAM OR SPECIAL
  Alicia’s Message: I’m Here To Save Your Life
- MUSICAL COMPOSITION/ARRANGEMENT
  Fly Boys: Western Pennsylvania’s Tuskegee Airmen

Pittsburgh Black Media Federation’s Robert L. Vann Awards
- LEGENDS AWARD
  —Chris Moore
- FIRST PLACE
  —PITTSBURGH MAGAZINE Editorial “Mission Minorities”

Pennsylvania Association of Broadcasters Awards (PAB)
- OUTSTANDING PROMOTIONAL ANNOUNCEMENT/SERIES
  Changes Lives television and radio re-branding campaign
- OUTSTANDING PUBLIC AFFAIRS PROGRAM/SERIES
  Alicia’s Message: I’m Here to Save Your Life

Golden Quill Awards
- Feature/Series, Videography
  Stone Soldiers: Saving the Gettysburg Monuments
- Feature, Television
  Stone Soldiers: Saving the Gettysburg Monuments
- Public Affairs/Documentary, Television
  Celebrating Rodef Shalom
- Science/Technology, Magazines
  “SciFi,” PITTSBURGH MAGAZINE

CINE Golden Eagle Award
- Alicia’s Message: I’m Here to Save Your Life

Paley Center Archives
- One Year in Brownsville

2007 Vision Awards from the League of American Communications Professionals (LACP)
- Silver Award
  WQED FY 2007 Annual Report
This report was written and produced in house by WQED Multimedia staff with information provided by all departments and divisions.

Morgan Kelly, Designer
George Hazimanolis, Senior Director of Corporate Communications
Rosemary Martinelli, Executive Director of Marketing and Communications