### Part XI | Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Amounts included on line 1 but not on Form 990, Part VIII, line 12:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total revenue, gains, and other support per audited financial statements</td>
<td>11,415,866.</td>
</tr>
<tr>
<td>2</td>
<td>Amounts included on line 1 but not on Form 990, Part VIII, line 12:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>Net unrealized gains (losses) on investments</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>Donated services and use of facilities</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>Recoveries of prior year grants</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>Other (Describe in Part XIII)</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>Add lines 2a through 2d</td>
</tr>
<tr>
<td>3</td>
<td>Subtract line 2e from line 1</td>
<td>10,820,492.</td>
</tr>
</tbody>
</table>

### Part XII | Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Amounts included on line 1 but not on Form 990, Part IX, line 25:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total expenses and losses per audited financial statements</td>
<td>11,441,805.</td>
</tr>
<tr>
<td>2</td>
<td>Amounts included on line 1 but not on Form 990, Part IX, line 25:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>Donated services and use of facilities</td>
</tr>
<tr>
<td></td>
<td>b</td>
<td>Prior year adjustments</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>Other losses</td>
</tr>
<tr>
<td></td>
<td>d</td>
<td>Other (Describe in Part XIII)</td>
</tr>
<tr>
<td></td>
<td>e</td>
<td>Add lines 2a through 2d</td>
</tr>
<tr>
<td>3</td>
<td>Subtract line 2e from line 1</td>
<td>11,089,009.</td>
</tr>
</tbody>
</table>

### Part XIII | Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART V, LINE 4:**

**WQED'S ENDOWMENT CONSISTS OF VARIOUS INVESTMENT FUNDS ESTABLISHED PRIMARILY FOR SUPPORT OF THE ORGANIZATION'S MISSION. ITS ENDOWMENT INCLUDES DONOR-RESTRICTED ENDOWMENT FUNDS AND BOARD-DESIGNATED QUASI-ENDOWMENT FUNDS. AS REQUIRED BY GENERALLY ACCEPTED ACCOUNTING PRINCIPLES, NET ASSETS ASSOCIATED WITH ENDOWMENT FUNDS, INCLUDING FUNDS DESIGNATED BY WQED TO FUNCTION AS ENDOWMENTS, ARE CLASSIFIED AND REPORTED BASED ON THE EXISTENCE OR ABSENCE OF DONOR-IMPOSED RESTRICTIONS.**

THE TRUSTEES OF WQED HAVE ELECTED TO BE GOVERNED BY THE COMMONWEALTH OF PENNSYLVANIA'S ACT 141 (ACT 141). ACT 141 IS A TOTAL RETURN POLICY THAT ALLOWS A NONPROFIT TO CHOOSE TO TREAT A PERCENTAGE OF THE AVERAGE MARKET

PART XI, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD 17,796.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD 17,796.

PART V, ENDOWMENT FUNDS, QUESTION 2:

ENDOWMENT FUNDS NET ASSETS PERCENTAGES ARE AS FOLLOWS:

UNRESTRICTED (1.88%)

TEMPORARILY RESTRICTED 23.22%

PERMANENTLY RESTRICTED 78.66%
### Part I: Fundraising Activities

Complete if the organization answered "Yes" on Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than $15,000 on Form 990-EZ, line 6a.

1. Indicate whether the organization raised funds through any of the following activities. Check all that apply.
   - [X] Mail solicitations
   - [X] Internet and email solicitations
   - [X] Phone solicitations
   - [X] Solicitation of non-government grants
   - [ ] Solicitation of government grants
   - [ ] Special fundraising events
   - [ ] In-person solicitations

2. (a) Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? [X] Yes  [ ] No
   (b) If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least $5,000 by the organization.

<table>
<thead>
<tr>
<th>(i) Name and address of individual or entity (fundraiser)</th>
<th>(ii) Activity</th>
<th>(iii) Did fundraiser have custody or control of contributions?</th>
<th>(iv) Gross receipts from activity</th>
<th>(v) Amount paid to (or retained by) fundraiser listed in col. (i)</th>
<th>(vi) Amount paid to (or retained by) organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGBH EDUCATIONAL FOUNDATION - ONE GUEST STREET, BOSTON, MA</td>
<td>MEMBERSHIP DATA</td>
<td>SYSTEM/FUNDRAISING</td>
<td>Yes</td>
<td>1,113,713</td>
<td>384,607</td>
</tr>
<tr>
<td>NEXT GENERATION FUNDRAISING - 1235 WESTLAKE DRIVE, SUITE</td>
<td>CONSULTING</td>
<td></td>
<td>Yes</td>
<td>474,049</td>
<td>166,903</td>
</tr>
</tbody>
</table>

Total: 1,597,762 551,510 1,036,252

3. List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.
   - PA, OH, WV, MD

---

LHA For Paperwork Reduction Act Notice, see the instructions for Form 990 or 990-EZ.

SEE PART IV FOR CONTINUATIONS

Schedule G (Form 990 or 990-EZ) 2015

532081 09-14-15

15390613 786250 25068-24000 2015.05080 WQED MULTIMEDIA 25068-21
**Part II** Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than $15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than $5,000.

<table>
<thead>
<tr>
<th>(a) Event #1</th>
<th>(b) Event #2</th>
<th>(c) Other events</th>
</tr>
</thead>
<tbody>
<tr>
<td>(event type)</td>
<td>(event type)</td>
<td>(total number)</td>
</tr>
</tbody>
</table>

**Direct Expenses**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Cash prizes</th>
<th>Noncash prizes</th>
<th>Rent/facility costs</th>
<th>Food and beverages</th>
<th>Entertainment</th>
<th>Other direct expenses</th>
</tr>
</thead>
</table>

10 Direct expense summary. Add lines 4 through 9 in column (d)  

| Revenue | Gross receipts | Loss: Contributions | Gross income (line 1 minus line 2) | Direct expense summary. Add lines 4 through 9 in column (d) |

**Part III** Gaming. Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than $15,000 on Form 990-EZ, line 6a.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Gross revenue</th>
<th>(a) Bingo</th>
<th>(b) Pull tabs/instant bingo/progressive bingo</th>
<th>(c) Other gaming</th>
<th>(d) Total gaming (add col. (a) through col. (c))</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Direct Expenses</th>
<th>Yes</th>
<th>%</th>
<th>Yes</th>
<th>%</th>
<th>Yes</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash prizes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noncash prizes</td>
<td>Yes</td>
<td></td>
<td>No</td>
<td></td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Rent/facility costs</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td></td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Other direct expenses</td>
<td>No</td>
<td></td>
<td>No</td>
<td></td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>

6 Volunteer labor

7 Direct expense summary. Add lines 2 through 5 in column (d)

8 Net gaming income summary. Subtract line 7 from line 1, column (d)

9 Enter the state(s) in which the organization conducts gaming activities:
   a Is the organization licensed to conduct gaming activities in each of these states? □ Yes □ No
   b If "No," explain: 

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? □ Yes □ No
   b If "Yes," explain:
11 Does the organization conduct gaming activities with nonmembers? [ ] Yes [ ] No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? [ ] Yes [ ] No

13 Indicate the percentage of gaming activity conducted in:
   a. The organization’s facility
   b. An outside facility

   13a [ ] %
   13b [ ] %

14 Enter the name and address of the person who prepares the organization’s gaming/special events books and records:

   Name ►

   Address ►

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? [ ] Yes [ ] No

   b. If “Yes,” enter the amount of gaming revenue received by the organization $ and the amount of gaming revenue retained by the third party $.

   c. If “Yes,” enter name and address of the third party:

   Name ►

   Address ►

16 Gaming manager information:

   Name ►

   Gaming manager compensation $

   Description of services provided ►

   Director/officer [ ] Employee [ ] Independent contractor [ ]

17 Mandatory distributions:

   a. Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? [ ] Yes [ ] No

   b. Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization’s own exempt activities during the tax year $.

Part IV Supplemental Information. Provide the explanations required by Part I, line 2b, columns (ii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: WGBH EDUCATIONAL FOUNDATION

(I) ADDRESS OF FUNDRAISER: ONE GUEST STREET, BOSTON, MA 02135

(II) ACTIVITY: MEMBERSHIP DATA SYSTEM/FUNDRAISING CONSULTANT

(I) NAME OF FUNDRAISER: NEXT GENERATION FUNDRAISING

(I) ADDRESS OF FUNDRAISER:

1235 WESTLAKES DRIVE, SUITE 130, BERWYN, PA 19312

532083 09-14-15

36 15390613 786250 25068-24000 2015.05080 WQED MULTIMEDIA 25068-21
**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
- Attach to Form 990.

**Information about Schedule J (Form 990)** and its instructions is at irs.gov/form990.

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### Part I Questions Regarding Compensation

1. Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

   - [ ] First-class or charter travel
   - [ ] Housing allowance or residence for personal use
   - [ ] Travel for companions
   - [ ] Payments for business use of personal residence
   - [ ] Tax indemnification and gross-up payments
   - [ ] Health or social club dues or initiation fees
   - [ ] Discretionary spending account
   - [ ] Personal services (e.g., maid, chauffeur, chief)

   **If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain.**

2. Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?

3. Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

   - [X] Compensation committee
   - [X] Written employment contract
   - [X] Independent compensation consultant
   - [X] Compensation survey or study
   - [X] Approval by the board or compensation committee

4. During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

   - [X] Receive a severance payment or change-of-control payment?
   - [X] Participate in, or receive payment from, a supplemental nonqualified retirement plan?
   - [X] Participate in, or receive payment from, an equity-based compensation arrangement?

   **If "Yes" to any of lines 4a, c, list the persons and provide the applicable amounts for each item in Part III.**

5. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

   - [X] The organization?

6. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

   - [X] The organization?

7. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described on lines 5 and 6? If "Yes," describe in Part III.

8. Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4956-4(a)(3)? If "Yes," describe in Part III.

9. If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4956-6(c)?

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**LHA** For Paperwork Reduction Act Notice, see the instructions for Form 990.

**Schedule J (Form 990) 2015**

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**OME No. 1545-0047**

**2015**

**Open to Public Inspection**

**Name of the organization**

**WQED MULTIMEDIA**

**Employer identification number**

**25-1010296**

---

**532111**

**10-14-15**

**15390613  786250  25068-24000  2015.05080  WQED MULTIMEDIA  25068-21**

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**38**
### Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

<table>
<thead>
<tr>
<th>(A) Name and Title</th>
<th>(B) Breakdown of W-2 and/or 1099-MISC compensation</th>
<th>(C) Retirement and other deferred compensation</th>
<th>(D) Nontaxable benefits</th>
<th>(E) Total of columns (B)(i)-(D)</th>
<th>(F) Compensation in column (E) reported as deferred on prior Form 990</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) DEBORAH L. ACKLIN</td>
<td>(i) 248,278.</td>
<td>(ii) 0.</td>
<td>(iii) 0.</td>
<td>4,920.</td>
<td>12,931.</td>
</tr>
<tr>
<td>PRESIDENT AND CEO</td>
<td>(i) 0.</td>
<td>(ii) 0.</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
<td>(iii) 0.</td>
<td>0.</td>
<td>0.</td>
</tr>
</tbody>
</table>
FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

WQED MULTIMEDIA (WQED) IS A NONPROFIT CORPORATION WHOSE PURPOSE IS TO HARNES THE POWER OF PUBLIC MEDIA AND PARTNERSHIPS FOR THE DIGITAL AGE IN ORDER TO CREATE AND SHARE OUTSTANDING PUBLIC MEDIA THAT EDUCATES, ENTERTAINS AND INSPIRES.

FORM 990, PART III, LINE 4A, DESCRIPTION OF PROGRAM SERVICE:

WQED IS PBS PITTSBURGH, REACHING MORE THAN ONE MILLION PEOPLE EACH MONTH WITH TRUSTED NON-COMMERCIAL PROGRAMMING FOR PEOPLE OF ALL AGES.

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
#THINKPCH.

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; DELLAIO’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 CRESTED 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 CHARMS.

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 AIRE'D 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. 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, ATTRACTION 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 WILKINSBURG? WITH A THRIVING MAIN STREET, DOZENS OF CHURCHES, AND A PROSPEROUS MIDDLE CLASS, WILKINSBURG WAS ONCE ONE OF PITTSBURGH'S MOST POPULAR SUBURBS. BUT CHANGING TIMES, A FAILING ECONOMY AND CRIME DAMAGED THE BOROUGH AND ITS CITIZENS. WILKINSBURG IS AMONG MANY LOCAL COMMUNITIES FIGHTING TO COME BACK - BUT IT FACES UNIQUE CHALLENGES. WILKINSBURG 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

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.


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.

FORM 990, PART VI, SECTION B, LINE 11:
FINANCIAL MANAGEMENT REVIEWS A COPY OF THE DRAFT FORM 990. UPON THEIR REVIEW, THE FINANCE, BUSINESS AND OPERATIONS COMMITTEE REVIEWS AN ONLINE COPY POSTED TO THE BOARD PORTAL. A QUORUM OF THE COMMITTEE DISCUSSES AND APPROVES THE RETURN IN A CONFERENCE CALL OR MEETING. SUBSEQUENT TO APPROVAL BY THE FINANCE, BUSINESS AND OPERATIONS COMMITTEE ALL MEMBERS OF THE BOARD REVIEW THE FINAL 990 BY ACCESSING THE BOARD PORTAL BEFORE IT IS FILED.

FORM 990, PART VI, SECTION B, LINE 12C:
EVERY YEAR EACH BOARD MEMBER IS REQUIRED TO COMPLETE A NEW CONFLICTS QUESTIONNAIRE WHICH ADDRESSES ALL THE POINTS IN THE CONFLICT OF INTEREST POLICY. THE FORMS ARE REVIEWED AND MONITORED BY FINANCIAL MANAGEMENT.

FORM 990, PART VI, SECTION B, LINE 15:
WQED MULTIMEDIA IS A PUBLIC TV AND RADIO OPERATOR OF WHICH THERE IS A LARGER NETWORK; THEREFORE BASED ON THE TYPE AND DEMOGRAPHICS, THERE IS COMPARABLE COMPENSATION AVAILABLE ON AN ONGOING BASIS. EVERY THREE OR FOUR YEARS, OR AS DEEMED NECESSARY, AN INDEPENDENT SALARY CONSULTANT DOES A SURVEY TO MAKE SURE THAT COMPENSATION IS WITHIN THE MARKET RANGE OF...
COMPARABLE ORGANIZATIONS. THE EXECUTIVE COMMITTEE OF THE BOARD APPROVES THE
EXECUTIVE COMPENSATION ANNUALLY FOR THE ORGANIZATION AND ALSO APPROVES A
SUM OF MONEY THAT CAN BE USED FOR GENERAL STAFF RAISES IF APPLICABLE.
COMPENSATION AMOUNTS FOR GENERAL STAFF ARE AGREED UPON BY DEPARTMENT HEADS
AND HUMAN RESOURCES USING THE FINDINGS OF THE INDEPENDENT CONSULTANT AND
COMPARABLE DATA FOR SIMILAR ORGANIZATIONS AS A GUIDELINE. ALL COMPENSATION
AMOUNTS ARE BASED ON MARKET RATES AND ARE DETERMINED TO BE REASONABLE.

FORM 990, PART VI, SECTION C, LINE 19:
THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND
FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON WRITTEN REQUEST.

FORM 990, PART XII, QUESTION 2C, OVERSIGHT OF FINANCIAL STATEMENT AUDIT:
THE ORGANIZATION DID NOT CHANGE EITHER ITS OVERSIGHT PROCESS OR
SELECTION PROCESS DURING THE TAX YEAR.
**Related Organizations and Unrelated Partnerships**

- Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
- Attach to Form 990.
- Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

### Part I: Identification of Disregarded Entities
Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

<table>
<thead>
<tr>
<th>(a) Name, address, and EIN (if applicable) of disregarded entity</th>
<th>(b) Primary activity</th>
<th>(c) Legal domicile (state or foreign country)</th>
<th>(d) Total income</th>
<th>(e) End-of-year assets</th>
<th>(f) Direct controlling entity</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQED PRODUCTIONS, LLC - 01-0682712 4802 FIFTH AVE PITTSBURGH, PA 15213</td>
<td>EDUCATIONAL MEDIA</td>
<td>PENNSYLVANIA</td>
<td>0</td>
<td>1,000</td>
<td>N/A</td>
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<tr>
<td>WQED STEELTOWN INCUBATOR, LLC - 46-3202196 4802 FIFTH AVE PITTSBURGH, PA 15213</td>
<td>MEDIA</td>
<td>PENNSYLVANIA</td>
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### Part II: Identification of Related Tax-Exempt Organizations
Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

<table>
<thead>
<tr>
<th>(a) Name, address, and EIN of related organization</th>
<th>(b) Primary activity</th>
<th>(c) Legal domicile (state or foreign country)</th>
<th>(d) Exempt Code section</th>
<th>(e) Public charity status (if section 501(c)(3))</th>
<th>(f) Direct controlling entity</th>
<th>(g) Controlled entity?</th>
<th>Yes</th>
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For Paperwork Reduction Act Notice, see the Instructions for Form 990.
### Part III  
**Identification of Related Organizations Taxable as a Partnership**  
Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

<table>
<thead>
<tr>
<th>(a) Name, address, and EIN of related organization</th>
<th>(b) Primary activity</th>
<th>(c) Legal domicile (state or foreign country)</th>
<th>(d) Direct controlling entity</th>
<th>(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)</th>
<th>(f) Share of total income</th>
<th>(g) Share of end-of-year assets</th>
<th>(h) Disproportionate allocations?</th>
<th>(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)</th>
<th>(j) General or managing partner?</th>
<th>(k) Percentage ownership</th>
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### Part IV  
**Identification of Related Organizations Taxable as a Corporation or Trust**  
Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

<table>
<thead>
<tr>
<th>(a) Name, address, and EIN of related organization</th>
<th>(b) Primary activity</th>
<th>(c) Legal domicile (state or foreign country)</th>
<th>(d) Direct controlling entity</th>
<th>(e) Type of entity (C corp, S corp, or trust)</th>
<th>(f) Share of total income</th>
<th>(g) Share of end-of-year assets</th>
<th>(h) Percentage ownership</th>
<th>(i) Section 512(b)(13) controlled entity?</th>
</tr>
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<td>Yes</td>
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<td>Yes</td>
<td>No</td>
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</tbody>
</table>

532162 20-08-15 59 Schedule R (Form 990) 2015
Part V  Transactions With Related Organizations

Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 35.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

<table>
<thead>
<tr>
<th>1</th>
<th>During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity</td>
<td></td>
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<tr>
<td>b</td>
<td>Gift, grant, or capital contribution to related organization(s)</td>
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<tr>
<td>c</td>
<td>Gift, grant, or capital contribution from related organization(s)</td>
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<tr>
<td>d</td>
<td>Loans or loan guarantees to or for related organization(s)</td>
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<tr>
<td>e</td>
<td>Loans or loan guarantees by related organization(s)</td>
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<td>f</td>
<td>Dividends from related organization(s)</td>
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<td>g</td>
<td>Sale of assets to related organization(s)</td>
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<td>h</td>
<td>Purchase of assets from related organization(s)</td>
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<td>i</td>
<td>Exchange of assets with related organization(s)</td>
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<td>j</td>
<td>Lease of facilities, equipment, or other assets to related organization(s)</td>
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<td>k</td>
<td>Lease of facilities, equipment, or other assets from related organization(s)</td>
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<td>l</td>
<td>Performance of services or membership or fundraising solicitations for related organization(s)</td>
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<td>m</td>
<td>Performance of services or membership or fundraising solicitations by related organization(s)</td>
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<tr>
<td>n</td>
<td>Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)</td>
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<td>o</td>
<td>Sharing of paid employees with related organization(s)</td>
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<tr>
<td>p</td>
<td>Reimbursement paid to related organization(s) for expenses</td>
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<tr>
<td>q</td>
<td>Reimbursement paid by related organization(s) for expenses</td>
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<tr>
<td>r</td>
<td>Other transfer of cash or property to related organization(s)</td>
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<tr>
<td>s</td>
<td>Other transfer of cash or property from related organization(s)</td>
<td></td>
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</tr>
</tbody>
</table>

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

<table>
<thead>
<tr>
<th>(a) Name of related organization</th>
<th>(b) Transaction type (e-a)</th>
<th>(c) Amount involved</th>
<th>(d) Method of determining amount involved</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

<table>
<thead>
<tr>
<th>(a) Name, address, and EIN of entity</th>
<th>(b) Primary activity</th>
<th>(c) Legal domicile (state or foreign country)</th>
<th>(d) Predominant income (related, unrelated, excluded from tax under sections 312-514)</th>
<th>(e) At least 50% owned by section 5215(c)(3) entity?</th>
<th>(f) Share of total income</th>
<th>(g) Share of end-of-year assets</th>
<th>(h) Disproportionate allocations?</th>
<th>(i) Code V-UBI amount in box 20a of Schedule K-1 (Form 1065)</th>
<th>(j) General or managing partner?</th>
<th>(k) Percentage ownership</th>
</tr>
</thead>
</table>
Part VII Supplemental Information
Provide additional information for responses to questions on Schedule R (see instructions).