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Report for 2015

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 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 four digital television signals averaged 1,150,000 weekly viewers and WQED-FM averaged 62,000 weekly listeners in 2015. WQED-FM's online streaming services averaged 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 40,000 followers on social media.

WQED excels in producing impactful content on multiple media platforms, uplifting the community with classical music, and serving children and families with educational projects tied to early childhood education, digital literacy and PBS programs.

This year, WQED is proud to have made a national impact with three projects: *August Wilson: The Ground On Which I Stand*, *iQ: smartparent*, and two new documentaries from Emmy-winning producer Rick Sebak. WQED serves the local community through television, radio and the web, and provided educational and entertainment content that is about this region and connects people to local organizations.

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

Through community efforts work over the last two decades, Pittsburgh has made incredible strides to rebuild its economy after the steel bust of the 1980s. Those efforts are seeing results with an influx of young, educated people, new business and industry, and a healthy “eds and meds” economy. Our documentary series “Renewal and Reality” focus on local communities in various stages of renewal or renaissance, pointing out the successes and the challenges along the way.

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. 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 the negatives.

Renewal & Reality: Rebuilding Braddock

Braddock was once a vibrant steel town with a population of more than 20,000. Today, fewer than 2,100 people live there. Enter a team of community leaders and investors determined to spark new life. 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 explores 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 among Pittsburgh's most popular suburbs. But changing times, a failing economy and crime damaged the borough and its citizens. The borough's revival attempts haven't earned the same media attention as other turnaround neighborhoods like Braddock, East Liberty and Lawrenceville, so they're fighting to tell their story. Economic development and the spirit of rediscovery are giving many neighborhoods a second chance.

“Living With Mental Illness” is a multi-platform project exploring behavioral health issues in collaboration with Highmark Blue Cross Blue Shield. It features a direct-to-web vignette series and a 30 minute documentary, “Bundle of Nerves: Our Anxiety Epidemic.”

Living With Mental Illness (Web Series)

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 focused on Obsessive Compulsive Disorder; Bipolar Disorder; Depression; and Schizophrenia.

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 – overwhelming worrying resulting in physical symptoms such as pounding heart, chest pain, shortness of breath and nausea. Through personal stories of those affected, this documentary examines the causes, diagnosis, prevention and treatment. It also spotlights innovative initiatives that explore the issue in vulnerable populations, such as efforts to address anxiety disorders among Carnegie Mellon University students.

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. But it now goes way beyond movies. From gaming and technology to graphics and special effects, a lot of the technology is already in place here, and it could help Pittsburgh become a more powerful media hub.

Two New Rick Sebak Documentaries for National PBS Distribution

Producer Rick Sebak was hard at work this year on two back-to-back national documentaries. The results were *A Few Good Pie Places* and *A Few Great Bakeries* and both aired on August 25 nationwide on PBS. Rick and his crew traveled to the Midwest, New England, the West Coast, and even Alaska to check out outstanding and unusual pie shops and bakeries. Two local shops, Minerva Bakery in McKeesport and Grant Bar in Millvale, were featured. *A Few Good Pie Places* and *A Few Great Bakeries* were made possible by contributions to PBS stations from viewers nationwide.

August Wilson: The Ground On Which I Stand

American Masters has been nominated by the National Academy of Television Arts & Sciences for a Primetime Emmy Award for Outstanding Documentary or Nonfiction Series. *August Wilson: The Ground On Which I Stand*, which was co-produced by WQED and New York-based PBS flagship station THIRTEEN, is featured in the Emmy-nominated season. The film premiered nationwide on PBS in February, is streaming now on the American Masters website and is available on DVD from PBS Distribution. Educational resources are available via WQED's The August Wilson Education Project and PBS LearningMedia.

***iQ: smartparent* Series Goes National and Season Three Begins**

iQ: smartparent was accepted for national distribution to PBS stations by American Public Television this year. The series, now in its third year, is airing on 51 public television stations and available in 50,816,000 households (44.65% of households in the nation). The series airs in some of the largest markets in the country, including New York, Los Angeles, San Francisco, Boston, Washington, DC, San Jose, Phoenix, Denver, Tampa, Pittsburgh, and Portland (and four additional Oregon public television stations). The series was recently honored with a Mid-Atlantic Emmy Award in the Interview/Discussion Series category.

Inspiring children to learn and excel in a media-rich world is one of the key objectives of WQED's strategic plan, and *iQ: smartparent* helps us fulfill that goal. Because Pittsburgh is a national model in these areas, it was a natural way for us to highlight the city's leadership and innovation to a national public television audience.

Therapy Dogs: Pets With A Purpose

This documentary shows how man's best friend is being utilized in western Pennsylvania to help hospital patients, teenagers traumatized by a school tragedy, and even stressed-out college students cramming for finals. For years, doctors have known the value of therapy dogs - but until recently the reports have been largely anecdotal. Now, with new research, funding and clinical trials, animal assisted therapy is on the rise.

Horizons Holiday Special Features Local Performers

In the tradition of the *Horizons* series, *Horizons Holiday Special* premiered before Christmas featuring musicians representing the region's varied musical traditions. Groups included CoroLatino Americano, the Afro American Music Institute Boys Choir, Gabrielle and Mr. DeVilla, (Filipino folk music), The Bastard Bearded Irishmen (an Irish rock band) and the Asian influenced jazz ensemble Silk Sound.

Stories of Impact

Men & Cancer

This Highmark-funded series is a follow-up to last year's well-received reports on "Women & Cancer." During four episodes of *Pittsburgh 360*, these features focused on cancers that are prevalent in men. The stories explored the latest treatments, the importance of early detection and the impact on the patients' lives. The series covered esophageal, prostate, testicular and colon cancers.

Know What's Right, Do What's Right

October was National Bullying Prevention Month and WQED launched a year-long Bullying Prevention initiative with new local and national programs and on-air spots made possible by The Marcus L. Ruscitto Charitable Foundation. The Foundation is spearheading the *Know What's Right, Do What's Right* initiative to preschool programs, elementary schools, and community centers to implement curriculum the Foundation created.

Know What's Right, Do What's Right: A Forum on Bullying aired live in October 2015 and encored later in the month. Experts discussed challenges as well as successful anti-bullying methods that are making a difference in the lives of children in our region. This discussion focused on the challenges, as well as successful anti-bullying methods that are making a difference in the lives of children.

Beginning in October 2014 and running through May 2015, WQED-TV aired a series of vignettes with two Pittsburgh educators and performers best known for *The Josh and Gab Show*, an anti-bullying musical comedy program for kids. The first of these television spots called *Look Out for Each Other* features area kids and asks them what they would do if they saw someone getting bullied on the playground.

Also in October as part of the initiative, WQED re-broadcast the half-hour local documentary *Experience "Bullying: The Cruelty Crisis."* In this program, local bullying victims share their stories and several bullying prevention programs are featured.

WQED Looks at Domestic Violence

WQED examined the problem of domestic violence 2015. Both are compelling local stories about an important issue from a local perspective and how the community is working to combat the violence.

Will's Story: A Steeler's Stand Against Domestic Violence

This program examined a very personal story about domestic violence. William Gay was eight years old when his mother was murdered by her husband. The Pittsburgh Steelers cornerback is now using his celebrity to raise awareness about intimate partner violence. Every nine seconds a woman in the U.S. is assaulted. One in three victims of domestic violence is male. Will Gay is using his notoriety to raise awareness about domestic violence and working in the community to help prevent it.

Equal Pay Campaign Focuses on Building Negotiation Skills

The YWCA Greater Pittsburgh and WQED invited women to learn how to build their negotiation skills during a free live-streaming webcast, *Negotiation Know-How: Clearing the Hurdles to Making the Ask*, which was held in August.

Negotiation Know-How is the second of five webcasts offered this year as part of *Closing the Gap: 50 Years Seeking Equal Pay*, a two-year multimedia campaign produced by WQED Multimedia in partnership with YWCA Greater Pittsburgh. The campaign kicked off in October 2014 with a live talk show special on why the wage gap exists and how to improve it. In July, *Closing the Gap* received the YWCA USA Association Excellence Award for Advocacy at the YWCA 2015 Annual Conference.

Closing the Gap is now focused on the five webcasts, each of which addresses a topic that contributes to the wage gap. The webcasts are intended to equip audiences with information and skills that will help them achieve fair pay throughout their careers and work toward a secure retirement.

Additional *Closing the Gap* webcasts include *Financial Freedom: Standing on Your Own Financial Feet after Graduation*; *Wage Gap Legal Issues: Know Your Rights*; *Your Personal Board of Directors: Cultivating Mentors & Sponsors in the Workplace*. The first webcast from May 2015, *Step Out With a Plan: Balancing Work, Life & Financial Security*, is also archived for viewing at WomenWageGap.org.

Closing the Gap is made possible by the Eden Hall Foundation; Chatham University; and the Mary Hillman Jennings Foundation; as well as support from Cathy Raphael; Buchanan Ingersoll & Rooney PC; MSA; Georgia Berner; and the Women & Girls Foundation.

Warriors: A Semper Fi Odyssey

As part of programming leading up to Memorial Day weekend, WQED premiered a new local documentary, *Warriors: A Semper Fi Odyssey* on May 21. Produced by Vietnam Veteran Chris Moore, this program features a local retreat event which helps returning veterans rebuild their confidence. Also, leading-edge research is being conducted locally by UPMC on mapping Traumatic Brain Injury (TBI.) The program shows the team responsible for this work, what they have uncovered so far, and how this work is changing lives.

This retreat event takes place four times a year and allows veterans coping with visible (and sometimes non-visible injuries) to participate in confidence building exercises that help them to successfully reintegrate. The events also help veterans translate the leadership and managerial talents they developed while serving into useful skills they can list on resumes and discuss in job interviews. The program is available for online viewing on WQED Interactive at wqed.org/watch.

Multi-Year Portrayal & Perception Project Concludes

For the past three years WQED has produced more than a dozen documentaries and specials that offer alternative portrayals of African American men and boys than are commonly found in commercial media. From entrepreneurs to teachers, from artists to doctors, the *Portrayal and Perception: African American Men & Boys* initiative has shared stories of the region's most successful and influential black males. This series aims to educate the public and provide a positive perspective on the contributions of these men and boys to Pittsburgh and its surrounding communities.

Made possible by The Heinz Endowments, this project concluded with new documentary and conversation programs on May 28.

We examined how recent highly-charged incidents in Baltimore, Ferguson, and New York still indicate a racial divide in America in the 11th *Portrayal and Perception* documentary *The Next Generation*. Award-winning producers Michael Bartley and Minette Seate speak with community and law enforcement leaders and with young men whose lives are impacted daily by these events to examine the progress made and challenges that remain in healing tensions nationwide.

Following that program we aired half-hour discussion program *Portrayal and Perception: A Conversation on the Next Generation*. Host Chris Moore and a group of local experts gathered for a live conversation about the current issues facing African American males from a societal and legal perspective. Panelists addressed the state of black males currently being referred to as "an endangered population in our society." These programs are available for online viewing on WQED Interactive at wqed.org/watch. Educational resources and additional information about this initiative are available at wqed.org/portrayal.

GOAL: Lead in civic dialogue and reflect the unique cultural vitality of the Greater Pittsburgh region through local television, radio and interactive programming with global reach.

NextGeneration Fellows

The NextGeneration Fellows is an in-house four-year fellowship program now ending its first year at WQED with the goal of guiding a new generation of media makers. This training program seeks to enhance the skillset of college students and community media makers and to provide actual working experience for emerging creators.

Through an application process, WQED invites four students per year to participate in the training program. Working with area universities and community organizations, we solicit applications from students who have demonstrated an interest and rudimentary capacity to grow into production professionals. Students are required to work at least 400 hours and receive a stipend during their stay. During the program, students learn about the editorial process to develop,

research, write, shoot, edit, and promote productions. All equipment is provided by WQED. Fellows also learn how to create and execute engagement plans to extend the life and relevance of their productions and to connect with other media makers in the community. Work is supervised by WQED media professionals assigned specifically to manage this program. Productions created by the students are distributed through WQED Interactive, offered to Pittsburgh Cable Television and shown at screening events.

NextGeneration Fellows productions:

Refresh Pgh – Refresh Pgh is a sneaker restoration and consignment shop located on Penn Avenue in Garfield. The business is located in a section of the city that has seen plenty of redevelopment in recent years. NextGeneration Fellow Kevin McCoy talks to the owners about their connection to Garfield and the changes they see taking place.

Randyland – In 1996, Randy Gilson took out a bank loan to buy some abandoned property on Pittsburgh’s North Side. Using only his tip money from his job as a server, and the help of his friends and neighbors, he transformed the space into what is now known as “Randyland” – a bright oasis on the corner of Arch Street and Jacksonia Way. NextGeneration Fellow Andrew Klein sees what makes Randy tick and what the neighbors think.

Bistro to Go – Bistro to Go is a popular neighborhood restaurant on a busy stretch of East Ohio Street on Pittsburgh’s North Side. To customers, it’s a great place to grab a salad and sandwich. But to the North Side community, it’s more than a restaurant. And to owner Nikki Heckman, it’s more than a business. NextGeneration Fellow James Hill explains how a strong sense of family and community make this place so special.

Gwen’s Girls – Guiding girls into womanhood is the mission of Gwen’s Girls. The North Side organization was established in 2002 by the City of Pittsburgh’s first female police sergeant, Gwen Elliott. Ms. Elliott saw the challenges many young girls faced and wanted to make a difference. NextGeneration Fellow Alexis Adams has the story.

Coming soon:

Garfield Gators - They are well-known in the Garfield community, and throughout the entire city. The Garfield Gators football program is one of the most successful in the region. The program was founded in 1993, and since then has helped hundreds of children ranging in age from 6 to 14 years old. NextGeneration Fellow Kevin McCoy takes us to the sidelines for a behind-the-scenes look at the program and the volunteer coaches who make it work.

The Alumni Theater Company - The Urban Academy is an elementary charter school that helps students grow academically as well as develop leadership and social values. After a student leaves the Urban Academy, they’re able to audition for the Alumni Theater Company. Founded by the school’s drama teacher, Hallie Donner, the ATC provides performance training for children in grades 6-12. Their work represents the perspective of young artists growing up in an urban environment. NextGeneration Fellow Lyn Starr will take you backstage to show you the company’s creative process.