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Report for 2019

WQED changes lives by creating and sharing outstanding public media that educates, entertains and inspires.



WQED harnesses the power of public media and community partnerships for the digital age to create outstanding public media that educates, entertains and inspires.

As the nation's first community-supported station, WQED has been a vital part of 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, WQED PBS Kids Channel; and WQED Showcase. Radio services include Classical WQED-FM/Pittsburgh; WQED-FM/Johnstown; The Pittsburgh Concert Channel at WQED-HD2 (89.3-2 FM) and online at wqed.org/fm; local and national television, web and radio productions; WQED Education and WQED Interactive.

WQED's five digital television signals average more than 1,000,000 weekly viewers and WQED-FM averages 62,000 weekly listeners.

WQED partners with dozens of organizations each year to expand its mission to engage the community. WQED provides educational resources to children and families with a focus on underserved communities.

WQED LOCAL CONTENT AND SERVICE REPORT

CONTENT

WQED is a legendary television station in the public media world and was the very first publicly supported, community-owned, educational station in the country. It was the television home of *Mister Rogers' Neighborhood*, which changed children's television forever. WQED is the creator of nationally-acclaimed documentaries and local programs that examine the world around us, celebrate different cultures, and highlight Pittsburgh and its people. With national attention on the opioid crisis, WQED and Pennsylvania Public Media stations are taking a lead on programming related to the prevention and treatment of opioid addictions through a multi-year project, as well as resources available for addicts and their families.

Tree of Life: A Concert for Peace and Unity

Aired locally 11/27/18

PBS broadcast WQED's locally-produced *Tree of Life: A Concert for Peace and Unity* on December 11, 2018 to public media stations nationally. The performance was taped at Heinz Hall in downtown Pittsburgh when the Pittsburgh Symphony Orchestra hosted a special free concert for the community on November 27 – exactly one month after the tragedy at the Squirrel Hill synagogue that housed three communities - as part of its "Music for the Spirit" series to honor the victims of the tragedy. Additionally, WQED-FM 89.3 broadcast the concert live from Heinz Hall on November 27 beginning at 7:00 pm. WQED-FM Host Jim Cunningham provided a half-hour of interviews and background, with the concert beginning at 7:30pm.

Renowned Israeli-American violinist Itzhak Perlman joined Music Director Manfred Honeck, the Pittsburgh Symphony Orchestra, PSO Principal Clarinetist Michael Rusinek and the Mendelssohn Choir of Pittsburgh.

On January 31, 2019 WQED broadcast a 90-minute extended program of the PBS concert, which was edited for length. The complete performance airing on January 31 featured the following works, including *Cantus in Memory of Benjamin Britten* and *Larghetto for Orchestra*, as well as readings that were not part of the shortened version that aired on PBS.

Midterm Matters

www.wqed.org/midtermmatters

Aired 10/25/18

In a volatile election year, WQED re-centered the conversation around issues that matter to western Pennsylvanians in a critical mid-term election. This production featured video reports on our local infrastructure, economy and school safety. A diverse panel of political thinkers also shared their thoughts on how those issues might be affected by the midterm elections.

Stolen Years: Women, Caregivers & Alzheimer's

www.wqed.org/stolenyears

Aired 11/15/18

Approximately 5.5 million Americans are living with Alzheimer's and more than two-thirds of them are women. Studies also show that women carry more of the burden when it comes to caring for family members with Alzheimer's. WQED's half-hour documentary, *Stolen Years: Women, Caregivers & Alzheimer's*, explores the life-altering impact of the disease, particularly on women.

...after War

www.wqed.org/tv/highlights/after-war

Aired 11/8/18

Since 2001, more than 2.7 million service members have served on 5.4 million deployments across the world. Returning to civilian life after service can be difficult, leaving many veterans homeless, hungry or struggling with mental issues. All too often, the media focuses on the unfortunate aspects of veterans' lives. WQED's half hour documentary, *...after war*, shares the success stories of several veterans who have found a way to have a positive impact and help other veterans transition to civilian life by sharing what has worked for them.

Filmmakers Corner Celebrates Ten Seasons

<https://wqed.org/filmmakers>

This hour-long weekly program screens a wide range of work by local, independent and student media makers from the Pittsburgh region and has a loyal following in the local film and creative community.

Episodes also feature interviews with directors, producers and cinematographers – as well as segments on film festivals, universities and theaters that teach, share and promote the love of cinema.

The Great Ride

<https://wqed.org/ride>

Aired 3/14/19

This multimedia project explored one of America's most treasured biking destinations, consisting of two connecting trails, the C&O Canal Towpath (Washington, D.C. to Cumberland, Maryland) and the Great Allegheny Passage (Cumberland, MD to Pittsburgh). Cyclists from all over the world can now enjoy 335 uninterrupted miles of breathtaking scenery and fascinating history. The project included a primetime 60-minute documentary and shareable web vignettes focused on nearby landmarks, as well as a history of the trail and towpath.

Friends and Neighbors Explores the Legacy of Mister Rogers

<https://www.wqed.org/friendsandneighbors>

Aired 12/27/18

The celebration of *Mister Rogers' Neighborhood's* 50th Anniversary continued with a new WQED-produced documentary that explored the lasting impact of Fred Rogers as an icon in our community. The half-hour documentary uncovered rich archival content, shared memories from original members of the show's cast and crew, and featured new neighbors who share their own stories, inspired by America's favorite neighbor.

That Kennywood Summer

<https://www.youtube.com/watch?v=gQ4FERQIgR0>

Aired 1/24/19

The fifth program in Rick Sebak's Kickstarted "Nebby" series was *That Kennywood Summer*. It was an unusual half-hour documentary created with footage that he and his WQED crew shot in 1988 while gathering material for his popular program called *Kennywood Memories*. Even 30 years after its premiere, *Kennywood Memories* remains one of the most popular and most requested documentaries in WQED's Pittsburgh History Series.

Don't Stand Up

<https://www.youtube.com/watch?v=YQcMaqitQnY&feature=youtu.be>

Aired 5/2/19

For 31 years the videotapes that Rick Sebak and his crew shot at Kennywood Park in 1988 sat silently in the station's basement archives. Rick had all the old footage digitized and he and his colleagues put together a program titled *That Kennywood Summer*. The public's reaction was truly enthusiastic, so the team said, "Let's do it again!" Now there are more soundbites, more thrilling coaster footage, and more interesting characters, all captured on video in July and August of 1988.

Serving Time, Too

www.wqed.org/incarcerated

Aired 5/23/19

Two million American children have at least one parent in jail or prison. In Allegheny County there are seven thousand, and the numbers are growing. Since 1970, the number of incarcerated parents has risen by 400 percent. In the wake of those staggering statistics are children who become the invisible victims – facing emotional and physical turmoil, and financial hardships. WQED's multi-platform project, including a documentary titled *Serving Time, Too* sheds light on this often ignored topic that impacts thousands of children and ultimately the entire community.

Serving Time, Too was followed by *The Children of Incarcerated Parents: A Community Forum*, a live discussion program from the Fred Rogers Studio at WQED.

Visible

www.wqed.org/visible

Aired 4/25/19

WQED premiered a new documentary that profiles local women who create art through diverse media. Five visual artists from western Pennsylvania show their work and share stories of the rewards and challenges of being a woman in their field. Featured is the creative, innovative, ground-breaking work of: Gloria Stoll Karn, known for her 1940s pulp fiction art; Alisha B. Wormsley, whose interdisciplinary work examines gender, race, class and time; Lori Hepner, a digital artist focused on light painting and photography; Jo-Anne Bates, an abstract print artist capturing the language of daily life; and Dee Briggs, a sculptor whose chosen medium of steel traces back to her roots.

iQ: smartparent Season Six

This nationally-distributed television program through American Public Television (APT) airs on more than 80 public media stations across the country and is produced in Pittsburgh by WQED. Episodes in the current season include:

Episode 601 – *Edible STEM*

Episode 602 – *Up In The Sky*

Episode 603 – *STEM In Strange Places*

Episode 604 – *Bridging the Digital Divide in the Workforce*

Episode 605 – *All About Animals!*

Episode 606 – *Screen Time vs. Old School Learning*

Special Episode – *Science Survey Mini-Summit*

WEBCAST Special – Inspiring Pre-School Scientists

WQED Digital Series

WQED Sessions - Season Four

<https://wqed.org/watch/wqed-sessions>

The Emmy-winning digital-first series premiered season four in October 2018. The series showcases Pittsburgh's vibrant, diverse musical scene. Each episode features a brief interview with the artist, followed by a complete performance of one of their favorite tracks.

The Sweater Sessions - Limited Series

<https://wqed.org/watch/wqed-sessions>

In celebration of the 50th anniversary of *Mister Rogers' Neighborhood*, the *Sessions* production team features Pittsburgh-area artists of various genres as they perform their version of the classic song, "Won't You Be My Neighbor?"

Pittsburgh 360 – Season Two

<https://www.wqed.org/pittsburgh360>

This digital series is comprised of longer-form feature stories that showcase the people, places, history and essence of Pittsburgh, western Pennsylvania and points beyond.

Pittsburgh Eats - Season 3

<https://www.wqed.org/pittsburghheats>

Pittsburgh is one of the nation's top food towns – and that's what's making this Emmy-winning digital series so popular. We visit everything from mom and pop eateries to places on the cutting edge of culinary cool to show viewers what - and where - "Pittsburgh Eats."

Just A Minute - Season 1

<https://www.wqed.org/justamminute>

WQED adds another regularly-scheduled digital series to its award-winning collection of direct-to-web content. These 60-second shorts exemplify what's progressive and unique in Western Pennsylvania. The features have a more topical, trendy or techy tone than our other digital content. Our metrics show that shorter videos are more shareable – giving our local stories a broader reach and newer audience.

Future Jobs: Growing Our Region's Workforce

www.wqed.org/future-jobs

With the help of a diverse group of community partners, WQED embarked on a high-profile initiative that addresses the growing issue of Pittsburgh's changing workforce needs that we call *Future Jobs: Growing Our Region's Workforce*. WQED's initiative started in February with vignettes on wqed.org/future-jobs, with new vignettes premiering every month. The documentary premiered on March 21. A series of events began with the Future Jobs Expo on May 15 at WQED as part of Remake Learning Days. Additionally, was a Future Jobs Career Day at the Beaver Valley Mall in suburban Beaver County on October 24.

Our Compelling Interests

WQED partnered with The Center for Social Solutions at the University of Michigan, Carnegie Mellon University, The Center for African American Urban Studies & the Economy (CAUSE), and The Andrew W. Mellon Foundation to examine religious diversity and the American promise. *Our Compelling Interests* aired June 13, 2019 on WQED. This town hall meeting

focused on the importance of religious diversity – notably during these times of hate crimes and intolerance. The organizers chose Pittsburgh as host city for the forum in part because of the city’s Tree of Life synagogue mass shooting tragedy.

Learning: Getting from Here to There

<https://wqed.org/watch/wqed-specials/learning-here-there-pvyjly>

Children respond and absorb differently when it comes to learning. But new methodologies are now pinpointing those strengths and weaknesses. This documentary premiered October 4, 2018 and highlights techniques that spell progress in the Pittsburgh region.

Segments include: “Personalized Learning” which individualizes a curriculum based on a student’s needs; “Creation Stations” that take the maker movement into an under-performing school; “All Star Coding” - targeting young men of color who are under-represented in the computer sciences; and “Teaching Institutes” for educators.

Downstream

<https://wqed.org/watch/wqed-specials/downstream-p985kl>

Pennsylvania possesses 86,000 miles of waterways – more than any other U.S. state except Alaska. But the quality of those waterways is under serious threat - from mining to acid rain, aging infrastructure, urban development, industrial pollution, and seemingly mundane human activities such as lawn care.

WQED was the presenting station for this Point Park University documentary on October 11, 2018, which explores and exposes threats to Pennsylvania watersheds while highlighting the efforts of scientists, water-quality advocates and citizens working to protect and restore the state’s waterways.

IN THE COMMUNITY

WQED Celebrates 65th Anniversary

WQED was the nation’s first community-supported educational television station and signed on April 1, 1954. For 2019 and 2020, a year-long celebration is underway based on the mission and principles of WQED that have become a part of Pittsburgh and is under the umbrella “WQED + Kindness.”

The WQED + KINDNESS initiative includes:

- WQED + KINDNESS – The Spirit of Pittsburgh www.wqed.org/kind
- The Virtual Kindness Tree
- Kindness Cards and Stickers
- One-of-a-Kind Stories www.wqed.org/kind.
- Pop-up events
- A Community Celebration on October 2

Other 65th anniversary activities:

- The WQED Showcase Channel dedicated the entire month of April 2019 to vintage WQED programming, including favorite Rick Sebak documentaries from the Pittsburgh History Series, *QED Cooks* with Chris Fennimore, and favorite local and national documentaries produced by WQED.

- A special WQED 65th anniversary page on the WQED website at
- A social media campaign throughout the year.
- Special 65th anniversary spots of WQED-TV and WQED-FM.
- Instagram stories of WQED's 65 years of service to the community.

Our year-long "WQED + Kindness" campaign with Healthy Ride bikes throughout the city in partnership with Nextbike and a WQED + Kindness night at the Pittsburgh Riverhounds professional soccer game.

Also on July 20, WQED members were offered exclusive discounted tickets for the Pittsburgh Riverhounds game. Attendees also enjoyed giveaways, temporary tattoos, "Do What's Right" bracelets, kindness videos, kindness cookies, and button making.

Filmmakers Corner Movie Night at WQED

WQED welcomed more than 150 people to Filmmakers Corner Movie Night in Studio B on August 29. The evening featured favorite shorts from the *Filmmakers Corner* program. Local filmmakers were on hand along with a special cut from Rick Sebak's *Nebby* series, and Pittsburgh Smokehouse food truck provided delicious food for the audience.

Be My Neighbor Day: People all over the region geared up to help their neighbors with kindness by pledging their family to volunteer for the 6th annual Be My Neighbor Day, supported by the PNC Foundation through its Grow Up Great® initiative on April 13. WQED hosted Be My Neighbor Day, along with participating community partners in six counties, from the Children's Museum of Pittsburgh and the Heinz History Center to area parks and libraries. Volunteers pitched in for gardening, park clean-up, washing firetrucks, and many more family-friendly activities. People were able to pledge their volunteer time by calling in during the WQED-TV volunteer pledge program on March 20 or they could go on-line at <http://bemyneighborday.org/> to learn more about how to select a family volunteer opportunity.

Statewide Summer Reading Challenge: All Pennsylvania PBS stations joined together to host the first statewide summer reading contest. The Summer Reading Challenge invites all children who have just completed K-5th to participate, and readers will be divided into three categories: K-1, 2-3, and 4-5 graders.

National Education Summit: WQED presented a first-of-its-kind national survey about young children and science at an Education Summit in the Fred Rogers Studio on July 11. The survey, conducted by Education Development Center (EDC) and SRI International, found that while most parents are confident about teaching their children reading, writing and arithmetic, they feel far less prepared to help with science. The study was commissioned by the U.S. Department of Education's Ready to Learn initiative and led by the Corporation for Public Broadcasting and PBS.

Pennsylvania Public Media Statewide Opioid Initiative

The opioid crisis has become a nationwide issue. It was declared a public health emergency by President Trump in October 2017, and a disaster emergency by Pennsylvania Governor Wolf in January 2018. Pennsylvania Public Media stations are confronting the crisis in the communities we serve by partnering on a massive initiative that involves all stations, state

agencies and community health agencies to provide information and resources to battle the epidemic.

Under the title *Battling Opioids: A Project of Pennsylvania Public Media*, this two-year initiative shows the collective value of Pennsylvania public media through our daily ability to make an impact on important issues. This project is a collaborative multimedia effort undertaken by Philadelphia's WHYY Public Media, PBS39 in Bethlehem, Northeastern Pennsylvania's WVIA Public Media, WITF Public Media in Harrisburg, WPSU Public Media in State College, WQED Public Media in Pittsburgh, and WQLN Public Media in Northwestern Pennsylvania.

The focus of the project covers three areas: stigma, prevention, and treatment, and showcases personal stories related to each that lead to a place of hope.

The initiative began with a statewide airing of WQED's documentary *Broken: Women • Families • Opioids* that premiered locally in November 2017.

On March 29, 2019, all seven Pennsylvania public media stations aired *Broken: Women • Families • Opioids*. *Broken: Women • Families • Opioids* makes the argument that opioid addiction among women has implications, which go far beyond the addict, infecting the entire family, especially children. In the documentary, we meet children who are born addicted, while others are removed from their homes and placed in foster care or in the care of an extended family member.

Broken: Women • Families • Opioids won the Pennsylvania Association of Broadcasters Award for excellence in the category of Outstanding Public Affairs Program.

Pennsylvania's Public Television stations have committed their resources to producing a year-long quarterly series called *Battling Opioids*. The new series will focus on solutions, and provide help and resources for the addict and their families.

In September 2018, Pennsylvania's Public Television stations devoted an entire week of primetime programming to focus on the commonwealth's opioid crisis. This series aired again in September 2019 with a new installment on September 26 at 8pm.

Battling Opioids: A Project of Pennsylvania Public Media is a 90-minute program – the first 60 minutes of which consists of stories from around the state that focus on stigma, prevention and treatment. The last 30 minutes of the program consist of a panel discussion. A toll-free number onscreen allowed viewers to access resources available throughout the state. More than 20 podcasts have been produced and are available at <https://battlingopioids.org/podcasts/>

WQED was at the forefront of this scourge more than ten years ago and was one of the first to report on the abuse of OxyContin. Since then, WQED has produced 15 documentaries and online segments pertaining to addiction that are available at <https://www.wqed.org/hopeafterheroin>

- Hope After Heroin: The Epidemic in our Backyard - TV Documentary
- Hope After Heroin: Fighting the Epidemic - TV Town Hall Meeting

- Broken: Women, Families, Opioids - TV Documentary
- Voices of Hope - Webisode
- Prenatal Hope Program - Webisode
- Hope After Heroin: WQED's Community Service Project - Webisode
- How Narcan Works - Webisode
- Law Enforcement & Narcan - Webisode
- Signs of Addiction - Webisode
- Youth Addiction - TV Feature
- Parents of Overdose Victims - TV Feature
- Johnstown Oxycontin Part 1 - TV Feature
- Johnstown Oxycontin Part 2 - TV Feature
- Oxycontin Follow-up - TV Feature
- OxyContin Addict - TV Feature

Mister Rogers' Neighborhood Fiftieth Anniversary

In 2018 and into 2019, public media stations across the country celebrated the 50th anniversary of *Mister Rogers' Neighborhood*. WQED was Fred Rogers' home for most of his career and for most of his programs.

WQED created a special fiftieth anniversary page on WQED Interactive at www.wqed.org/mr-rogers-50 with a rundown of programming, events, individual stories, and "The WQED Sweater Sessions," which is a takeoff on our *WQED Sessions* Digital First music segments.

February 26 - March 2, - *Mister Rogers' Neighborhood* 50th anniversary begins with five classic *Mister Rogers' Neighborhood* programs aired Monday through Friday the week of February 26.

March 6 and March 11 - National broadcast of *Mister Rogers: It's You I Like*

March 20 – "Be My Neighbor" Program to Pledge Volunteer Time

March 23 - The Mister Rogers Stamp First Day of Issue event in WQED's Fred Rogers Studio. The United States Postal Service hosted this event that attracted national media attention.

April 21 - Be My Neighbor Day Community-wide Family Volunteer Day.

April 22 - Volunteer thank-you event.

The WQED Sweater Sessions – WQED's digital production team engaged some of the performers from our online series *WQED Sessions* to do their interpretation of the *Mister Rogers Neighborhood* song "It's A Beautiful Day in the Neighborhood."

<https://wqed.org/sweater-sessions>

Fred Rogers Day in Latrobe - In Fred Rogers' hometown of Latrobe, Fred Rogers Day is the main community celebration of the year.

Pennsylvania Tourism Office Unveils New Fred Rogers Trail

WQED Community Blood Drive Celebrates 50 Years of Mister Rogers' Neighborhood

EDUCATION

A national leader in education, WQED positively impacts thousands of families each year through its acclaimed Ready To Learn initiatives. Educational projects that WQED leads partner with local schools and libraries to build critical skills and prepare children for school and lifelong learning.

WQED's education department continues to astound as a model for the PBS system. In 2019, WQED expanded efforts to reach even more kids and families with our community libraries partnership – Inquire Within and Wash & Learn, our engineering society partnership – Design Lives Here, our nationally-televised program – *iQ: smartparent*, and our corporate partnerships, which fund our Smart Schools program.

Ready To Learn

WQED's Ready To Learn initiative is the core of our educational mission for children and families, and we are proud to be one of only eleven stations selected to be Ready To Learn superstations. Sponsored by the U.S. Department of Education, Ready To Learn 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 the current Ready To Learn and other activities of WQED's Education Department.

WQED Smart Schools

WQED is teaming up with local schools to bring teachers, students, and families *Smart Schools*. The *Smart Schools* initiative infuses PBS resources into classrooms to create innovative and impactful learning experiences for school-aged learners. The partnership, made possible with financial support from Chevron, empowers teachers to create innovative, imaginative programming using researched-based, parent-trusted content from PBS.

PBS Kids Writers Contest

The contest is designed to promote the advancement of children's literacy skills through hands-on, active learning. Partnering with WQED are West Virginia Public Broadcasting (WVPB); WPSU serving central Pennsylvania; and PBS 39 (WLVT) serving eastern Pennsylvania and western New Jersey. The contest, made possible in part by local financial support from the EQT Foundation, empowers children in grades K-5 to celebrate creativity and build literacy skills by writing and illustrating their very own stories. In the last ten years, WQED's PBS Kids Writer's Contest has received over 12,000 entries from local students.

Design Lives Here

Design Lives Here is a student outreach program based on the PBS show *Design Squad Nation*, a reality-style program created to "inspire the next generation of engineers." The original show featured teens engaged in challenges all over the United States and globe, vying for available scholarships by engaging in the engineering design process to discover solutions that addressed various challenges which occur in the complex, yet compelling, world of engineering.

Approximately 250 students in grades 5-8 represented these different southwestern Pennsylvania educational stakeholders in preparation for the culminating competition days of

March 13 and 14 at WQED. Over the last nine years, WQED has engaged close to 2,000 middle school students through its *Design Lives Here* program aimed at encouraging area kids to learn more about and consider the value of a profession in engineering. Participating educators and students utilized provided materials and the engineering design process to address STEM challenges laden with content from *Design Squad Nation* episodes and interactive resources, with support from local engineering mentors.

Wash & Learn

This national program allows children waiting at the laundromat to have opportunities to participate in literacy workshops and take home free books and educational resources. The launch of the Wash & Learn program in Pittsburgh builds from a collaboration between Allegheny County Library Association (ACLA), Libraries Without Borders (LWB), Carnegie Library of McKeesport, Pennsylvania WIC, and WQED. The program aims to extend opportunities for literacy development to children waiting at the laundromat with their families as a means to address the “summer slide.” LWB installed tablets and WiFi hotspots at the laundromat, alongside bookshelves with curated materials that customers can read on site or check out and take home.

Inquire Within

WQED’s Inquire Within library program continues to expand and now boasts 43 libraries in the WQED viewing area. *Inquire Within* aspires to re-imagine media-first partnerships with impactful educational experiences in learning for children and families. The partnership empowers librarians to create innovative, imaginative programming using researched-based, parent-trusted content from PBS. WQED works 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.

WQED Family Community Learning Workshops

PBS KIDS Family Community Learning Workshops are a series of sessions that engage families in project-based creative learning. The workshops are centered on the idea that children are innately curious and creative, constantly attempting to make sense of the world around them. STEM should be a direct extension of that curiosity.

Remake Learning Day

Remake Learning at WQED is part of the larger nationwide Remake Learning Across America that attracted 35,000 people over 500 hands-on learning events around the country. WQED hosted a multi-tiered event in the Fred Rogers Studio that focused on health and wellness and was connected to Sesame Street materials and resources.

WQED-FM

WQED-FM 89.3 is one of the few public all-classical music stations in the country and has been the official media supporter of the Pittsburgh Symphony Orchestra since going on the air in 1973. Today, the radio station highlights local musicians, composers, and groups that may not otherwise get exposure. WQED-FM exports the Pittsburgh Symphony through *Pittsburgh Symphony Radio*, which is produced by WQED-FM and distributed through Public Radio International to more than 100 stations nationwide. Our rich library of podcasts are

available on wqed-fm.org and include interviews with local and national musicians and artists hosted by Jim Cunningham and Anna Singer.

Voice of the Arts Podcasts

WQED-FM has compiled an impressive library of podcasts that are available anytime on your device. Insights on and anecdotes from musicians, dancers, artists, actors and directors, as well as audience response to the rich cultural life in Pittsburgh. Remember to subscribe on Android or iTunes and enjoy thousands of interesting discussions.

Jim Cunningham Celebrates 40 Years with WQED-FM

WQED celebrated the 40th anniversary of Jim Cunningham as the voice and face of WQED-FM. His encyclopedic knowledge and love of music – all types of music – are the perfect recipe for a host and artistic director who keeps his listeners enthralled for four decades.

Jim has become one of the most beloved media personalities in Pittsburgh, and has shared his love of music and the arts with millions over the course of his career.

Jim's accomplishments at WQED over 40 years are too numerous to list completely and would consume pages and pages. Below is a very abridged list:

- Jim served as Station Manager of WQED-FM for fifteen years and was promoted to Artistic Director and *QED Morning Show* Host, the post he holds today.
- He led the team that established WQED-FM in Johnstown in 1997.
- He expanded live broadcasts in annual series from Carnegie Mellon University; Duquesne University; Chautauqua Institution; Heinz Hall and Heinz Chapel.
- He initiated new programs including *Symphony Weekend with Mariss Jansons*, national distribution of concerts from the River City Brass Band and numerous holiday specials distributed nationally.
- Jim served as the Classical Music Critic for Pittsburgh Magazine where he contributed a monthly column for 15 years.
- He produced and hosted dozens of features for WQED-TV's nightly local television programs.
- He has hosted hundreds of pledge programs for WQED-FM and WQED-TV.
- Jim has traveled as a correspondent with the Pittsburgh Symphony Orchestra on more than 20 world tours to Europe, Japan, South America, Australia and Asia.
- Some of his most memorable radio broadcasts were sent live from Rome at the Vatican, the Great Wall and Red Square in Beijing, Moscow, Tokyo, Hong Kong, Kuala Lumpur, Sao Paulo, Buenos Aires, Montevideo, Sydney, Dublin, Edinburgh, Paris, Madrid, Amsterdam, London's Proms, the Berlin Festival, Tanglewood in Lenox Massachusetts, Carnegie Hall in New York City and in Carnegie PA, Chautauqua, Pittsburgh's Point State Park, and the Salzburg Music Festival.
- Jim broadcast the Pittsburgh Symphony's concert at the BBC Promenade Concerts in September 2011 at the Royal Albert Hall in London as co-host live on BBC Radio 3 for an international audience.
- During his career at WQED-FM, Jim has enjoyed meeting and working with many of the most talented people in the current classical music world. He has interviewed great 20th century violinists Itzhak Perlman, Isaac Stern, Sarah Chang, Midori, Yehudi Menuhin, and Nathan Milstein as well as conductors Leonard Bernstein, Andre Previn, Daniel Barenboim, Lorin

Maazel, Christoph von Dohnanyi, Christoph Eschenbach, Gerard Schwarz, Valery Gergiev, Michael Tilson Thomas, Mstislav Rostropovich, Leonard Slatkin and Mariss Jansons. Among the composers Jim has interviewed are Steve Reich, Virgil Thomson, Franz Strauss Jr. (the son of composer Richard Strauss), Milton Babbitt, Morton Feldman, John Cage, Aaron Copland, George Crumb, Krystof Penderecki, John Adams and Witold Lutoslawsky.

- Jim is the host and producer of the nationally distributed *Pittsburgh Symphony Orchestra* broadcasts heard on over 100 public radio stations.
- Jim's work has been recognized with awards from the Press Club of Western Pennsylvania with numerous Golden Quills, the Air Award from March of Dimes, the Gabriel Award from US Catholic Broadcasters, the Opera Theater of Pittsburgh's Millie Award, the Board of Directors of Chatham Baroque and the Pittsburgh Symphony Paul J. Ross Award for Excellence in Education and Audience Engagement.
- He has served on the boards of the City of Pittsburgh Arts Commission, Chatham Baroque, Citizens for the Arts in Pennsylvania and Eastern Public Radio, Friends of the Carnegie Library, the Pittsburgh Youth Symphony, the Pittsburgh Chamber Music Society Executive Committee, Pittsburgh New Music Ensemble, the Steinway Society and the Pittsburgh Concert Society.

WQED Celebrates 25 Years of the Regional Asset District

WQED celebrates the Allegheny Regional Asset District's 25th Anniversary by bringing listeners interviews with the civic, cultural and recreational treasures that are funded by RAD and that we as a community value so much.

Through 2019 and 2020, WQED is taking RAD's quality of life message to the community as part of the district's 25th anniversary celebration. Through television, radio, web and social media, WQED is creating and airing spots that feature each asset that the district funds – all 108 of them. Viewers will see WQED-produced spots with leaders from each asset who will acknowledge RAD and the support it provides. Listeners will hear interviews with leaders from each asset on WQED-FM that are archived as podcasts.

These spots, collectively, will spread the word of how RAD is quality of life in Allegheny County and beyond. Each asset will be able to use the spots through their own networks to get the word out even further.