



*Deborah L. Acklin
President and Chief Executive Officer
WQED Multimedia*

Report for 2021

WQED creates and shares 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; streaming and apps, WQED Education and WQED Interactive.

WQED is a premier leader in education programming and resources (www.wqed.org/edu). Its Learning Neighborhood creates an education continuum serving early learners in the Ready to Learn program -- to creating a pathway from education to employment through the Steeltown Film Academy.

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.

Today, WQED is a multimedia powerhouse that is as much a part of Pittsburgh as the three rivers. WQED is WQED-TV (PBS); WQED World; WQED Create; WQED Showcase; WQED PBS KIDS Channel; Classical WQED-FM 89.3/Pittsburgh; Classical WQED-FM 89.7/Johnstown; the Pittsburgh Concert Channel at WQED-HD2 (89.3-2FM) and online at www.wqed.org/fm; streaming and apps, and WQED Interactive (www.wqed.org).

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Rick Sebak Provides A Very Quick History of an Unusual Television Station

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

WQED's Rick Sebak produced a fun capsule history of WQED with clips and memories from Fred Rogers and others. The new documentary includes rare footage from WQED's earliest days and unique interviews gathered by Rick throughout the years.

A Very Quick History of an Unusual Television Station premiered June 14 on WQED. The documentary is also featured in WQED's new interactive Community Impact Report at <https://www.wqed.org/communityimpact/>. The interactive online report provides an overview of WQED's response to the pandemic through its community programming and its expanded educational initiatives while schools were closed.

WQED's *The Great Ride* - New Digital Video Shorts and Documentary Highlighting Landmarks Along the Great Allegheny Passage at www.wqed.org/ride

WQED's *The Great Ride* premiered in March 2018 with an exploration of one of America's most treasured biking destinations. The documentary and accompanying online vignettes covered the entire 335-miles of the Great Allegheny Passage (Cumberland, MD to Pittsburgh) and C&O Canal Towpath (Washington, DC to Cumberland, MD). Now in national distribution through American Public Television (APT), the 2018 documentary was also recognized with a Mid-Atlantic Emmy® Award.

This year, WQED took a closer look at 12 landmarks and points of interest adjacent to or near the Great Allegheny Passage (GAP) with a series of two-to-three-minute digital video shorts at www.wqed.org/ride beginning August 19 with "The Pump House."

Below is the lineup of digital video shorts and posting dates at www.wqed.org/ride:

The Pump House (GAP mile marker 139.5)

Release Date: August 19, 2021

Located at one of the GAP's busiest trailheads in Munhall, PA, the area includes the original building-turned-museum which housed plumbing that pulled water from the Monongahela River used in steelmaking at the Homestead works. It's also the site of a historically significant and violent steelworker uprising in 1892.

Ohiopyle (GAP mile marker 71.9)

Release Date: August 26, 2021

Extremely popular with bikers, hikers and tourists, the state park in Fayette County, PA offers beautiful scenery and opportunities for many outdoor activities in and around the Youghiogheny River: whitewater rafting, fishing, and hiking.

Dravo Cemetery (GAP mile marker 122.6)

Release Date: September 2, 2021

Six miles upriver from Boston in Allegheny County, this old cemetery in Elizabeth Township contains the graves of soldiers dating back to the Civil War. It's another "must see" for bikers on the GAP, and local legend says it's haunted.

Whitsett (GAP mile marker 104.1)

Release Date: September 9, 2021

This former "coal patch" town in Fayette County is located steps from the GAP Trail. The houses were built by the coal company for the families of men who worked the mines. The village is a good example of communities that were built and owned by the coal companies that dotted western Pennsylvania in the early 1900s.

Youghiogheny River Lake (GAP mile marker 61.4)

Release Date: September 16, 2021

The flood control reservoir in southwestern Pennsylvania and western Maryland has become a tourist attraction and popular fishing spot. The lake was formed in 1944 by damming the Youghiogheny River upstream from Confluence, PA.

Where Kennywood Coasters Meet the Trail (GAP mile marker 140.5)

Release Date: September 23, 2021

The GAP runs right past the historic West Mifflin amusement park that dates to 1899. Cyclists and hikers get an up-close look as the park's roller coasters roar over a hillside that plunges towards the trail and the Monongahela River.

Cumberland Mule Statue (GAP mile marker 0)

Release Date: September 30, 2021

The bronze statue honors the families who lived and worked on the boats that carried coal up and down the C&O Canal. The statue depicts a mule that pulled the boat and a young boy who led the mule. It marks the eastern terminus/starting point of the GAP Trail at mile zero in Cumberland, MD.

Mason and Dixon Line (GAP mile marker 20.5)

Release Date: October 7, 2021

The GAP Trail cuts right through the line which formed the boundary between Pennsylvania and Maryland, demarcating the North from the South. Five miles north of Frostburg, MD, this popular photo op is marked with a clever series of concrete blocks and a pillar monument.

Eastern Continental Divide (GAP mile marker 23.7)

Release Date: October 14, 2021

Known as a hydrographic, or drainage divide, it marks the point that separates U.S. waters flowing to the Atlantic Ocean from those flowing to the Gulf of Mexico. A mosaic at the site near Deal, PA provides colorful art, while a small underpass/tunnel offers cool, welcoming relief on hot days.

Frostburg Trailhead (GAP mile marker 15.5)

Release Date: October 21, 2021

The town of Frostburg, Maryland lies up a steep hill from the trail. The trailhead is known for its switchback bike path, which gives cyclists a less-strenuous zigzag route to the town and the opportunity to admire unique sculptures along the way.

Dead Man's Hollow (GAP mile marker 129.2)

Release Date: October 28, 2021

This 450-acre conservation area sits along the GAP just south of McKeesport and is considered by some to be among the most haunted places in Pennsylvania. The Hollow was the site of a 19th century quarry and, later, a pipe factory. Since then, the area has conjured legends of murder, drownings, and untimely deaths.

Winter in Cedar Creek Park (GAP mile marker 110.3)

Release Date: November 4, 2021

Except for the Big Savage Tunnel, the GAP trail is open year-round, including winter months. It's a time many hikers and cross-country skiers enjoy the quieter, snowy scene on the trail as it cuts through a favorite park along the Youghiogheny River in Westmoreland County, PA.

The videos were compiled into a one-hour broadcast documentary for air on WQED. WQED's companion website for the project at www.wqed.org/ride includes the 12 new digital videos along with those produced during the 2018 project. Educational assets will accompany the online videos.

Childhood Lost: The Adulthood of African American Girls

Adulthood: it's a disturbing phenomenon that's happening across the country – and with notable impact right here in the Pittsburgh region. Adulthood is a term used to describe the perception that African American girls are more adult, more aggressive, more sexually aware and less in need of support and care than their white counterparts.

It's an issue that can have lifelong, generational implications from lost educational opportunities, to the threat of sexual violence and a direct link to the school-to-prison pipeline for African American girls.

Childhood Lost: The Adulthood of African American Girls premiered November 19 and was rebroadcast on November 23. The thirty-minute documentary seeks to raise public awareness around this important issue.

WQED's website www.wqed.org/childhoodlost feature a series of short video vignettes, featuring African American girls from the documentary and behind-the-scenes stories. The documentary is part of a multiplatform initiative. WQED partnered with local community leaders Amachi Pittsburgh and FashionAfricana and media partner Public Source to provide educational resources, encourage community conversation, share coverage and celebrate the lives of African American girls.

Amachi Pittsburgh serves children of incarcerated parents and at-risk youth. Amachi held a virtual panel discussion featuring community leaders and was hosted by Executive Director Anna E. Hollis, immediately following the documentary broadcast. Amachi also published a resource guide with information on issues important to African American girls.

The award-winning public media outlet Public Source launched its "I Am A Black Girl and..." project to explore the intersecting factors that impact the lives of Black girls and women in our region. WQED will share stories and links across our web platforms.

The initiative was made possible with funding from The Heinz Endowments and major support from UPMC Hillman Cancer Center and UPMC Magee-Womens Hospital; and additional funding from Xfinity and Comcast's Keystone Region; Point Park University; Oakland Catholic High School; and Urban Pathways 6-12 Charter School.

Starved: Our Food Insecurity Crisis

More than a million people in Pennsylvania are hungry because they cannot afford or do not have access to healthy food. Many others are unsure of how, or where they might get their next proper meal. And now, the pandemic has exposed the gaps in the food systems in western Pennsylvania.

WQED's local documentary examined food insecurity affecting thousands in the region. *Starved: Our Food Insecurity Crisis* premiered November 5 and was rebroadcast on November 9.

For some, food insecurity is a matter of financial need. But often, entire communities are cut off from proper nutrition because there are no grocery stores nearby. These so-called "food deserts" are not the only challenge. Some neighborhoods have turned into "food swamps" - with a proliferation of fast-food restaurants and no healthy options.

The coronavirus pandemic has compounded the problem, creating home isolation and limited access to nutritious food. This documentary examines food insecurity as a societal problem, identifying the causes and exploring the many ways in which the government, non-profits, farmers and individuals are working to bring nutritious meals to the tables of those who need it. The documentary focuses on diverse regions of western Pennsylvania hurt by food insecurity, including Homewood, Clairton, Greene County and Erie.

Filmmakers Corner Begins 12th Season of Highlighting Local Films and Documentaries

WQED kicked off the 12th season of *Filmmakers Corner*, the weekly anthology series that highlights the work of local filmmakers. Hosted by WQED Producer Minette Seate since its inception, *Filmmakers Corner* presents documentaries and films from local producers whose productions sometimes do not get the exposure they deserve. Many segments include an interview hosted by Minette with individual producers talking about their films.

Season 12 of *Filmmakers Corner* premiered November 21 with the documentary *We Left As Brothers*.

The documentary recounts the journey of six Vietnam veterans who return to Vietnam on a journey of discovery and healing and with the support of a larger group from the Veterans Breakfast Club. We join the group as they retrace their steps through a country much changed since their days of service and share the emotional stories that brought them together. The Veterans Breakfast Club is a local non-profit dedicated to telling the stories and preserving the histories of area veterans.

Additional episodes of *Filmmakers Corner* in the 2020-21 season included a profile of the 48 Hour Film Project Pittsburgh, new films from the Steeltown Teens, a look at the action adventure series *Heroineburgh*, as well as an array of documentaries, thrillers and festival favorites.

Out of the Woods: Battlefields of Western Pennsylvania

Southwestern Pennsylvania played a key role in a war that led to the American Revolution in the 18th Century. Many of the key sites of the conflict are preserved and restored for future generations. A new WQED documentary provides insight to these historic battlefield sites.

Out of the Woods: Battlefields of Western Pennsylvania premiered January 14 on WQED.

In the mid-1700s, the world's two greatest military powers, France and Great Britain, focused their attention on western Pennsylvania. The French were seeking Native American trade partners in a land of abundant natural resources, while the British were looking to colonize. This set the stage for a world war with key battlefields in the Pittsburgh region. With stunning photography and fascinating interviews, the 30-minute documentary takes viewers to historic sites including Fort Ligonier, Fort Necessity, Fort Pitt, Bushy Run Battlefield, Braddock's Battlefield, and historic Hanna's Town.

WQED Presents Digital Look Back with *Black Horizons: From the Archives*

WQED's *Black Horizons* went on the air in the tumultuous year of 1968 shortly after the assassinations of Dr. Martin Luther King, Jr. and Robert Kennedy, and after the civil unrest at the Chicago Democratic Convention and in cities across the country. By the time it went off the air in 2010, *Black Horizons* had logged more than 700 episodes over 42 years.

WQED has reached into its archives to digitally re-master select clips from this groundbreaking program and released the following three segments on WQED.org during Black History Month on February 12, 19 and 26, 2021:

February 12 at www.wqed.org/blackhorizons

Black Horizons: From The Archives goes back to the 1990s for Chris Moore's interview with Ed Dwight, Jr. John F. Kennedy chose Dwight to be the first Black astronaut, but things didn't quite work out that way. Instead, he became an acclaimed sculptor, capturing Black history for museums and organizations throughout the country.

February 19 at www.wqed.org/blackhorizons

Julian Bond was a legendary leader in the American Civil Rights movement. He co-founded SNCC, the Southern Non Violent Coordinating Committee and fought on the front lines against segregation and discrimination. In 2003, Chris Moore had the opportunity to speak with Mr. Bond during a trip to Pittsburgh. These are highlights from that interview.

February 26 at www.wqed.org/blackhorizons

It was an auspicious occasion for the historic civil rights organization and the city. In July of 1997, the NAACP held its national convention in Pittsburgh for the first time. Black Horizons was there, interviewing Civil Rights Royalty Myrlie Evers and Kweisi Mfume.

Black Horizons was the nation's longest running series aimed at the African American audience and went on the air in 1968. Chris Moore took over the program in 1980 and was later joined by producer Minette Seate, before the program evolved into WQED's *Horizons* in the 2000s.

Local and national figures were interviewed on the weekly public affairs program over its multi-decade run. Alex Haley appeared on *Black Horizons* before the "Roots" mini-series made him a big star. As well as National Urban League president Mark Morial, civil rights leader Julian Bond, R&B star Jeffrey Osborne and many others. A variety of performers, educators and activists have appeared including: opera star Demarius Cooper, artist producer Emmaí Alaquiva and Hip Hop on Lock, B-PEP President Tim Stephens, Dr. Vernell Lillie and the actors of the Kuntu Repertory Theatre, jazz great Nathan Davis and artist Vanessa German.

Whether a public affairs program examining some modern social ill or a cultural affairs program celebrating African Heritage, *Black Horizons* was the television show that Pittsburghers tuned in to for information about the Black community.

WQED Sessions

<https://wqed.org/sessions>

WQED Sessions is a Digital First series showcasing local musicians. New installments premiere every two to three weeks and viewers can follow the show and keep up to date on upcoming webisodes.

Recent installments featured the song "Future Tripping" by Jon Bindley of Bindley Hardware Co.; Phat Man Dee, a cosmic jazz cabaret vocalist, band leader and music educator; and Tomi Adebayo, who uses an electric violin with a looping pedal to build her own orchestra. Another episode featured jazz singer Etta Cox and pianist Daniel May. Legendary in the jazz community, Etta is also a teacher at the Pittsburgh Creative and Performing Arts High School where she carries on the musical style so dear to her.

WQED Digital Docs

Created for digital viewing, this ongoing series of documentary shorts explores fascinating topics, people and places. These in-depth mini-documentaries are designed for web, social media and educational distribution. History, human interest, social concerns, medical advances, sports and more. The series includes:

A Critical Connection

https://www.wqed.org/digitaldocs#overlay-player=Hr6pDrcjL3o9_atiBSVPdA

A look at difficulties teens have in discussing mental health issues with their parents.

Behind Enemy Lines

https://www.wqed.org/digitaldocs#overlay-player=Hr6pDrcjL3o9_atiBSVPdA==

Shot down two weeks before D-Day, P-47 fighter pilot Wally King experienced the turmoil first-hand. Now 97 and living in New Wilmington, Mr. King relives the uncertainty and desperation, along with unexpected moments of humanity.

Emma Writt: Pittsburgh's Pioneering Suffragist

https://www.wqed.org/digitaldocs#overlay-player=rL_iErQr8Tg

In Pittsburgh's African American community, the suffrage movement was vibrant, and it grew out of women's reading clubs.

Mary Lou Chapman: A Remarkable Life

<https://www.wqed.org/digitaldocs#overlay-player=VXXd6E6TsjE>

The late Mary Lou Chapman was featured in the documentary *Finding Elizabeth's Soldiers*. Her service in World War II and her decades of work with the American Red Cross were only two of the fascinating facets of her life.

August Wilson Park: You Plan Right

<https://www.wqed.org/digitaldocs#overlay-player=Vfsi3y2j3Go>

Pittsburgh Parks Conservancy and other agencies worked closely with the community to transform the Hill District's rundown Cliffside Park into a nature sanctuary that serves the needs of its neighbors.

Lynne Hayes-Freeland: A Determined Voice

<https://www.wqed.org/digitaldocs#overlay-player=-Z073PGIO5U>

The respected television journalist and radio personality reflects on her remarkable career, long-running minority affairs television program, and her concern about who will pick up the torch after community-minded broadcasters of her generation sign off.

Gift of Art

<https://www.wqed.org/digitaldocs#overlay-player=D7DScJqZMCInRtBsIRXWYA>

Steve Mendelson takes his gallery to the street to spread joy during the pandemic.

Autism: Behind the Lens

<https://www.wqed.org/digitaldocs#overlay-player=YjTlghZ1NKE>

For young people with autism and on the spectrum, high school years can be difficult, especially when it comes to communication. But filmmaking is opening new doors for them.

Community Engagement and Partnerships

WQED's "A Matter of Trust: COVID-19 Vaccines" Initiative Addresses Community Questions

www.wqed.org/vaccine

WQED, in partnership with the POISE Foundation and the Black Equity Coalition, launched a year-long initiative to help address questions and build trust in the COVID-19 vaccine in the communities most impacted by the virus. Doctors, teachers, community leaders, health experts and friends from the neighborhood are all joining this effort to combat the virus and raise awareness. The centerpiece of the initiative was a virtual conversation and panel discussion on June 3, 2021. Additional conversations will happen throughout the year.

"A Matter of Trust: A COVID-19 Conversation" was the first in a series of webinars to address the COVID-19 pandemic and its effects on communities of color. In the first installment, the focus was a thoughtful conversation on some of the myths surrounding the vaccine and a discussion of the importance of community accessibility.

Panelists included Dr. Tracey Conti, Assistant Professor and Executive Vice Chair in the Department of Family Medicine at the University of Pittsburgh School of Medicine; Chardae Jones, Mayor of Braddock; Rev. Christopher Conti, MD, Senior Pastor of Emmanuel Pittsburgh; and Mark Lewis, President and CEO of the POISE Foundation. WQED's Minette Seate was moderator.

The initiative includes a series of 16 online videos that premiere every three to four weeks through March 2022 at www.wqed.org/vaccine. Videos available to date include:

Two Generations Talking

In Pittsburgh's Hazelwood neighborhood, Terri Shields, a grandmother and community activist, and college student Diamond Taylor have a frank discussion about why they got the COVID-19 vaccine.

It's Personal

Three members of the community speak emotionally of their decision, and of the personal toll the pandemic has had on them and their families.

Coping with COVID

Long-time Pittsburgh psychologist Dr. Walter Smith discusses the emotional effects COVID has had on the community as we enter the second full year of the pandemic.

Because We Care

Members of the community share their reasons for getting the COVID-19 vaccine, and urge others to follow their lead to help us all stay healthy.

Celebrating Safely

With the holiday season upon us, people will be gathering with family and friends. But with COVID-19 still a serious concern, what are some of the ways we can celebrate safely?

COVID-19 Vaccines - By The Numbers

A look at some of the weekly COVID statistics from the Allegheny County Health Department shows disparities among different racial and ethnic groups.

Our Children: A Conversation

Three local physicians discuss the COVID-19 pandemic and its effects on children -- and particularly, theirs.

¡Ven a Casa San José y vacúnate!

Claudia Sánchez, oficial de salud de Casa San José, explica sobre el programa de vacunas de la organización y cómo buscar más información.

Delta on the Rise

The country is grappling with the rise in COVID-19 cases due to the Delta variant. Dr. Tracey Conti explains why this is happening and tells us how to best combat the spread.

A Conversation

In this non-judgmental, real conversation about Covid-19, four Pittsburghers share their honest feelings about vaccine choice.

A Trusted Voice

Pastor Niecy Dennis White, spiritual leader of The Lord's Church in Monroeville, explains how the pandemic has affected her church and her parishioners.

Three Questions

Dr. Rachel Toney, Allegheny Health Network gastroenterologist, answers three of the most common questions viewers have about COVID-19 and how vaccines work.

Información Útil

El Dr. Diego-Chaves-Gnecco explica la importancia de las vacunas en la comunidad latina. Confronting Covid-19

Combining the skills and resources of neighbors, partner organizations and WQED's award-winning production team, "A Matter of Trust" broadcasts and streams a series of short videos that speak directly to our communities.

"A Matter of Trust" initiative is produced in collaboration with the POISE Foundation and the Black Equity Coalition. Major funding for this project was provided by Giant Eagle, the Hillman Family Foundations, the Pittsburgh Foundation and the POISE Foundation.

Jewish Healthcare Foundation Presents "What Covid-19 Exposed in Long-Term Care"

WQED continued to engage our community during COVID. We may not be in the studio with an audience, but we continue to bring meaningful topics and issues to digital platforms and a remote audience. Our latest partnership with the Jewish Healthcare Foundation explored the causes behind the COVID-19 crisis in long-term care facilities across the United States.

More than 400 people joined Lynne Hayes-Freeland for the documentary *What COVID-19 Exposed in Long-Term Care*, produced by the Jewish Healthcare Foundation and presented by WQED on February 24, 2021.

The documentary was followed by a national panel of experts who discussed what is happening in the industry, what it means for boomers and their children, and what policy changes are needed to care for our frail seniors in the decades ahead.

WQED Programming for Mental Health Awareness Month

In recognition of Mental Health Awareness Month in May, WQED aired ten insightful programs that focused on important issues and increase awareness of mental health in the region. Included was a Sunday afternoon five-hour block of back-to-back programming on May 23 from 3:00 to 8:00 pm. Mental Health Awareness Month programming on WQED was supported by Allegheny Family Network.

Before Stage Four: Confronting Early Psychosis

First-time psychotic episodes are frightening, confusing and distressing for the entire family. Traditionally, teens and young adults experiencing first-episode psychosis (FEP) have been pulled out of schools and/or society – only to begin a lifelong journey of spotty treatment, recurring episodes, and unfulfilled hopes of a career, happy marriage, and children. But new research shows a significant success rate for people who receive proper, coordinated care after a first episode.

Rose's Garden: Surviving My Mother's Mental Illness

Rose Clancy plants gardens in urban areas that could use green space. Her work brings beauty to the neighborhoods, and it also brings healing to Rose. She was raised by a mother who suffered from mental illness, and now her gardens are helping her cope with memories of a troubled childhood while raising awareness of an issue that impacts millions. This documentary focuses on how mental illness affects not only the person with the illness, but everyone in the family.

Long Road Home

Long Road Home focuses on the compelling stories of Pittsburgh area veterans coping and healing with the emotional wounds of war, whether from combat in Iraq, Vietnam, Korea or World War II. The documentary also explores current treatments and research into Post-Traumatic Stress Disorder (PTSD) among returning veterans.

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 examines the causes, diagnosis, prevention, and treatment. It also spotlights innovative initiatives that explore the issue in vulnerable populations.

Speaking Grief

Moving away from the idea that grief is a problem that needs to be "fixed," *Speaking Grief* validates the experience of griever and guides those wishing to support them. By sharing

diverse representations of bereavement, *Speaking Grief* illustrates that grief is a universal, yet individual experience.

Orchestrating Change

This documentary tells the inspiring story of the Me2/Orchestra, the only orchestra in the world created by and for people living with mental illness and those who support them. Co-founded by Pittsburgh native Ronald Braunstein, once a world-renowned conductor whose career was shattered when his own diagnosis of bipolar disorder was made public, the mission of the orchestra is to erase stigma one concert at a time.

Losing Lambert: A Journey Through Survival and Hope

This documentary follows the emotional story of a Pittsburgh-area mother who lost her 16 year-old son to suicide. Kathy O'Hern Fowler would emerge as one of the region's best-known advocates for "Survivors of Suicide." The program also focuses on Pittsburgh research into suicide risk factors.

Uncertainty: Why We're So Anxious About Anxiety

This documentary explores anxiety disorders, including their prevalence, signs and symptoms, and why the conversation about mental health is so important.

Crazy

This one-hour documentary follows Eric, a diagnosed schizophrenic faced with a critical choice – whether to comply with traditional mental health treatment or follow his own path to wellness. The documentary looks at involuntary treatment and explores the bigger issues and questions raised by this very personal experience.

WQED Community Impact Report

In June 2021, we debuted our first report to the community since 2009. The report is unconventional in a way - it doesn't cover a calendar year or our fiscal year. Instead it covers the year of the pandemic.

The star of the story over the pandemic-year is our WQED family. Everything we did, at warp speed, was to respond to the needs of our community during this difficult time. They told us they wanted the facts, as only public media can deliver; they desperately needed educational content, but also craved a respite from the stress of the day.

The stories in this report are the voices of our co-workers and colleagues, who share their experiences of life under COVID. The tone is one of pride - in delivering on the WQED promise of educating, entertaining, and inspiring everyone we can - even under less than optimal conditions.

The report is available at <https://wqed.org/communityimpact/>

One of the gems of this report is the new Rick Sebak documentary, *A Very Quick History of an Unusual Television Station*. The Post-Gazette caught up with Rick to learn more about taking 67 years of a storied history and producing the Cliffs Notes version of a true classic.

King Friday XIII Birthday + World Kindness Day = WQED Cardigan Day

The stars and planets aligned when World Kindness Day coincided with King Friday the XIII's birthday, commanding the ideal time to celebrate WQED's 3rd Annual Cardigan Day.

It was a day of festivity adapted for COVID times, beginning at 10 am when WQED brought the party to the street, rolling out the *Mister Rogers' Neighborhood* King Friday XIII castle. The castle was used in the major motion picture *A Beautiful Day in The Neighborhood* starring Tom Hanks.

The lane in front of the WQED building was closed, allowing motorists with children to safely pull up to see the castle and receive a kid's kindness bag. The kindness bag came filled with snacks, crown-making, and everyone's favorite - Sarris Candies chocolates. The castle was available for picture taking from the car, and we were fortunate that the weather cooperated.

Future Jobs Project Adapted to Pandemic Demands

In 2018, WQED launched Future Jobs, a major multiplatform initiative to address the region's workforce development challenges and needs. Future Jobs was extremely well-received by the community with strong community engagement and critical acclaim including a regional Emmy award for the outstanding Community Service Initiative in the Mid-Atlantic Region.

The pandemic created an added urgency for "re-skilling" among many people working in fields that have been most dramatically impacted. For those considering career choices, or looking to get re-skilled in the new economy.

Future Jobs content, including television programs, a series of digital videos, webinars and online resources, raised awareness about high-demand careers now and in the future, and helped people from all backgrounds to connect with opportunities for training and education to acquire the needed skills. This content aired on WQED TV and was posted online and shared on social media to reach the broadest possible audience.

Additionally, WQED facilitated a series of in-school screening and discussion events for middle- and high-school students. During the 2019-2020 school year, over 4,000 students in our region have participated in Future Jobs events to learn about career readiness, and the demand for this content by school districts continues to be strong. The events became virtual during the pandemic.

WQED's second phase of the Future Jobs initiative includes four television programs and a continuation of the digital video series. WQED will also continue its community outreach efforts, including screening and discussion events (virtual or in-school) for students, and additional events (virtual or in-person) through partnership with community organizations such as Catalyst Connections and the Pittsburgh Technology Council.

WQED's Future Jobs: Building the Future - Opportunities in Construction

This free virtual event was moderated by Lynne Hayes-Freeland and held on May 6.

The presenting sponsor for Future Jobs: Building the Future is The Builders Guild of Western Pennsylvania.

The audience heard directly from union leaders and construction industry professionals on high-demand opportunities in the building trades, an industry that is projected to grow by 6.9% over the decade.

Panelists

- Jeff Nobers, Builders Guild of Western Pennsylvania
- Dexter Hendricks, Turner Construction Co.
- Saul Jimenez, Laborers' Local #373
- Toni Martin, Carpenters' Training Center
- John Mascaro, Mascaro Construction Co., LP
- Rick Pireaux, Iron Workers Local Union No. 3
- Tim Wisyanski, IBEW Local #5

WOED's Future Jobs: Starting Over

WOED Future Jobs initiative continued with *Future Jobs: Starting Over*, a new documentary that premiered May 27 on WOED-TV with a rebroadcast on May 31. The program is archived at www.wqed.org/futurejobs. This documentary follows several western Pennsylvanians in various stages of identifying, training, and working in new jobs - all guided by emerging trends in the workforce.

WOED's Future Jobs: Reskilling

This virtual event was on July 7 and moderated by Beth Dolinar.

<https://www.eventbrite.com/e/future-jobs-reskilling-tickets-157100669331>

Panelists

Janet Williams
Director of Human Resources and Diversity
Passavant Memorial Homes Family of Services

Amy Dennis
RN, Excela Health
Director of LPN Program, Fayette CTI
Professor, Colorado State University

Kendall Griffith
Instructor, RHVAC
Triangle Tech

John Sheppard
Educational Consultant
New Horizons Computer Learning Centers

Crystal Daughtry
Student at Pittsburgh Institute of Aeronautics

Future Jobs: Careers to Consider

WQED continued its initiative showcasing the region's trending and future career paths with *Future Jobs: Careers to Consider*, which premiered September 2 on WQED.

This half-hour program explores a variety of careers that are trending not only in the Pittsburgh region, but across the country. Each segment is designed to give viewers a quick but informational look at each career possibility, noting job duties, salary ranges, educational requirements and more. Highlighted are welding, media art, ironworking, robotics, electrical work, manufacturing, information security, protective coating, additive manufacturing, completions engineering data analytics, direct support, physical therapy, and the PNC Partner Up program.

Broadening our understanding of “Learning at Home” to “Learning Neighborhoods”

“Learning at Home” was an initiative in which WQED partnered with all seven Pennsylvania public media stations during the pandemic. The result exceeded our expectations and we’re going to keep the concept moving forward with “Learning Neighborhoods.”

Learning at Home was born out of the explosion of the remote-learning need that was created during COVID-19. As more Pennsylvania schools opened their doors to in-person instruction and continue to offer hybrid and remote options to students, it is critical for us to examine how we use – and how students, teachers, schools, caregivers understand – “Learning Neighborhoods.”

We know that learning does not stop when children leave the classroom; it does not stop when they leave home. Learning happens when kids are at the grocery store, when they are at the zoo, when they are at camp, when they are at their place of worship, their doctor’s office, the laundromat, the barbershop, the nearby park, and so on – learning happens all the time when kids are out in the neighborhood. The concept of a Learning Neighborhood is a natural outgrowth of how children develop.

We also know that learning requires a neighborhood of partners. A Learning Neighborhood is an ecosystem of formal and informal learning environments and experiences, working together in an organized, intentional and scaffolded effort to support children and families. This requires coordination and collaboration among school leaders, teachers, informal educators, family members, local foundations and corporations.

Local public media stations are mission-driven to engage, educate, connect, and are in the unique position to convene this work alongside community partners, including; schools, public libraries, museums, businesses, local Chambers of Commerce and other stakeholders, as part of a local collaboration devoted to supporting the learning needs of children and families in our communities.

Learning Neighborhoods demonstrate the value that public media organizations provide to a community, irrespective of a pandemic. Our ability to reach into our schools and

communities assists our partners in connecting deeply to their communities, meeting their goals, and sharing those goals with stakeholders.

WQED Sneak Peek and Panel Discussion for POV Documentary *Stateless*

The *POV* documentary [Stateless](#) brings to light the crisis of those of Haitian descent in the Dominican Republic, many of whom have been left stateless by the Dominican Republic's 2013 decision to take away citizenship from Haitian immigrants and their descendants.

Stateless highlights universal themes of access to citizenship, migration and systemic racism. Through WQED's partnership with *POV*, we hosted a virtual panel discussion on July 19 hosted by Minette Seate. The discussion included filmmaker Michèle Stephenson, Rosa Iris, who is featured in the film, and Andres Franco, City of Asylum Executive Director. Rosa Iris is a grassroots organizer, attorney and now Pittsburgher, who works with Dominican families of Haitian descent to gain the rights denied to them.

Award-winning director Michèle Stephenson's new documentary, *Stateless*, follows the families of those affected by the 2013 ruling, uncovering the complex history and present-day politics of Haiti and the Dominican Republic through the grassroots electoral campaign of a young attorney named Rosa Iris.

Stateless had its national broadcast premiere on the PBS documentary series *POV* on WQED on July 19 after our virtual panel discussion.

Design Lives Here Program for Local Students Culminates with Virtual Competition

This year, *Design Lives Here* looked a little different, but was still a fun 90-minutes of design, invention and competition for hundreds of local students. This was the 12th year of the competition and included seven returning schools from previous years with the addition of six new participating schools and three libraries that are part of WQED's Inquire Within initiative.

Approximately 300 students in grades 5-8 represented different southwestern Pennsylvania educational stakeholders in preparation for the culminating competition day of March 30 with a virtual event <https://www.wqed.org/education/designliveshere>

Over the last eleven years, WQED has engaged close to 2,300 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.

Design Lives Here is made possible by Howmet Aerospace Foundation, Arconic Foundation, PPG Foundation, MSA Safety Incorporated (MSA), and Mastech Digital. *Design Lives Here* is presented by WQED in partnership with the Engineers' Society of Western Pennsylvania (ESWP).

Participating schools included:

- Marshall Elementary - North Allegheny School District
- Valley Junior Senior High School - New Kensington Arnold School District
- John F. Kennedy Catholic School
- Cecil Intermediate Cannon McMillian School District
- Independence Middle School Bethel Park School District
- Propel Homestead
- Propel Braddock
- Propel McKeesport
- Propel Montour Middle School
- Propel Pitcairn
- Propel Hazelwood
- J.E. Harrison Middle School-Baldwin Whitehall School District
- Laurel Highlands Middle School will host their own Design Lives Here event day in May. The school includes Design Lives Here activities as part of its STEAM curriculum.

WQED Inquire Within libraries participate in Design Lives Here in their communities on a separate schedule:

- Butler Area Public Library
- Chartiers-Houston Community Library
- CC Mellor-Edgewood Library

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.

WQED and Well Beings Host Virtual Event on Youth Mental Health

A live panel discussion hosted by WQED on March 10 engaged local mental health experts, parents, teachers and students on the topic of youth mental health at www.wellbeings.org/wqed. Pittsburgh was the eleventh stop on the nationwide Well Beings tour.

Well Beings and WQED, in partnership with National Alliance on Mental Illness (NAMI) Keystone PA and several Pittsburgh area school districts, hosted a live virtual event and panel discussion “Healthy Connections: Teens, Parents, Educators, and Mental Health” to explore specific tools that will help parents and teens find common grounds and understanding, while offering guidance to educators in recognizing signs of mental illness in students.

Since the COVID-19 pandemic began, more teens are now finding help in an unexpected way: through social media and similar platforms. Virtual therapy has become a lifeline - especially for teens whose parents are unable or unwilling to connect with them on the issue of mental health.

Well Beings is a multi-platform, multi-year campaign from public media to address the critical health needs in America through original broadcast and digital content, engagement campaigns, and impactful local events. The campaign begins with the Youth Mental Health Project, engaging youth voices to create a national conversation, raise awareness, address stigma and discrimination, and encourage compassion.

Well Beings was created by WETA Washington, D.C., and brings together partners from across the country, including youth with lived experience, families, caregivers, teachers, medical and mental health professionals, social service agencies, private foundations, filmmakers, corporations and media sponsors, to create awareness and resources for better health and well being.

Pittsburgh Symphony Musicians Take "Center Stage" on Classical WQED-FM

WQED-FM introduced a new feature to its weekly *Symphony on the Air* series, which was developed at the pandemic's onset to serve to keep Pittsburgh Symphony Orchestra music omnipresent. WQED-FM and the PSO welcome listeners to "Center Stage," a weekly showcase of new performances recorded live expressly for WQED-FM.

The music in "Center Stage" are short pieces personally chosen by the musicians (either soloists or small ensembles). In addition to the performance, an interview with WQED-FM morning host Jim Cunningham explores the personal connection between musician and repertoire. PSO Musicians were invited to perform for "Center Stage" under a COVID controlled environment, with many musicians returning to Heinz Hall for the first-time since the pandemic began.

The new program is designed to create new performance opportunities for musicians as the Orchestra continues to weather the pandemic, and to reach wider audiences through a broadcast with WQED-FM. Programs are broadcast throughout the next few months on select Wednesday mornings at 8:30 am.

Feb. 17, 2021

Center Stage 1: James Rodgers, principal contrabassoon
Johann Sebastian Bach *Sarabande* from Cello Suite No. 1

Feb. 24, 2021

Center Stage 2: Lorna McGhee, principal flute
Georg Philipp Telemann *Fantasia* No. 9 for Solo Flute
Johann Martin Blochwitz *Sarabande*

March 3, 2021

Center Stage 3: Ron Samuels, clarinet
Béla Kovács *Hommage a Z. Kodaly*
Béla Kovács *Hommage a R. Strauss*

March 10, 2021

Center Stage 4: Lorna McGhee, principal flute
Ernst Von Dohnányi *Passacaglia for Solo Flute*

March 17, 2021

Center Stage 5: James Rodgers, principal contrabassoon
Erwin Schulhoff *Bass Nightingale for Solo Contrabassoon*

"Center Stage" is a new feature of WQED Classical FM's *Symphony on Air Series*, which is brought to listeners through the generous support of the Spanos Group of Raymond James. "Center Stage" is also made possible by the Musicians of the Pittsburgh Symphony Orchestra.

WQED-FM Helps Pittsburgh Symphony Orchestra Celebrate 125 Years

WQED-FM aired a special Pittsburgh Symphony Radio broadcast on February 24 and 28 to celebrate the orchestra's 125th Anniversary. Listeners heard the new Deutsche Grammophone re-issue of Beethoven's Symphony No. 9 with William Steinberg conducting the PSO from 1966. The program also featured an audio documentary of the rich history of the PSO, a recording of the orchestra conducted by former Music Director Mariss Jansons, and a comment from current Music Director Manfred Honeck about the two PSO recordings of Beethoven's Symphony No. 9 – the Steinberg recording, and the recording with Manfred Honeck just released in February.

This program also contained the very first and only recording of Otto Klemperer conducting the Pittsburgh Symphony in Mozart at Pittsburgh's Carnegie Music Hall in October 1937 just after he reorganized the musicians. President Franklin Delano Roosevelt speaks on the same program asking for donations to the Mobilization for Human Needs during the Depression.

The 125th celebration includes Leonard Bernstein talking about his work in Pittsburgh, Former Music Director Fritz Reiner, Former Music Director Andre Previn, and William Steinberg speaks about his 24 years in Pittsburgh. Otto Klemperer speaks about his work in Pittsburgh, and he is remembered by his son Werner Klemperer, Colonel Klink of *Hogan's Heroes*.

WQED-FM Rebroadcasts *Tree of Life: A Concert for Peace and Unity*

WQED-FM commemorated two years since the synagogue shooting that took place on October 27, 2018 involving Tree of Life or L'Simcha Congregation, Congregation Dor Hadash and New Light Congregation in Squirrel Hill with a special edition of *Performance in Pittsburgh*.

WQED-FM aired *Tree of Life: A Concert for Peace and Unity* on October 30, which was presented and hosted by the Pittsburgh Symphony Orchestra to honor the synagogue victims and first responders.

The concert in 2018 featured Manfred Honeck conducting works by Ravel, Mendelssohn, Brahms and Elgar with the Mendelssohn Choir of Pittsburgh. Itzhak Perlman plays selections from John Williams' *Schindler's List*.

WQED-FM Presents Music for an Uplifting High Holiday Season

WQED-FM 89.3 presented a series of programs featuring a variety of works for the Jewish High Holy Days. Listeners heard the acclaimed vocal ensemble The Western Wind, superstar violinist Itzhak Perlman and more.

Tuesday, September 7 at 8pm

Birthday of the World: Rosh Hashanah

"Birthday of the World" presents some of the most inspiring music in the Jewish liturgical tradition performed by the acclaimed vocal ensemble The Western Wind. The program also features ancient chants and folk melodies from four guest cantors and several noted singers.

Thursday, September 9 at 8pm

WQED-FM 89.3 presents "Music for the High Holidays."

This one-hour program for Rosh Hashanah and Yom Kippur, includes some great listener-friendly liturgical music, as well as concert music based on High Holidays melodies.

Thursday, September 14 at 8pm

WQED-FM 89.3 presents "Musical Memories for the High Holidays."

Legendary violinist Itzhak Perlman guides the listener through the traditions of the Jewish High Holidays, sharing music, personal recollections and even a recipe or two! His musical tastes cover a wide spectrum from cantorial to classical to klezmer; his voice and stories are uniquely welcoming to all listeners.

Thursday September 16th at 8pm

Birthday of the World: Yom Kippur

"Birthday of the World" presents some of the most inspiring music in the Jewish liturgical tradition performed by the acclaimed vocal ensemble The Western Wind. The program also features ancient chants and folk melodies from four guest cantors and several noted singers.