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Report for 2020

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; WQED Education and WQED Interactive.

WQED's main HD channel averages 260,000 weekly cume viewers and WQED-FM averages 49,000 weekly cume listeners.

WQED Education partners with dozens of organizations each year to expand its mission of childhood and adult learning with a focus on underserved communities.

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.

WQED and Pennsylvania PBS Datacasting

WQED has long prided itself as THE education station, being a "classroom of the air" to generations. On September 10, 2020, we announced that the Pennsylvania Department of Education made a financial commitment to make sure that continues and expands.

The funding will go to support the recently created consortium of our seven-station Pennsylvania Public Media's *Learning at Home* initiative and a newly introduced datacasting endeavor.

The internet is amazing unless you cannot access it. And that is the case in our WQED viewing area. That problem exists both inner-city and rural, due to financial or geographical constraints. This commitment by the Pennsylvania Department of Education creates an equitable learning environment through the introduction of [datacasting](#). Datacasting removes barriers, bridging the digital divide.

WQED Now Livestreaming for Free -- Anytime, Anywhere

WQED-TV is livestreaming on any device at any time at www.wqed.org/livestream or through the PBS app available on the App Store and Google Play. Now viewers can enjoy the best of PBS programming and WQED's local content, including documentaries, educational programs, and specials that are as much a part of Pittsburgh as the three rivers.

It's always on, always free, anytime and anywhere, with WQED's high-quality cutting-edge content that educates, entertains and inspires at www.wqed.org/livestream or the PBS app.

Viewers can live stream on major web browsers including Chrome, Safari, Firefox, and Edge, as well as through the PBS Video Channel on Roku, Apple TV, iOS, and Android devices. Last year, [WQED was added to the YouTube TV lineup](#).

WQED's *Harbor from the Holocaust* Premieres Nationwide on PBS

It took three years from conception to delivery, and WQED's *Harbor from the Holocaust* made its national debut on PBS September 8, 2020. The gripping documentary shares the story of 20,000 Jewish refugees who fled Nazi-occupied Europe during World War II to the city of Shanghai. Executive produced by Darryl Ford Williams, the one-hour film explores the extraordinary relationship the refugees, known as "Shanghailanders," had with their adopted city, through the bitter years of Japanese occupation 1937-1945.

The program premiered September 8, 2020 on WQED and on PBS stations nationwide, and on PBS.org and the PBS Video App. Through personal recollections, interviews with historians, archival footage and music, the documentary tells the story of a group of people who, in tragic contrast with those who could not escape, were given a second chance.

Music plays an important role in the film evoking the time, the fear, the pain and the joy of the "Shanghailanders." Orchestrated by musician and composer Chad Cannon, one of the special musical moments is a duet with violinist Niv Ashkenazi and guzheng player Beibei Monter. Ashkenazi performs on a "violin of hope," a violin that survived the Holocaust and was restored. Of note, Yo Yo Ma also performs a piece for the film that was composed by his father entitled "Poème pour Violoncelle et Orchestre." Ma's father, Hiao-Tsuin Ma, studied with a great Chinese violinist in Shanghai. He taught at Nanjing University but continued his studies in Shanghai. Ultimately, he followed his teacher's musical path to Paris, but the seeds of this composition were rooted in his experience in Shanghai as were the life stories of the "Shanghailanders."

A special virtual Pittsburgh preview event was held on September 3, 2020 that attracted more than 500 attendees. WQED-FM's Jim Cunningham interviewed Darryl Ford Williams for background on the project, a clip of the documentary was shown, and a panel discussion was held with the director and people featured in the film. Preview screenings were also held in many cities around the country, including San Francisco and New York.

As part of the film's community engagement, WQED partnered with Friendship Circle in Squirrel Hill to present the exhibit *Jewish Refugees in Shanghai* – telling the stories of European Jews who immigrated to Shanghai to escape Nazi persecution. The exhibit was on display to the public in the street level window of Friendship Circle in Pittsburgh's Squirrel Hill neighborhood through September 2020.

Funding for *Harbor from The Holocaust* was provided by the Corporation for Public Broadcasting; the National Endowment for the Humanities; The Philip Chosky Charitable & Educational Foundation; The Posner Foundation of Pittsburgh; PBS and public television viewers.

Trailblazers of the Suffrage Movement: Celebrating 100 Years
Trailblazers: The Vote, Then and Now
Trailblazers: Women to Know

It's been 100 years since American women fought for and won the right to vote. Yet today, many Americans are apathetic about exercising this fundamental civic duty.

The 28-minute documentary *Trailblazers of the Suffrage Movement – Celebrating 100 Years* premiered September 17, 2020 on WQED-TV.

The documentary streamed simultaneously as part of an online virtual event titled *Trailblazers: The Vote, Then and Now*. Immediately following the online documentary screening, WQED's Minette Seate moderated a virtual discussion, with a distinguished panel discussing the suffrage movement of the early 20th century and its implications today.

Trailblazers of the Suffrage Movement – Celebrating 100 Years is a documentary remembrance of the fight for women's and civil rights. The film was directed by Lauren Zito and produced by Women in Film and Media.

Additionally, WQED's *Trailblazers* initiative includes a video vignette series *Trailblazers: Women to Know*.



"Stay Home with WQED" was a rebrand introduced early in the pandemic as the country went into lockdown, schools were closed, and movement was severely limited. People were staying home more and inviting us into their homes, so we immediately responded to their needs with additional education content, a series of relaxing vignettes online, and soothing classical music.

WQED is the School of the Air During Pandemic

In response to the crisis and to the declaration of a national, state and local emergency, WQED joined organizations locally and worldwide in instituting a work-from-home directive.

During this uncertain time, WQED is still the 'school of the air,' which can be traced to its beginnings. It is the place the community can turn to for trusted educational content and accurate news and information from PBS programming.

WQED Education worked with our colleagues across the country to quickly curate content that is easily accessible by not only grade level but also by content area. These resources and activities are available on our wqed.org/education page and distributed through our social media platforms.

WQED leveraged the regularly scheduled educational programming on-air and connected that media to hands-on engagement opportunities and family activities that caregivers can use to extend and continue their child's learning beyond the screen.

Educational Resources for Kids and Families

WQED Education supported teachers, parents and students through all social media platforms – Facebook, Twitter and Instagram - while schools were closed. WQED Education's in-person programs and events at schools and libraries are curtailed until further notice.

An at-home activity that children could take advantage of was the [WQED Writers Contest](#), which ran until March 31.

Stay Home with WQED for Classroom Instruction



When schools closed in March, WQED curated a weekly planner of educational content to assist with continued learning. Each day of the week is dedicated to a different subject, with the planner with [PBS KIDS](#) shows, viewing schedules, and a corresponding educational activity.

Monday: Science
 Tuesday: Math
 Wednesday: Reading
 Thursday: Social Studies
 Friday: Social and Emotional Wellness

We promoted this new initiative through news releases and on all social media platforms, as well as e-mail blasts to members and funders. New weekly programming grids were distributed with ancillary links for additional educational activity based on PBS programming themes.

The weekly grids are distributed online and through our social media channels, as well as to local educators and families on our contact lists.

Teachable Moments for Different Age Groups

WQED premiered *Teachable Moments* - videos produced and edited in collaboration with WQED Education to help kids and families learn while at home during the pandemic.

In each vignette, educators demonstrate opportunities that students and families can then work on at home - often using everyday household items or neighborhood walks as inspiration. From reading tips and science experiments to history lessons, this diverse group of teachers will target various age groups in their "Teachable Moments."

There is a series of *Teachable Moments* that air on WQED-TV during program breaks in 60-second and 30-second versions. The 60-second version is posted on WQED's Education page at www.wqed.org/edu, www.wqed.org/stayhome, and on social media.

WORLD Channel Broadcasts Daily At Home Learning Programs for Grades 6-12

WQED At Home Learning programs for grades 6-12 started in late March as a response to the pandemic and closed schools. The programming continues to air in September for the new school year Monday through Friday from noon to 5pm on the WORLD Channel. These daily broadcasts feature the best in public media science, history and other educational programming.

This At Home Learning block -- suited to WORLD's everyday schedule of news, information and documentary programming -- has been carefully curated and supplemented with related assets from PBS LearningMedia, a free online service of thousands of compelling educational resources available on WQED's Education web page.

Online Portal Offers Information, Advice, Observations, and a Little Fun

WQED's producers were been busy creating new online content to make these times of staying home a little easier and a lot more fun. Working from home and safe-distancing in the field, the team created a variety of short pieces in all sorts of categories from DIY to pets, with tips on how to make the best of staying home as well as activities to keep kids and the whole family occupied.

Content can be found on the [WQED website](#)

- [Stay Home with WQED's Staff](#) – Advice, observations, and a little fun from our neighborhood to yours.
- [Stay Home/FYI](#) - Helpful information as we ride out the COVID-19 crisis.
- [Stay Home with WQED Sessions](#) - Our digital music series continues - with the artists sending performance videos from their homes and studios.
- [Family Style](#) – WQED Education is your classroom at home, even in the kitchen!
- [WQED Nature Breaks](#) – Explore the region's great outdoors - from home.
- [Stay Home with WQED: Pets Edition](#) – Comfort and laughs with our animal friends.
- [Stay Home with WQED: Producer Picks](#) – Our content creators reflect on favorites you might enjoy, too.

PA PBS Learning at Home

The 2020 – 2021 school year was different, and PA PBS helped with [Learning at Home](#), a new collaboration between Pennsylvania's seven public media stations and funded by the Pennsylvania Department of Education.

Caregivers, teachers, administrators and children are all faced with new challenges, questions and worries. Pennsylvania PBS wants parents to know they are not alone. Working with the Pennsylvania Department of Education, stations have created Learning at Home, a connection to thousands of hours of educational and entertaining videos, activities and games to support students and families.

From *Sesame Street* for preschoolers to *NOVA* for high school science students, public television offers engaging programs that will support every child's learning across Pennsylvania.

WQED Support Our Schools

WQED created a project-based learning experience to support students in grades K-12. WQED SOS [Support Our Schools](#) is a universally designed project that engages students for a period of one-two weeks and crosses curriculum areas to address grade level standards in multiple subject areas including; math, science, English language arts (ELA), social studies, and social emotional learning.

WQED SOS was developed in collaboration with local teachers and school districts to be a bridge that gives Pennsylvania schools two weeks of educational content to share with their students if in-person instruction is disrupted. WQED SOS content is accessible to ALL students through multimedia platforms including analog materials and public media broadcast. Projects for all grade levels are built with a STEM concept at the center, and have components that integrate all discipline areas. Projects are age appropriate and have been

matched to Pennsylvania state standards. Each project has a series of four mini lessons presented by a Pennsylvania teacher with online website support and printable resources available for all students, teachers and caregivers to access.

There are five project-based experiences for teachers and students to access, and these projects scaffold according to grade level.

Age of Nature

WQED created four mini-engagement events for this project. The events, called story walks, are nature walks conducted by a host or narrator (a library staff person or naturalist from Pittsburgh Parks Conservancy), who walk through nature telling stories and/or highlighting interesting, area-specific information. The walks are geared to both children and adults, but there are components encouraging children to safely create their own story walks, offering tips for crafts related to objects they find.

WQED Partners with RobotWits on *The Robot Doctor*

WQED and RobotWits developed a partnership at lightning speed in April to provide a weekly television series to extend robotics and mathematics lessons to students who may not have access to the Internet. This is an underserved audience and it was critical that we move quickly.

WQED's production staff went into overdrive to reformat and provide graphics to raw footage that was already produced, and the result is stunning.

The Robot Doctor premiered May 6, 2020 on WQED-TV, with subsequent episodes airing every Wednesday through June 24. Episodes are archived online at www.wqed.org/therobotdoctor and at www.robotwits.com.

The goal of the limited series is to teach the basics of Robotics: the what, why, and how with examples, and to provide take-home problems to solve.

Instruction is geared to a broad audience, including high school students who may not have access to the Internet or to a computer while schools are closed during the Covid-19 crisis. Each 14-minute teaching module includes a lesson assignment. Participating teachers can use the series to collect the assignments and make *The Robot Doctor* part of their curriculum. Each episode of *The Robot Doctor* is followed by a 14-minute episode of WQED's *iQ: smartparent*, a national television program that helps parents raise children in the digital age.

[RobotWits LLC](#) is providing educators content-related support and partnering with [PA Rural Robotics](#) to assist educators in planning and customizing content to complement their school district, students, and community needs.

The series was made available to all public television stations in Pennsylvania so that the programs can reach rural as well as urban audiences, where Internet access can sometimes be a challenge.

Filmmakers Corner Continues During Pandemic

[Filmmakers Corner](#) Host Minette Seate did not miss a beat for the May installment. Working from her home, she hosted the program that showcases local filmmakers with an interview with Cara Friex, Chair and Associate Professor of Point Park University's Cinema Arts Department. The Zoom discussion focused on the study of film, the industry in general, diversity for those in the field, Point Park's new facilities (including a sound stage) in downtown Pittsburgh, and the challenges the Cinema Arts Department faces in the age of Covid-19.

Hometown Hero Remembered in *Homecoming: Sgt. Hamilton's Long Journey*

WQED premiered a new documentary, [Homecoming: Sgt. Hamilton's Long Journey](#) on November 7, 2020.

Homecoming: Sgt. Hamilton's Long Journey tells the story of Sgt. Vernon Hamilton, a 19-year-old Army Air Corps engineer-gunner from Monongahela, PA whose plane was shot down over Germany during World War II. The plane and remains of the three crew members were declared unrecoverable. However, decades later an excavation and forensics team would bring long-awaited closure to his family.

The 30-minute documentary features poignant interviews with family members and captures the triumphant homecoming tribute in April 2019 - organized by the people of Monongahela. WQED also takes viewers to the Offutt Air Force base in Omaha, Nebraska where the Defense POW/MIA Accounting Agency (DPAA) identified the Hamilton remains.

Funding for the documentary was made possible by cfsbank, with additional support from Equitrans Midstream Corporation, Bassi, Vreeland, & Associates, Sunny Days In-Home Care, the Allegheny Regional Asset District and the members of WQED.

More than 540 people came out on a cold night in Monongahela for an exclusive, advance screening of *Homecoming: Sgt. Hamilton's Long Journey*, on November 6 at Ringgold Middle School in Washington County.

Rick Sebak Re-visits Pittsburgh's Favorite Neighbor in *My Interview with Fred*

Rick Sebak went into his archives and unearthed some historic footage of a 1987 interview with Fred Rogers in [My Interview with Fred](#).

With all the excitement of the release of *A Beautiful Day in the Neighborhood* and a renewed interest in Fred Rogers, Rick figured it was the perfect time to take a look back. Some of the footage has never aired and provides a rare glimpse into what made Fred Rogers an icon in children's television.

On Monday, October 19, 1987, Rick conducted an interview with Fred Rogers in the studio apartment that Fred rented in the building known as Cathedral Mansions. Rick was working then on a program called *Our Neighbor Fred Rogers* that was part of WQED's upcoming celebration of the 20th anniversary of *Mister Rogers' Neighborhood*.

Parts of this interview have since been used in many programs about Fred Rogers, including the 2018 Hollywood documentary titled *Won't You Be My Neighbor*. In this new edition, Rick featured parts of the interview that have not been seen before.

WOED Highlights a Pittsburgh Tradition in *All the Marbles*

For decades, Pittsburgh has been a powerhouse for children who play the game of marbles. The city has historically turned out a disproportionate share of national champions of the game, and that tradition continues to today.

WOED tells the stories of a group of Pittsburgh kids who competed in this year's national marbles championship in Wildwood, NJ in [All the Marbles](#), which premiered October 17, 2020.

At a time when most children use their thumbs for texting and video games, meet a small but mighty group of kids and coaches who use their thumbs to move marbles around a ring - all the while winning crowns, building friendships and making lasting memories.

WOED Looks at the Local Housing Market in *The Pittsburgh Flip*

The Pittsburgh region is once again getting national attention. This time, for being one of the hottest markets in the country for flipping houses. WOED kicked off its 2019-2020 of local programming with [The Pittsburgh Flip](#), a new half-hour local documentary that premiered October 3, 2020.

The program featured local men and women transforming properties all over the city. From duplexes and a young couple's dream home - to a stately manor stripped to the studs - they're turning eyesores into incredible reveals. The program also took a closer look at flipping's potential impact on the region.

Portrayal & Perception: African American Men & Boys Encore Documentary Series

In June 2020, WOED presented an encore of its highly acclaimed award-winning series *Portrayal & Perception: African American Men & Boys*. This multiple-part series explores how the media portrays African American males and how society views them as a result. The episodes also report on people and organizations working to spotlight a more broad and accurate reflection of the lives of African American Men and Boys, with additional spots taped in June to reflect the timeliness of the subject, given the wave of public opinion in the wake of the murder of George Floyd in Minneapolis.

Produced from 2012 through 2014, this series was developed in response to research indicating that predominate images of African American males depicted them in the sports field or in conjunction with criminal events. Missing from mainstream images are the wide range of African American male lives in their many iterations. The initiative included documentaries, televised panel discussions, town hall meetings and other community collaborations. It was intended to inspire conversation, elevate portrayal, and clarify perceptions of African American men and boys in the community. Accompanying each episode is a study guide that provides further information, discussion questions, and

resources for students or groups to explore the topics highlighted. The study guides, and all broadcast content are available at www.wqed.org/portrayal.

Campaign U

The presidential and other pivotal elections of 2020 are considered by many to be the most consequential in recent history. Beyond the campaign issues, the public is also concerned about the fallout from an increasingly divided electorate.

WQED's [Campaign U](#) initiative helps voters sift through the sometimes cluttered political landscape with a series of online videos and resources throughout the election season.

The Good Fight Highlights African American Veterans and War Workers During World War II



A new local documentary from WQED tells the story of African American veterans and war workers during World War II. [The Good Fight](#) premiered on February 13, 2020. The documentary is also available digitally at www.wqed.org/the-good-fight.

The Good Fight celebrates members of "The Greatest Generation," African-American men and women who served their country even

when their country didn't always serve them.

Over seventy-five years after the D-Day invasion, WQED shares the stories of World War II veterans and war workers - men and women who fought the good fight -- battling racism at home while fighting for democracy overseas. Written and produced by Chris Moore and Minette Seate, *The Good Fight* introduces viewers to these remarkable Americans who share the experiences that helped make history.

African Americans have played a role in our country's defense since the American Revolution. World War II was no exception, with an estimated 1.2 million Black Americans serving on the home front and overseas.

With compelling interviews and memorable archival footage, the documentary salutes the legacy of these southwestern Pennsylvanians and their lasting impact on American civil rights.

The Good Fight is made possible by the Allegheny Regional Asset District. Black History Month programming on WQED is underwritten by Highmark BCBS.

The Long Shadow of Childhood Trauma

Doctors have long known that childhood trauma often plays out again in adulthood. But new studies suggest that early adversity actually affects physical health across a lifetime.

WQED premiered [The Long Shadow of Childhood Trauma](#) on December 12, 2020.

The study is called ACEs – the Adverse Childhood Experience Scale, which lists ten stressful and traumatic events that can happen to children. Proponents of the study are calling on pediatricians to consider life events as they diagnose and treat children, with the goal of improving adult health and longevity by helping the children recover from early trauma. The documentary shares the stories of those whose lives were forever changed by childhood trauma, and shows how the Pittsburgh medical community is working to reverse the trend.

This program is made possible with support from Highmark Blue Cross Blue Shield.

Rick Sebak Tells the Tale of *My Seven Weeks In Magee*

One evening in late August 2018, WQED Producer Rick Sebak was heading for his car at WQED when he missed the bottom step on the short flight of concrete stairs that connect the ground floor to the parking area. He fell and ruptured his left quadriceps tendon and he had to have surgery the next day and began a long, slow recovery. After several days at UPMC Montefiore, he found out he would have to go to a “skilled nursing facility” to recuperate as he wouldn’t be able to bend his knee or put weight on his left leg for six weeks.

He has made a new program for his popular crowd-funded NEBBY series that details the trials and tribulations - and the delicious joys - of what he calls [My Seven Weeks in Magee](#), which premiered December 19, 2020.

My Seven Weeks In Magee is made possible by the Buhl Foundation, and also by Huntington Bank, Levin Furniture, Louis Anthony Jewelers, and by more than 1,400 people who contributed to the NEBBY Kickstarter campaign.

WQED’s [Future Jobs](#) Initiative Premieres Two New Documentaries

WQED’s rich history of educational programming, its long-standing partnerships with local schools, as well as community and family-focused learning events are unique in this region. As a result, WQED embarked on a high-profile initiative called Future Jobs in February 2019 that addresses the growing issue of Pittsburgh’s changing workforce needs. In 2020, WQED continued its initiative showcasing the region’s trending and future career paths.

Two new Future Jobs documentaries premiered: *Future Jobs: Opportunity for All* premiered February 6, 2020, and *Future Jobs: Technology and a Changing Workforce* premiered March 12, 2020.

Future Jobs: Opportunity for All

In this discussion program, leaders in workforce development discuss the success and challenges of making sure new career opportunities benefit the larger community, and not just a few. They discuss current and future programs working to close the opportunity gap in the Pittsburgh region. The program was hosted by Tonia Caruso.

Future Jobs: Technology and a Changing Workforce

Ongoing advancements in technology have drastically changed the workforce of today. From fields in transportation to the skilled trades and more, a whole new set of skills are needed for a career in this new economy. This documentary explores some of the

jobs most in demand, some of the challenges in filling them and the efforts underway to strengthen our future workforce.

More than 14 school districts are utilizing the Future Jobs videos and vignettes have incorporated the initiative into their curriculum.

In September 2019, the *Future Jobs* initiative was recognized with a Mid-Atlantic Emmy® Award for Outstanding Community Service. All content can be viewed online at wqed.org/futurejobs.

WQED Digital Docs - Short Documentaries Direct to Web

WQED's [Digital Docs](#) are a series of short 10-minutes or less documentaries produced for digital distribution.

The documentaries cover a wide range of topics including history, sports, medical and human interest. Each documentary is given its own stylized, in-depth production treatment, but doesn't follow the longer-form broadcast model that must fit into a 30 or 60 minute television window. The shorter length also lends itself to social media sharing and classroom viewing.

These documentaries have a far broader reach in the digital world beyond Pittsburgh. And their shorter length appeals to new demographics who watch video differently than traditional television viewers.

2020 *iQ smartparent* Episodes

iQ smartparent - Raising Citizen Scientists

Premiere: January 16, 2020

This episode explores the range of exciting and essential projects that allow young people to use their curiosity, STEM skills, and digital technology aptitudes to help care for our natural world.

iQ smartparent - Fourth Industrial Revolution – And What It Means to Jobs of the Future

Premiere: February 20, 2020

Experts say we've arrived at the Fourth Industrial Revolution, and it requires a fusion of hands-on skills and high-tech knowledge. This episode provides insights and action plans to help families understand and prepare for the jobs of the future.

iQ smartparent - The Messy Show

Premiere: March 19, 2020

Sensory play is any activity that stimulates a child's sense of touch, smell, taste, sight, and hearing. It is an essential part of a child's development and creativity. However, parents need to make peace with the fact that sensory play is usually messy – and that's a good thing! In this lively episode, learn all about helping children investigate, create, discover, and develop through gloriously messy activities

iQ smartparent - The Crisis with Soft Skills

Premiere: April 16, 2020

"Soft skills" are defined as personal attributes that enable someone to interact effectively with other people – and workforce experts say today's young people are facing a significant deficit in soft skills. Discover which soft skills employers value the most and hear from experts about ways to help your child build these crucial skills now.

iQ smartparent - Helicopter Parents

Premiere: May 21, 2020

This important episode explores the distinction between "parenting" and "over-parenting." Experts show how the most common, well-intentioned – but damaging – mistakes parents make; and explain how "helicopter parenting" can lead to a child struggling to adjust to school and social environments; and who does not build the necessary coping mechanisms to deal with daily challenges and disappointment.

WQED Continues Statewide Partnership with Battling Opioids Project

WQED is proud to continue its collaboration with the state's public broadcasters on *Battling Opioids: A Project of Pennsylvania Public Media*. This one-hour program is the fourth in a series that features personal stories of courage and hope in the face of opioid addiction – interspersed with an informative studio panel discussion.

This installment features support for pregnant substance abusers, the power of exercise for addicts, and a program that provides life-changing follow-up to people who have overdosed. WHYY, WVIA, WITF, WPSU, WQLN and WQED are in the second year of this high-profile, award-winning project.

Blue Guardian Program – Lehigh County's Blue Guardian Program pairs police with certified recovery specialists who visit people within a few days of being revived by naloxone. The aim is to offer support to the person's family and to encourage recovery programs.

PROSPER – The PROSPER program is about early intervention programs working with children and their families and teaching skills and attitudes that foster improved family life and communication. PROSPER employs training programs that have been scientifically evaluated and shown to help young people avoid substance abuse and behavioral problems.

Back On My Feet – Therapists and researchers say these are some of the most demonstrable benefits that exercise can provide to those in recovery and can help people maintain their sobriety.

Neonatal NAS Program – We learn about the NAS program (Neonatal Abstinence Syndrome), what symptoms look like, treatment for babies with NAS, along with a program created by a local hospital for expectant mothers who are using.

Battling Opioids: A Project of Pennsylvania Public Media is made possible with funding from the Commonwealth of Pennsylvania and additional support from PASTop.org, Light of Life Rescue Mission, Somerset County Authority for Drug & Alcohol, Beaver County Drug Abuse Coalition, and Westmoreland Drug & Alcohol Commission, Inc.

Cook, Chat, Eat! With WQED's Chris Fennimore Live on Facebook

Fans joined Chris Fennimore for a virtual watch/cooking party on Saturday, June 6, 2020.

Chris was on WQED's Facebook page chatting live from his kitchen during the show.

From ravioli and dumplings, to pierogies and empanadas, stuffed foods are a staple in many cultures. While labor intensive, the end result juxtaposes flaky with creamy, smooth with crunchy, or rich with mild. Chris explores the culinary tradition behind stuffed foods before preparing some of these classic comfort foods. The cooking segments highlight the building block of stuffed foods — the dough — and its endless variation of fillings.

Community Engagement Partnerships

Virtual Cardigan Day Celebrates Kindness and WQED's 65th Anniversary

It was a non-stop Cardigan Day for everyone at WQED, the region, and across the country on November 13, 2019.

To celebrate International Day of Kindness and WQED's 65th anniversary, WQED invited the public to its studios for "Cardigan Day" with hot cocoa and to view "Mister Rogers: Just the Way You Are," an interactive mixed-media portrait by artist Wayne Brezinka that is on public display in the WQED concourse.

Everyone was encouraged to wear cardigans, take a selfie in front of the artwork, and post the image to their social media streams with the hashtag #cardiganday. A virtual cardigan party quickly spread virally, and #CardiganDay was a social media phenomenon for WQED. On Twitter, the hashtag was trending the entire day, mostly at the #1 spot in Pittsburgh. And traffic to the WQED account in the form of tags, replies and retweets was thousands of times above its normal level. On Facebook, the event page for 'Cardigan Day' alone attracted nearly 150,000 visitors, and around 6,000 responses. That doesn't count the massive volume of traffic to the page, which lit up with likes, shares, visitor posts, and steady engagement the entire day. The same kind of traffic spike can be said for Instagram too.

The turnout exceeded expectations. By noon, WQED had welcomed hundreds of people, including busloads of children from local schools and daycares. Media coverage was extensive, with stories on all local news stations and media websites. The Associated Press taped interviews with attendees, and Rick Sebak did an interview with KCBS Radio in San Francisco.

Down the street at Magee Hospital, Fred Rogers' widow Joanne Rogers, Paul Siefken, CEO of Fred Rogers Productions, and Deborah Acklin, President and CEO of WQED, helped staff and patients celebrate Cardigan Day. Newborn babies sported red cardigans and sneaker

booties, and the employees of Magee wore cardigans and lined the balconies to sing "It's a Beautiful Day in the Neighborhood" to greet Joanne Rogers.

This year's Cardigan Day was made possible by Pennsylvania Leadership Charter School (PALCS); Merakey Education & Autism; The Children's Institute of Pittsburgh; and Pittsburgh City Paper.

WQED Partners with Public Theater for Yinzer Yuletide

WQED Producer Rick Sebak helped get the city inspired for the holiday season during Yinzer Yuletide at the Pittsburgh Public Theater December 12 – 22, 2019. WQED and the Public have partnered in this brand-new holiday entertainment experience at the O'Reilly Theater in the Cultural District.

Yinzer Yuletide's signature event was the live variety show, "Pittsburgh's Lights & Legends," hosted by Rick Sebak. The O'Reilly stage became Rick's cozy living room, where he welcomed an array of sparkling guests.

WQED Partners with Pittsburgh Downtown Partnership for Kids Play

WQED partnered with the Pittsburgh Downtown partnership for a Holiday Kids Play program to offer free fun, educational, and hands-on activities in collaboration with Fred Rogers Productions and other partners.

Kids Play was located in the Heinz Hall courtyard with themed children's favorites like Mister Rogers' Neighborhood, Daniel Tiger's Neighborhood, Odd Squad and Peg + Cat. It was also the drop-off location for the Children's Museum's Mister Rogers' Neighborhood Sweater Drive.

This program is the result of a partnership that includes WQED, Carnegie Science Center, Children's Museum of Pittsburgh, the Heinz History Center, and the Pittsburgh Downtown Partnership.

Luminari Camp

WQED partnered with Luminari, a regional leader in high-quality camp experiences for teens during the summer of 2020. This unique camp, geared to grades 8 to 12, helps build skills that last a lifetime. Luminari offered a "virtual summer camp video series," adapted from the in-person four-themed based camp programs, which we hope will resume in 2021.

From the art of diplomacy and public speaking to cooking and creative writing, Luminari online camps are a dynamic educational experience presented by leading experts. To inspire further learning, each video is complemented by curated resources.

WQED is delighted to partner with Luminari, whose mission aligns closely with WQED's educational goals. Now more than ever, we must embrace the power of partnerships so together we can navigate the educational experiences for at-home learning.

While Luminari in-person summer camp is on hiatus due to COVID-19, this virtual camp is vital to stay socially connected and mentally stimulated through innovative educational content.

Governor Wolf Administration Hosts Suicide Prevention Task Force Public Listening Session at WQED

The Wolf Administration's Suicide Prevention Task Force joined members of the legislature in the Fred Rogers Studio on December 5, 2019 to discuss experiences with suicide, strategies for suicide prevention, and how to reduce stigma as part of the task force's statewide listening session. The Suicide Prevention Task Force is made up of representatives from several state agencies, the General Assembly, and Prevent Suicide PA.

These listening sessions allow Pennsylvanians to speak directly to the task force, and their voices will help shape and strengthen a plan for Pennsylvania to do more to prevent suicide, reduce stigma around mental health and suicide, and address healing and recovery for loved ones.

The Suicide Prevention Task Force brings together leaders from the departments of Human Services, Health, Corrections, Aging, Education, Military and Veterans Affairs, and Transportation as well as the Pennsylvania Commission on Crime and Delinquency, the Pennsylvania State Police, elected officials, and mental health and suicide prevention organizations. The public listening sessions are an opportunity to learn about how suicide impacts the lives of Pennsylvanians across the board and develop prevention efforts that reflect the diverse needs of individuals and families across the state.

WQED Welcomes New Libraries to Inquire Within

WQED continues to expand Inquire Within, a program in partnership between two key community institutions – WQED and local libraries. 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's *Inquire Within* is a program in partnership between WQED and 42 local libraries in southwestern Pennsylvania, eastern Ohio and West Virginia.

Collaborating libraries choose from a menu of program options including, but not limited to: Martha Speaks Reading Buddies programs; watch parties and discussion groups around the WQED national television program, *iQ: smartparent*; screenings and premieres of beloved PBS shows; and Parent App-A-Thons where all parents receive free PBS apps on their smart-device and coaching on how to use them with their child. WQED, in turn, provides the collateral, advertising, training, media and materials specific to conducting the programs. Inquire Within is designed to encourage family engagement and love of learning through hands-on, family centered activities.

WQED Launches Smart Schools in Frazier School District

WQED is teaming up with local schools to bring teachers, students, and families *Smart Schools*. *Smart Schools* 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 be innovative, create imaginative programming by using researched-based instruction and technology, parent-trusted content from PBS. Chevron also funds Smart Schools in four elementary schools in the Laurel Highlands School District.

The kick-off event was a “Math-Magical” celebration with activities from the popular PBS children’s programs *Peg+Cat* and *Odd Squad*. In addition, literacy development and STEM resources were highlighted.

Design Lives Here

This year, the spring session of *Design Lives Here* included 13 returning schools from previous years with the addition of four new participating schools. Approximately 250 students in grades 5-8 represented these different southwestern Pennsylvania educational stakeholders in preparation for the culminating competition days of March 5 in the Fred Rogers Studio.

A March 19 session at Eden Hall Upper Elementary School in the Pine-Richland School District was cancelled due to Coronavirus precautions.

Over the last ten 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.

Made possible by Arconic Foundation, PPG Foundation, Ansys, Daedalus, MSA Safety Incorporated (MSA), Equitrans Midstream Foundation, Reynolds Powered by SitelogIQ, Mastech Digital, and Williams. *Design Lives Here* is presented by WQED in partnership with the Engineers’ Society of Western Pennsylvania (ESWP).

WQED Partners with Microsoft for DigiGirlz



WQED and Microsoft partnered in March 2020 on DigiGirlz – a full day of fun and learning at Microsoft’s downtown Pittsburgh office. More than 100 middle school girls from various Pittsburgh schools, including WQED partner Propel Schools, spent the day learning about careers in technology.

Microsoft's DigiGirlz Day is a one-day event designed to provide middle and high school girls with a better understanding of what a career in technology is like. During the event, students

interact with Microsoft employees and managers to gain exposure to careers in business and technology and to get an inside look at what it's like to work at Microsoft.

This exciting event provides girls with career planning assistance, information about technology and business roles, thought-provoking exercises, and interesting Microsoft product demonstrations. By participating in the Microsoft DigiGirlz Day, young women can find out about the variety of opportunities available in the high-tech industry and can explore future career paths.

Ready To Learn

WQED received welcome news in June 2020, when it was announced that the station was named by CPB as one of only 12 original stations designated for a five-year Ready to Learn (RTL) grant. The curriculum will focus on career readiness, inter-connecting nicely with the Future Jobs initiative.

Using a "Learning Neighborhoods" model, partnerships will include schools, libraries, museums, etc. The culture of the RTL work promotes a "Learn Together" theme and empowers learning anytime and anywhere. It aligns nicely with WQED's goals and initiatives.

So much of what WQED Education does is in the community – events at libraries, schools, laundromats and in our own studios. Obviously, those venues are off-limits for the duration, but Education staff was able to creatively adapt to continue its important programs, especially since schools are closed and students need guidance.

With libraries closed, we kept Inquire Within active with virtual activities for young people and professional development for librarians.

WQED Partners with Pittsburgh Public Schools and Allegheny Intermediate Unit to Distribute Backpacks During Covid-19 Crisis



WQED distributed the first 1,500 of more than 3,500 Explore More Education and Activity backpacks filled with PBS resources and additional educational items to community partners. The distribution includes Allegheny Intermediate Unit and Pittsburgh Public Schools.

This project was made possible through the support of the PPG Foundation, BNY Mellon Foundation of Southwestern Pennsylvania, Equitrans Midstream Foundation, Wealth Management Strategies, Elliot Dinkin on behalf of Cowden Associates, Inc., and an anonymous donor.

The backpacks include:

- PBS educational resources for learning at home
- Learning and craft supplies, including water color paints, crayons, markers, glue stick, and tape
- Notebooks, filler paper, pocket folders, pencils and pens
- Scissors, sharpeners, tape
- Hand sanitizer

- First aid kit

The Explore More backpacks were distributed with a letter to parents explaining how to use the contents. Also included was information on how to access additional educational resources and content through the WQED Education website at <https://wqed.org/edu>, WQED social media and links to PBS KIDS programming.

Camp PBS Kids

For young learners, WQED encouraged parents and caregivers to “sign up” for Camp PBS KIDS. Camp PBS KIDS provided free at-home “camp” to help meet the demand for trusted educational online resources. It brought the world to the fingertips of kids through a curated collection of free lessons, videos, and activities to keep families learning and exploring all summer long.

WQED Library Explorers

WQED introduced Library Explorers, a unique new virtual experience. Through character-driven activities, young people can discover neighboring libraries through an interactive map. With one click, the young explorer is transported to one of eleven participating locations in Allegheny, Beaver, Butler, and Westmoreland counties. Tour the library and engage in story-telling, crafting, and activities featuring favorite PBS KIDS friends.

Participants complete the video, listening carefully to receive a password that is entered on the Explorers Passport. Collect all 11 passwords from the four-county virtual tour, running now through August 1 and receive a Library Explorers prize pack, including an official certificate of completion. Participants will also have the opportunity to send WQED a picture with their passport/certificate to be posted on the website.

WQED #MessageforHOPE Contest Winners

WQED and the Pittsburgh Penguins Foundation announced the winners of the inaugural 2020 [#messageforHOPE](#) Contest in June. Partnering with WQED on its [#messageforHOPE](#) contest this year were the [FBI Pittsburgh Division’s HOPE initiative](#), [Youth Express](#) and [Pittsburgh Public Schools](#).

The contest challenged students to submit creative and innovative written works that will raise awareness about the dangers of self-medication and substance use disorder to promote safer and healthier ways to cope with stressors in their lives. Five prompts were chosen based on resources provided by the FBI Pittsburgh Division’s HOPE Initiative Partners.

The contest was open to Pittsburgh Public Schools students in Grades 6 to 8. Three winners were chosen from 35 entries. Winners of the 2020 [#messageforHOPE](#) Contest were awarded prizes for 1st place - \$500 Amazon gift card; 2nd place - \$300 Amazon gift card; and 3rd place - \$100 Amazon gift card. Prizes also included a prize pack from the [Pittsburgh Penguins Foundation](#) and the opportunity to make an Audiogram of their winning story with [Youth Express](#).

WQED Produces PSA for Statewide Kindergarten Registration

Because kindergarten registrations throughout Pennsylvania have declined steeply during the Coronavirus crisis, WQED was asked by our local Hi5! Initiative organizing partners to produce and distribute a PSA reminder about the importance of parents registering their kindergarten-age children.

The 30-second spot was made available to the six other Pennsylvania public stations. It was produced so that each station can customize the tag at the end of the promo.

WQED Mister Rogers' Neighborhood Virtual Family Movie Nights

In times like these, people crave the familiar while they are at home. What better way to satisfy that craving than with the ultimate comfort television? WQED aired three classic



episodes of *Mister Rogers' Neighborhood* on April 16, May 28 and June 25 under the banner WQED Virtual Family Movie Night with *Mister Rogers' Neighborhood*. Each evening included viewer participation through social media with the WQED education team and audience members using the hashtag #StayHomeWithWQED.

April 16 episodes:

How People Make Crayons

Cellist Yo-Yo-Ma/How People Make Bass Violins
Musical Games/Talking About Feelings

May 28 episodes:

Board Games & Musical Fun with Ella Jenkins
Show of Stars at Planetarium/Feeling Good & Bad
How People Make Books/Mistaken Delivery

The June 25 episodes were three related programs about pets.

WQED Virtual Family Movie Night was made possible with support from Agora Cyber Charter School, Thiel College, The Children's Institute of Pittsburgh, and PA Virtual Charter School, Partners for Quality, and Pittsburgh Theological Seminary.

WQED-FM Airs Live Yo-Yo Ma Concert Memorial Day Weekend in Memory of Those Lost to Pandemic

A Musical Memorial and Tribute: Yo-Yo Ma plays Bach's Solo Cello Suites Live was a one-time-only event featuring a live performance of Bach suites. Hosted by Brian McCreath of WCRB, host of the Boston Symphony Orchestra broadcasts, and producer and host of *The Bach Hour*.

Presented by WCRB Classical Radio Boston, cellist Yo-Yo Ma performed J.S. Bach's six cello suites live from the studios of public media producer WGBH on Sunday, May 24 at 3:00 p.m., as a memorial for those we have lost in the pandemic and a tribute to the resilience of our communities. This performance comes during what would have been the now-postponed final leg of Ma's The Bach Project, a 36-stop, six-continent tour of the complete cello suites. The

Project is part of a larger conversation about how culture can help us to imagine and build the world we want.

Concerts @ Home

WQED-FM knows that the Pittsburgh community is devoted to hometown performing arts. Through WQED Concerts @ Home, series, the station celebrated local artists while “live” performances are suspended during the pandemic. These concerts aired on WQED-FM and on the WQED-FM app.

- Pittsburgh Opera @ Home – Saturdays at 12:30pm
- Pittsburgh Symphony Orchestra @ Home – Wednesdays and Sundays at 7:00pm
- Concerts @ Home – Mondays at 7:00pm. These concerts feature various Pittsburgh musical ensembles, including the Pittsburgh Symphony Orchestra, Johnstown Symphony Orchestra, Chatham Baroque, and others.
- Performance in Pittsburgh @ Home – Fridays at 7:00pm

WQED-FM Celebrates Public Radio Music Day

In April 2020, public radio stations across the country showcased how local music stations keep listeners, musicians & communities connected – even through difficult times.

WQED-FM participated in the first-ever Public Radio Music Day on April 16. WQED-FM joined fellow noncommercial music stations, performers, and fans across the country to recognize public radio’s essential community service and unique role in the music world locally and nationally.

WQED-FM honored the occasion online at www.wqed.org/fm and on-air. The day featured a locally-oriented playlist, interviews with local musicians, and “coffee,” “lunchtime,” and “happy hour” concerts from the Pittsburgh Symphony Orchestra, Pittsburgh Opera and Chatham Baroque.

- Coffee concert with Jim Cunningham from 8:30am to 9am – Pittsburgh Symphony Orchestra
- Lunchtime concert from 12:05pm to 12:30pm – Pittsburgh Opera – video of performance at www.wqed.org/fm
- Happy Hour concert with Anna Singer at 5:30pm – Chatham Baroque

More than 20 million listeners tune in weekly to hundreds of local public radio music stations like WQED-FM across America to discover, learn about, and enjoy a mix of music selections, artists, and genres that are, in many cases, available only on public radio. Announced this past February with the introduction of [bipartisan Congressional Resolutions](#), Public Radio Music Day was created to raise awareness about public radio’s contributions to audiences, artists, and communities.

Although the Covid-19 health crisis has placed constraints on live and on-site events, WQED-FM was able to move forward with Public Radio Music Day and continue engaging music fans, artists and musicians through their virtual spaces. On April 16, WQED-FM and stations from nearly 30 states hosted special broadcast and digital programming, such as virtual concerts, dedicated studio sessions, handcrafted playlists, and fan and artist stories, to help connect their community with local musicians and artists.

Andrea Bocelli Easter Sunday Concert

Andrea Bocelli: Music for Hope, A Great Performances Special aired Sunday, April 19 on WOED. This is the wildly received concert that that the iconic Italian tenor performed from Milan's historic cathedral on Easter Sunday. The broadcast featured the 30-minute program, which included "Ave Maria," "Amazing Grace" and more.

Voice of the Arts Podcasts

<https://www.wqed.org/fm/podcasts/voice-of-the-arts>

WOED-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.