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2022 Community Impact Report

WQED creates and shares outstanding public media that educates, entertains and inspires.



WQED harnesses the power of public media and community partnerships to create outstanding public media programming 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.

WQED Multimedia includes: 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](#); [streaming and apps](#), and [WQED Interactive](#).

WQED is a premier leader in [broadcast and digital video production](#), producing socially relevant, historical, arts, entertainment and [educational programming resources](#). WQED's Learning Neighborhood model creates an education continuum dedicated to serving our youngest neighbors through [Ready To Learn](#) programming, while engaging high school students learning filmmaking and exploring employment opportunities through the [WQED Film Academy](#).

2022 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED Production

In fiscal year 2022, WQED created 97 local productions, including broadcast, digital and series episodes that demonstrate its “community engagement first” commitment. They showcased the region’s talent, amenities, attractions, issues and unique qualities.

REFLECTING DIVERSE EXPERIENCES

WQED is committed to sharing stories from a range of perspectives.

Love What You Do: Shy’s Story - WQED presented this short, local documentary as part of PBS American Masters *Becoming Helen Keller* multi-station initiative that premiered during National Disability Employment Awareness Month in October 2021. Blind since birth and on the autism spectrum, Shailen “Shy” Abram of Pittsburgh is a self-taught pianist and vocalist. Shy’s inspirational story is about overcoming obstacles. In addition, WQED Education, with input from a local advisory board convened by WQED to advise on ways to make WQED content more accessible, hosted a virtual screening event to discuss both productions.

A Broken System: Health Care Inequity - Pittsburgh has long boasted its status as “America’s Most Livable City.” However, a closer examination reveals deep and troubling health disparities in marginalized communities. In this 30-minute documentary that aired in December 2021, WQED explored the reasons behind the inequities faced by African Americans; Hispanic, immigrant and LGBTQIA+ residents; and for people living with disabilities, and introduces people working for positive change.



A Force for Change: Esther Bush and the Urban League - When Esther Bush was a little girl, she saw the world as a place filled with possibilities. The way she saw it, we should all have the same rights and opportunities to be whom and what she wanted to be. It was that belief that inspired Esther to join the Urban League of Greater Pittsburgh and become a force for change. WQED follows Esther’s journey from Westinghouse High School to the Urban League’s National office and back again

to Pittsburgh. *A Force for Change: Esther Bush and the Urban League* (broadcast premiere June 2022) introduces viewers to some of the many people she’s inspired and those who have inspired her. The program also explores the Urban League of Greater Pittsburgh as it meets the challenges of a changing city.

A Matter of Trust - WQED, in partnership with the POISE Foundation and the Black Equity Coalition, has been helping to address questions and build trust in the COVID-19 vaccine in the communities most impacted by the virus. Featuring doctors, teachers, community leaders, health experts, and friends from the neighborhood, WQED’s *A Matter of Trust* has been broadcasting and streaming a series of short videos that speak directly to our communities to combat the virus and raise awareness. In fiscal year 2022, seven new episodes were shared plus two in Spanish.

VOICES - WQED’s video documentary series hopes to create dialogue by sharing the thoughtful voices of a diverse group - different backgrounds, different ideas, and different goals -

2022 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED Production

all working towards equity. Racism, police brutality, disparities in education, careers, health care, economic opportunity, business and housing - these are just some of the issues that have long plagued Pittsburgh's African American and other marginalized communities that are discussed.

HIGHLIGHTING WESTERN PENNSYLVANIA AND ITS HISTORY

WQED's viewing footprint is rich with unique, and often forgotten, history that WQED seeks to reveal and document for future generations.

A Season to Remember: The Baseball Boys of Mon City - Western Pennsylvania has one of the most compelling stories ever told in the history of youth baseball. In 1952, the team from Monongahela, Washington County, would make it to the final game of the Little League World Series. This marked the first (and to date only) time a Pittsburgh area team would do so. Through rare archival film, photographs, and interviews with surviving players, this WQED documentary that premiered in October 2021 not only captures the glory of their accomplishment, but also a heartbreaking tragedy that shook the team and their small hometown. In May 2022, WQED brought an expanded version of the documentary home to the town where it originated with a screening followed by a panel discussion with key members of the production team and Mon Valley historian Scott Frederick. Surviving ballplayers featured in the film were invited to participate.

Rick Sebak's ***Brain Space & Energy: My Interview with August Wilson*** - On December 22, 1989, Producer Rick Sebak interviewed playwright August Wilson at the Manhattan Theatre Club in New York City. Wilson was in rehearsals for his upcoming Broadway play "The Piano Lesson."

Rick compiled never-before-seen segments from this interview into a new program titled ***Brain Space & Energy: My Interview with August Wilson***, which aired in December 2021.



The June 2022 premiere of the 60-minute documentary, ***The Great Ride: Landmarks Along the Trail***, offered bikers and hikers an up-close look at key landmarks on the Great Allegheny Passage (GAP), which terminates in Pittsburgh. Sixteen digital shorts accompanied the broadcast program. Prior to its TV premiere, WQED held three FREE community screening events, followed by a panel discussion and Q/A session, at event venues along the GAP.

The Great Ride: Landmarks Along the Trail focuses on the 150-mile GAP, beginning in Pittsburgh, and ending in Cumberland, Maryland. In the new 2022 program, bikers and hikers get a more personal, up-close look as the producers identify key landmarks on the trail, exploring the significance, history, and appeal of each stop.

In-depth story segments include: Point State Park's majestic fountain; Kennywood Park, where its roller coasters nearly touch the trail; nature reserve Dead Man's Hollow; historically-significant Dravo Cemetery; Darr Mine Disaster memorial site; Eastern Continental Divide watershed; breathtaking Salisbury Viaduct; Big Savage Tunnel; the Boy and Mule Statue that greets bikers in Cumberland, and many more treasures along the trail.

2022 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED Production

The Great Ride: Landmarks Along the Trail is a sequel to WQED's *The Great Ride*, which 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 (GAP) (Cumberland, MD to Pittsburgh) and C&O Canal Towpath (Washington, DC to Cumberland, MD). The documentary was also recognized with a Mid-Atlantic Emmy® Award.

In September 2022, WQED premiered a short digital documentary, *The Letters: A Plea for Help*. It featured letters from the Rauh Jewish Archives at Pittsburgh's Heinz History Center of a family seeking to flee Nazi-occupied Austria with the help of a Pittsburgh resident. A dozen letters document correspondence between Gertrude Deutsch Perles in Vienna and Abraham (Abe) Sanford Levy in Pittsburgh's Squirrel Hill neighborhood. With nearly half of Austria's Jews seeking refuge in other countries, the Perles faced the nearly impossible task of finding a willing family to support them. Abe Levy seemed to be their only hope. The Levy-Perles letters now put human faces on a desperate time in world history that still resonates in today's climate of immigration controversy and rising prejudice. The production was timed for release in conjunction with the PBS premiere of "The U.S. and the Holocaust," a film by Ken Burns, Lynn Novick & Sarah Botstein. In collaboration with Baldwin-Whitehall School District, WQED held two free public screening and discussion events featuring panelists from the Holocaust Center of Pittsburgh and the Senator John Heinz History Center.

NEW SEASONS OF ORIGINAL SERIES

WQED's original series are fan favorites.

The phenomenally successful *Future Jobs* project focused on career education and workforce development marked its third year in FY22. The timing could not have been better. When we first started the project in 2018, the goal was to connect people with emerging jobs in Pittsburgh's new economy as well as traditional jobs. When the pandemic hit in 2020, we quickly adapted the project to reflect the challenges and unknowns of a very disrupting year.

In January 2022, WQED broadcast *Future Jobs: 21st Century Skills*. Focused on what are often called "soft skills," these are qualities that are timeless and valuable in all fields. The program explored personality traits and behaviors that are key to landing a job and enjoying a successful career. Over the course of the year, 12 new webisodes were completed. These short digital vignettes hone in on the opportunities, salary ranges and schooling required for specific jobs. Twelve additional webisodes that hone in on the opportunities, salary ranges and schooling required for specific jobs. New content covered the following jobs: Prototype Machinist, HVAC-R Technician, Community Development Market Manager, Equine Veterinarian, Spectroscopy Lab Researcher, Shipping and Receiving, Marketing, Fitness Instructor, Culinary Arts, Barbering, UPS on the Job Overnight.

WQED's *Future Jobs* initiative provides resources for educators, including guides to facilitate discussion and deeper understanding of the topics, in order to give students the best opportunities to thrive after they graduate from their secondary or post-secondary education. All materials are available at www.wqed.org/future-jobs or search Future Jobs through the PBS Video App.

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WQED kicked off the 13th season of *Filmmakers Corner*, the weekly anthology series that highlights the work of local filmmakers in October 2021. Hosted and produced by WQED Supervising Producer Minette Seate since its inception, *Filmmakers Corner* presents documentaries and films from student, regional and independent artists.

Together, the WQED Education and Production teams debuted season two of *Cartoon Academy with Joe Vos*. In this educational video series, Pittsburgh cartoonist Joe Vos takes students of all ages through the creative steps of drawing cartoon characters, while sharing educational facts on the cartoon subjects and teaching a few artistic terms, during each online lesson. The videos released digitally throughout November and December 2021 on WQED's YouTube channel and at www.wqed.org/cartoonacademy, with a television broadcast marathon on January 2, 2022 that included the entire first and second season episodes.

WQED's popular digital series continued with new episodes in the past year, including:

- 6 episodes of *WQED Sessions* showcasing local musicians, venues and a platform to share their music.
- 3 episodes of *Pittsburgh Eats* highlighting local eateries you might not know.
- 7 episodes of *Just A Minute!* a digital series focusing on things that are uniquely Pittsburgh with clips that are - just a minute.

2022 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED Education

WQED is one of only a handful of PBS stations with a robust education team supporting the region's educators, students and families. WQED Education's programming leverages PBS and WQED assets to improve educational outcomes in collaboration with community partners.

DESIGN LIVES HERE - The 13th year of WQED's *Design Lives Here* competition (<https://www.wqed.org/education/designliveshere>) engaged 827 students in grades 5th through 8th from across southwestern Pennsylvania. *Design Lives Here* is an outreach program based on the PBS show *Design Squad Nation*. This year, participating educators and students utilized WQED-provided materials to address STEM challenges with support from local engineering mentors. Students met virtually on March 29, 2022, for a culminating event to construct a hovercraft using a CD, straw, a three-inch piece of packing foam, a balloon, duct tape, rubber band, and a barbeque skewer.



2022 WRITERS CONTEST - WQED's annual Writers Contest (www.wqed.org/writemyfuture), with the theme of "Write My Future," encouraged kids to use their creativity to write a story about where they see themselves in the future. This year, WQED partnered with WPSU (serving central Pennsylvania) and PBS 39 (WLVT) (serving eastern Pennsylvania and western New Jersey) in addition to reaching out to schools, libraries, and families across Pennsylvania to encourage children to write about their goals and submit their original

stories and illustrations. Out of 772 entries received, the Writers Contest winners were announced May 14, 2022, as part of the Greater Pittsburgh Festival of Books. In the past 12 years, WQED has received more than 13,000 story entries.

WQED'S READY TO LEARN LEARNING NEIGHBORHOOD EXPANDS

Located southwest of Pittsburgh, Washington County's Frank Sarris Public Library, Wylandville Elementary School in the Canon-McMillan School District, City Mission, and My Blueprints have partnered with WQED to host Ready To Learn events over the next five years, and collaborate in the creation of new programs. The University of Pittsburgh is evaluating WQED's Washington County work to inform its development.

WQED Education premiered a newsletter that specifically meets the needs of local educators, traditional and non-traditional, and includes PBS and WQED content for Learning Neighborhoods use.

Age groups covered are young learners (ages 2-8), middle learners (ages 8-14), and older learners (age 15+). The 15+ age group is new and an effort to welcome teenagers into the WQED and public media world.

WQED FILM ACADEMY TAKES CENTER STAGE IN FRED ROGERS STUDIO

In January 2022, WQED fully acquired Steeltown Entertainment project assets including Steeltown Film Academy. Now called WQED Film Academy (WFA) and WQED Filmmakers, WQED is working to provide greater inclusivity of voices in Pittsburgh's filmmaking community and expand its educational initiatives serving both a student population as well as aspiring and professional filmmakers. Bridging art and industry, the multi-tiered WQED Film Academy program introduces middle and high school students to filmmaking as a career



path. Under the direction of professional teaching artists, enhanced by award winning WQED producers acting as advisors and mentors, students are immersed in the filmmaking experience. In addition to classes at WQED studios, there is a virtual WFA option as well as Film Academy On Location, that offers educators and organizations in-school and after-school programming custom fit to their needs.

WQED Filmmakers, which focuses on adults in the filmmaking community, presents enrichment opportunities from Crew Connects (quarterly events that link independent filmmakers looking for crews to individuals who are looking for on-set experience) to workshops for filmmakers.

The summer session of WFA welcomed its largest in-person class ever (44 students). In the course of FY 22 Ten students were promoted to the level of WQED Teen Film Crew, a paid position creating content for the YouTube channel "The Reel Teens," as well as for clients across the region. WFA exceeded its video project goal and received six film festival acceptances from across the country.

In February 2022, WQED was selected by The Joan Ganz Cooney Center at Sesame Workshop and the Corporation for Public Broadcasting as one of 12 public media stations to participate in the By/With/For Youth: Inspiring Next Gen Public Media Audiences project. WQED and WQED Film Academy was awarded the grant to support new models for engaging young people (aged 10-18) in the communities, based on issues that they see as relevant to their lives. WQED utilized the grant for its "Building Bridges and Bridging the Gap" project, which had Film Academy students working with WQED staff to create two Learning Labs: Master classes on creating content with a youth perspective.

2022 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED FM

WQED-FM CONTINUES AS “THE VOICE OF THE ARTS” IN WESTERN PA

Classical WQED-FM delivered classical music and arts programming 24/7 to the community. As the “Voice of the Arts” for the region, it amplified local artists and arts organizations, as well as national and international ones, in the course of the last fiscal year.



WQED produced and released 44 @theSymphony podcasts, featuring interviews with Pittsburgh Symphony Orchestra (PSO) conductors, soloists, and composers, as well as 186 Voice of the Arts podcasts, with interviews of both artists and arts and cultural organizations. WQED-FM continues to produce the Encore podcast series, offering on-demand access to live broadcasted performances of local musicians and music groups.

WQED-FM broadcast eight live PSO concerts. Every Friday night, WQED-FM broadcast “Performance in Pittsburgh” featuring performances that have taken place locally, either by national artists, or local musicians. Nine Pittsburgh Opera performances were broadcast on WQED-FM, along with seven Pittsburgh Opera Preview programs hosted by WQED-FM’s Anna Singer and giving listeners an in-depth introduction to the opera’s singers, music and production.

In November 2021, WQED-FM participated in the second annual Public Radio Music Day, joining fellow noncommercial music stations, performers, and fans across the country to showcase how local public radio music stations keep listeners, musicians and communities connected.

Beginning Thanksgiving Day and continuing through Chanukah, Christmas and New Year’s 2021, WQED-FM’s holiday programming has become a community tradition. Its “Q The Music” is transformed into a 24/7 holiday music channel. WQED curates a commercial-free holiday soundtrack featuring a multitude of local ensembles, artists and composers. It is all local, all the time, and available online, on smart speakers and the WQED app. In addition, WQED-FM brought listeners the spirit of the holiday through five local live broadcasts from the CMU Philharmonic (December 1) and the Pittsburgh Symphony Orchestra (December 3) to the River City Brass (December 9) and Heinz Chapel Choir (December 11).

From November 30 through December 6, Classical WQED-FM 89.3 lit up the air with Chanukah with famed violinist Itzhak Perlman sharing his favorite recordings for the holidays. We also explored the customs and music of the Chanukah holiday, as well as a diverse collection of Jewish traditional and contemporary songs with host Leonard Nimoy.

On Christmas evening 2021, WQED’s Rick Sebak joined WQED-FM’s Jim Cunningham in the broadcast booth, spinning their favorite holiday picks and introducing some non-traditional holiday treasures.

In March 2022, WQED-FM aired a special live event from the Metropolitan Opera - A Concert for Ukraine. Music Director Yannick Nézet-Séguin conducted the Met Orchestra and Chorus, and star soloists Lise Davidsen, Elza van den Heever, Jamie Barton, Piotr Beczala, and Ryan Speedo Green. The program began with the Ukrainian National Anthem led by Ukrainian bass-baritone Vladyslav Buialskyi, and works by Barber, Beethoven, Silvestrov, Strauss, and Verdi.

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 **WQED Pittsburgh** ✓
Published by Dave Hallewell · 16m · 🌐

Classical WQED FM 89.3's [Jim Cunningham](#) has joined the [Pittsburgh Symphony Orchestra](#) on its European Festival Tour!

The first concert is in Ljubljana, the capital of Slovenia with other concert stops in Austria (Grafenegg & Salzburg) Germany (Hamburg, Düsseldorf, Essen, Dresden, Wiesbaden & Cologne).

Stay up to date on Jim's adventures on his blog -> <https://www.wqed.org/wp/psotours/>

Jim will send back radio reports every Monday through Friday at 8:15am & 6pm. And don't miss recorded PSO performances following Jim's morning reports. Jim will also give taped weekend reports at noon. If you miss the reports, you can find them on our Pittsburgh Symphony on Tour podcast -> <https://www.wqed.org/fm/podcasts/pittsburgh-symphony-on-tour>



In June and July 2022, WQED-FM again hosted the popular Bach, Beethoven, and Brunch series at the Rose Garden Lawn in Mellon Park in the Shadyside neighborhood of Pittsburgh. WQED-FM 89.3 has been a sponsor of this favorite summertime series for more than two decades. Free to the public on Sundays, it is always a weekend favorite with listeners who bring picnic baskets for a delightful morning of classical music in the park by a variety of local music groups.

In August and September 2022, Artistic Director Jim Cunningham accompanied the Pittsburgh Symphony Orchestra on its 11-concert European tour. Jim brought WQED-FM listeners daily radio reports, plus photos and videos to post on our social media channels, and took listeners from the stage to behind the

curtain, onto the tour busses, and into the streets of some of the great musical cities of Europe.

Listeners, especially during vital radio pledge drives, share how much they appreciate WQED-FM as a source of information on the thriving arts scene in Pittsburgh. One shared recently that, "89.3 is the soundtrack to my life. I learn about new composers I didn't know. Artists and performances I want to hear. I feel very grateful to have it in my city."

2022 WQED LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT: Community Engagement

WQED: CONTINUALLY ENGAGING WITH THE COMMUNITY

On November 13, 2021, WQED's yearly tradition of celebrating World Kindness Day with Cardigan Day continued and returned to in-person engagement. WQED set up manned "kindness" selfie stations across the community and invited "neighbors" to visit wearing a cardigan, then encouraged them to post photos on social media with the hashtag #CardiganDay. WQED hosted Cardigan Day

locations at the Wilksburg Public Library, in Brownsville,

Canonsburg, the Strip District, in McCandless, and at Bakery Square in Larimer. At each location, visitors could have their picture taken, enter to win a gift basket, and enjoy free Bethel Bakery cookies.

WQED Cardigan Day!



1. Wear your favorite cardigan.
2. Encourage others (including your pets) to do the same!
3. Snap a picture and share it on your social media using the **#CardiganDay** hashtag.

From December 13, 2021, through January 14, 2022, WQED's "Be My Neighbor Day" invited kids to participate in a project focused on kindness and sharing. In partnership with WQED Inquire Within libraries and schools, WQED distributed 1,000 kits for

In the summer of 2022, WQED hosted two screening events. The first was for the Ken Burns documentary *Hiding in Plain Sight: Youth Mental Illness*. WQED presented a teen audience, and separately an audience of mental health practitioners, with a screener of the program followed by a panel discussion at the studios.



**FREE
WQED
SCREENING
EVENTS!**



WQED went on the road to Washington, PA, to share a screening and discussion at City Mission of *Portraits from the Home Front*, a remarkable story of a Pittsburgh artist - Elizabeth Black - who sketched soldiers on European battlefields during WW2. To this day, viewers all over the U.S. continue to reach out to WQED to report that they have an original Elizabeth Black WW2 soldier sketch in their home.

2022 WQED LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT: Community Engagement

Through the generosity of the community, WQED gave a portion of its Give BIG Pittsburgh funds raised in November 2021 to purchase school supply boxes for area schools. Members of the WQED Education team delivered 30 boxes of supplies to Propel East School in Turtle Creek, a school identified by The Education Partnership as being in need. The Classroom Essential Kits have everything from art supplies and notepads, to the ever-essential disinfectant wipes.

"This is a hard year. And to know someone's actually thinking about us is just so nice."

- Jaquetta Rawlings, 5th/6th grade Science Teacher/ Propel East School



In June 2022, WQED unveiled its own Little Free Library, conveniently located and accessible in front of its headquarters building at 4802 Fifth Avenue in the Oakland neighborhood of Pittsburgh. The WQED Little Free Library is unique in that it will be stocked by WQED and will provide items tied into WQED Education projects in the community. The library has books, activity kits for kids, writing kits for the WQED Writers Contest, and WQED giveaways.

2022 WQED LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT: WQED News

WQED Personnel in the News

Pittsburgh Business Times has named WQED's Chief Financial Officer, Mike Waruszewski, as 2021 CFO of the Year. Every year, the awards recognize financial professionals in western Pennsylvania for "outstanding performance" as corporate financial stewards.

At its national conference in Washington DC, the Public Media Business Association (PMBA) installed Mike Waruszewski as its new Chair. As Chair, Waruszewski has a full agenda for the year, with the largest initiative being a substantial technology upgrade of all of the 30-year organization's online systems.



WQED-FM's Jim Cunningham received a prestigious honor from his alma mater, Thiel College in February 2022. Cunningham (Class of '77) was given the 2022 James Pedas Communications Professional of the Year Award.

WQED Honored with Media Awards



The Pittsburgh Black Media Federation announced that WQED is being recognized with five awards in its 33rd annual Robert L. Vann Media Awards contest. The recognition honors excellence in journalism coverage of African American and African diaspora communities, individuals and issues for content produced during the calendar year 2020.



During the 58th Annual Golden Quill Awards ceremony, WQED was honored to receive five awards. The competition honors excellence in written, video and audio journalism in Western Pennsylvania, Eastern Ohio and Northern West Virginia.



The Pennsylvania Association of Broadcasters has recognized WQED with three statewide Awards for Excellence in Television/Digital Journalism. WQED received Outstanding Public Affairs Series for *VOICES*, Outstanding Feature Story for *Comfort Food: Baking for the Flight 93 Families*, and Outstanding Public Service Campaign for *A Matter of Trust: COVID-19 Vaccines*. PAB

is the oldest state broadcast association in the US, honoring the best in radio and television across the Commonwealth.

WQED Education Team Recognized

Sesame Street Workshop presented the 2022 *Bobbi English Champion for Children Award* to Gina Masciola and Cathy Cook of the WQED Education Department during a virtual ceremony on January 24. The award honors Gina, Cathy and WQED for their dedication, commitment and tireless work in supporting early childhood engagement and education in Pittsburgh and throughout western Pennsylvania. This award was extra-special because Gina and Cathy knew and worked with Bobbi English at Sesame Street before her untimely death. The *Bobbi English Champion for Children Award* was created in 2020 to recognize annually individuals who have demonstrated a dedication to the enrichment and engagement of children in their local community.

2022 WQED LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT: WQED News



WQED was selected to host three panel discussions out of the 22 designated topics at the September NETA conference. WQED's education team presented the following breakout sessions:

- *Leveraging the Family and Community Learning Framework*
- *Access and Equity in Digital Media Education*
- *Building Kindergarten Ready Communities with PBS KIDS (co-presenting)*

WQED Opens Studio C to a National Audience



Fresh off of being newly renovated, WQED's Studio C was pressed into service in July 2022, unveiled to a national audience for a PBS's August pledge break for the show *Patrizio Buanne: Celebration!*, WQED fan favorite Nancy Polinsky, joined by PBS talent Michele Verdi, taped the pledge breaks, which included an interview with the multi-lingual pop crooner Patrizio from his home in Austria.

WQED Welcomes "Lead With Music" Fellows

In the summer of 2022, WQED began an initiative centered around diversity and career development in media production and the arts, with a focus on classical music. WQED welcomed

two fellows for the station's "Lead with Music" Fellowship, a paid, six-month opportunity in which post-high school-aged students gain on-the-job experience. Two Fellows - native Pittsburgher, Kamera Dorsey, and University of Pittsburgh student, Avery Barrera, have contributed new ideas and strategies for shining a spotlight on diverse and/or under-represented artists in the Pittsburgh region. They have produced eight 30-minute podcasts (plus social media spots and on-air segments) featuring diverse artists; a filmed proof-of-performance piece spotlighting WQED's Lead With Music Camp at the Latrobe Arts Center; and two WQED "Sessions" (highlighting Pittsburgh's vibrant musical community) where they assisted with production. The "Lead with Music" Fellowship was made possible by Elsie H. Hillman Foundation.



Pictured left to right: Kamera Dorsey, Jim Cunningham, Flora Kelly, IUP summer intern, Avery Barrera

WQED President and CEO Deborah L. Acklin Steps Down After 12 Years of Leadership and Success

At the end of WQED's 2022 fiscal year, WQED President and CEO Deborah Acklin stepped down after 12 years in the position. It was necessary for her to focus on essential medical treatments following a diagnosis of non-smoker's lung cancer. The Board of Directors has launched a national search for the next President and CEO. Lilli Mosco, WQED's Chief Revenue Officer, and Mike Waruszewski, WQED's Chief Financial Officer, were appointed Interim Co-Chief Operating Officers. They have been capably and successfully leading the organization, as Deb would have, in the intervening months. Dr. Mildred S. Myers and Jonathan Rosenson, Co-Chairs of WQED's Board of Directors, are providing counsel throughout the transition.

Acklin was the first woman President and CEO of WQED. Among her many achievements, Acklin led WQED out of crippling debt and functional bankruptcy to become a financially-thriving multimedia powerhouse. Her tenure is also marked with unprecedented professional awards recognition for producing meaningful content at the local, national and international levels, as well as building and nurturing a nationally recognized education department. Deb's shoes will be hard to fill, but her legacy of nationally recognized achievements will help attract top-notch candidates that will maintain WQED's clear commitment to local community service and excellence.

At the end of November 2022, WQED's Board of Directors officially launched the new CEO search, working with a team from Korn Ferry, an internationally-recognized executive search firm. The Korn Ferry team brings great understanding of WQED's mission and deep expertise in conducting CEO searches.

In Acklin's own words, *"Leading WQED - my hometown PBS and classical music station - has been a singular professional honor. Growing up, these were almost the only channels we watched and listened to. Day one on the job, I met Fred Rogers, and it all instantly crystallized for me. I hope I've been a worthy student of his life's example. Thank you, Pittsburgh!"*

Thank you Deb!