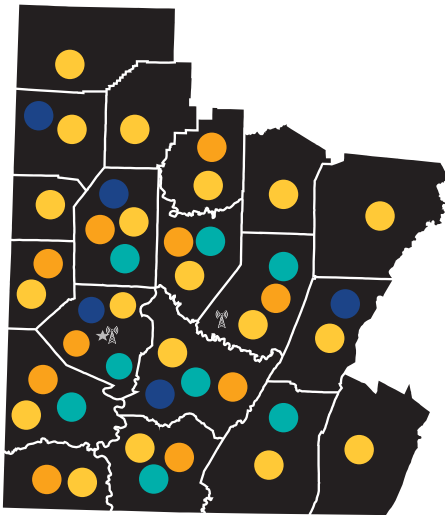




COMMUNITY IMPACT REPORT

FISCAL YEAR 2023 (10.01.22 - 09.30.23)



343 video stories and podcast interviews



23,180 students engaged



40,000+ members in 1,738 zip codes



91 events and appearances



GUMBANDS

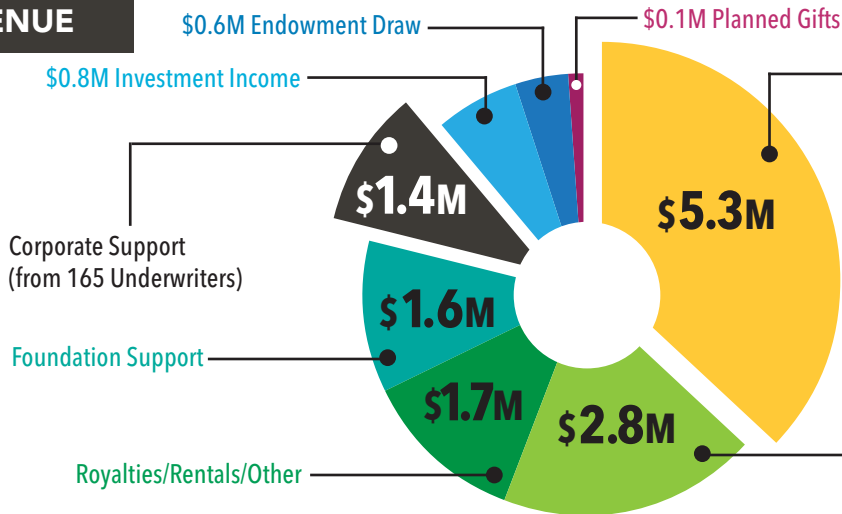
Podcast downloads
44,165

YouTube views
15,268



The Pittsburgh history series make me feel nostalgic and connected to my city of birth.

REVENUE



MEMBERSHIP

- **49%** of members authorize recurring monthly charges, which helps retention.
- Door-to-door canvassing now generates **34%** of new memberships. Half of those are age **30-49**, mostly parents.



DIGITAL



67,834 newsletter recipients with a **39%** open rate

SOCIAL MEDIA



162,183 total followers with a **4.3%** engagement rate

EDUCATION



21,744 students engaged in **122** schools

FILM ACADEMY



Interacting with **853** students and **583** adults across the region

AUDIO



65,000+ weekly listeners and **259** artists interviewed

VIDEO



84 local video productions earning **1.3M+** YouTube views

CEO NOTE

Seventy years ago, WQED began as an experiment in community-sponsored broadcasting, funded in part by \$2 donations from 60,000+ neighbors.

Today, technology continues disrupting audience habits, trust is scarce, and people expect more than a coffee mug for their support. We are called to return to our innovative roots and redefine the future of public media. Platforms and story formats will continue to evolve. We must think of ourselves as more than a broadcaster or television and radio station.

As we reimagine the content and services we offer, we remain committed to creating compelling content and experiences that drive engagement, elevate public discourse, and stimulate big ideas. When hiring me as WQED's fifth President and CEO, our Board of Directors framed the opportunity this way: "Usher in a new era of enhanced service that meets the changing needs of the broad Pittsburgh and greater regional community."

With your continued support, we will become more relevant — even essential — to more people across western Pennsylvania, charting a sustainable path forward for other public media organizations.

Jason Jedlinski
President & CEO



On January 25, 2023, WQED-FM hosts Jim Cunningham, Anna Singer and Bryan Sejvar kicked off a year-long celebration

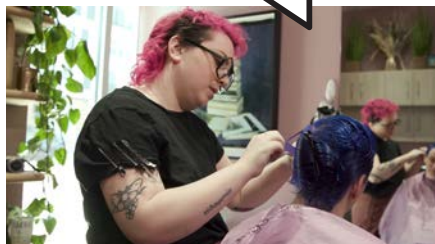
of our classical radio station's 50th anniversary. Musical virtuosos, community leaders, and members gathered in the WQED Concourse — on the very spot where we first went live in 1973. Listeners enjoyed a day of performances by some of Pittsburgh's most esteemed musicians and vocalists. The symphonies, songs and sonatas that elevate our spirits are all made possible by our devoted community of music lovers!



“

*Beautifully done!
I would love to
see more content
like this!*

”



WQED's new **Authentic Lives** series highlights positive stories from and explores the vibrancy of our region's LGBTQIA+ community, with major support from the Central Outreach Wellness Center.



Children and caregivers visited local businesses and community partners in Lawrenceville during our **Backpack Walk** in August, meeting neighbors while filling complimentary backpacks with free school supplies.

“

This was a fantastic opportunity for families to get ready for the school season with a host of exciting activities and resources!

— Jeff Tumsis,
New Alliance Federal Credit Union

”



In 1967, volunteers in the Hill District offered the first pre-hospital emergency medical care in America. Our **Freedom House Ambulance: FIRST Responders** documentary telling their story has been screened at **45 community events and film festivals**.

NEW TRANSMITTER

Classical music fans are enjoying a more reliable radio signal and higher-quality audio, thanks to a new FM transmitter funded by the Allegheny Regional Asset District.

VIRAL VIDEO

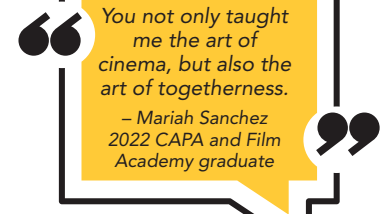


The Pittsburgh Potty takes the throne! A short clip from the 2007 Rick Sebak documentary “Underground Pittsburgh” has earned more than **583 million views** across TikTok and Instagram—and continues to climb—proving the enduring power of our local storytelling.



Funding for the fourth season of **Cartoon Academy** with Joe Wos was provided by the Hans and Leslie Fleischer Fund of The Pittsburgh Foundation. The program was also recognized with two additional regional Emmy awards, for long-form education content and talent/host.

We expanded the franchise with in-person drawing events, including one for families at the Pittsburgh Zoo and Aquarium.

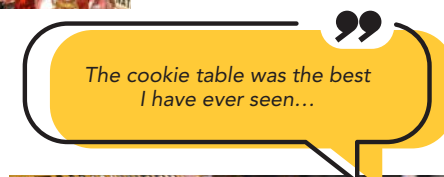


Since acquiring the assets of the former Steeltown Entertainment Project in January 2022, **WQED's Film Academy** has more than doubled in size, with 40 students enrolled in our after-school programs this year.

In 2024, a grant from The Heinz Endowments will help us expand our “on location” program to reach more underserved communities.



More than **325 people** zippered up and buttoned down, gathering in WQED's historic Fred Rogers Studio for a sold-out **Cardigan Party** celebrating World Kindness Day.



This August, WQED Education gathered educators, librarians, and community partners from **Learning Neighborhoods** to connect with colleagues and discover ways to infuse resources from WQED and PBS into their educational programs.