



## 2023 Community Impact Report

**WQED champions the communities we serve by creating experiences that educate, entertain, and inspire our neighbors**



WQED Multimedia starts conversations and creates experiences that educate, entertain and inspire our neighbors in Pittsburgh and across southwest Pennsylvania.

Founded in 1954 as an experiment in educational community-supported television, WQED was a forerunner to PBS.

WQED Multimedia operates 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; plus various streams, apps, and interactive experiences.

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](#).

## 2023 WQED LOCAL CONTENT AND SERVICE REPORT

# WQED Announces New President & CEO

On June 15, 2023, WQED announced the appointment of Jason Jedlinski as the organization's fifth President and CEO. Deborah Acklin stepped down after 12 years in the position.

Through an extensive nationwide search, the organization sought an innovative leader with consensus-building skills and a commitment to broadening and strengthening WQED's impact across all of the communities it serves. WQED's appointment of Mr. Jedlinski showcases its firm commitment to embracing and navigating the challenges and opportunities presented by tectonic changes in media consumption.

"WQED has never been a follower," shared Dr. Millie Myers, WQED's (previous) Co-Chair of its Board of Directors, "so hiring Jason sends a clear signal of our determination to excel in the digital realm and create new ways to educate, entertain and inspire our neighbors and friends."



Jedlinski shared, "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.'"

*From left to right: Jason Jedlinski stands with Dr. Millie Myers, Allegheny County Executive Rich Fitzgerald, and Johnathan Rosenson*

WQED held its 2023 Annual Meeting on September 28th at the Frick Environmental Center. The event celebrated Millie Myers' five years as chair of WQED's Board of Directors and officially inaugurated Jonathan Rosenson as the new Board Chair, concluding a transition year of joint leadership.

At the meeting, Jedlinski publicly shared a refreshed mission and vision for WQED.

**Vision: *Enrich communities through education and storytelling.***

**Mission: *Champion the communities we serve by creating experiences that educate, entertain, and inspire our neighbors.***

## 2023 WQED LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY: WQED Production

In fiscal year 2023, WQED created local productions that demonstrate its commitment to community engagement. These shows and series 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.

WQED released "Authentic Lives," a new digital series that showcases stories of queer joy and celebrate the vibrancy of Southwestern Pennsylvania's LGBTQIA+ community. Producer Lu Cooper shared, "So many of us at WQED work here because we genuinely care about the community and always want to try to find opportunities to encourage access to education and understanding of our neighbors."

Two episodes produced this past year include:



***Authentic Lives: A Fresh Cut - Pittsburgh stylists affirm queer clients*** - Barbershops and salons can be difficult to navigate for members of the LGBTQIA+ community. Meet three Pittsburgh hairstylists with great respect, care, and understanding of their queer clients.

***Authentic Lives: Art, Expression, and Identity*** – Art is often an expression of one's true self – a medium utilized by many individuals in the queer community

to explore their identities. Meet two Pittsburgh area artists whose work provides insight and understanding into the experiences of LGBTQIA+ artists.

Future episodes may explore such topics as religion, music, and gender-affirming care.

One of many overwhelmingly positive comments on the series includes: "Beautifully done! I would love to see more content like this!"

***Freedom House Ambulance - The FIRST Responders*** - The documentary showcased America's first EMT service, produced by Pittsburgh's inner city in 1967. Comprised solely of Black men and women recruited from the city's Hill District, the paramedics of Freedom House Ambulance became trailblazers in providing pre-hospital and CPR care.

***Autism: Aging Out-*** Autism: Aging Out, a 28-minute WQED documentary, addresses an often-overlooked reality: Children with autism grow up to be adults with autism—and they "age out" of services that had previously been provided through the public school system.

***Cartoon Academy with Joe Wos-*** WQED Education presents third season of award-winning digital vignettes. Hosted by Pittsburgh-based cartoonist Joe Wos, each six-to-nine-minute episode will take viewers of all ages through the creative steps of drawing cartoon characters while sharing tips on developing skill, artistic terms, and educational facts about the characters. Season three focuses on

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the topics of Outer Space, Under the Sea and Dinosaurs. Learning resources, including lesson plans, extension activities and coloring sheets accompany each episode.

**Alone: Isolation Hurts-** 30-minute documentary exploring the intersections of mental health and social isolation as it impacts different generations and demographics. Isolation has long been known to affect mental health, but new information shows it can increase the risk of poor physical health and early death. With direct connections to depression, suicide, dementia, stroke, coronary disease and poor sleep, isolation is having a widespread effect. This documentary introduces those whose lives have been impacted, as well as people and organizations working for positive change.

**Equity on Ice: The Willie O'Ree Academy:** Ice hockey is among the least diverse of all sports. The Pittsburgh Penguins organization, in partnership with Dick's Sporting Goods, is working to change that by bringing young Black hockey players together on the ice. The program is called the Willie O'Ree Academy, named for the man who broke the color barrier in professional hockey.

WQED was also the presenting station for the **The Cost of Inheritance**, which premiered at DOC NYC, America's largest documentary festival, on November 12, 2023 and enjoyed a national broadcast debut on PBS member stations on January 8 2024. The one-hour film, directed by Emmy nominee and Peabody Award winner Yoruba Richen, presents a nuanced view of the complex topic of reparations with the aim to launch conversations about specific actions that aspire to close the racial wealth gap in America.

### 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.



*Rick Sebak on the set of 'Gumbands'*

In 2023, WQED launched the new podcast series, **Gumbands**. Hosted by popular producer Rick Sebak, the podcast celebrates Pittsburgh, its people, its history, its products and its seemingly endless supply of unusual charms. The series has already received 15,268 views on YouTube (for its companion visual pieces) as well as 44,165 podcast downloads. One listener shared, "The Pittsburgh history series makes me feel nostalgic and connected to my city of birth."

This new series is among many productions amplifying the knowledge and appreciation of the region's cultural richness:

### **The Green Book: Driving Through History - Iconic Travel Guide Comes to Pittsburgh -**

Developed and published by Harlem postal carrier and travel writer Victor Hugo Green, the Negro

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Motorist's Green Book was a must-have road companion for African American travelers in a segregated America. It was celebrated in a popular exhibit at the Senator John Heinz History Center. WQED's short film also explores Webster Hall, which once served as the Hotel Webster Hall. It's one of the few Green Book landmarks still standing in Pittsburgh.

**August Wilson House: On Sacred Ground** – He grew up in a two-room apartment in Pittsburgh's Hill District. August Wilson's reflections on his neighborhood experiences would become the basis for legendary plays that earned him two Pulitzer Prizes and a Tony Award. On August 13, 2022, a grand opening celebrated the completion of a massive restoration project of Wilson's childhood home. Funded by local foundations, government organizations and celebrities including Denzel Washington, Oprah Winfrey, Spike Lee, Shonda Rhimes and Tyler Perry, the building now operates as a center for arts and culture. Come along with WQED for a tour of 1727 Bedford Avenue.

**Community Champions** - The Community Champions initiative features change-makers whose commitment, passion, and leadership are improving the lives of individuals and the well-being of our communities. Each month, WQED features a video profile of a person and/or organization who exemplifies outstanding spirit and commitment in their chosen field.

### NEW EPISODES OF ORIGINAL SERIES

**Future Jobs** - WQED embarked on its multiplatform Future Jobs initiative in 2018 that addresses the growing issue of Western Pennsylvania's changing workforce needs. WQED shared the newest documentary in this initiative this year, ***The Growing Field: Future Jobs in Agriculture***.

**Cartoon Academy Season Three** - Hosted by Pittsburgh-based cartoonist Joe Wos, each six-to-nine-minute episode takes viewers of all ages through the creative steps of drawing cartoon characters while sharing tips on developing skill, artistic terms, and educational facts about the characters. Season three focuses on the topics of Outer Space, Under the Sea and Dinosaurs. Learning resources, including lesson plans, extension activities and coloring sheets accompany each episode.

**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 - 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.

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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 13<sup>th</sup> year of WQED's *Design Lives Here* competition engaged 1,403 students in grades 5<sup>th</sup> through 8<sup>th</sup> 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. The culminating event returned in-person on April 13, 2023 in the Fred Rogers Studio at WQED. 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.



**2023 WRITERS CONTEST** –WQED's annual Writers Contest continued its annual contest encouraging kids in grades K-3 to submit original stories with the theme "Write My Future." Over 400 entries were received from throughout Pennsylvania, and several states from throughout the country, including New Jersey and California. WQED has been able to reach out directly to schools, libraries, and families across Pennsylvania to encourage children to write about their goals and submit their original stories and illustrations. This program has

been critical to the mission of WQED's Education Department as it engages children in writing and illustrating, includes parents and teachers in the creative process, and emphasizes the relevance of all literacy activities in a child's life.

### **WQED'S READY TO LEARN LEARNING NEIGHBORHOOD EXPANDS**

Through "Learning Neighborhoods," WQED partners with educational and community leaders, organizations, and spaces to provide activities and resources from the PBS catalog that engage learners of all ages in both passive and active ways. WQED trains community space coordinators and provides them with a tailored program menu for their audiences. WQED Education is developing 10 "Learning Neighborhoods" across southwestern Pennsylvania.

WQED is one of ten stations across the country a part of the 2020 – 2025 Ready to Learn (RTL) initiative. For WQED's 2020-2025 RTL work, WQED Education sought to develop the deep network of a Learning Neighborhood across the rural communities of Washington County. WQED's vision is to create a foundation for sustaining and expanding the Learning Neighborhood within Washington County by increasing the capacity of educators, librarians, and community partners while deepening family partnerships using intergenerational learning. WQED wants the Learning Neighborhood partnership to sustain the relationships that are created during this RTL grant cycle and long into the future. To support the RTL priority areas of functional literacy, critical and computational thinking, collaboration, and World of Work knowledge and skills – with a focus on intergenerational learning, some of WQED's efforts include a World of Work podcast and career maps, a World of Work

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Marketplace event, ABC career kits, Backpack story walks, a Skills for Success program, Play and Learn FCLs, and STEM kits.

### **SMART SCHOOLS**

WQED created the SmartSchools program to work directly with school districts to maximize the impact of research-based PBS educational resources. Tailored to fit the needs of each school, WQED's Education team partners with educators to infuse proven PBS programming into in-school, after-school, and at-home learning opportunities for students. The SmartSchools approach empowers teachers by training them to deliver innovative, impactful learning experiences in the classroom using free and trusted content from PBS. Currently, WQED reaches 82 percent of children below the age of eight in its viewing area. To increase the home-school connection, WQED's SmartSchools program provides corresponding family engagement activities designed to increase learning support and continuity. PBS characters and content make learning about these subjects more approachable and less intimidating. SmartSchools reimagine educational public media partnership by providing an accessible, sustainable model for students to acquire the skills and support necessary to achieve academic success. WQED launched seven new elementary SmartSchools in fall of 2022.

### **INQUIRE WITHIN**

WQED is working with local and national library partners to create and implement PBS-themed curriculum that leverages public trust with a thirst for innovation in service of 21<sup>st</sup> century learners by developing a community of practice that can experiment, lead and sustain a new approach to “educational public media.”



Collaborating libraries choose from a menu of program options including, but not limited to: Family and Community Learning Workshops; Design Lives Here; 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 a love of learning through hands-on, family-centered activities. WQED and UPMC welcomed Clairton Public Library as the newest library to the Inquire Within during the fiscal year.

## WQED FILM ACADEMY

In 2023, WQED's Film Academy engaged with 853 students and 583 adults across the region. The multi-tiered WQED Film Academy (WFA) program introduces middle and high school students to digital media as a career path. Through Film Academy On Location, WFA offers local schools and community organizations custom in-school and after-school workshops and/or semester-long classes in digital media arts. Only the first level of WFA's programming is tuition-based. Level 2 students incur no cost, and level 3 (Teen Film Crew) are paid for their time/expertise. WFA offers all students in need a scholarship and every student who requests a scholarship is considered. On average 20% of students incur a cost.



In 2023, Teen Film Crew (TFC) students are now a part of WQED's on-call staff, building their experience with exposure to nationally-recognized industry professionals. Students have developed stronger connections with WQED production staff, with producers advising on student projects.

WFA encourages and welcomes students of all backgrounds and abilities to participate. Staff works with students and their caregiver(s) to assess needs and provide accommodations, including aides. WFA regularly works successfully with

students with IEPs and 504 plans. WFA is also now working with the Office of Vocational Rehabilitation to provide paid internship opportunities to young people with disabilities.

WFA's commitment to serving diverse communities is reflected in the demographics of its current student body: 25% BIPOC, 46% women, 12% non-binary, 30% LGBTQ+, and 12% filmmakers with disabilities. WFA partners with trusted organizations throughout the community to bridge gaps and increase access. WFA prioritizes hiring a diverse staff that is representative of the students it serves: 45% identify as BIPOC, 27% female, 18% non-binary, 36% LGBTQ+, and 27% with disabilities.

2022 graduate Mariah Sanchez shared, **"You not only taught me the art of cinema, but also the art of togetherness."**

A parent of a student shared, **"In addition to teaching an important craft, you have developed a culture and community that nurtures and supports creative youth in southwestern Pennsylvania."**



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

In 2023, Pittsburgh’s home for classical music, WQED-FM, celebrated its 50th anniversary. WQED-FM is WQED’s main conduit for highlighting the region’s arts and cultural organizations, leaders, and events.

While a lot has changed since 1973, what remains constant is WQED-FM’s passion to provide listeners with an immersive and engaging classical music experience. That is coupled with providing a platform for the arts community to be heard. WQED appropriately calls it The Voice of the Arts, and for decades it has amplified Pittsburgh’s rich, and diverse arts community. WQED is often the primary, if not only, resource for the public to encounter local artists and performing groups, as well as the timeless masters of classical music.



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. 50th anniversary interviews were conducted with 11 different arts organizations.



Through 24/7 programming, to date Classical QED has:

- Simulcasted to WQEJ-FM 89.7 Johnstown.
- Filled Pittsburgh’s subway stations and the Pittsburgh Airport with classical music from 19 arts and music organizations through Q the Music. This stream is also available to listeners online, streaming and apps, and WQED interactive.
- Produced and distributed Pittsburgh Symphony Radio to PRX stations nationwide.
- Broadcast live concerts and performances from the PSO. These complete two-hour concerts with Music Director Manfred Honeck and guest artists become Pittsburgh Symphony Radio

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podcasts and are heard on over 100 PRI and NPR stations across the country.

- Produced and aired Pittsburgh Opera Previews, in addition to Pittsburgh Opera Concerts. Hosted by WQED-FM's Anna Singer, these half-hour previews of each upcoming opera are broadcast twice before each production opens (at 12:30 PM the Saturday before opening night, and again at 7:00 PM the night before opening night), giving listeners an in-depth introduction to the opera's singers, music and production.
- Broadcast "Performances in Pittsburgh" every Friday night, highlighting numerous arts organizations and artists.
- Produced six podcast series that promote artists and arts organizations and available through Android, Apple, Spotify, and online at [wqed.org/fm](http://wqed.org/fm). These include Voice of the Arts, @ the Symphony, Pittsburgh Symphony Radio Concerts, Encore!, Pittsburgh Symphony On Tour, in addition to WQED's newest series, Artists in the World.

In October 2022, WQED-FM and Carnegie Museum of Art announced the launch of their new podcast, titled **Artists in the World**, a series that opens conversations between artists and their contemporaries. Artists in the World uplifts artistic voices and explores multiple histories, geographies, and current events while creating space for new ideas and possibilities. Hosted by Carnegie Museum of Art's director of education and public programs, Dana Bishop-Root, and WQED-FM's artistic director, Jim Cunningham, the new podcast series features cross-disciplinary conversations, artist talks, readings, and performances that position artists in conversation with individuals across disciplines, practice, and place. Across FY 23, ten podcast episodes, running approximately 60 minutes each, were produced and shared.

In June and July 2023, 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.

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"**

## WQED: CONTINUALLY ENGAGING WITH THE COMMUNITY

Throughout its Fiscal Year 2023, WQED hosted 91 events and appearances across Pittsburgh communities. Some highlights are included below.

On November 2, 2022, WQED's yearly tradition of celebrating World Kindness Day with Cardigan Day continued and returned to in-person engagement.

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.

## 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.

WQED's 2023 Be My Neighbor Day brought together 150 community members around the themes of kindness and neighborliness. WQED partnered with Homestead community groups and organizations, WQED leveraged its role as a community convener to gather and engage key stakeholders in the area to shape the event. Each activity hub featured information about services within the community, activities for families to participate in together, and opportunities to give back to the community.

Through the generosity of the community, WQED gave a portion of its Give BIG Pittsburgh funds raised in November 2022 to provide educational resources to the local community. This year, WQED's education team distributed 18 Sesame Street-themed family engagement boxes to area public libraries and seven Play Kits designed to help children develop the skills that they need to be successful in Kindergarten in a library setting. These resources are being shared through both passive and interactive programming in public libraries located in Allegheny, Beaver, Butler, Green, and Washington counties.



*Freedom House paramedics Mith Brown and George McCary III posing with Bobby Hopewell from Mobile Health Resources*

On January 10, 2023, more than 100 people attended the free, pre-screening event of WQED's **Freedom House – The FIRST Responders** documentary. The event was held at the Jeron X. Grayson Community Center, located in the Hill District — the same Pittsburgh neighborhood where, in 1968, the nation's first paramedics started saving lives. Immediately following the documentary screening, Minette Seate, WQED's Managing Director of Local Production and Programming, moderated a panel discussion featuring producer Annette

Banks and key members of the Freedom House community and original team including Mitchell J. Brown, George McCary, and John Moon. The panel also featured Phil Hallen, one of the original founders of Freedom House. The Jeron X. Grayson Community Center was filled with people to see the screener and meet the men who were a part of the service. The city's first woman and minority deputy EMS chief, Amera Gilchrist, was in attendance. She was mentored by one of the men from Freedom House and recognized as the legacy of what they helped to create.

The documentary has received overwhelmingly positive feedback from the community. Since the release of the documentary, there have been approximately 50 community screening events across the country.

### **WQED Personnel in the News**

WQED's Cathy Cook, Director of Education, and Molly Held, Director of On-Air Fundraising, were selected as PBS Advisory Council members for 2023. The PBS Advisory Councils and Committees are organized to advise and liaise between stations and PBS departments. Cook joins the Children's Media and Educations Leadership Committee and Held joins the Development Advisory Committee

"Serving on the Children's Media and Education Leadership Committee is a fantastic opportunity to work with PBS Kids," says Cook. "I'm excited to share the local perspective on all things education, while learning from other PBS stations in the system."

### **WQED Honored with Media Awards**

During the 59<sup>th</sup> Annual **Golden Quill Awards** ceremony, WQED was honored to receive eleven 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 Program for *A Force for Change: Esther Bush and the Urban League*, Outstanding Documentary for *The Letters: A Plea for Help*, and Outstanding Public Service Campaign for *Teachable Moments*. PAB is the oldest state broadcast association in the US, honoring the best in radio and television across the Commonwealth.

WQED was proud to receive 8 Natas **Mid-Atlantic Emmy Awards** in 2023. WQED received awards in the Community Service, Education/Shools, Historical/Cultural, Human Interest, Politcs/Government, Public Affairs, Societal Concerns, and Talent categories.

### **WQED Awarded "American Graduate: Jobs Explained" Grant to Create TikTok, Other Social Media Videos Connecting Youth and Careers**

WQED is one of 10 public media stations nationwide selected to create digital career-focused videos on TikTok, Instagram Reels, and other social media platforms to help connect young people aged 13 to 18 with potential careers in the next chapter of the American Graduate public media initiative. WQED is focused on sharing information on Cybersecurity, Cyber jobs, and the many ways teens of all backgrounds can connect to education, training, and job opportunities in the field.

### WQED Awarded National Endowment for the Arts Grant

WQED's Film Academy was selected as one of 1,130 projects across the country to receive an award from the National Endowment for the Arts during the second round of Grants for Arts Projects fiscal year 2023 funding. Funding supported the program's teaching artists. "The National Endowment for the Arts is pleased to support a wide range of projects, including WQED's, demonstrating the many ways the arts enrich our lives and contribute to healthy and thriving communities," said NEA Chair Maria Rosario Jackson, PhD. "These organizations play an important role in advancing the creative vitality of our nation and helping to ensure that all people can benefit from arts, culture, and design."

"We're thrilled and honored to receive support from The National Endowment for the Arts. Seeing arts education valued and supported at a federal level is truly encouraging and reaffirms how important and life-changing this work is for so many young people," said Mary Ann McBride-Tackett Director of Film Education at WQED.

### WQED Awarded National Endowment for the Humanities Grant

WQED was selected as one of 36 national humanities projects to receive a grant from the **National Endowment for the Humanities (NEH)** to digitize, catalog and make accessible nearly 2,000 of its media assets relating to the Black experience in Pittsburgh, Pa. WQED's "Pittsburgh Black History" and "Black Horizons' Digitization Project" will preserve these assets for generations to come and add to the growing number of searchable, digitized resources. WQED's archive of Pittsburgh Black history will join other public media stations' preserved content on the American Archive of Public Broadcasting (AAPB). This will provide a fuller understanding of developments in America's Black



Minette Seate and Chris Moore look at archived tapes inside the WQED tape vault room. Source: Pittsburgh City Paper

history by revealing aspects of local histories, from laypeople to leaders, covered in WQED's programs.

WQED's project was funded as part of the agency's **American Tapestry: Weaving Together Past, Present, and Future** initiative, a wide-ranging special initiative at NEH that leverages the humanities to strengthen our democracy, advance equity for all, and address our changing climate. WQED's project was selected to help emphasize the role of the humanities in tackling contemporary social challenges.

"We are grateful to the NEH for its recognition of the value and lasting legacy of these programs," said WQED

Supervising Producer Minette Seate. **"Pittsburgh's Black community has long played a vital role in shaping the history of the region and, really, the entire country. Now everyone will have a chance to know these stories."**