



President's Report to the Board

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Introduction

WQED is the School of the Air During National Emergency

The world can change in an instant. The advent of the coronavirus and its quick spread around the world early in 2020 and began to hit home the week of March 8.

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. WQED's top priority is the safety of its staff and partners while maintaining business continuity.

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.

We quickly decided to put education front and center during the crisis under the theme "Stay Home with WQED."

WQED is the education station and we are here for the entire community. We have been here for quality programming for kids and families for 65 years, and with messaging to parents on how to talk to their children about difficult topics.

WQED's broadcast operations continue uninterrupted, thanks to modern technology, minimal staff in the building, and the ability for employees to work remotely. Additionally, WQED is now available for free on the Roku streaming platform with the potential to reach a wider audience.

WQED Education has been working with our colleagues across the country to quickly curate content that is easily accessible by not only grade level but also by content area. WQED is curating the PreK-2nd grade pieces. These resources and activities are

available on our [wqed.org/education](https://www.wqed.org/education) page and pushed out 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.

WQED is also creating Brainy-Craft and STEM videos that will link to simple lesson plans and PBS Kids content that families can use to help support learning and creativity while children are out of the classrooms. And as always ALL programming on PBS Kids and WQED is educational.

Educational Resources for Kids and Families

WQED Education is supporting teachers, parents and students through all of our social media platforms - Facebook, Twitter and Instagram - while schools are closed. We are sharing activities, resources, content and health and wellness information across all platforms.

WQED Education's in-person programs and events at schools and libraries are curtailed until further notice.

The WQED PBS KIDS channel is your 24/7 home for trusted children's programming, and also available online at <https://pbskids.org>

WQED's Education Department provides resources for K-2 educators at www.wqed.org/edu. WQED has been tapped by PBS to curate content for teachers and parents in those learning areas at <https://wqed.pbslearningmedia.org/resource/kindergarten-readiness-resources/kindergarten-readiness-resources/>. These resources are announced in a Sunday social media post and include a schedule of weekly lesson plans and activities.

An at-home activity that children could take advantage of is the WQED Writers Contest until March 31 at <https://www.wqed.org/education/writers-contest/>

WQED is committed to providing the community with helpful resources during the coronavirus pandemic at <https://www.wqed.org/covid19>.

WQED's website at www.wqed.org is the central hub for resources for children's education and for news and information from PBS NewsHour.

WQED Education <https://wqed.org/edu> is specifically focused for parents, caregivers, children and families. The page will update as new information and resources become available.

PBS Programming on the Coronavirus

In addition to ongoing coverage by PBS NEWSHOUR, (weeknights at 6:00pm on WQED) PBS is presenting special programming around the virus, including:

- “PBS NEWSHOUR Presents: Confronting Coronavirus” on Thursday, March 19 at 8:00 pm, which focuses on public and personal health, as well as economic impact. The program features a virtual town hall with curated questions from people across America.
- Also on Thursday, March 19 at 9:00 pm, WQED encored “Spillover,” a film from Tangled Bank Studios and HHMI, about how diseases such as Ebola, Zika and Nipah are a rising threat.
- “Coronavirus Pandemic” will air Tuesday, April 21 at 9:00pm. This FRONTLINE episode, airing as part of the PBS Health Initiative, will feature two special reports: one that examines the very different responses to the virus in the U.S. by the federal government and the government in Washington State -- the epicenter of the outbreak; and another that focuses on the impact of the outbreak on the poor, especially children.

Follow the NewsHour for national and international information on the pandemic, including travel advisories, media updates and related advisories.

<https://www.pbs.org/newshour/>

Federal Funding

As of this writing, this is a fluid situation because of the national emergency. Legislators are working on a bill which may contain emergency funding for public broadcasting. We will update the board at the April 2 board meeting. Below is a summary of our February trip to Capitol Hill Days in Washington.

We spent a great few days in Washington during public media Capitol Hill Days February 24-26. While in our nation’s capital, Millie Myers, Jeff Davis and Jody Doherty and I were able to meet with Congressman Mike Doyle and representatives from Congressman Conor Lamb, Congressman Guy Reschenthaler and Senator Bob Casey’s office. We urged each representative of the importance and urgency of signing onto funding for public media, CPB, Ready To Learn and public television interconnection system funding.

These federal investments are critical to public media’s mission to provide unique services in the areas of education, public safety, and civic leadership to all Americans.

The relatively modest federal investment in public media is leveraged for even greater impact. Approximately 70 percent of funds appropriated to CPB go directly to more than 1,500 public television and radio stations across the country, supporting approximately 20,000 local jobs, and representing the only locally licensed, controlled, and directed media in America. Every federal dollar invested in public media is seed money that is leveraged by local stations to raise six additional dollars on their own from the communities they serve.

While we deeply appreciate last year's \$20 million increase in CPB funding, a prior decade of level funding still leaves the program \$80 million behind where the system was ten years ago, in inflation-adjusted dollars. To restore that purchasing power and enable stations to make investments in their future, we are requesting an increase to \$515 million so that public media stations can continue to teach, protect and make well-informed citizens.

I am happy to report that we received great responses from our elected officials, and that funding for public media continues to enjoy bipartisan support in both chambers of Congress.

[Strategic Initiative: Content and Community Engagement](#)

Since content of outstanding quality serves as “the coin of the realm” in public media, WQED will build on PBS content, collaborate with regional partners, and pursue a “community engagement first” process for creating compelling new local content.

WQED Now Live on YouTube TV

WQED began streaming live on YouTube TV on December 17, 2019. Dedicated live channels for WQED and PBS KIDS, as well as on-demand programming, are now available to YouTube TV subscribers, expanding PBS's digital footprint and offering viewers additional ways to stream PBS content. To access the full line-up available in the Pittsburgh television market, you can visit the YouTube TV live guide or the PBS schedule [here](#).

We are delighted that WQED is now included in the YouTube TV lineup of stations. Our quality educational and local content is now available through more platforms than ever before. No matter where you are, you can take WQED with you wherever you go.

More and more households are seeking alternative ways to view their favorite PBS programs, and WQED is committed to making trusted content available to all households across as many platforms as possible. We are pleased that YouTube TV recognizes public television's unique structure and worked with us to provide our

viewers with more ways to watch the programs that they love through their local station.

YouTube TV represents WQED's first local livestreaming partnership and includes episodes and on-demand content from locally produced shows and PBS favorites, including *American Experience*, *Antiques Roadshow*, *Frontline*, *Great Performances*, *Masterpiece*, *Nature* and more. The accompanying PBS KIDS 24/7 channel extends the organization's mission of helping prepare children for success in school and life through trusted, educational media, available anytime and anywhere. Users can access favorite series, such as *Daniel Tiger's Neighborhood*, *Molly of Denali*, *Odd Squad*, *Pinkalicious & Peterrific*, *Wild Kratts* and *Sesame Street*. YouTube TV subscribers can also access select content through YouTube TV's VOD service.

In addition to YouTube TV, WQED content is available on all WQED-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS Video app and PBS KIDS Video app available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Samsung TV and Chromecast. WQED members are also able to view an extended library of quality public television programming via Passport.

Recent Broadcast and Digital Programming

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

www.wqed.org/the-good-fight



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, with rebroadcasts on February 17 and February 27. 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.

Featured segments include:

- Mr. Henry Parham, believed to be the last surviving African American veteran to land on Omaha Beach during the D-Day Invasion.
- Ms. Althea Skelton, a Schenley High School graduate who worked as an electrician, helping to build B-29 bombers.
- The Tuskegee Airmen Memorial - the Sewickley Cemetery is home to the largest outdoor memorial of its kind, dedicated to the famed Black fighter pilots.

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

<https://www.wqed.org/watch/wqed-specials/long-shadow-childhood-trauma-8cvumj>

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 with a rebroadcast on December 16.

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.

The documentary is produced and written by Emmy Award-winner Beth Dolinar, who was troubled but also reassured by the stories people shared. "It's not always easy growing up in this culture," she said. "What's most important is that doctors are finding ways to ease the pain of early trauma, and to make lives better in the long run."

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

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

<https://www.wqed.org/tv/highlights/my-seven-weeks-magee>

One evening in late August 2018, 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 (located just above his left knee) 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*.

My Seven Weeks In Magee premiered December 19. Rick spent all that time with his leg in a brace in the TCU, the Transitional Care Unit, being taken care of by diligent, delightful nurses and relentless therapists inside UPMC Magee Womens Hospital in Oakland.

When Rick posted about his plight on Facebook and Instagram, starting with a review of the hospital breakfast (“The turkey sausage is nicely spicy”), he found that he had a lot of generous, kind and talented friends who brought him food of all kinds (from breakfast cereals to Italian meatballs to Brazilian stews to shopping bags full of Dorothy’s Candies) as well as reading materials and engaging conversation throughout his days there. His favorite local band, the Beagle Brothers, came and “rehearsed” in the lounge near his room. Some Facebook friends called and asked if they could do an impromptu wedding service with him as one of the witnesses. One evening, two huge dinosaurs showed up in his room, just some of the many surprises and therapeutic displays of friendship.

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.org/futurejobs

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.

This year, WQED continues its initiative showcasing the region's trending and future career paths.

Two new Future Jobs documentaries premiered in the last two months: *Future Jobs: Opportunity for All* premiered February 6 with a re-broadcast on February 10, and *Future Jobs: Technology and a Changing Workforce* premiered March 12 with a re-broadcast on March 16.

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.

Guests:

- Alison Treaster, Allegheny Conference
- Dr. Evon Walters, Northwest Region - Community College of Allegheny County
- Alisa Seewald Paul, Year Up.

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.

WQED's *Future Jobs* initiative started in February 2019 with an ongoing series of short digital videos showcasing the region's trending careers.

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.

Future Jobs is made possible with support from:

BNY Mellon Foundation of Southwestern Pennsylvania; CNX Resources; ANSYS; Berner International; California University of Pennsylvania; Carlow University; Chevron; Columbia Gas of Pennsylvania; Community Alternatives, Inc.; Community College of Allegheny County; Community College of Beaver County; Consortium for Public Education; Deep Well Services;

Development Dimensions International (DDI); Dollar Bank; Duquesne Light Company; Edinboro University; Ellwood Group; Keystone + Mountain + Lakes Regional Council of Carpenters; LANXESS; Mascaro Construction Company, LP; National Association of Electrical Contractors/NECA, NET Xperts LLC; Western Pennsylvania Chapter; PA Chamber of Business and Industry; PANTHERx Rare Pharmacy; Passavant Memorial Homes Family of Services; Peoples Natural Gas; PJ Dick - Trumbull - Lindy; The Rhodes Group; RLA Learning & Conference Center; Roofers & Waterproofers Local 37 JAC; Schneider Downs & Co.; SSPC: The Society for Protective Coatings; Thiel College; University of Pittsburgh; and UPMC.

Campaign U

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

In partnership with the University of Pittsburgh and Duquesne University School of Law, this WQED digital and social media initiative explores the issues surrounding the 2020 campaign and election. Our goals are to examine issues such as voting rights, voter suppression, criminal justice reform, health care, and constitutional law as it relates to the candidates' positions and today's political climate.

The first episode, Fact or Fake premiered in early March with a guide on how to determine legitimate news stories and how to spot fake news. Additional episodes will roll out throughout the election season. The website

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

also includes resources and links on the following topics:

- Where do I register to vote in Pennsylvania?
- What are my rights as a voter?
- What are the guidelines for giving money to a candidate?
- League of Women Voters
- League of Women Voters of Greater Pittsburgh

WQED Digital Docs - Short Documentaries Direct to Web

WQED's Digital Docs are a new series of short documentaries produced for digital distribution. Usually less than ten-minutes long, the videos are available exclusively at www.wqed.org/digitaldocs.

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.

As many as six Digital Docs are released through www.wqed.org every month and can be found on the website under www.wqed.org/digitaldocs. The following titles premiered in February:



A Crowning Achievement

In the early 20th century, so-called “beauty pageants” became popular in America - from small towns to the national stage. But for decades, young women of color were not welcome. Jean Bryant worked to change that. At 87, she reflects on founding African American youth pageants, and a life of fighting racial injustice through activism and

journalism in Pittsburgh.
(Producer: Annette Banks)



Ride to Rescue

Its mission is simple: volunteers working to save homeless pets across the United States and beyond. Animal Lifeline Pittsburgh provides help for at-risk animals through a number of programs including its Ride-to-Rescue, food bank, and fostering and adoptions. Watch a rescue van arrive, meet local people who foster and adopt,

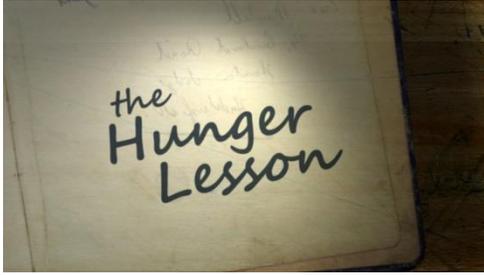
and visit a unique thrift store in Homestead, where all sales support the animals.
(Producer: Nathalie Berry)



En Pointe: Black Dancers, Black History

The focus is on the history and evolution of Black dancers. Author and dance historian Brenda Dixon Gottschild is featured as she visits Point Park University, home of the well-respected Conservatory of Performing Arts (COPA), to discuss her latest book *Joan Myers Brown and the Audacious Hope of the Black Ballerina*. In addition,

meet diverse students as they train at COPA, and discover how these young dancers of color are shattering stereotypes and prejudice, and shaping the future of dance.
(Producer: Gina Catanzarite)



The Hunger Lesson

Anne Frank is the most widely-read diarist of the Holocaust. But students are also reading "The Diary of Anonymous Girl," which describes a family's devastating hunger during food rationing in Poland's Lodz ghetto. With help from Classrooms Without Borders, Pittsburgh-area middle school students are learning first-hand what the well-

worn phrase "I'm starving" meant for teens who actually lived that terror. WQED visits the Ryan Gloyer Middle School in the Seneca Valley School District, where students are getting a lesson in true hunger.

(Producer: Beth Dolinar)

Recent and Upcoming *iQ smartparent* Episodes

iQ smartparent - Raising Citizen Scientists

Premiere: January 16, 2020

A "Citizen Scientist" is defined as a member of the public who collects and analyzes data, typically as part of a collaborative project with professional scientists. No matter your age or level of scientific experience, citizen science offers a chance for everyone to get involved and contribute to the growing wealth of information we know about our planet. 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. Breakthroughs in innovative technologies are already re-shaping the way we live - but what do these changes mean for today's young people? According to one report, two-thirds of today's five-year-olds will, in about 15 years, find themselves in jobs that don't exist right now. 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. We

also understand that all of that mess needs to be cleaned up eventually, so this episode also includes a segment on cleaning tips that are safe for kids, pets, and the environment!

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. It’s a problem that’s having a serious impact on young people as they search for jobs, and even as they apply and interview for college and other education opportunities. 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. Learn how to achieve a healthy balance between “helping” and “helicoptering,” and parenting strategies to raise resilient and self-sufficient kids.

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 - Part Four*. 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. WHY, WVIA, WITF, WPSU, WQLN and WQED are in the second year of this high-profile, award-winning project.

Part four features:

[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.



problems.

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

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. Donald Davalos has struggled with substance use for more than 20 years. But three months ago at his recovery house, he discovered Back On My Feet, a national non-profit that serves people in recovery through organized running groups and other services.

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.

Neighborhood of Make Believe Tree and Castle Move to WQED

WQED is once again home to King Friday the XIII's castle and X the Owl's tree. The movie set pieces, which were created in the exact likeness of the original "neighborhood" pieces -- scuffs, nicks and all -- were used during the filming of *A Beautiful Day in the Neighborhood*, which was shot at WQED's Fred Rogers Studio during the summer and fall of 2018.

WQED is the original home to *Mister Rogers Neighborhood*, having filmed in studio A, now renamed the Fred Rogers Studio, from 1968 to 2001. More than 900 episodes and specials were shot at WQED during the 32-year run of the popular children's program.

The movie, released November 22 to rave reviews, prominently featured WQED. I never get tired at looking at these marvelously intricate, yet simplistic set pieces. We

are delighted that they are back at WQED. King Friday XIII's castle and X the Owl's tree are a throwback to my childhood, then to my adult relationship with Fred Rogers. Fred helped me be a better leader, by becoming a better listener.

WQED Bids Farewell to *Tower Iron # 5* Sculpture



Thousands pass by it every day. Students use it as a cut-through to classes at Carnegie Mellon University. It has stood as sentry in front of WQED on Fifth Avenue since shortly after the building opened in 1970. On February 20, a crane hoisted artist Joseph Goto's *Tower Iron #5* steel sculpture onto a flatbed truck and transported it to its final home at the Hartwood Acres Sculpture Garden.

For five decades the *Tower Iron #5* sculpture has been an integral part of the WQED façade. The sculpture will now make its home at Hartwood Acres, joining other magnificent and historical pieces of art in the newly created Sculpture Garden. The Sculpture Garden exhibit space will be a destination for art lovers and the curious alike to partake in one location the fusion of art and nature.

Tower Iron #5 is 16½-tons of Cor-ten steel that was hand-cut and welded by artist Joseph Goto, who said it represented the ruggedness of Pittsburgh. The piece was commissioned by James Louis Winokur, (1923-2009), a noted Pittsburgh collector of paintings, sculpture, and decorative art. The sculpture and accompanying pencil study were accepted into the Carnegie Museum of Art collection on May 7, 1970 as gifts from Mr. and Mrs. James L. Winokur. The sculpture has been on long-term loan to WQED since it was presented to the WQED Board at their meeting on September 17, 1970.

Tower Iron #5 was fabricated in and named after Tower Iron Company, the steel plant yard in which it was made in Providence, RI. A short documentary of the fabrication and transport of *Tower Iron #5* to Pittsburgh aired on WQED at the time:
<https://www.youtube.com/watch?v=qM6bt2munbs&feature=youtu.be>

The Hartwood Acres Sculpture Garden is being restored by the Allegheny County Parks Foundation, in cooperation with the Allegheny County Parks Department and with funding provided by the Allegheny Foundation. A total of 11 sculptures will be restored. Some were already part of the park and others, like *Tower Iron #5*, will be transported from other locations.

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 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.

For more information on Pennsylvania's Suicide Prevention Task Force and upcoming public meetings or listening sessions, visit www.dhs.pa.gov/citizens/suicideprevention.

Strategic Initiative: Education

WQED went on the air 65 years ago as the nation's first community-sponsored educational television station. In 1955, it was the first station to broadcast classes to elementary schools. In every era since those beginnings, WQED has had education at the core of its mission and at the top of its institutional mind.

WQED's Annual PBS Kids Writers Contest

WQED's [PBS KIDS Writers Contest](#) is in full swing. For the past 11 years, WQED has partnered with the EQT Foundation to present the Writers Contest to children throughout the region. Through the support of EQT, WQED has been able to reach out directly to schools, libraries, and families throughout Pennsylvania and West Virginia to encourage children to submit their wonderful, original stories and illustrations. This partnership 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.

In the 11 years of underwriting from EQT, WQED has received more than 12,000 story entries, directly communicated with hundreds of teachers and librarians to provide them resources to work with their students, impacted thousands of WQED viewers with messages about the contest, and provided a website full of information that encourages students, and arms adults with relevant literacy information.

Partnering with WQED this year are [West Virginia Public Broadcasting](#) (WVPB); WPSU serving central Pennsylvania; and [PBS 39](#) (WLVT) serving eastern Pennsylvania and western New Jersey.

WQED is thrilled to continue our tradition of encouraging children to build literacy skills by supporting our local schools and teachers. WQED provides fun hands-on literacy resources to engage children while getting them excited to explore their imaginations through creative writing. We are proud to continue special recognition for an outstanding story that includes a STEM focus. The addition of stories focused on science, technology, engineering, and math add to our contest.

From January 4 through March 31, children in western, central and eastern Pennsylvania, West Virginia, and western New Jersey can submit their entries to the PBS KIDS Writers Contest at www.writeonkids.org. WQED will select local winners and award prizes including the opportunity to record their winning story, and kids and families will be invited to a Winners Celebration at the WQED studio. All finalists, past and present, are broadcast on iQKidsRadio.org. This year's winners will be broadcast on [Saturday Light Brigade](#) (SLB) Radio in 2020.

The Writers Contest is now on a road show, with an exhibit of the winning stories from 2019 on display and available for children to take down and read. Over the winter, the traveling exhibit was at the Monroeville Library and South Butler Library, both of which are Inquire Within libraries. Writers Contest bookmarks are available that direct kids to the writeonkids.org website for more info about the contest. Each library also has a copy of the winning stories book that was published each year that can be checked out of the library.

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 the Corona virus 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).

Participating schools include:

- Eden Hall Upper Elementary School, Pine-Richland
- Elizabeth Forward Middle School
- Deer Lakes Middle School
- Franklin Regional Middle School
- Haine Middle School- Seneca Valley
- Independence Middle School - Bethel Park
- J.E Harrison Middle School - Baldwin Whitehall
- Marshall Elementary - North Allegheny School District
- Moon Area Middle School, Moon Township
- Our Lady of The Most Blessed Sacrament School , Natrona Heights
- Propel Hazelwood
- Propel Homestead
- Propel East, Turtle Creek
- Propel Montour Middle School
- Ryan Gloyer Middle School - Seneca Valley School District
- St. Philip School, Crafton
- Valley Junior-Senior High School, New Kensington/Arnold

Design Lives Here is a student outreach program based on the PBS show *Design Squad Nation*, a reality-style program created to “inspire the next generation of engineers.” The original show featured teens engaged in challenges all over the United States and globe, vying for available scholarships by engaging in the engineering design process to discover solutions that addressed various challenges which occur in the complex, yet compelling, world of engineering.

WQED Partners with Microsoft for Digigirlz



WQED and Microsoft partnered in March 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.

This opportunity came to us from CAB member Carolina Velez, who works at Microsoft. We will be investigating more events as part of this partnership in the fall.

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.

#messageforhope Contest

WQED and the Pittsburgh Penguins Foundation announced the launch of a brand new writing contest for Pittsburgh Public Schools students in Grades 6 to 8 called *#messageforhope*. The contest challenges 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. The FBI will help support students and staff by providing inspirational speakers and materials.

Students will be asked to create original stories based on one or more of the following reasons that research has shown leads to teens developing unhealthy habits:

- Relieve boredom/curiosity (I wonder what will happen if I try)

- Peer pressure/social status (Trying to fit in with a specific crowd, make friends, keep friends)
- Ease physical and/or psychological pain, due to severe trauma/mental illness (Trying to forget about a negative event that has happened in the past)
- Academic stressors (Pressure to perform, pressure to get good grades, pressure to be the best at something)
- Permissive environment, family/domestic stressors (Stressors involving family, neighborhood, community)

Winners will be recognized at a Pittsburgh Penguins game in late spring and recorded for broadcast on Youth Express and The Saturday Light Brigade

Strategic Initiative: WQED-FM/Classical Music

WQED will sustain, financially strengthen, and rebrand WQED-FM as the region's classical music "headquarters."

WQED-FM App Now Available for Download on
App Store and Google Play



Classical music lovers can now download the WQED-FM app on their phone or tablet from the App Store for iPhone or Google Play Store for Android. The new app provides access to the best in classical music from the Pittsburgh Symphony Orchestra and other world-class orchestras, local performers, arts and cultural news, and hundreds of archived podcasts.

Links to download and information can be found at <https://www.wqedfm.org/app>

Listeners can enjoy Classical WQED-FM, as well as WQED's two additional radio streams: the Pittsburgh Concert Channel, 24-hour home for archived Pittsburgh Symphony Radio broadcasts, and Q the Music, featuring the best performances by musicians throughout southwestern Pennsylvania.

Some highlighted features:

Stream

- Listen live to WQED-FM using a stream that adapts to your signal, making it clearer and more reliable
- Navigate between our additional streams - the "Pittsburgh Concert Channel," our 24-7 stream of archived Pittsburgh Symphony Radio broadcasts; and "Q the Music," our 24-7 stream of locally performed classical music heard at Pittsburgh International Airport and the T subway stations.

Listen on Demand

- Listen to our "Voice of the Arts" podcasts featuring internationally known artists and local artists from western Pennsylvania.
- Stay up to date on news and issues in the arts
- Get the latest from Pittsburgh Symphony Orchestra musicians, the Music Director, guest conductors and soloists with our "At the Symphony" podcast

Interact

- Access our current playlist
- Find out about events happening in Pittsburgh with our Cultural Calendar
- Join the conversation about local arts topics on Twitter and Facebook
- Easily become a member of listener-supported WQED-FM

The WQED-FM app was made possible by the Mr. and Mrs. Ted Ruscitti Fund, which has been a longtime supporter of WQED-FM.

Voice of the Arts Podcasts

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

WQED-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.

Recent Awards

The awards season began in late winter and WQED was honored to kick off the season with two honors.

Pennsylvania Association of Broadcasters (PAB) Awards

Outstanding Public Affairs Program

Homecoming: Sgt. Hamilton's Long Journey
David Solomon, Paul Ruggieri, Paula Zetter

Outstanding Judges' Merit Award

Friends and Neighbors
Minette Seate, Frank Caloiero

Conclusion

The past month has brought challenges that were unimaginable a short time ago. WQED did not miss a beat. Thanks to the dedication of this staff and board, both of which sprang into action immediately, we were able to pivot quickly without disturbing broadcast operations and WQED-FM live programming. We rebranded our broadcast, interactive and educational content with the message “Stay Home with WQED” and offered themed educational content for every day of the week to keep learning going. It was a massive undertaking that happened because we focused on our mission and our strengths.

The coming months will present us with additional challenges, which we will take as they come. I have no doubt that we will get through this crisis and emerge on the other side an even stronger and more valued WQED.