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President's Report to the Board

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President and Chief Executive Officer
July 9, 2020

Our New Reality

It's amazing how fast life can change in an instant.

We began March as we have always done: welcoming spring, planning family vacations, and looking forward to summer. But in the course of a few days, the Coronavirus entered our lives and changed everything. Over the weekend of March 14-15, we made the decision to implement a work-from-home plan. The plan was developed several years ago in the event of a terrorist attack or other emergency that would prevent us from using the WQED building. We never imagined that we would implement it under these circumstances.

On Monday, March 16, WQED staff began working remotely and did not miss a beat. We were able to quickly pivot to meet the challenges that the community - students, parents, businesses, arts and culture organizations, and nonprofits - were dealing with in this suddenly new world.

Our work expanded in some cases from putting in a full day, to evenings and weekends to make sure that our community has the education tools that they need, the entertainment they crave and the relaxing classical music they seek.

Thanks to the generosity of WQED board members, we were able to quickly equip WQED-FM on-air hosts Jim Cunningham and Anna Singer with in-home studios from which they could host their programs.

WQED is THE education station and more and more of our community turned their home into a classroom since K-12 schools were closed for the rest of the academic

year. Our education department was primed to step in to provide educational resources to parents, caregivers and teachers.

Homeschooling can be daunting. As Pennsylvania schools closed, more and more parents and caregivers were finding themselves with an unexpected new job title - teacher. WQED reminded them that we are here for them during these tenuous times.

Below is some of what we're doing:

Membership and Development is using this time to reach out to donors and thank them for supporting WQED. Well-crafted emails are not only informing our supporters, but also keeping us top-of-mind during the turmoil of this global event. We have achieved an increase in the open rate for our digital communications. We're also promoting Passport, both as a public service and as a streaming option. Passport streaming more than doubled in March, compared to March of 2019.

Virtual events, like Public Radio Music Day and Family Movie Nights in April, May and June (complete with cardigans!) keep us relevant with members and generate a buzz that will benefit us, as new friends discover WQED.

I am keeping in close touch with foundation leaders, sending personal thank-you notes to corporate supporters, and keeping tabs on state and federal funding opportunities and stimulus funds.

The PPP (Payroll Protection Program), part of the CARES Act stimulus bill, awarded WQED more than a million dollars to cover payroll, among other things. There will be an additional, six-figure "bump" coming from CPB.

Working with our six sister stations across Pennsylvania, we will receive increased state funding for our emerging work with the Pennsylvania Department of Education.

We are still bracing ourselves however, for pending downturns based on the economic climate. We've seen some softening, but nothing of major concern, yet. Needless to say, we will continually strategize for that future.

In the middle of the pandemic, the killing of George Floyd in Minneapolis resulted in mass protest and marches nationwide. WQED immediately responded. For decades, WQED has been committed to raising awareness and fostering real and thoughtful dialogue to help our communities find solutions for societal inequities. WQED has always believed that there is no place for intolerance. We continue to look to our founders, including Fred Rogers, for inspiration and determined resolve to create and provide meaningful content on issues that divide us as a community. In June, we present an encore airing of the highly acclaimed, award-winning WQED series *Portrayal & Perception: African American Men & Boys*.

Produced over three years from 2012 through 2014, the initiative included documentaries, televised panel discussions, town hall meetings, and other community collaborations. It is intended to inspire conversation, elevate portrayal, and clarify perceptions of African American men and boys, locally, and in every community.



The first thing we did when the pandemic hit was to evaluate our strengths. WQED is fortunate in that we go directly into people’s homes. We do not depend on ticket sales or the need to fill a theater with an audience. We did not see a sudden drop-off in revenue, for which we are grateful.

Our primary mission is education. We quickly pivoted our educational assets through broadcast and online to serve the entire preK-12 student audience, as well as families and caregivers. We built on our “Classroom of the Air” model with 21st Century technology.

Our production team began remote production of several new online series that offered comfort while in quarantine under the Stay Home with WQED banner, which are detailed in this report.

We quickly produced and aired spots to guide our audience to our new education content and to offer support through a message from Board Chair Millie Myers and me. Millie also wrote a Letter to the Editor that appeared in the Pittsburgh Post-Gazette on April 16 and in the Tribune-Review on April 18.

WQED Education Content Spot
<https://youtu.be/L3FnsaAdHil>

WQED CEO Education Message Spot
<https://youtu.be/xwDmznAwdhg>

WQED Board Chair Education Message Spot
<https://youtu.be/botk7p9PVTg>

Millie Myers’ Letter to the Editor
<https://www.post-gazette.com/opinion/2020/04/16/Educational-television-when-Pittsburgh-eds-it-most/stories/202004150107>

WQED Offers PBS KIDS Resources for Families and National News through *PBS NewsHour* During Pandemic

When the Governor issued the statewide emergency order, WQED joined a growing number of 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. WQED's broadcast operations were never interrupted.

Educational Resources for Kids and Families

WQED Education sprang into action to support teachers, parents and students through all of our social media platforms - Facebook, Twitter and Instagram - while schools are closed. We shared activities, resources, content and health and wellness information across all platforms.

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

We promoted the WQED PBS KIDS channel as a 24/7 home for trusted children's programming, and also available online at <https://pbskids.org>

WQED's Education Department provided 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/>

An at-home activity that children could take advantage of is the WQED Writers Contest, which announces winners at the end of June <https://www.wqed.org/education/writers-contest/>

The following links answer important questions or provide advice:

- 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 updates as new information and resources become available.

Stay Home with WQED for Classroom Instruction

PBS KIDS SCHEDULE	
<p>MONDAY</p> <p>Wild Kratts 3:30 p.m.</p> <p>"In Search of the Easter Bunny" Chris goes north while Martin goes south in search of the real Easter Bunny.</p> <p>Animal Tracks Activity Has your child ever discovered an animal track? Was it in snow or mud? In this activity, kids can turn their favorite animal tracks into art by imprinting on clay.</p> <p>Bunny Craft Hop to this bunny craft with just a few toilet paper rolls and some paint.</p>	<p>TUESDAY</p> <p>Odd Squad 5:00 p.m.</p> <p>"The Thrill of the Face: Raising the Bar" An ancient stone warrior has been let loose in the Museum of Natural Odd. The Mobile Unit gets ranked low on the Odd Squad Magazine progress report.</p> <p>Find Your Badge Number Odd Squad agents have a special badge number. In this activity -- you'll be able to find your very own badge number!</p> <p>Create a Code Watch this cool video where the CyberSquad devises a secret code.</p>
<p>WEDNESDAY</p> <p>Xavier Riddle and the Secret Museum 9:00 a.m.</p> <p>"I Am Florence Nightingale; I Am George Washington Carver" Xavier and Fred tune in Florence Nightingale for help with curing today's hoops; George Washington Carver explains the importance of plants.</p> <p>Video and Printable Learn about George Washington Carver with this printable biosketch reader and support materials.</p> <p>Interactive Check out this super cool Xavier Riddle Hero Maker Game.</p>	<p>THURSDAY</p> <p>Xavier Riddle and the Secret Museum 9:00 a.m.</p> <p>"I Am Mary Shelley; I Am Harry Houdini" The kids meet spooky storyteller Mary Shelley who shows Xavier how to tell a story that is both spooky and silly. Harry Houdini teaches Fred how to keep calm when he's scared.</p> <p>Printable Learn about Mary Shelley with this printable biosketch reader and support materials.</p> <p>Self Portrait Create a hero self portrait and help your child understand what it means to be a hero.</p>
	<p>FRIDAY</p> <p>Denial Tiger's Neighborhood 10:00 a.m.</p> <p>"Daniel's Friends Say No; Prince Wednesday Doesn't Want to Play" Daniel is frustrated when his friends would rather read than play. Daniel wants to play, but Prince Wednesday only wants to play with his brother, Prince Tuesday.</p> <p>Draw Your Feelings You can have lots of different feelings when something difficult or unexpected happens. Draw a picture that shows how you are feeling today.</p> <p>Sing a Song Daniel and his friends sing about using their words so that others can know how they feel.</p>

WQED Education is supporting teachers, parents and students through all of our social media platforms - Facebook, Twitter and Instagram - while schools are closed. WQED has curated a weekly planner of educational content to assist with continued learning. Each day of the week is dedicated to a different subject, with the planner with [PBS KIDS](#) shows, viewing schedules, and a corresponding educational activity.

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

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

Below is the grid for the first week of programs. These weekly grids are distributed online and through our social media channels, as well as to local educators and families on our contact lists.

Teachable Moments for Different Age Groups

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

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

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

Teaching Moments #1

Joe Welch, North Hills Middle School American History and Social Studies teacher shows how a neighborhood walk observing street name signs can lead to a history lesson. Using the PBS Learning Media site, Joe and his daughter research a street name and learn a lot.

Teaching Moments #2

Joe DiLucente and Susan McKeever, both ESL Teachers at Westmoreland Intermediate Unit, select a letter of the alphabet and then find things around their homes that start with that letter. The PBS Learning Media site is shown as a reference for students at home looking to find additional letter suggestions and items that match.

Teaching Moments #3

Jasmine Hamilton, a Middle School Science Teacher at Propel McKeesport demonstrates a cool scientific phenomenon using a bottle of water and her freezer. The results are surprising and fun, and students are challenged to try to repeat the experiment themselves in their own homes.

Teaching Moments #4

Will Tolliver Jr., Early Learning Expert and PBS Kids Early Learning Champion, takes a walk outdoors to find and gather natural materials. He shows how sorting the items into categories can be a fun precursor activity to learning to count and identify colors.

With more to come throughout the summer.

WQED in Partnership with WORLD Channel Broadcasts Daily At Home Learning Programs for Grades 6-12

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

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

Stay Home with WQED Online Portal Offers Information, Advice, Observations, and a Little Fun

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

Content can be found on the WQED website at <https://www.wqed.org/stayhome>

- Stay Home with WQED's Staff - Advice, observations, and a little fun from our neighborhood to yours.

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

WQED Partners with RobotWits on *The Robot Doctor*

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

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

The Robot Doctor premiered Wednesday, May 6 at 7:30pm on WQED-TV, with subsequent episodes airing every Wednesday through June 24. Episodes are archived online at www.wqed.org/therobotdoctor and at www.robotwits.com.

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

Instruction is geared to a broad audience, including high school students who may not have access to the Internet or to a computer while schools are closed during the Covid-19 crisis.

Each 14-minute teaching module includes a lesson assignment. Participating teachers can use the series to collect the assignments and make *The Robot Doctor* part of their curriculum through the end of the 2020 school year. Each episode of *The Robot Doctor* will be followed by a 14-minute episode of WQED's *iQ: smartparent*, a national television program that helps parents raise children in the digital age.

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

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

Series program titles and descriptions:

Lesson 101- Robotics: An Introduction

Design elements and how they relate to the purpose of a robot.

Lesson 102 - Sense - Plan - Act Framework

How a robot can break down its tasks into sensing the surroundings, planning what to do next, then executing that plan.

Lesson 103 - Robot Measurements: How do I measure?

Looking at different ways to measure distances, speeds, time and other items important to robots.

Lesson 104 - Robot Localization: Where am I?

How a robot can keep track of its position as it moves and how to update that position with math using ranges to known landmarks.

Lesson 105 - Robot Motion: How can I move?

How a robot can move around using legs, wheels, or other methods. Also, using math to predict where a robot will be in the future - given a model of the robot and the equations of motion.

Lesson 106 - Robot Vision: How do I see?

How a robot can sense the world around it by using cameras, including how to tell the distance to objects seen by two cameras.

Lesson 107 - Robot Sensing: How do I sense?

How a robot can "see" the things around it without using cameras. Converting polar coordinates to cartesian coordinates in order to make a map.

Lesson 108 - Following a Line

How we can control robots' motors in order to follow a line - including a curved line.

The Robot Doctor is hosted by Dr. Jonathan Butzke, Lead Robotics Researcher at RobotWits, a Pittsburgh-based company that develops state-of-the-art technologies for a diverse set of autonomous decision making tasks. Dr. Butzke obtained his Ph.D. in Robotics from Carnegie Mellon University where he worked in the Search-Based Planning Lab. His research activities include aerial and ground vehicle coordination, exploration of unknown environments, and the hardware design of numerous robots.

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

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

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

The rebroadcast of the series includes:

Monday, June 8 at 7:30 PM

Portrayal & Perception: The Next Generation

This episode examines how highly-charged incidents surrounding the deaths of black men in Baltimore, Ferguson, and New York indicate a racial divide in America. WQED reporters speak with community and law enforcement leaders and with young men whose lives are impacted daily by these events to examine the progress made and challenges that remain in healing tensions nationwide.

Thursday, June 11 from 8:00 - 9:00 PM

Portrayal & Perception: Pitch Perfect

In this episode, WQED producer Minette Seate profiles leaders and members of Pittsburgh's Afro American Music Institute, which goes beyond teaching music to foster a culture of pride and community responsibility. Traditionally Black music genres like blues, jazz, gospel, and hip-hop play a prominent role in helping educators provide members of the award-winning AAMI Boys Choir and other AAMI students a strong, positive foundation from which to grow into the successful leaders of tomorrow.

Portrayal & Perception: Fine Arts & Artists

A classical musician advances his skill level with the French horn as a symphony fellow, a painter empowers young people through visual art, a playwright challenges racial stereotypes through his theater festivals, a ballet dancer breaks down barriers in a traditional environment, a poet uses his prose to inspire his college students, and an arts educator who founded Pittsburgh CAPA (Creative and Performing Arts) High School, all have turned their artistic passions, into vibrant careers in the fine arts. Each artist faced obstacles and celebrated accomplishments on his journey into his chosen career.

Thursday, June 18 from 8:00 - 9:00 PM

Portrayal & Perception: Media Men

Pointed questions, strong opinions, and perceptive storytelling all describe the journalistic style of these media moguls. In television, radio, print, and social media, these African American men listen carefully to those around them to create powerful stories. This episode focuses on men working in the communications field. Pittsburgh Post-Gazette columnist Tony Norman, WQED/PCNC/ KDKA Radio host Chris Moore, Pittsburgh Tribune-Review photographer Sidney Davis, and social media networker Alex Simmons share stories of how they became “media men” and offer important pieces of advice for the journalists of tomorrow.

Portrayal & Perception: Trailblazers

After the turbulent 1960s and 1970s, the torch has been passed to a new generation of leadership in the African American community in Pittsburgh. You could call them “The New Trailblazers.” Reporter Harold Hayes explores the careers of attorney Blaine Jones and PA Rep. Ed Gainey. The program shows how they are making their mark in law and politics, while offering perspective from those who once walked in their shoes.

Sunday, June 21 from 2:00 - 3:00 PM

Portrayal & Perception: The Next Generation

This episode examines how highly-charged incidents surrounding the deaths of black men in Baltimore, Ferguson, and New York indicate a racial divide in America. WQED reporters speak with community and law enforcement leaders and with young men whose lives are impacted daily by these events to examine the progress made and challenges that remain in healing tensions nationwide.

Portrayal & Perception: Journey to Medicine

African Americans face unique challenges in succeeding as professionals in the health care industry, including educational setbacks and financial constraints. In this WQED award-winning episode, African American doctors and medical students describe their journey and the mentors who helped and guided them along the way. Additionally, educators and medical societies work to provide opportunities and guidance to ensure the next generation of African American males receive additional educational resources and also feel the inspiration to become health care professionals themselves.

Sunday, June 28 from 2:00 - 3:00 PM

Portrayal & Perception: Pitch Perfect

In this episode, WQED producer Minette Seate profiles leaders and members of Pittsburgh's Afro American Music Institute, which goes beyond teaching music to foster a culture of pride and community responsibility. Traditionally Black music genres like blues, jazz, gospel, and hip-hop play a prominent role in helping educators provide members of the award-winning AAMI Boys Choir and other AAMI students a strong, positive foundation from which to grow into the successful leaders of tomorrow.

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Monday, June 29 at 7:30 PM

Portrayal & Perception: Already Doing It

Young African American men - as a whole - score below their counterparts in other racial and ethnic groups when it comes to graduation rates, literacy rates, and college preparedness.

Yet sometimes it is the success story that inspires other young people and encourages community leaders to keep working for change. This episode showcasing positive role models among African American males focuses on teenagers excelling in school, volunteering as mentors, and working hard to make a difference among their peers.

Filmmakers Corner Continues During Pandemic

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

Campaign U

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

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

Know Your Candidate - <https://www.wqed.org/campaignu#overlay-player=XR7EHciDQE0>

The coronavirus pandemic is interrupting the normal flow of political discussion and debate this primary season. But there still are ways for voters to learn about the candidates before casting their ballots.

The Youth Vote - <https://www.wqed.org/campaignu#overlay-player=TGsXLTKdOgQ>

Turning 18 is a rite of passage, and among the many signs of new adulthood is registering to vote--and learning why it's important.

Fact or Fake? <https://www.wqed.org/campaignu#overlay-player=vYi9h8P6kgw>

With so much information coming at us, how does a voter recognize misleading content presented as legitimate journalism? Here's a short lesson in media literacy.

WQED-FM Concerts@Home Bring Local Music to Quarantine

WQED-FM is providing performing arts organizations with an innovative way to connect with fans of music and culture with series of broadcasts, interviews, online local arts resources, and more while performing arts venues are closed. The upcoming schedule of performances is at www.wqed.org/concertsathome.

Each Sunday, Monday, Wednesday, and Friday evening from 7-9pm, WQED-FM 89.3 airs a performance by local arts organizations. [Listen LIVE here.](#)

WQED-FM Concerts@Home is made possible by The Spanos Group of Raymond James.

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

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

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

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

Fans joined Chris Fennimore for a virtual watch/cooking party on Saturday, June 6 from 10am - noon. Chris was on WQED's Facebook page chatting live from his kitchen during the show.

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

State of Black Pittsburgh

The State of Black Pittsburgh is an annual event that has been held at WQED for the last six years. We were looking forward to another large event in the Fred Rogers Studio on June 4, but restrictions due to the pandemic made it impossible. We look forward to being back in the studio for the June 2021 event.

Additional Education Accomplishments

We received welcome news the week of June 15, when we learned that WQED was named by CPB as one of only 12 original stations designated for a 5-year Ready to Learn (RTL) grant. Pending the U.S. Department of Education approval, the curriculum will focus on career readiness, which is right in our wheelhouse, interconnecting nicely with our Future Jobs initiative. Using a “Learning Neighborhoods” model, partnerships will include schools, libraries, museums, etc. The culture of the RTL work promotes a “Learn Together” theme and empowers learning anytime and anywhere. It aligns nicely with our WQED goals and initiatives, and we can’t wait to get started.

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

Abraham Lincoln School is still planting a summer garden, the bounty of which will be donated to local food banks. Instead of students planting and cultivating, this year teachers took on the task to keep the program going.

Design Lives Here continued for older kids with activities at the South Hills Interfaith Movement (SHIM) and for the younger kids with online activities with Ruff Ruffman.

The Writers Contest Readers Choice Award voting started on June 12 for one week and a virtual celebration on June 27. The popular Anthology is available at Shop WQED.

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

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

<https://m.youtube.com/watch?v=NH78A7CcNCU&feature=youtu.be>



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

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

The backpacks include:

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

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

The backpacks are a fun way for kids and families to connect with resources and content offered by WQED through its Pre-K-2 programming on its main channel, 24-hour children's programming on the WQED PBS KIDS Channel, and daily educational programming for grades 6-12 on the WQED World Channel.

Additional educational resources WQED offers while schools are closed includes:

Virtual Story Time - The WQED Education staff hosts weekly virtual story time on WQED social media and incorporates WQED Writers Contest stories.

Livestream Educational Videos with STEM experiments and other demonstrations - A series of two to three-minute videos linked to PBS program schedules. The schedule changes every week and each weekday features a different theme.

WQED's Summer of Learning, a Summer of Fun! *Summer Camps for Kids, Just a Click Away*

Summer may look a little different this year, but there are plenty of camp opportunities to cure the whine of “I’m bored” or “there’s nothing to do.”

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

PBS KIDS Read!

Reading together as a family has many benefits for children and helps build knowledge, strengthen social and emotional development, and it’s just plain fun. PBS KIDS for Parents has put together its best resources around reading, including tips, activities, games, and booklists.

Blast Off Into Space!

Who doesn’t dream of jetting off into space? While it’s only astronauts that get to soar among the stars, you can still have fun exploring the solar system here on Earth. PBS KIDS has activities, books, games, and ideas for a little space exploration right from your own home.

Get Creative With the Arts!

Experimenting with the arts is an entertaining activity and is also extremely beneficial to your child's development. Get those creative juices flowing with games and activities around art, music, and dance that will inspire.

Dive Into Dinosaurs!

Whether a child is just starting to show interest or knows them all by name (and in Latin!), PBS KIDS has activities, books, and games for learning more.

DIY Upcycling Activities Around the House!

When looking for an easy DIY activity to do with kids, using materials that you already have around the house is a great option. PBS KIDS has 50+ ideas for using milk cartons, cereal boxes, and all those empty toilet paper rolls and turning them into fun art projects and imaginary play props.

All About Animals!

From a young age, children love everything about animals. Here we have lots of ideas on creating art, playing games, and reading books about all types of animals.

Embrace Kindness

As a parent, there are several things to promote positive behavior. Explore fun ways to help your child become more empathetic, inclusive and kind towards others.

Camp PBS KIDS

<https://www.pbs.org/parents/page/summer>

WQED will be collaborating with community and school-sponsored camps. WQED is providing 2nd to 8th graders in Uniontown and Laurel Highlands with six weeks of project-based enrichment kits. The older students will delve into the engineering design process and journal their discoveries and questions using resources and activities from *Design Squad*; a PBS show focused on STEM.

Younger students will focus on topics from STEM (exploring materials, structures, friction, and mixtures) to literacy and math using activities from popular shows like *Molly of Denali*, *Ruff Ruffman*, and *Odd Squad*. Each week, students will focus on a different topic or engineering project as teachers check in with them and introduce the week's project via PBS video content.

The South Hills Interfaith Movement (SHIM) and WQED will be distributing Design Lives Here kits for a Camp@home. WQED will be providing design challenges, resources for engineering lessons, and materials to complete five at home hands-on engineering challenges for ages 10-14. For the younger set, Sensational Science with Ruff Ruffman Kits for Camp@home will be supplied with printed resources, experiments, and materials to complete five hands-on learning science experiments

WQED will collaborate on Virtual Camps and Summer Learning Kits with participating libraries in Brentwood, Bethel Park, Whitehall, Adams, Wilkinsburg, Butler, Prospect, Robinson, and Marianna.

Literacy @ Home Summer Kits, geared to ages 4-8, includes three books, extension activities, learning resources, and hands-on materials to encourage building literacy skills. They will be provided by WQED to the Clarion Family Center, Produce Market Place, and Ruby Ride for distribution to area families.

Luminari Camp

This summer, WQED partners with Luminari, a regional leader in high-quality camp experiences for teens. This unique camp, geared to teens grades 8 to 12, helps build skills that last a lifetime. Luminari will offer a "virtual summer camp video series," adapted from the in-person four-themed based camp programs, which resume in 2021. From the art of diplomacy and public speaking to cooking and creative writing, Luminari online camps are a dynamic educational experience presented by leading experts. To inspire further learning, each video is complemented by curated resources.

I Want to be an Ambassador!

This unique camp teaches teens the vital art and skill of *diplomacy*; and, it helps emerging leaders see how they may use these skills to solve problems in everyday life.

Speak & Tell!

This confidence-boosting camp teaches teens to take command during a speech and captivate audiences with their message. Experts provide strategies to overcome common fears of public speaking; demonstrate effective body language; help teens focus their message, and reveal techniques to relax before and during a speech.

Camp Delicious!

Learn all about preparing, serving, and experimenting with delicious foods and new flavors. Plenty of cooking programs exist, but this camp speaks directly to teens, inspiring young chefs, and helping “foodies” develop confidence and independence in the kitchen.

Teen Writer!

Forget flat, one-dimensional fiction and give readers a story that will stick with them long after they finish the last page. From creative writing prompts to innovative tips to infuse fiction with unique details, *Teen Writer!* is a fun way to take stories from just fine to fabulous.

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

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

Luminari “virtual camp” begins June 8 and is available free for one year. Visit www.wqed.org/edu for a mind-broadening experience.

Ready, Set, Explore! With WQED Library Explorers

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

Participants complete the video, listening carefully to receive a password that is entered on the Explorers Passport. Collect all 11 passwords from the four-county virtual tour, running now through August 1 and receive a Library Explorers prize pack,

including an official certificate of completion. Participants will also have the opportunity to send WQED a picture with their passport/certificate to be posted on the website.

All explorers will be invited to a virtual celebration at the end of summer.



Visit <https://www.wqed.org/libraryexplorer> today to participate. Snacks not included!

WQED Announces #MessageforHOPE Contest Winners

WQED and the Pittsburgh Penguins Foundation announced the winners of the inaugural 2020 #messageforHOPE Contest in June. Partnering with WQED on its #messageforHOPE contest this year were the [FBI Pittsburgh Division's HOPE initiative](#), [Youth Express](#) and [Pittsburgh Public Schools](#). The contest challenged students to submit creative and innovative written works that will raise awareness about the dangers of self-medication and substance use disorder to promote safer and healthier ways to cope with stressors in their lives. Five prompts were chosen based on resources provided by the FBI Pittsburgh Division's HOPE Initiative Partners. The contest was open to Pittsburgh Public Schools students in Grades 6 to 8. Three winners were chosen from 35 entries. Please visit <https://www.wqed.org/messageforhope> for more information about the contest. Winners of the 2020 #messageforHOPE Contest were awarded prizes for 1st place - \$500 Amazon gift card; 2nd place - \$300 Amazon gift card; and 3rd place - \$100 Amazon gift card. Prizes also included a prize pack from the [Pittsburgh Penguins Foundation](#) and the opportunity to make an Audiogram of their winning story with [Youth Express](#).

The 2020 Winners are:

1st place - Nevaeh Hughes

2nd place - Reona Cutler

3rd place - Eric Ryan Kunesky

WQED Produces PSA for Statewide Kindergarten Registration

Because kindergarten registrations throughout Pennsylvania have declined steeply during the COVID-19 crisis, WQED was asked by our local Hi5! Initiative organizing partners to produce and distribute a PSA reminder about the importance of parents registering their kindergarten-age children.

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

WQED Mister Rogers' Neighborhood Virtual Family Movie Nights

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



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

April 16 episodes:

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

May 28 episodes:

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

The June 25 episodes were three related programs about pets.

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

Concerts @ Home

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

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

WQED-FM Celebrates Public Radio Music Day

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

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

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

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

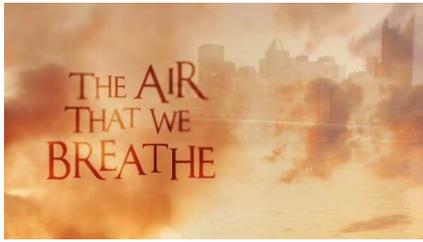
More than 20 million listeners tune in weekly to hundreds of local public radio music stations like WQED-FM across America to discover, learn about, and enjoy a mix of music selections, artists, and genres that are, in many cases, available only on public radio. Announced this past February with the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

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

Andrea Bocelli Easter Sunday Concert

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

WQED's *The Air That We Breathe* Examines Region's Poor Air Quality



WQED's new local documentary explores reasons behind the region's poor air quality and introduces people working to implement change and educate the public.

The Air That We Breathe premiered March 26 and was re-broadcast on March 30.

Pittsburgh is experiencing a renewal: attracting businesses, commerce and younger citizens. The "smoky city" is behind us and most Pittsburghers assume that the pollution problem was solved. But today, an undesirable air quality remains.

Between 2017 and 2019, Allegheny County in Pennsylvania was the only county outside of California to receive all "F" grades in the American Lung Association's national air quality report card. The region is ranked among the highest in fine particle pollution in the country, with excessive ozone and soot.

The 30-minute documentary includes interviews with people living in Braddock and Clairton, The Breathe Project, GASP (Group Against Smog and Pollution), and the University of Pittsburgh Graduate School of Public Health, Center for Healthy Environments and Communities.

The Air That We Breathe was made possible with support from the Allegheny Regional Asset District.

Recent Awards

WQED has been recognized with 26 nominations in the 2020 Golden Quill Awards. Sponsored by the Press Club of Western Pennsylvania, the competition honors journalism excellence in Western Pennsylvania, Eastern Ohio and Northern West Virginia. The winners will be announced at a reception planned for September 3 at the Rivers Casino.

Congratulations to these WQED finalists:

EXCELLENCE IN VIDEO/BROADCAST JOURNALISM

Enterprise/Investigative

"Serving Time, Too"

Beth Dolinar, Paul Ruggieri, Dave Forstate

Documentary

"The Great Ride: Landmarks Along The Trail"

WQED Production Team

Public Affairs/Politics/Government

"Our Compelling Interests: Out of Many Faiths"

Jill Neely, Rebecca Jean Born, Lisa Washington

Public Affairs/Politics/Government

“Children of Incarcerated Parents: A Community Forum”

David Solomon, Rebecca Jean Born, Lisa Washington

News Feature

“Light in My City”

Anne Casper, Ash Warren

Traditional Feature

“Tyrion’s Tale”

Nathalie Berry, Amy Grove, Zak Boyle

Traditional Feature

“Body of Work”

Gina Catanzarite, Amy Grove, Zak Boyle

Business/Technology/Consumer

“Future Jobs: The Digital Series”

Richard Capaldi, Ryne DeCaprio

Business/Technology/Consumer

“Just a Minute: Tech and Trending in Pittsburgh”

WQED Digital Production Team

Medical/Health

“The Long Shadow of Childhood Trauma”

Beth Dolinar, Amy Grove, Dave Forstate

Science/Environment

“Straw Forward”

Annette Banks, Ash Warren

Science/Environment

“STREAM Girls”

Gina Catanzarite, Amy Grove, Glenn Syska

History/Culture

“Here Lies ...”

Nathalie Berry, Amy Grove, Zak Boyle

History/Culture

“Homecoming: Sgt. Hamilton’s Long Journey”

David Solomon, Paul Ruggieri, Paula Zetter

Arts/Entertainment

“Building the Festival of Trees”

Annette Banks, Ash Warren, Amy Grove

Arts/Entertainment

“Visible”

Anne Casper, Andrew Holman

Lifestyle

“Drop By Drop”

Annette Banks, Anne Casper, Aidan McGarvey

Lifestyle

“Pittsburgh Eats”

WQED Digital Production Team

Lifestyle

“My Seven Weeks in Magee”

Rick Sebak, Frank Caloiero, Aidan McGarvey

Education

“Time Out: Talking With Students About Opioids”

Beth Dolinar, Frank Caloiero, Aidan McGarvey

Education

“Future Jobs: Growing Our Region’s Workforce”

Iris Samson, Frank Caloiero, Dave Forstate

Sports

“USS Cunningham: The Biggest Fight of My Life”

Brian Cook, Zak Boyle

Sports

“All the Marbles”

Beth Dolinar, Zak Boyle

Profile

“My Interview With Fred”

Rick Sebak, Anne Casper, Kevin Conrad

Video Essay

“Celebrating Cornbread”

Dave Forstate

Multi-Platform Project

“Serving Time, Too”

Beth Dolinar, David Solomon, Paul Ruggieri

Conclusion

The last three and a half months have tested us professionally and personally. No one would have ever thought that the world would change so fast. Thankfully, we were prepared with an emergency plan that we quickly activated, a resourceful staff that did not miss a beat, and a supportive board that guided us every step of the way.

All pandemics have a beginning, a middle and an end. When this one ends, I believe that WQED will have grown as an organization, having accomplished so much in the face of so many challenges at once. We will have learned new ways to work, we will have become more efficient, and we will be doing some things differently. We do not yet know how much we have changed, but we know this challenging time has given us the resources to emerge as a better organization for this community.