WQED changes lives by creating and sharing outstanding public media that educates, entertains and inspires.

LOCAL VALUE

WQED is educational public media for the Greater Pittsburgh region and nationally and globally through WQED Interactive.

As the nation’s first community-supported station, WQED has been changing lives in the community since 1954 through impactful television, classical radio and educational initiatives to increase digital literacy.

KEY SERVICES

WQED Multimedia includes: WQED-HD; WQED Create; WQED World, WQED PBS Kids Channel; and WQED Showcase. Radio services include Classical WQED-FM/Pittsburgh; WQEJ-FM/Johnstown; The Pittsburgh Concert Channel atWQED-HD2 (89.3-2 FM) and online at wqed.org/fm; local and national television, web and radio productions; WQED Education and WQED Interactive.

LOCAL IMPACT

WQED’s five digital television signals average more than 1,000,000 weekly viewers and WQED-FM averages 62,000 weekly listeners.

WQED partners with dozens of organizations each year to expand its mission to engage the community. WQED provides educational resources to children and families with a focus on underserved communities.
WQED and Pennsylvania Public Media Lead on Statewide Opioid Initiative

The opioid crisis has become a nationwide issue. It was declared a public health emergency by President Trump in October 2017, and a disaster emergency by Governor Wolf in January 2018. Pennsylvania Public Media stations are confronting the crisis in the communities we serve by partnering on a massive initiative that involves all stations, state agencies and community health agencies to provide information and resources to battle the epidemic.

Under the title Battling Opioids: A Project of Pennsylvania Public Media, this two-year initiative shows the collective value of Pennsylvania public media through our daily ability to make an impact on important issues. This project is a collaborative multimedia effort undertaken by Philadelphia’s WHYY Public Media, PBS39 in Bethlehem, Northeastern Pennsylvania’s WVIA Public Media, WITF Public Media in Harrisburg, WPSU Public Media in State College, WQED Public Media in Pittsburgh, and WQLN Public Media in Northwestern Pennsylvania.

The focus of the project will cover three areas: stigma, prevention and treatment and will showcase personal stories related to each that lead to a place of hope.

The initiative began with a statewide airing of WQED’s documentary Broken: Women • Families • Opioids that premiered locally in November 2017.

On March 29, all seven Pennsylvania public media stations aired Broken: Women • Families • Opioids. Broken: Women • Families • Opioids makes the argument that opioid addiction among women has implications, which go far beyond the addict, infecting the entire family, especially children. In the documentary, we meet children who are born addicted, while others are removed from their homes and placed in foster care or in the care of an extended family member.

Broken: Women • Families • Opioids won this year’s Pennsylvania Association of Broadcasters Award for excellence in the category of Outstanding Public Affairs Program. In addition to Broken: Women • Families • Opioids, many of Pennsylvania’s Public Television stations will schedule related programming including Hooked Rx: From Prescription to Addiction, Understanding the Opioid Epidemic, and Frontline: Chasing Heroin.

And because the crest of the of this crisis is still in the future, Pennsylvania’s Public Television stations have committed their resources to producing a year-long quarterly series called Battling Opioids. The new series will focus on solutions, and provide help and resources for the addict and their families.

Beginning September 23, Pennsylvania’s Public Television stations will devote an entire week of primetime programming to focus on the commonwealth’s opioid crisis:

- September 23 at 7pm – The Painful Truth
- September 24 at 7pm – Do No Harm: The Opioid Epidemic (episode 1)
- September 25 at 7pm – Do No Harm: The Opioid Epidemic (episode 2)
- September 26 at 7pm - Do No Harm: The Opioid Epidemic (episode 3)
- September 28 at 7pm – Understanding the Opioid Epidemic
- September 29 at 7pm – Second Opinion Special: Overdose Inside the Epidemic
The centerpiece programming of the week will be an entire evening dedicated to the crisis on September 27 beginning with WQED’s production of Hope After Heroin at 7pm, Broken: Women Families • Opioids at 7:30, and Battling Opioids: A Project of Pennsylvania Public Media at 8pm. Battling Opioids: A Project of Pennsylvania Public Media is a 90-minute program – the first 60 minutes of which consists of stories from around the state that focus on stigma, prevention and treatment. The last 30 minutes of the program consists of a panel discussion. A toll-free number will be onscreen to allow viewers to access resources available throughout the state.

The opioid addiction problem in the region (and nationally) has garnered widespread attention in the last several years. WQED was at the forefront of this scourge more than ten years ago and was one of the first to report on the abuse of OxyContin. Since then, WQED has produced 15 documentaries and online segments pertaining to addiction that are available at https://www.wqed.org/hopeafterheroin

- Hope After Heroin: The Epidemic in our Backyard - TV Documentary
- Hope After Heroin: Fighting the Epidemic - TV Town Hall Meeting
- Broken: Women, Families, Opioids - TV Documentary
- Voices of Hope - Webisode
- Prenatal Hope Program - Webisode
- Hope After Heroin: WQED’s Community Service Project - Webisode
- How Narcan Works – Webisode
- Law Enforcement & Narcan - Webisode
- Signs of Addiction - Webisode
- Youth Addiction - TV Feature
- Parents of Overdose Victims - TV Feature
- Johnstown Oxycontin Part 1 - TV Feature
- Johnstown Oxycontin Part 2 - TV Feature
- Oxycontin Follow-up - TV Feature
- OxyContin Addict - TV Feature

Rick Sebak’s Tales of Greater Pittsburgh - A Short History of Route 88
https://www.wqed.org/nebby
Aired 10/5/17
This episode takes viewers for a ride along the region’s historic Pennsylvania Route 88, which originally ran from Erie to Monongahela, PA and now goes from Route 51 in Overbrook to the town of Point Marion, near the West Virginia line.

Rick Sebak’s Tales of Greater Pittsburgh - MEAT Pittsburgh
https://www.wqed.org/nebby
Aired 2/1/18
A celebration of several places in and around Pittsburgh where you can find good meat. Meat Pittsburgh includes a side of beef at the restaurant called Whitfield in the Ace Hotel in East Liberty as well as locally made hot-dogs at the classic Shorty's Lunch in Washington, PA, among others.

Rick Sebak’s Tales of Greater Pittsburgh - People Who’ve Written Books Around Here
https://www.wqed.org/nebby
Aired 4/20/19
Celebrates the work of a few Pittsburgh area writers, considering books ranging from O Pioneers! by Willa Cather to the recently published science fiction novel titled The Gone World by Tom Sweterlitsch. The program gives a glimpse into the working habits of some local wordsmiths, including Stewart O’Nan, Cameron Barnett, Lori Jakiela, Dave Newman, and Osama Alomar. The program encourages all readers to become acquainted with not just these few writers but all who have ever put pen to paper in Western Pennsylvania.
Rick Sebak’s Tales of Greater Pittsburgh - Pittsburgh Vintage Mixer [https://www.wqed.org/nebby](https://www.wqed.org/nebby)
Aired 6/28/18
A celebration of the Pittsburgh Vintage Mixer, a sort of hip flea market that is held now usually twice a year at the Teamster Temple in Lawrenceville. It’s an eclectic shopping experience featuring mid-century-modern items, some true antiques, lots of unusual souvenirs, racks of beautiful old clothing, and tables of unexpected knickknacks, stylish housewares, and things you may remember from your grandparents’ house.

**Authentic Lives: Profiles of Pittsburgh’s Transgender Community**
[https://wqed.org/authenticlives](https://wqed.org/authenticlives)
Aired 1/29/18
It’s not just about restrooms. All too often, discriminatory practices against LGBTQ people make headlines that barely touch upon the actual challenges. From education to employment, health care to housing, transgender Americans fight daily for their right to exist. This documentary looks at how Pittsburgh is responding.

**Come By Here: A History of Five Churches**
[https://wqed.org/tv/watch/specials/come-here-history-five-churches](https://wqed.org/tv/watch/specials/come-here-history-five-churches)
Aired 2/23/17
Much of the Pittsburgh region’s rich African American history is centered in the church. With hundreds of predominantly black congregations in western Pennsylvania, this program focused on just a few – each with a unique and compelling history. Profiles included a landmark church in the heart of Pittsburgh; a tiny rural congregation thriving despite changing times; a church with a rich musical history; and a study of blue collar workers who built their own church while helping to build the region’s industry.

Honored by the Pittsburgh Black Media Federation’s Robert L. Vann Award for Outstanding TV Documentary and honored with a Golden Quill Award for Television-History by the Press Club of Western Pennsylvania.

**And Both Shall Row... My Love and I**
[https://wqed.org/tv/watch/specials/and-both-shall-row-my-love-and-i](https://wqed.org/tv/watch/specials/and-both-shall-row-my-love-and-i)
Aired 2/8/18
It started with a shipwreck in 1850. Two Irish sweethearts are headed to the New World when calamity strikes. The chaos of the shipwreck separated the couple. But many years later, we pick up the story in Pittsburgh where their implausible reunion is a love story for the ages. It’s just one of a collection of poignant, romantic and life-affirming stories set in Western Pennsylvania – all with an engaging musical thread.

**A Beacon For Change: The Pittsburgh Courier Story**
Aired 2/22/18
Groundbreaking, influential, transformative. From its beginnings in 1907, the Pittsburgh Courier has been a leader among the nation’s African American newspapers – sparking historic change on issues ranging from education, housing and employment to discrimination in the military.

**BROKEN Women • Families • Opioids**
[https://wqed.org/tv/watch/specials/broken-women-families-opioids](https://wqed.org/tv/watch/specials/broken-women-families-opioids)
Aired 11/30/17
Opioid addiction is destructive across all demographics. But compared to men, a woman’s addiction can have more devastating implications. The addiction may begin with one woman, but consequences spread to vulnerable people around her. Some children are born addicted, while others face uncertain futures because of addicted mothers. Many children are placed in foster care, but an increasing number are being raised by grandparents and extended family – further disrupting lives.

Honored by the Pennsylvania Association of Broadcasters for Outstanding Public Affairs Program. Forgotten/Found

https://wqed.org/tv/watch/specials/forgottenfound
Aired 10/26/17
The tourism industry calls it “ruin porn” – a chic fascination with landmarks in decay. Pennsylvania is filled with historic, vacated places just waiting to be explored. www.wqed.org/
Destinations include Eastern State Penitentiary, a haunting world of crumbling cell blocks and empty guard towers in Philadelphia; the Carrie Blast Furnace, once the epitome of Pittsburgh steelmaking; Eckley Miners Village, a coal patch ghost town in Luzerne County; and Pioneer Tunnel Coal Mine in Schuylkill County.

Ink & Image: Tattoos That Heal
https://wqed.org/inkandimage
Aired 3/29/18
This compelling documentary introduces self-harm and suicide survivors who use ink to cover their scars, breast cancer patients who get tattoos to make reconstruction look more realistic and veterans hoping to hide the wounds of war.

Vietnam: Another View
https://wqed.org/tv/watch/specials/vietnam-another-view
Aired 11/9/17
After the fall of Saigon in 1975, many Vietnamese people made desperate scrambles to flee the country. Their exoduses were fraught with danger – some escaping in tiny boats or by airlift. Others fled under U.S. policies allowing the emigration of children fathered by American troops as well as people who fought against the Communists. And some of them found new lives in Western Pennsylvania. Now they share their stories of life before the war, their escape to freedom, eventual success in Pittsburgh, and in some cases, haunting emotional scars.

Honored with a Golden Quill Award for Best Television Documentary by the Press Club of Western Pennsylvania.

THINK! Poverty in Western Pennsylvania
https://wqed.org/tv/watch/specials/think-poverty-western-pennsylvania
Aired 12/7/17
More than 50 years ago, President Lyndon B. Johnson recognized that “many Americans live on the outskirts of hope,” and declared a war on poverty “to help replace their despair with opportunity.” Since then, what battles have been won for American families? We focus on poverty for our third THINK! Initiative. The diverse group of organizations and the Art of Democracy that partnered with WQED beginning in September to formulate the discussion,
which then evolved into community forums, social media engagement and data gathering – now culminate in this broadcast town hall meeting.

Filmmakers Corner
https://wqed.org/filmmakers
Saturdays at 9m
Filmmakers Corner, now in its eighth season, presents original work by a gallery of the region’s most talented students, independent artists and filmmakers hosted by WQED’s Minette Seate. The season premiere screened four films: Guardians, featuring actor-producer Rejeana Palma, The End of Blessings by Point Park University’s John Rice, The Beat Goes On by Randy Kovitz, and Happy Birthday To Me, which also took first place in this year’s 48 Hour Film Project.

That's A Lot!
https://wqed.org/thatsalot
Aired 12/1/17
WQED traveled through the Pittsburgh region to find stories that boast a bundle of goods – in factories, offbeat museums, quirky collections and more in That's A Lot! This documentary featured Pinball Perfection with its giant treasure of pinball machines; Dellalo’s Italian Marketplace, a massive importer and distributor of olives; Bicycle Heaven with the world’s largest bicycle museum and shop; the Pymatuning Spillway with a frenzy of fish; and St. Anthony’s Chapel, home to the largest collection of relics outside of the Vatican.

Volunteers: A Call to Serve
https://wqed.org/tv/watch/specials/volunteers-call-serve
Aired 4/19/18
Western Pennslyvania has a rich history of volunteerism and WQED highlighted three volunteers who are helping their community in Volunteers: A Call to Serve. This documentary focuses on three local volunteers who give their time in very different ways: John Edward Hutchinson of the Greensburg VFD is believed to be the nation’s oldest-living volunteer fire chief; Former Pittsburgh Steeler Charlie Batch combines athletics and academics in a highly-successful program for at-risk youth; and Linda Lafferty organizes Blessings in a Backpack in Wilkinsburg, providing food for students who might not have a meal waiting at home.

A Christmas Cookie Story
https://wqed.org/tv/watch/specials/christmas-cookie-story
Aired 12/21/17
This local documentary aired multiple times in December and celebrates a cherished local tradition: baking Christmas cookies. https://www.wqed.org/tv/watch/specials/christmas-cookie-story

iQ: smartparent
https://wqed.org/smartparent
Airs locally and distributed nationally through APT
iQ: smartparent is WQED’s national television series geared toward parents raising kids in the digital age. A total of 82 licensees and 187 stations are carrying iQ: smartparent, for a total market coverage of 38% across the United States.

Topics covered on iQ: smartparent this season included:
  • iQ: smartparent The Family Fun Guide
• iQ: smartparent Celebrating Different Learning Styles
• iQ: smartparent Social & Emotional Learning
• iQ: smartparent Math in the Digital Age
• iQ: smartparent Libraries Transform Lives
• iQ: smartparent Healthy Family Media Habits

WQED Digital First – Online-only Content

Productions premiere and are available on digital platforms including computers, tablets and smartphones.

WQED Sessions – https://wqed.org/sessions A Digital First series showcasing local musicians. New installments premiere every two to three weeks and viewers can follow the show and keep up to date on upcoming webisodes. In honor of the 50th anniversary of Mister Rogers’ Neighborhood, bands that have been featured return for new renditions of “Won’t You Be My Neighbor?”

Pittsburgh Eats – https://wqed.org/pittsburghheats
Pittsburgh is one of the nation’s top food towns – and WQED has launched this direct-to-web series to showcase it. What sets the Pittsburgh culinary scene apart from other cities – and who are the people making it happen? We’ll visit everything from mom & pop eateries to places on the cutting edge of culinary cool to show you what and where Pittsburgh Eats.

Pittsburgh 360 – https://wqed.org/pittsburgh360
The region surrounding Pittsburgh has many stories to tell, and WQED will be telling them. A segment of Pittsburgh 360 may take two minutes or ten minutes showcasing people, places, history and the essence of western Pennsylvania and points beyond.

Just A Minute – https://www.wqed.org/justaminute
In just one-minute episodes, WQED’s award-winning production team captures the stories of the people and places that are transforming Pittsburgh from an industrial city known for steel to an innovative city, defined by its medical breakthroughs and technology developments in self-driving cars and artificial intelligence.

IN THE COMMUNITY

Vietnam War Community Engagement
WQED launched an extensive community engagement campaign tied to the ten-part, 18-hour documentary The Vietnam War. WQED partnered with organizations in the region focused on veterans’ issues to facilitate public conversations.

On September 6, WQED hosted a one-hour screening of The Vietnam War at Soldiers & Sailors Memorial Hall in Pittsburgh. Opening remarks were given by Rocky Bleier, Vietnam veteran and former Pittsburgh Steelers running back, and a screening of the documentary followed. After the
viewing, Vietnam veteran, WQED personality, and the evening’s emcee, Chris Moore moderated a lively and passionate panel discussion.

On September 25, WQED held a screening and panel discussion on The Vietnam War at North Hills High School. This event also included a POW Bracelet Project presentation. Facilitated by WQED’s Education Department, this project gave high school students the opportunity to research POWs whose names were commemorated on bracelets and present their findings at the screening event.

The perspective of the Vietnamese people was told in WQED’s new local documentary Vietnam: Another View which premiered November 9. WQED has long reported on the Vietnam War – with a significant focus on veterans. But the perspective of the Vietnamese people is equally compelling - and all too often, unheard. After the fall of Saigon in 1975, many Vietnamese people made desperate scrambles to flee the country and some of them found new lives in western Pennsylvania. Now they share their stories of life before the war, their escape to freedom, eventual success in Pittsburgh, and in some cases, haunting emotional scars.

Following Vietnam: Another View, WQED hosted a panel discussion, “Reflections on Vietnam,” from the Fred Rogers Studio. This discussion program was facilitated by Chris Moore and was part of WQED’s multi-platform engagement project surrounding the Vietnam series.

Think! Poverty in Western Pennsylvania Community Forums
WQED invited the public to participate in two THINK! Poverty Initiative Community Forums which were held November 18 at the David L. Lawrence Convention Center. We wanted to know how poverty impacts individuals and asked service providers, volunteers, people experiencing financial difficulties, and the general public from urban, suburban and rural areas for their stories. Participants discuss stigma associated with poverty, systemic poverty, and building coalitions to combat poverty. Data and video gathered at the community forums will become part of the televised broadcast.

Facilitated by the Art of Democracy and held in conjunction with the Urban League’s Thanksgiving Distribution, the THINK! Poverty Initiative Community Forums were an opportunity for the community to add their voice to our conversation about poverty in Southwestern Pennsylvania. Strategic partner organizations that helped formulate the topic - and offer guidance - in the months leading up to the broadcast included:

- Community Human Services/Wood Street Commons
- Northside Coalition for Fair Housing
- Consumer Health Coalition
- Greater Pittsburgh Community Food Bank
- Grow Pittsburgh
- Operation Safety Net
- One Pennsylvania
- United Way of SWPA
- Mon-Valley Unemployed Committee
- Just Harvest
- Human Services Center Corporation
- Pittsburgh Food Policy Council
- Pittsburgh United
- Repair the World Pittsburgh
- Urban League of Greater Pittsburgh
- Pittsburgh Community Service
- Allegheny County Board of Corrections
- Big Brothers Big Sisters of Greater Pittsburgh.
- SEIU Local 668

**Hitting Home: Women • Families • Opioids Live Town Hall Meeting**
Aired 3/8/18 and livestream
WQED continued its focus on opioid addiction in the region with a live town hall meeting exploring how addiction among women is breaking the family bond and changing the fabric of society. Now in the third year of its heroin and opioids initiative, WQED convened a panel of leading voices in the opioids awareness community. The focus was on the rising number of women who are opioid addicts – and the resulting impact on families and society. The live, televised event includes a diverse studio audience, social media participation, and online streaming.

**State of Black Pittsburgh Community Forum**
https://wqed.org/stateofblackpittsburgh
https://wqed.org/tv/watch/specials/state-black-pittsburgh-community-forum-0
Aired 6/7/18 broadcast and livestream/social media
WQED, in partnership with the Urban League of Greater Pittsburgh, hosted The State of Black Pittsburgh 2018: A Community Forum, a live town hall as part of the Urban League’s annual examination of political, social and economic conditions that impact the state of Black Pittsburgh. Educators, politicians, activists, and community leaders discuss the social, political and cultural issues that shape the community, and the steps that will lead to a future of equality, prosperity and inclusion.

**WQED and PBS Celebrate Earth Day**
In conjunction with Earth Day on April 22, WQED and PBS stations across the country offered a selection of themed programming with topics ranging from sustainability to agriculture to meteorology and climate change.

We reached into our impressive archive of environmental documentaries and aired the following a local tie-ins to national PBS programming about Earth Day:

*Our Water, Land & Air* – This WQED documentary features stories of environmental neglect that led to positive change in our water, our land and our air. Stories include the Donora smog tragedy of 1948, the environmental comeback story of Nine Mile Run and a visit to the landmark home of Rachel Carson, a woman from Springdale who took on corporate America when few others would.

*The Race to Save Pennsylvania’s Bats* - Bats control pests that destroy crops and spread disease - a service worth billions of dollars in agriculture, forestry and human health care. Now a mysterious fungus is sweeping across the country, threatening to wipe out entire species of bats. White Nose Syndrome has killed more than a million bats in the northeast-- including
over 98 percent of Pennsylvania’s cave bats. Biologists are calling White Nose Syndrome the worst wildlife crisis in history with tremendous consequences for humans, too.

Two Guys, a Boat, and a Cause - WQED profiles Three Rivers Waterkeeper, a non-profit organization that serves as a voice for the waterways throughout southwestern Pennsylvania. This program follows the dedicated environmentalists on water, on land - and even to court - as they monitor and investigate potential threats to the region’s waterways, empower citizens opposed to Marcellus Shale drilling, and fight to enforce the Clean Water Act.

The Allegheny River Islands: Urban Oases - From the shore you can see them, but very few people have been on the islands that dot the Allegheny River within a few miles of Pittsburgh. WQED explores the islands and takes viewers ashore to not only show the conservation efforts – but to see what’s actually there: from wildlife and native plants to human inhabitants and artifacts left behind.

Sustainability Month programming on WQED was made possible by Berner International Corporation, Three Rivers Proud, Montauk Energy, and Falk School of Sustainability and Environment.

WQED Neighborhood Night at the Pittsburgh Riverhounds
https://www.wqed.org/neighborhoods
June 16 was WQED Neighborhood Night at the Pittsburgh Riverhounds game against the New York Red Bulls II at Highmark Stadium. That evening’s fans were treated to a chance for a prize package, trivia game, a VIP giveaway, a Mister Rogers costume contest, giveaways, and sing-a-long.

WQED’s Rick Sebak was the emcee at the game to announce the winner of the costume contest. Rick also introduced the trailer for the new documentary about Mister Rogers, Won’t You Be My Neighbor? That premiered across the country over the summer.

The game highlighted WQED to thousands of soccer fans (many of whom are likely outside of WQED’s core audience demo). Here’s a story that ran on a national soccer site: https://www.uslsoccer.com/news_article/show/926975

Members of the “Steel Army,” which is the independent fan organization of the Riverhounds, were so enthusiastic about the Neighborhood night that they held their own fundraiser for WQED leading up to the game and raised $406. They presented their check to Rick at the beginning of the game, just before Rick’s coin toss. The WQED table raised additional money. Hundreds of people interacted with Rick and other WQED folks at the game, including some loyal supporters and many new faces.

The Great American Read
The Great American Read is an eight-part PBS series that explores and celebrates the power of reading, told through the prism of America’s 100 best-loved novels (as chosen in a national survey). It investigates how and why writers create their fictional worlds, how we as readers are affected by these stories, and what these 100 different books have to say about our diverse nation and our shared human experience.
WQED received a station grant from PBS for local community engagement, [https://www.wqed.org/the-great-american-read](https://www.wqed.org/the-great-american-read) was administered through WQED Education. We have partnered with Inquire Within libraries as the Pittsburgh community becomes a part of this nationwide initiative.

The following local libraries hosted programs and events as part of the Great American Read:

- North: Northland Public Library, McCandless Township
- South: Baldwin Borough Community Library, Baldwin
- East: Plum Borough Community Library, Plum
- West: Andrew Carnegie Free Library, Carnegie

The television series features entertaining and informative documentary segments, with compelling testimonials from celebrities, authors, notable Americans and book lovers across the country. It is comprised of a two-hour launch episode that aired in May in which the list of 100 books is revealed, five one-hour theme episodes that aired in September that examine concepts common to groups of books on the list, and a finale that aired October 23, in which the results were announced of a nationwide vote to choose America’s best-loved book.

The series is the centerpiece of an ambitious multi-platform digital, educational and community outreach campaign, designed to get the country reading and passionately talking about books.

**Rick Sebak Reads “Charlotte’s Web” at Soergel Orchard**

WQED kept kids in the reading mode through summer through The Great American Read. One of the books that made the list is Charlotte’s Web, and WQED producer and documentarian Rick Sebak read it live to kids and families at Soergel Orchard’s McIntosh Hall in Franklin Park on June 20.

Charlotte’s Web is a classic children’s novel by American author [E. B. White](https://en.wikipedia.org/wiki/E._B._White) and illustrated by [Garth Williams](https://en.wikipedia.org/wiki/Garth_Williams), published in 1952. The novel tells the story of a livestock pig named Wilbur and his friendship with a barn spider named Charlotte. When Wilbur is in danger of being slaughtered by the farmer, Charlotte writes messages praising Wilbur (such as “Some Pig”) in her web in order to persuade the farmer to let him live.

The reading was streamed live on WQED Facebook at [www.facebook.com/WQEDPittsburgh/](http://www.facebook.com/WQEDPittsburgh/) and there will was a selfie area to post photos from the event.

The event was made possible by support from Soergel Orchard and Riverstone Books.

**Mister Rogers’ Neighborhood Fiftieth Anniversary**

On February 19, 1968, Fred Rogers opened the door to welcome his television neighbors and changed a generation. Those first black and white programs (color came along in 1969) were the start of a national movement that redefined children’s programming. We are so proud that history took place within these walls.
In 2018, public media stations across the country celebrated the fiftieth anniversary of *Mister Rogers’ Neighborhood*. WQED was Fred Rogers’ home for most of his career and for most of his programs.

We are proud to count several present WQED employees as members of the crew who worked on *Mister Rogers’ Neighborhood*. Paul Byers, Kevin Conrad, Frank Warninsky, and Jimmy Seech all worked on the program. They have great stories to tell about their time with Fred.

The celebration will continue through early 2019. We have partnered with The Fred Rogers Company, which is spearheading the celebration nationally, with programming and activities to interest everyone.

We have created a special fiftieth anniversary page on WQED Interactive at [www.wqed.org/mr-rogers-50](http://www.wqed.org/mr-rogers-50) with a rundown of programming, events, individual stories, and “The WQED Sweater Sessions,” which is a takeoff on our *WQED Sessions* Digital First music segments.

February 26 - March 2
*Mister Rogers’ Neighborhood* 50th anniversary begins, fittingly, with children’s programming. Five classic *Mister Rogers’ Neighborhood* programs aired Monday through Friday the week of February 26, immediately following the broadcast of *Daniel Tiger’s Neighborhood*. Fred Rogers first introduced Daniel Tiger to children in the “Neighborhood of Make Believe.” Now with his own program, Daniel Tiger continues the Neighborhood theme and is a beloved character of children today. These back-to-back episodes reinforce the connection between Mister Rogers and Daniel Tiger, and a neighborhood shared by multiple generations of children.

March 6 and March 11
National broadcast of *Mister Rogers: It’s You I Like*
This is the nationwide PBS special hosted by Pittsburgh native Michael Keaton. Michael—with the last name of Douglas back then—started out as a stagehand at WQED and worked on *Mister Rogers’ Neighborhood*. The program features memories of the show’s most special moments, including Fred with Coco the Gorilla and other classic clips. A variety of celebrities and musical talent, including Wynton Marsalis and Tony Bennett, join in to remember and celebrate.

Social media played a big part in the success of this documentary and the level of engagement was off the charts and seemingly coming from everywhere. People were sharing their Mister Rogers stories. Momentum stayed strong for several hours after the program aired and resulted in an article in the Pittsburgh Tribune-Review the following day that captured the incredible emotion felt by audiences here and around the country [http://triblive.com/aande/movies/13392097-74/wqeds-mister-rogers-special-made-us-all-feel-special](http://triblive.com/aande/movies/13392097-74/wqeds-mister-rogers-special-made-us-all-feel-special)

March 20—“Be My Neighbor” Program to Pledge Volunteer Time
This family viewing event featured the original *Mister Rogers’ Neighborhood* shows, alongside Daniel Tiger’s shows that highlight a common theme: kindness to others. Making it even more engaging, families were able to participate during the program by pledging to volunteer in the community for the community-wide day of volunteering on April 21. Participants could select from a variety of community partners like local libraries, the Children’s Museum, Heinz History Center, National Aviary, Phipps Conservatory and Botanical Garden, and others.
March 23 - The Mister Rogers Stamp First Day of Issue in WQED’s Fred Rogers Studio. The United States Postal Service hosted this event that attracted national media attention.

April 21 - Be My Neighbor Day Community-wide Family Volunteer Day. Those who pledged to volunteer during the Be My Neighbor volunteer opportunity on March 20 roll up their sleeves on this day to fulfill their service to the community. An estimated 2,000 volunteers spruced up local parks, washed firetrucks, and did a variety of other community service at 50 sites across six counties in the metro area. The event was promoted through WQED’s broadcast and digital platforms, with ongoing social media updates celebrating volunteers throughout the day. WQED’s Day of Service in partnership with The Fred Rogers Company has been a family favorite for several years.

April 22 - Volunteer thank-you event. WQED and The Fred Rogers Company invited Be My Neighbor Day volunteers to a thank you party at scenic Highmark Stadium (home of the Pittsburgh Riverhounds). The family-oriented event featured games, entertainment and goodie bags.

The WQED Sweater Sessions
Our digital production team engaged some of the performers from our online series WQED Sessions to do their interpretation of the Mister Rogers Neighborhood song “It’s A Beautiful Day in the Neighborhood.” We’re dubbing these special installments the “Sweater Sessions.” So far, seven episodes have been produced and more will be on the way throughout the celebration year. In addition to being on WQED Interactive at https://wqed.org/sweater-sessions, they are available on social media at https://www.facebook.com/WQEDPittsburgh/. Please share with your social media networks.

Fred Rogers Day in Latrobe
In Fred Rogers’ hometown of Latrobe, Fred Rogers Day is the main community celebration of the year. WQED was proud to be a part of the festivities during this 50th anniversary year of Mister Rogers’ Neighborhood through our Inquire Within library program.

WQED and the Adams Memorial Library hosted activities for families attending Fred Rogers Day on June 9 with two activity tents in downtown Latrobe with family activities and giveaways. We screened back-to-back episodes of Mister Rogers’ Neighborhood and Daniel Tiger’s Neighborhood, and the library held a shoe drive for Soles4Souls.

Pennsylvania Tourism Office Unveils New Fred Rogers Trail
The Pennsylvania Tourism Office paid homage to Fred Rogers on June 29 and announced the Fred Rogers Trail, where travelers can zip up their cardigans and experience firsthand the neighborhoods that inspired Mister Rogers’ Neighborhood.

The “trail” is a series of stops and sights from his hometown of Latrobe to Pittsburgh, and WQED is listed as an attraction. Also included are the Fred Rogers Center in Latrobe, Latrobe High School, Heinz History Center, Children’s Museum, Duquesne Incline, and the Pennsylvania Trolley Museum.

WQED Community Blood Drive Celebrates 50 Years of Mister Rogers’ Neighborhood
WQED participated in a community blood drive on July 26 as part of Mister Rogers’ Neighborhood 50th anniversary. The drive was held in the Fred Rogers Studio and donors who gave blood received a limited edition ball cap and were entered into a raffle for some special prizes.

WQED Partners with Riverhounds for WQED Family Zone at Highmark Stadium
WQED partnered with the Pittsburgh Riverhounds professional soccer team for an exciting family-friendly initiative in conjunction with the 50th anniversary of Mister Rogers’ Neighborhood.

Beginning this season, the Riverhounds and WQED have collaborated to bring the WQED Family Zone to Highmark Stadium near Station Square. This new family-friendly seating area includes on-site branding and promotional support from WQED. WQED hosted its own titled theme night on June 16, when the Riverhounds faced New York Red Bulls II, focused on the Mister Rogers’ Neighborhood anniversary. Fans were encouraged to dress as Mister Rogers and take part in a host of fun festivities with the WQED family.

The Riverhounds helped get the word out on their social media sites at https://www.facebook.com/RiverhoundsSC/
https://www.riverhounds.com/news_article/show/892776?referrer_id=2869741

Additionally, WQED representatives and Riverhounds staff and players appeared on Pittsburgh Today Live on KDKA-TV during the week of June 11 to promote the WQED theme night.

**Pittsburgh’s Jazz Community Featured in New Documentary**

In partnership with the Manchester Craftmen’s Guild (MCG), WQED was the presenting station for the MGC’s production of We Knew What We Had: The Greatest Jazz Story Never Told, a 60-minute documentary about Pittsburgh’s jazz music history. The program premiered on February 15 and was rebroadcast on February 18.

The documentary film explores the social conditions and historical events that came together to make Pittsburgh one of the leading contributors to the legacy of jazz music in the world. This program is packed with interesting interviews, historical photographs, and over 20 live performance clips of the Jazz Masters including George Benson, Ahmad Jamal, Stanley Turrentine, Billy Eckstine, Kenny Clarke, Art Blakey, Billy Strayhorn Mary Lou Williams and more—all Pittsburghers. The film captures the spirit of a distinctly American art form, the character of a regional locale, and the soul of a hardy and determined people. It is one of the great cultural stories of this city, and it has now been told.

There has been great enthusiasm for this documentary from our distributors at American Public Television (APT) and from stations across the country. We are proud to serve as presenting station for such a terrific story that captures part of Pittsburgh’s legacy.

**EDUCATION**

**Ready To Learn:** WQED’s Ready To Learn initiative is the core of our educational mission for children and families, and we are proud to be one of only eleven stations selected to be Ready To
Learn superstations. Sponsored by the U.S. Department of Education, Ready To Learn is projects that support early science and literacy learning for families. Ready To Learn is an indispensable resource for local teachers and WQED is leading the charge to train educators on how to use the assets in their classes. Below are the current Ready To Learn and other activities of WQED’s Education Department.

**Inquire Within:** WQED’s *Inquire Within* is a program in partnership between WQED and 25 local libraries in southwestern Pennsylvania, eastern Ohio and northern West Virginia. *Inquire Within* aspires to re-imagine media-first partnerships that create impactful educational experiences in learning for children and families. For *Inquire Within*, WQED works with local and national library partners to create and implement PBS-themed curriculum that leverages public trust with a thirst for innovation in service of 21st Century learners, by developing a community of practice that can experiment, lead and sustain a new approach to educational public media.

**Backpack Distribution:** WQED partnered with South Hills Interfaith Movement (SHIM) in their Back-to-School backpack distribution. Each August, SHIM provides children backpacks filled with the necessary supplies to head back to school feeling confident and ready to learn. All the materials were donated by members of the community. Any family who needs help with basic back-to-school supplies is welcome to bring their children (K-12) to SHIM to receive new backpacks and supplies.

**Odd Squad Summer Camp:** WQED Education hosted a week-long summer camp for children from South Hills Interfaith Movement (SHIM) in the WQED studios. Approximately 80 refugee children in grades K-5 participated in activities based on the PBS children’s program *Odd Squad* in the morning, and doing puppetry and music with Pittsburgh Puppet Works in the afternoon. On June 23 the students held a final performance with Pittsburgh Puppet Works to showcase what they have worked on all week.

**Institute for Digital Innovation, Education and Family Engagement:** WQED welcomed national leaders to the WQED Institute for Digital Innovation, Education and Family Engagement at the Fred Rogers Studio in April. Attendees from around the country gathered for in-depth sessions to help local leaders prioritize how to use digital innovation as a new approach in family engagement in the 21st century. WQED collaborated with New America Foundation and Joan Ganz Cooney Center to bring together educators, community partners, philanthropic leadership, government representatives and decision-makers for this one-day experience.

Objectives for the institute were to help state and local leaders prioritize and get organized on how to use new approaches to modernize family engagement and test an Action Agenda established by the Institute to show how a city like Pittsburgh is an example of how this model can be replicated.

**WQED PBS Kids Writers Contest:** WQED announced the winners of its 2018 [PBS KIDS Writers Contest](https://www.pbs.org/wgbh/nova/pressroom/press-releases/2018-05-19-pbs-kids-writers-contest-winners) (made possible locally by the [EQT Foundation](https://www.eqtpartnership.org)) during a celebration May 19 at WQED’s Fred Rogers Studio.

Earlier in May, the public was invited to vote for the “Reader’s Choice Winner” from 26 finalists selected from more than 1,000 entries received for this year’s contest throughout Pennsylvania, West Virginia, Ohio and New Jersey. A record 5,882 votes were submitted online via the portal, a record number.
The 2018 Reader’s Choice Winner is: Zoe Wolfe for her story, “South Pole Santa” with 642 votes. Zoe attends Orchard Hill Intermediate School in North Canton, OH.

**Stem-Based Engineering Program Competition at WQED: Design Lives Here** is a student outreach program based on the PBS show *Design Squad Nation*. 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.

Over the last seven 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.

The spring session participants convened on May 22 and 23 for “Invention Convention,” a day-long competition event that included three hands-on/minds-on engineering challenge activities and the opportunity to speak with engineering mentors and staff.

**PBS KIDS Family Creative Learning Workshops:** The PBS KIDS Family Creative Learning initiative is a series of four two-hour workshops/sessions spanning four consecutive weeks. The program is designed for families with children ages 5-8 and younger and older siblings are also welcome. The aim of this program is to give families the opportunity to come together and learn with their children in a project-based creative process.

This program uses children’s creativity and extend it into early STEM learning. Creative play is used to introduce children and adults to digital tools they can use to develop computation and engineering knowledge, practices, perspectives, vocabulary, and skills as they work on their child-led family projects.

The workshops’ content and structure is designed to support and foster collaboration, communication, and problem-solving skills within the family (and community) while empowering them to explore, create, and express themselves with media.

**Vietnam POW Bracelet Project:** As part of its community engagement initiative in conjunction with Ken Burns *The Vietnam War*, WQED partnered with North Hills Middle School on a project to collect stories through POW bracelets. During the Vietnam War, people all over the country wore metal bracelets stamped with the name and serial number of American POWs held in captivity.

Following a screening and panel discussion at North Hills Middle School, students were presented with bracelets with the names of POWs who did not come home. Nine of the students from North Hills Middle School conducted their own research to find family, comrades, or friends of the POWs to tell the story of those who were lost and the impact the war had.

**WQED Introduces Children to the World of Puppetry:** WQED Education and Pittsburgh Puppet Works collaborated on May 19 to create a unique opportunity that gathers families in the Fred Rogers Studio to introduce children to the world of #puppetry, making and media.
This two-hour workshop began with the entire group participating in a puppet show/demonstration for about 30 minutes. After this initial large group session, students split into smaller “breakout groups” according to age range. In these smaller groups, students had opportunities to create their own puppets and props, storyboard a simple script and experiment using a green screen.

One hundred children from kindergarten to fifth grade attended Puppet Camp.

**WQED Part of Statewide Summer Reading Challenge**

All Pennsylvania PBS stations have joined together to host the first statewide summer reading contest. The Summer Reading Challenge invites all children who have just completed K-5th to participate, and readers will be divided into three categories: K-1, 2-3, and 4-5 graders. WQED Education is spearheading the contest in southwestern Pennsylvania.

Between June 1 and July 31, all readers kept a log of books read and their time spent reading on the Summer Reading Challenge Book Log.

- K-3 Readers must read at least one PBS-related book (such as Clifford, Cat in the Hat, Daniel Tiger, etc.)
- Grade 4-5 Readers must also watch at least one episode from a PBS show (such as Nature, Nova, or American Experience, etc.) and read a book related to the episode topic.
- If kids are part of another summer reading contest, those books count, also and can be included in the Book Log.

The top three readers from each category with the most time spent reading will be contacted with prize details and recognized at a PBS39 event. The number one readers from each grade group across all of Pennsylvania with the most time spent reading will be part of a statewide celebration.

**WQED Hosts National Education Summit**

WQED presented a first-of-its-kind national survey about young children and science at an Education Summit in the Fred Rogers Studio on July 11. The survey, conducted by Education Development Center (EDC) and SRI International, found that while most parents are confident about teaching their children reading, writing and arithmetic, they feel far less prepared to help with science. The study was commissioned by the U.S. Department of Education’s Ready to Learn initiative and led by the Corporation for Public Broadcasting and PBS.

This survey tells us that parents, regardless of income, want to give their children a strong start in the sciences, but many just aren’t sure how. EDC vice president Shelley Pasnik, who spoke at the Summit, led a discussion with participating parents, education leaders and other early learning stakeholders on how early experiences with science can help children develop problem-solving skills. Following the presentation, attendees had the opportunity to explore four Family and Community Learning Stations to practice science activities that they can share at home. Parts of the conference were taped for inclusion in a future episode of iQ: smartparent.

The conference was made possible by CPB, Education Development Center, PBS Kids and the US Department of Education.
Wash & Learn - Pennsylvania’s first learning library in a laundromat

Community representatives celebrated the opening of Pennsylvania’s first learning library at Sudsy’s Laundromat in South Park on June 28. County Executive Rich Fitzgerald was among the participants at a public community celebration to launch the new “Wash & Learn” program. The national program allows children waiting at the laundromat with their families to have opportunities to participate in literacy workshops and take home free books and educational resources.

The launch of the “Wash & Learn” program at Sudsy’s Laundromat in Bethel Park builds from a collaboration built between Allegheny County Library Association, Libraries Without Borders, South Park Township Library, and WQED. The program aims to extend opportunities for literacy development to children waiting at the laundromat with their families as a means to address the “summer slide.”

Libraries Without Borders will install laptops and WiFi hotspots at the laundromat, alongside bookshelves with curated materials that customers can read on site or check out and take home.

The Wash & Learn Program goes to families where they are, to build basic literacy and digital literacy skills. When done early, those skills can lower physical, psychological, and social barriers as a child grows older.

A detailed calendar of workshops can be found on WQED’s website. Facilitators will provide story times for children and facilitate early learning workshops timed between wash and dry cycles.