



*Deborah L. Acklin
President and Chief Executive Officer
WQED Multimedia*

Report for 2014

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



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.

WQED Multimedia includes: WQED-HD; WQED; The Create Channel; the Neighborhood Channel and WQED Showcase. Radio services include Classical WQED-FM/Pittsburgh; WQEJ-FM/Johnstown; The Pittsburgh Concert Channel at WQED-HD2 (89.3-2 FM) and online at wqed.org/fm; iQ Kids Radio; local and national television and radio productions; WQED Interactive; and iQ: smartmedia education initiative.

WQED's four digital television signals averaged 1,150,000 weekly viewers and WQED-FM averaged 81,000 weekly listeners in 2014. WQED-FM's online streaming services averaged 259,000 listeners per month.

WQED served 235,000 children over the air, online and in person through its iQ: smartmedia initiative.

WQED Interactive boasts 979,000 million annual visitors, 3.79 million page views and 40,000 followers on social media.

WQED is PBS Pittsburgh, reaching nearly one million people each month with trusted non-commercial programming for people of all ages.

WQED's reach is substantial, with four television streams on WQED-HD; WQED: The Neighborhood Channel; WQED: The Create Channel; and WQED Showcase enjoy a weekly television audience of 1,200,000. Our radio streams of Classical WQED-FM 89.3/Pittsburgh; WQJ-FM 89.7/Johnstown; the Pittsburgh Concert Channel at WQED-HD2 (89.3-2FM) and online at wqed/fm.org have more than 62,000 weekly listeners. Our award-winning local and national television and radio productions set the standard for quality in-depth programming about local issues that also have national impact. WQED Interactive reaches almost one million annual visitors, and our social media is followed by almost 40,000 people. PBS's educational programming reaches 82% of children in our region each week.

Clearly WQED Multimedia reaches a local and national audience through traditional and innovative media sources to educate, entertain and inspire.

Closing The Gap: 50 Years of Seeking Equal Pay

Fifty years after President Kennedy signed the Equal Pay Act, women are still only making, on average, 77 cents for every dollar earned by men. In that time span the current wage gap has improved at a rate of less than half a cent per year. If it continues at that pace, the wage gap will not close completely until 2053.

We are proud to partner with the YWCA of Greater Pittsburgh to present *Closing the Gap: 50 Years Seeking Equal Pay*, a live one-hour talk show special on October 2. Hosted by CNBC's Sharon Epperson, *Closing the Gap: 50 Years Seeking Equal Pay* unpacks hotly debated statistics and moves beyond highly politicized – and overly simplified – talking points in order to explore the many factors that contribute to the wage gap, and strategies to overcome them.

Guests include the namesake of the 2009 Fair Pay Act, Lilly Ledbetter along with national experts representing some of the most iconic women's organizations in the nation including:

- Terry O'Neill, President, National Organization for Women (NOW);
- Linda Hallman, Executive Director and CEO, American Association of University Women (AAUW);
- Teresa Younger, CEO, Ms. Foundation for Women;
- Dr. Dara Richardson-Heron, CEO, YWCA-USA.

Closing the Gap also streamed online for free during the live program through a new multiplatform application from PBS called "OVEE," whereby viewers nationwide were able to participate in the discussion.

Closing the Gap also included Q&A with the studio audience as well as social media participants. The program included taped packages with advice for overcoming wage secrecy policies in the workplace, researching fair salaries for jobs and guidance from one of the nation's leading experts on women and negotiating styles.

The program is part of a two-year campaign to educate and empower communities, offering companion websites at wqed.org/closingthegap and womenswagegap.org, as well as a series of skill-building webinars.

Concussions: A New Way of Thinking

In a special two-hour investigation, *League of Denial: The NFL's Concussion Crisis*, Frontline and prize-winning journalists Mark Fainaru-Wada and Steve Fainaru of ESPN revealed the hidden story of the NFL and brain injuries drawn from their forthcoming book, *League of Denial: The NFL, Concussions and the Battle for Truth*).

In conjunction with the PBS *Frontline* special, WQED's local documentary *Concussions: A New Way of Thinking* reported on the increase in concussion diagnoses and how local sports programs and the Pittsburgh medical community are working to keep football players and other young athletes, from rugby players to cheerleaders, safe and healthy.

The 30-minute documentary, produced by Emmy-winning reporter Beth Dolinar, included interviews with a Trinity High School football player recovering from a serious concussion, concerned parents and coaches, and explored current treatments that sometimes differ in theory. Balancing the young person's future health and their desire to get back in the game is also a great challenge.

WQED Takes Part in PBS Fall Arts Festival

As the voice of the arts in western Pennsylvania, Classical WQED-FM 89.3 partnered with the Pittsburgh Downtown Partnership to present the "cello rock powerhouse" known as Cello Fury in September during the mid-day Market Square Farmers Market and Lunchtime Concert Series in downtown Pittsburgh.

WQED-FM 89.3 welcomed Cello Fury to Market Square to raise the curtain on the fourth season of the acclaimed PBS Arts Fall Festival television series on WQED-TV.

Visitors were encouraged to take pictures in the "Support the Arts" viral photo area with their choice of available props such as instruments and paint brushes. Anyone who wanted to join the festivities or view the photos could go to [#pbsarts](https://www.pbs.org/social/#pbsarts) on social media.

The Festival is part of PBS' ongoing commitment to giving audiences a front-row seat and a backstage pass to the best of the arts on-air and online. The series is hosted by Emmy and Tony Award-winning actress and accomplished singer Kristin Chenoweth, and kicked-off September 26 with the premiere of *Live From Lincoln Center's* 40th anniversary season with "'Sweeney Todd: The Demon Barber of Fleet Street' In Concert With the New York Philharmonic."

WQED Provides a Local Perspective of the March on Washington

Throughout its 60 year history, WQED has produced a wide array of local, state-wide and national specials to not only celebrate, but show the cultural significance of the African American community. In February, WQED aired new national productions from PBS along with some annual favorites in celebration of Black History Month. *Memories of the March*, a new local program, included interviews with Pittsburghers who attended the march recounting how that momentous event changed their lives and continues to shape them.

WQED-FM also recognized Black History Month with a lineup throughout the month including classical music written and/or performed by African Americans artists.

We are proud to have been able to air our vibrant inventory of locally-produced programming that celebrates the African American experience locally and nationally, including:

Barbershops: PA Stylin'

Barbershops follows host Chris Moore as he visits several Pennsylvania locations that demonstrate the culture of camaraderie that still exists today among barbershops in the African American community.

Memories of the March: Pittsburgh Stories

Men and women from western Pennsylvania who attended the march recount that momentous event, explaining how it changed their lives and continues to shape their present-day actions.

Experience "Return to the Roots of Civil Rights"

WQED follows a group of western Pennsylvanians who journeyed to the sites of America's Civil Rights struggle. Covering 2,600 miles from Beaver Falls to cities in the Deep South, participants explored historic locations and met many who helped abolish segregation.

Jim Crow Pennsylvania

Through historical footage, period photographs and interviews, this documentary explores 'Jim Crow,' and its effect and legacy in Pennsylvania showcasing individuals and events like African American steelworkers and the 1911 lynchings in Coatesville.

WQED Presents: K. Leroy Irvis – The Lion in Pennsylvania

This Chris Moore-hosted documentary follows the life of K. Leroy Irvis through his formative years, his struggles as an activist and his commitment to achieve social justice for all Pennsylvanians, which he fought tirelessly for during his time as the longest-serving Pennsylvania House Speaker.

WQED presented these programs for Black History Month with support from Highmark Blue Cross Blue Shield, First Niagara and the University of Pittsburgh.

The WQED Pittsburgh Innovators Project

This exciting project is a web-only initiative available on WQED Interactive. The WQED Pittsburgh Innovators Project highlights a variety of innovators — from start-ups to veterans — that are part of the amazing things going on in Pittsburgh.

The Innovators Project is a web-based collection of video profiles celebrating innovation in our region. From technology and science to the arts, education and community engagement, we feature creative Pittsburghers who are taking risks, creating jobs and solving problems in our communities.

The Pittsburgh Innovators Project highlighted the following companies this year. We are pleased to report that Duolingo, one of the innovators we showcased, was named App of the year by none other than Apple.

Log on to wqed.org/tv/pittsburghinnovators for videos highlighting each innovator and follow the project on Facebook and Twitter.

Pittsburgh From The Water Premieres October 9

Pittsburgh From The Water premiered in October 2014. It's a follow-up documentary to our hugely successful earlier documentaries, *Pittsburgh From The Air* and *Pittsburgh From The Air II*. Producer Paul Ruggieri takes us on a journey of southwestern Pennsylvania and what can be seen from the shores of our many rivers, streams and lakes. We asked viewers to e-mail pictures from the water to webmaster@wqed.org, or tweet them to @WQED and use the hashtag #PGHWater, and the photos were featured on WQED Interactive.

Portraits for the Home Front: The Story of Elizabeth Black

Few projects have created as much of an impact as *Portraits for the Home Front: The Story of Elizabeth Black*. It's a fascinating local story with national and even worldwide interest, and WQED was able to leverage the project to gain local and national media attention. The project includes a robust interactive presence, which is described below.

Leaving a promising art career behind, Pittsburgh native Elizabeth Black volunteered with the American Red Cross during World War II. She proposed a fascinating plan to sketch more than 1,000 portraits of soldiers, sailors and airmen in England, France, Luxemburg, Holland, Germany, and Belgium. Seven decades later, her son John retraced his mother's footsteps in her hometown to learn more about her talent, service and legacy.

Her crowning achievement in Pittsburgh was the selection of Miss Black in 1940 to paint 25 larger than life portraits of literary greats such as Longfellow, Dickinson, Thoreau and others. The portraits were permanently mounted at the Carnegie Library on the city's North Side until they disappeared during a late 1960s renovation.

At the height of World War II, Miss Black volunteered with the American Red Cross and was assigned to the Clubmobile division. The retrofitted buses and trucks, staffed and driven by women, traveled to field camps throughout Europe providing donuts, coffee and a smiling face to war-weary troops. Hoping to be more than a hostess and utilize her talent Miss Black proposed a unique project to sketch soldiers and send the portraits to worried families in the United States. The American Red Cross accepted the plan, giving Miss Black special assignment status.

For two years Miss Black sketched her way across Europe, choosing her subjects through a lottery and completing as many as a dozen portraits a day. Every soldier, sailor and airman signed their sketches, often including endearments to loved ones back home. They also autographed Miss Black's journal, a fascinating collection of appreciative messages, poems and well wishes to the talented and charming Pittsburgh artist. Miss Black completed more than 1,000 sketches. The originals were sent to wives, mothers and other family members throughout the United States. At some point, Miss Black took quality photographs of about 100 sketches to keep a record of her work.

In Cherbourg, France, Miss Black met a naval commander from Tennessee who ironically shared her last name. She married Julian Black at the American Cathedral in Paris in 1945. After the war, the couple eventually settled in Waynesboro, Virginia. With her art career nearly dormant, Mrs. Black devoted her time to raising sons George and John while helping her husband start a business. After Julian Black's passing and with her sons now grown, Mrs. Black moved to Berkeley, California and later Portland, Oregon. She resumed portrait work to a far lesser extent than her successful Pittsburgh years. In 1983, Elizabeth Black died at 71.

In 2010, John Black and his wife Kay of Germantown, Tennessee received an unexpected surprise: his mother's footlocker filled with the 100 photographs of her sketches, images of Miss Black standing before the easel as fascinated soldiers watched, scrap books, news clippings and other memorabilia. The trunk had been stored, unexamined, for decades in a family member's garage in California. In 2011, John Black connected with WQED executive producer David Solomon, who began work on the documentary and a companion interactive outreach project.

Portraits for the Home Front: The Story of Elizabeth Black explores Miss Black's lost art career, features interviews with elderly veterans who encountered the artist on the battlefield, and captures memorable scenes of amazed and appreciative families finally receiving portraits that never arrived. Through social media, a separate interactive component of the project, Finding Elizabeth's Soldiers is working to make sure the 100 portraits in the Black collection reach the families that might not have them. An online gallery of the drawings can be viewed at wqed.org/elizabethblack. As the veterans' images are identified, WQED marks the sketches as "found" on the site. To date, 43 sketches have been identified and returned to families around the country.

Change of Habit

A special half-hour documentary called *Change of Habit* premiered in January 2014 that examined the painful loss and influence of the Catholic Sisters.

For generations, Catholic religious women in western Pennsylvania filled schools and hospitals pursuing a full-time, faithful mission of charity and love. Numerous orders of Sisters educated impoverished immigrants and those who came after them. But now, most of those orders are seeing diminishing numbers.

In this heartwarming story, local Sisters have evolved and vow to continue their tireless work in other ministries. Local Orders featured in the program include: The Sisters of Charity of Seton Hill; The Sisters of Saint Joseph of Baden; and the Franciscan Sisters T.O.R. of Steubenville, Ohio.

A History Of Pittsburgh In 17 Objects

Producer Rick's new special called *A History Of Pittsburgh In 17 Objects* premiered in May 2014 with an unpredictable gathering of artifacts that serve as reminders of various parts of our history in western Pennsylvania. Rick took a look at 17 objects that together illustrate a timeline of Pittsburgh from the Fort Pitt Blockhouse to the Three Rivers Bike Racks that are now familiar parts of the city.

Why 17 objects? Rick had heard about the BBC's project for radio titled "A History Of The World In 100 Objects," and then he saw the New York Times special section on "History of New York City In 50 Objects," and he thought it might be possible to have some fun with local history.

The Empowered Patient - How Media is Revolutionizing Healthcare

As a media company, we know how the landscape has changed in the last decade. What may not be as obvious is how media had changed healthcare. WQED took a look at the topic in a special documentary called *The Empowered Patient* in June.

The Internet makes it easier for patients to gather information and it has created communities of united patients which span the globe. Patients are now able to bond over their shared experience, share tips, and grow in knowledge together. Doctors too have begun to utilize media technology to make healthcare better. With all of these changes doctors are exploring how to interact with the "empowered patient".

This special looked at the new role of patients and healthcare providers in a world where information is more readily available than ever before. With patients doing more of their own research and connecting with other patients online -- healthcare providers are often encountering a more engaged, informed and proactive patient. The documentary explored how health care professionals are embracing this change, how medical students are preparing for more educated patients, and if a more informed patient a “better” patient.

WQED Joins Statewide Broadcast to Address Heroin Crisis in Pennsylvania

WQED joined other stations in Pennsylvania to air an important live discussion on the heroin epidemic that affects so many families today. Once thought to be found only in cities, these dangerous drugs are now readily available in rural and suburban neighborhoods, and young people are at particular risk.

WQED broadcast *Heroin: A Commonwealth Crisis* live in May. The special featured a panel of experts who explained what led to this deadly health problem, and provided information on prevention and treatment.

Chautauqua: Charting A Life in the Arts

This WQED-produced documentary premiered in April 2014 and followed four students from Chautauqua Institution’s Schools of Fine and Performing Arts through their auditions, practices, and performances during the summer of 2013.

Classical WQED-FM 89.3 broadcasts live from Chautauqua every summer, and it has become a tradition as busloads of Pittsburghers venture north for Classical Music Day. There is no place like Chautauqua, a truly American place, anywhere in the world. Chautauqua's focus on the arts, great music, education for artists, and life-long learning aligns the Institution with WQED's viewers and listeners perfectly.

WQED Interactive Webisodes

WQED reporters and producers Rick Sebak, Chris Moore and Michael Bartley have produced web-only content that appears exclusively on WQED Interactive. This is a chance for a national and world-wide audience to enjoy quality productions in a shorter format by some of our talented producers and personalities.

Rick’s webisodes include: Sampling The South Side Soup Contest; Judging Pies; Narrating A Live Read; Giving A Tour; Making Letters Dance; and Stomping Grapes.

Chris’s webisodes include The Last Honest Mechanic, and Michael has produced Chautauqua Preview and Pittsburgh Donnybrook, about the 2014 St. Patrick’s Day inaugural event.

All WQED webisodes can be accessed at wqed.org/tv/webisodes/



iQ: smartparent began its second season in 2014 with the taping of new episodes beginning in January. The episode *Apps, Gaps, and the Digital Divide* explores the accessibility of broadband and mobile technology to different socioeconomic groups, and whether the digital divide also impacts access to educational content.

Like, Follow, Share was a one-hour program with an eye-opening discussion with FBI representatives and real teens on how children and parents can have safe and positive experiences online.

iDad celebrates fatherhood and features media-savvy dads and their innovative projects for kids.

Aiding Autism explores how digital devices and new technology can be helpful to children with autism or special needs. The discussion looked at apps, games, and other forms of media that could be beneficial in the classroom and beyond.

Tots + Tech discusses current research and practical considerations of exposing children to media during early childhood years, the impact of educational screen time on kids of various backgrounds, and tips on raising young children in a media-rich environment.

Tune In, Tune Out empowers families with skills and techniques to evaluate media images and ratings systems while identifying ways that media can have a positive impact on their lives.

Now that we have a vibrant inventory of *iQ: smartparent* programs, we were able to schedule marathon airings of all episodes several times this year on WQED's Neighborhood Channel.

iQ: smartparent taped three additional episodes in September that will air this fall:

Digital Badging provides an opportunity for learners of all ages to acquire skills and credentials in a variety of settings both within and outside of the classroom. This episode shares ways that digital badges are being used by parents, students, teachers, and in the workplace.

Flipped Learning discusses how educators are finding innovative ways to modernize learning spaces and incorporate technology into their teaching practices. This episode explores the Flipped Learning approach and what parents need to know about re-designed classrooms.

Healthy Media Habits discusses healthy media habits for children and families.

WQED's transmedia series for parents, *iQ: smartparent*, is helping parents navigate the overwhelming digital options that children have today. Through a series of broadcasts and a robust online community at wqed.org/smartparent, *iQ: smartparent* equips parents and caregivers with tools and resources to aid their understanding and use of digital media and technologies for learning.