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**The people of WQED create, produce and distribute quality programs, products and services to engage, inform, educate and entertain the public within their community and around the world.
WQED changes lives.**



WQED is local public service 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.

Since 2011, WQED inaugurated six new locally-produced programs, a fourth digital television channel, a third radio stream, and an online radio station for children.

Expanded iQ: smartmedia, a six-year strategic plan that focuses on a new concept of the way public media influences children's educational development.

WQED's four digital television signals averaged 1,390,315 weekly viewers and WQED-FM averaged 72,148 weekly listeners in 2012.

WQED served 234,700 children over the air, online and in person through its iQ: smartmedia initiative.

WQED Interactive boasts 1.2 million annual visitors.

WQED Awarded Major Grant from National Endowment for the Humanities for August Wilson Documentary

WQED was awarded a major grant from the National Endowment for the Humanities in August 2012 to support production of a national documentary on the life and work of Pittsburgh native and Pulitzer Prize-winning playwright August Wilson.

August Wilson: The Ground On Which I Stand will be a 90-minute high-definition television documentary and the first in-depth exploration of the life, work and cultural impact of the two-time Pulitzer Prize-winning African American playwright. The program will be a co-production of WQED and the PBS series *American Masters* and will air in late 2014.

This documentary will be the definitive story of the most prolific playwright of the last half of the 20th century. As a storied producer of PBS programming, WQED will tell this story using the high-quality standards for which we are known. As an educational institution, we will use the finished documentary as the centerpiece of a multi-platform educational outreach program.”

This is the story not only of one man, but also of his success in putting the lives of ordinary, yet complex people on the national stage. It is a quintessential Pittsburgh story and we are delighted to have the opportunity to produce it.

This grant from the NEH is the result of more than seven years’ work on the part of WQED to develop a treatment, align partners and submit a proposal.



Families can listen imaginatively to iQ Kids Radio at iQkidsradio.org, which premiered online in January 2013. iQ Kids Radio is a new commercial-free, family-friendly educational radio station piloted by WQED and SLB Radio Productions, Inc. with generous support from the Junior League of Pittsburgh and additional support from The Grable Foundation and the James McCandless Charitable Trusts of the PNC Charitable Trusts.

iQ Kids Radio is an online station that features age-appropriate content for children from birth to age 12 and can be accessed from mobile phone as well as the web. The station includes diverse music and educational content from multiple disciplines – literacy, science, music, math and geography – that kids will love and on which caregivers can rely.

There is a real need for this type of station and programming. Multimedia and technology are changing rapidly and kids over eight use media, including television, music players, computers, and video games, for nearly eleven hours each day, and kids under age eight spend eight hours each day on media. Media shapes children’s cultural beliefs and norms in powerful ways. While there are numerous media offerings for children across multiple platforms, very few adopt high-quality educational standards like those on iQ Kids Radio.



***iQ: smartparent* Television Program Launches**

WQED now offers a new initiative for parents in today's digital world. It's a program that premiered in February 2013 called *iQ: smartparent*.

WQED's educational initiative, iQ: smartmedia, is launching *iQ: smartparent* to build parents' confidence with educational, 21st century media and expand their capacity for co-learning with their digitally savvy children. Through a series of six broadcasts on WQED-TV and a robust online community, *iQ: smartparent* will equip parents and caregivers with tools and resources to aid their understanding and use of digital media and technologies for learning.

Parents are raising a new generation of digital natives in a media-rich world. WQED is here to point them to the top experts on a wide variety of issues, from social media use to gaming and much more. Our own research has shown an emergent need to provide guidance and resources for their children's use of digital media and technology as a tool for learning. WQED has a reputation for being a top provider of educational media and iQ: smartparent is an extension of our cutting-edge, free-access educational work.

Subsequent broadcasts are scheduled for every other month through December 2013. Additional information about iQ: smartparent can be found at www.wqed.org/smartparent.

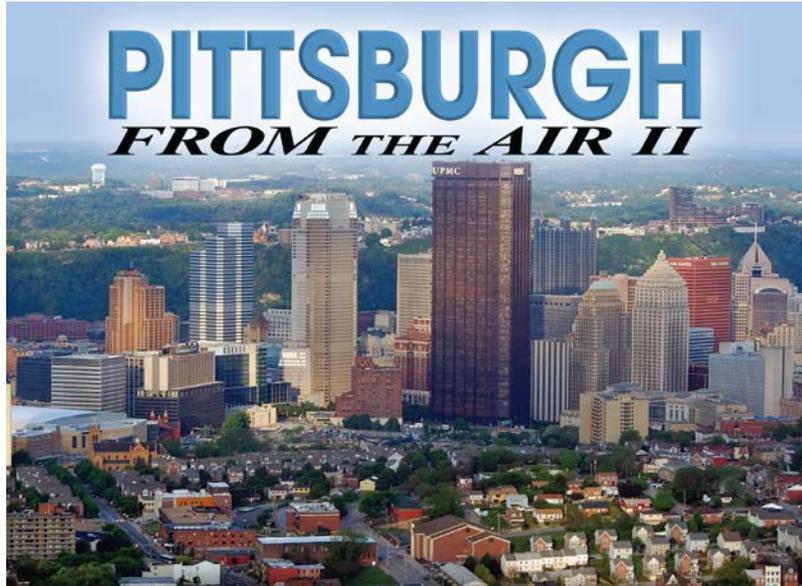
Year-long Focus on Marcellus Shale

WQED continued its year-long focus on Marcellus Shale in 2012 under the banner *Managing Marcellus* – its impact on the economy, the environment, and the controversies. WQED brought the issue to the public through in-depth and balanced coverage utilizing experts in the environmental and energy fields.

The latest installment of *Managing Marcellus* aired in May and was titled *Marcellus Journalist Town Hall Meeting*, where we heard from journalists who are covering the topic for their news organizations.

This special program utilized Twitter as a source of public comment and questions that were relayed to the panel. It made for a lively discussion and kept the conversation going online well after the program had aired.

WQED has produced and aired so much programming about Marcellus Shale that many people have not seen all episodes. The entire body of Marcellus Shale work aired on the WQED Neighborhood Channel in May 2012 so that all programs could be seen in sequence. The week of May 13 was devoted to the complete Marcellus Shale programming library, which rotated in seven-hour blocks through May 19.



Pittsburgh From The Air II Rises

WQED presented *Pittsburgh From The Air II* in partnership with UPMC – the second installment in WQED’s hugely popular aerial journey of western Pennsylvania.

Hot on the heels of last year’s *Pittsburgh from the Air*, this new documentary premiered on October 4 on WQED-TV and online for viewers around the country and the world.

The online stream was in response to requests from viewers around the country last year who wanted the chance to see the high-definition documentary at the same time it aired in the Pittsburgh television market.

The evening of the premiere included a live party in the Fred Rogers Studio with funders, major donors and guests. WQED’s Tonia Caruso was live during cut-ins and interviewed representatives from UPMC and other local organizations, Chris Fennimore and Michael Bartley were in Studio B providing sales pitches during breaks, and our dedicated volunteers were in Studio C staffing the phones for all the orders coming in. Preliminary figures show that approximately 1,000 DVDs were sold on just the premiere night, and sales are nearing their annual target within the first three months.

Shot with a high-definition gyroscopic camera from an AStar helicopter, the documentary captures stunning images as it swoops over mountains, valleys, rivers, gorges, skyscrapers and towns to showcase the natural beauty of our region. WQED producers flew over seven western Pennsylvania counties to showcase some favorite landmarks and some often unseen places.

Additional support for *Pittsburgh From the Air II* was made possible by First National Bank of Pennsylvania, Carlow University and the Pittsburgh Penguins.

African American Men and Boys Specials Explore *Portrayal and Perception*

WQED kicked off a very special series beginning in February 2012 that continues in 2013: *Portrayal & Perception: African American Men & Boys* tells the story of local individuals and organizations who are challenging common portrayals and perceptions of them and their culture.

To set-up the context for this important series WQED's weekly program *Horizons* held a dynamic conversation on the February 21 episode about why re-shaping the portrayal and perception of African American males is important to all facets of our society. Joining producer and host Chris Moore for this discussion were: Dr. Larry E. Davis, Dean of the Social Work at the University of Pittsburgh and Director of the Center on Race and Social Problems; Desmond King, Andrew Mellon Professor of American Government at Nuffield College, Oxford University; and Dr. Marcia M. Sturdivant, Deputy Director of the Allegheny County Department of Human Services Office of Children, Youth and Families (CYF.)

The second episode in the series on February 28 focused on The Afro American Music Institute (AAMI), which is known for teaching the craft and culture of African American musical forms to area youth for almost thirty years and having a lasting impact on the students it serves.

This special explored the AAMI and its Boys Choir, which continues a legacy of mentorship to children in our area. The AAMI goes beyond choir rehearsal to foster a culture of pride and responsibility to one's community.

On March 19, we took a look at local African American entrepreneurs with features about several local and unique businesses where hard-work, vision and service are the crux of these operations. Often overlooked by commercial media, these individuals are experiencing financial success and finding ways to inspire future business leaders.

The third special episode aired on April 17 with African American males who are fed up with the portraits of them drawn by mainstream media. Through One Hood Media, Jasiri X and Paradise "The Arkitech" Gray are teaching young people how to control the image of young black males by using the mediums at their disposal.

A fourth episode and town hall meeting were part of our new season in October with a special episode of *Pittsburgh 360* that showed how people are "teaching success" to young African American men. In addition to WQED, the episode will air on WGBH in Boston and WHUT in Washington, DC.

Funding for *Portrayal & Perception: African American Men & Boys* was provided by a grant from The Heinz Endowments, which supports efforts to make southwestern Pennsylvania a premier place to live and work, a center for learning and educational excellence, and region that embraces diversity and inclusion.

Fall 2012 - A New Season of Impactful Local Programming Begins

WQED began its new season with compelling, educational and entertaining local programming. The new television season kicked off the week of October 8, 2012 with returning programs *Experience* on Mondays; *Horizons* on Tuesdays; *Pittsburgh 360* on Thursdays; *4802* on Fridays; and *Filmmakers Corner* on Saturdays.

New to the local lineup this season is *conversation@WQED* Wednesdays at 7:30 pm. WQED's Emmy Award-winning Michael Bartley hosts this live, weekly discussion program focusing on topical issues. Guests will include local, regional and national newsmakers, community leaders, authors, educators, entertainers, athletes and more. The televised program will also have a highly interactive component through which viewers can interact using new media such as Twitter conversations and text polling.

Thanks to WQED's members, the local foundation community, and loyal companies that underwrite programming, WQED is able to produce and air a full schedule of locally-produced shows

4802 Covers Presidential Campaign From a Local Perspective Through Road to the White House

Part of WQED's civic journalism mission includes informing the public of important events, and no American has a more important civic duty that to be informed about the issues in presidential elections. WQED devoted the last Friday of every month beginning in January 2012 to the upcoming presidential race with special episodes of *4802* called *Road to the White House*. Each episode focused on one issue of importance to a local audience with a local perspective: the economy, health care, foreign policy, immigration, jobs, and education.

4802 Candidates Forum

WQED taped a half hour County Executive candidates forum on October 28, 2011 that aired as a special *4802* that evening. Host Chris Moore moderated a discussion with candidates D. Raja and Rich Fitzgerald on human and social service issues in Allegheny County. We also welcomed a studio audience to this taping. This episode was not a debate – it was an intelligent conversation on a specific topic that allowed each candidate to voice their views and policies on an important local issue.