

Form **990**

**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

**2021**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

Do not enter social security numbers on this form as it may be made public.  
Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

**A** For the 2021 calendar year, or tax year beginning **OCT 1, 2021** and ending **SEP 30, 2022**

**B** Check if applicable:

Address change  
 Name change  
 Initial return  
 Final return/terminated  
 Amended return  
 Application pending

**C** Name of organization: **WQED MULTIMEDIA**  
Doing business as  
Number and street (or P.O. box if mail is not delivered to street address) Room/suite  
**4802 FIFTH AVENUE**  
City or town, state or province, country, and ZIP or foreign postal code  
**PITTSBURGH, PA 15213**

**D** Employer identification number: **25-1010296**

**E** Telephone number: **412-622-1300**

**G** Gross receipts \$: **18,606,682.**

**H(a)** Is this a group return for subordinates?  Yes  No  
**H(b)** Are all subordinates included?  Yes  No  
If "No," attach a list. See instructions

**H(c)** Group exemption number

**I** Tax-exempt status:  501(c)(3)  501(c) ( ) (insert no.)  4947(a)(1) or  527

**J** Website: **WWW.WQED.ORG**

**K** Form of organization:  Corporation  Trust  Association  Other

**L** Year of formation: **1953** **M** State of legal domicile: **PA**

**Part I Summary**

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities: <b>WQED MULTIMEDIA (WQED) IS A NONPROFIT CORPORATION WHOSE PURPOSE IS TO HARNESS THE POWER OF</b>		
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	<b>26</b>
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	<b>25</b>
	<b>5</b> Total number of individuals employed in calendar year 2021 (Part V, line 2a)	<b>5</b>	<b>103</b>
	<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b>	<b>13</b>
	<b>7 a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	<b>48,105.</b>
<b>b</b> Net unrelated business taxable income from Form 990-T, Part I, line 11	<b>7b</b>	<b>0.</b>	
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b>	<b>Current Year</b>
	<b>9</b> Program service revenue (Part VIII, line 2g)	<b>11,951,136.</b>	<b>10,320,826.</b>
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<b>1,581,672.</b>	<b>1,977,147.</b>
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<b>740,340.</b>	<b>412,738.</b>
	<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>1,601,865.</b>	<b>833,478.</b>
<b>Expenses</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<b>15,875,013.</b>	<b>13,544,189.</b>
	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	<b>0.</b>	<b>0.</b>
	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<b>0.</b>	<b>0.</b>
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	<b>5,637,402.</b>	<b>5,974,994.</b>
	<b>b</b> Total fundraising expenses (Part IX, column (D), line 25)	<b>959,372.</b>	<b>1,028,138.</b>
	<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<b>2,423,404.</b>	
	<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<b>5,005,640.</b>	<b>5,867,791.</b>
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	<b>11,602,414.</b>	<b>12,870,923.</b>	
<b>Net Assets or Fund Balances</b>	<b>20</b> Total assets (Part X, line 16)	<b>4,272,599.</b>	<b>673,266.</b>
	<b>21</b> Total liabilities (Part X, line 26)	<b>Beginning of Current Year</b>	<b>End of Year</b>
	<b>22</b> Net assets or fund balances. Subtract line 21 from line 20	<b>26,860,609.</b>	<b>24,198,296.</b>
		<b>1,730,880.</b>	<b>1,736,560.</b>
		<b>25,129,729.</b>	<b>22,461,736.</b>

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) based on all information of which preparer has any knowledge.

**Sign Here**

Signature of officer: *Lilli Mosco* Date: **7/25/23**

Type or print name and title: **LILLI MOSCO, CRO**

**Paid Preparer Use Only**

Print/Type preparer's name: **SUSAN M. KIRSCH** Preparer's signature: **SUSAN M. KIRSCH** Date:  Check if self-employed **PTIN P00341397**

Firm's name: **SCHNEIDER DOWNS & CO., INC.** Firm's EIN: **25-1408703**

Firm's address: **ONE PPG PLACE, SUITE 1700 PITTSBURGH, PA 15222** Phone no. **412-261-3644**

May the IRS discuss this return with the preparer shown above? See instructions  Yes  No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III [X]

1 Briefly describe the organization's mission:

WOED MULTIMEDIA (WOED) IS A NONPROFIT CORPORATION WHOSE PURPOSE IS TO HARNESS THE POWER OF PUBLIC MEDIA AND PARTNERSHIPS FOR THE DIGITAL AGE IN ORDER TO CREATE AND SHARE OUTSTANDING PUBLIC MEDIA THAT EDUCATES, ENTERTAINS AND INSPIRES.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [X] Yes [ ] No If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [ ] Yes [X] No If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ 5,410,773. including grants of \$ ) (Revenue \$ 810,654. )

TELEVISION:

LOVE WHAT YOU DO: SHY'S STORY - WOED PRESENTED THIS SHORT, LOCAL DOCUMENTARY AS PART OF PBS AMERICAN MASTERS BECOMING HELEN KELLER MULTI-STATION INITIATIVE THAT PREMIERED DURING NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH IN OCTOBER 2021. BLIND SINCE BIRTH AND ON THE AUTISM SPECTRUM, SHAIEN "SHY" ABRAM OF PITTSBURGH IS A SELF-TAUGHT PIANIST AND VOCALIST. FROM THE TIME HIS MOTHER BOUGHT HIM A TEN-DOLLAR KEYBOARD, TO HIS ASPIRATIONS OF BECOMING A TEACHER AND PART OF A SYMPHONY ORCHESTRA, SHY'S INSPIRATIONAL STORY IS ABOUT OVERCOMING OBSTACLES.

CONTINUE ON SCHEDULE O.

4b (Code: ) (Expenses \$ 1,738,577. including grants of \$ ) (Revenue \$ 701,281. )

EDUCATION:

WOED IS CREATING A ROBUST READY TO LEARN LEARNING NEIGHBORHOOD WITH COMMUNITY ORGANIZATIONS IN WASHINGTON COUNTY, PA (SOUTHWEST OF PITTSBURGH), TO SUPPORT THE EARLY LEARNING NEEDS OF CHILDREN IN UNDER-RESOURCED COMMUNITIES.

CONTINUE ON SCHEDULE O.

4c (Code: ) (Expenses \$ 1,240,598. including grants of \$ ) (Revenue \$ 465,212. )

RADIO:

IN THE SUMMER OF 2022, WOED MULTIMEDIA WELCOMED TWO FELLOWS FOR THE STATION'S "LEAD WITH MUSIC" FELLOWSHIP, A PAID, SIX-MONTH OPPORTUNITY IN WHICH POST-HIGH SCHOOL-AGED STUDENTS (AGE 18-25) GAIN ON-THE-JOB EXPERIENCE FROM MENTORS AT THE NATION'S FIRST COMMUNITY-SPONSORED PUBLIC BROADCASTER. THE INITIATIVE CENTERS AROUND DIVERSITY AND CAREER DEVELOPMENT IN MEDIA PRODUCTION AND THE ARTS, WITH A FOCUS ON CLASSICAL MUSIC. THROUGH AN APPLICATION PROCESS, WOED INVITED TWO FELLOWS TO PARTICIPATE - NATIVE PITTSBURGHER, KAMERA DORSEY, AND UNIVERSITY OF PITTSBURGH STUDENT, AVERY BARRERA, MAJORING IN URBAN STUDIES.

CONTINUE ON SCHEDULE O.

4d Other program services (Describe on Schedule O.) (Expenses \$ including grants of \$ ) (Revenue \$ )

4e Total program service expenses 8,389,948.

Part IV Checklist of Required Schedules

Table with 3 columns: Question number, Yes, No. Rows include questions 1 through 21 regarding organizational requirements and schedules.

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question number, Yes, No. Rows 22-38 covering various organizational requirements.

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Table with 3 columns: Question number, Yes, No. Rows 1a, 1b, 1c regarding Form 1096 and backup withholding.

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

Table with columns for question number, description, and Yes/No boxes. Includes questions 2a through 17 regarding employee reporting, tax shelter transactions, foreign accounts, and charitable contributions.

Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a (26), 1b (25), 2 (X), 3 (X), 4 (X), 5 (X), 6 (X), 7a (X), 7b (X), 8a (X), 8b (X), 9 (X).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a (X), 10b, 11a (X), 11b, 12a (X), 12b (X), 12c (X), 13 (X), 14 (X), 15a (X), 15b (X), 16a (X), 16b.

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed PA, WV, MD
18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records MIKE WARUSZEWSKI - 412-622-1503 4802 FIFTH AVENUE, PITTSBURGH, PA 15213

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
  - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
  - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
  - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) DEBORAH L. ACKLIN PRESIDENT AND CEO	50.00	X		X				289,954.	0.	25,790.
(2) LILLI MOSCO CHIEF REVENUE OFFICER	50.00				X			159,940.	0.	21,284.
(3) MIKE WARUSZEWSKI CHIEF FINANCIAL OFFICER	50.00			X				140,611.	0.	39,645.
(4) RICHARD SEBAK PRODUCER	50.00				X			124,992.	0.	19,364.
(5) JODY DOHERTY VP OF CORPORATE & COMMUNITY AFFAIRS	40.00				X			105,417.	0.	37,770.
(6) PAUL BYERS ENGINEERING CHIEF	50.00				X			118,241.	0.	19,909.
(7) NANCY BARRY DIRECTOR	1.00	X						0.	0.	0.
(8) GEORGIA BERNER DIRECTOR	1.00	X						0.	0.	0.
(9) MARCELA BOHM-VELEZ DIRECTOR	1.00	X						0.	0.	0.
(10) DEBRA L. CAPLAN DIRECTOR	1.00	X						0.	0.	0.
(11) DOROTHY DAVIS DIRECTOR	1.00	X						0.	0.	0.
(12) JEFFREY DAVIS DIRECTOR	1.00	X						0.	0.	0.
(13) LISA DONOVAN DIRECTOR	1.00	X						0.	0.	0.
(14) MARY ANN DUNHAM DIRECTOR	1.00	X						0.	0.	0.
(15) CHRISTINE FULTON DIRECTOR	1.00	X						0.	0.	0.
(16) JOSH KNAUER DIRECTOR	1.00	X						0.	0.	0.
(17) JOE MANICH DIRECTOR	1.00	X						0.	0.	0.

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) W. THOMAS MCGOUGH, JR. DIRECTOR	1.00	X						0.	0.	0.
(19) INEZ K MILES DIRECTOR	1.00	X						0.	0.	0.
(20) GAIL NOVAK MOSITES DIRECTOR	1.00	X						0.	0.	0.
(21) CARL MOULTON DIRECTOR	1.00	X						0.	0.	0.
(22) CASSANDRA PAN DIRECTOR	1.00	X						0.	0.	0.
(23) CONOR PLATT DIRECTOR	1.00	X						0.	0.	0.
(24) LOURDES SANCHEZ RIDGE DIRECTOR	1.00	X						0.	0.	0.
(25) GREGORY SCOTT DIRECTOR	1.00	X						0.	0.	0.
(26) CAROLINE WEST DIRECTOR	1.00	X						0.	0.	0.
<b>1b Subtotal</b>								939,155.	0.	163,762.
<b>c Total from continuation sheets to Part VII, Section A</b>								0.	0.	0.
<b>d Total (add lines 1b and 1c)</b>								939,155.	0.	163,762.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **6**

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
WGBH EDUCATIONAL FOUNDATION ONE GUEST STREET, BOSTON, MA 02135	MEMBERSHIP DATA SYSTEM	825,492.
DONOR DEVELOPMENT STRATEGIES LLC, 141 UNION BLVD SUITE 300, LAKEWOOD, CO 80228	DOOR TO DOOR CANVASSING	202,666.
AEG MANAGEMENT 1001 FIFTH AVE, PITTSBURGH, PA 15219	TICKET MANAGEMENT	137,034.
RUTHRAUFF P.O. BOX 645404, PITTSBURGH, PA 15264-5404	REPAIR AND MAINTAIN BLDG	110,118.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **4**

SEE PART VII, SECTION A CONTINUATION SHEETS



**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) MILDRED S. MYERS CHAIR	1.00	X		X				0.	0.	0.
(28) JONATHAN ROSENSON VICE CHAIR	1.00	X		X				0.	0.	0.
(29) DAVID THUMA VICE CHAIR	1.00	X		X				0.	0.	0.
(30) JAMES SINGER VICE CHAIR/SECRETARY	1.00	X		X				0.	0.	0.
(31) ROBERT MCCUTCHEON TREASURER	1.00	X		X				0.	0.	0.
Total to Part VII, Section A, line 1c										

**Part VIII** Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A)	(B)	(C)	(D)	
			Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns					
	1 b	Membership dues	5,716,698.				
	1 c	Fundraising events					
	1 d	Related organizations					
	1 e	Government grants (contributions)	3,245,732.				
	1 f	All other contributions, gifts, grants, and similar amounts not included above	1,358,396.				
	1 g	Noncash contributions included in lines 1a-1f	\$				
	1 g	Total. Add lines 1a-1f		10,320,826.			
	Program Service Revenue	2 a	UNDERWRITING REVENUE	Business Code 515100	1,874,059.	1,874,059.	
2 b		FILM ACADEMY REVENUE	Business Code 515100	103,088.	103,088.		
2 c							
2 d							
2 e							
2 f		All other program service revenue					
2 g		Total. Add lines 2a-2f		1,977,147.			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		298,703.		298,703.	
	4	Income from investment of tax-exempt bond proceeds					
	5	Royalties		48,424.		48,424.	
	6 a	Gross rents	(i) Real	994,932.			
			(ii) Personal				
	6 b	Less: rental expenses		229,159.			
	6 c	Rental income or (loss)		765,773.			
	6 d	Net rental income or (loss)		765,773.	48,105.	717,668.	
	7 a	Gross amount from sales of assets other than inventory	(i) Securities	4,943,521.			
			(ii) Other				
	7 b	Less: cost or other basis and sales expenses		4,829,486.			
	7 c	Gain or (loss)		114,035.			
7 d	Net gain or (loss)		114,035.		114,035.		
8 a	Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a					
8 b	Less: direct expenses	8b					
8 c	Net income or (loss) from fundraising events						
9 a	Gross income from gaming activities. See Part IV, line 19	9a					
9 b	Less: direct expenses	9b					
9 c	Net income or (loss) from gaming activities						
10 a	Gross sales of inventory, less returns and allowances		23,129.				
			3,848.				
10 b	Less: cost of goods sold						
10 c	Net income or (loss) from sales of inventory		19,281.	19,281.			
Miscellaneous Revenue	11 a		Business Code				
	11 b						
	11 c						
	11 d	All other revenue					
	11 e	Total. Add lines 11a-11d					
12	Total revenue. See instructions		13,544,189.	1,996,428.	48,105.	1178830.	

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	986,862.	271,661.	420,189.	295,012.
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	3,755,345.	3,138,821.	305,364.	311,160.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	206,142.	139,671.	37,031.	29,440.
9 Other employee benefits	673,018.	428,757.	144,953.	99,308.
10 Payroll taxes	353,627.	252,120.	52,154.	49,353.
11 Fees for services (nonemployees):				
a Management				
b Legal	61,468.		61,468.	
c Accounting	69,817.		69,817.	
d Lobbying	49,135.		49,135.	
e Professional fundraising services. See Part IV, line 17	1,028,138.			1,028,138.
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	132,758.	84,109.	13,964.	34,685.
12 Advertising and promotion	332,830.	155,724.	38,754.	138,352.
13 Office expenses	643,182.	318,136.	93,035.	232,011.
14 Information technology				
15 Royalties				
16 Occupancy	353,540.	154,471.	199,069.	
17 Travel	140,653.	118,205.	15,926.	6,522.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	603,469.	427,330.	96,928.	79,211.
23 Insurance	35,382.		35,382.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a <b>PROGRAM ACQUISITION</b>	1,874,278.	1,848,385.		25,893.
b <b>EQUIPMENT RENTAL &amp; MAIN</b>	730,239.	317,599.	382,830.	29,810.
c <b>POSTAGE / SHIPPING / MAILER</b>	314,910.	292,033.	5,671.	17,206.
d <b>PRODUCTION</b>	253,841.	248,614.	5,227.	
e All other expenses	272,289.	194,312.	30,674.	47,303.
<b>25 Total functional expenses.</b> Add lines 1 through 24e	<b>12,870,923.</b>	<b>8,389,948.</b>	<b>2,057,571.</b>	<b>2,423,404.</b>
26 <b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

**Part X Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year	
Assets	1	Cash - non-interest-bearing	1,713,233.	1	308,371.
	2	Savings and temporary cash investments	3,555,374.	2	1,422,466.
	3	Pledges and grants receivable, net	2,372,583.	3	2,192,711.
	4	Accounts receivable, net	353,660.	4	481,502.
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges	140,499.	9	242,089.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 25,984,865.		
	b	Less: accumulated depreciation	10b 22,071,328.	10c	3,913,537.
	11	Investments - publicly traded securities	14,480,966.	11	15,637,620.
	12	Investments - other securities. See Part IV, line 11		12	
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11		15	
16	<b>Total assets.</b> Add lines 1 through 15 (must equal line 33)	26,860,609.	16	24,198,296.	
Liabilities	17	Accounts payable and accrued expenses	1,529,577.	17	1,659,245.
	18	Grants payable		18	
	19	Deferred revenue	201,303.	19	77,315.
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		25	
	26	<b>Total liabilities.</b> Add lines 17 through 25	1,730,880.	26	1,736,560.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.				
	27	Net assets without donor restrictions	12,612,831.	27	12,106,177.
	28	Net assets with donor restrictions	12,516,898.	28	10,355,559.
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.				
	29	Capital stock or trust principal, or current funds		29	
	30	Paid-in or capital surplus, or land, building, or equipment fund		30	
	31	Retained earnings, endowment, accumulated income, or other funds		31	
	32	<b>Total net assets or fund balances</b>	25,129,729.	32	22,461,736.
33	<b>Total liabilities and net assets/fund balances</b>	26,860,609.	33	24,198,296.	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	13,544,189.
2	Total expenses (must equal Part IX, column (A), line 25)	2	12,870,923.
3	Revenue less expenses. Subtract line 2 from line 1	3	673,266.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	25,129,729.
5	Net unrealized gains (losses) on investments	5	-3,341,259.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	22,461,736.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	X	
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		

Form 990 (2021)

**SCHEDULE A**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Public Charity Status and Public Support**

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2021**

Open to Public Inspection

Name of the organization <p style="text-align: center;"><b>WQED MULTIMEDIA</b></p>	Employer identification number <p style="text-align: center;"><b>25-1010296</b></p>
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**Part I Reason for Public Charity Status.** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1  A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2  A school described in section 170(b)(1)(A)(ii). (Attach Schedule E (Form 990).)
- 3  A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4  A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: \_\_\_\_\_
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6  A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8  A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9  An agricultural research organization described in section 170(b)(1)(A)(ix) operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: \_\_\_\_\_
- 10  An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 11  An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 12  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
  - a  **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
  - b  **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
  - c  **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
  - d  **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
  - e  Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
  - f Enter the number of supported organizations .....
  - g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
<b>Total</b>						

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....	7325330.	8169813.	8858353.	11951136.	10320826.	46625458.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....						
3 The value of services or facilities furnished by a governmental unit to the organization without charge .....						
4 <b>Total.</b> Add lines 1 through 3 .....	7325330.	8169813.	8858353.	11951136.	10320826.	46625458.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) .....						
6 <b>Public support.</b> Subtract line 5 from line 4.						46625458.

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
7 Amounts from line 4 .....	7325330.	8169813.	8858353.	11951136.	10320826.	46625458.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources .....	1652974.	1723977.	1681721.	2075736.	1677059.	8811467.
9 Net income from unrelated business activities, whether or not the business is regularly carried on .....						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) .....						
11 <b>Total support.</b> Add lines 7 through 10						55436925.
12 Gross receipts from related activities, etc. (see instructions) .....					12	9,594,959.
13 <b>First 5 years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> .....						<input type="checkbox"/>

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2021 (line 6, column (f), divided by line 11, column (f)) .....	14	84.11	%
15 Public support percentage from 2020 Schedule A, Part II, line 14 .....	15	83.03	%
16a <b>33 1/3% support test - 2021.</b> If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and <b>stop here.</b> The organization qualifies as a publicly supported organization .....	<input checked="" type="checkbox"/>		
16b <b>33 1/3% support test - 2020.</b> If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and <b>stop here.</b> The organization qualifies as a publicly supported organization .....	<input type="checkbox"/>		
17a <b>10% -facts-and-circumstances test - 2021.</b> If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and <b>stop here.</b> Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization .....	<input type="checkbox"/>		
17b <b>10% -facts-and-circumstances test - 2020.</b> If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and <b>stop here.</b> Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization .....	<input type="checkbox"/>		
18 <b>Private foundation.</b> If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions .....	<input type="checkbox"/>		

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....						
<b>2</b> Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose .....						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513 .....						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge .....						
<b>6 Total.</b> Add lines 1 through 5 .....						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons .....						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year .....						
<b>c</b> Add lines 7a and 7b .....						
<b>8 Public support.</b> (Subtract line 7c from line 6.)						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
<b>9</b> Amounts from line 6 .....						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources .....						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 .....						
<b>c</b> Add lines 10a and 10b .....						
<b>11</b> Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on .....						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) .....						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.)						

**14 First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

**Section C. Computation of Public Support Percentage**

<b>15</b> Public support percentage for 2021 (line 8, column (f), divided by line 13, column (f)) .....	<b>15</b>	%
<b>16</b> Public support percentage from 2020 Schedule A, Part III, line 15 .....	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for 2021 (line 10c, column (f), divided by line 13, column (f)) .....	<b>17</b>	%
<b>18</b> Investment income percentage from 2020 Schedule A, Part III, line 17 .....	<b>18</b>	%

**19a 33 1/3% support tests - 2021.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

**b 33 1/3% support tests - 2020.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

**20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions



Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

Table with 3 columns: Question, Yes, No. Rows 1-10b detailing supporting organization requirements.

Part IV Supporting Organizations (continued)

Table with 3 columns: Question, Yes, No. Row 11: Has the organization accepted a gift or contribution from any of the following persons? Row 11a: A person who directly or indirectly controls... Row 11b: A family member... Row 11c: A 35% controlled entity...

Section B. Type I Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Did the governing body, members of the governing body, officers acting in their official capacity... Row 2: Did the organization operate for the benefit of any supported organization other than the supported organization(s)...

Section C. Type II Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)...

Section D. All Type III Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year... Row 2: Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body... Row 3: By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies...

Section E. Type III Functionally Integrated Supporting Organizations

Table with 3 columns: Question, Yes, No. Row 1: Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions). Row 2: Activities Test. Answer lines 2a and 2b below. Row 2a: Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? Row 2b: Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? Row 3: Parent of Supported Organizations. Answer lines 3a and 3b below. Row 3a: Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Row 3b: Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations?

**Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations**

**1**  Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 ( *explain in Part VI*). See instructions.  
All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
<b>1</b>	Net short-term capital gain	<b>1</b>	
<b>2</b>	Recoveries of prior-year distributions	<b>2</b>	
<b>3</b>	Other gross income (see instructions)	<b>3</b>	
<b>4</b>	Add lines 1 through 3.	<b>4</b>	
<b>5</b>	Depreciation and depletion	<b>5</b>	
<b>6</b>	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	<b>6</b>	
<b>7</b>	Other expenses (see instructions)	<b>7</b>	
<b>8</b>	<b>Adjusted Net Income</b> (subtract lines 5, 6, and 7 from line 4)	<b>8</b>	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
<b>1</b>	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
<b>a</b>	Average monthly value of securities	<b>1a</b>	
<b>b</b>	Average monthly cash balances	<b>1b</b>	
<b>c</b>	Fair market value of other non-exempt-use assets	<b>1c</b>	
<b>d</b>	<b>Total</b> (add lines 1a, 1b, and 1c)	<b>1d</b>	
<b>e</b>	<b>Discount</b> claimed for blockage or other factors ( <i>explain in detail in Part VI</i> ):		
<b>2</b>	Acquisition indebtedness applicable to non-exempt-use assets	<b>2</b>	
<b>3</b>	Subtract line 2 from line 1d.	<b>3</b>	
<b>4</b>	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	<b>4</b>	
<b>5</b>	Net value of non-exempt-use assets (subtract line 4 from line 3)	<b>5</b>	
<b>6</b>	Multiply line 5 by 0.035.	<b>6</b>	
<b>7</b>	Recoveries of prior-year distributions	<b>7</b>	
<b>8</b>	<b>Minimum Asset Amount</b> (add line 7 to line 6)	<b>8</b>	

Section C - Distributable Amount		(A) Prior Year	Current Year
<b>1</b>	Adjusted net income for prior year (from Section A, line 8, column A)	<b>1</b>	
<b>2</b>	Enter 0.85 of line 1.	<b>2</b>	
<b>3</b>	Minimum asset amount for prior year (from Section B, line 8, column A)	<b>3</b>	
<b>4</b>	Enter greater of line 2 or line 3.	<b>4</b>	
<b>5</b>	Income tax imposed in prior year	<b>5</b>	
<b>6</b>	<b>Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	<b>6</b>	

**7**  Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

**Part V** Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - provide details in Part VI)	5
6	Other distributions (describe in Part VI). See instructions.	6
7	<b>Total annual distributions.</b> Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	8
9	Distributable amount for 2021 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2021	(iii) Distributable Amount for 2021
1	Distributable amount for 2021 from Section C, line 6		
2	Underdistributions, if any, for years prior to 2021 (reasonable cause required - explain in Part VI). See instructions.		
3	Excess distributions carryover, if any, to 2021		
a	From 2016		
b	From 2017		
c	From 2018		
d	From 2019		
e	From 2020		
f	<b>Total of lines 3a through 3e</b>		
g	Applied to underdistributions of prior years		
h	Applied to 2021 distributable amount		
i	Carryover from 2016 not applied (see instructions)		
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.		
4	Distributions for 2021 from Section D, line 7: \$		
a	Applied to underdistributions of prior years		
b	Applied to 2021 distributable amount		
c	Remainder. Subtract lines 4a and 4b from line 4.		
5	Remaining underdistributions for years prior to 2021, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.		
6	Remaining underdistributions for 2021. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.		
7	<b>Excess distributions carryover to 2022.</b> Add lines 3j and 4c.		
8	<b>Breakdown of line 7:</b>		
a	Excess from 2017		
b	Excess from 2018		
c	Excess from 2019		
d	Excess from 2020		
e	Excess from 2021		

**Part VI**

**Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a, and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information.  
(See instructions.)

Lined area for supplemental information.

**Schedule B**  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Schedule of Contributors**

▶ Attach to Form 990 or Form 990-PF.  
▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2021**

Name of the organization

**WQED MULTIMEDIA**

Employer identification number

**25-1010296**

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)( 3 ) (enter number) organization

4947(a)(1) nonexempt charitable trust not treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

**Note:** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

**General Rule**

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

**Special Rules**

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000; or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ..... ▶ \$ \_\_\_\_\_

**Caution:** An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

LHA For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990) (2021)

Name of organization

Employer identification number

**WQED MULTIMEDIA**

**25-1010296**

**Part I** **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$ 1,853,102.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ 584,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3		\$ 419,053.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4		\$ 395,542.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization

Employer identification number

**WQED MULTIMEDIA**

**25-1010296**

**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____



Name of organization

Employer identification number

**WOED MULTIMEDIA**

25-1010296

**Part III**

Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) ▶ \$

Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift	
Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

**SCHEDULE C**  
**(Form 990)**

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2021**

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527  
 ► **Complete if the organization is described below.** ► **Attach to Form 990 or Form 990-EZ.**  
 ► **Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.**

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (See separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (See separate instructions), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization <b>WQED MULTIMEDIA</b>	Employer identification number <b>25-1010296</b>
--	---

**Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.**

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.

- 2 Political campaign activity expenditures ..... ► \$ \_\_\_\_\_
- 3 Volunteer hours for political campaign activities ..... \_\_\_\_\_

**Part I-B Complete if the organization is exempt under section 501(c)(3).**

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ..... ► \$ \_\_\_\_\_
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ..... ► \$ \_\_\_\_\_
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? .....  Yes  No
- 4a Was a correction made? .....  Yes  No
- b If "Yes," describe in Part IV.

**Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).**

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ..... ► \$ \_\_\_\_\_
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ..... ► \$ \_\_\_\_\_
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ..... ► \$ \_\_\_\_\_
- 4 Did the filing organization file Form 1120-POL for this year? .....  Yes  No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.

**Part II-A** Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check  if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check  if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
<b>1a</b> Total lobbying expenditures to influence public opinion (grassroots lobbying) .....														
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying) .....														
<b>c</b> Total lobbying expenditures (add lines 1a and 1b) .....														
<b>d</b> Other exempt purpose expenditures .....														
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d) .....														
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width:70%;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e.													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.													
Over \$17,000,000	\$1,000,000.													
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f) .....														
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0- .....														
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0- .....														
<b>j</b> If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No												

**4-Year Averaging Period Under Section 501(h)**  
 (Some organizations that made a section 501(h) election do not have to complete all of the five columns below.  
 See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2018	(b) 2019	(c) 2020	(d) 2021	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column(e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

**Part II-B** Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
<b>1</b> During the year, did the filing organization attempt to influence foreign, national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
<b>a</b> Volunteers?		X	
<b>b</b> Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?		X	
<b>c</b> Media advertisements?		X	
<b>d</b> Mailings to members, legislators, or the public?		X	
<b>e</b> Publications, or published or broadcast statements?		X	
<b>f</b> Grants to other organizations for lobbying purposes?		X	
<b>g</b> Direct contact with legislators, their staffs, government officials, or a legislative body?		X	
<b>h</b> Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?		X	
<b>i</b> Other activities?	X		49,135.
<b>j</b> Total. Add lines 1c through 1i			49,135.
<b>2a</b> Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
<b>b</b> If "Yes," enter the amount of any tax incurred under section 4912			
<b>c</b> If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
<b>d</b> If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

**Part III-A** Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
<b>1</b> Were substantially all (90% or more) dues received nondeductible by members?	1	
<b>2</b> Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
<b>3</b> Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?	3	

**Part III-B** Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

<b>1</b> Dues, assessments and similar amounts from members	1	
<b>2</b> Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
<b>a</b> Current year	2a	
<b>b</b> Carryover from last year	2b	
<b>c</b> Total	2c	
<b>3</b> Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
<b>4</b> If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
<b>5</b> Taxable amount of lobbying and political expenditures. See instructions	5	

**Part IV** Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (See instructions); and Part II-B, line 1. Also, complete this part for any additional information.

**PART II-B, LINE 1, LOBBYING ACTIVITIES:**

THE ORGANIZATION ENGAGES AN INDEPENDENT LOBBYING CONSULTANT TO PERFORM ITS LOBBYING ACTIVITIES. THE TOTAL FUNDS EXPENDED FOR THESE ACTIVITIES REPRESENTED LESS THAN 1% OF THE ORGANIZATION'S TOTAL EXEMPT PURPOSE EXPENDITURES FOR THE YEAR.

SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

2021

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Name of the organization

WQED MULTIMEDIA

Employer identification number 25-1010296

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?, 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Form with multiple sections: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year, 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year, 4 Number of states where property subject to conservation easement is located, 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?, 6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?, 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Form with multiple sections: 1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items. 1b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenue included on Form 990, Part VIII, line 1, (ii) Assets included in Form 990, Part X. 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items: a Revenue included on Form 990, Part VIII, line 1, b Assets included in Form 990, Part X.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):
- a  Public exhibition
  - b  Scholarly research
  - c  Preservation for future generations
  - d  Loan or exchange program
  - e  Other \_\_\_\_\_
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- |                                 | Amount |
|---------------------------------|--------|
| c Beginning balance             | 1c     |
| d Additions during the year     | 1d     |
| e Distributions during the year | 1e     |
| f Ending balance                | 1f     |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?  Yes  No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

**Part V Endowment Funds.** Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	12,916,549.	10,879,400.	9,405,365.	9,499,551.	9,119,819.
b Contributions			1,000,000.		
c Net investment earnings, gains, and losses	-2,452,510.	2,037,149.	474,035.	133,187.	584,400.
d Grants or scholarships					
e Other expenditures for facilities and programs				227,373.	204,668.
f Administrative expenses					
g End of year balance	10,464,039.	12,916,549.	10,879,400.	9,405,365.	9,499,551.

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment  47.2300 %
  - b Permanent endowment  50.0300 %
  - c Term endowment  2.7400 %
- The percentages on lines 2a, 2b, and 2c should equal 100%.

- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- |  | Yes | No |
|--|-----|----|
| (i) Unrelated organizations  |     | X  |
| (ii) Related organizations   |     | X  |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | 3b  |    |

4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		300.		300.
b Buildings		7,057,238.	5,521,342.	1,535,896.
c Leasehold improvements		9,801,057.	7,825,857.	1,975,200.
d Equipment		9,126,270.	8,724,129.	402,141.
e Other				
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				3,913,537.

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

Table with 3 columns: (a) Description of security or category, (b) Book value, (c) Method of valuation. Rows include Financial derivatives, Closely held equity interests, and Other (A-H).

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

Table with 3 columns: (a) Description of investment, (b) Book value, (c) Method of valuation. Rows numbered 1 through 9.

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

Table with 2 columns: (a) Description, (b) Book value. Rows numbered 1 through 9.

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

Table with 2 columns: (a) Description of liability, (b) Book value. Row 1 includes Federal income taxes, followed by rows 2-9.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	10,770,937.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a	-3,341,259.	
b	Donated services and use of facilities	2b	335,000.	
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d	233,007.	
e	Add lines 2a through 2d	2e	-2,773,252.	
3	Subtract line 2e from line 1	3	13,544,189.	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c	0.	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	13,544,189.	

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	13,438,930.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a	335,000.	
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d	233,007.	
e	Add lines 2a through 2d	2e	568,007.	
3	Subtract line 2e from line 1	3	12,870,923.	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c	0.	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	12,870,923.	

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART V, LINE 4:**

WQED'S ENDOWMENT CONSISTS OF VARIOUS INVESTMENT FUNDS ESTABLISHED  
 PRIMARILY FOR SUPPORT OF THE ORGANIZATION'S MISSION. ITS ENDOWMENT  
 INCLUDES DONOR-RESTRICTED ENDOWMENT FUNDS AND BOARD-DESIGNATED  
 QUASI-ENDOWMENT FUNDS. AS REQUIRED BY GENERALLY ACCEPTED ACCOUNTING  
 PRINCIPLES, NET ASSETS ASSOCIATED WITH ENDOWMENT FUNDS, INCLUDING FUNDS  
 DESIGNATED BY WQED TO FUNCTION AS ENDOWMENTS, ARE CLASSIFIED AND REPORTED  
 BASED ON THE EXISTENCE OR ABSENCE OF DONOR-IMPOSED RESTRICTIONS.

**PART XI, LINE 2D - OTHER ADJUSTMENTS:**

COST OF GOODS SOLD 3,848.  
 RENTAL EXPENSE 229,159.



**Part XIII** Supplemental Information *(continued)*

TOTAL TO SCHEDULE D, PART XI, LINE 2D 233,007.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD 3,848.

RENTAL EXPENSE 229,159.

TOTAL TO SCHEDULE D, PART XII, LINE 2D 233,007.

**SCHEDULE G  
(Form 990)**

**Supplemental Information Regarding Fundraising or Gaming Activities**

OMB No. 1545-0047

Complete if the organization answered "Yes" on Form 990, Part IV, line 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

**2021**

Open to Public Inspection

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

Department of the Treasury  
Internal Revenue Service

Name of the organization

**WOED MULTIMEDIA**

Employer identification number

**25-1010296**

**Part I Fundraising Activities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a  Mail solicitations
- b  Internet and email solicitations
- c  Phone solicitations
- d  In-person solicitations
- e  Solicitation of non-government grants
- f  Solicitation of government grants
- g  Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees, or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services?  Yes  No

b If "Yes," list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
WGBH EDUCATIONAL FOUNDATION - ONE GUEST STREET, BOSTON, MA	MEMBER SERVICES FUNDRAISING		X	2,246,535.	825,472.	1,421,063.
DONOR DEVELOPMENT STRATEGIES - 141 UNION BLVD STE 300,	DOOR TO DOOR CANVASSING		X	472,287.	202,666.	269,621.
<b>Total</b>				2,718,822.	1,028,138.	1,690,684.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

PA, OH, WV, MD

**Part II Fundraising Events.** Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))
		(event type)	(event type)	(total number)	
Revenue	<b>1</b> Gross receipts .....				
	<b>2</b> Less: Contributions .....				
	<b>3</b> Gross income (line 1 minus line 2) .....				
Direct Expenses	<b>4</b> Cash prizes .....				
	<b>5</b> Noncash prizes .....				
	<b>6</b> Rent/facility costs .....				
	<b>7</b> Food and beverages .....				
	<b>8</b> Entertainment .....				
	<b>9</b> Other direct expenses .....				
	<b>10</b> Direct expense summary. Add lines 4 through 9 in column (d) .....				
	<b>11</b> Net income summary. Subtract line 10 from line 3, column (d) .....				

**Part III Gaming.** Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
		<b>1</b> Gross revenue .....			
Direct Expenses	<b>2</b> Cash prizes .....				
	<b>3</b> Noncash prizes .....				
	<b>4</b> Rent/facility costs .....				
	<b>5</b> Other direct expenses .....				
	<b>6</b> Volunteer labor .....	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
<b>7</b> Direct expense summary. Add lines 2 through 5 in column (d) .....					
<b>8</b> Net gaming income summary. Subtract line 7 from line 1, column (d) .....					

**9** Enter the state(s) in which the organization conducts gaming activities: \_\_\_\_\_  
**a** Is the organization licensed to conduct gaming activities in each of these states?  Yes  No  
**b** If "No," explain: \_\_\_\_\_

**10a** Were any of the organization's gaming licenses revoked, suspended, or terminated during the tax year?  Yes  No  
**b** If "Yes," explain: \_\_\_\_\_

- 11 Does the organization conduct gaming activities with nonmembers?  Yes  No
- 12 Is the organization a grantor, beneficiary or trustee of a trust, or a member of a partnership or other entity formed to administer charitable gaming?  Yes  No
- 13 Indicate the percentage of gaming activity conducted in:
 

a The organization's facility		13a	%
b An outside facility		13b	%
- 14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

- 15a Does the organization have a contract with a third party from whom the organization receives gaming revenue?  Yes  No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ \_\_\_\_\_ and the amount of gaming revenue retained by the third party ▶ \$ \_\_\_\_\_

c If "Yes," enter name and address of the third party:

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

16 Gaming manager information:

Name ▶ \_\_\_\_\_

Gaming manager compensation ▶ \$ \_\_\_\_\_

Description of services provided ▶ \_\_\_\_\_

- Director/officer       Employee       Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?  Yes  No

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ \_\_\_\_\_

**Part IV Supplemental Information.** Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information. See instructions.

SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:

(I) NAME OF FUNDRAISER: WGBH EDUCATIONAL FOUNDATION

(I) ADDRESS OF FUNDRAISER: ONE GUEST STREET, BOSTON, MA 02135

(I) NAME OF FUNDRAISER: DONOR DEVELOPMENT STRATEGIES

(I) ADDRESS OF FUNDRAISER: 141 UNION BLVD STE 300, LAKEWOOD, CO 80228

**Part IV** Supplemental Information (continued)

Multiple horizontal lines for supplemental information.

**SCHEDULE J  
(Form 990)**

**Compensation Information**

OMB No. 1545-0047

**2021**

Open to Public Inspection

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.  
▶ Attach to Form 990.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

Department of the Treasury  
Internal Revenue Service

Name of the organization

**WOED MULTIMEDIA**

Employer identification number

**25-1010296**

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |  |
|--|--|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use   |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence   |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees     |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (such as maid, chauffeur, chef) |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

**3** Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input checked="" type="checkbox"/> Written employment contract                     |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment?
- b** Participate in or receive payment from a supplemental nonqualified retirement plan?
- c** Participate in or receive payment from an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization?
- b** Any related organization?
- If "Yes" on line 5a or 5b, describe in Part III.

**6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization?
- b** Any related organization?
- If "Yes" on line 6a or 6b, describe in Part III.

**7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III

**8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

**9** If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1a		
1b		
2		
3		
4a		X
4b		X
4c		X
5a		X
5b		X
6a		X
6b		X
7		X
8		X
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2021

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organization on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E).

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC and/or 1099-NEC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation		
(1) DEBORAH L. ACKLIN PRESIDENT AND CEO	(i)	284,638.	0.	5,316.	12,915.	12,875.
	(ii)	0.	0.	0.	0.	0.
(2) LILLI MOSCO CHIEF REVENUE OFFICER	(i)	158,416.	0.	1,524.	8,432.	12,852.
	(ii)	0.	0.	0.	0.	0.
(3) MIKE WARUSZEWSKI CHIEF FINANCIAL OFFICER	(i)	140,431.	0.	180.	7,850.	31,795.
	(ii)	0.	0.	0.	0.	0.
	(i)					
	(ii)					
	(i)					
	(ii)					
	(i)					
	(ii)					
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	(ii)					
	(i)					
	(ii)					
	(i)					
	(ii)					
	(i)					
	(ii)					

**Part III** Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this p

Series of horizontal lines for providing supplemental information.



SCHEDULE O  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
▶ Attach to Form 990 or Form 990-EZ.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2021**

Open to Public  
Inspection

Name of the organization

WQED MULTIMEDIA

Employer identification number

25-1010296

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

PUBLIC MEDIA AND PARTNERSHIPS FOR THE DIGITAL AGE IN ORDER TO CREATE  
AND SHARE OUTSTANDING PUBLIC MEDIA THAT EDUCATES, ENTERTAINS AND  
INSPIRES.

FORM 990, PART III, LINE 2, NEW PROGRAM SERVICES:

IN JANUARY 2022, WQED ACQUIRED STEELTOWN FILM ACADEMY ASSETS, AND SIX  
MONTHS LATER LAUNCHED WQED FILM ACADEMY AND WQED FILMMAKERS. THE  
ACQUISITION CAME FROM A PLACE OF ALIGNMENT OF MISSIONS AND VISIONS, AS  
FILM ACADEMY AND FILMMAKERS ARE FOCUSED ON DIVERSITY, EQUITY AND  
INCLUSION, SERVING BOTH A STUDENT POPULATION, AS WELL AS ASPIRING AND  
PROFESSIONAL FILMMAKERS.

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

LOVE WHAT YOU DO: SHY'S STORY PREMIERED ONLINE AT  
[WWW.WQED.ORG/SHYSSTORY](http://WWW.WQED.ORG/SHYSSTORY) AND ON WQED-TV (WITH AUDIO DESCRIPTIONS) ON  
OCTOBER 18, 2021.

IN ADDITION, WQED EDUCATION, WITH INPUT FROM A LOCAL ADVISORY BOARD  
CONVENED BY WQED TO ADVISE ON WAYS TO MAKE WQED CONTENT MORE  
ACCESSIBLE, HOSTED A VIRTUAL SCREENING EVENT TO DISCUSS BOTH  
PRODUCTIONS.

A BROKEN SYSTEM: HEALTH CARE INEQUITY - PITTSBURGH HAS LONG BOASTED ITS  
STATUS AS "AMERICA'S MOST LIVABLE CITY." HOWEVER, A CLOSER EXAMINATION

Name of the organization

WQED MULTIMEDIA

Employer identification number

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REVEALS DEEP AND TROUBLING HEALTH DISPARITIES IN MARGINALIZED COMMUNITIES. IN THIS 30-MINUTE DOCUMENTARY, WQED EXPLORES THE REASONS BEHIND THE INEQUITIES FACED BY AFRICAN AMERICANS; HISPANIC, IMMIGRANT AND LBTQIA+ RESIDENTS; AND FOR PEOPLE LIVING WITH DISABILITIES, AND INTRODUCES PEOPLE WORKING FOR POSITIVE CHANGE. A BROKEN SYSTEM: HEALTH CARE INEQUITY PREMIERED DECEMBER 9, 2021 ON WQED-TV.

A FORCE FOR CHANGE: ESTHER BUSH AND THE URBAN LEAGUE - WHEN ESTHER BUSH WAS A LITTLE GIRL, SHE SAW THE WORLD AS A PLACE FILLED WITH POSSIBILITIES. THE WAY SHE SAW IT, WE SHOULD ALL HAVE THE SAME RIGHTS AND OPPORTUNITIES TO BE WHOM AND WHAT SHE WANTED TO BE. IT WAS THAT BELIEF THAT INSPIRED ESTHER TO JOIN THE URBAN LEAGUE OF GREATER PITTSBURGH AND BECOME A FORCE FOR CHANGE. WQED FOLLOWS ESTHER'S JOURNEY FROM WESTINGHOUSE HIGH SCHOOL TO THE URBAN LEAGUE'S NATIONAL OFFICE AND BACK AGAIN TO PITTSBURGH. A FORCE FOR CHANGE: ESTHER BUSH AND THE URBAN LEAGUE (BROADCAST PREMIERE JUNE 30, 2022, WITH COMPANION WEBSITE: WWW.WQED.ORG/ESTHERBUSH) INTRODUCES VIEWERS TO SOME OF THE MANY PEOPLE SHE'S INSPIRED AND THOSE WHO HAVE INSPIRED HER. THE PROGRAM ALSO EXPLORES THE URBAN LEAGUE OF GREATER PITTSBURGH AS IT MEETS THE CHALLENGES OF A CHANGING CITY.

WQED DIGITAL DOCS ARE AN ONGOING SERIES OF DOCUMENTARY SHORTS THAT EXPLORE FASCINATING TOPICS, DIVERSE PEOPLE AND PLACES. WHAT FOLLOWS ARE EXAMPLES OF HOW WQED ELEVATED THE ISSUES AND STORIES OF UNSERVED OR UNDERSERVED AUDIENCES.

A MATTER OF TRUST - WQED, IN PARTNERSHIP WITH THE POISE FOUNDATION AND THE BLACK EQUITY COALITION, HAS BEEN HELPING TO ADDRESS QUESTIONS AND

Name of the organization

WQED MULTIMEDIA

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25-1010296

BUILD TRUST IN THE COVID-19 VACCINE IN THE COMMUNITIES MOST IMPACTED BY THE VIRUS. BLACK RESIDENTS COMPRISE A DISPROPORTIONATE NUMBER OF COVID RELATED HOSPITALIZATIONS, ICU ADMISSIONS AND DEATHS, ESPECIALLY BETWEEN THE AGES OF 35 TO 65, ACCORDING TO THE ALLEGHENY COUNTY HEALTH DEPARTMENT. COMBINING THE SKILLS AND RESOURCES OF DOCTORS, TEACHERS, COMMUNITY LEADERS, HEALTH EXPERTS, FRIENDS FROM THE NEIGHBORHOOD AND OUR AWARD-WINNING PRODUCTION TEAM, WQED'S "A MATTER OF TRUST" HAS BEEN BROADCASTING AND STREAMING A SERIES OF SHORT VIDEOS THAT SPEAK DIRECTLY TO OUR COMMUNITIES TO COMBAT THE VIRUS AND RAISE AWARENESS. IN FISCAL YEAR 2022, THE FOLLOWING EPISODES WERE SHARED:

OUR CHILDREN: A CONVERSATION (EPISODE 10, 10/15/21) - THREE LOCAL PHYSICIANS DISCUSS THE COVID-19 PANDEMIC AND ITS EFFECTS ON CHILDREN -- AND PARTICULARLY, THEIRS.

BY THE NUMBERS (EPISODE 11, 11/03/21) - A LOOK AT SOME OF THE WEEKLY COVID STATISTICS FROM THE ALLEGHENY COUNTY HEALTH DEPARTMENT SHOWS DISPARITIES AMONG DIFFERENT RACIAL AND ETHNIC GROUPS.

CELEBRATING SAFELY (EPISODE 12, 11/23/21) - WITH THE HOLIDAY SEASON UPON US, PEOPLE WILL BE GATHERING WITH FAMILY AND FRIENDS. BUT WITH COVID-19 STILL A SERIOUS CONCERN, WHAT ARE SOME OF THE WAYS WE CAN CELEBRATE SAFELY?

BECAUSE WE CARE (EPISODE 13, 12/15/21) - MEMBERS OF THE COMMUNITY SHARE THEIR REASONS FOR GETTING THE COVID-19 VACCINE, AND URGE OTHERS TO FOLLOW THEIR LEAD TO HELP US ALL STAY HEALTHY.

Name of the organization

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COPING WITH COVID (EPISODE 14, 01/19/22) - LONG-TIME PITTSBURGH

PSYCHOLOGIST DR. WALTER SMITH DISCUSSES THE EMOTIONAL EFFECTS COVID HAS HAD ON THE COMMUNITY AS WE ENTER THE SECOND FULL YEAR OF THE PANDEMIC.

A BEACON ON THE HILL (EPISODE 15, 02/22/22) - A NEW COVID VACCINATION CLINIC HAS OPENED IN THE HEART OF PITTSBURGH'S HILL DISTRICT. THIS UPMC FACILITY IS STAFFED BY PHYSICIANS, NURSES, PHARMACISTS AND HEALTH CARE PROFESSIONALS.

CHILDREN AND CHOICES (EPISODE 16, 07/17/22) - YOUNG PEOPLE SHARE THEIR THOUGHTS ON TAKING THE VACCINE. PARENTS TALK ABOUT IMMUNIZATION DECISIONS THEY MADE FOR THEIR CHILDREN.

VOICES - WQED'S VIDEO DOCUMENTARY SERIES HOPES TO CREATE DIALOGUE BY SHARING THE THOUGHTFUL VOICES OF A DIVERSE GROUP DIFFERENT BACKGROUNDS, DIFFERENT IDEAS, AND DIFFERENT GOALS - ALL WORKING TOWARDS EQUITY. RACISM, POLICE BRUTALITY, DISPARITIES IN EDUCATION, CAREERS, HEALTH CARE, ECONOMIC OPPORTUNITY, BUSINESS AND HOUSING THESE ARE JUST SOME OF THE ISSUES THAT HAVE LONG PLAGUED PITTSBURGH'S AFRICAN AMERICAN AND OTHER MARGINALIZED COMMUNITIES THAT ARE DISCUSSED.

GENTRIFICATION & DISPLACEMENT (10/29/21) EPISODE 7: AS PITTSBURGH'S COST OF LIVING CONTINUES TO RISE, WE LOOK AT GENTRIFICATION AND ITS IMPACT ON THE CITY'S MARGINALIZED COMMUNITIES. WHEN DEVELOPERS DESCEND ON PITTSBURGH'S NEIGHBORHOODS, WHO STANDS TO GAIN AND LOSE?

THE GENERATIONAL WEALTH GAP (11/19/21) EPISODE 8: THE GENERATIONAL WEALTH GAP

Name of the organization

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Employer identification number

25-1010296

IT'S A SYSTEMIC INEQUITY THAT DATES BACK HUNDREDS OF YEARS. A STARK ABSENCE OF GENERATIONAL WEALTH AMONG AFRICAN AMERICAN FAMILIES OFTEN LEADS TO INSURMOUNTABLE OBSTACLES, INCLUDING DEBT AND INABILITY TO OWN A HOME. THIS EPISODE OF VOICES EXPLORES THE HISTORIC AND PRESENT-DAY CHALLENGES, WHILE INTRODUCING THOSE WORKING FOR POSITIVE CHANGE.

WHY WORDS MATTER (01/22/22) EPISODE 9: THE ENGLISH LANGUAGE REMAINS FILLED WITH COMMONLY-USED WORDS AND IDIOMS THAT BEGAN AS SLURS OR INSULTS TO CERTAIN ETHNIC GROUPS. THIS EPISODE OF VOICES EXPLORES HOW DEROGATORY TERMS ENTER THE LEXICON, AND WHY WORDS MATTER.

THE PRISON SYSTEM (04/25/22) EPISODE 10: OVER TWO MILLION AMERICANS ARE INCARCERATED IN JAILS, PRISONS, AND JUVENILE CORRECTION INSTITUTIONS. IN THIS EPISODE, FORMERLY INCARCERATED LOCAL CITIZENS REFLECT ON THEIR EXPERIENCES, THOUGHTS, AND HOPES FOR CHANGING AMERICA'S CRIMINAL JUSTICE SYSTEM.

CREATED FOR DIGITAL VIEWING, THE FOLLOWING DIGITAL DOCS EXPLORED DIVERSE AND MEMORABLE HISTORY, HUMAN INTEREST STORIES, AND MORE IN THE PAST YEAR:

WILKINSBURG TRAIN STATION: BACK ON TRACK (11/12/21) - A BEAUTIFUL, BUT NEGLECTED LANDMARK HAS A NEW LIFE AGAIN. WQED FOLLOWED THE MASSIVE RENOVATION OF A TREASURED BUILDING THAT CELEBRATES THE COMMUNITY'S PAST AND PRESENT.

KEEPING HOPE ALICE: SALLY'S STORY, A BLIND CHILDREN'S AUTHOR TELLS HER STORY. (12/08/21) AT AGE 24, SALLY HOBART WAS LIVING HER DREAM LIFE IN

Name of the organization

WQED MULTIMEDIA

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CALIFORNIA TEACHING ELEMENTARY SCHOOL WHEN SHE STARTED TO LOSE HER VISION. MOVING TO PITTSBURGH TO ATTEND A TRAINING PROGRAM FOR NEWLY BLIND ADULTS, SHE BEGAN TO LIVE INDEPENDENTLY WHEN HER HEARING ALSO BEGAN TO FALTER. YET SALLY CONTINUED TO PURSUE HER LIFE'S DREAMS. NOW AGE 78, THE AUTHOR AND EDUCATOR REFLECTS ON HOW SHE TURNED A PERSONAL TRAGEDY INTO A SOURCE OF HOPE AND INSPIRATION FOR MANY.

ALMA SPEED FOX IN MEMORIAM: PITTSBURGH FREEDOM FIGHTER (01/27/22) ALMA SPEED FOX DIES AT THE AGE OF 98. ALMA SPEED FOX WAS A LEADER IN THE CIVIL, HUMAN AND WOMEN'S RIGHTS MOVEMENTS DURING HER LIFETIME. MS. FOX WAS A MENTOR AND ROLE MODEL WHO WORKED TO BETTER HER COMMUNITY FOR OVER FIFTY YEARS. IN THIS SEGMENT FROM WQED'S 2006 DOCUMENTARY PRODUCTION "TORCHBEARERS" SHE RECALLS A DEFINING DAY IN THE FIGHT FOR EQUAL RIGHTS FOR BLACK PITTSBURGHERS.

THE PHOTOGRAPHERS (04/07/22) THIS COMPILATION OF FOUR SHORT WQED DOCUMENTARIES CELEBRATES THE ACCOMPLISHMENTS OF PITTSBURGH AREA AFRICAN AMERICAN PHOTOGRAPHERS. "FAMILY PORTRAITS" EXPLORES THE CAREER OF GROUNDBREAKING CORPORATE PHOTOGRAPHER FRED KENDERSON; "LIMITLESS" INTRODUCES MIKAEL OWUNNA, WHOSE PORTRAITS OF THE BLACK BODY ARE DRIVEN BY HIS IDENTITY AS A QUEER NIGERIAN; "KEEP PITTSBURGH DOPE" IS CHANCELOR HUMPHREY'S SOCIAL MEDIA PLATFORM SHOWCASING HIS STREET PHOTOGRAPHY; "SERVICE AND SACRIFICE" DOCUMENTS THE LEGENDARY CHARLES "TEENIE" HARRIS' PHOTOS OF THE AFRICAN AMERICAN EXPERIENCE DURING WORLD WAR II.

GORDON PARKS IN PITTSBURGH (07/19/22) IN 1944, A YOUNG AFRICAN AMERICAN PHOTOGRAPHER WAS SENT ON ASSIGNMENT TO PITTSBURGH TO CAPTURE WORKERS AT

Name of the organization

WQED MULTIMEDIA

Employer identification number

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THE PENOLA, INC. GREASE PRODUCTION PLANT IN THE CITY'S STRIP DISTRICT.

FIFTY OF THOSE PHOTOGRAPHS WERE ON DISPLAY AT THE CARNEGIE MUSEUM OF ART THROUGH AUGUST 7, 2022 IN AN EXHIBITION ENTITLED "GORDON PARKS IN PITTSBURGH 1944/1946."

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

AS MENTIONED ABOVE, WQED HAS BEEN HELPING TO ADDRESS QUESTIONS AND BUILD TRUST IN THE COVID-19 VACCINE IN THE COMMUNITIES MOST IMPACTED BY THE VIRUS. AS EVERYONE SEEKS TO RETURN TO "NORMAL," MANY COMMUNITIES OF COLOR AND THOSE IMPACTED BY ECONOMIC DISTRESS FIND THEMSELVES IN FAMILIAR AND UNWELCOME TERRITORY. WQED'S "A MATTER OF TRUST" SERIES OF SHORT VIDEOS SPEAK DIRECTLY TO OUR COMMUNITIES AND FEATURE AUTHENTIC VOICES WHO SHARE MESSAGES TO BUILD TRUST AND SAVE LIVES. TWO EPISODES OF THE SERIES WERE PRODUCED IN SPANISH DURING 2022:

A MATTER OF TRUST (EPISODE 4) "INFORMATION UTIL" / USEFUL INFORMATION

A MATTER OF TRUST (EPISODE 9) "VEN A CASA SAN JOS Y VACNATE!" / COME TO CASA SAN JOSE AND GET VACCINATED!

IN ADDITION, WQED REBROADCAST THE ROBOT DOCTOR WITH THE ADDITION OF AMERICAN SIGN LANGUAGE (ASL). IN 2020, WQED AND ROBOTWITS' PARTNERED TO PROVIDE AN EIGHT-EPISODE TELEVISION SERIES TO EXTEND ROBOTICS AND MATHEMATICS LESSONS TO STUDENTS WHO MAY NOT HAVE ACCESS TO THE INTERNET. THE EIGHT 14-MINUTE EPISODES HAVE NOW BEEN ENHANCED WITH THE ADDITION OF ASL THROUGH A GRANT FROM THE PENNSYLVANIA DEPARTMENT OF EDUCATION. EACH EPISODE IS A TEACHING MODULE THAT INCLUDES A LESSON ASSIGNMENT. PARTICIPATING TEACHERS CAN USE THE SERIES AS PART OF THEIR

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CURRICULUM IN THE CLASSROOM.

MENTAL HEALTH MATTERS WQED REMAINS COMMITTED TO EXPLORING VARIOUS ASPECTS OF MENTAL HEALTH, EXAMINING DIFFERENT ILLNESSES AND DISORDERS, FOCUSING ON NEW RESEARCH AND TREATMENT, AND INTRODUCING PEOPLE WHO SHARE THEIR PERSONAL EXPERIENCES. THE MULTI-PLATFORM PROJECT IS INTENDED TO RAISE AWARENESS, SHOWCASE POSITIVE OUTCOMES AND ABOVE ALL, END STIGMA.

PLANS FOR DOCUMENTARY-LENGTH AND SHORT FEATURE VIDEOS FOR THE YEAR AHEAD TO BE PRODUCED BY WQED, WITH VITAL INPUT FROM COMMUNITY INCLUDE:

ALONE: ISOLATION HURTS, A 30-MINUTE DOCUMENTARY EXPLORING MENTAL HEALTH AND ISOLATION, MADE POSSIBLE WITH THE GENEROUS SUPPORT OF THE STAUNTON FARM FOUNDATION, IS PLANNED FOR A FEBRUARY 2023 PREMIERE. SOCIAL ISOLATION HAS LONG BEEN KNOWN TO AFFECT MENTAL HEALTH, BUT NEW INFORMATION SHOWS IT CAN INCREASE THE RISK OF POOR PHYSICAL HEALTH AND EARLY DEATH. THE COVID PANDEMIC ONLY MADE THINGS WORSE WITH AN ALARMING SPIKE IN TEENAGE MENTAL HEALTH ISSUES. THE DOCUMENTARY WILL BECOME PART OF WQED'S MENTAL HEALTH MATTERS INITIATIVE AT [WWW.WQED.ORG/MENTALHEALTH](http://WWW.WQED.ORG/MENTALHEALTH) WHERE VIEWERS WILL FIND A COLLECTION OF RELATED DOCUMENTARIES AND SHORT FEATURES, INCLUDING THE LONG SHADOW OF CHILDHOOD TRAUMA, BEFORE STAGE FOUR: CONFRONTING EARLY PSYCHOSIS, AND LOSING LAMBERT: A JOURNEY THROUGH SURVIVAL AND HOPE.

ALONE: ISOLATION HURTS WILL ALSO BE MADE AVAILABLE FOR SELECT COMMUNITY SCREENINGS. WQED EDUCATION WILL BE OFFERING PROFESSIONAL DEVELOPMENT AND DISTRIBUTING TOOLKITS TO PENNSYLVANIA EDUCATORS, USING CLIPS AND



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EXPERIENCES FROM THE DOCUMENTARY.

ELEVATING RARELY SHARED AND DIVERSE STORIES

A NEW WQED DOCUMENTARY EXPLORING THE SUCCESSES AND CHALLENGES OF NAVIGATING AUTISM SPECTRUM DISORDER BEYOND CHILDHOOD WILL AIR WITH SUPPORT FROM HIGHMARK BLUE CROSS BLUE SHIELD. ACCORDING TO THE CENTERS FOR DISEASE CONTROL, 1 IN EVERY 44 CHILDREN IS DIAGNOSED WITH AUTISM SPECTRUM DISORDER. AUTISM: AGING OUT, A NEW WQED DOCUMENTARY, WILL ADDRESS AN OFTEN-OVERLOOKED REALITY: CHILDREN WITH AUTISM GROW UP TO BE ADULTS WITH AUTISMAND THEY "AGE OUT" OF SERVICES THAT HAD PREVIOUSLY BEEN PROVIDED THROUGH THE PUBLIC SCHOOL SYSTEM. THE DOCUMENTARY, WEB EXTRAS AND RESOURCES WILL BE AVAILABLE AT WQED.ORG/AUTISM. THE PROGRAM WILL BE PRODUCED WITH SENSITIVITY TO SENSORY PROCESSING ISSUES EXPERIENCED BY SOME PEOPLE WITH AUTISM.

WQED WILL PREMIERE A NEW DOCUMENTARY AND LOCAL SCREENING EVENT ON AMERICA'S FIRST EMT SERVICE TITLED FREEDOM HOUSE AMBULANCE: THE FIRST RESPONDERS. IT WILL REVEAL THE HISTORY OF AMERICA'S FIRST EMT SERVICE THAT BEGAN IN INNER-CITY PITTSBURGH IN 1967. COMPRISED SOLELY OF BLACK MEN AND WOMEN RECRUITED FROM THE CITY'S HILL DISTRICT NEIGHBORHOOD, THE PARAMEDICS OF FREEDOM HOUSE AMBULANCE BECAME TRAILBLAZERS IN PROVIDING PRE-HOSPITAL AND CPR CARE. FREEDOM HOUSE WAS INITIALLY CONCEIVED TO RESPOND TO THE NEEDS OF PITTSBURGH'S AFRICAN AMERICAN COMMUNITY WHO OFTEN TIMES COULD NOT RELY ON POLICE AND FIRE DEPARTMENTS DURING AN EMERGENCY.

THEIR GROUNDBREAKING WORK BECAME THE BASIS FOR ALL PARAMEDICS TRAINING

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IN THE COUNTRY. HOWEVER, DESPITE ITS SUCCESS, RACISM AND POWER DYNAMICS  
 IN PITTSBURGH EVENTUALLY SHUT DOWN FREEDOM HOUSE, LEAVING ITS LEGACY  
 ALMOST LOST TO HISTORY. WITH RARE ARCHIVAL IMAGES, THE DOCUMENTARY  
 FEATURES THE VISIONARY STORY FROM AN ORIGINAL FOUNDER, COMPELLING  
 REFLECTIONS OF SURVIVING PARAMEDICS, REMEMBRANCES OF THE WORLD-RENOWNED  
 DOCTORS WHO TRAINED THEM, AND MEMORIES OF LIFELONG HILL DISTRICT  
 RESIDENTS WHO WERE THERE WHEN THE FREEDOM HOUSE AMBULANCES HIT THE  
 STREETS.

A LOCAL SCREENING WILL TAKE PLACE IN THE HILL DISTRICT AND FEATURE A  
 PANEL OF KEY MEMBERS OF THE FREEDOM HOUSE COMMUNITY AND ORIGINAL TEAM,  
 INCLUDING MITCHELL J. BROWN, GEORGE MCCARY, AND JOHN MOON. THE PANEL  
 WILL ALSO FEATURE PHIL HALLEN, ONE OF THE ORIGINAL FOUNDERS OF FREEDOM  
 HOUSE.

REMEMBERING PITTSBURGH'S CHINATOWN IT WAS A THRIVING PART OF DOWNTOWN  
 PITTSBURGH BUT NOT EVERYONE KNOWS THE HISTORY OF THIS TINY CHINESE  
 IMMIGRANT COMMUNITY ONCE LOCATED BETWEEN GRANT AND ROSS STREETS. THE  
 1920S USHERED IN THE BEGINNING OF ITS DISAPPEARANCE - LARGELY BECAUSE  
 OF THE CONSTRUCTION OF A MAJOR ROADWAY, THE BOULEVARD OF THE ALLIES.  
 TODAY, THE POPULAR CHINATOWN INN RESTAURANT IS THE ONLY SIGNIFICANT  
 REMNANT OF A BYGONE ERA. WQED WILL TRACE THE HISTORY OF PITTSBURGH'S  
 CHINATOWN AND RECOUNT HOW A NEW GENERATION OF ASIAN AMERICANS IS  
 REMEMBERING THIS LANDMARK SITE IN THIS NEW DIGITAL DOC.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

WQED HAS PARTNERED WITH WYLANDVILLE ELEMENTARY SCHOOL IN THE

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CANON-MCMILLAN SCHOOL DISTRICT; CITY MISSION, WHICH HAS SHELTERED, HEALED, AND RESTORED THE HOMELESS TO INDEPENDENT LIVING FOR 80 YEARS; THE FRANK SARRIS PUBLIC LIBRARY IN CANONSBURG; AND MY BLUEPRINTS, A NON-PROFIT ORGANIZATION THAT SERVES 20,000 RESIDENTS IN GREENE COUNTY, WASHINGTON COUNTY, AND WEST VIRGINIA, ENABLING FAMILIES AND INDIVIDUALS TO ATTAIN THE SKILLS, KNOWLEDGE, MOTIVATIONS, AND OPPORTUNITIES TO BECOME SELF-SUFFICIENT; TO DEVELOP NEW PROGRAMS AND HOST READY TO LEARN EVENTS OVER THE NEXT FIVE YEARS. THE UNIVERSITY OF PITTSBURGH IS A FIFTH PARTNER, PROVIDING EVALUATION FOR WQED'S WORK IN ORDER TO CREATE THE MOST EFFECTIVE PROGRAMMING FOR THE COMMUNITY.

THE PROJECT IS FUNDED BY A CPB AND PBS COMPREHENSIVE MULTI-MEDIA LEARNING AND STATION ENGAGEMENT INITIATIVE WHICH CONNECTS CHILDREN'S MEDIA AND THEIR LEARNING ENVIRONMENTS TO BUILD KEY SKILLS FOR SUCCESS. THE GRANT PROVIDES RESOURCES TO PBS STATIONS, INCLUDING WQED, TO IMPLEMENT LEARNING NEIGHBORHOOD PARTNERSHIPS AND BUILD NEW PBS CONTENT TO HELP YOUNG CHILDREN BUILD VITAL SKILLS TO SUCCEED IN SCHOOL AND LIFE. THESE SKILLS INCLUDE FUNCTIONAL LITERACY, CRITICAL THINKING AND COLLABORATION, AS WELL AS AGE-APPROPRIATE EXPOSURE TO CAREER OPTIONS. IT IS ALSO MEANT TO HELP PARENTS, CAREGIVERS AND COMMUNITIES SUPPORT CHILDREN'S LEARNING AND GROWTH, WITH A GOAL OF PUTTING CHILDREN ON A PATH TO SUCCESS IN LEARNING, WORK AND LIFE. THE UNIVERSITY OF PITTSBURGH IS EVALUATING WQED'S WASHINGTON COUNTY WORK TO INFORM ITS DEVELOPMENT.

THROUGH THIS INITIATIVE, WQED AND ITS COMMUNITY PARTNERS ARE PART OF A NATIONAL NETWORK DEVOTED TO MEETING THE LEARNING GOALS OF PRE-K CHILDREN IN UNDER-RESOURCED COMMUNITIES. NATIONAL PARTNERS INCLUDE THE

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NATIONAL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN (NAEYC), THE U.S. CHAMBER OF COMMERCE FOUNDATION, AND PARENTS AS TEACHERS. THE EDUCATION DEVELOPMENT CENTER (EDC) IS LEADING RESEARCH TO ASSESS THE SUCCESS OF THE FIVE-YEAR INITIATIVE, WITH EMPHASIS ON THE NEW CONTENT'S ABILITY TO BUILD KEY SKILLS AND INSPIRE CHILDREN TO EXPLORE THE "WORLD OF WORK." PROJECT RESEARCH WILL ALSO PROVIDE NEW INSIGHTS INTO THE WAYS IN WHICH NEWER MEDIA AND INTERGENERATIONAL ENGAGEMENT CAN SUPPORT CHILDREN'S LEARNING.

TO DATE, WQED'S "LEARNING NEIGHBORHOOD" IN WASHINGTON COUNTY HAS SERVED 1,500 CHILDREN AND 220 EDUCATORS. FAMILIES AND COMMUNITY MEMBERS WERE ENGAGED VIA 27 COMMUNITY EVENTS, INCLUDING FOUR FOCUSED FAMILY & COMMUNITY LEARNING WORKSHOPS. WQED EDUCATION TEAM MEMBERS FACILITATED SIX PROFESSIONAL DEVELOPMENT SESSIONS TO EXPAND REACH BY "TEACHING THE TEACHER." LEAH DIETRICH, DIRECTOR OF CITY MISSION HAS SHARED: "WE ARE SO GRATEFUL FOR THE PARTNERSHIP WE HAVE WITH WQED TO BE CONSIDERED FOR GREAT EVENTS [FOR] OUR COMMUNITY!"

IN JANUARY 2022, WQED ACQUIRED STEELTOWN FILM ACADEMY ASSETS, AND SIX MONTHS LATER LAUNCHED WQED FILM ACADEMY AND WQED FILMMAKERS. THE ACQUISITION CAME FROM A PLACE OF ALIGNMENT OF MISSIONS AND VISIONS, AS FILM ACADEMY AND FILMMAKERS ARE FOCUSED ON DIVERSITY, EQUITY AND INCLUSION, SERVING BOTH A STUDENT POPULATION, AS WELL AS ASPIRING AND PROFESSIONAL FILMMAKERS. BRIDGING ART AND INDUSTRY, THE MULTI-TIERED WQED FILM ACADEMY PROGRAM INTRODUCES MIDDLE AND HIGH SCHOOL STUDENTS TO FILMMAKING AS A CAREER PATH. UNDER THE DIRECTION OF PROFESSIONAL TEACHING ARTISTS, ENHANCED BY AWARD WINNING WQED PRODUCERS ACTING AS ADVISORS AND MENTORS, STUDENTS ARE IMMERSSED IN THE FILMMAKING

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EXPERIENCE. THEY PROGRESS FROM INSTRUCTION TO INTERNSHIP TO WORKING AS PAID CONTENT CREATORS. IN ADDITION TO THE WQED STUDIO LOCATION, FILM ACADEMY ON LOCATION OFFERS EDUCATORS AND ORGANIZATIONS IN-SCHOOL AND AFTER-SCHOOL PROGRAMMING CUSTOM FIT TO THEIR NEEDS. ALL WQED FILM ACADEMY PROGRAMMING IS AVAILABLE VIRTUALLY AS WELL AS IN-PERSON TO GIVE ACCESS TO STUDENTS, FAMILIES, AND EDUCATORS ANYWHERE.

WQED FILMMAKERS, WHICH FOCUSES ON ADULTS IN THE FILMMAKING COMMUNITY, PRESENTS ENRICHMENT OPPORTUNITIES FROM CREW CONNECTS (QUARTERLY EVENTS THAT LINK INDEPENDENT FILMMAKERS LOOKING FOR CREWS TO INDIVIDUALS WHO ARE LOOKING FOR ON-SET EXPERIENCE) TO WORKSHOPS FOR FILMMAKERS. WQED SERVES AS A SHOWCASE OF LOCAL TALENT ON VIA ITS LONG-RUNNING FILMMAKERS CORNER. NOW IN ITS 14TH SEASON, WQED'S FILMMAKERS CORNER IS A WEEKLY ANTHOLOGY SERIES (SATURDAYS AT 10PM) THAT HIGHLIGHTS THE WORK OF LOCAL FILMMAKERS. HOSTED BY WQED PRODUCER MINETTE SEATE SINCE ITS INCEPTION, IT FEATURES DOCUMENTARIES AND FILMS FROM LOCAL PRODUCERS WHOSE PRODUCTIONS SOMETIMES DO NOT GET THE EXPOSURE THEY DESERVE.

IN FEBRUARY 2022, WQED WAS SELECTED BY THE JOAN GANZ COONEY CENTER AT SESAME WORKSHOP AND THE CORPORATION FOR PUBLIC BROADCASTING AS ONE OF 12 PUBLIC MEDIA STATIONS TO PARTICIPATE IN THE BY/WITH/FOR YOUTH: INSPIRING NEXT GEN PUBLIC MEDIA AUDIENCES PROJECT. WQED AND WQED FILM ACADEMY WAS AWARDED THE GRANT TO SUPPORT NEW MODELS FOR ENGAGING YOUNG PEOPLE (AGED 10-18) IN THE COMMUNITIES, BASED ON ISSUES THAT THEY SEE AS RELEVANT TO THEIR LIVES. WQED UTILIZED THE GRANT FOR ITS "BUILDING BRIDGES AND BRIDGING THE GAP" PROJECT, WHICH HAD FILM ACADEMY STUDENTS WORKING WITH WQED STAFF TO CREATE TWO LEARNING LABS: MASTER CLASSES ON CREATING CONTENT WITH A YOUTH PERSPECTIVE.

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JUST SIX-MONTHS AFTER WQED'S ACQUISITION, WQED FILM ACADEMY WELCOMED ITS LARGEST CLASS OF HIGH SCHOOL STUDENTS FOR IN-PERSON CLASSES. SINCE THEN, AVAILABLE SLOTS HAVE CONTINUED TO SELL OUT. WQED HIGHLIGHTS FILM ACADEMY STUDENT WORK VIA ITS "THE REEL TEENS" YOUTUBE CHANNEL. FILM ACADEMY STUDENTS ARE ALSO ELIGIBLE FOR SCHOLARSHIPS FROM WQED PARTNER POINT PARK UNIVERSITY TO ITS CINEMA & ARTS DEPARTMENT.

IN THE FALL OF 2022, WQED FILM ACADEMY EXPANDED ITS PROGRAM OFFERING BY LAUNCHING "WQED FILM ACADEMY LITE." THIS ABBREVIATED VERSION OF THE HIGH SCHOOL FILM ACADEMY PROGRAM INTRODUCES MIDDLE SCHOOL STUDENTS TO FILMMAKING. THE AFTER SCHOOL PROGRAM, OFFERED SEVERAL TIMES A YEAR TO SEVENTH AND EIGHTH GRADERS, IS HELD AT THE WQED STUDIOS ONE DAY A WEEK.

WITH THE ADDITION OF WQED FILM ACADEMY AND WQED FILMMAKERS, WQED EXPANDS ITS EDUCATION CONTINUUM, FROM SERVING EARLY LEARNERS TO THOSE IN HIGH SCHOOL. THE IMPACT OF THESE PROGRAMS WAS FEATURED IN A RECENT "FROM THE SOURCE PODCAST" TITLED INSIDE JA'NYA'S FILM LAB: HOW A 10TH GRADER IS SCRIPTING HER FUTURE, HER WAY (FEBRUARY 1, 2023), S4, EP. 8, BY JOURDAN HICKS, [HTTPS://WWW.PUBLICSOURCE.ORG/PODCAST/HIGH-SCHOOL-STUDENT-COLLEGE-STORYTELLING-FROM-THE-SOURCE-PODCAST/](https://www.publicsource.org/podcast/high-school-student-college-storytelling-from-the-source-podcast/)):

IN THIS CONVERSATION, REACH CYBER CHARTER SCHOOL SOPHOMORE JA'NYA COLEMAN DISCUSSES HOW SHE VIEWS THE PATHS TO CAREER SUCCESS OUTSIDE OF ATTENDING COLLEGE POST-GRADUATION, AND HOW VIRTUAL LEARNING, MENTORS AND BAD TV SHOWS HELPED HER REALIZE HER PASSION FOR STORYTELLING AND FIND A CREATIVE COMMUNITY.

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"JA'NYA FOUND OUT ABOUT THE [WQED] FILM ACADEMY THROUGH HER SCHOOL AND FIRST JOINED AT WHAT THEY CALL THE LEARNING LEVEL IN 2021. BECAUSE OF COVID, THE SESSIONS WERE HELD VIRTUALLY. AFTER THAT, SHE WENT BACK AS AN INTERN IN PERSON WHERE THEY JUMPED RIGHT INTO FILMING THE FIRST DAY."

"SHE'S NOW A LEADER AMONG THE FILM ACADEMY STUDENTS, AS A PAID MEMBER OF THE WQED TEEN FILM CREW. SHE AND HER COLLEAGUES PITCH AND PRODUCE THEIR OWN WORK AND TAKE ON CLIENT WORK. THEY'VE GOTTEN SUPER CLOSE OVER THE YEARS."

"JA'NYA IS LOOKING AT POINT PARK UNIVERSITY AND ROBERT MORRIS UNIVERSITY, AND SHE CONTINUES TO WORK ON HER SKILLS AND PORTFOLIO THROUGH THE FILM ACADEMY. SHE'S EVEN WRITTEN HER OWN SHORT FILM."

FUTURE JOBS WORKING TODAY IN 2018, WQED LAUNCHED ITS FUTURE JOBS WORKFORCE DEVELOPMENT INITIATIVE. TODAY, THIS ISSUE IS MORE TOP-OF-MIND THAN EVER. COVID-19 ACTED AS AN ACCELERANT ON MAJOR TRENDS THAT WERE ALREADY CHANGING THE EMPLOYMENT LANDSCAPE. NATIONWIDE, AS OF NOVEMBER 2022 THERE WERE 1.7 JOB OPENINGS FOR EVERY PERSON LOOKING FOR WORK, ACCORDING TO THE U.S. BUREAU OF LABOR STATISTICS. IN OUR REGION, THE LABOR FORCE REMAINS STAGNANT WHILE THERE ARE SIGNIFICANTLY FEWER PEOPLE SEEKING WORK. AT THE SAME TIME, MANY PEOPLE STRUGGLE TO FIND SUSTAINING LIVELIHOODS, AND ECONOMIC DISPARITIES REMAIN FIRMLY ENTRENCHED.

BECAUSE THIS IS AN ISSUE THAT AFFECTS THE WELL-BEING OF PEOPLE AND COMMUNITIES THAT WE SERVE, AND IS CENTRAL TO OUR REGION'S OVERALL

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VITALITY AND PROSPERITY, WQED IS COMMITTED TO EXPANDING THE REACH AND  
 IMPACT OF FUTURE JOBS OVER THE NEXT THREE YEARS. IT IS OUR  
 ORGANIZATION'S TOP-PRIORITY INITIATIVE. WE ARE CALLING THE NEXT  
 ITERATION OF OUR INITIATIVE FUTURE JOBS WORKING TODAY (FJ-WT).

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

WQED'S EFFORTS SEEK TO CONNECT MORE PEOPLE CONNECT WITH CAREER  
 EDUCATION AND JOB INFORMATION, LEVERAGING OUR REACH IN THE COMMUNITY  
 AND OUR REPUTATION AS A TRUSTED SOURCE. WQED WILL DEVELOP NEW,  
 INNOVATIVE CAREER-FOCUSED PROGRAMS AND RESOURCES FOR ADULTS, CHILDREN,  
 YOUTH AND EDUCATORS IN OUR REGION. THROUGH CONTENT THAT IS BOTH  
 EDUCATIONAL AND INSPIRATIONAL, WQED WILL HELP PEOPLE TO LEARN THE  
 SKILLS, AS WELL AS THE WIDE ARRAY OF OPPORTUNITIES IN OUR REGION, SO  
 THAT THEY CAN PREPARE FOR THE CAREER THAT IS RIGHT FOR THEM.

GOALS FOR THE FJ-WT PROJECT IN THE YEAR AHEAD INCLUDE PROVIDING CONTENT  
 ACROSS WQED CHANNELS THAT SERVE TO RAISE AWARENESS OF THE OPPORTUNITIES  
 AND THE GAPS THAT EXIST IN THE REGION'S WORKFORCE DEVELOPMENT  
 LANDSCAPE. NEW CONTENT, NEW EDUCATIONAL INITIATIVES THAT REACH AT LEAST  
 3,000 NEW STUDENTS, A REVAMPED WEBSITE WITH INCREASED ENGAGEMENT,  
 INCREASING COMMUNITY PARTNERSHIPS TO DELIVER WQED RESOURCES INTO  
 NEIGHBORHOODS, ADDING 150 LINKS TO FJ-WT WEB RESOURCES FROM AREA  
 ORGANIZATIONS THESE ARE THE METRICS THAT WE WILL BE TRACKING TO  
 MEASURE SUCCESS.

EDUCATION IS AT THE CENTER OF WQED'S MISSION. FREE AND ONGOING ACCESS  
 TO PBS KIDS PROGRAMMING IS AT ITS CORE. PARENTS AND EDUCATORS DESIRE  
 PROGRAMS AND RESOURCES THAT SPARK CURIOSITY, INSPIRE CREATIVITY, AND



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ENGAGE LEARNERS IN INNOVATIVE EXPERIENCES THAT ENCOURAGE LEARNING WITHIN SCHOOLS, BUT THAT ALSO PAVE THE WAY FOR IMPACTFUL OUT-OF-SCHOOL TIME AS WELL. BUILDING ON PBS KIDS AND ITS HIGH-QUALITY EDUCATIONAL CONTENT, INFORMED BY RESEARCH THAT INSPIRES, ENGAGES, AND ENTERTAINS LEARNERS OF ALL AGES WHEREVER LEARNING IS HAPPENING, WQED WILL CONTINUE TO EXPAND ITS COMMUNITY-BASED EDUCATIONAL INITIATIVES THAT ARE CAREFULLY DESIGNED TO WORK FOR CHILDREN AND IMPROVE THEIR LEARNING OUTCOMES.

WQED IS ONE OF 10 PUBLIC MEDIA STATIONS PARTICIPATING IN THE 2020-2025 READY TO LEARN INITIATIVE. CENTERED IN UNDERSTANDING LOCAL ASSETS AND NEEDS, WQED IS COLLABORATING WITH COMMUNITY PARTNERS IN WASHINGTON, PA, TO DEVELOP AND BUILD A "LEARNING NEIGHBORHOOD" THAT FOSTERS A COMMUNITY-WIDE CULTURE OF LEARNING AT HOME, IN THE NEIGHBORHOOD, AND WITHIN LOCAL SYSTEMS AND SPACES. WQED IS WORKING TO EXPOSE YOUNG CHILDREN TO CAREER AND WORKFORCE OPTIONS, AND HELP THEM TO BUILD VITAL "WORLD OF WORK" SKILLS, KNOWLEDGE AND MINDSETS. TODAY'S CHILDREN FACE A FUTURE FILLED WITH UNPRECEDENTED UNCERTAINTY DUE A RAPIDLY EVOLVING GLOBAL ECONOMY AND THE CONTINUING IMPACT OF COVID-19. IT IS MORE IMPORTANT THAN EVER TO EQUIP CHILDREN WITH THE SKILLS AND WAYS OF THINKING THAT WILL ALLOW THEM TO SUCCESSFULLY NAVIGATE THEIR FUTURE.

THIS EFFORT IS ALSO EMPOWERING AND EQUIPPING PARENTS, CAREGIVERS, AND COMMUNITIES TO SUPPORT CHILDREN'S LEARNING AND GROWTH IN ORDER TO PUT CHILDREN ON A PATH TO LIFETIME SUCCESS. THE PROJECT EMPHASIZES PARENT ENGAGEMENT, INTERGENERATIONAL LEARNING AND BUILDING BRIDGES BETWEEN CHILDREN'S DIGITAL PLAY AND OFFLINE ACTIVITIES. IT ALSO HIGHLIGHTS THE IMPORTANCE OF MEETING CHILDREN AND PARENTS/CAREGIVERS WHERE THEY ARE

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ACROSS MULTIPLE PLATFORMS AND PHYSICAL SPACES TO SUPPORT ANYTIME,  
ANYWHERE LEARNING, INCLUDING THROUGH INNOVATIVE AVENUES OF  
DISTRIBUTION, ACCESS, AND REACH.

WQED'S "LEARNING NEIGHBORHOOD" IN WASHINGTON, PA, AS MENTIONED ABOVE,  
WQED HAS COLLABORATED WITH FOUR COMMUNITY PARTNERS: WYLANDVILLE  
ELEMENTARY SCHOOL IN THE CANON-MCMILLAN SCHOOL DISTRICT; CITY MISSION,  
WHICH HAS SHELTERED, HEALED, AND RESTORED THE HOMELESS TO INDEPENDENT  
LIVING FOR 80 YEARS; THE FRANK SARRIS PUBLIC LIBRARY IN CANONSBURG; AND  
BLUEPRINTS, A NON-PROFIT ORGANIZATION THAT SERVES 20,000 RESIDENTS IN  
GREENE COUNTY, WASHINGTON COUNTY, AND WEST VIRGINIA, ENABLING FAMILIES  
AND INDIVIDUALS TO ATTAIN THE SKILLS, KNOWLEDGE, MOTIVATIONS, AND  
OPPORTUNITIES TO BECOME SELF-SUFFICIENT, TO CREATE A READY-TO-LEARN  
"LEARNING NEIGHBORHOOD." THE UNIVERSITY OF PITTSBURGH IS A FIFTH  
PARTNER, PROVIDING EVALUATION FOR WQED'S WORK IN ORDER TO DEVELOP THE  
MOST EFFECTIVE PROGRAMMING FOR THE COMMUNITY.

FOR THE 2022-2023 SCHOOL YEAR, WQED IS FACILITATING A "LEARNING  
NEIGHBORHOOD" MAP OF CAREERS WITH WYLANDVILLE ELEMENTARY SCHOOL AND  
AREA BUSINESSES. STUDENTS WILL INTERVIEW BUSINESS PEOPLE WITH QUESTIONS  
THEY DEVELOP THAT WILL BE FILMED. THEY WILL CREATE A VISUAL MAP OF THE  
NEIGHBORHOOD WITH QR CODES THAT LEAD BACK TO THEIR INTERVIEWS. IN  
ADDITION, WQED IS DEVELOPING A FOUR-PART PODCAST HIGHLIGHTING THE TOOLS  
USED BY DIFFERENT CAREERS (E.G. HAIR STYLISTS, DOCTORS, AND GARDENERS  
USE SCISSORS). FINALLY, PLANS ARE UNDERWAY TO DEVELOP A FAMILY LEARNING  
EXPERIENCE WHILE SHOPPING AT CITY MISSION THRIFT STORES AND FOOD BANK.  
WQED CONTINUES TO WORK TO EXPAND ITS "LEARNING NEIGHBORHOOD" APPROACH  
TO OTHER LOCAL COMMUNITIES.

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WQED IS WORKING TO TEAM UP WITH ADDITIONAL LOCAL ELEMENTARY SCHOOLS TO BRING TEACHERS, STUDENTS, AND FAMILIES SMARTSCHOOLS. WQED CREATED THE SMARTSCHOOLS PROGRAM TO WORK DIRECTLY WITH SCHOOL DISTRICTS TO MAXIMIZE THE IMPACT OF RESEARCH-BASED PBS EDUCATIONAL RESOURCES. TAILORED TO FIT THE NEEDS OF EACH SCHOOL, WQED'S EDUCATION TEAM PARTNERS WITH EDUCATORS TO INFUSE PROVEN PBS PROGRAMMING INTO IN-SCHOOL, AFTER-SCHOOL, AND AT-HOME LEARNING OPPORTUNITIES FOR STUDENTS. THE SMARTSCHOOLS APPROACH EMPOWERS TEACHERS BY TRAINING THEM TO DELIVER INNOVATIVE, IMPACTFUL LEARNING EXPERIENCES IN THE CLASSROOM USING FREE AND TRUSTED CONTENT FROM PBS.

CURRENTLY, WQED REACHES 82 PERCENT OF CHILDREN BELOW THE AGE OF EIGHT IN ITS VIEWING AREA. TO INCREASE THE HOME-SCHOOL CONNECTION, WQED'S SMARTSCHOOLS PROGRAM PROVIDES CORRESPONDING FAMILY ENGAGEMENT ACTIVITIES DESIGNED TO INCREASE LEARNING SUPPORT AND CONTINUITY. NOT ALL ADULTS HAVE HAD POSITIVE EXPERIENCES WITH SCHOOL OR SEE THEMSELVES AS "GOOD AT IT," PARTICULARLY IN STEM SUBJECTS. PBS CHARACTERS AND CONTENT MAKE LEARNING ABOUT THESE SUBJECTS MORE APPROACHABLE AND LESS INTIMIDATING. SMARTSCHOOLS REIMAGINE EDUCATIONAL PUBLIC MEDIA PARTNERSHIP BY PROVIDING AN ACCESSIBLE, SUSTAINABLE MODEL FOR STUDENTS TO ACQUIRE THE SKILLS AND SUPPORT NECESSARY TO ACHIEVE ACADEMIC SUCCESS. WQED'S GOAL IS TO EXPAND ITS STABLE OF 15 SMARTSCHOOLS BY ADDING FIVE MORE IN THE YEAR AHEAD.

WQED PLANS TO EXPAND INQUIRE WITHIN, A PROGRAM PARTNERSHIP BETWEEN TWO KEY COMMUNITY INSTITUTIONS WQED AND LOCAL LIBRARIES, WITH A GOAL TO REACH A TOTAL OF 50 PARTNER LIBRARIES. INQUIRE WITHIN ASPIRES TO

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RE-IMAGINE MEDIA-FIRST PARTNERSHIPS THAT CREATE IMPACTFUL EDUCATIONAL EXPERIENCES IN LEARNING FOR CHILDREN AND FAMILIES. IT EMPOWERS LIBRARIANS TO CREATE INNOVATIVE, IMAGINATIVE PROGRAMMING USING RESEARCHED-BASED, PARENT-TRUSTED CONTENT FROM PBS.

INQUIRE WITHIN LAUNCHED IN OCTOBER 2016 AT PETERS TOWNSHIP LIBRARY IN WASHINGTON COUNTY, PA AND NOW INCLUDES 44 LIBRARIES THROUGHOUT PENNSYLVANIA, OHIO AND WEST VIRGINIA.

WQED IS WORKING 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."

COLLABORATING LIBRARIES CHOOSE FROM A MENU OF PROGRAM OPTIONS INCLUDING, BUT NOT LIMITED TO FAMILY AND COMMUNITY LEARNING WORKSHOPS; DESIGN LIVES HERE; SCREENINGS AND PREMIERES OF BELOVED PBS SHOWS; AND PARENT APP-A-THONS WHERE ALL PARENTS RECEIVE FREE PBS APPS ON THEIR SMART DEVICE AND COACHING ON HOW TO USE THEM WITH THEIR CHILD. WQED, IN TURN, PROVIDES THE COLLATERAL, ADVERTISING, TRAINING, MEDIA AND MATERIALS SPECIFIC TO CONDUCTING THE PROGRAMS. INQUIRE WITHIN IS DESIGNED TO ENCOURAGE FAMILY ENGAGEMENT AND A LOVE OF LEARNING THROUGH HANDS-ON, FAMILY-CENTERED ACTIVITIES.

WQED WILL CONTINUE ITS ANNUAL WQED WRITERS CONTEST IN FY 2022, ENCOURAGING KIDS IN GRADES K-3 TO SUBMIT ORIGINAL STORIES WITH THE THEME "WRITE MY FUTURE." IT ENCOURAGES KIDS TO USE THEIR CREATIVITY TO WRITE A STORY ABOUT WHERE THEY SEE THEMSELVES IN THE FUTURE. WQED HAS

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BEEN ABLE TO REACH OUT DIRECTLY TO SCHOOLS, LIBRARIES, AND FAMILIES ACROSS PENNSYLVANIA TO ENCOURAGE CHILDREN TO WRITE ABOUT THEIR GOALS AND SUBMIT THEIR ORIGINAL STORIES AND ILLUSTRATIONS. THIS PROGRAM HAS BEEN CRITICAL TO THE MISSION OF WQED'S EDUCATION DEPARTMENT AS IT ENGAGES CHILDREN IN WRITING AND ILLUSTRATING, INCLUDES PARENTS AND TEACHERS IN THE CREATIVE PROCESS, AND EMPHASIZES THE RELEVANCE OF ALL LITERACY ACTIVITIES IN A CHILD'S LIFE.

IN THE PAST 14 YEARS, WQED HAS RECEIVED MORE THAN 14,000 STORY ENTRIES, HAS PROVIDED TEACHERS AND LIBRARIANS WITH RESOURCES TO WORK WITH THEIR STUDENTS, IMPACTED THOUSANDS OF WQED VIEWERS AND PROVIDED A WEBSITE FULL OF INFORMATION THAT ENCOURAGES STUDENTS AND ARMS ADULTS WITH RELEVANT LITERACY INFORMATION.

PARTNERING WITH WQED THIS YEAR ARE THE CITY OF PITTSBURGH AND THE AMELIA MILES FOUNDATION.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

WQED WILL CONTINUE ITS DESIGN LIVES HERE STEM EDUCATION INITIATIVE, AN INNOVATIVE PARTNERSHIP BETWEEN WQED MULTIMEDIA AND THE ENGINEERS' SOCIETY OF WESTERN PENNSYLVANIA. IT IS A SEMESTER-LONG ENGINEERING EXPERIENCE THAT EQUIPS TEACHERS AND STUDENTS TO PARTICIPATE IN ENGINEERING ACTIVITIES WITHIN THEIR SCHOOL, LIBRARIES OR AFTERSCHOOL PROGRAM, AND PAIRS THEM WITH PROFESSIONAL ENGINEERS TO SERVE AS MENTORS THROUGHOUT THE YEAR. WQED PROVIDES PARTICIPATING SCHOOLS, LIBRARIES AND AFTER SCHOOL PROGRAMS A SUPPLY BOX WITH ENGINEERING CHALLENGES INSPIRED BY THE POPULAR PBS KIDS PROGRAM AND WEBSITE, DESIGN SQUAD NATION.

SCHOOLS WHO PARTICIPATE ARE DIVERSE PUBLIC, PAROCHIAL AND PRIVATE AND

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HAVE THE OPTION OF MAKING THIS PART OF THEIR SCHOOL DAY OR AN EXTENDED PROGRAM. EACH SPRING, ALL THE PARTICIPANTS COME TOGETHER FOR A DAY OF ENGINEERING CHALLENGES, AT THE "INVENTION CONVENTION." THERE, PARTICIPANTS WILL BE PAIRED WITH OTHER PARTICIPANTS THEY DO NOT KNOW. THEY WILL COLLABORATE TO COMPLETE THREE NEW AND DIFFERENT ENGINEERING CHALLENGES AS A TEAM.

IN THE UPCOMING FISCAL YEAR, WQED EXPECTS TO SURPASS THE OUTPUTS OF ITS 2021-2022 PROGRAM THAT REACHED:

17 SCHOOLS AND LIBRARIES IN THREE COUNTIES THAT PARTICIPATED  
827 TOTAL STUDENTS WERE GIVEN SUPPLIES TO COMPLETE THE CHALLENGES  
20 TEACHERS PARTICIPATED

DESIGN LIVES HERE CULMINATING VIRTUAL EVENT FOR SCHOOLS INVOLVED:

27+ VOLUNTEERS  
88 TOTAL NUMBER PEOPLE WHO LOGGED ON FOR THE MULTI SCHOOL EVENT ON MARCH 27 (MANY OF THESE WERE CLASSROOMS; THE ACTUAL NUMBER OF STUDENTS PARTICIPATING IN THIS EVENT IS HIGHER)  
LAUREL HIGHLANDS MIDDLE SCHOOL HAD ITS OWN EVENT DAY ON MAY 6, 2022, WITH 150 STUDENTS PARTICIPATING

DESIGN LIVES HERE CULMINATING VIRTUAL EVENT FOR LIBRARIES, APRIL 28, HAD:

4 PARTICIPANTS (LIBRARIES) LOGGED ON FOR THE VIRTUAL EVENT

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THE WQED FILM ACADEMY (WFA) PROGRAM INTRODUCES MIDDLE AND HIGH SCHOOL STUDENTS TO FILMMAKING AS A CAREER PATH. THEY CAN EXPLORE THE WORLD OF DIGITAL MEDIA AND FILM, DEVELOP THEIR CREATIVITY, AND GET HANDS-ON EXPERIENCE WITH INDUSTRY-STANDARD EQUIPMENT. WFA'S DIVERSE TEAM OF PROFESSIONAL TEACHING ARTISTS EDUCATE, GUIDE AND MENTOR THE STUDENTS. TEACHING ARTISTS ALSO ENGAGE WITH LOCAL SCHOOLS AND COMMUNITY ORGANIZATIONS TO LEAD WORKSHOPS AND/OR SEMESTER-LONG CLASSES IN DIGITAL MEDIA ARTS. THEY ALSO OFFER PROFESSIONAL DEVELOPMENT AND TECHNICAL CONSULTATION TO ENHANCE EDUCATORS' DIGITAL MEDIA SKILLS, ASSISTING IN CHOOSING EQUIPMENT OR EMBEDDING DIGITAL MEDIA PRODUCTION INTO EXISTING CURRICULUM.

WFA OFFERS IN-HOUSE (AT ITS OAKLAND STUDIOS), AFTER-SCHOOL SEMESTERS THREE TIMES PER YEAR WITH STANDARDS-ALIGNED CURRICULUM PLUS OVER 100 HOURS OF HANDS-ON AND COLLABORATIVE LEARNING. TEEN PARTICIPANTS MOVE THROUGH THE LEARNING AND INTERN LEVELS, MASTERING EQUIPMENT, CREATING FILMS, UNDERSTANDING THE INDUSTRY, UNDERGOING PEER MENTORSHIP TRAINING AND SKILLS TESTING. SUCCESSFUL COMPLETION LEADS TO THE TEEN FILM CREW, A PAID JOB PITCHING AND CREATING CONTENT FOR THE REEL TEENS PITTSBURGH PROGRAM ON YOUTUBE, AS WELL AS WORKING WITH REAL-WORLD CLIENTS. REEL TEENS HAS WON THREE MID-ATLANTIC EMMY AWARDS. ITS CONTENT CONSISTENTLY RECEIVES ENTRY AND PLACEMENT AT NATIONAL FILM FESTIVALS, PROVIDING LAURELS FOR STUDENTS' RESUMES AND COLLEGE APPLICATIONS.

WFA'S CURRICULUM AND TIERED APPROACH PREPARES HIGH SCHOOL STUDENTS TO FURTHER THEIR EDUCATION OR TRANSITION INTO THE INDUSTRY, WITH SUPPORT IN ACHIEVING PLACEMENT IN COLLEGE, FURTHER SKILLS TRAINING, OR WORK OPPORTUNITIES. THE PROGRAM FOLLOWS BEST PRACTICES IN CREATIVE YOUTH

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DEVELOPMENT, BY PROVIDING EQUITABLE ACCESS TO ITS PROGRAMS; EXAMINING AND CHALLENGING INEQUITY; TEACHING COMPASSION AND CITIZENSHIP; AND OFFERING STEPPED PROGRAMS OVER A SUSTAINED PERIOD FOR DEEPER LEARNING AND STRONGER CRITICAL THINKING. IT ALSO PREPARES STUDENTS TO SUCCEED IN LIFE BY PROVIDING CORE SKILLS TRAINING, MENTORSHIP, MEALS, AND A SAFE AND INCLUSIVE SPACE TO ELEVATE THEIR VOICES. STUDENTS ENROLLED VIRTUALLY RECEIVE THE SAME OPPORTUNITIES. THEY ARE SENT AT-HOME FILM KITS TO KEEP AND TO USE FOR HANDS-ON TRAINING.

THE WFA FILM ACADEMY'S ULTIMATE GOAL IS TO ELEVATE PITTSBURGH AS A HUB WHERE DIVERSE FILMMAKERS, BOTH FLEDGLING AND EXPERIENCED ARTISTS, CAN COLLABORATE, CREATE, SUCCEED AND THRIVE. METRICS OF SUCCESS FOR THE 2023 PROGRAM YEAR, INCLUDE:

ANNUAL IN-PERSON FILM ACADEMY SESSIONS WILL AVERAGE 30 HIGH SCHOOL STUDENTS PER SESSION.

VIRTUAL PROGRAM ENGAGEMENT WILL AVERAGE 30 STUDENTS PER YEAR.

WQED WILL GROW WFA THROUGH WQED'S NETWORK OF EDUCATORS AND LIBRARIANS TO PROVIDE WFA MEDIA ARTS CURRICULUM AT THREE NEW SITES ACROSS THE REGION.

STUDENTS WILL HEAR FROM THREE INDUSTRY-PROFESSIONAL GUEST SPEAKERS PER SESSION AND GO ON ONE FIELD TRIP TO AN INDUSTRY-RELATED LOCATION.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

THE FELLOWS HAVE BEEN MENTORED BY PROFESSIONALS AT THE STATION'S ALL-CLASSICAL RADIO STATION WQED-FM, BY THE STATION'S TV AND DIGITAL



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VIDEO PRODUCTION TEAM, WITH ADDITIONAL GUIDANCE ON COMMUNITY DISTRIBUTION OF CONTENT BY WQED'S EDUCATION TEAM. FELLOWS HAVE ALSO CONTRIBUTED NEW IDEAS AND STRATEGIES FOR SHINING A SPOTLIGHT ON DIVERSE AND/OR UNDER-REPRESENTED ARTISTS IN THE PITTSBURGH REGION.

THE FELLOWSHIP HAS PROVIDED A PROFESSIONAL PORTFOLIO OF PRODUCED PIECES BY KAMERA AND AVERY, INCLUDING EIGHT 30-MINUTE PODCASTS (PLUS SOCIAL MEDIA SPOTS AND ON-AIR SEGMENTS) FEATURING DIVERSE ARTISTS; A FILMED PROOF-OF-PERFORMANCE PIECE SPOTLIGHTING WQED'S LEAD WITH MUSIC CAMP AT THE LATROBE ARTS CENTER; AND TWO WQED "SESSIONS" (HIGHLIGHTING PITTSBURGH'S VIBRANT MUSICAL COMMUNITY) WHERE THEY ASSISTED WITH PRODUCTION. MORE INFORMATION ON THEIR EXPERIENCE CAN BE FOUND AT [HTTPS://WQED.ORG/LEADWITHMUSIC](https://wqed.org/leadwithmusic). KAMERA SHARED A BIT ABOUT HER FELLOWSHIP EXPERIENCE: "I HEARD MY VOICE ON THE RADIO FOR THE FIRST TIME EVER AND I WAS SO EXCITED ABOUT HOW QUICKLY THINGS I AM CREATING ARE BEING AIRED ON THE RADIO."

WQED-FM'S 50TH ANNIVERSARY IN THE COMING FISCAL YEAR, PITTSBURGH'S HOME FOR CLASSICAL MUSIC WILL CELEBRATE A HALF A CENTURY OF SERVICE TO THE COMMUNITY AS THE "VOICE OF THE ARTS." SINCE SIGNING ON TO THE BROADCAST AIRWAVES AT 89.3 FM ON JANUARY 25, 1973, WQED-FM'S PLATFORM NEVER CHANGED AND ITS ROLE AMPLIFYING PITTSBURGH'S RICH, AND DIVERSE ARTS COMMUNITY WILL BE HONORED. WQED IS OFTEN THE PRIMARY, IF NOT ONLY, RESOURCE FOR THE PUBLIC TO ENCOUNTER LOCAL ARTISTS AND PERFORMING GROUPS, AS WELL AS THE TIMELESS MASTERS OF CLASSICAL MUSIC. THE LISTENER-SUPPORTED STATION DELIVERS CLASSICAL MUSIC 24 HOURS A DAY TO NEARLY 100,000 LISTENERS IN THE PITTSBURGH REGION, AS WELL AS AROUND THE WORLD THROUGH STREAMING, SMART DEVICES AND THE WQED-FM APP. WQED-FM CAN BE HEARD BY TRAVELERS AT THE GREATER PITTSBURGH INTERNATIONAL

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AIRPORT AND IN THE PRT SUBWAY STATIONS THROUGH Q THE MUSIC. JIM

CUNNINGHAM, WQED-FM ARTISTIC DIRECTOR, IS ALSO RECOGNIZING A MILESTONE  
45 YEARS WITH THE STATION.

A 50TH BIRTHDAY CELEBRATION AT THE STATION ON WEDNESDAY, JANUARY 25,  
2023, WILL GET THE PARTY STARTED! LISTENERS WILL BE TREATED TO SHORT  
PERFORMANCES BY PITTSBURGH'S FINEST MUSICIANS, LIVE INTERVIEWS WITH  
MEMBERS OF THE ARTS COMMUNITY AND COMMUNITY LEADERS WILL ALSO FILL THE  
DAY.

THE FIRST "Q" AWARD, WHICH WILL BE BESTOWED ON INDIVIDUALS WHO HAVE HAD  
A MARKED IMPACT ON WQED-FM DURING ITS ESTEEMED HALF CENTURY, WILL BE  
AWARDED. THROUGHOUT 2023, WQED WILL MARK THIS HISTORIC 50TH YEAR ON AND  
OFF THE AIR THROUGH PROGRAMMING AND EVENTS NOT TO BE MISSED.

THROUGHOUT THE YEAR, RADIO LISTENERS AND TELEVISION VIEWERS WILL LEARN  
FROM NEIGHBORS WHAT WQED-FM MEANS TO THEM, AND HEAR FROM THE CULTURAL  
COMMUNITY ABOUT THE ROLE THAT THE STATION PLAYS IN THE ARTISTIC WORLD.  
CURRENT AS WELL AS NEW MEMBERS WILL BE ENTICED TO DONATE IN SUPPORT OF  
THE GOLDEN ANNIVERSARY WITH SPECIAL GIVEAWAYS AND MEMBERSHIP GIFTS. A  
SPECIALLY CURATED ANNIVERSARY EDITION OF THE VOICE OF THE ARTS WILL BE  
MADE AVAILABLE ON THE WQED-FM WEBSITE (OR WHEREVER YOU LISTEN TO YOUR  
FAVORITE PODCASTS). ALSO DURING THIS ANNIVERSARY YEAR, A NEW RADIO  
TRANSMITTER WILL BE INSTALLED TO REPLACE 20-YEAR OLD EQUIPMENT THAT  
LATELY HAS BEEN UNRELIABLE IN CARRYING THE WQED-FM SIGNAL TO ITS LOYAL  
LISTENERS. THE RADIO TRANSMITTER HAS BEEN FUNDED THROUGH THE ALLEGHENY  
REGIONAL ASSET DISTRICT. THE GOAL IS TO PREPARE THE STATION FOR THE  
NEXT 50 YEARS TO SERVE AS A MEGAPHONE FOR THE ARTS COMMUNITY BY

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SHOWCASING THE TALENT OF YESTERDAY AND TODAY, WHILE SHOWCASING PITTSBURGH ARTISTS TO THE WORLD.

CELEBRATING PITTSBURGH - RICK SEBAK'S GUMBANDS WQED PRODUCER RICK SEBAK IS DEVELOPING A PODCAST WITH VIDEO ELEMENTS TITLED GUMBANDS. KNOWN FOR HIS DISTINCTIVE NARRATIVE STYLE AND AFFECTION FOR THE REGION, MR. SEBAK WILL HOST THE PODCAST THAT HIGHLIGHTS STORIES ABOUT PITTSBURGH, ITS PEOPLE, ITS HISTORY, ITS NEIGHBORHOODS, ITS SMALL BUSINESSES, ITS FOOD, ITS CHARMS, AND ALL OF ITS SURPRISES. LOCALS KNOW THE TERM GUMBAND AS "PITTSBURGHESE" FOR A RUBBER BAND. THIS PROJECT WILL CELEBRATE THE THINGS THAT PITTSBURGHERS LIKE AND APPRECIATE.

EACH EPISODE OF GUMBANDS MAY CAPTURE AUDIO AND VIDEO CONTENT. A TOTAL OF 24 PODCASTS WILL BE CREATED IN 2023 AND AVAILABLE WHEREVER YOU GET YOUR PODCASTS. COMPANION VIDEO PIECES WILL BE RELEASED CONCURRENTLY VIA SOCIAL MEDIA AND A GUMBANDS WEBSITE. SHORTLY AFTER THE COMPLETION OF THE FIRST YEAR OF GUMBANDS, A SPECIAL PROGRAM FOR BROADCAST AND STREAMING IS PLANNED.

FORM 990, PART VI, SECTION B, LINE 11B:

FINANCIAL MANAGEMENT REVIEWS A COPY OF THE DRAFT FORM 990. UPON THEIR REVIEW, THE FINANCE, BUSINESS AND OPERATIONS COMMITTEE REVIEWS AN ONLINE COPY POSTED TO THE BOARD PORTAL. A QUOROM OF THE COMMITTEE DISCUSSES AND APPROVES THE RETURN IN A CONFERENCE CALL OR MEETING. SUBSEQUENT TO APPROVAL BY THE FINANCE, BUSINESS AND OPERATIONS COMMITTEE ALL MEMBERS OF THE BOARD REVIEW THE FINAL 990 BY ACCESSING THE BOARD PORTAL BEFORE IT IS FILED.

FORM 990, PART VI, SECTION B, LINE 12C:

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EVERY YEAR EACH BOARD MEMBER IS REQUIRED TO COMPLETE A NEW CONFLICTS QUESTIONNAIRE WHICH ADDRESSES ALL THE POINTS IN THE CONFLICT OF INTEREST POLICY. THE FORMS ARE REVIEWED AND MONITORED BY FINANCIAL MANEGEMENT.

FORM 990, PART VI, SECTION B, LINE 15:

WQED MULTIMEDIA IS A PUBLIC TV AND RADIO OPERATOR OF WHICH THERE IS A LARGER NETWORK; THEREFORE BASED ON THE TYPE AND DEMOGRAPHICS, THERE IS COMPARABLE COMPENSATION AVAILABLE ON AN ONGOING BASIS. EVERY THREE OR FOUR YEARS, OR AS DEEMED NECESSARY, AN INDEPENDENT SALARY CONSULTANT DOES A SURVEY TO MAKE SURE THAT COMPENSATION IS WITHIN THE MARKET RANGE OF COMPARABLE ORGANIZATIONS. THE EXECUTIVE COMMITTEE OF THE BOARD APPROVES THE EXECUTIVE COMPENSATION ANNUALLY FOR THE ORGANIZATION AND ALSO APPROVES A SUM OF MONEY THAT CAN BE USED FOR GENERAL STAFF RAISES IF APPLICABLE. COMPENSATION AMOUNTS FOR GENERAL STAFF ARE AGREED UPON BY DEPARTMENT HEADS AND HUMAN RESOURCES USING THE FINDINGS OF THE INDEPENDENT CONSULTANT AND COMPARABLE DATA FOR SIMILAR ORANIZATIONS AS A GUIDELINE. ALL COMPENSATION AMOUNTS ARE BASED ON MARKET RATES AND ARE DETERMINED TO BE REASONABLE.

FORM 990, PART VI, SECTION C, LINE 19:

THE ORGANIZATION'S GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON WRITTEN REQUEST.

FORM 990, PART XII, QUESTION 2C, OVERSIGHT OF FINANCIAL STATEMENT AUDIT:

THE ORGANIZATION DID NOT CHANGE EITHER ITS OVERSIGHT PROCESS OR SELECTION PROCESS DURING THE TAX YEAR.

**Related Organizations and Unrelated Partnerships**

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.

Department of the Treasury  
Internal Revenue Service

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

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**Part I Identification of Disregarded Entities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	End-of-
WQED PRODUCTIONS, LLC - 01-0682712 4802 FIFTH AVE PITTSBURGH, PA 15213	EDUCATIONAL MEDIA	PENNSYLVANIA		
WQED STEELTOWN INCUBATOR, LLC - 46-3202196 4802 FIFTH AVE PITTSBURGH, PA 15213	MEDIA	PENNSYLVANIA		

**Part II Identification of Related Tax-Exempt Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public chari status (if sect 501(c)(3))

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

**Part III Identification of Related Organizations Taxable as a Partnership.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, b organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(l) Disprop alloc  Yes

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income

**Part V** Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

- 1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?
  - a** Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity .....
  - b** Gift, grant, or capital contribution to related organization(s) .....
  - c** Gift, grant, or capital contribution from related organization(s) .....
  - d** Loans or loan guarantees to or for related organization(s) .....
  - e** Loans or loan guarantees by related organization(s) .....
  - f** Dividends from related organization(s) .....
  - g** Sale of assets to related organization(s) .....
  - h** Purchase of assets from related organization(s) .....
  - i** Exchange of assets with related organization(s) .....
  - j** Lease of facilities, equipment, or other assets to related organization(s) .....
  - k** Lease of facilities, equipment, or other assets from related organization(s) .....
  - l** Performance of services or membership or fundraising solicitations for related organization(s) .....
  - m** Performance of services or membership or fundraising solicitations by related organization(s) .....
  - n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....
  - o** Sharing of paid employees with related organization(s) .....
  - p** Reimbursement paid to related organization(s) for expenses .....
  - q** Reimbursement paid by related organization(s) for expenses .....
  - r** Other transfer of cash or property to related organization(s) .....
  - s** Other transfer of cash or property from related organization(s) .....

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and trans:

	(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

**Part VI** **Unrelated Organizations Taxable as a Partnership.** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (mean that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(e) Are all partners sec. 501(c)(3) orgs.?		(f) Share of total income	(g) Share of end-of-year assets
				Yes	No		





# Application for Automatic Extension of Time To File an Exempt Organization Return

OMB No. 1545-0047

Department of the Treasury  
Internal Revenue Service

▶ **File a separate application for each return.**  
▶ **Go to [www.irs.gov/Form8868](http://www.irs.gov/Form8868) for the latest information.**

**Electronic filing (e-file).** You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit [www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits](http://www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits).

**Automatic 6-Month Extension of Time.** Only submit original (no copies needed).

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

<b>Type or print</b>	Name of exempt organization or other filer, see instructions. <b>WQED MULTIMEDIA</b>	Taxpayer identification number (TIN) <b>25-1010296</b>
File by the due date for filing your return. See instructions.	Number, street, and room or suite no. If a P.O. box, see instructions. <b>4802 FIFTH AVENUE</b>	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. <b>PITTSBURGH, PA 15213</b>	

Enter the Return Code for the return that this application is for (file a separate application for each return) 07

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 1041-A	08
Form 4720 (Individual)	03	Form 4720 (other than individual)	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12
Form 990-T (corporation)	07		

**MIKE WARUSZEWSKI**

• The books are in the care of ▶ **4802 FIFTH AVENUE - PITTSBURGH, PA 15213**

Telephone No. ▶ **412-622-1503** Fax No. ▶ \_\_\_\_\_

- If the organization does not have an office or place of business in the United States, check this box
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) \_\_\_\_\_. If this is for the whole group, check this box . If it is for part of the group, check this box  and attach a list with the names and TINs of all members the extension is for.

**1** I request an automatic 6-month extension of time until **AUGUST 15, 2023**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

- ▶  calendar year \_\_\_\_\_ or
- ▶  tax year beginning **OCT 1, 2021**, and ending **SEP 30, 2022**.

**2** If the tax year entered in line 1 is for less than 12 months, check reason:  Initial return  Final return  
 Change in accounting period

<b>3a</b> If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	<b>3a</b>	\$	0.
<b>b</b> If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	<b>3b</b>	\$	0.
<b>c Balance due.</b> Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	<b>3c</b>	\$	0.

**Caution:** If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-TE and Form 8879-TE for payment instructions.

# Exempt Organization Business Income Tax Return (and proxy tax under section 6033(e))

For calendar year 2021 or other tax year beginning OCT 1, 2021, and ending SEP 30, 2022.

# 2021

Department of the Treasury  
Internal Revenue Service

▶ **Go to [www.irs.gov/Form990T](http://www.irs.gov/Form990T) for instructions and the latest information.**  
▶ **Do not enter SSN numbers on this form as it may be made public if your organization is a 501(c)(3).**

Open to Public Inspection for  
501(c)(3) Organizations Only

<p><b>A</b> <input type="checkbox"/> Check box if address changed.</p> <p><b>B</b> Exempt under section  <input checked="" type="checkbox"/> 501(c)(3)  <input type="checkbox"/> 408(e) <input type="checkbox"/> 220(e)  <input type="checkbox"/> 408A <input type="checkbox"/> 530(a)  <input type="checkbox"/> 529(a) <input type="checkbox"/> 529A</p>	<p>Print or Type</p>	<p>Name of organization ( <input type="checkbox"/> Check box if name changed and see instructions.)  <b>WQED MULTIMEDIA</b></p> <p>Number, street, and room or suite no. If a P.O. box, see instructions.  <b>4802 FIFTH AVENUE</b></p> <p>City or town, state or province, country, and ZIP or foreign postal code  <b>PITTSBURGH, PA 15213</b></p>	<p><b>D</b> Employer identification number <b>25-1010296</b></p> <p><b>E</b> Group exemption number (see instructions)</p> <p><b>F</b> <input type="checkbox"/> Check box if an amended return.</p>
<p><b>C</b> Book value of all assets at end of year ..... <b>24,198,296.</b></p>			

**G** Check organization type ▶  501(c) corporation  501(c) trust  401(a) trust  Other trust

**H** Check if filing only to ▶  Claim credit from Form 8941  Claim a refund shown on Form 2439

**I** Check if a 501(c)(3) organization filing a consolidated return with a 501(c)(2) titleholding corporation ..... ▶

**J** Enter the number of attached Schedules A (Form 990-T) ..... **1**

**K** During the tax year, was the corporation a subsidiary in an affiliated group or a parent-subsidiary controlled group? ▶  Yes  No  
If "Yes," enter the name and identifying number of the parent corporation. ▶

**L** The books are in care of ▶ **MIKE WARUSZEWSKI** Telephone number ▶ **412-622-1503**

Part I Total Unrelated Business Taxable Income			
1 Total of unrelated business taxable income computed from all unrelated trades or businesses (see instructions) .....	1		27,204.
2 Reserved .....	2		
3 Add lines 1 and 2 .....	3		27,204.
4 Charitable contributions (see instructions for limitation rules) .....	4		0.
5 Total unrelated business taxable income before net operating losses. Subtract line 4 from line 3 .....	5		27,204.
6 Deduction for net operating loss. See instructions ..... <b>STATEMENT 1</b>	6		27,204.
7 Total of unrelated business taxable income before specific deduction and section 199A deduction. Subtract line 6 from line 5 .....	7		
8 Specific deduction (generally \$1,000, but see instructions for exceptions) .....	8		1,000.
9 <b>Trusts.</b> Section 199A deduction. See instructions .....	9		
10 <b>Total deductions.</b> Add lines 8 and 9 .....	10		1,000.
11 <b>Unrelated business taxable income.</b> Subtract line 10 from line 7. If line 10 is greater than line 7, enter zero .....	11		0.

Part II Tax Computation			
1 <b>Organizations taxable as corporations.</b> Multiply Part I, line 11 by 21% (0.21) .....	1		0.
2 <b>Trusts taxable at trust rates.</b> See instructions for tax computation. Income tax on the amount on Part I, line 11 from: <input type="checkbox"/> Tax rate schedule or <input type="checkbox"/> Schedule D (Form 1041) .....	2		
3 <b>Proxy tax.</b> See instructions .....	3		
4 Other tax amounts. See instructions .....	4		
5 Alternative minimum tax (trusts only) .....	5		
6 <b>Tax on noncompliant facility income.</b> See instructions .....	6		
7 <b>Total.</b> Add lines 3 through 6 to line 1 or 2, whichever applies .....	7		0.

LHA For Paperwork Reduction Act Notice, see instructions.

**Part III Tax and Payments**

1a	Foreign tax credit (corporations attach Form 1118; trusts attach Form 1116)	1a	
b	Other credits (see instructions)	1b	
c	General business credit. Attach Form 3800 (see instructions)	1c	
d	Credit for prior year minimum tax (attach Form 8801 or 8827)	1d	
e	<b>Total credits.</b> Add lines 1a through 1d	1e	
2	Subtract line 1e from Part II, line 7	2	0.
3	Other amounts due. Check if from: <input type="checkbox"/> Form 4255 <input type="checkbox"/> Form 8611 <input type="checkbox"/> Form 8697 <input type="checkbox"/> Form 8866 <input type="checkbox"/> Other (attach statement)	3	
4	<b>Total tax.</b> Add lines 2 and 3 (see instructions). <input type="checkbox"/> Check if includes tax previously deferred under section 1294. Enter tax amount here	4	0.
5	Current net 965 tax liability paid from Form 965-A or Form 965-B, Part II, column (k), line 4	5	0.
6a	Payments: A 2020 overpayment credited to 2021	6a	
b	2021 estimated tax payments. Check if section 643(g) election applies <input type="checkbox"/>	6b	
c	Tax deposited with Form 8868	6c	
d	Foreign organizations: Tax paid or withheld at source (see instructions)	6d	
e	Backup withholding (see instructions)	6e	
f	Credit for small employer health insurance premiums (attach Form 8941)	6f	
g	Other credits, adjustments, and payments: <input type="checkbox"/> Form 2439 <input type="checkbox"/> Form 4136 <input type="checkbox"/> Other Total	6g	
7	<b>Total payments.</b> Add lines 6a through 6g	7	
8	Estimated tax penalty (see instructions). Check if Form 2220 is attached <input type="checkbox"/>	8	
9	<b>Tax due.</b> If line 7 is smaller than the total of lines 4, 5, and 8, enter amount owed	9	
10	<b>Overpayment.</b> If line 7 is larger than the total of lines 4, 5, and 8, enter amount overpaid	10	
11	Enter the amount of line 10 you want: <b>Credited to 2022 estimated tax</b> <input type="checkbox"/> <b>Refunded</b> <input type="checkbox"/>	11	

**Part IV Statements Regarding Certain Activities and Other Information** (see instructions)

1	At any time during the 2021 calendar year, did the organization have an interest in or a signature or other authority over a financial account (bank, securities, or other) in a foreign country? If "Yes," the organization may have to file FinCEN Form 114, Report of Foreign Bank and Financial Accounts. If "Yes," enter the name of the foreign country here	Yes	No						
2	During the tax year, did the organization receive a distribution from, or was it the grantor of, or transferor to, a foreign trust? If "Yes," see instructions for other forms the organization may have to file.		X						
3	Enter the amount of tax-exempt interest received or accrued during the tax year \$								
4	Enter available pre-2018 NOL carryovers here \$ <b>243,998.</b> Do not include any post-2017 NOL carryover shown on Schedule A (Form 990-T). Don't reduce the NOL carryover shown here by any deduction reported on Part I, line 4.								
5	Post-2017 NOL carryovers. Enter available Business Activity Code and post-2017 NOL carryovers. Don't reduce the amounts shown below by any NOL claimed on any Schedule A, Part II, line 17 for the tax year. See instructions.								
<table border="1"> <thead> <tr> <th>Business Activity Code</th> <th>Available post-2017 NOL carryover</th> </tr> </thead> <tbody> <tr> <td>532000</td> <td>\$ 11,091.</td> </tr> <tr> <td></td> <td>\$</td> </tr> </tbody> </table>		Business Activity Code	Available post-2017 NOL carryover	532000	\$ 11,091.		\$		
Business Activity Code	Available post-2017 NOL carryover								
532000	\$ 11,091.								
	\$								
6a	Did the organization change its method of accounting? (see instructions)		X						
b	If 6a is "Yes," has the organization described the change on Form 990, 990-EZ, 990-PF, or Form 1128? If "No," explain in Part V								

**Part V Supplemental Information**

Provide the explanation required by Part IV, line 6b. Also, provide any other additional information. See instructions.

Sign Here	Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.			
	Signature of preparer <i>Lilli Moses</i> 7/15/23 Date		Title <b>CRO</b>	
Paid Preparer Use Only	Print/Type preparer's name		Check <input type="checkbox"/> if self-employed	PTIN
	<b>SUSAN M. KIRSCH</b>			<b>P00341397</b>
	Preparer's signature <b>SUSAN M. KIRSCH</b>		Date	
	Firm's name <b>SCHNEIDER DOWNS &amp; CO., INC.</b>		Firm's EIN <b>25-1408703</b>	
Firm's address <b>ONE PPG PLACE, SUITE 1700 PITTSBURGH, PA 15222</b>		Phone no. <b>412-261-3644</b>		

May the IRS discuss this return with the preparer shown below (see instructions)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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FORM 990-T	PRE 2018 NOL SCHEDULE	STATEMENT 1
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PRE-2018 NOL CARRY FORWARD FROM PRIOR YEAR	243,998.
PRE-2018 NOL DEDUCTION INCLUDED IN PART I, LINE 6	27,204.

SCHEDULE A PORTION OF PRE-2018 NOL	
SCHEDULE A ENTITY	SCHEDULE A SHARE
1	0.

TOTAL SCHEDULE A SHARE OF PRE-2018 NOL	0.
NET OPERATING DEDUCTION	27,204.
BALANCE AFTER PRE-2018 NOL DEDUCTION	0.
EXPIRING NET OPERATING LOSSES	0.
CARRY FORWARD OF NET OPERATING LOSS	216,794.

FORM 990-T	PRE-2018 NET OPERATING LOSS DEDUCTION	STATEMENT 2
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TAX YEAR	LOSS SUSTAINED	LOSS PREVIOUSLY APPLIED	LOSS REMAINING	AVAILABLE THIS YEAR
09/30/05	4,434.	4,434.	0.	0.
09/30/06	6,764.	6,764.	0.	0.
09/30/07	46,514.	8,701.	37,813.	37,813.
09/30/08	279.	0.	279.	279.
09/30/10	30,846.	0.	30,846.	30,846.
09/30/12	75,936.	0.	75,936.	75,936.
09/30/13	65,157.	0.	65,157.	65,157.
09/30/14	10,381.	0.	10,381.	10,381.
09/30/15	7,555.	0.	7,555.	7,555.
09/30/16	9,773.	0.	9,773.	9,773.
09/30/18	6,258.	0.	6,258.	6,258.
NOL CARRYOVER AVAILABLE THIS YEAR			243,998.	243,998.

**SCHEDULE A  
(Form 990-T)**

**Unrelated Business Taxable Income  
From an Unrelated Trade or Business**

1  
OMB No. 1545-0047

**2021**

Department of the Treasury  
Internal Revenue Service

▶ Go to [www.irs.gov/Form990T](http://www.irs.gov/Form990T) for instructions and the latest information.  
▶ Do not enter SSN numbers on this form as it may be made public if your organization is a 501(c)(3).

Open to Public Inspection for  
501(c)(3) Organizations Only

<b>A</b> Name of the organization <b>WQED MULTIMEDIA</b>	<b>B</b> Employer identification number <b>25-1010296</b>
<b>C</b> Unrelated business activity code (see instructions) ▶ <b>532000</b>	<b>D</b> Sequence: <b>1</b> of <b>1</b>

**E** Describe the unrelated trade or business ▶ **FACILITY RENTAL**

<b>Part I</b> Unrelated Trade or Business Income		(A) Income	(B) Expenses	(C) Net
<b>1 a</b> Gross receipts or sales				
<b>b</b> Less returns and allowances	<b>c</b> Balance ▶	<b>1c</b>		
<b>2</b> Cost of goods sold (Part III, line 8)	<b>2</b>			
<b>3</b> Gross profit. Subtract line 2 from line 1c	<b>3</b>			
<b>4 a</b> Capital gain net income (attach Sch D (Form 1041 or Form 1120)). See instructions	<b>4a</b>			
<b>b</b> Net gain (loss) (Form 4797) (attach Form 4797). See instructions	<b>4b</b>			
<b>c</b> Capital loss deduction for trusts	<b>4c</b>			
<b>5</b> Income (loss) from a partnership or an S corporation (attach statement)	<b>5</b>			
<b>6</b> Rent income (Part IV)	<b>6</b>	58,514.	10,409.	48,105.
<b>7</b> Unrelated debt-financed income (Part V)	<b>7</b>			
<b>8</b> Interest, annuities, royalties, and rents from a controlled organization (Part VI)	<b>8</b>			
<b>9</b> Investment income of section 501(c)(7), (9), or (17) organizations (Part VII)	<b>9</b>			
<b>10</b> Exploited exempt activity income (Part VIII)	<b>10</b>			
<b>11</b> Advertising income (Part IX)	<b>11</b>			
<b>12</b> Other income (see instructions; attach statement)	<b>12</b>			
<b>13 Total.</b> Combine lines 3 through 12	<b>13</b>	58,514.	10,409.	48,105.

**Part II** Deductions Not Taken Elsewhere See instructions for limitations on deductions. Deductions must be directly connected with the unrelated business income

<b>1</b> Compensation of officers, directors, and trustees (Part X)	<b>1</b>			
<b>2</b> Salaries and wages	<b>2</b>			16,524.
<b>3</b> Repairs and maintenance	<b>3</b>			
<b>4</b> Bad debts	<b>4</b>			
<b>5</b> Interest (attach statement). See instructions	<b>5</b>			
<b>6</b> Taxes and licenses	<b>6</b>			
<b>7</b> Depreciation (attach Form 4562). See instructions	<b>7</b>			
<b>8</b> Less depreciation claimed in Part III and elsewhere on return	<b>8a</b>			
<b>9</b> Depletion	<b>9</b>			
<b>10</b> Contributions to deferred compensation plans	<b>10</b>			
<b>11</b> Employee benefit programs	<b>11</b>			
<b>12</b> Excess exempt expenses (Part VIII)	<b>12</b>			
<b>13</b> Excess readership costs (Part IX)	<b>13</b>			
<b>14</b> Other deductions (attach statement) <b>SEE STATEMENT 3</b>	<b>14</b>			4,377.
<b>15 Total deductions.</b> Add lines 1 through 14	<b>15</b>			20,901.
<b>16</b> Unrelated business income before net operating loss deduction. Subtract line 15 from Part I, line 13, column (C)	<b>16</b>			27,204.
<b>17</b> Deduction for net operating loss. See instructions	<b>17</b>			0.
<b>18 Unrelated business taxable income.</b> Subtract line 17 from line 16	<b>18</b>			27,204.

LHA For Paperwork Reduction Act Notice, see instructions.

Schedule A (Form 990-T) 2021

**Part III Cost of Goods Sold** Enter method of inventory valuation ▶

1	Inventory at beginning of year .....	1	
2	Purchases .....	2	
3	Cost of labor .....	3	
4	Additional section 263A costs (attach statement) .....	4	
5	Other costs (attach statement) .....	5	
6	<b>Total.</b> Add lines 1 through 5 .....	6	
7	Inventory at end of year .....	7	
8	<b>Cost of goods sold.</b> Subtract line 7 from line 6. Enter here and in Part I, line 2 .....	8	
9	Do the rules of section 263A (with respect to property produced or acquired for resale) apply to the organization? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No

**Part IV Rent Income (From Real Property and Personal Property Leased with Real Property)**

1 Description of property (property street address, city, state, ZIP code). Check if a dual-use. See instructions.

A  **OTHER MISCELLANEOUS PROJECT 4802 FIFTH AVE, PITTSBURGH, PA 15213**

B

C

D

	A	B	C	D
2 Rent received or accrued				
a From personal property (if the percentage of rent for personal property is more than 10% but not more than 50%) .....	0.			
b From real and personal property (if the percentage of rent for personal property exceeds 50% or if the rent is based on profit or income) .....	58,514.			
c Total rents received or accrued by property. Add lines 2a and 2b, columns A through D .....	58,514.			
3 Total rents received or accrued. Add line 2c columns A through D. Enter here and on Part I, line 6, column (A) <span style="float: right;">▶</span>	58,514.			
4 Deductions directly connected with the income in lines 2(a) and 2(b) (attach statement) <b>STMT 5</b> .....	10,409.			
5 <b>Total deductions.</b> Add line 4 columns A through D. Enter here and on Part I, line 6, column (B) <span style="float: right;">▶</span>	10,409.			

**Part V Unrelated Debt-Financed Income** (see instructions)

1 Description of debt-financed property (street address, city, state, ZIP code). Check if a dual-use. See instructions.

A

B

C

D

	A	B	C	D
2 Gross income from or allocable to debt-financed property .....				
3 Deductions directly connected with or allocable to debt-financed property				
a Straight line depreciation (attach statement) .....				
b Other deductions (attach statement) .....				
c Total deductions (add lines 3a and 3b, columns A through D) .....				
4 Amount of average acquisition debt on or allocable to debt-financed property (attach statement) .....				
5 Average adjusted basis of or allocable to debt-financed property (attach statement) .....				
6 Divide line 4 by line 5 .....	%	%	%	%
7 Gross income reportable. Multiply line 2 by line 6 .....				
8 <b>Total gross income</b> (add line 7, columns A through D). Enter here and on Part I, line 7, column (A) <span style="float: right;">▶</span>	0.			
9 Allocable deductions. Multiply line 3c by line 6 .....				
10 <b>Total allocable deductions.</b> Add line 9, columns A through D. Enter here and on Part I, line 7, column (B) <span style="float: right;">▶</span>	0.			
11 <b>Total dividends-received deductions</b> included in line 10 .....	0.			

**Part VI Interest, Annuities, Royalties, and Rents from Controlled Organizations** (see instructions)

1. Name of controlled organization	2. Employer identification number	Exempt Controlled Organizations			
		3. Net unrelated income (loss) (see instructions)	4. Total of specified payments made	5. Part of column 4 that is included in the controlling organization's gross income	6. Deductions directly connected with income in column 5
(1)					
(2)					
(3)					
(4)					

Nonexempt Controlled Organizations

7. Taxable Income	8. Net unrelated income (loss) (see instructions)	9. Total of specified payments made	10. Part of column 9 that is included in the controlling organization's gross income	11. Deductions directly connected with income in column 10
(1)				
(2)				
(3)				
(4)				

Add columns 5 and 10. Enter here and on Part I, line 8, column (A) **0.**

Add columns 6 and 11. Enter here and on Part I, line 8, column (B) **0.**

Totals

**Part VII Investment Income of a Section 501(c)(7), (9), or (17) Organization** (see instructions)

1. Description of income	2. Amount of income	3. Deductions directly connected (attach statement)	4. Set-asides (attach statement)	5. Total deductions and set-asides (add cols 3 and 4)
(1)				
(2)				
(3)				
(4)				
		Add amounts in column 2. Enter here and on Part I, line 9, column (A) <b>0.</b>		Add amounts in column 5. Enter here and on Part I, line 9, column (B) <b>0.</b>

Totals

**Part VIII Exploited Exempt Activity Income, Other Than Advertising Income** (see instructions)

1	Description of exploited activity: _____	
2	Gross unrelated business income from trade or business. Enter here and on Part I, line 10, column (A) _____	2
3	Expenses directly connected with production of unrelated business income. Enter here and on Part I, line 10, column (B) _____	3
4	Net income (loss) from unrelated trade or business. Subtract line 3 from line 2. If a gain, complete lines 5 through 7 _____	4
5	Gross income from activity that is not unrelated business income _____	5
6	Expenses attributable to income entered on line 5 _____	6
7	Excess exempt expenses. Subtract line 5 from line 6, but do not enter more than the amount on line 4. Enter here and on Part II, line 12 _____	7



**Part IX Advertising Income**

**1** Name(s) of periodical(s). Check box if reporting two or more periodicals on a consolidated basis.

A  \_\_\_\_\_  
 B  \_\_\_\_\_  
 C  \_\_\_\_\_  
 D  \_\_\_\_\_

Enter amounts for each periodical listed above in the corresponding column.

	A	B	C	D
<b>2</b> Gross advertising income .....				
Add columns A through D. Enter here and on Part I, line 11, column (A) .....				0.

**a**

<b>3</b> Direct advertising costs by periodical .....				
<b>a</b> Add columns A through D. Enter here and on Part I, line 11, column (B) .....				0.

<b>4</b> Advertising gain (loss). Subtract line 3 from line 2. For any column in line 4 showing a gain, complete lines 5 through 8. For any column in line 4 showing a loss or zero, do not complete lines 5 through 7, and enter zero on line 8 .....				
<b>5</b> Readership costs .....				
<b>6</b> Circulation income .....				
<b>7</b> Excess readership costs. If line 6 is less than line 5, subtract line 6 from line 5. If line 5 is less than line 6, enter zero .....				
<b>8</b> Excess readership costs allowed as a deduction. For each column showing a gain on line 4, enter the lesser of line 4 or line 7 .....				
<b>a</b> Add line 8, columns A through D. Enter the greater of the line 8a, columns total or zero here and on Part II, line 13 .....				0.

**Part X Compensation of Officers, Directors, and Trustees** (see instructions)

1. Name	2. Title	3. Percentage of time devoted to business	4. Compensation attributable to unrelated business
(1)		%	
(2)		%	
(3)		%	
(4)		%	
<b>Total.</b> Enter here and on Part II, line 1 .....			0.

**Part XI Supplemental Information** (see instructions)

FORM 990-T (A)	OTHER DEDUCTIONS	STATEMENT 3
DESCRIPTION		AMOUNT
OTHER EXPENSES		4,377.
TOTAL TO SCHEDULE A, PART II, LINE 14		4,377.

990-T SCH A	POST-2017 NET OPERATING LOSS DEDUCTION			STATEMENT 4
TAX YEAR	LOSS SUSTAINED	LOSS PREVIOUSLY APPLIED	LOSS REMAINING	AVAILABLE THIS YEAR
09/30/20	11,091.	0.	11,091.	11,091.
NOL CARRYOVER AVAILABLE THIS YEAR			11,091.	11,091.

FORM 990-T (A)	DEDUCTIONS CONNECTED WITH RENTAL INCOME		STATEMENT 5
DESCRIPTION	ACTIVITY NUMBER	AMOUNT	TOTAL
DEDUCTIONS DIRECTLY RELATED TO NON-EXEMPT REVENUE		1,675.	
FACILITIES EXPENSE		1,211.	
PICT (EXPENSES W/O FACILITY CHARGES)		7,523.	
- SUBTOTAL -	2		10,409.
TOTAL TO FORM 990-T, SCHEDULE A, PART IV, LINE 4			10,409.