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Report for 2017

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



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

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

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

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

WQED served 235,000 children over the air, online and in person through its multiple educational initiatives.

WQED Interactive boasts almost one million annual visitors, 3.9 million page views and 60,000 followers on social media.

The WQED PBS KIDS Channel

WQED launched the WQED PBS KIDS Channel [https://www.wqed.org/education/schedule on January 16](https://www.wqed.org/education/schedule-on-january-16), 2017. The free service is a completely new TV channel on over-the-air 13.5 and is available on cable and fiber optic systems throughout the region.

Children's Hospital of Pittsburgh of UPMC is the premiere sponsor of the WQED PBS KIDS Channel, with additional support from the Grable Foundation.

The new channel is WQED's latest initiative to support early learning in the community and provide multiple platforms for content. WQED PBS KIDS broadcasts 24 hours a day and offers a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high.

With the addition of WQED PBS KIDS Channel, WQED now offers 238 hours of quality educational children's television programming every week.

Hope After Heroin Shines a Light on a Regional Crisis

From 2002 to 2013, heroin-related overdose deaths in the United States increased more than 280 percent – and the Pittsburgh region hasn't escaped the drug's vicious grip.

WQED examined the local crisis in a new documentary, *Hope After Heroin: The Epidemic in our Backyard*. The documentary was followed by a live community discussion, *Hope After Heroin: Fighting The Epidemic* in the Fred Rogers Studio. Both programs are available at WQED Interactive at www.wqed.org/heroin. At 9pm, the community discussion continued on WQED Interactive only.

More than 150 people participated in a live panel and audience discussion following the documentary.

People who have experienced addiction - themselves or through a loved one - shared their stories of struggle, stigma and loss. They also showed how they've managed to use their pain as a catalyst for change - providing hope for those struggling with the disease of addiction. Local organizations featured in the documentary include Sage's Army, Not One More – Pittsburgh and Gateway Rehabilitation. The documentary was narrated by Michael Bartley.

The community conversation featured a panel and audience of informed participants from nearly every county in southwestern Pennsylvania. The discussion centered on efforts to deal with the heroin crisis as well as initiatives already in place, or in the process of being implemented. Moderator Chris Moore welcomed panelists State Representative Ed Gainey, (D) 24th Legislative District, Allegheny County; State Representative Jason Ortity, (R) 46th Legislative District, Washington & Allegheny Counties; Dr. Jan Pringle, University of Pittsburgh School of Pharmacy; and addiction support advocate Sharon Jones.

Mental Health Initiative Continues with New Local Documentary *Before Stage Four: Confronting Early Psychosis*

Building on a multi-year initiative to educate and promote understanding of mental health issues in the community, WQED premiered *Before Stage Four: Confronting Early Psychosis* a new documentary that focuses on early detection and treatment.

This documentary focused on personal stories and featured FEP early treatment programs that are literally saving young lives - and fascinating UPMC brain studies that could predict who will become psychotic so that families can intervene “Before Stage Four.”

Before Stage Four: Confronting Early Psychosis is part of WQED's Living With Mental Illness initiative and is available at www.wqed.org/mentalillness

The website also includes WQED Digital First video shorts on important facts families should know about First-Episode Psychosis and links to resources for families seeking help and information.

WQED has centralized its substantial inventory of locally-produced mental health documentaries at www.wqed.org/mentalillness with award-winning productions including:

- *Losing Lambert: A Journey Through Survival and Hope* (teen suicide)
- *Long Road Home* (veterans coping with PTSD)
- *Rose's Garden: Surviving My Mother's Mental Illness* (impact on families)
- *Bundle of Nerves: Our Anxiety Epidemic*

***NEBBY: Rick Sebak's Tales of Greater Pittsburgh* “A Short History of Route 88”**

Emmy Award-winning producer Rick Sebak brought viewers a new series of 30-minute programs celebrating the region, its people and some of its idiosyncrasies. The project gained widespread attention when Rick's fans supported his Kickstarter campaign in early 2017 – raising enough funds to launch the seven-episode series.

The first episode, which originally aired on October 5, 2017, took viewers along the region's historic Route 88, which originally ran from Erie to the West Virginia line and now starts at Route 51 in the Pittsburgh neighborhood of Overbrook and ends at Point Marion at the West Virginia line.

Caregivers For Our Aging Population

The number of seniors is rising sharply. But the number of family members who can provide care for these older adults lags significantly. WQED took a look at the issue affecting so many families locally and around the country in *Caregivers For Our Aging Population*, <https://www.wqed.org/caregivers>

In addition to the broadcast, web segments with resources for caregivers are available at <http://wqed.org/caregivers>:

- Caring for the Caregiver - Helpful advice on caregivers' physical and emotional well-being.
- Programs for the Caregiver - Where to turn for help in your community.
- Caregiving at Home - Information that will help the caregiver keep a loved one at home.
- Caregiving Financial Concerns – How to navigate the cost of caregiving.

Historic African American Congregations Focus of Come By Here: A History of Five Churches

Much of the Pittsburgh region's rich African American history is centered in the church. With hundreds of predominantly black congregations in western Pennsylvania, this program focused on just a few – each with a unique and compelling history. Profiles included a landmark church in the heart of Pittsburgh; a tiny rural congregation thriving despite changing times; a church with a rich musical history; and a study of blue collar workers who built their own church while helping to build the region's industry.

Come By Here: A History of Five Churches <https://www.wqed.org/tv/watch/specials/come-here-history-five-churches> premiered in February 2017.

Churches in the following neighborhoods and towns were featured:

- Mt. Ararat Baptist Church in Pittsburgh's Larimer neighborhood
- Ebenezer Baptist Church in Pittsburgh's Hills District
- Allen Chapel AME Church in Elizabeth
- First Cambria AME Zion Church in Johnstown
- Bethel AME Church in Monongahela

iQ: smartparent

iQ: smartparent, WQED's national television series geared toward parents raising kids in the digital age. As of January 2018, a total of 82 licensees and 187 stations are carrying *iQ: smartparent*, for a total market coverage of 37.82% across the United States.

Episodes *iQ: smartparent* this season included:

- ***iQ: smartparent The Family Fun Guide*** -On this episode of *iQ: smartparent*, discover family past times that do double-duty: they're fun and educational.
- ***iQ: smartparent Celebrating Different Learning Styles*** - In this episode of *iQ: smartparent*, experts reveal strategies to help children who have atypical learning styles. The focus is on appreciating each child's distinctive learning style and experts explain learning strategies to capitalize on a child's unique strengths.
- ***iQ: smartparent Social & Emotional Learning***- In this episode of *iQ: smartparent*, the topic is social and emotional learning. The goal is to help children build the confidence they need to succeed in the classroom and in life.
- ***iQ: smartparent Math in the Digital Age*** - In this episode of *iQ: smartparent*, math matters in the digital age. Today's classrooms are undergoing a high-tech revolution and experts explain ways parents can help their children make math make sense.
- ***iQ: smartparent Libraries Transform Lives*** - In this episode of *iQ: smartparent*, experts explain the range of resources available at libraries, in person and online, demonstrating the many ways that libraries are transforming lives and serving as the new "community living room."
- ***iQ: smartparent Healthy Family Media Habits*** -In this episode of *iQ: smartparent*, all parents hope to be role models for their kids – but when it comes to *media* habits, kids are paying attention to how mom and dad use media *and the habits they're picking up from you aren't always good.*

Filmmakers Corner's Eighth Season Featured Local Independent Productions

Filmmakers Corner returned in 2017 for its eighth season, presenting original work by a gallery of the region's most talented students, independent artists and filmmakers. The season premiere screened four films: ***Guardians***, featuring actor-producer Rejeana Palma, ***The End of Blessings*** by Point Park University's John Rice, ***The Beat Goes On*** by Randy Kovitz, and ***Happy Birthday To Me***, which also took first place in this year's 48 Hour Film Project.

Also this season on *Filmmakers Corner*, Host Minette Seate interviewed Kathryn Spitz Cohan, Executive Director of Film Pittsburgh, the sponsoring organization for the JFilm and ReelAbilities festivals talks about Film Pittsburgh and the 2017 JFilm Festival.

A new film from the Dravosburg Community Archives: ***Silent Tales From Richland Cemetery***, a journey through one cemetery's rich history. This episode also featured two new short films: Mark Notarberardino's suspenseful short ***The Next Shot You Hear*** and Dave Petti's dark comedy ***All Swans Are White***.

Minette Seate interviewed David Bernabo, a multi-disciplinary artist and screened his film: ***Food Systems Pittsburgh***. The four chapter film uses lush visuals as it examines the many ways we interact with food. Sabira Bushra, producer of the Sembene Arts and Film Festival was interviewed to talk about Sembene's current season and their new collaboration with City of Asylum. A "Best of" film, Anthony Poremski's award winning Steeltown Entertainment film ***Escape from St. Quentin's***.

Minette Seate interviewed composer/director/ videographer Emma Alaquiva on his past work and screened his newest film. Alaquiva traveled to Poland with the non-profit educational organization Classrooms Without Borders and a group of local students to document their journey to learn the lesson and legacy of the Holocaust.

That's A Lot! Featured Interesting Things in the Region

WQED traveled through the Pittsburgh region to find stories that boast a bundle of goods – in factories, offbeat museums, quirky collections and more in *That's A Lot!*
<https://www.wqed.org/thatsalot>.

This documentary featured Pinball Perfection with its giant treasure of pinball machines; Dellalo's Italian Marketplace, a massive importer and distributor of olives; Bicycle Heaven with the world's largest bicycle museum and shop; the Pymatuning Spillway with a frenzy of fish; and St. Anthony's Chapel, home to the largest collection of relics outside of the Vatican. Segments of the program were posted to WQED's Facebook page beginning December 12.

Volunteers: A Call to Serve Highlights Local Volunteerism

Western Pennsylvania has a rich history of volunteerism and WQED highlighted three volunteers who are helping their community in *Volunteers: A Call to Serve*
<https://www.wqed.org/tv/watch/specials/volunteers-call-serve>

This documentary focuses on three local volunteers who give their time in very different ways: John Edward Hutchinson of the Greensburg VFD is believed to be the nation's oldest-living volunteer fire chief; Former Pittsburgh Steeler Charlie Batch combines athletics and academics in a highly-successful program for at-risk youth; and Linda Lafferty organizes Blessings in a Backpack in Wilkinsburg, providing food for students who might not have a meal waiting at home.

Pittsburgh's Melting Pot Mission Looks at Local Immigration

The melting pot of the early 1900s helped build Pittsburgh. But today, city leaders struggle to attract and retain an immigrant population. Beyond the immigrants, the region must integrate a growing number of refugees. Studies show that cities thrive economically, socially and culturally with active programs that welcome and retain new arrivals.

Pittsburgh's Melting Pot Mission <https://www.wqed.org/tv/watch/specials/pittsburghs-melting-pot-mission> aired October 13. This new local documentary introduced the people and organizations working on this important mission – and shows how immigrants and refugees are faring in Pittsburgh so far.

A Christmas Cookie Story Celebrates Local Traditions

This new local documentary aired multiple times in December and celebrates a cherished local tradition: baking Christmas cookies.

<https://www.wqed.org/tv/watch/specials/christmas-cookie-story>

For many western Pennsylvanians, a day of cookie baking is as celebratory as the holidays. Families gather in kitchens throughout the Pittsburgh region to mix dough, whip frostings and scatter sprinkles. It's also a time to embrace ethnic traditions and remember loved ones who handed down creased and crumbling recipes. This holiday documentary features everything from colorful cutouts and Italian pizzelles to intricate gingerbread houses. It also shows how ordinary people become culinary artists during the holidays.

Forgotten/Found Highlights Pennsylvania's Once Abandoned Landmarks

The tourism industry calls it "ruin porn" – a chic fascination with landmarks in decay. Pennsylvania is filled with historic, vacated places just waiting to be explored. To coincide with this growing trend in abandoned tourism, Producer Andy Kelemen visits a few unique, offbeat attractions in ***Forgotten/Found***, which aired in October 2017 and is available online at www.wqed.org/.

Destinations in *Forgotten/Found* include Eastern State Penitentiary, a haunting world of crumbling cell blocks and empty guard towers in Philadelphia; the Carrie Blast Furnace, once the epitome of Pittsburgh steelmaking; Eckley Miners Village, a coal patch ghost town in Luzerne County; and Pioneer Tunnel Coal Mine in Schuylkill County.

Ken Burns' The Vietnam War

The Vietnam War, a 10-part, 18-hour documentary film series directed by Ken Burns and Lynn Novick, premiered September 17 and aired during prime time through September 29 on WQED and on PBS stations nationwide.

WQED launched an extensive community engagement campaign tied to the series, and partnered with local organizations that center on veterans' issues, facilitate public conversations through a screening and panel discussion, and a project tied to high school students who have no memory of the war.

WQED hosted a special one-hour screening of *The Vietnam War* September 6 that attracted 500 people. Opening remarks were given by Rocky Bleier, Vietnam veteran and former Pittsburgh Steelers running back, followed by a screening of the documentary compilation. Following the documentary, Vietnam veteran, WQED personality, and the evening's emcee, Chris Moore moderated a panel discussion. Panelists included: Thanh Armagost, active with Friends of Danang and a member of Surgicorps International; Todd DePastino, the founder and executive director of the Veterans Breakfast Club and the author of the award-winning *Bill Mauldin: A Life Up Front* and five other books; and Michael Flournoy, a

Vietnam veteran who served in the Army from 1962 – 1968, was a member of the 101st and the 82nd Airborne Division and the First Combat Aviation Brigade, and also a retired readjustment therapist with the Pittsburgh VA Healthcare System. It was an incredible evening of history and reflection from the panel and many members of the audience.

WQED Digital First Productions

WQED Sessions

WQED Sessions, a web-only series showcasing local musicians, completed its second season this year at www.wqed.org/sessions. New installments premiere every two to three weeks and viewers can follow the show and keep up to date on upcoming webisodes.

Pittsburgh Eats

Pittsburgh Eats includes two-to-three-minute web features with new episodes every few weeks, and shows what sets the Pittsburgh culinary scene apart from other cities as WQED's digital production team visits everything from mom and pop eateries to places on the cutting edge of culinary cool. It entered its second season in 2017 and episodes can be found at www.wqed.org/pittsburghheats.

Pittsburgh 360°

WQED launched its third web-only series, *Pittsburgh 360*, which premiered in late 2017. A segment of Pittsburgh 360 may take two minutes or ten minutes showcasing people, places, history and the essence of western Pennsylvania and points beyond. *Pittsburgh 360°* episodes can be found at www.wqed.org/pittsburgh360.

Think! Guns in a Free Society

WQED partnered with the Art of Democracy and the League of Women Voters in November on the first of an ambitious original series of multi-platform (in-person, online, social media and broadcast) initiatives beginning with the role of guns in a free society. THINK! is a call to action – and interaction – that invites a broad spectrum of voices and organizations to join together and collaborate around issues that confound and divide us.

WQED spread the word and encouraged participation in thoughtful, productive conversations that matter to the entire community. Those conversations were held in October at community forums in downtown Pittsburgh and Washington, PA.

Online forums were open two weeks in advance of the broadcast and the conversation continues at WQED's virtual public square at www.wqed.org/think, in social media on Facebook and on Twitter at #THINKPGH.

The project culminated with the broadcast of *Think! Guns in a Free Society* on November 17 on WQED and online at www.wqed.org/think with host Chris Moore.

The first topic in this ongoing series was Guns in a Free Society. The conversations did not focus on politics or Second Amendment issues. Instead, the conversation explored productive ideas for living with guns in a free society.

The discussion focused on the following three areas:

- Mental Health and Guns
- Promoting Gun Safety as a Cultural Norm
- The Economic Impact of Guns in Our Communities

WQED's community partners for Guns in a Free Society were the League of Women Voters of Greater Pittsburgh and Public Source.

Second Think! Initiative Focuses on Equity and Opportunity in Pittsburgh

WQED, in partnership with the Art of Democracy, held the second in an ambitious original series of multi-platform initiatives in April.

The project culminated with the broadcast of *Think! Equity and Opportunity* in April 2017 on WQED-TV and on www.wqed.org/think with co-hosts Chris Moore and Lisa Washington. The conversation continued online at www.wqed.org/think, where *Think! Equity and Opportunity* streamed for viewers after the television broadcast ended.

Online forums were open prior to broadcast and the public provided thoughts and shared their experience on how to promote equity and opportunity in the region at WQED's virtual public square at www.wqed.org/think, in social media on Facebook and on Twitter at #THINKPGH.

THINK! Community Forums were facilitated by the Art of Democracy to encourage participants to engage in thoughtful, productive conversations that matter to the entire community. Those conversations were held in February at the Hill House Association and in March at the Gay and Lesbian Community Center.

WQED's community partners for THINK! Equity and Opportunity were the City of Pittsburgh's Inclusive Innovation Week and Public Source.

Think! Poverty in Western Pennsylvania

WQED third THINK! Initiative was held in December 2017. The many voices taking part in WQED's poverty initiative over the past four months coalesced in an hour-long broadcast from the Fred Rogers Studio where civic leaders and community members came together

for this culminating event. The program was televised and streamed live online.
<https://wqed.org/tv/highlights/think-poverty-western-pennsylvania>.

State of Black Pittsburgh 2017: A Community Forum

WQED, in partnership with the Urban League of Greater Pittsburgh, presented *The State of Black Pittsburgh*, a live town hall forum on the Urban League's annual examination of political, social and economic conditions that impact the state of Black Pittsburgh in June 2017.

<https://www.wqed.org/tv/watch/specials/state-black-pittsburgh-community-forum-0>

This live community forum examined the "State of Black Pittsburgh" and facilitated discussion on how the city's African American community can meet the challenges of an evolving Pittsburgh. Discussion topics included: Strengthening Our Communities; Young Black Pittsburgh and Fostering a Diverse Workforce.

The program included a robust social media presence throughout the evening, with #SBPGH trending on Twitter. Viewers were tweeting their comments and asking about resources and sharing video.

The program was hosted by Chris Moore, co-hosted by Lisa Washington and featured Esther Bush, president of the Urban League of Greater Pittsburgh.

WQED-FM

Classical WQED-FM continued as "the voice of the arts in western Pennsylvania," offering classical and fine arts and cultural programs to its 61,000 weekly listeners in the region and to listeners worldwide in 180 countries at wqed.org. It additionally offered:

Pittsburgh Symphony Radio – Pittsburgh Symphony Radio, a partnership between the Pittsburgh Symphony Orchestra (PSO) and WQED, broadcast 52 PSO performances on 80 publicly supported radio stations across the United States in 2017.

Q The Music - In 2017, WQED continued *Q The Music*, an offering of classical music played by a network of local musicians, provided by WQED and streamed at the Pittsburgh International Airport and Port Authority of Allegheny County subway stations. *Q The Music* can also be played at <http://wqed.org/fm/player/q-the-music>.

Voice of the Arts Podcasts WQED-FM offered more than 200 *Voice of the Arts* podcasts, uploading new interviews with musicians, artists, performers, celebrities and more, and making the full archive of hundreds and hundreds of podcasts available to listen to anytime. *Voice of the Arts* podcasts are available at <https://www.wqed.org/fm/podcasts>.

Education and Community Engagement

Inquire Within - WQED expanded its *Inquire Within* program, a partnership between WQED and 19 local libraries in southwestern Pennsylvania, eastern Ohio and northern West Virginia. *Inquire Within* aspires to re-imagine media-first partnerships that create impactful educational experiences in learning for children and families.

For *Inquire Within*, WQED works with local and national library partners to create and implement PBS-themed curriculum that leverages public trust with a thirst for innovation in service of 21st Century learners, by developing a community of practice that can experiment, lead and sustain a new approach to “educational public media.” The partnership empowers librarians to create innovative, imaginative programming using researched-based, parent-trusted content from PBS.

Collaborating libraries choose from a menu of STEM, early literacy and other program options including: science and math-based children’s shows like *Peg + Cat*, *Curious George* and *Wild Kratts*; watch parties and discussion groups around the WQED national television program, *iQ: smartparent*; screenings and premieres of beloved PBS shows such as the engineering-based *Design Squad Nation*; 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. For more information, visit <https://www.wqed.org/education/inquire-within>

Odd Squad Summer Camp - The WQED Education Department hosted a week-long summer camp in June 2017 for children from South Hills Interfaith Movement (SHIM) in the WQED studios. Approximately 80 refugee children in grades K-5 participated in activities based on the PBS children’s program *Odd Squad* in the morning, and doing puppetry and music with Pittsburgh Puppet Works in the afternoon. [On June 23](#), the students held a final performance with Pittsburgh Puppet Works to showcase what they have worked on all week.

Institute for Digital Innovation, Education and Family Engagement - WQED welcomed national leaders to the WQED Institute for Digital Innovation, Education and Family Engagement at the Fred Rogers Studio in April 2017. Attendees from around the country gathered for in-depth sessions to help local leaders prioritize how to use digital innovation as a new approach in family engagement in the 21st century.

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

WQED PBS KIDS Channel Carnival WQED welcomed more than 400 children and families to the Fred Rogers Studio and surrounding campus on June 17 for a carnival to celebrate the launch of the WQED PBS Kids Channel, which premiered in January 2017. The carnival was a huge celebration and featured games and prizes, balloon animals, face painting, bubble stations and food. The games were inspired by PBS Kids educational programming. PBS characters were also at the carnival for photos with the children.

"Be My Neighbor Day" WQED, the Fred Rogers Company, United Way of Southwestern Pennsylvania, Daniel Tiger of the PBS series *Daniel Tiger's Neighborhood* and Pittsburgh families and community influencers celebrated volunteerism on March 18, 2017 during this year's "Be My Neighbor Day" at Soldiers and Sailors Memorial Hall

WQED and the Fred Rogers Company worked collaboratively to develop the very first Be My Neighbor Day in conjunction with the United Way. Hundreds of local families participated in volunteer activities, including decorating squares to be sewn into quilts for local veterans; planting sunflowers in decorative pots for seniors; creating literacy kits and making trail mix as a healthy snack for local children; and more. Families also engaged in activities that simulate what it would be like to have a disability, meet with first responders, and create masks of some of their favorite WQED characters.

COMMUNITY EVENTS

When I'm 65 Screening WQED hosted a community screening and panel discussion for the American Public Television (APT) program *When I'm 65* on April 26, 2017. The event was followed by an informative discussion about investments before and during retirement and included speakers from AARP, Hefren Tillotson, teachers, and banking and securities representatives.

Victoria Event More than 150 guests attended WQED's Victoria event on May 24, 2017 at the Mansions on Fifth in Shadyside. The mansion was the perfect Victorian setting and included creative guests who dressed in period costume, scrumptious food, and a young Queen Victoria (played to perfection by Carnegie Mellon University musical theater student Caroline Mixon). Music was provided by Amadeus Quintet.

Solar Eclipse Over WQED This summer's solar eclipse created a lot of excitement across the country, and WQED capitalized on that interest with an eclipse party at the station on August 21, 2017.

More than 200 people came for the party that included a live feed from NASA in the Fred Rogers Studio, as well as a short session on Kundalini Yoga, where a certified instructor led sessions for people in studio B (there is a correlation between the eclipse and how it affects moods) and Louise Sturgess from Pittsburgh History and Landmarks Foundation was on hand to give a talk about how Pittsburgh has changed since similar eclipses in 1918 and 1979.

Attendees then moved to the WQED parking lot to view this rare event through special glasses.

NEXT GENERATION FELLOWS One of WQED’s outreach efforts is the **Next Generation Fellows Project**, an in-house four-year fellowship program with the goal of guiding a new generation of media makers. The program seeks to enhance the skill set of college students and community media makers by providing actual working experience for emerging creators. Four individuals participated in the training program this year.

Fellows learn about the editorial process by developing, researching, writing, shooting and editing their own productions. Fellows are mentored by WQED senior producers and are given the opportunity to learn the finer points of editing, sound mixing, and videography and post production by WQED’s award-winning production and media team.

Each year, WQED focuses on one city of Pittsburgh neighborhood. In 2017, WQED and its Fellows focused on Pittsburgh’s Hazelwood neighborhood. Each new Fellow was encouraged to find facets of the neighborhood that “speak” to them, and develop a documentary (and often more than one) to be featured on the WQED web page and on PCTV. These profiles help illuminate the community and its people while helping the Fellows hone their skills as they work toward becoming documentary filmmakers.

DESIGN LIVES HERE Students and educators attended *Design Lives Here* events at Inventionland and the WQED studio; students worked with engineers, mentors and inventors. *Design Lives Here* is a student outreach program based on the PBS show *Design Squad Nation*, a reality-style program created to “inspire the next generation of engineers.” The original show featured teens engaged in challenges all over the United States and globe, vying for available scholarships by engaging in the engineering design process to discover solutions that addressed various challenges which occur in the complex, yet compelling, world of engineering.

This year, *Design Lives Here* included eight returning schools from previous years with the addition of three new participating schools. Approximately 250 students in grades 5-8 represented these southwestern Pennsylvania educational stakeholders in preparation for the culminating competition days of May 22 and 23 in the Fred Rogers Studio.

WQED and Partnerships

Partnerships are the backbone of WQED’s work in education and community engagement. By reaching out to the community and developing relationships, we are able to impact a huge audience of viewers, listeners, children, families and caregivers that benefit from the resources we are able to provide.

Educational and Community Partners:

Local Head Start providers
Early Head Start providers

Allegheny Intermediate Unit
Local family centers
United Way
The Fred Rogers Center
Local food pantries
Carnegie Library of Pittsburgh
Allegheny County Library Association
Reading is Fundamental (RIF)
Carnegie Science Center
Pittsburgh Children's Museum
Urban League of Greater Pittsburgh
PublicSource
WESA
New Pittsburgh Courier
Saturday Light Brigade
Common Sense Media
Point Park University
University of Pittsburgh
Carlow University
Art of Democracy
Jewish Family and Children's Services
YMCA of Greater Pittsburgh
YWCA of Greater Pittsburgh Center for Race and Gender Equity
Change Agency
The Young Professionals of the Urban League of Greater Pittsburgh
The Hill House Association
The Gay and Lesbian Community Center of Pittsburgh
The City of Pittsburgh Office of Innovation and Performance
New Voices Pittsburgh
Islamic Center of Pittsburgh
Allegheny County Department of Human Services
Immigrants and Internationals Initiative
City of Pittsburgh Office of Diversity and Inclusion and Office of Special Initiatives
Catholic Charities of Pittsburgh
Casa San Jose

Corporate partners (underwriters)

EQT Foundation – Writers Contest/Inquire Within
XTO Energy – Inquire Within
FedEx Ground – Inquire Within
Chevron – Inquire Within
NOVA Chemicals
American Bridge – Design Lives Here
Nextier
Engineer's Society of Western Pennsylvania – Design Lives Here
MSA – Design Lives Here
ANSYS – Design Lives Here
Daedalus – Design Lives Here

PPG – Design Lives Here
PNC – *Another Trip Downtown*
UPMC – *The Brain*
Highmark – Mental health programming
Corporation for Public Broadcasting
US Department of Education
Pennsylvania Department of Education

