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



WQED is local public service media for the Greater Pittsburgh region including southwestern Pennsylvania, eastern Ohio, northern West Virginia and western Maryland.

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.

In Fiscal Year 2011, WQED inaugurated five new locally-produced programs, and a weekly program to showcase local filmmakers.

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

WQED's television audience has increased from 679,000 weekly viewers in fall 2010 to 795,000 in 2011. Radio audience has held steady at approximately 100,000 weekly listeners.

WQED's broadcast television reaches 222,000 children in the viewing area with a saturation rate of 70% in Allegheny County.

In Fiscal year 2011 WQED premiered five new local programs on WQED-TV, launched iQ: smartmedia, covered the arts on Classical WQED-FM 89.3 and made WQED Interactive a central resource and WQED's window to the world. WQED made a difference in the life of the community.

Since the launch of a new lineup of local programming on November 1, 2010, weekly audience – just on WQED-TV - rose from 679,000 viewers in fall 2010 to 795,000 viewers in spring 2011 – an additional 116,000 viewers each week.

About 222,000 children – 77% of the kids in our region, watch high quality children's programming on WQED-TV.

WQED served 51,000 teachers, parents and students in person with educational content, training and support through iQ: smartmedia.

Listenership on Classical WQED-FM remains steady at 100,000 listeners each week.

WQED's website attracts almost 900,000 visitors from 181 countries and territories – visitors who spend an average of 60 minutes on the site, listening to the Pittsburgh Symphony radio series, the live stream of WQED-FM, and watching all of WQED's local shows online, for free.

WQED has more than 8,000 Facebook fans and Twitter followers.

WQED Kicks Off New Local Programming Lineup

WQED launched five new programs in November 2010 -- the most significant programming innovation at WQED in more than a decade. The shows have quite a following already on television, WQED On Demand and on social media. WQED covered new and controversial ground with the first episode of *Experience* on Marcellus Shale and the follow-up live town hall meeting two days later. WQED introduced viewers to the culture and customs of the Muslim community on *Horizons*; Rick Sebak took viewers through a little-known downtown terra cotta sculpture garden on *It's Pittsburgh & And A Lot Of Other Stuff*; *Pittsburgh 360* went on location for a spectacular inside view of the Vatican Splendors exhibit at the Heinz History Center; and *4802* spun the roundtable for a look back at an historic mid-term election. And that was in just the first week of the new lineup.

The new programs include an online survey component for us to gauge impact and relevance. An online survey after the Marcellus Shale documentary and town hall meeting showed that 84% of respondents either "agreed" or "strongly agreed" that they would not have seen this type of in-depth coverage about Marcellus Shale on local commercial stations; 78% "agreed" or "strongly agreed" that they have a better understanding about Marcellus Shale drilling; and a whopping 95% would be interested in seeing more WQED coverage of the subject of Marcellus Shale.

All of the new programs are available after broadcast at WQED Interactive. Facebook pages for the programming lineup can be accessed from the WQED page at www.facebook.com/WQEDPittsburgh.

Classical WQED-FM

Classical WQED-FM 89.3 celebrated its 38th birthday on January 25, 2011.

Classical music is alive and well in the Pittsburgh radio market, attracting fewer listeners over age 75 and more younger listeners. In fact, 78% of listeners are under age 65. It is interesting to note that 53% of listeners are concentrated in the 35 – 64 age group, always a prime target for underwriters. Most surprisingly, 25% of listeners are under 35 and 17% are under 25 years of age.

The loyalty of WQED-FM's core audience (heavy listeners) on Sundays is stronger than that of most public radio music audiences. WQED-FM is far ahead of most stations around the country in core audience tune-ins. Heavy listeners tune-in more than 18 times per week, vs. the average 14 times. That's more than twice a day. This is important because core listeners value the programming more and are more likely to support the station.

Pittsburgh Symphony Radio has been a staple of our national radio programming lineup for almost three decades. It is heard on 105 stations across the country and in five of the top ten markets, including Houston (#6); Atlanta (#7); Philadelphia (#8); Washington (#9); and Boston (#10). Pittsburgh Symphony Radio is also heard in Toronto and southern Ontario through WNEB in Buffalo. It is significant that the series is heard in Boston, Philadelphia and Cleveland (#29) because of the top artistic status of those cities' orchestras.

iQ: smartmedia

WQED's Education Department and its iQ: Smartmedia initiative have kept up a breakneck pace since its launch in 2010.

iQ: Smartmedia education e-newsletter (monthly and for special events) reaches 40,000 members and an additional 10,000 teachers statewide. WQED has 24 "Super Teachers" at the Allegheny Intermediate Unit 3 (pre-K through K) who are incorporating PBS curriculum and then going to train others in that curriculum over the course of the 2011-2012 school year. iQ Smartmedia premiered the new PBS Learning Media as an additional resource for educators.

WQED's work with ASSET is still in production and three of nine videos are final and awaiting a new school year. In the next five years, an alliance with ASSET has the potential to yearly serve 8,000+ teachers throughout Pennsylvania with PBS content, supplemental materials including science and workforce development, as well as customized K through 8 teacher professional development videos in inquiry, science, data compilation and interpretation, math, and critical thinking skills.

WQED's Stories on the Move literacy project participated in ten Title One school districts serving more than 1,400 students by providing monthly reading activities, calendars, books, PBS materials and story times for at-risk K and 1st grade students.

Design Lives Here tripled in size this year, serving more than 200 6th through 11th grade students with intensive study of engineering and design skills over a five month period.

iQ Zoo is an innovative new partnership between WQED Multimedia, the Pittsburgh Zoo & PPG Aquarium and PBS KIDS GO! to educate children about animals, habitats, and careers using engaging multimedia content, both at the zoo and online.

Zoo visitors use their smartphone to access iQ Zoo at 15 animal exhibits in the African Savanna, Tropical Forest, and Water's Edge. Favorite animals can be saved to MyZoo by using the free PBS KIDS login at the top of each page to get started. Additional content is available at iQzoo.org for even more great videos, games, and content from WQED and PBS KIDS GO!

iQ Zoo enhances the zoo experience by connecting kids to relevant PBS Kids Go content about the animals and exhibitions they are viewing – on demand and in real time. Visitors scan a QR code (Quick Response Code) at an exhibit for videos, audio clips, activities, games, and more, all available on their smart phone. Children also have a chance to explore an online zoo and learn about habitats and animals through multimedia experiences.

iQ Zoo will create more engagement and knowledge about animals, habitats, animal behavior and issues of preservation. In addition, this program introduces young children to new technology tools and increases positive, educational media inclusion in their daily lives.

Using the model developed at WQED, expect to see similar displays at other zoos soon. It's a very exciting project, and one that enhances the zoo experience for everyone while making PBS content and educational resources available for free.

WQED Interactive

WQED Interactive is WQED's media portal to the world. From this portal, members, viewers, listeners, educators and the whole community can access all things WQED, including more than 1500 hours of programming.

Each local program boasts its own Facebook page, and *4802* is using Twitter as an extension of the show to stir up interest in the night's topics. WQED has its own Facebook page, as does WQED-FM. Each of them directs fans back to the WQED website for more features and updates.

WQED's Education Department has a new face on the web. Education staff has the ability to update events listings, teacher information and more, using software specifically designed for their needs. The Education site continues to expand with additional content for kids, parents, teachers and care givers, including blogs written by our Education staff.

Online donations to WQED continue to constitute a growing source of revenue. Web donations have exceeded each of the previous four fiscal years, with the current year averaging 50% higher than the last four years.

WQED's *Long Road Home* and *Losing Lambert*

WQED has a history of producing and airing programming to shine a light on issues with follow-up discussion through community panel discussions in our studio that are often broadcast. We consider it a hallmark of our mission in keeping the community informed and providing resources for people to access.

A compelling documentary produced by WQED in 2011 was *Long Road Home*. Exploring the impact of wartime Post Traumatic Stress Disorder (PTSD), *Long Road Home* offers stories of Pittsburgh-area military veterans of Vietnam, Korea and World War II still coming to terms with the emotional wounds of war. The film explores successful therapies and documents the promising research underway at the University of Pittsburgh Medical Center and concludes on a hopeful note, with a visit to a weekend retreat for veterans dealing with PTSD and combat stress.

Losing Lambert: A Journey Through Survival & Hope deals with teen suicide and its effects on the family left behind. Kathy O'Hern Fowler, who lost her 16-year-old son to suicide in 1995, spent years struggling with the loss and grief. The life-altering experience led her to advocate for other parents who tragically find themselves in the same position. This touching and insightful documentary explores the heart-rending questions left in the wake of suicide, interviews parents struggling to cope with the pain and stigma, and offers hope for the future of suicide prevention.

Long Road Home and *Losing Lambert* were both honored with the 2011 Southwestern Pennsylvania Media and Mental Health Award from the Entertainment Industries Council for accurate reporting of behavioral health issues and by Mental Health America of Westmoreland County with the Innovations Award in the Recovery category.

Long Road Home: Tony's Story focuses on Iraq-era war veterans coping with PTSD after deployment. Tony Canzonieri of Charleroi talks openly about his struggle with prescription drugs, alcohol and infidelity, and his current efforts to help other veterans now returning to the U.S.



Latino Health

Hosted by Chris Moore, this special episode of *Horizons* concentrates on health issues in Pittsburgh's Latino community. Contributor Cindy Fernandez speaks with local doctors and leaders of outreach organizations working to make care more affordable and available to men, women, and children in the Latino community. Because one of the biggest obstacles to obtaining health care in this community is the language barrier, this episode is in both English and Spanish

WQED Leads the Way in Covering Marcellus Shale

In the last year, WQED has covered Marcellus Shale's impact in the region like no other media in the market.

Managing Marcellus

Through a unique partnership between WQED Multimedia, Pop City, Pittsburgh's Unseam'd Shakespeare Company, Carnegie Mellon's Program for Deliberative Democracy, and the Coro Center for Civic Leadership, a year-long initiative to focus on Marcellus Shale and its impact on the community kicked-off on July 27 at the WQED Studios.

The public was invited to attend *Managing Marcellus*, an evening of deliberative theater and discussion that engaged the community in democratic dialogue.

More than 100 people watched an original performance from the Unseam'd Shakespeare Company dramatizing issues raised by Marcellus Shale, discussed the production with others in the audience including a panel of local experts and government representatives, and took a post-event survey.

Throughout the year several other WQED productions regarding the Marcellus Shale drilling aired along with a website dedicated to related resources regarding the environment, economy and health and social implications of drilling in the region.

Funding for this year-long initiative was made possible by a grant from the Colcom Foundation.

Drilling for Answers: The Marcellus Shale Debate

WQED's production of *Drilling for Answers: The Marcellus Shale Debate* aired on March 31. This multimedia program was available live and on demand to a worldwide audience on WQED Interactive.

WQED devoted an hour in prime time to the issue with a discussion with a panel of experts. The panelists included representatives of the gas drilling industry and environmental groups. Viewer comments and questions posted on WQED's social media sites regarding



environmental concerns and potential economic benefits were addressed, and pointed questions of each panelist resulted in a frank and thoughtful discussion that informed this community.

Drilling for Answers: The Marcellus Shale Debate is available on WQED Interactive at <http://www.wqed.org/tv/watch/?id=158>.

This multimedia event was another great example of WQED's public service media mission to this community - and it marked the fourth time in nine months that WQED has produced major content on Marcellus Shale. Previously, WQED addressed the issue in a series called *What's In The Water* in June 2010. In November 2010, *Marcellus Shale: The Price of Progress* aired as part of WQED's *Experience* documentary series.

Partnerships:

- Pop City
- Pittsburgh Unseam'd Shakespeare Company
- Carnegie Mellon University Program for Deliberative Democracy
- Coro Center for Civic Leadership

WQED-TV13 (main)

Weekly audience:

679,000 viewers (Fall 2010)

795,000 viewers (Spring 2011)

Source: Media Audit report

WQED-FM 89.3

Weekly audience:

~100,000 listeners

(Spring 2011)

Source: Arbitron

WQED Interactive:

One Year: Total visits 876,943

Unique visits: 49%

181 countries/territories

Source: Google Analytics

June 2011:

Facebook Fans: 4,000

Twitter followers: 4051

YouTube views: 9,000

Viewing demographics: Male 74%, Female 26%

Age 35-44 30% Age 45-54 32% Age 55-64 17%

Education aka IQ: smart media:

More than 50,170 people served in person.

50,000 (including 10,000 teachers)

222,500 kids age 2-11 watched WQED this year

(77% of total kids population)

41,000 moms with kids under age 6 watched WQED weekly.

New partners:

Kids and Creativity

Pittsburgh Public Schools

YWCA Homewood-Brushton

The Children's Museum of Pittsburgh

Saturday Light Brigade

AIU3

Propel Schools

Head Start

Carnegie Museum of Natural History