

WQED



Community
SERVICE REPORT
OCTOBER 2023 - SEPTEMBER 2024

**Creating
connections
through stories
and conversations
for 70 years**



FROM OUR PRESIDENT

Jason Jedlinski

Neighbors,

As Rick Sebak says: we are “Lucky to Live in Pittsburgh.” From our championship sports teams, to our world-renowned cultural institutions, to our vibrant parks and rivers—this place is like no other. WQED is dedicated to reminding us of the many reasons we’re proud to call southwestern Pennsylvania our home.



We are actively investing in creating and curating more local content and experiences, while we continue bringing your favorite PBS programs to channel 13 and soothing classical music to 89.3 FM.

Here are three examples from this Community Service Report:

Neighbors N’at: Stories celebrating people making a positive difference in our communities. This new series takes inspiration from Fred Rogers’ mother, who taught her son to “look for the helpers” during difficult times.

Voice of the Arts: We’re interviewing more performing artists—390 unique guests during FY24—as we amplify our region’s rich cultural offerings. Our podcasts and cultural calendar feature ensembles large and small.

Learning Neighborhoods: We employ a dozen educators who share trusted resources with teachers, librarians, parents, and other caregivers. We proudly offer lesson plans, toolkits, and other educational materials tailored to communities’ specific needs.

Through programs like these, we provide vital community resources that aim to connect both neighbors and neighborhoods in useful ways.

A handwritten signature in blue ink that reads "jason".

I hope to hear from you: jason@wqed.org



As Fred Rogers taught:

“The purpose of life is to listen—to yourself, to your neighbor, to your world [...] and, when the time comes, to respond in as helpful as a way as you can find.”

FROM OUR BOARD CHAIR

Jonathan Rosenson

Neighbors,

When our Board of Directors set out to recruit WQED's fifth President & CEO in early 2023, we knew we needed a leader who would ensure that this treasured institution remains relevant for generations to come, while protecting the values that have sustained WQED since its founding in 1953.

We are thrilled by how Jason Jedlinski is embracing that challenge. With care and understanding, knowing change can be uncomfortable, he has consistently reassured viewers and listeners that our beloved PBS programs and classical music won't go away. Jason has boldly explained why WQED must quickly evolve and expand to become "more relevant to more people" in order to sustain its broadcasts. We have full confidence in his ability to expand community services that will accomplish that.

I grew up not far from Fred Rogers and often saw him walking to WQED's studios to make the television show I enjoyed as a child. While the cardigan and sneakers will remain iconic, my work on the board reminds me that they are only part of Fred's legacy.

Today, what truly inspires us is the magic that happened when creative, ambitious, and good-hearted people got together and asked, "How can we use new technology to inspire our neighbors?"

I believe Fred would be proud that we're continuing to do exactly that.

WQED is producing more local content than it has in years, featuring neighbors and communities that often fall outside the spotlight. At the same time, WQED is investing in preserving and sharing decades of quality programming from our archives—ensuring that our unique history is transferred from old film reels and video cassettes to modern and accessible formats. Together, these efforts help demonstrate how our region remains a powerhouse of American ingenuity and innovation—just as it was when Josie Carey first gave Fred Rogers a striped tiger puppet, 70 years ago.



Jonathan

BOARD OF DIRECTORS

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Chatòn T. Turner

Shirley Weinstein

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Roslynne Wilson



ADVISORY & HONORARY BOARDS

COMMUNITY ADVISORY BOARD

WQED's Community Advisory Board ensures that we are meeting the educational, programming, and cultural needs of our neighbors, and that our services reflect the diversity of southwestern Pennsylvania.

Chairperson, Robyn E. Vittek, Mt. Lebanon Public Library

Betty Arenth	James Hill	Morgan Overton
Melissa Brock	Wayne Jones	Dr. Sylvia Owusu-Ansah
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Emma Hance	Molly Onufer	Jordan Strassburger

TRUSTEES EMERITI & HONOR BOARD

Trustees Emeriti are living former Board Chairs and CEO's. Our Honor Board consists of Directors who have completed a full nine year term as a board member.

TRUSTEES EMERITI

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George L. Miles Jr.
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COMMUNITY IMPACT

WQED is fortunate to have more than **42,000 members and donors** whose passion and dedication to free and accessible public media allows us to provide our neighbors throughout southwestern Pennsylvania with quality programming and trusted educational resources.

Learning Neighborhoods, the flagship program of WQED Education, brings together schools, libraries, families, and community organizations to provide educational enrichment and opportunities for connection. By fostering collaboration, we build vital bridges that support children and families, strengthening the entire community.

The Creator Academy taught the art of digital media production to more than 800 students in FY24. Many go on to study storytelling and media production in college. Each year, Point Park and Temple Universities offer a combined \$100K in college scholarships to The Creator Academy graduates attending their respective film and media programs.

BY THE
NUMBERS



“Being part of a Learning Neighborhood means that learning just doesn’t take place in the classroom. It also takes place in the home and it takes place within the community.”

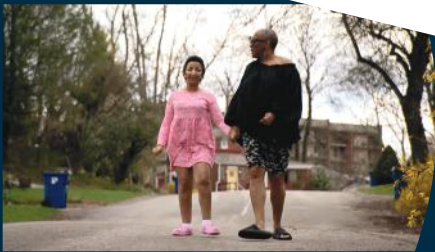
Jennifer Ford-Wagner, Guidance Counselor
Wylandville Elementary, Canon-McMillan School District

LOCAL STORIES

Our staff told more than 100 local stories in FY24, including several of the signature documentaries WQED is known for, including:

Beyond the Canvas: The Carnegie International,
Hope and Healing: The Children’s Institute of Pittsburgh,
The Green Book: Driving Through History, and
Equity on Ice: The Willie O’Ree Academy.

100+
ORIGINAL LOCAL
STORIES



In 2024, we evolved our storytelling philosophy to align with our strategic priorities. We’re committed to ensuring all audiences see themselves reflected in our content, and making sure our programs uplift and showcase the stories and voices that make our communities unique.

Reflect the Diversity of our Communities

We journeyed from
Pittsburgh Soul Food
to the **Beaver Falls Car Cruise**
and the **Canonsburg**
Fourth of July Parade.



A new series,
Authentic Lives,
celebrated positive
stories about
Pittsburgh's LGBTQIA+
community, from artists
to entrepreneurs.

Meaningfully Engage More Neighbors

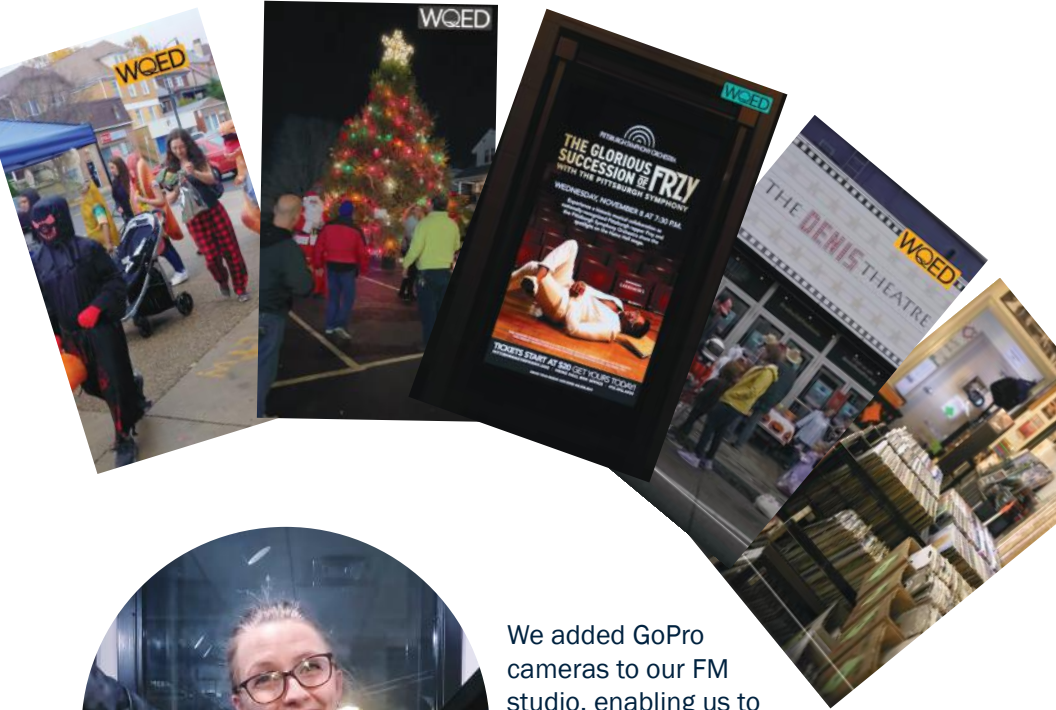
We proudly branched out
and went “off the beaten
path” with stories profiling
an inter-generational
women’s bocce league in
Morningside and the
foraging efforts of the
Western Pennsylvania
Mushroom Club.



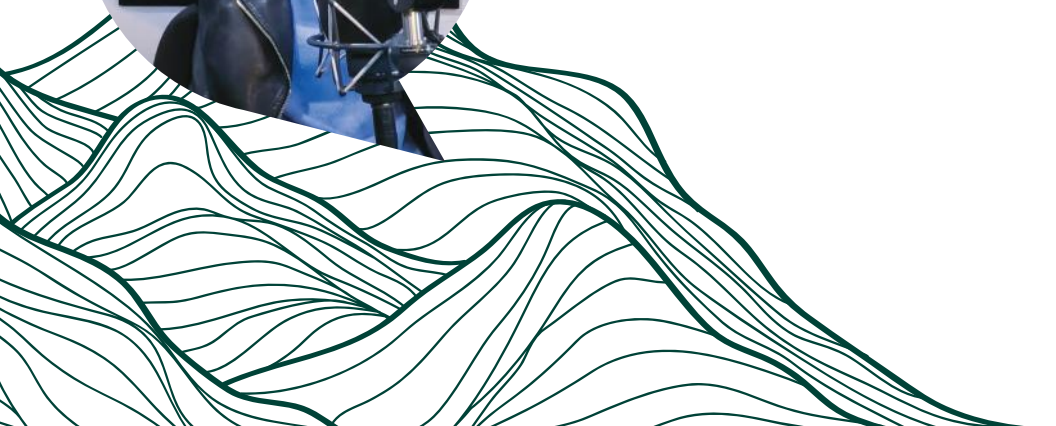
MORE LOCAL STORIES

Experiment with New Formats

We set out to create ‘snackable’ vertical videos designed for social media. These included the **Brookline Halloween Parade**, **DJ Mike’s Music Emporium**, **FRZY with the Pittsburgh Symphony Orchestra**, **Light Up Night in Reserve Township**, and the restoration of **The Denis Theatre in Mt. Lebanon**.



We added GoPro cameras to our FM studio, enabling us to capture interviews and conversations from our **Voice of the Arts** podcast and share them on our YouTube channel.



**LUCKY
TO LIVE IN
PITTSBURGH**

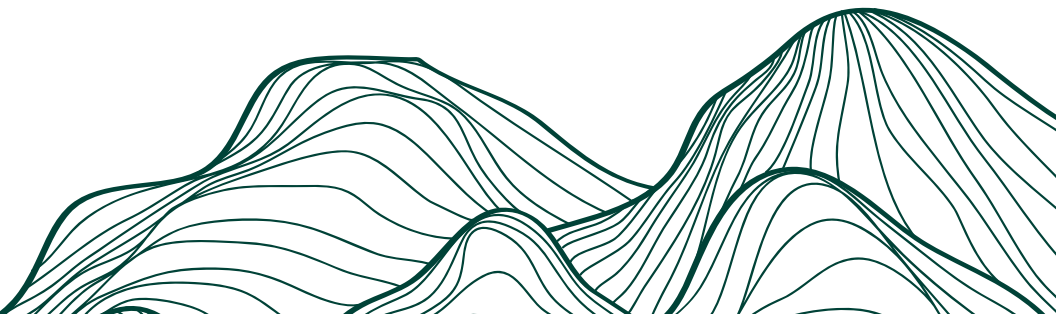


We wrapped up the first season of Rick Sebak's **Gumbands** podcast and kicked off a new series, **Lucky to Live in Pittsburgh**, with a delicious visit to Badamo's Pizza.



Each WQED production reminded us why we're proud to live and work in southwestern Pennsylvania: from our vibrant and world-renowned art scene, the philanthropy set in motion by our great-grandparents, our Smithsonian-affiliated history center, and how our pro sports teams partner with local businesses to invest in our region's youth.

WQED's original content is available on television and radio, via live stream, and as video-on-demand on YouTube, our website, and WQED Passport.



GOSPEL IN OUR REGION

In February 2024, PBS debuted “GOSPEL: Where Song and Sermon Meet,” a new, four-hour docuseries from Dr. Henry Louis Gates Jr., which celebrates music that has been a constant source of strength, courage, and wisdom for well over a century.

We created a calendar of local gospel concerts, encouraging neighbors to watch the docuseries and attend performances here in Pittsburgh. By building bridges between a national film and choirs in our own communities, WQED encouraged deeper, more personal engagements—fostering a sense of ownership and connection to the content, rooted in the lived experiences of our neighbors.

WQED took the opportunity to connect this program with Pittsburgh’s contemporary gospel music scene. Our “Voice of the Arts” podcast featured conversations with several faith and community leaders.



Rev. Dr. Sheila Johnson-Hunt
Baptist Ministers' Conference



Rev. Dr. Herbert V.R.P. Jones
Heritage Gospel Chorale



Dr. Edward Alan Moore
East Liberty Presbyterian Church



Nikki Porter
Eastminster Presbyterian Church



Dr. Ayisha Morgan-Lee
Hill Dance Academy Theatre



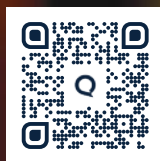
Christopher Hahn
Pittsburgh Opera



Rev. Deryck Tines
First Unitarian Church

WQED's "Voice of the Arts" podcast features insights and anecdotes from musicians, dancers, artists, actors and directors. Stream on WQED's YouTube channel, or wherever you get your podcasts.

Watch WQED's Gospel Interviews from our "Voice of the Arts" podcast.



AN EVENING WITH BARATUNDE THURSTON



With support from the Richard King Mellon Foundation, WQED proudly hosted an evening with Baratunde Thurston, host of the PBS program “America Outdoors,” at the Phipps Conservatory and Botanical Gardens. More than 175 people participated.

In his remarks, Baratunde recalled how his family would drive up from Washington, DC to meet his older sister at the Breezewood rest stop, while she attended Carnegie Mellon University. He spent summers in western Pennsylvania, encountering wild turkeys and navigating rapids on the Allegheny River.

We were inspired by Baratunde’s passionate call to arms: urging us to find and create new “story bridges,” reminding us that we have more in common than headlines suggest. That underscores WQED’s refreshed mission to showcase the stories and voices that make our communities unique and to remind us why we’re

“We need
help seeing
each other...”

- Baratunde
Thurston



proud to call southwestern
Pennsylvania our home.

The event highlighted WQED’s role as a convener. The Allegheny County Parks Foundation, Bike Pittsburgh, Pennsylvania Department of Conservation and Natural Resources, Pittsburgh Botanic Garden, Pittsburgh Major Taylor Cycling Club, Tree Pittsburgh, and Venture Outdoors were in attendance to share resources and contribute to the dialogue.



**RICHARD
KING MELLON**
FOUNDATION

BARATUNDE Thurston LIVE



SCAN ME

Watch highlights
from the passionate
Q & A discussion on
WQED's YouTube
channel.



ARTS IN THE PARK



In September, WQED's Education team helped plan and convene Arts in the Park: a vibrant, community-centered event held in Washington County. This day-long celebration featured family-friendly activities including painting, drawing, live music, and dancing. The event exemplified WQED's ability to create immersive, accessible learning opportunities for all ages.

More than 600 people attended the event, which featured nine live performances; two dozen interactive demonstrations; plus workshops featuring Joe Wos, host of WQED's Cartoon Academy, teaching artists from our Creator Academy, and WQED Classical staff.



The success of Arts in the Park was made possible through strong partnerships with Washington Park, Washington Outdoors, City Wide Corporation, and Washington Park Elementary School. Notably, WQED strengthened regional connections by involving Pittsburgh-based institutions like the Frick Museum and Pittsburgh Ballet Theatre.

By connecting the arts with learning, WQED demonstrated how creative expression can bring communities together. Through events like Arts in the Park, WQED continues to invest in the impact of its Learning Neighborhoods initiative, which brings schools, libraries, and families together to create a holistic learning experience for kids.

HANDS-ON, MINDS-ON!

DESIGN LIVES HERE

THIRTY-FOUR SCHOOLS
THOUSANDS OF YOUNG INVENTORS
ONE INSPIRING COMPETITION



Design Lives Here gives fifth through eighth grade students an opportunity to participate in hands-on engineering activities. 2024 marked the fifteenth year of the wildly-popular program that aims to inspire the next generation of engineers. It combines WQED's strength of **creating educational bridges between the classroom and community**, while also promoting exploration of careers in science, technology, engineering and math.

WQED.ORG/DESIGNLIVESHHERE

During the semester-long program, teachers and students work on engineering projects with mentorship from professional engineers through our founding partner, the Engineers' Society of Western Pennsylvania.



The efforts culminate in a day-long competition, where participating students from different schools form teams and tackle engineering challenges using everyday materials.



Design Lives Here receives major support from Howmet Aerospace Foundation, PPG and PPG Foundation, Huntington Foundation, MSA, and additional support from ATI, Mastech Digital, Pittcon, Spectroscopy Society of Pittsburgh, ANSYS, HATCH, Gateway Engineers, and our founding partner: the Engineers' Society of Western Pennsylvania.



Design a rocket launcher using paper, tape and a plastic bottle?

Check!

Create a roller coaster that can carry a marble on the track?

Check!

Build a functioning play car out of rubber bands?

Check!

THE CREATOR ACADEMY

EMPOWERING STUDENTS, CHANGING LIVES

The Creator Academy, formerly known as the Steeltown Entertainment Project and WQED Film Academy, draws on its partnerships with teaching artists and professional mentors to teach the fundamentals of digital media production. Each semester, students learn the art of storytelling, camera operation, audio, lighting, and editing.

Sydney Kalafut leading a film project at Ohio University.

WQED.ORG/THECREATORACADEMY

Lessons learned and skills developed in The Creator Academy go well beyond digital media. **Charlotte Kalafut**, whose daughter Sydney attended the Academy, penned this open letter of recommendation that she encouraged us to share.



Charlotte and Sydney Kalafut

“

I am writing to thank the WQED Film Academy, its director, staff and sponsors for playing a significant role in what has helped save our daughter and shape her into a confident young woman. My daughter participated in the program for three and a half years and it was amazing to watch the transformative effect it had on her.

As a creative and sensitive youth, my daughter often struggled with severe depression and anxiety. However, the program became a stabilizing, nurturing, and supportive outlet for her to grow not only her technique as a storyteller but also her self-confidence. Shortly after the pandemic, our daughter fell into a depressive spiral, missing significant school and cutting out social activities. Your program was the one activity that gave her hope and motivation to stay connected to the world and played a significant role in her recovery. She always returned filled with hope, excitement, and joy after each session. When no one else seemed to be able to reach her, your staff provided her the confidence and encouragement to share her emotions through the art of filmmaking.

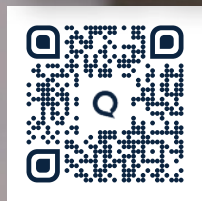
Our daughter is thriving at Ohio University as a film major and still today, each shoot fulfills her with joy and a sense of accomplishment. She is clearly far advanced among her other freshmen classmates, due to your program, and is now working on the junior and senior film student projects. For students who might not advance their passion in high school classrooms and clubs, your program is filling an important curriculum and trade.

This letter cannot express our sincere gratitude for all that you have done for our daughter as well as countless other students. In addition to teaching an important craft, you have developed a culture and community that nurtures and supports creative youth in southwestern Pennsylvania.

”

Eriko Hattori

Authentic Lives
Series on YouTube



Watch full episode
about local
LGBTQIA+ artists
and their work.



NETA

NATIONAL EDUCATIONAL TELECOMMUNICATIONS ASSOCIATION VISITS PITTSBURGH

In September, more than 500 public media professionals came to Pittsburgh for the annual conference of the National Educational Telecommunications Association (NETA), a service organization that aims to strengthen public media's educational mission.

WQED's partnerships with schools, libraries, and community groups have helped inspire similar outreach at other PBS member stations—as far

away as Alaska. Educators exchanged case studies and strategies for providing essential resources that enhance both classroom learning and community engagement.

Speakers included the producers of the new PBS KIDS show **Carl the Collector**, the first childrens' television series to feature main characters on the autism spectrum. A panel discussion examined how Fred Rogers' pioneering principles can apply to new media platforms and help address the challenges of today's digital age.

NETA and WQED were also prominently featured at the 2024 Remaking Learning Assembly held at Point Park University. Assembly attendees explored the groundbreaking initiatives shaping education and innovation in Southwestern Pennsylvania.



Cathy Cook
Managing Director of Learning Neighborhoods



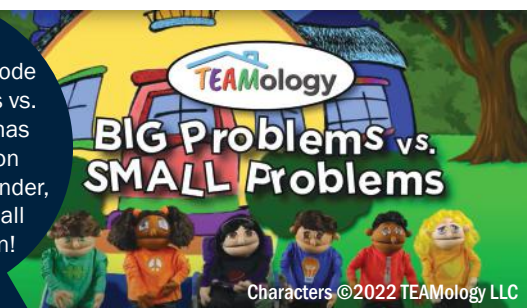


Simplifying and Strengthening Emotional Wellness in Children

With generous financial support from the Marcus L. Ruscitto Charitable Foundation, WQED partners with TEAMology and Pittsburgh Puppet Works to create video vignettes and accompanying resources that promote emotional wellness and aim to grow kids' resilience.

The TEAM includes: **Amelia**, who teaches acceptance; **Harper**, whose superpower is helping others; **Lamar**, who excels at leadership; **Paco**, who demonstrates positive change; **Philo**, an expert problem-solver; and **Ruby**, who models resiliency. New this year is **Leo**, who reminds us that all students learn differently.

With more than 19,000 views, Episode 303: "Big Problems vs. Small Problems," has become popular on YouTube—and no wonder, it's something we all could brush up on!



These vibrant characters personify and expand upon the lessons Mister Rogers taught us, including: "You've made this day a special day, by just your being you!"



WQED is also proud to be part of the new "Wrap Your Wrist and Make Mental Health Matter" campaign, which features a sterling silver bracelet inspired by TEAMology's characters. Every bracelet sold provides a child with tailored mental health support.

WQED.ORG/TEAMOLOGY

WRAPYOURWRIST.TEAMOLOGY.TEAM

World of Work Marketplace
Frank Sarris Public Library
April 2024



Tamburitzans

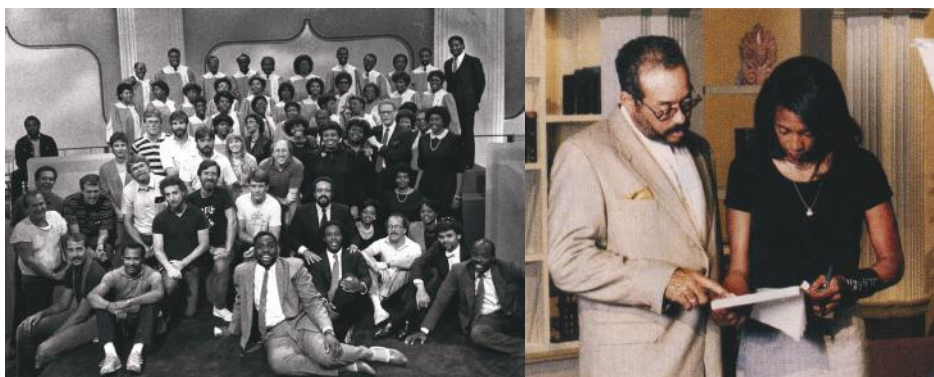
WQED has produced several programs about this uniquely Pittsburgh ensemble that celebrates international arts and culture.



PRESERVING & PROVIDING ACCESS TO PITTSBURGH'S BLACK HISTORY

WQED has successfully preserved, digitized, and made accessible hundreds of episodes of Black Horizons and dozens of Black history documentaries.

With support from the National Endowment for the Humanities and the National Historical Publications and Records Commission, and under the leadership of Molly Tighe, an accomplished curator and archivist, WQED embarked on an archival effort to preserve our rich collection of Black history materials.



WQED's Black Horizons is one of the earliest and longest-running television programs coming out of the civil rights movement.

Beginning in 1968 and continuing through 2010, WQED's Black Horizons provided a platform to amplify Black culture, experience, and history—while also showcasing arts performances and interviews with luminaries like August Wilson and Billy Porter. In the early 2000's, the program inspired the development of documentaries that explored the experiences of Pittsburgh's Black community.

Public media archives provide a unique view of American life, documenting stories that may otherwise be lost. WQED's **Pittsburgh Black History and Black Horizons Preservation and Access Project** is an example of how we are making culturally significant archives accessible for generations to come.



This rich content is now available for all to view through the Library of Congress and online at the American Archive of Public Broadcasting.

UNDERWRITING AND CORPORATE SUPPORT

We appreciate the outstanding organizations who provide financial support for our classical music, local storytelling, community and educational services.

\$25,000+



**Gaillott Family
Foundation**



LIVE NATION



**PITTSBURGH
OPERA**



**SHAW 20
FESTIVAL 24**



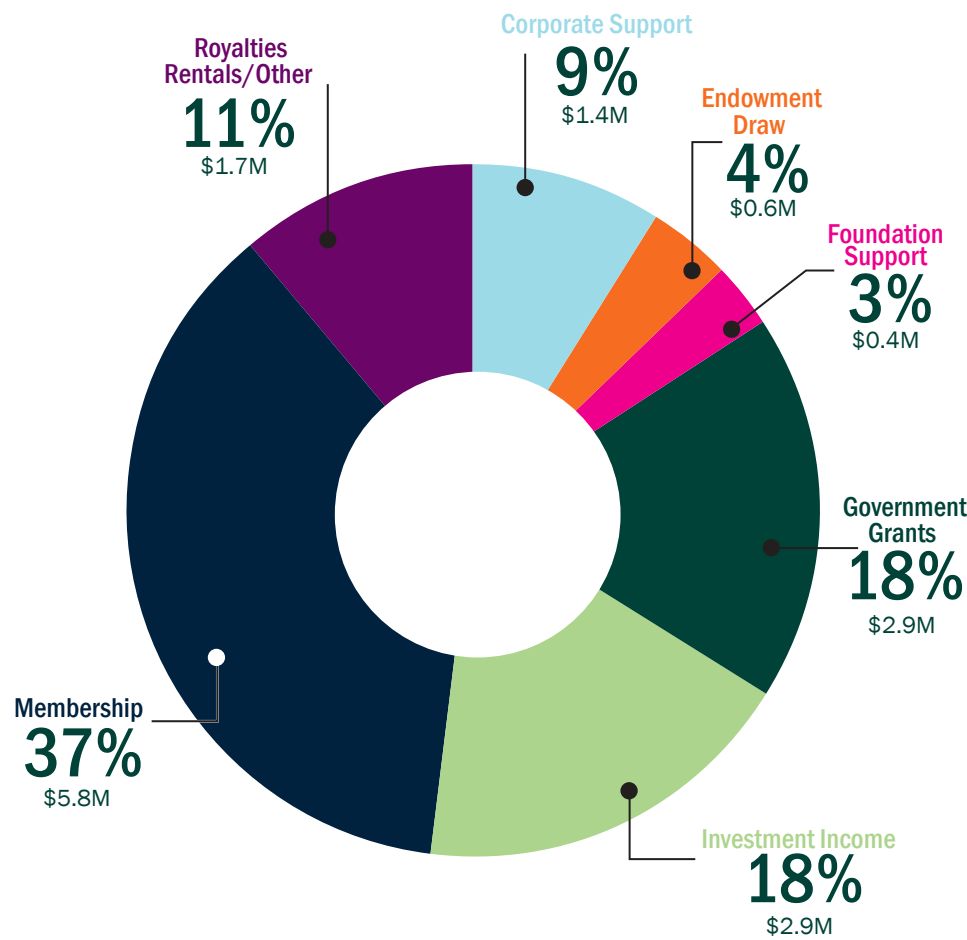
\$5,000 - \$24,999

Achieva
Ansys
Bernier International
Britbox
Butler Donut Connection
Carnegie Museum of Art
Catholic Charities
Center For Community Resources
Chamber Music Pittsburgh
Chatham Baroque
Chautauqua Institution
Clearview Federal Credit Union
Engineers Society of Western Pennsylvania
Fred Rogers Productions
Friendship Village
Gateway Engineers
Henne Jewelers
Mastech Digital

The Perry and BeeJee Morrison Fund
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Pittsburgh
MSA North America
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Nextier Bank
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Pittsburgh Cultural Trust
Pittsburgh Festival Opera
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Pittsburgh Regional Transit
Pittsburgh Speaker Series
The Samuel and Judith Spanos Fund
ShadySide Presbyterian Church
Thiel College
Westmoreland Drug and Alcohol Commission
Westmoreland Museum of American Art
Williams Coulson

REVENUE SUMMARY

We're proud to report diverse and balanced sources of funding that sustain our operations. We see room for growth in Membership and Foundation support as we adapt government grants from line-item appropriations to specific projects.



Source: WQED Multimedia's Audited Financial Statement for the fiscal year ending September 30, 2024

DONOR SPOTLIGHT



Leslie Fleischner
Leadership Circle Donor

For more than 30 years, the Fleischner family has supported WQED in many ways, including challenge grants to inspire donations during WQED Classical pledge drives, and supporting our annual Writers Contest that encourages literacy and reading to students grade K-3 through the theme of writing about their future.

Inspired by her grandchildren's love of cartoons, Leslie funded the production of the fourth season of WQED's "Cartoon Academy with Joe Wos."

The Emmy® award winning show takes viewers through the steps of drawing characters, introducing educational facts while creating opportunities to learn about subjects ranging from nature and science to social-emotional learning.

Seeing the impact “Cartoon Academy” has on young learners, Leslie continues to fund production for season five airing this spring.

Leslie’s son, Chris and his wife, Dawn, who moved back to Pittsburgh from Los Angeles, also understand the impact that WQED has in our community. Now, three generations of Fleischners, including grandchildren, Kay and Andrew, are supporters and part of the WQED family.



“We believe in educational programs for kids, and the Cartoon Academy is a wonderful teaching tool that’s also a lot of fun.”

Leslie Fleischner

WQED.ORG/CARTOONACADEMY

THANK YOU!

WQED gratefully acknowledges our generous leadership donors, who provide vital support for our classical music, PBS shows, local programs, and community services.

\$100,000+

Estate of Alan L. Cazen
The Rich Strohecker Charitable
Betterment Fund

\$50,000 - \$99,999

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The William Barati Family
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\$20,000 - \$49,999

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\$10,000 - \$19,999

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Susan Silversmith
Robert and Mary Weisbrod
Foundation

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Robert and Janet Squires

\$5,000 - \$7,499

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Liz Witzke-Baum and Allen Baum
Georgia Berner

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D and M Wilson Charitable Fund

\$2,500 - \$4,999

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Arthur Ziegler, Jr.

\$1,200 to \$2,499

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Apelgren

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Dr. and Mrs. Dennis Zerega

GOVERNMENT GRANTS AND FOUNDATION SUPPORT

Generous support from the following funders fuel WQED's services to and impact in communities throughout southwestern Pennsylvania.



Allegheny Regional Asset District

Anne L. and George H. Clapp Charitable and Educational Trust
Corporation for Public Broadcasting
Drue and H.J. Heinz II Charitable Trusts
Grable Foundation
Heinz Endowments
Jewish Healthcare Foundation
John R. McCune Charitable Trust
National Endowment for the Arts
National Endowment for the Humanities
National Historical Publications and Records Commission
Pennsylvania Department of Education
Posner Foundation
Remake Learning
Richard King Mellon Foundation
United Way of Southwestern Pennsylvania
Wyncote Foundation



PITTSBURGH'S VERY OWN

The Media Association of Pittsburgh honored two of WQED's leaders at its 35th Annual Outstanding Achievement in Media Awards.



Minette Seate

WQED Managing Director of
Production & Programming

Minette joined WQED in 1980 because she “wanted to make television.” She has done just that for 45 years, as producer of award-winning programs such as **Black Horizons**, the nation’s longest-running (1968-2010) minority affairs program. She is writer-producer and host of Filmmaker’s Corner, showcasing local filmmakers, and often appears as a panel moderator at community screenings of WQED programs. As head of Production and Programming, she oversees content production for WQED’s digital and broadcast platforms.

Jim Cunningham

Classical WQED Artistic Director

Jim joined WQED in 1979, following a student internship. He led the team that began our 24-hour classical broadcasts, established WQED-FM (Johnstown), and expanded live broadcasts of the Pittsburgh Symphony, the River City Brass Band, and many other ensembles. As the longtime host of our morning show—once known as **Sleepers Awake!**—Jim’s is the first voice many Pittsburghers hear on weekday mornings. Fans rely on his encyclopedic knowledge of classical music and delight in his informative interviews with local musicians and distinguished visiting artists.



We're more places than you think!

WQED is available across many platforms,
providing easy options to watch and listen.



wqed.org/where-to-watch

WAYS to WATCH



BROADCAST

Beyond our core PBS programming on channel 13, WQED has four other television channels available free over the air with an antenna. Or check your cable/satellite listings.

CREATE: Lifestyle programming with cooking, crafts, and travel
WORLD: Nonfiction, news, and documentary programming
PBS KIDS: 24/7 childrens' television
SHOWCASE: Classic performances



STREAMING SERVICES

Our main and PBS KIDS channels are available to stream (with Internet access) on these platforms, within southwestern Pennsylvania:

- Amazon Prime (free)
- DIRECTV Stream (paid)
- Hulu + Live TV (paid)
- Local Now (free)
- YouTube TV (paid)
- Xfinity Flex (paid)
- Xumo Stream Box from Xfinity (paid)

You can also watch some of our channels, plus many on-demand videos, using the PBS app, which is available on a wide variety of devices:

- Fire TV and Fire Stick
- Android Smart TVs
- Samsung Smart TV
- iPhone and iPad (iOS)
- Android smartphones and tablets
- VIZIO SmartCast TV
- AppleTV
- Roku



YOUTUBE CHANNEL

Most of WQED's original local programs premiere on YouTube:
[wqed.org/YouTube](https://www.wqed.org/YouTube)

WAYS to LISTEN



89.3 FM



WQEDFM.ORG



CLASSICAL
QED APP



SMART
SPEAKER

WE'VE HEARD YOU

Throughout the last year, we have made significant investments to improve our member, viewer, and listener experiences.

OCT
2023

We upgraded our FM radio transmitter, ensuring more reliable broadcasts. The replacement of 20-year-old equipment was funded by the Allegheny Regional Asset District and has reduced outages and improved spotty coverage in outlying areas.

DEC
2023

We improved our television scheduling systems to ensure that the right programs would consistently air at the right times. As a result, we made it nine months without a schedule error, —until our studios experienced an Internet outage.

JAN
2024

We improved our member service procedures and began tracking how promptly we acknowledged your phone calls and emails.

MAR
2024

We hired a receptionist to greet visitors and answer your phone calls. You're likely to speak with Fatima if you call (412) 622-1300.

JUN
2024

We installed a 'failsafe' switch to automatically detect program interruptions and prevent blank screens and static/snow.

AUG
2024

We switched from satellite to fiber-optic feeds for PBS programming, eliminating the "rain fade" that often interrupted shows during storms.

In 2025, we're filing an application seeking permission to triple the power of our broadcast television transmissions. WQED's low frequency is notoriously difficult to tune with modern antennae and usually requires long "rabbit ears." A stronger signal will help.

For more specific advice, visit wqed.org/rescan or write us at members@wqed.org.

A NEW 'Q'

In the fall of 2024, we embarked on an exciting journey to rebrand WQED. The first steps are already in motion, with our new logo and colors.

WQED

Our new look speaks to yesterday and today.

It represents our core commitment of sharing stories and experiences with our neighbors, while also honoring the legacy and history of the nation's first community supported public television station.

This is just the beginning, and we're thrilled to have you with us as we chart this course!

WE ARE
WQED
AND ALWAYS WILL BE.

We'll see you around!

Our mailbox is always open.
We'd love to know what's on your mind.
Drop us a note: **hello@wqed.org**

wqed.org (412) 622-1300
4802 Fifth Avenue, Pittsburgh, PA 15213