



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"When our local kids can't get to our Educational Outreach events – we bring the Educational Outreach to them..."

- Tom New, WQLN President/CEO

For more than 50 years, WQLN PBS NPR has been the Lake Erie Region's passport to a wider world—a world of discovery, exploration, lifelong learning, and an ongoing respectful exchange of ideas.



WQLN PBS NPR is a valuable part of the advancement of the Lake Erie Region.

In 2021, WQLN PBS NPR provided these vital local services:

- Saturday Night at the Movies
- Citizen journalism with Our Town
- Scholastic Scrimmage
- Erie Eats digital series
- Stories of Service: After 9/11
- Sonic Sounds, hosted by Bill Moon and Larry Wheaton
- WQLN's Your Learning Neighborhood
- Be My Neighbor Day with Daniel Tiger
- WQLN Book-Nook at the Mercy Center for Women
- WQLN Art Contest
- WQLN Writers Contest
- Q-Kids in the Classroom,
- Spotlight on the Arts

WQLN PBS NPR's local services had deep impact in: Northwest Pennsylvania, Northeast Ohio, Western New York, and Southern Ontario.



2022 LOCAL CONTENT AND SERVICE REPORT WQLN IN THE COMMUNITY

WQLN PBS NPR Community Content and Service Report

July 1, 2021, through June 30, 2022

As the fiscal year 2022 began, we thought the pandemic was in our rearview mirror. But the Delta and Omicron variants reminded us we still had a way to go. Fortunately for WQLN we have an innovative and agile team dedicated to serving our community.

The year began by organizing our Saturday night television program schedule by adding *Saturday Night at the Movies*. Over the years, our Saturday schedule became a jumble of documentary, drama, and performance programming. Adding classic films to the schedule themed the night so that viewers would finally know what to expect. Best of all, each film is hosted by emeritus professor of Philosophy and Religious Studies from Allegheny College, Glenn Holland. Glenn is a movie fan - a film lover who opens and closes each film with personal insight into the plot, genre, and actors. With Glenn, the movies on Saturday Night are a three-credit film studies course.

WQLN PBS's long-running citizen journalism series, *Our Town*, returned after taking a break due to the first year of the pandemic. We visited Oil City and Corry to hear more stories about the people, places, and events that make those towns so liveable. Preservation Erie awarded WQLN PBS their 2021 Greater Erie Award for excellence for the *Our Town* series.

WQLN PBS joined other Pennsylvania stations in producing a weekly high school quiz bowl. Glenn Holland hosted Scholastic Scrimmage, and this year's champion was Cranberry High School.

WQLN's *Erie Eats* digital series became popular in 2021 by highlighting local restaurants. The Public Relations Society of America awarded WQLN a Golden Niagara award for digital excellence.

WQLN produced our final salute to men and women who've served the nation through military service. *Stories of Service: After 9/11* was a collection of interviews with veterans who enlisted following the terrorist attacks on September 11, 2001. The stories were heroic, funny, poignant, and deeply personal. The interviews became a one-hour television program, a website, a museum exhibit, and educational curriculum.

WQLN NPR produced a series of live performances by young musicians from local colleges and universities and members of the Playhouse and Junior Philharmonic. If these performances indicate the talent of Erie's future performers – the future sounds fantastic.

Every Friday morning at 10, WQLN's *Studio Q* featured Daniel Meyer and members of the Erie Philharmonic. We added *It's Been a Minute* with Jessie Thorn, *Time Machine* with Bill Deville, and a new local program called *Sonic Sounds*, hosted by Bill Moon and Larry Wheaton. *Sonic Sounds* examines past and current Jam Bands inspired by the Grateful Dead.

We continued adding curriculum-based programming and activities to WQLN's *Your Learning Neighborhood* website. The website complemented our *Learning at Home* television series, which featured local teachers teaching math, science, and language arts. These half-hour episodes helped fill learning gaps caused by the pandemic.

WQLN's Education Department hosted *Be My Neighbor Day with Daniel Tiger*. Riding on his special EMTA Trolley, Daniel delivered kindness and books to local schools, the Regional Science Center, the Barber National Institute, and the Children's Center at PennWest University. We installed our third WQLN Book-Nook at the Mercy Center for Women. WQLN Book Nooks are kid-sized clubhouses that are safe places for children to learn and explore.

WQLN Education also hosted our first Art Contest for sixth to twelfth-grade students and our annual Writers Contest for kindergarten through fifth-grade students. Student essays titled *The Lazy Caterpillar*, *If I Were Invisible*, and *Bigga and the Bandit Girls* will soon be the stuff of great literature.

Awareness of the Erie Philharmonic

In FY 2022, WQLN PBS broadcast three full Erie Philharmonic concerts.

WQLN NPR featured Erie Philharmonic musicians along with an interview with the Erie Phil's artistic director, Daniel Meyer.

New audiences were introduced to Erie's world class Philharmonic, as were people living in distant communities.



School Pride Should Go Beyond the Playing Field

By adding our high school quiz bowl, Scholastic Scrimmage, WQLN PBS was able to shine a spotlight on high school academics.



Showcasing Local Musicians

WQLN PBS's Sounds Around Town continued broadcasting local Jazz, Blues, Folk and Rock concerts – introducing the region to the quality of local musicians.





2022 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WQLN Homeroom and Home Room Minutes

The COVID-19 pandemic exposed many societal inequities in Northwest Pennsylvania. One was that not all families have access to high speed Internet and the technology needed for remote learning. While many students' education continued, other students' learning came to an abrupt halt. To bridge this gap, WQLN PBS began broadcasting 30 minute kindergarten and elementary school lessons during a block of television programming called WQLN Homeroom. These lessons became WQLN Homeroom minutes and were key components to WQLN's Learning Neighborhood website.

Reach in the Community

We called WQLN Homeroom the community's schoolhouse. And as schoolhouses go WQLN Homeroom was big - as big as the WQLN broadcast area.

But was small enough to provide a one-on-one teacher to student ratio.

Impact and Community Feedback:

"I recently had a student that had to stay home in quarantine. It was so helpful to be able to assign her WQLN Homeroom episodes for virtual assignments so she was still able to learn at home when she couldn't be at school!"

—Valerie Button, Homeroom Teacher in Erie, PA



WQLN's Your Learning Neighborhood is a place where kids find support from helpers in the community, from their teachers at school, and grownups at home. With connections to free community resources, family-friendly events, and engaging, educational shows, Your Learning Neighborhood brings it all together!

<https://www.wqln.org/yln>



“Thank you for WQLN Homeroom. We don’t know what we would have done without it.”

- Stacy Weber, mother

WQLN Families Turn on to Literacy is an innovative literacy workshop series that emphasizes the involvement of the entire family in a child’s education. This three-week program brings parents and their K-2 children together for an interactive learning experience that includes reading, hands-on activities, and educational television programming.



WQLN Families Learning Triangle

Public Broadcasting of Northwest Pennsylvania, Inc.
STATEMENTS OF FINANCIAL POSITION AND ACTIVITIES
Years Ended June 30, 2022, and 2021

	June 30, 2022,	June 30, 2021
STATEMENT OF FINANCIAL POSITION		
Current Assets	\$742,681	\$1,033,863
Property and Equipment, net of depreciation	2,644,946	2,589,547
Long-Term Assets		
Investments	<u>3,134,321</u>	<u>2,096,165</u>
	<u>\$6,521,948</u>	<u>\$ 5,719,575</u>
LIABILITIES		
Accounts Payable	\$117,593	\$105,124
Current Liabilities	300,527	550,572
Long-Term Liabilities	<u>0</u>	<u>0</u>
	418,120	655,696
NET ASSETS	<u>6,103,828</u>	<u>5,063,879</u>
	<u>\$ 6,521,948</u>	<u>\$ 5,719,575</u>
STATEMENT OF ACTIVITIES		
OPERATING ACTIVITIES		
Revenue	\$ 5,004,347	\$ 4,368,194
Expense	<u>3,798,098</u>	<u>3,411,958</u>
Net Operating Income	\$ 1,206,249	\$ 956,236
NON-OPERATING ACTIVITIES		
Revenue	\$	\$ 4,750
Expense	<u>166,300</u>	<u>239,146</u>
	<u>(166,300)</u>	<u>243,896</u>
Change in Net Assets	<u>\$1,039,949</u>	<u>\$1,200,132</u>