



WOLN



2023 LOCAL CONTENT & 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
President / CEO,
WQLN PBS NPR



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.

Local Value

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

2023 Key Services

Saturday Night at the Movies
Scholastic Scrimmage
Sounds Around Town
Erie Philharmonic Recordings
Chronicles
Erie Eats Tasting Festival

Be My Neighbor Day with Daniel Tiger
Art Show & Contest
Writers Contest
Families Turn On to Literacy

Steps to Kindergarten
Buckethead KIDZ
Education Ambassador Program
STREAM Machine

Local Impact

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



WQLN in the Community

As the fiscal year began, the pandemic was far in the rearview mirror, and WQLN PBS NPR in-person events, combined with our quality programming, became a norm once again.

Our Saturday Night at the Movies program continued to be a favorite among viewers. Glenn Holland, emeritus professor of Philosophy and Religious Studies from Allegheny College, enchants viewers with personal insight into plot, genre, and actors in each film.

WQLN PBS, along with other Pennsylvania stations, produced a weekly high school quiz bowl. Glenn Holland hosted this fierce-but friendly-academic challenge. Twelve local schools participated in "Scholastic Scrimmage," and the Mercyhurst Prep team were the champions of the tournament. They also placed third in the state competition.

The WQLN PBS STREAM Machine's mobile learning classroom featuring science, technology, reading, engineering, art, and math activities, expanded our educational outreach in the community. The STREAM Machine travels to neighborhoods where our hands-on programs can help the most. This year, the education team served more than 2,100 students.

WQLN PBS produced and aired the 2022 Erie Philharmonic Holiday Concert at the historic Warner Theatre. WQLN NPR produced a series of live performances

by young musicians and performers from local colleges and universities and members of the Erie Playhouse and Junior Philharmonic. Every Friday at 10 a.m., WQLN's "Live from Studio Q" featured Daniel Meyer, music director of the Erie Philharmonic.

WQLN's Sounds Around Town series gave local singers and bands the opportunity to entertain on the outdoor WQLN pavilion stage. These popular events invite community members to our campus to enjoy free concerts on Friday evenings in July and August.

We completed our first year of a new, immersive local history program called Chronicles. It features a weekly television series, online digital featurettes, and daily history radio spots. Episodes like "Rum Runners," "The Legacy of Charlotte Battles," and "Saving Erie's Character" are films that tell our story and create a community narrative. The Chronicles team is now in the middle of producing season two.

We are proud of what WQLN PBS NPR was able to do for the communities of the Lake Erie region in 2022-2023. As you read the rest of this report, we invite you to share in that sense of accomplishment. After all, our work is made possible in part by the generous support of listeners and viewers like you.

Stories of Influence

Chronicles



WQLN PBS premiered *Chronicles*, a weekly history series about the place we call home. This series takes a deep dive into all that makes the Lake Erie region remarkable, both past and present, and allows people to learn about the rich history of this region.

"This program brings local history to life through engaging storytelling and powerful visuals. It highlights Erie's past and present like you've never seen done before. You won't find a series like this anywhere else." - Traci Teudhope, Marketing Manager for WQLN PBS NPR

Buckethead KIDZ

BucketHead Kidz music program introduces fifth-grade students to percussion techniques. This year, music teachers from Erie Public Schools and Millcreek School District taught their students cool grooves and funky beats! Each student received a personalized bucket drum and sticks. The program promotes teamwork, improves focus, encourages friendships, and can reduce disruptive behaviors. Culminating the program was a district-wide jam session, involving all 300 students drumming together in the backyard of WQLN. Here's what some of the students had to say: *I get to express how I feel. [Drumming] was very fun. I liked making music with the drums. I like learning the new songs. It was fun and enjoyable to learn a new skill. The beats are the best.*



Erie Eats Tasting Festival

In connection with a new show on WQLN PBS called *The Great American Recipe*, WQLN held an Erie Eats Tasting Festival featuring local restaurants. These restaurants were featured on the WQLN PBS digital series *Erie Eats*. In recent years, Erie's dining scene has enjoyed a renaissance, with diverse and creative fare that tempts the palates of a growing population of local foodies. *Erie Eats* showcases the culinary savvy of eateries in and around Erie and introduces local businesses to new audiences.

Stories of Influence



WQLN Education Ambassador Program

WQLN Education Ambassadors comprises of a select group of active pre-K to grade 2 educators in school buildings throughout our region. These incredible volunteers act as powerful assets promoting WQLN PBS KIDS programming and resources in their buildings to ensure parents and educators have access to high-quality educational resources.

This year, Cristin Sayers, a respected teacher at Robison Elementary School was the recipient of the WQLN PBS Education Ambassador of the year. This well-deserved recognition serves as a testament to her passion for fostering academic growth and development.

WQLN Art Show & Contest

In its second year, the WQLN PBS Art Show and Contest for tweens and teens is designed to promote creative artistic expression through painting. Entrants are required to watch or stream one episode of a painting-related PBS program. The contest is open to students in grades six through 12. First, second, and third place ribbons are awarded in grade level categories of 6th-8th, 9th-10th, and 11th-12th grades.





WQLN PBS STREAM Machine

Launched in August 2022

The WQLN PBS STREAM Machine is a Ford Econoline bus transformed into a mobile educational outreach vehicle, designed to deliver remarkable outdoor classroom learning experiences in neighborhoods where the need is the greatest. The WQLN PBS STREAM Machine transports the STREAM Team and high-quality PBS KIDS resources to create a hub of discovery and exploration. From the wonders of science to the magic of technology, the joy of reading, the thrill of engineering, the colors of art, and the logic of math, children engage in captivating activities that spark curiosity and promote hands-on exploration.

Partnerships

City of Erie
Erie County Public Library
YMCA
Erie Housing Authority
Mercyhurst Child Learning Center
Penn State Behrend

St. Martin Early Learning Center
Werner Books
Harborcreek Presbyterian Preschool
St. James School
Grover Cleveland School

Faith Lutheran
Elk Valley Elementary
Harding Elementary
Asbury Elementary
Edison Elementary

Impact & Community Feedback

"Thank you for the great program. We have received many compliments from both the children and adults, and I wanted to let you know how much everyone enjoyed the event!"
-Chris Slocum, Union City Library

"We can't wait to have the STREAM Machine visit us again!"
-Teacher, Mercyhurst Learning Center

"Loved the connection to PBS which most children are familiar with, community connection and most of all the family engagement."
-Director, St. Martin Early Learning Center



2,126
Students Served



1,973
STREAM Kits Distributed



3,456
PBS KIDS Books Distributed



29
STREAM Machine Visits



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. Adopting the PBS Ready to Learn Learning Triangle concept, parents increase the educational success of their child.

Pfeiffer-Burleigh Parent Testimonials

"I enjoyed learning all the fun ways to teach my daughter how to read and do fun activities while she learns."

"Thank you for your help and patience when I don't understand English. I loved the program. I am learning, too."

"My family has really enjoyed WQLN [Families]. Thanks for all the books and activities. Also, thanks for the meals. They really made getting to the program much easier since I get off work at 4:30 p.m."



Statements of Financial Position and Activities

Years Ended June 30, 2022 and 2023

Statement of Financial Position	June 30, 2023	June 30, 2022
Assets		
Current Assets	\$ 488,406	\$ 742,681
Property and Equipment, net of depreciation	2,552,950	2,644,946
Long-Term Assets	936,269	
Investments	3,709,091	3,134,321
	\$ 7,686,716	\$ 6,521,948
Liabilities		
Accounts Payable	\$ 63,512	\$ 117,593
Current Liabilities	303,649	300,527
Long-Term Liabilities	1,050,201	0
	1,417,362	418,120
Net Assets	6,269,354	6,103,828
	\$ 7,686,716	\$ 6,521,948

Statement of Activities		
Operating Activities		
Revenue	\$ 4,210,667	\$ 5,004,347
Expense	4,293,339	3,798,098
Net Operating Income	\$ (82,672)	\$ 1,206,249
Non-Operating Activities		
Revenue	\$ —	\$ —
Expense	248,198	(166,300)
Change in Net Assets	\$ 165,526	\$ 1,039,949