

PRESIDENT'S MESSAGE



By Andrew E. Masich
President & CEO

At the Smithsonian's home in Pittsburgh, our mission is to learn from the past so we can inspire our visitors to make better decisions in the present and plans for the future. Each day, we work diligently to connect with new audiences to help realize that mission—especially through our improved digital platforms.

Just recently, the History Center launched a dynamic new website featuring vibrant photography and videos of our museums and archives, along with an easy-to-navigate interface that provides an optimized experience for our users with mobile devices.

When you visit the redesigned heinzhistorycenter.org, you'll find a hub for history content, including thousands of archival photos, virtual exhibition tours, videos, blog posts, digital issues of this magazine, and so much more. You can download and listen to my "Time Capsules" podcast co-produced with KDKA radio, which also airs daily during morning and afternoon drive-time on the station.

You'll also be able explore how the History Center and our family of museums are the models for other Smithsonian Affiliates and what that important partnership with the world's largest museum system means for our visitors, members, and region.

The new website launches at a strategically important time in our organization's history, as we prepare for America's 250th birthday in 2026. Partnering with the Smithsonian and History Made By Us—a coalition of the nation's top history museums—we have been inspired by our own America 101 civics initiative, which focuses on reaching younger Millennials and Gen Z (ages 18-30 years-old) and encourages them to learn about U.S. history and civics so they can be engaged citizens and leaders for generations to come.

It's an innovative idea, and we hope that by 2026, most Americans will know enough about their country to pass the 100-question citizenship test administered by the United States Citizenship and Immigration Service (USCIS) to newly naturalized citizens.

Working with our History Made By Us partners, we are helping to create campaigns and social media content designed specifically for those demographics. Yes, they may appear edgy to some of our older members, but to reach the youth of America we need to speak their language.

As we learn more about the Millennial and Gen Z audiences from our partners, the History Center's social media content has never been more engaging. We have even

launched a popular new channel on TikTok (@heinzhistorycenter) that has garnered thousands of followers in the past year. Follow us there and on our Instagram account (@historycenter) to see how we make Pittsburgh history come alive in ways our founders could never have imagined.

And don't forget to visit our new website at heinzhistorycenter.org and let us know what you think! 🌟



The History Center engages with younger audiences through apps, digital marketing, and educational programs.

HHC Communications.