



GBH Community Benefits Report
April 2021
For the period July 2019-June 2020

INTRODUCTION

GBH is an active and involved member of the Boston community. We enrich people's lives through programs and services that educate, inspire and entertain, fostering citizenship and culture, the joy of learning and the power of diverse perspectives. We serve our local audiences with trusted content and engaging experiences that are rooted in and reflect our city.

2020 was a year unlike any other, requiring all of us to recalibrate. The COVID-19 lockdown prompted a rapid pivot across all of GBH's programs, events and services in order to continue to provide engaging and inspiring resources for our community. This report covers eight months of pre-COVID-19 engagement and four months of community support following the lockdown.

Through TV and radio broadcasts, online and mobile content, educational activities, performances, virtual and in-person events, GBH fostered community connections. We donated our facilities, books and equipment to area schools and libraries. And our public-minded leadership team and employees volunteer their time locally and serve on the boards of various Boston civic organizations.

Throughout the year we partnered with and offered financial and other support to local organizations and community groups including the NAACP Boston branch, Handel and Haydn Society, Boston Public Library, the Museum of Fine Arts, the Museum of Science, the Huntington Theatre Company and more to help amplify and support their efforts.

COMMUNITY PROGRAMS

GBH provides a variety of community programs and services that uniquely benefit Boston residents. As a proud member of the city's educational and cultural scene, we provide television and radio broadcast programs for Boston audiences; events for Boston students, families and visitors; and robust programming that focuses on the city's cultural riches and diverse neighborhoods. After the lockdown, GBH worked to ensure that, when possible, cultural events could be offered virtually.

GBH operates a variety of public television services for Greater Boston: GBH 2, GBH 44, GBH Kids, and Boston Kids & Family TV (an educational service for Boston cable subscribers, in collaboration with the City of Boston); GBH WORLD and GBH Create. GBH 2 and GBH Kids are also available to

YouTube TV subscribers. GBH operates two local public radio services: 89.7, Boston's Local NPR and CRB Classical 99.5.

We offer four local web services — wgbh.org, wgbhnews.org, classical.wcrb.org and wgbh.org/jazz247 that provide complementary streaming, podcasts, blogs, news updates and a wide range of resources that are relevant to Bostonians.

During the past year, GBH offered several special community events, which benefited residents of Boston and beyond:

- In February, before COVID restrictions went into place, GBH hosted the first Senate primary debate between Massachusetts Sen. Ed Markey and his challenger Rep. Joe Kennedy III in our Brighton studio, broadcast live on television, radio and online. We invited in a range of community members, including Debate en Español, the debate team from GBH's neighboring Brighton High School. As the coach later said, the students' eyes were opened to the energy of live debate and the importance of election choices. "It's hard to describe the effect that experience had on our students," he said.
- When high schools had to cancel year-end ceremonies, GBH created a special virtual graduation ceremony broadcast on television and online to enable graduating seniors from the 668 public and private schools across the Commonwealth to share in their accomplishment. It featured student-submitted videos, Massachusetts celebrities and a commencement address by Governor Charlie Baker. The community celebration was broadcast across the Commonwealth, on GBH 2 in Greater Boston and on partner station WGBY/New England Public Media in western Massachusetts. Both stations streamed the program on their websites and social media platforms. In a first-ever cooperation, every Boston TV station carried it simultaneously, along with many community access channels - reinventing celebration and community for high school students and their families in towns throughout Massachusetts.
- GBH partnered with local community organizations and institutions to create dozens of new virtual events and forums including our monthly multiplatform community dialogue on *The State of Race*, in partnership with NAACP Boston Branch, *The Boston Globe*, and GBH WORLD.
- During the COVID lockdown, the CRB Classical 99.5 team partnered with such groups as Celebrity Series of Boston, Boston Baroque, Handel and Haydn Society, Boston Chamber Music Society and others to create live and recorded events. CRB Classical 99.5 made special arrangements to tap the archives for Saturday night Boston Symphony Orchestra broadcasts when the BSO had to cancel all of its performances, allowing listeners to experience its concerts.

- During the pandemic, GBH 2 broadcast a recording of Melinda Lopez’s one-woman play *Mala*, which had been staged in 2018 by ArtsEmerson and the Huntington Theatre Company.
- We also launched our first community book club, partnering with area bookstores.

GBH NEWS

GBH is among the fastest-growing local news providers in Greater Boston, drawing on the talent of our 100-person multiplatform newsroom, which garnered five regional Edward R. Murrow Awards in 2020. GBH provides comprehensive news coverage of Boston via TV, radio, the web and mobile, focusing on our local communities. With a Massachusetts State House reporter and a Dorchester-based reporter, we produce daily breaking news coverage and a range of feature articles about issues and people in Boston’s diverse neighborhoods.

- When the pandemic began, GBH News created a new local daily call-in radio program to address COVID-19 concerns for Boston and surrounding communities. *In It Together*, which is now also a podcast, is hosted by Arun Rath, who was named 2020 Best Radio Personality by *Boston Magazine*.
- GBH 89.7 offers more than 30 hours every week of original, local programming that brings listeners a wide range of Boston’s voices and opinions. GBH’s partnership with The GroundTruth Project, along with our co-productions with *The World* and *The Takeaway* from PRX, greatly expand our local news resources.
- *Boston Public Radio*, our three-hour live midday radio program, hosted by seasoned Boston journalists Jim Braude and Margery Eagan, offers thought-provoking discussions on the city’s news and issues. The show regularly hosts local influential policymakers, business leaders and cultural mavens. Monthly one-hour, in-studio conversations with Governor Charlie Baker, Boston Mayor Marty Walsh, Attorney General Maura Healey, in addition to appearances by Boston Police Commissioner William Gross, offer citizens an opportunity to directly connect with their elected officials about the issues they care about.
- *Greater Boston*, our signature weeknight TV news program hosted by Jim Braude, continues to provide insight into the stories and newsmakers that matter to our local community.
- Emily Rooney and a media-savvy panel of journalists on GBH 2’s *Beat the Press* review the news of the week every Friday night, holding the local media accountable for journalistic lapses and giving credit to local and national news coverage that get it right.
- *Under the Radar with Callie Crossley* focuses on local stories from alternative press outlets and community sources often overlooked by mainstream. Segments in 2020 included local food groups’ needs during COVID-19, underrepresentation of women in STEM, Massachusetts ballot questions, serving breakfast in schools and Massachusetts’ distracted driving bill.

- The longest-running program on public television focusing on the interests of Boston's communities of color, *Basic Black*, hosted by Callie Crossley, has been at the forefront of emerging social media engagement and broadcast. The program broadened its audience by incorporating a simultaneous Facebook and Twitter stream and discussion with live television to connect directly with viewers. In tribute to its outstanding and unique accomplishments, *Basic Black* was honored with the 2020 Governors' Award from the National Academy of Television Arts & Sciences (NATAS Boston/New England Chapter). Topics covered in 2020 included: COVID-19's impact on communities of color, arts and social justice, economic disparities for Black business owners and community health centers.
- *The Color of Public Money*, an ongoing inquiry by the GBH News Center for Investigative Reporting, reported a 24% decrease in the value of state contract awards won by minority-owned firms over the past two decades. The report resulted in new legislation that would authorize the state to make minority contracting a priority.
- Our Carl and Ruth Shapiro Family National Center for Accessible Media (NCAM) worked with the Massachusetts Secretary of State's office to make online voter registration accessible, especially to voters who may be using assistive technology, such as wheelchairs, hearing aids and screen readers.
- On *Open Studio with Jared Bowen*, Boston's only full-time multimedia arts reporter produces interviews and stories on local, regional and national artists and arts organizations. Highlights of 2020 included a May interview with Harvard graduate Amanda Gorman, the nation's first youth poet laureate who would later become nationally known after reading at President Biden's inauguration; American Repertory Theater's Artistic Director Diane Paulus; and Boston Museum of Fine Arts Director Matthew Teitelbaum.

March-June 2020

GBH EDUCATION AND EDUCATIONAL ENGAGEMENT

GBH Education leverages our many award-winning brands and key strategic partners to bring free educational content and engagement to students and educators, both inside and outside of the classroom, and to parents, librarians and youth leaders throughout the local communities we serve.

Highlights from 2020 include:

- GBH Education supported Boston Public Schools (BPS) by hosting a January professional development day for STEM instructors in BPS Excellence for All schools, a cohort of elementary schools serving the most underserved populations in the district. Members of the GBH Education department facilitated sessions to help teachers use media to tackle content goals in their instruction.

\$250

- When schools across the state closed in March, GBH partnered with the Massachusetts Department of Elementary and Secondary Education (DESE) to create resources for K-12 teachers and students in Boston, Massachusetts and across the country. We created a Distance Learning Center, which curated some of our free, trusted digital resources from PBS LearningMedia, with its resources that align to national and state standards. We also partnered with GBH WORLD to provide on-air programming to reach students with limited access to broadband and devices.
- Our Massachusetts Educator Ambassador program entered its third year, with the goal of increasing partnerships with teachers to help spread the word to educator communities about GBH-produced resources and to create a teacher community to advise the Education Department on teacher programs and training.
- GBH held 26 free in-person and virtual educator training or presentations, in collaboration with various partners and touching on a broad range of GBH-produced resources. We launched a new virtual Educator Peer Exchanges bringing teachers together to share ideas, concerns and resources as they developed skills in delivering distance learning. In June, with the national reckoning on racial injustice and violence, the series continued with hundreds of educators attending forums where they could discuss equitable, inclusive and anti-racist instruction, have classroom conversations about race and learn from experts about culturally and historically responsive education.

SPONSORSHIPS, DONATIONS, AND SCHOLARSHIPS

As part of our longstanding commitment to supporting science education, GBH this year established a new scholarship for Boston Public Schools students. The Paula S. Apsell/GBH STEM Scholarship is open to public high school seniors planning to study in the fields of science, technology, engineering and mathematics at the post-secondary level. Apsell is senior executive producer emerita of the science series NOVA, produced by GBH and seen nationally on PBS. The inaugural scholarship was awarded to 26 graduates of the class of 2020 from nine Boston public high schools with career plans across the STEM fields.

\$57,000

Brighton Main Streets Annual Gala sponsorship (Nov. 2019)	\$250
Friends of Fanueil Branch Library donation (Dec. 2019) 50 DVDs, 10 books	\$600
Annual David Kuhn Scholarship for Brighton High senior GBH established a scholarship two decades ago in memory of David Kuhn, a long-time GBH producer and journalist. Each year, GBH gives it to a Brighton High School student interested in pursuing studies in communications.	\$1,000
Donation of computer equipment to Jackson/Mann Community Center and Lilla G. Frederick Middle School	\$13,700

Continuing a 25-year tradition, GBH employees rallied to participate in a Toy Drive. Working virtually, employees used Amazon to ship their gifts directly to schools, reaching more than 200 Allston-Brighton elementary school students. Packages were shipped to five participating schools: Gardner Pilot Academy, Horace Mann School for the Deaf, Winship Elementary School, Thomas A. Edison K-8 and Baldwin Early Learning Center. Total Gifts: 205

In addition, employees participated in Brighton High School’s Drive, dropping off gift baskets.

DIGITAL MURAL

GBH continued to reflect the civic life of Boston on the 40 x 80 ft. digital mural — built onto our studio building — for the community and visitors traveling along the Mass Pike to enjoy each day. We featured notable city events and institutions as well as several images in support of our first responders during the pandemic.

Staffing and operation cost	\$10,000
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INSTITUTION NAME: WGBH Educational Foundation

FINANCIAL YEAR: FY2021

Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both¹	1-time or Ongoing²	Who is Served³	Program Initiator⁴	Partners
Boston Kids & Family Channel	Broadcast programs for children and families	\$428,215	In-kind	Ongoing	Boston children and families	Mayor/GBH	
Brighton High School scholarship	GBH gives a \$1,000 scholarship to graduating student interested in communications	\$1,000	Cash	Ongoing	Boston student	GBH	Brighton High School
The Paula Apsell/GBH STEM Boston Public Schools Scholarship	GBH gives a scholarship to 26 graduating students interested in STEM	\$57,000	Cash	Ongoing	Boston student	GBH	Various Boston Area Public High Schools
Digital Mural Donation	GBH donated highly visible digital mural to promote signature local events	\$10,000	In-kind	Ongoing	Greater Boston Community	GBH	
Various City Entities	City organizations in the neighborhood	\$1,100	Cash	Ongoing	Allston Brighton Community	GBH	
Computer equipment donation	City organizations in the neighborhood	\$13,700	In-kind	Ongoing	Boston children	GBH	
Television Tower donation	Donated to Boston EMS & Boston Police	\$18,000	In-kind	Ongoing	Boston residents	GBH	Boston Police & EMS

¹Does the institution's support for the program include a cash outlay, non-cash contributions (ex: use of property, equipment, supplies, etc), or a mixture of the two? If a mixture, please provide the approximate % of cash vs. in-kind.

²Is the program a one-time expenditure by the institution or is it part of multi-year commitment? If multi-year, please indicate the length of the commitment.

³Who is the target beneficiary of the program (ex: Boston youths with asthma)? Please be specific.

⁴Who started the program (i.e. institution, Mayor, Police Commissioner, School Superintendent, etc)? Please be specific.