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GBH Community Benefits Report

April 1, 2025

For the period July 2023–June 2024

INTRODUCTION

A pillar of Greater Boston, GBH strengthens, serves, and connects communities across the Commonwealth. With its trusted news, impactful storytelling, and educational events and programming, GBH helps build the public good every day.

At the heart of GBH’s mission is fostering a more informed citizenry with a broader, deeper understanding of our city and our world. Our tools to achieve this are trusted journalism, revelatory storytelling, and community engagement. Throughout the year, our programs provided authentic, fact-based reporting in news and science; entertaining drama stories; informative documentaries about history, culture, and the arts; as well as engaging educational content.

Over the past year, GBH engaged some 750 community partners and reached a weekly audience of more than 28 million people across our platforms. The foundation opened its doors to community members with more than 250 in-person and virtual events on topics ranging from local news and history to arts, science, children’s media, and other matters important to our audiences. With the support of its 180K+ members, GBH has impacted the communities of Greater Boston in ways that are as widespread as they are profound. The foundation’s impact cannot wholly be measured in numbers, however.

A multiplatform media outlet, GBH continually re-envisioning how best to reach and engage readers, listeners, and viewers in today’s media landscape. Our TV and radio shows, online and mobile content, educational activities, events, performances, and programming (many of them free) have contributed indispensably to the city of Boston’s vibrant culture and arts scene. Recognized as the most trusted local media outlet for the third year running, GBH delivered essential news and information to hundreds of thousands of community members in 2024.

Together with our communities and audiences, GBH creates opportunities to experience fresh perspectives, greater insight, and closer bonds as citizens of the Commonwealth.

COMMUNITY PROGRAMS

GBH provided a variety of community programs and services designed to benefit Boston residents. For example, the GBH Boston Public Library Studio continued its engagement efforts with the community by adding musical and spoken word performances, community conversations, and children's offerings. In addition, GBH Music promoted love of music and expanded its offerings significantly, both in-person and streaming online.

An integral part of the city's educational and cultural scene, GBH enriches Boston audiences with its television and radio broadcast programs; events for local students, families, and visitors; and strong programming that focuses on the city's thriving culture and diverse neighborhoods. Our local television channels include GBH 2, GBH 44, and GBH Kids and Family.

With a newsroom headquartered in Boston, GBH delivers compelling news, events, experiences, stories, and information to audiences wherever they consume content. GBH reaches every corner of the city with GBH 89.7 and CRB Classical 99.5, as well as our four local web-based services—gbh.org, gbhnews.org, gbh.org/forum-network, and classicalwcrb.org that offer free streaming, podcasts, blogs, news, and resources relevant to Bostonians.

GBH Boston Public Library Studio

Nearly 11,000 people attended events held in the GBH Boston Public Library Studio. GBH's series of cultural events included *Jazz Nights* for live music, *Outspoken Saturdays* featuring curated spoken word poetry from emerging artists, NOVA science trivia nights, and tapings of *Boston Public Radio* with studio audiences which expanded its audience-friendly broadcasts at the studio to three times a week.

Additionally, *The Culture Show* broadcast live at the GBH BPL Studio on Fridays, and we launched [GBH Amplifies](#), a forum for community conversations that uplifts local voices from Boston and beyond. Recorded in front of a live café audience at GBH's studio in the Boston Public Library, *GBH Amplifies* features a rotating cast of well-known hosts from local media, community organizations, and more.

GBH Community Advisory Board

GBH depended on its [Community Advisory Board](#), composed of community leaders from around Greater Boston, to offer an external perspective on GBH's responsiveness to the educational and cultural needs and interests of the communities we serve. Board members review programming goals established by GBH, assist in responding to community needs, and evaluate whether GBH is meeting these goals.

Community Partnerships

GBH broadened our collaborative partnerships, enhancing the ways we make media and engage with our communities. Our exclusive public media sponsorship of the Boston Book Festival enabled GBH executive producers, hosts, and our CEO to lead discussions on a diverse range of topics.

This year, GBH became official media partners with Boston Children’s Museum. This next step in a long-standing relationship provides the opportunity to highlight GBH Kids and GBH Education content with museum visitors through programming, events, and shared social media promotion.

We also partnered in 2024 with the Boston Desegregation and Busing Initiative, JazzBoston, the Boston Symphony Orchestra, and many others.

PROGRAMMING

In four key content areas—journalism, science, children’s media and education, and history, arts, and culture—GBH provided relevant, engaging, and inspiring resources for our community across multiple platforms.

Journalism

GBH’s trusted, award-winning reporting has long captured the full spectrum of voices that make up the Boston community. 2024 saw GBH continue to cover the stories that mattered most to Bostonians, with a special focus on the stories and communities that have been historically excluded.

Always a critical public resource, GBH’s journalism proved particularly important during an election year. In 2024, GBH News produced [extensive coverage of local and national elections](#), ballot explainers, videos presenting arguments for and against each of the Massachusetts ballot questions, while *Boston Public Radio* hosted on-air debates to ensure that voters were fully informed before casting their votes.

- 2024 marked the 50th anniversary of the Boston busing crisis, when the *Morgan v. Hennigan* ruling forced the city of Boston to bus students between neighborhoods as a measure against segregation. GBH turned its attention to the legacy of this fraught history with several programs. AMERICAN EXPERIENCE’s [The Busing Battleground](#) reminded people of the chaos and racial unrest of the time. GBH News premiered [Never Cried: Boston’s Busing Legacy](#), a documentary chronicling the lasting impact of the crisis on two sisters who were bused from their predominantly Black neighborhood of Roxbury to White, working-class South Boston in 1974. The documentary was accompanied by in-depth features for digital and radio platforms

as well as an [interactive map](#) of historical sites around the city, produced in partnership with the Boston Desegregation and Busing Initiative.

- Created and hosted by Paris Alston, *A Walk Around the Block*, a GBH News original, [award-winning multi-platform series](#) hits the pavement in diverse neighborhoods to get at the heart of underreported stories in the Boston area. This year, the program connected citizens with changemakers in their communities.
- The MBTA is the oldest public transit system in the nation, and it faces significant budget, maintenance, and safety concerns. GBH News' extensive reporting on Boston's transportation system included coverage of a derailment on the Green Line extension, the state's Transportation Funding Task Force, the ending of the speed restrictions, and the MBTA Communities Act. In April, GBH News hosted a public community forum with MBTA General Manager Phillip Eng, State Secretary of Transportation Monica Tibbits-Nutt, and Jarred Johnson of Transit Matters.
- GBH introduced an expansive initiative, [Reckoning + Repair](#), investigating the local and national discussions about slavery reparations and racial inequity. GBH News' podcast "[What Is Owed?](#)" revealed Boston's historic role in the national reparations debate. AMERICAN EXPERIENCE offered historical context with [The Riot Report](#), the story of a federal commission's investigation into eruptions of violence in Black neighborhoods across the country in 1967. The community engaged in the initiative through GBH News' [Enslavement History of the Freedom Trail walking tour](#), as well as the newly-launched [Equity and Justice reporting unit](#), a team of journalists developing multiplatform local, regional, and national stories that explore and expose injustice at all levels of society in Greater Boston and beyond.
- GBH News continues to operate one of the largest public media newsrooms in the country, producing timely, award-winning multiplatform reporting online and on radio and television, with its website drawing 400,000 monthly users. GBH News tells stories infused with and informed by the diverse communities we serve across the Commonwealth, through our bureaus at the State House, Dorchester, and Worcester, and our broadcast studio at the Boston Public Library. Our newsroom won three 2023 National Edward R. Murrow Awards from the Radio Television Digital News Association.
- On GBH 89.7 *Boston Public Radio* with Jim Braude and Margery Eagan continued to be GBH News' most popular show across multiple platforms. They continued their long tradition of broadcasting live "Ask the Mayor," "Ask the Governor," and "Ask the Attorney General" segments from the GBH Boston Public Library Studio, where listeners had opportunities to engage directly with decision-makers.

Science

Across Boston, educators rely on our flagship science series, NOVA, for resources to utilize on field trips, in the classroom, and after-school programs. Given the city's unique challenges related to climate change, GBH's documentaries and reporting illustrated the challenges of the ever-pressing issue and helped audiences consider possible solutions. NOVA's vast array of science content continues to spark curiosity in audiences, whether it's covering the intricacies of the brain, the breadth of Earth's history, or the sea life of Boston Harbor and beyond.

- To celebrate their golden anniversary, GBH's science program NOVA produced a cross-platform digital video series on major discoveries in the past 50 years. We built and broadcast a multi-day, live escape room event, [Y3K: Countdown to Shutdown](#), that streamed on Twitch and YouTube; and introduced a series of NOVA Science Trivia Nights at the GBH Boston Public Library Studio.
- **NOVA Explores the Gulf of Maine:** The Gulf of Maine, which extends to off of Boston's shores, is warming faster than 97% of the global ocean and is a microcosm for what's happening to sea life, fisheries, and jobs worldwide. The three-part documentary [SEA CHANGE: The Gulf of Maine, a NOVA Special Presentation](#) shared the story of this body of water, its history, and what scientists believe the future may hold. In keeping with efforts to diversify storytelling and to provide a platform for other voices. Clips were screened at the New England Aquarium along with a panel discussion.
- **Building Stuff:** NOVA premiered its first-ever Twitch channel, [Building Stuff with NOVA](#) hosted by Dr. Nehemiah Mabry. Audiences were invited to daily livestreams for gameplay, interactive interviews with experts, and virtual field trips. In October, the online Twitch audience tuned in to watch players on-site at GBH studios tackle a four-night escape room challenge featuring engineering-related puzzles. The event was followed by a new three-part documentary series, [Building Stuff—Boost It!](#), [Reach It!](#), and [Change It!](#)

Children's Media and Education

A trusted leader in children's media for more than 50 years, GBH Kids produces stories that help children feel empowered and seen while also encouraging a culture of lifelong learning. From *ZOOM* and *Work It Out Wombats!* to *Arthur* to *Molly of Denali*, GBH has prioritized the creation of smart, engaging programs that meet kids where they are. GBH's status as PBS's largest producer of children's programs means Boston parents and

teachers can depend on the foundation as an enriching and safe source for children's media, whether kids are watching on television, a mobile app, or playing digital games.

- The award-winning academic competition, [High School Quiz Show](#), returned for its 15th season. This program is an important community engagement opportunity for GBH. Through its fifteen-year history, 83 schools from across the Commonwealth—the majority of which from in and around Boston have participated, with more than 6,000 students attending Super Sunday qualifying events.
- Each year, in partnership with New England Public Media (NEPM), GBH Education works with a group of Educator Ambassadors who advise on a broad range of topics and provide feedback on educational content development and teacher engagement. The ambassadors are diverse in terms of the subjects, grades, and students they teach.

History, Arts, and Culture

Through programming, podcasts, events, and digital resources, GBH embraced music, drama, history, arts, and culture. Viewers and listeners immersed themselves in new dramas from MASTERPIECE, explored the region through *Local Lens* and AMERICAN EXPERIENCE documentaries, hunted for treasure with ANTIQUES ROADSHOW, and celebrated the first anniversary of [The Culture Show](#).

- GBH supported local artists in a range of unique ways. GBH Music continued its relationship with [Ulysses Quartet](#), offering free concerts in public schools and the GBH Boston Public Library Studio. They also launched [GBH Jazz Nights](#) to promote local musicians and the rich jazz talent of the region. GBH launched the [Local Lens](#) series with films by local filmmakers or with a local angle.
- The GBH Boston Public Library Studio offers a unique opportunity to experience in-person conversations with the mayor, the governor, and attorney general; live jazz concerts; NOVA Trivia Nights; [Outspoken Saturdays](#) spoken word poetry events; community conversations with [GBH Amplifies](#); and more. Three days a week, [Boston Public Radio](#) recorded live in front of studio audiences, and on Fridays, this was followed by a one-hour live broadcast of [The Culture Show](#).
- Now beginning its eighth season, *Stories from the Stage* is produced in Boston, and more than 5,000 people have applauded multicultural storytellers at the program's live events in Boston or at virtual events.

Sponsorships, Donations and Scholarships

GBH donated a variety of resources and support to the Boston community through scholarships, in-kind donations, equipment donation, and free programming for children and families. And our public-minded leadership team and employees volunteer their time locally and serve on the boards of various Boston civic organizations.

Boston Kids & Family Channel

Boston Kids & Family TV is a collaboration between GBH and the City of Boston, offering free educational programs to Boston cable subscribers. Children's programs, including *Arthur*, *Sesame Street*, *Curious George*, *Peep and the Big Wide World*, *Cyberchase*, *Daniel Tiger's Neighborhood*, and *Dinosaur Train* air during the day. In the evening, Boston Kids & Family TV offers history and cultural programs for adults, such as *History Detectives* and *Pati's Mexican Table*.

These in-kind services represent a \$361,240 payment in lieu of taxes.

Brighton High School Scholarship

GBH gives a scholarship to a graduating high school student interested in communications.

This in-kind service represents a \$1,000 payment in lieu of taxes.

Digital Mural

GBH continued to reflect the civic life of Boston on the 30 x 45 ft. digital mural built onto our studio building for the community and visitors traveling along the Mass Pike to enjoy each day. In 2024, GBH launched [Community Canvas](#), presented by *The Culture Show*, promoting local artists and photographers by displaying their work on the GBH Digital Mural twice a week. Mass Art student Ari Bowman's artwork was the first piece to be selected and displayed for GBH's *Community Canvas* initiative on October 18, 2024. The mural signals the spirit and content of public media for thousands of passersby each week and mirrors the vibrancy of our region: images of events and issues in our community and nation are displayed, drawing attention to the cultural richness of Boston and New England, as well as what's on the minds of those in the neighborhoods we serve.

This in-kind service represents a \$28,000 payment in lieu of taxes.

Television Tower Donation

GBH donates use of our television tower to Boston EMS and Boston Police Department.

This in-kind service represents a \$18,000 payment in lieu of taxes.

Various City Entities

GBH donated to various Allston-Brighton community organizations.

These in-kind donations represent a \$37,275 payment in lieu of taxes.

