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GBH Community Benefits Report

April 2023

For the period July 2021-June 2022

INTRODUCTION

GBH is an active and involved member of the Boston community. We enrich people's lives through programs, events and services that engage, illuminate and inspire, fostering citizenship and culture, the joy of learning and the power of diverse perspectives. Through free multiplatform content, events and comprehensive education and curriculum resources, GBH empowers audiences with information and resources to enrich their lives and communities. We serve our local audiences with trusted content and engaging experiences that are rooted in and reflect our city.

Throughout 2022, through TV and radio broadcasts, online and mobile content, educational activities, performances and virtual and in-person events, GBH fostered community connections, provided news and entertainment and offered free educational resources. GBH provided essential news and information to thousands of community members about current events, such as timely issues that were central in the midterm elections. GBH invited artists into its world-class recording and performance studios in Brighton for a set of cross-genre concerts for in-person and virtual audiences. We delivered free online resources for remote learning across the city and provided audiences with engaging and educational content through 187 in-person and virtual events about news, history, arts, science and children's media.

We also donated our computer equipment to local community organizations, schools and libraries. Throughout the year we partnered with local organizations such as the NAACP Boston branch, Handel and Haydn Society, Boston Public Library and more to help amplify and support their efforts. And our public-minded leadership team and employees volunteer their time locally and serve on the boards of various Boston civic organizations.

COMMUNITY PROGRAMS

GBH provided a variety of community programs and services designed to 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. GBH's local television channels include GBH 2, GBH 44 and GBH Kids. With a newsroom headquartered in Boston, GBH reaches across the city with GBH 89.7, Boston's Local NPR; and



CRB Classical 99.5. We offer four local web services—gbh.org, gbhnews.org, classical wcrb.org and gbh.org/jazz247 that provide complementary streaming, podcasts, blogs, news updates and a wide range of resources that are relevant to Bostonians. The Boston Kids & Family Channel serves the city’s families with a broad range of cultural content. As a community service, GBH donates use of its television tower to Boston EMS and Boston Police.

PROGRAMMING

As the Greater Boston community returned to a new normal, GBH broadened our perspectives and collaborations, enhancing the ways we make media and engage with our communities. In four key areas—journalism, science, children’s media and education and history, arts and culture—we provided relevant, engaging and inspiring resources for our community.

Journalism

In 2022, GBH News delivered live and streamed coverage of news and analysis and podcasts, providing context and unbiased reporting to audiences across the region. We focused on covering a broader range of the city’s and state’s communities and bringing diverse voices into our stories across all platforms.

- *The State of Race*. This ongoing series of community conversations examining race and inequality in Massachusetts is implemented in partnership with *The Boston Globe*, the NAACP Boston Branch and GBH WORLD at the GBH Boston Public Library Studio. In 2022, panelists from the Greater Boston area discussed topics such as inequity in the technology industry, local business development and homeownership. GBH also teamed up with NAACP Boston Branch, *The Boston Globe*, The Black Economic Council of Massachusetts and The Greater Boston Chamber of Commerce to host [The State of Race: Black Joy](#), which highlighted the positive experiences and aspirations of people of color and featured local musicians and Boston Poet Laureate Porsha Olayiwola.
- Live broadcasts of *Boston Public Radio* returned to the GBH Boston Public Library Studio every Tuesday and Friday with co-hosts Jim Braude and Margery Eagan.
- *Boston Public Radio* continued its long tradition of broadcasting “[Ask the Mayor](#)” and “[Ask the Governor](#)” segments from the GBH Boston Public Library Studio, where listeners had opportunities to engage with decision makers.
- GBH News held listening sessions across the city to more deeply understand our audiences and issues they care about.
- In Boston, as in most U.S. cities, a housing crisis is unfolding. GBH News launched a new multiplatform series [Priced Out: The Fight for Housing in Massachusetts](#) that gave voice to individuals and families struggling to stay in their homes in East Boston.

- When the MBTA shut down the Orange Line for 30 days, GBH News offered vital information across all platforms, launching a live blog with daily stories until service resumed. Throughout this project [30 Days to Save the T](#), we kept the commuter at the fore. Sourcing stories via online submissions, reporters rode the rails with frustrated customers, and we drove the conversation on social media. Our audience responded. Readers spent an average of +20 minutes on the live blog.
- Leading up to the local midterm elections, GBH News provided a critical resource for our community by hosting a series of [debates](#) and interviews spotlighting five contested statewide primary races. In a lively election year, Adam Reilly and the politics team delivered timely analysis with [Talking Politics](#) and [Pint of Politics](#) on YouTube, and GBH News reporters served up succinct videos on the four ballot questions facing voters. Election Day in November was GBH News' most successful Election Day ever on its website, with 85,000 visitors coming to the website, more than double the traffic on any other recent election day.
- Season 2 of GBH News' [The Curiosity Desk](#), which won a Boston/New England Emmy® Award this year, premiered in an all-new digital format on YouTube. Host Edgar B. Herwick III answered viewer questions and examined some of the everyday mysteries hiding in plain sight, including how Boston's MBTA train lines got their colors.
- Every month, GBH News arts and culture reporter James Bennett II provides ["The Drop,"](#) a monthly list of affordable arts and culture events to attend in and around Boston.

GBH Forum Network

With numerous Boston-based partners, the GBH Forum Network hosted dozens of free virtual events to encourage deeper understanding and civic engagement around Boston's key issues, including the following:

- The special six-week speaker series "Politics in the Era of Global Pandemic 2.0," with Suffolk University.
- A discussion of everyday miracles with Benjamin Zander, the renowned conductor of the Boston Philharmonic Orchestra and Boston Youth Philharmonic Orchestra
- A discussion on the importance of writing to uplift and inform Black communities with GBH News Arts & Culture Reporter James Bennett, II and Black authors Simeon Marsalis and Tatiana Johnson-Boria.
- Presentations on transforming housing policy, the future of the MBTA and expanding the meaning of "safe" on our streets.
- A conversation on feminist history with three remarkable writers presented by American Ancestors, New England Historic Genealogical Society and Boston Public Library.

- A reflection on Manuel R. Pires, Chairman of African Lodge No. 459 and abolitionist and leader in the free Black community in Boston.

The GBH Forum Network partnered with additional Boston-based partners, including the Boston Public Library, the Cambridge Forum, the Ford Hall Forum, the Lowell Institute and the Massachusetts Institute of Technology.

Science

GBH's national science series, NOVA, plays a key role locally in demystifying the scientific and technological concepts that shape and define our lives, our planet and our universe. Science educators across the city rely on NOVA for resources used in the classroom as well as in museums, libraries and after-school programs.

- NOVA strategically taps the Greater Boston area's unmatched science resources, drawing on experts and featuring scientists in its films. Showcasing local innovation, NOVA featured [Augmented](#), which told the story of ingenious new technology that allows prosthetic legs to move and feel like the real thing. *Augmented* follows MIT's Hugh Herr, whose legs were amputated after a 1982 rock climbing accident. Frustrated by the basic prosthetic legs he was given, Herr set out to improve their design.
- NOVA was recognized by the National Educational Telecommunications Association (NETA) for innovation in education for [NOVA Science Studio](#). NOVA's first youth program, it empowers students with the skills to tell engaging stories about the science issues that matter to them through short-form video and amplify the voices of young people who have been traditionally underrepresented in science communication. First piloted in Boston during the 2018-2019 academic year, it was created to teach and engage young people in science communication, digital media literacy and video production. The program was offered to high school students across the country in 2022, including students in the 826 Boston program, a youth writing program.

Children's Media & Education

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.

- GBH Education's [Educator Ambassadors](#) advise GBH on outreach to educators, act as a sounding board and co-present with GBH at conferences and webinars—bringing rewards to both GBH and participants. The 18 members from the 2022-2023 cohort represent multiple Massachusetts school districts and have experience across grades and subjects.

- [High School Quiz Show](#) completed Season 13 using an innovative hybrid production model, with North Quincy High School winning the championship, besting 16 other state teams.
- GBH Education continued to expand its offerings to local and national schoolchildren through PBS LearningMedia, including a robust new [U.S. History Collection](#) and varied informal resources for out of school learning.

History, Arts and Culture

Producing and presenting arts programming is a critical part of our mission—connecting communities and audiences through free, accessible offerings featuring dance, music, theater, painting and more. GBH is committed to developing new, innovative ways to connect audiences to history, arts and culture, reaching those in the city and on digital platforms.

- The GBH Fraser Performance Studio hosted local and global musicians, reaching audiences in person and virtually. At the end of the year, GBH Music presented its annual [Holiday Music Celebration](#) in December, bringing together in one show GBH Music’s core pillars—classical, jazz and Celtic.
- GBH Music presented several classical events and collaborated with Jazz Boston to create several streamed jazz shows, including *Emerald Jazz*, with an intriguing blend of improvisational jazz and traditional Irish music; *Tango Libre*; *The Legacy of Tony Bennett*; *Donal Fox*; *Master Jazz Composers*; and *Dream Alliance*.
- *A Christmas Celtic Sojourn* gloried in a 20th anniversary, four-city tour, live and online. With performances in Boston, the show drew on Celtic, pagan and Christian traditions to celebrate music of the season. Host Brian O’Donovan warmed concertgoers with poetry and traditional readings, while dancers, instrumentalists and vocalists brought music and merriment to the packed venues.
- GBH participated in Embrace Boston’s [Embrace Ideas Festival](#), a yearly celebration of ideas grounded in arts, culture and public scholarship. This week-long gathering brings together local, state and national leaders to amplify anti-racism and a vision for a transformed Boston by 2030. Rooted in racial equity, healing, wellbeing and joy, the theme of Embrace Ideas 2022 was "Building A New Boston Together." GBH hosted an important conversation on the history of reparations and its place in Boston.
- As Boston’s only remaining television arts and culture reporter, GBH’s Executive Arts Editor Jared Bowen allowed viewers to venture inside the creative process in Season 11 of [Open Studio with Jared Bowen](#). The weekly GBH arts and culture series offered a blend of profiles, performance and contemporary exhibitions in Boston and surrounding communities.
- *Independent Lens* produced [A Reckoning in Boston](#), presented on GBH 2 and directed by local director James Rutenbeck. The film documents the experience of low-income, adult students of color at the Clemente Course in Boston.

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.

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, such as *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*.

This in-kind service represents \$387,556 payment in lieu of taxes.

The Paula Apsell/GBH STEM Boston Public Schools Scholarship

As part of GBH's longstanding commitment to supporting science education, GBH announced the 2022 recipients of the [Paula Apsell/GBH STEM Boston Public Schools Scholarship](#).

Seven Boston public school high school graduates received an award toward post-secondary STEM education. The diverse group of scholarship winners are from five high schools and plan to study in STEM at colleges and universities across the country, including Massachusetts College of Pharmacy and Health Sciences, Tufts University, Bryn Mawr, Howard University, University of Massachusetts Boston and Wentworth Institute of Technology. The scholarship is named for Paula Apsell, senior executive producer emerita of the science series NOVA, which is produced by GBH and seen nationally on PBS.

This in-kind service represents a \$35,000 payment in lieu of taxes.

David Kuhn/Brighton High School Scholarship

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

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

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 15 Boston-focused images, including notable city residents, events and issues such as Bunker Hill Day, Boston Press Photographers Association's pictures of the year, One Boston Day and mayoral candidates.

This in-kind service represents \$6,000 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 \$18,000 payment in lieu of taxes.

Computer Equipment Donation

GBH donated a variety of computer equipment to community organizations in Brighton.

This in-kind service represents \$6,032 payment in lieu of taxes.

