



**WGBH Community Benefits Report
April 2020
For the period July 2018-June 2019**

INTRODUCTION

WGBH 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. Through TV and radio broadcasts, online and mobile content, educational activities, screenings, performances, events and forums in our Brighton and Boston Public Library studios, WGBH fosters community connections. We’ve donated our facilities, books, computers and equipment to area schools. And our public-minded leadership team and employees volunteer their time locally and serve on the boards of various Boston civic organizations.

COMMUNITY PROGRAMS

WGBH 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.

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

WGBH operates two local public radio services: 89.7 WGBH, Boston’s Local NPR and 99.5 WCRB Classical Radio Boston.

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 program resources that are relevant to Bostonians.

WGBH News

WGBH 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 2019. WGBH 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 and an award-winning newsroom, we produce daily breaking news coverage and a range of feature articles about issues and people in Boston's diverse neighborhoods.

89.7 WGBH offers more than 30 hours every week of original, local programming that brings listeners a wide range of voices and opinions. WGBH'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 day's news and issues. The show regularly hosts the city's most 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 WGBH television'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 media. A sample of segments in 2019 include the uptick in hiring of workers with disabilities and its long-term effect on the job market and multiple programs dedicated to Boston's hotly contested City Council elections,

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 by incorporating a simultaneous Facebook and Twitter stream and discussion with live TV to connect directly with audiences. *Basic Black* continues to be responsive to local current events, providing a platform for local voices on national issues. Topics covered in 2019 included mental health, education equality with the new Boston Public Schools Superintendent Dr. Brenda Cassellius, minority ownership in

Boston’s emerging cannabis industry, and a look at the 400th anniversary of the first enslaved people to arrive in America. *Basic Black*, in collaboration with Boston’s Berklee College of Music, produced an episode featuring three-time Grammy winner and founder and artistic director of the Institute of Jazz and Gender Justice Terri Lyne Carrington, Berklee student Dreion and Grammy-nominated saxophonist and former Beyoncé band member Tia Fuller.

On *Open Studio with Jared Bowen*, Boston’s only full-time multimedia arts reporter pulls back the curtain on the creative process, with interviews and stories on local, regional and national artists and arts organizations. In 2019, program highlights included the exhibit “Ancient Nubia Now” at the Museum of Fine Arts, interviews with musicians David Byrne and Dolly Parton during their runs at the Emerson Colonial Theatre, a feature on the Institute of Contemporary Art’s acquisition of works by Yayoi Kusama and interviews with up and coming artists from Boston Arts Academy, the city’s only public school for the visual and performing arts.

FACILITY DONATIONS

WGBH provides its Calderwood Studio, Yawkey Atrium and the 200-seat Yawkey Theater for the use of city, neighborhood, community and non-profit groups for meetings and activities, reducing or waiving the costs. WGBH provided the use of its facilities to these groups, absorbing the costs as donations:

- 3/25/19- New England Development Group(Impact Advisory Group Public Meeting on Allston Yards) \$5,000
- 6/12/19- New England Development Group (Impact Advisory Group Public Meeting on Allston Yards) \$5,000
- Brighton Main Streets, 20th Anniversary Gala, 11/9/18 \$5,000
- Television Tower Space Donation for use by Boston EMS and Boston Police \$18,000

TICKETS, SPONSORSHIPS, DONATIONS, AND SCHOLARSHIPS

Promotions of Boston Public Library during live broadcasts of *Boston Public Radio* with hosts Jim Braude and Margery Egan \$362,000

Donations were made to support these local civic and city events:

- Brighton Main Streets Annual Gala Sponsorship \$250
- Four tickets to our annual Funfest for kids to the Faneuil Branch Library Annual Funky Auction \$120
- Two tickets to the Boston Parks & Recreation Rose Garden Party \$300
- WGBH established a scholarship two decades ago in memory of David Kuhn, a long-time WGBH producer and journalist. Each year, WGBH gives it to a Brighton High School student interested in pursuing studies in communications. \$1,000
- At our annual WGBH 5K Run, we donated admission to run for 21 kids as part of the Road to the Right Track, a program of the Boston Police Department \$420
- Donated computer equipment (computers, monitors, and printers) to Boston area schools and Jackson Mann Community Center \$10,100
- For more than 20 years, children in Allston-Brighton elementary schools have benefited from WGBH’s annual employee toy drive—an outpouring of gifts and cash (this year 270 gifts and \$500 in donations)—that brightens the lives of neighborhood families. WGBH delivered the gifts to six Allston-Brighton schools: Gardner Pilot Academy, Winship Elementary School, Edison Middle School, Jackson/Mann K-8 School, Baldwin Early Learning Pilot Academy and the Horace Mann School for the Deaf. Classroom supplies and indoor and outdoor recess equipment for the schools were purchased using the cash donations that were received. \$500

WGBH EDUCATION DEPARTMENT OUTREACH AND ENGAGEMENT

WGBH 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 2019 include the following:

- WGBH provided much needed books and educational materials to children and families in

Boston through the *Books + in Massachusetts* initiative. In Boston in 2019, we established a new collaboration with Boston Medical Center's (BMC) Maternal/Child Health Clinic, which serves at-risk families from the city's vulnerable neighborhoods. We donated more than 350 branded canvas bags filled with new board books, colorful stacking cups and a handout on *Small Moments Big Impact*, an app developed by WGBH and BMC and designed for new moms and their infants. In addition, we deepened our relationship with the Boston Public School's Countdown to Kindergarten program, providing to rising kindergarteners and their families some 5,000 new picture books (in English and Spanish) along with activity sheets. In total, WGBH and our partners reached more than **5,300 at-risk children and families** with some **6,000 new children's books, fun activities and educational toys** for them to take home and keep. **The total value of this book and activity donation was more than \$30,000.**

- We welcomed hundreds of students for our tenth season of *High School Quiz Show (HSQS)*, our award-winning single-elimination academic team competition for high school students in Massachusetts. Endorsed by the Massachusetts Department of Elementary and Secondary Education and the Massachusetts PTA, HSQS rewards the academic achievements of local high school students who compete as teams, answering questions correlated to state curriculum guidelines in literature, history, science, math, civics, current events and general knowledge. Teams were cheered on by enthusiastic studio audiences, which totaled over 1,255 for the season and included families, friends, teachers and several costumed school mascots. In 2019 we saw the first Boston Public Schools team to ever win HSQS, Boston Latin.
- With the support of a Ready To Learn grant from the Corporation for Public Broadcasting, WGBH continued to reach new immigrant families with young children in collaboration with partners such as Boston Public Schools Adult Learning Program, Boston Public Library, English for New Bostonians and Tech Goes Home. Together, we hosted summer STEM camps for early elementary-age students, introduced families to coding with ScratchJr, and promoted reading through the distribution of new children's books, including *Ada Twist, Scientist* and *Iggy Peck, Architect*. **The total value of family giveaways at these events was approximately \$5,000.**
- Over the past year, WGBH worked with the Boston Area Girls STEM Collaborative to promote engineering, invention and environmental sustainability among young people using *Design Squad Global Inventing Green*. WGBH worked with middle school students on a variety of environmental challenges including designing sneakers using reusable materials, building a prototype of a wind power station and building a machine that can use wind energy to accomplish a task, such as lifting a weight or spinning a pencil to make a drawing.
- WGBH supported Boston Public Schools (BPS) by producing a website of curated PBS LearningMedia resources to support Capstone projects for grades 3-5 in BPS Excellence for All schools, a cohort of elementary schools serving the most underserved populations in the district. Members of the WGBH education department also volunteered in schools to help students with their projects. We also hosted the students' Capstone Project Showcase at WGBH, featuring about 80 students; the event was attended by several Boston Public Schools educators, city officials and area education nonprofits. **The total contribution from**

WGBH toward equipment and catering for the Capstone event was approximately \$2,000.

- The WGBH education team hosted and participated in several professional learning events for BPS educators and librarians. We also planned and facilitated a science and design thinking training at Brighton High School’s all-staff professional development at the beginning of the 2019-20 school year and worked with BPS high school math students to create videos explaining methodology. In addition, we supported the Brighton High School School-Community Partners Program and participated in a panel at a STEM Career events.
- Our Massachusetts Educator Ambassador program entered its second year, with the goal of increasing partnerships with teachers to help spread the word to educator communities about WGBH-produced resources and to create a teacher community to advise the education department on teacher programs and training. Sixteen teachers from across the state and a cross-section of grades and disciplines were selected for the program. Their combined efforts in webinars, conference presentations and other professional development **events reached more than 2,900 Massachusetts educators.** Along with other Massachusetts educators, they also participated in numerous WGBH PBS LearningMedia product development efforts, including advising on and testing the NASA-funded *Bringing the Universe to America’s Classrooms*, *FRONTLINE* and *American Experience* resources.
- WGBH held 26 free in-person and virtual educator trainings or presentations, in collaboration with various partners and touching on a broad range of WGBH-produced resources. Two afterschool professional development events on media literacy were held in collaboration with MassCUE and MSLA (Massachusetts School Librarians Association). In-person trainings were held in various school districts. Our webinars for Massachusetts educators included one on supporting project-based learning with digital resources. In total, our Massachusetts educator events **reached more than 3,300 teachers.** In addition, many Massachusetts teachers also attended our national webinars and presentations.
- WGBH education staff participated in the BuildBoston’s BUILDfest Pitch Challenge, which celebrates the culmination of a year of hard work by Boston Public School ninth-grade students on their entrepreneurship projects.

DIGITAL MURAL

WGBH 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, including One Boston Day/Marathon, Pride Day, Bunker Hill Day, 9/11 Memorial and Election Day. **Staffing and operation cost: \$10,000**

INSTITUTION NAME: WGBH Educational Foundation

FINANCIAL YEAR: FY2020

Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both ¹	1-time or Ongoing ²	Who is Served ³	Program Initiator ⁴	Partners
Boston Kids & Family Channel	Broadcast programs for children and families	\$417,157	In-kind services	Ongoing	Boston children and families	Mayor/WGBH	
Boston Public Library	Promotions during live broadcasts of Boston Public Radio	\$362,000	In-kind services	Ongoing	Boston Public Library and Boston residents	WGBH	Boston Public Library
Brighton High School scholarship	WGBH gives a \$1,000 scholarship to graduating student interested in communications	\$1,000	Cash	Ongoing	Boston student	WGBH	Brighton High School
Facility donations	WGBH donated event space to local organizations and waived standard rental fees	\$15,000	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Nonprofits
Digital mural donation	WGBH donated highly visable digital mural to promote signature events of local non-profits	\$10,000	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Nonprofits
Various local charity donations	Donations to causes of various nonprofits	\$1,090	Cash	Ongoing	Boston non-profits	WGBH	Various Boston Nonprofits
Materials donated to Boston-based organizations	Donations to causes of various nonprofits	\$47,600	In-kind services	Ongoing	Boston children	WGBH	Various Boston Nonprofits
Television Tower donation	Donated to Boston EMS & Boston Police	\$18,000	In-kind services	Ongoing	Boston residents	WGBH	Boston Police & EMS

¹ Does 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.

² Is 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.

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

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