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GBH Community Benefits Report
April 2022
For the period July 2020-June 2021

INTRODUCTION

GBH is an active and involved member of the Boston community. We enrich people's lives through programs, events and services that educate, inspire and entertain, 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 2021, 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 the pandemic, racial inequities and issues that were central in local elections. When Boston's concert venues were closed, we connected arts lovers with music by opening our recording studios to local artists who could stream their performances. We delivered free online resources for remote learning across the city and provided audiences with engaging and educational content through more than 300 virtual events about news, history, arts, science and children's media.

We also donated our facilities, computers, books and equipment to area cultural institutions, schools and libraries. 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 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 continued to fight against COVID-19 and reckon with racial injustice, GBH broadened our perspectives and collaborations. 2021 was an opportunity to enhance 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

At a time when many newsrooms are shrinking, GBH is investing in even more coverage of our community. In 2021, as the GBH newsroom staff continued to grow, we focused on covering the city’s and state’s diverse communities and bringing diverse voices into our stories across all platforms. News coverage was hyper-local, with live and streamed coverage, regular call-in programs giving audiences direct access to lawmakers, digital series, events and podcasts.

Boston-oriented activities include the following:

- *The State of Race*. This ongoing series of community conversations examining race and inequality in Massachusetts is hosted by Dan Lothian, executive producer of *The World*. It is implemented in partnership with *The Boston Globe*, the NAACP Boston Branch and GBH WORLD. Panelists from Boston discussed topics such as inequity in the education and housing sectors, police reform and voter suppression.
- GBH concluded the yearlong reporting project *COVID and the Classroom* with *Class of COVID*, a 30-minute retrospective. The newsroom also marked the pandemic anniversary with *A Year Apart: How COVID Changed Us*, a full day of special programming across radio, television, digital and social media platforms.
- *Election 2021: Boston’s Race into History* provided complete coverage of the historic mayoral race with a new television program, a newsletter, virtual events and in-depth, curated digital content. GBH News also provided in-depth coverage of the races for the five open seats on the Boston City Council.
- New episodes of the political insider podcast “The Scrum” and special segments of *Under the Radar With Callie Crossley*, *Boston Public Radio*, *Basic Black* and *Greater Boston* provided comprehensive coverage of city and state politics.
- Arts and culture coverage broadened with the addition of James Bennett II, a writer and producer who produces digital content about the Boston-based music, arts and culture scene, including our established institutions and our underground and newer artists.
- In collaboration with Boston-based *Bay State Banner*, GBH launched a three-part series about Boston’s history with racism with a look at the issue today and what the future may hold. Reporters investigated what the mayoral race means for Black residents who have left the city and checked in with people who grew up during the desegregation of the Boston Public Schools amid the busing crisis.
- Deriving content from Boston listeners, *The Curiosity Desk*, Edgar B. Herwick III’s long-running radio segment answering questions from the community, evolved to become a regular weekly video feature distributed on YouTube, Instagram, the web and radio, reaching a much larger audience. Episodes covered poker chips in Boston’s streets, Boston researchers’ findings about the universe and the bronze pear sculpture in Dorchester’s Edward Everett Square.

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;

- A virtual musical tribute to Martin Luther King, Jr., and former U.S. Representative John Lewis in partnership with the Boston Youth Symphony Orchestra and the Museum of African American History
- A discussion on racism in baseball with former Red Sox player Mo Vaughn and Red Sox Assistant GM Elaine Steward
- An historical perspective on race, medicine and healthcare with the Museum of African American History
- The special six-week speaker series "Politics in the Era of Global Pandemic 2.0," with Suffolk University
- A look at American history from an Indigenous perspective with the Mashpee Wampanoag Tribe

The 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. *Picture a Scientist*, which examines systemic gender and racial biases in the sciences through personal stories and hard data, told the story of Nancy Hopkins, a biologist at MIT, who worked tirelessly to promote equality of opportunity for women in academia. The story of Jane Willinbring's experiences battling sexism and harassment at Boston University is also spotlighted.
- NOVA's first youth program, NOVA Science Studio, piloted in Boston during the 2018-2019 academic year, was created to teach and engage young people in science communication, digital media literacy and video production. Offered to high school students across the country in 2021, including students in the 826 Boston program, the program seeks to build students' skills in telling engaging stories about science through short-form videos and create a platform to amplify the voices of young people who have been traditionally underrepresented in science communication. The program was recently recognized with the Innovation in Education Award by the National Educational Telecommunications Association (NETA).

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.

- With many states, including Massachusetts, mandating that civic action programs be included in civics education, GBH developed *Youth Stand Up*. During development, GBH surveyed teachers and

conducted surveys and focus groups with youth across Massachusetts, including eighth graders in Boston's Mattapan neighborhood. With that feedback, GBH refined its civic education program for grades 7–9, by using TikTok-style videos to explain complex topics and expanding the resources students could use as they research, plan and advocate for a social change that is important to them.

- GBH launched the 12th season of *High School Quiz Show*, which gives high school students across Massachusetts the chance to engage in academic competition and produced it remotely due to the pandemic. Boston Latin came in second and the British International School of Boston competed in earlier rounds.

History, Arts and Culture

GBH continued to produce entertaining and illuminating cultural content, overcoming the production and access hurdles of COVID-19. During a time when cultural venues were still closed due to the pandemic, GBH collaborated with music, art and drama venues to create ways to connect the community to the arts.

- GBH invited a diverse lineup of more than 70 musicians, many of them Boston-based, to perform jazz, Baroque, opera and more in the GBH Fraser Performance Studio and Calderwood Studio. GBH also invited JazzBoston to livestream its JazzNOW series from our studios, and Boston Baroque moved its entire 2021-22 season to our Calderwood Studio, which was streamed live online.
- GBH's *A Celtic Sojourn* continued to bring its popular events to audiences virtually, helping support local performance venues. A limited number of performances were held at Emerson College's Cutler Majestic Theater in Boston.
- *Open Studio with Jared Bowen* each week visited the sets, studios and stages of both known and new artists in Boston, sharing art with audiences who otherwise would not be able to experience it. On both television and radio, Bowen featured Boston institutions including the North Bennet Street School, MassArt Art Museum, Commonwealth Shakespeare Company, the Robert Gould Shaw Memorial of the 54th regiment, ArtsEmerson and the Institute of Contemporary Art.
- In 2021, GBH offered more than 300 virtual events to provide opportunities for engagement in diverse perspectives. Dozens of authors joined GBH's virtual Beyond the Page Book Club, allowing participants to ask questions and discuss books. With its broad range of fiction and nonfiction, the club has attracted more than 1,000 readers to join the club's Facebook page. The series is offered in partnership with local bookstores to help support local businesses.

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 Boston 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.

\$35,200

- David Kuhn scholarship

1,000

TOTAL \$36,200

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.

\$15,000

