



Earning Your Trust

GBH worked throughout 2023 to affirm and deepen the trust of our audiences across Massachusetts, across the country, and around the globe. Throughout the year, our local and national programs provided authentic fact-based reporting, continually re-envisioning how to best reach out and engage readers, listeners, and viewers on all the platforms available in today's media landscape.

For almost 75 years, GBH has offered free, trusted, and accessible programs and services that our communities want and need. Our invaluable civic and educational offerings ensure that we can all participate in a fundamental institution—our democracy. Earning your trust was essential this year, as distrust in media continued to grow with the rapid rise of artificial intelligence (AI) and mis- and dis-information, unfortunately often from entrenched political perspectives.

We expanded GBH's reach by amplifying new voices on some of the most complex and divisive topics of our time. NOVA covered worsening climate change and examined possible solutions; FRONTLINE and *The World* reported in depth on Russia's war in Ukraine and the

Israel-Hamas war. As we approach the 50th anniversary of the busing battle in Boston, AMERICAN EXPERIENCE examined the desegregation effort, and GBH News will explore the progress (or lack thereof) made in the decades since.

At a time when local media outlets have been shuttered, GBH continues to provide a robust local service, deepening our commitment to cover the news in—and with—communities that have been traditionally under-represented. A new daily program, *The Culture Show* debuted, bringing a fresh take on emerging and established artists. "College Uncovered" and "Keyshawn Solves It" podcasts drew critical acclaim while "The Big Dig" podcast attracted both plaudits and a massive nationwide audience. And GBH

News received generous funding to increase its storytelling around issues of inequity.

We expanded our programming at our studio at the Boston Public Library, adding diverse musical and spoken word performances, as well as children's offerings—and the coming year will see even more events and programs there, inviting the public to join us in a literally transparent space. GBH Music brought joy and expanded its offerings significantly, both in-person and streaming online.

We know that trust is earned. Thank you for being on this journey with us and placing your trust in GBH.



Susan Goldberg President & CEO, GBH



Ann M. FudgeChair, Board of Trustees



Journalism

GBH's journalism has earned your trust because it is factual, credible, and reflects the range of diverse voices that make up our community. Throughout the year, GBH has covered stories that make a difference to our audiences—locally, nationally, and internationally.

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I'm grateful to GBH for the service it has provided and for the attention to local as well as national and international concerns."

Lynne R.

Trusted Local News

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. Embracing a "newsroom without walls" approach, 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 (RTDNA). And CAI, the Cape and Islands NPR station, which is an affiliate of GBH. won five.

With a focus on the stories of often historically excluded people, GBH developed two new series. Priced Out explored the impact of skyrocketing home prices, especially in communities where residents can least afford to pay more: and Life After Prison, an ongoing project of the GBH News Center for Investigative Reporting, explores the challenges faced by thousands of people who return from incarceration each year and the organizations, communities, and families that welcome them home. This series features contributions of dozens of returning citizens who share their struggles and successes.





Our Growing Podcast Library

GBH News' new podcasts, including "The Big Dig" with more than 2.5 million listeners, the largest in GBH history, and "College Uncovered," drew listener acclaim, with behind-the-scenes coverage of the nation's largest construction project and the hidden workings of colleges and universities.

Boston Public Radio and The Culture Show

On GBH 89.7 <u>Boston Public</u> <u>Radio</u> with Jim Braude and Margery Eagan continued to be GBH News' most popular show across multiple platforms and GBH launched its first major show in a decade <u>The Culture Show</u>, hosted by Jared Bowen and featuring arts and culture coverage each day for an hour.



Community Outreach

GBH's network of community partnerships deepened and expanded with our exclusive public media sponsorship of the NAACP Convention in Boston, which included live broadcasts; the Boston Book Festival, where GBH executive producers, hosts, and our CEO led discussions on a diverse range of topics; and five new episodes of *The State of Race*, a series that began in 2020 about race and inequality produced in partnership with GBH, WORLD, NAACP Boston, and *The Boston Globe*.

This year, our newsroom partnered with James "Jimmy" Hills of Dorchester who is elevating the voices of Boston's communities of color, to produce a special brew of his podcast "Java with Jimmy at GBH" at our studio at the Boston Public Library.



increase in GBH News YouTube traffic from last year



increase in GBH News Instagram traffic from last year







Reaching Teens

In an effort to reach teens who are consuming news on social media, FRONTLINE launched a new series called FRONTLINE Short Docs-offering boldly told, digestible films that explore the critical issues impacting young adults and the world they live in. By publishing the films on YouTube, FRONTLINE Short Docs aims to combat rampant misinformation that's reaching younger audiences online. The documentaries were developed by FRONTLINE in collaboration with GBH Education. Each film is available free to teachers on PBS LearningMedia with an accompanying curriculum unit.

40 Years of FRONTLINE

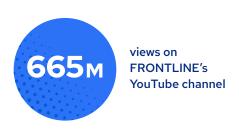
In 2023, FRONTLINE, America's longestrunning investigative documentary series
on television, celebrated 40 years. This
year, FRONTLINE was given the coveted
Beacon Award, public media's highest
honor for its "unparalleled track record of
producing quality investigative journalism." FRONTLINE's journalism is reaching
audiences across more platforms and in
more places than ever before and has
emerged as a leader in experimenting
on new platforms. The series' YouTube
channel currently reaches more than 2.6
million subscribers with approximately
665 million views.

FRONTLINE continued to zero in on the world's biggest and most complex stories with in-depth coverage of Russia's war in Ukraine and the Israel-Hamas war.

Coverage included investigations into freedom of the press and continued monitoring of Russian-committed war crimes in Ukraine, the impact of Putin's repression of domestic protests against the war, and more. The series also took deep dives into how America's 20-year war in Afghanistan culminated in Taliban victory and the lingering impact of the U.S.-led invasion of Iraq two decades later.

FRONTLINE's and The Associated Press' feature documentary <u>20 Days in</u>

Mariupol was nominated for an Academy Award® in the Documentary Feature Film category and won an EE BAFTA Film Award for Best Documentary. A harrowing and unforgettable first-person view of the early days of Russia's invasion of the Ukrainian port city, the film also won the Audience Award for World Cinema Documentary at the Sundance Film Festival following its world premiere in January 2023.



66

Keep up your stellar reputation for quality programming."

Gresh L.



Equity and Justice

GBH News established an Equity and Justice desk, a multiplatform unit that will focus on racial and socioeconomic equity issues in Greater Boston and shine a light on inequity-whether around healthcare, housing, income, or other topics of interest to our increasingly diverse community. The unit will develop regional and national stories around these key topics, expanding its commitment to community events, interacting directly with the audience, and elevating community voices. The unit is being supported with a \$750,000 grant from the Barr Foundation.



Amplifying Diverse Voices

WORLD, produced and programmed at GBH as public media's premier platform for diverse documentaries and storytelling, helps audiences understand the issues, conflicts, movements, and cultures around the globe. Big Chief, Black Hawk celebrated the beauty and resilience of the Mardi Gras Indian tradition as it intersects with Black culture in the face of crisis and change. Asian American Stories of Resilience and Beyond provided a showcase for emerging Asian American and Pacific Islander filmmakers with short documentaries on immigration, racial reckoning, gun violence, pandemicinspired anti-Asian hate, and more.

Buffalo Soldiers: Fighting on Two Fronts, which won the National Educational Telecommunications Association (NETA) Public Media Award for Historical Feature, focused overdue attention on the African Americans who enlisted in the U.S. military as a path to citizenship, livelihood, and greater respect. While Black soldiers fought in military conflicts abroad, they also grappled with civil rights struggles at home. In recognition of WORLD's content that reflects the increasingly inclusive viewing audience, Fannie Lou Hamer's America: An America ReFramed Special was recognized by the National Association for Multi-ethnicity in Communications in the Best Documentary category.



Reporter Carolyn Beeler became the new co-host of The World, joining Marco Werman.

Covering the World

The World, public radio's longest-running daily global news program, is now airing on a record 376 public radio stations across the United States and in Canada, more than at any point in the program's history. The show, produced by GBH and PRX in our Brighton studio, is heard by nearly 2 million people nationwide each week. The World reporters dug into real-time coverage of the wars in Ukraine and the Middle East and delivered critical information on key topics such as climate change, global security, women and gender, migration, and public health.



Science

GBH deepened its <u>commitment</u> to covering our changing climate, illuminating the challenges and highlighting solutions through documentaries, trusted reporting, meaningful partnerships with community organizations, and dedication to science education.

Focus on Climate Solutions

NOVA, which will celebrate its 50th anniversary in 2024. launched Climate Across America to spotlight how climate change affects communities across the country and engaged audiences in conversations about innovative climate solutions. With major support from the Corporation for Public Broadcasting and additional funding from GBH's Planet Future Fund and The Arthur Vining Davis Foundations. the collaboration leveraged the reach and power of the PBS system, enabling NOVA to work with 10 public media stations and students in classrooms to produce and distribute climate-focused content. In conjunction with the initiative's debut, NOVA presented two complementary climate documentaries, Weathering the Future and Chasing Carbon Zero.



Our Spectacular Earth

With stunning animation and updates from the latest research, NOVA's *Ancient Earth* told the story of the most dramatic events in the planet's 4.5-billion-year history, from its birth to the emergence of humanity. Five episodes drew on

deep science expertise of more than 50 advisors and scientists and featured interviews with a diverse cadre of experts. NOVA also was honored with an Alfred I. duPont-Columbia Award for the 2022 documentary *Arctic Sinkholes*.

66 NOVA has been one of the most important influences in my life, including my career choice and life philosophy that holds science in great esteem. I remember as a teenager watching some of the early episodes and being awestruck."





Children's Media and Education

In addition to being the leading producer for PBS in primetime for general audiences, GBH is also PBS's largest producer of children's programs. Parents and teachers depend on GBH's children's educational programs as trusted and safe sources for children to watch television, play digital games, and use mobile apps. These media are not only entertaining, they also help kids get ready for school, nurture social-emotional learning, foster the arts and creativity, and enhance literacy.



Work It Out Wombats! weekly viewers



Work It Out Wombats! streams

Work It Out Wombats!

The newest GBH Kids series Work It Out Wombats!, which helps young children with computational thinking, launched in 2023 to great acclaim and is the number three show in weekly reach on PBS KIDS, with 1.1 million weekly viewers. Wombats! videos have been streamed more than 204 million times across PBS Kids platforms. and the digital games have tallied over 12 million plays. The companion "Work It Out Wombats! Podcast" debuted in early 2024. Common Sense Media hailed the series as one of the best television shows of 2023, awarding it the notable Common Sense Media Seal for Families.



Inspiring Children and Families

The engineering-focused Design Squad, which has been inspiring young people for almost 20 years, has been extended to Design Squad Maker, with workshops and activities for families. And the Design Squad YouTube channel has surpassed 1 million subscribers, featuring 330 videos (with one garnering 395 million views) of live action engineering challenges, kid demonstrations, animations, and more.



The Adventures of Molly

The nationally traveling exhibit <u>Molly of Denali:</u> An Alaskan Adventure made its way across the country, including to Springfield, Massachusetts, allowing young people to explore Alaska Native culture by pretending to fly a replica bush plane, drive a snowmobile, navigate a snow maze in snowshoes, go ice fishing, care for sled dogs, and more. The animated series has received a Peabody Award, a Television Critics Award, and a Kidscreen Award, garnering a television reach of more than 20 million people and some 450,000 users on PBS Kids digital platforms each month.



Enhancing Learning

The U.S. History Collection, developed by GBH Education for middle and high school students on PBS LearningMedia, has exceeded 1 million users, with research showing that students using the resources made significant gains in learning both content knowledge and historical thinking skills. The collection was named the best social studies instructional solution of 2023 as part of the annual SIIA CODiE Awards, which recognize the most innovative education technology products in the country.

Solving Problems with Engineering

The National Science Foundation-funded curriculum for middle school, Solving Community Problems with Engineering, works to broaden students' understanding of environmental science, engineers, engineering, and the problems they address. After participating in the curriculum, students' science learning improved, and their ideas about engineering and the problems engineers solve expanded, with girls showing significant increased interest in science and engineering.

Podcasts for Young Listeners

Part mystery, part history, and told with flair, the new GBH Kids podcast "Keyshawn Solves It" introduced listeners to Keyshawn. This 10-year-old detective from North Minneapolis is determined to solve the mystery of missing bicycles to save the community's Juneteenth bike parade, while learning important lessons in responsibility, resilience, and courage. The podcast, which was named Common

Sense Media's #1 Kids Podcast of 2023, highlights ways parents and caregivers can talk about family heritage and culture, community issues, and everyday challenges. "The Arthur Podcast" also made Common Sense Media's list.





History, Arts, and Culture

Through our radio and television programs, as well our community events in-person and online, GBH presents history, arts, and culture to inform the present and uplift the arts in Boston and beyond.

The Culture Show

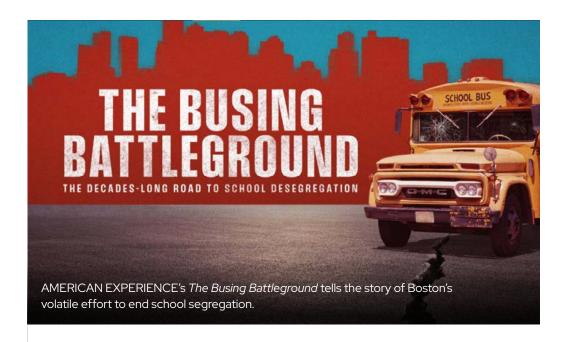
GBH News launched <u>The</u> <u>Culture Show</u> this year, a daily radio program to provide an expansive, inclusive look at society through art, culture, and entertainment. Hosted by GBH Executive Arts Editor Jared Bowen and featuring GBH News' Callie Crossley, Edgar B. Herwick III and James Bennett II as co-hosts, conversations engaged other local staff members, contributors, guests, and experts in the arts community.

An Epic Season from MASTERPIECE

MASTERPIECE rolled out its 53rd season with both new episodes of cherished series and intriguing all-new productions. *Tom Jones* debuted with a four-part series based on Henry Fielding's classic novel, *The History of Tom Jones, A Foundling.* Building on the success of the first two seasons, a new season of *All Creatures Great and Small* debuted to critical acclaim. A new season of *World on Fire*, the epic World War II drama; *Annika*, star-

a crime solving police detective; and new seasons of <u>Unforgotten</u> and <u>Van der</u> <u>Valk</u> made for a varied and audience-pleasing lineup.

ring Nicola Walker as



Our AMERICAN EXPERIENCE

AMERICAN EXPERIENCE, the longestrunning history documentary series on television, continued its presentation of broader, more inclusive, and representative roster of documentaries, including <u>The Busing Battleground</u> and <u>The Harvest</u>, which examined the deeply mixed legacy of America's efforts to racially integrate public schools in the 1970s. GBH hosted community dialogues involving people directly affected by the busing crisis in Boston and will continue to host conversations throughout 2024, the 50th anniversary year of that period.

The Sounds of Music

GBH Music's repertoire expanded throughout the year, with concerts and recording sessions in GBH facilities by

> world-acclaimed musicians. During a year of record ratings that ushered in growing audiences for CRB Classical 99.5, the station continued GBH's longest-standing

commitment to the arts—a schedule of 50 concert broadcasts of the Boston Symphony Orchestra. In addition, WCRB in Concert produced more than 20 concert broadcasts with local arts organizations, including a presentation of Boston Lyric Opera's production of Rhiannon Giddens' Omar, winner of the Pulitzer Prize for music. GBH Music produced



10 virtual and streaming performances including <u>Peace—The Concert for Eric Jackson</u>, in Calderwood and a Celtic/ classical crossover in Fraser Performance Studio featuring the Rasa Quartet and Boston Baroque's X-Tet. In collaboration with JazzBoston, the JazzNOW series included a performance of pianist Nina Ott and friends.

Above: Boston Baroque's X-tet and the Rasa String Quartet perform in GBH Fraser Performance Studio.



Artist in Residence

The Ulysses Quartet, the first GBH Music quartet in residence, started its yearlong program, visiting a diverse range of schools in Boston and across the state, bringing free, close encounters with music to young people from kindergarten through graduation. The quartet will spend five weeks in a variety of Massachusetts schools and will perform for GBH audiences throughout the 2023-2024 season, including four free

hour-long performances in the GBH Boston Public Library Studio. In-studio performances by the quartet will be transformed into recordings for future release. The program resulted from a generous donation from the Mattina R. Proctor Foundation.

Above: The Ulysses Quartet performs at the Edison K8 school in Brighton, Mass., as GBH Music's first-ever quartet in residence.

66 My radio is tuned in to CRB all waking hours—except when watching the news."

Joseph T.

GBH Boston Public Library Studio

Attendance at events held in the GBH Boston Public Library Studio was up almost 200% over the last year, with nearly 9,000 people attending events there. GBH's new series of cultural events included Lounge Thursdays for live music, Outspoken Saturdays featuring curated spoken word poetry from emerging artists, and Press Play Saturdays hosting activities for children.

Boston Public Radio broadcasts there twice a week, going to three times a week in 2024.



Preserving Public Media

Last year, the Mellon Foundation awarded \$16 million to support the American Archive of Public Broadcasting. Stewarded by GBH and the Library of Congress, the AAPB represents a national effort to identify, preserve, and make accessible the historical record of public media from the last 70 years. As of 2023, the archive holds more than 160,000 digital files of television and radio programming contributed by more than 550 public media organizations, producers, and archives across the United States. The entire collection is available on location at GBH and the Library of Congress, and more than 100,000 items are available for free public viewing in the AAPB's online reading room.

Treasured Discoveries

ANTIQUES ROADSHOW,

PBS's most-watched ongoing series, seen by about 5 million viewers each week, received its 21st nomination for a Primetime Emmy Award in 2023. Filming for the 2024 season was completed last summer at five locations including a first-ever visit to Alaska and a stop in Sturbridge, Massachusetts, with each event site drawing about 3,000 people. Now in its 28th season, ROADSHOW is a pop culture phenomenon, reaching a new generation of fans with 1.5 million followers on Facebook, more than 9 million video "likes" on TikTok, and more than a quarter million subscribers on YouTube.

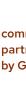


Stories that Make a Difference

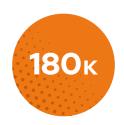
Now beginning its seventh season, <u>Stories from the Stage</u> is broadcast on 194 WORLD channel stations, in markets representing 77 percent of the nation's households. More than 5,000 people have applauded multicultural storytellers at the program's live or virtual events. The series has expanded from its roots

as an award-winning television show to a radio hour on GBH 89.7, a popular podcast, features on the GBH national radio program *The World*, and digitally on Facebook, Instagram, and its own YouTube channel.

Above: Shweta Bhatt tells her story at *Stories* from the Stage at GBH's Calderwood Studio.



community partners engaged by GBH



GBH Members

Flavors of the World

GBH took viewers on global explorations of food, culture, natural history and travel, earning a total of seven Telly Awards—for Roadfood: Discovering America One Dish at a Time, Simply Ming at Home, Weekends with Yankee and The Life of Loi: Mediterranean Secrets. Lidia Celebrates America: Flavors That Define Us followed the famed chef, star restaurateur, and international ambassador of Italian cuisine as she traveled across the U.S. to break bread with immigrants, who, through food, describe their love for their native and adopted countries. A new cooking show, Homemade Live! features Chef Joel Gamoran, cooking and reminiscing about favorite foods with his celebrity guests.

Below: Chef Lidia Bastianich visits immigrants and refugees from around the world to explore what





In Memoriam: Brian O'Donovan

Brian O'Donovan, the longtime host of GBH's radio show A Celtic Sojourn and the creative force and host of A Christmas Celtic Sojourn, which has been a holiday tradition for over 20 years, died in 2023 at the age of 66. Not long after he was diagnosed with terminal brain cancer, he went on GBH's Boston Public Radio to talk about his prognosis.

He noted that he was reading more poetry and that Seamus Heaney's words had particular resonance, especially the epitaph on his gravestone, "Walk on air against your better judgment." Quoting that line, O'Donovan said, "When I read things like that, I hold them in my heart and in a deeper way than I ever would have before."

Financials

GBH entered 2023 in a strong financial position. As a leading producer in the public media system reaching millions of people every week across multiple platforms, GBH continually dedicates itself to shoring up the trust we have built with our audiences.

Credibility, transparency, accessibility, and fairness are at the core of all our work, along with a commitment to engage and reach audiences on topics they care about, wherever they are.

By working to continually broaden our perspectives, content, creators, and audiences, we can provide content that reflects the diverse voices that make up our viewers, listeners, and community members. Throughout the year, we expanded our community engagement through events, the GBH Studio at the Boston Public Library, local news coverage, and GBH Music.

In all four key areas of our work—journalism, science, children's media and education, and history, arts, and culture—we deepened our efforts to provide free, trusted, and accessible programs and services:

GBH produces timely and factual **journalism**—from GBH News in Boston, *The World*'s coverage of the globe to FRONTLINE's films that tackle some of the toughest issues of our times.

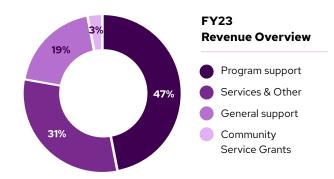
In **science**, GBH and its flagship science program NOVA deepened its commitment to covering our changing climate, illuminating the challenges and highlighting solutions through documentaries, trusted reporting, meaningful partnerships with community organizations, and dedication to science education.

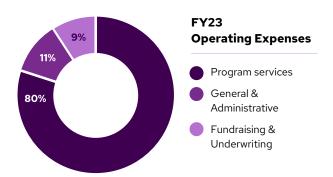
Parents and educators depended on our programming in **children's media and education** to provide trusted safe sources for children to watch television, play digital games, and use mobile apps.

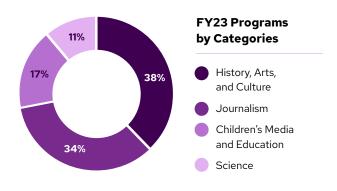
GBH's presentation of **history, arts, and culture** helped inform the present and uplifted the arts in Boston and beyond. With beloved programs like MASTERPIECE and AMERICAN EXPERIENCE, along with innovations like GBH's new *The Culture Show* on GBH 89.7, GBH opened up new worlds and helped us better understand each other and ourselves.

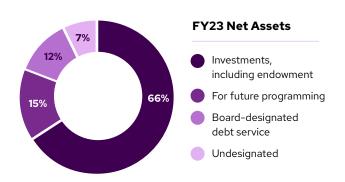
As we prepare for 2024, GBH will continue to invest in developing the high-quality programming our audiences—and the many communities we serve want and need.

Costs associated with providing trusted local and national programs are increasing, due in part to overall economic inflation. Support for GBH continues to be strong but has not kept pace with expense growth. In FY23, we drew on strategic reserves generated from prior-year surpluses and are continually working on fundraising and expense-management efforts to deliver sustainable ongoing operations.









Consolidated Statements of Operating Activities (Unrestricted Fund)

Year Ended June 30, 2023

Revenue	FY23 ACTUAL
Program support from corporations, foundations, campaign gifts and others	\$ 127,706,000
General support from members, patrons and other individuals	50,367,000
Community Service Grants (CSGs) from the Corporation for Public Broadcasting	8,282,000
Services & Other	
Captioning and ancillary services	22,498,000
Investment earnings authorized for operations	20,795,000
Gain on equity investments	14,601,000
Royalties, video and foreign distribution	1,879,000
Affiliation and distribution services	8,991,000
Other Income	14,522,000
Total Services & Other	83,286,000
Total operating revenue	269,641,000

Operating Expenses	FY23 ACTUAL
Program services	
Programming and production	171,308,000
Broadcasting	42,979,000
Public information, guides and educational material	16,213,000
Total Program services	230,500,000
Supporting services	
Fundraising	17,872,000
Underwriting	8,606,000
General and administrative	31,331,000
Total Supporting services	57,809,000
Total operating expenses	288,309,000
Deficit of operating revenue over operating expenses	(18,668,000)
Nonoperating income (including unrealized gains on investments)	3,311,000
Total decrease in net assets	(15,357,000)

Assets	FY23 ACTUAL
Cash	40,834,000
Pledges and grants receivable	25,416,000
Other receivables	125,674,000
Film, licenses and intangible assets	58,628,000
Investments, including endowment	496,220,000
Property, facilities and equipment, net	149,049,000
Other assets	54,865,000
Total assets	950,686,000

Liabilities	FY23 ACTUAL
Accounts payables	14,644,000
Other current liabilities	60,468,000
Long-term deferred revenue and other liabilities	104,823,000
Long-term debt, net	170,788,000
Long-term accrued bond interest expense	32,302,000
Total liabilities	383,025,000

Net Assets	FY23 ACTUAL
Without donor restrictions	422,873,000
With donor restrictions	144,788,000
Total net assets	567,661,000

Leadership

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