



2022

Local Content and Service Report to the Community



"I try to imagine my life without the perspective of GBH, and it certainly wouldn't be as rich."

– Community member

GBH enriches people's lives through high-quality, trusted programming that engages, illuminates and inspires. We strive to be a hub for positive change and understanding, focused on community and the public good.



2022 was a year focused on reconnecting—in person and across platforms—to reach audiences and to best represent the communities we serve. Through free multiplatform content, events and comprehensive education and curriculum resources, GBH empowered audiences and enriched their lives and communities.

As the most-trusted media outlet in Greater Boston, GBH delivered compelling news, events, experiences, stories and information to audiences wherever they consume content. GBH's local television channels include GBH 2, GBH 44 and GBH Kids. With a newsroom headquartered in Boston, GBH reaches across New England with GBH 89.7, CRB Classical 99.5, CAI, the Cape and Islands NPR station, and New England Public Media in western Massachusetts. From Boston to the Berkshires, from Worcester to the Cape and Islands, GBH is dedicated to connecting the Commonwealth.

In line with our new tagline "What matters to you," GBH provided essential information to community members about local news, racial justice and issues that were central to the midterm elections. GBH Boston Public Library Studio reopened with community engagement opportunities like *The State of Race* forums, free performances by musicians and interviews with bestselling authors. We provided audiences with engaging and educational content through 187 in-person and virtual events about news, history, arts, science and children's media.



GBH in 2022

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.

GBH Boston Public Library Studio

The GBH Boston Public Library Studio is a central hub for connecting with the community GBH serves. In 2022, the studio continued its programs and outreach with live in-person author sessions, forums and a new summer YouTube series of [*Basic Black*](#) recorded at the studio. Every Tuesday and Friday, Jim Braude and Margery Eagan host live editions of [*Boston Public Radio*](#) with free performances by local musicians.

We deepened our commitment to build diversity, equity and inclusion into our programs by continuing to produce our forum series [*The State of Race*](#), hosted at the GBH Boston Public Library Studio. This ongoing series of community conversations examines race and inequality in Massachusetts and is implemented in partnership with *The Boston Globe*, the NAACP Boston Branch and GBH WORLD.



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.

The multiplatform GBH News pop-up event, [*Community Conversation: Roe Overturned*](#) brought together our community and experts to make sense of the local implications of the Supreme Court's Dobbs ruling. The 90-minute special was held before a live audience at the Boston Public Library and was broadcasted and streamed on YouTube, GBHNews.org, GBH 89.7, GBH 2, CAI, NEPM and *PBS NewsHour*.

GBH's Community Advisory Board, composed of community leaders from around Greater Boston, offers an external perspective on matters pertaining to GBH's responsiveness to the diverse educational and cultural needs and interests of the communities it serves. Board members review programming goals established by GBH, assist in being responsive to community needs and evaluate whether GBH is meeting these goals.



Paris Alston and Jeremy Siegel, hosts of *Morning Edition*

MEREDITH NIEMAN/GBH

Journalism: Amplifying Diverse Voices

Whether it was GBH News’ distinctive in-depth local coverage of the midterm elections or timely events on current affairs and issues, GBH News delivered the details and bigger picture. With live and streamed news reporting, digital series and podcasts, GBH News provided trusted content wherever our audiences were seeking news, analysis, context and unbiased reporting. GBH News regularly attracted about 400,000 users each month to its website, and subscribers to the GBH News YouTube channel were up 600% from last year. On Instagram, GBH News’ monthly view average was up nearly 300% over last fiscal year.

[More](#)



Jim Ewing’s robotic climbing foot from NOVA film, *Augmented*

COURTESY OF MATTHEW ORR/STAT

Science: Discovering and Demystifying Science

More than any other time, science is front and center in our lives. GBH draws on the expert staff that produces NOVA, the most popular primetime science series on American television, to reach out to our communities with information and opportunities for scientific learning and discovery.

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Mother and daughter participate in 2Gen Labs.

COURTESY GBH

Children’s Media & Education: Learning with Free, Accessible Resources

Learning isn’t confined to the four walls of a classroom or even to a school building. It can occur anywhere. GBH is the community’s go-to resource for free, readily available digital resources, which GBH makes available through PBS LearningMedia. GBH Kids continued to revolutionize media, using the power of digital platforms to extend and deepen the educational impact of its content.

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GBH Music performance at Fraser Performance Studio

COURTESY OF GBH MUSIC

History, Arts and Culture: Showcasing Cultural Entertainment and Expression

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 Commonwealth and on digital platforms.

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GBH News Expands Coverage

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. Continuing its digital expansion, GBH journalism attracted broader audiences on such platforms as YouTube, Facebook, TikTok, Instagram and Twitter. 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.



"Salud" host Tibisay Zea

@CEXARPHOTO

- 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. The broadcasts are made available to the public on the [GBH News YouTube Channel](#).
- *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 decisionmakers.
- GBH News held listening sessions across the city to more deeply understand our audiences and issues they care about.
- GBH News teamed up with *El Planeta* and the Office for Diversity, Inclusion and Community Partnership at Harvard University to produce the new Spanish-language podcast "[Salud](#)," hosted by Tibisay Zea, a reporter for GBH's and PRX's *The World*. Focusing on health issues important to the Hispanic and Latinx community, "Salud" was also presented as a Saturday morning radio show.
- 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, as well as Lynn, Brockton and Worcester.
- 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.
- In the ongoing multi-part series [Trafficking, Inc.](#), the GBH News Center for Investigative Reporting examined forced labor in Massachusetts. We spoke with victims who were working in people's homes, in restaurants and on construction sites across the state. Our audience was deeply engaged in this reporting – spending more than 22-minutes on these stories, on average. We also reached a Spanish-speaking audience for this series via our partner *El Planeta*, which translated several pieces and published them on its website.
- Mass Humanities gave Callie Crossley, host of *Basic Black* and *Under the Radar with Callie Crossley*, the Governor's Award in the Humanities. Renowned Massachusetts-based meteorologist David Epstein joined GBH, bringing his signature weather forecasts, along with reflections on trends in the weather, gardening and the impact of climate change on New England.

- A reimagined *Morning Edition* debuted with co-hosts Paris Alston and Jeremy Siegel. Beyond broadcast, the co-hosts engaged with audiences on social media with a new weekly newsletter *The Wake Up*.
- The opening of our Worcester bureau, delayed due to COVID-19, was celebrated with a locally created mural that captures the city's vitality and GBH's commitment to build a bridge to our Central and Western Massachusetts audiences.
- 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 a haunted pirate cave in Lynn, Mass., how Boston's MBTA train lines got their colors and why Massachusetts is a Commonwealth and not a state.



Edgar B. Herwick III, host of *The Curiosity Desk*
COURTESY OF GBH NEWS

“GBH’s unbiased, honest news programs show you both sides of the coin.”

– Community member



Breakthroughs in Science

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

- As part of GBH's longstanding commitment to supporting science education, GBH announced the 2022 recipients of the [Paula Apsell/GBH STEM 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.
- 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.



2022 recipients of the Paula Apsell/GBH STEM Scholarship

COURTESY GBH

- NOVA was recognized by the National Educational Telecommunications Association (NETA) for innovation in education for [NOVA Science Studio](#). NOVA's first youth program empowers students with the skills to tell engaging stories about the science issues that matter to them through short-form video and amplifies 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.

"It is through platforms like NOVA that teenagers, teachers and others are going to learn and hear about things that are happening in the labs."

– Community member

Education Made for Everyone

Working with communities and educators and understanding their needs and context is at the heart of GBH Education's work to create quality media resources. We work to ensure that our materials respond to and represent diverse peoples and perspectives. Everything GBH Education produces is informed by extensive research as well as our own and independent studies. Whenever possible we engage our local Boston communities in focus groups, pilot tests and program implementation.

- Our [2Gen Science Stories](#) educational activity leads new immigrant families with young children through an exploration of beaches and tidepools. Developed with a goal of authentic representation—developing with, not just for, our audiences—we recruited writers and advisors with immigrant experiences of their own and engaged public media professionals working in new immigrant Hispanic and Latinx communities. We collaborated with adult and family educators associated with the Chelsea (Mass.) Public Schools and Holyoke (Mass.) Public Schools and engaged focus group participants in communities across the Commonwealth.
- [GBH Education's Educator Ambassadors program](#) brings rewards to both GBH and the participants. The 18 members from the 2022–2023 cohort represent multiple Massachusetts school districts and have experience across grades and subjects. They advise GBH on outreach to educators, acting as a sounding board and co-presenting with GBH at conferences and webinars.
- [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.



High School Quiz Show contestants and host Billy Costa
ELIZABETH FRIAR

- 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.

“Turn to GBH any day or time and you will come away with new knowledge.”

– Community member

Art & Humanities Take Center Stage

GBH opened up the worlds of music, drama, history and cultural arts through programming, podcasts, events and digital resources. GBH invited artists into its world-class recording and performance studios for a set of cross-genre concerts for in-person and virtual audiences.

- The GBH Fraser Performance Studio hosted local and global musicians, reaching audiences near and far. 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, New Bedford, Worcester and Rockport, 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.



Stories from the Stage event

COURTESY OF STORIES FROM THE STAGE

- As Boston’s only remaining television arts and culture reporter, GBH’s Executive Arts Editor Jared Bowen invited 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.
- *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.
- Set in the cutthroat, boy-dominated world of high school debate, GBH also presented the film [Girl Talk](#), which tells the timely story of five girls on a diverse, top-ranked Massachusetts high school debate team. They are often talked over, under-represented and judged differently than their male counterparts, but each girl faces these challenges by speaking up and finding her true voice.
- 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.

“This kind of cultural event is just what we all need to counteract the conflict and negativity around us these days. Thank you!”

– Community member



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

“We’ve had decades of education, enlightenment and entertainment from GBH.”

—Community member



Boston’s Mayor Michelle Wu

COURTESY OF THE WU CAMPAIGN

A 30-by-45 foot LED screen alongside GBH Studios on the Mass Turnpike signals the spirit and content of public media for thousands of passersby each week. The digital mural mirrors the vibrancy of our region: images reflecting events and issues in our community and nation are displayed, drawing attention to the cultural richness of Boston and New England and to what’s on the minds of those in the neighborhoods we serve.