

**INSTITUTION NAME:** WGBH Educational Foundation

**FINANCIAL YEAR:** FY2013

Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both <sup>1</sup>	1-time or Ongoing <sup>2</sup>	Who is Served <sup>3</sup>	Program Initiator <sup>4</sup>	Partners
Boston Kids and Family Channel	Broadcast programs for children and families	\$330,355	In-kind services	Ongoing	Boston children and families	Mayor/WGBH	
Activities, Events, Trainings, and Workshops	See attached schedule		In-kind services	Ongoing	Boston children and educators	WGBH	See schedule
Materials Donated to Boston-Based Organizations	See attached schedule	\$60,800	In-kind services	Ongoing	Boston children	WGBH	See schedule

<sup>1</sup>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.

<sup>2</sup>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.

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

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

**Boston-based Outreach Activities**  
**July 1, 2012-June 30, 2013**

Description of Activities, Events, Trainings, Workshops	Project	# Held	# Boston Participants
Developed and piloted the WGBH Apprenticeship. Working with the BPS (Burke High School) and City Year Boston, we worked to select a total of 7 participants who attended two full-day workshops on television production (lighting, sound, directing), and then met with WGBH mentors to create their own short form videos. The third session had apprentices “shadow” production crew during the taping of High School Quiz Show.	WGBH Apprenticeship	3 on-site sessions	5 Burke High School students, 2 City Year Corps members, 1 City Year staff person
WGBH Outreach attended AAAS Family Science Day where we distributed some 1,000 activity guides to area families.	Design Squad Nation	1 event	More than 1,000 families
With a \$25K grant from a major donor, WGBH collaborated with the Social Studies Department at BPS to conduct a special screening event featuring the AMEX documentary The Abolitionists. This grant will also underwrite the production of a series of classroom lesson plans that incorporate the documentary and extend the value of the screening.	Local screening event featuring American Experience content	1 screening, plus in-classroom lesson plans and activities	150 BPS high school students, 20 school faculty
WGBH supported Design Squad Nation events for children and their families, and educators in partnership with Northeastern University, the Museum of Science, Ted X Beacon Street, and SET in the City, reaching an audience of more than 3,700.	Design Squad Nation	4 events and hands-on activities for children and their families, and educators	3,700 children and their families, and educators.
<b>TOTALS</b>		<b>9</b>	<b>4,878</b>
Materials Donated to Boston-based Organizations	Project	Quantities	Value
Donation of <i>Dot</i> and <i>Ish</i> by Peter H. Reynolds to all incoming kindergarten students in the BPS for the 2012-13 school year.	Local Book Distribution Program	5,500	\$27,500
Donation of STEM-themed children’s books, STEM activities for families based on the award-winning PEEP children’s series, seed packets and magnifying glasses to Boston families with young children as part of our summer 2012 community outreach in partnership with ReadBoston and Boston Children’s Museum.	Local Book Distribution Program	6,060	\$30,300
Distributed a variety of STEM-themed activity guides.	Design Squad Nation, Fetch with Ruff Ruffman, Curious George	1,000	\$3,000
<b>TOTALS</b>		<b>12,560 items</b>	<b>\$60,800</b>

# WGBH COMMUNITY BENEFITS REPORT

MAY 2013



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# WGBH COMMUNITY BENEFITS REPORT

MAY 2013

WGBH is a proud member of the Boston cultural and educational community, born in 1951 of a collaboration of area universities and cultural organizations that more than 60 years later are among our major partners.

Our role as PBS's largest producer of both broadcast and Web content makes us the #1 cultural exporter from the Commonwealth of Massachusetts. But we're decidedly grounded in the local neighborhoods we serve: you can hear our Boston accent in everything we do!

This report focuses on WGBH's service to our local community in the form of:

- educational broadcast services for Boston audiences
- events for Boston students, families, and visitors
- grassroots educational outreach to Boston children, families, libraries, and classrooms
- donations (including of visibility and exposure) and in-kind contributions to Boston-based organizations.







## BROADCAST SERVICES

WGBH collaborates with the City of Boston on an educational television service, **Boston Kids & Family TV**, that offers children's programs from 7am to 8pm—from the WGBH-produced *Curious George*, *Arthur*, *Martha Speaks*, and *Between the Lions* to *Sesame Street*, *Sid the Science Kid*, and other public TV favorites. From 8pm onward, the 24-hour service provides programs for adult learners, including the WGBH-produced English as a Second Language series *Connect with English*. The service is available free to Boston cable subscribers on Comcast channel A-22 and RCN channel 3.

## EVENTS

WGBH partnered with *The Boston Globe* to provide the City of Boston with the first-ever Boston **Summer Arts Weekend**, a weekend of free outdoor concerts held on Copley Square July 27-29, 2012. Some 8,000 people—old and young, local residents as well as tourists—attended the event, which showcased jazz, Celtic music, classical, and World music. Because this was the first outing for what we project to be an annual City gathering, WGBH staff from across our organization (including 89.7 WGBH and Classical New England staffers and employees from our Creative, Sponsorship, Marketing, and Membership teams) collectively donated some 800 hours beyond their regular work schedules to plan, design, create, and execute this three-day concert event.



In February 2013, 150 students from three Boston public high schools (East Boston, English, and O'Bryant School of Math and Science) and their teachers were treated to a **private screening and discussion** of *American Experience's The Abolitionists* in WGBH's Yawkey Theater. The WGBH-produced series for PBS vividly brings to life the epic struggles of the men and women who fought to end slavery. WGBH worked with the schools' history and social studies department to enhance the curriculum covered in their US History classes. WGBH-designed classroom plans are helping to further extend the impact of the film, beyond the event and the series' broadcast. Boston Superintendent of Schools Carol Johnston appeared at the event via Skype to offer remarks. After the screening, students broke into smaller groups to discuss the film with Lois Brown (Distinguished Professor of African American Studies and English at Wesleyan University), L'Merchie Frazier (Director of Education at the Museum of African American History), and Robby Chisholm (Boston Public Schools Director of Social Studies).



In a post-event letter of thanks, Chisholm wrote, "I'm convinced these experiences deepen students' content knowledge and help them build their own civic identities. It also is a powerful message that so many caring adults welcomed our students to a beautiful space, treated them as honored guests, and engaged them as thinkers and learners capable of wrestling with complex historical content." This event follows on the heels of a similar event in our studios April 2012 that was a collaboration with Boston Public Schools and City Year to extend the value of the WGBH-produced *American Experience* film *Jesse Owens*.





## OUTREACH ACTIVITIES

WGBH works in close concert with educators and educational institutions in the Boston area to enrich local classrooms, multiply the resources available to families and child care providers, and advance teacher training. Our grassroots outreach activities are designed to address pressing community needs in such areas as reading and literacy, STEM education (science, technology, engineering, and math), and early school readiness.

### STEM Education

WGBH outreach initiatives expand the educational value of our *Design Squad Nation* multimedia project, the goal of which is to give kids a stronger understanding of the **design process** and the connection between **engineering** and the things we all use in everyday life.

- WGBH activities in partnership with Northeastern University, the Museum of Science, TEDx Beacon Street, and SET in the City reached an audience of more than 3,700 children, families, and educators.
- As part of Tech Savvy, WGBH conducted a three-hour workshop for 29 middle school girls, four educators, and three engineers.
- At AAAS Family Science Day, WGBH distributed more than 1,000 activity guides to Boston families.

WGBH donated to Boston families 1,000 STEM-related **activity guides** related to our popular children's series *Design Squad Nation*, *Fetch with Ruff Ruffman*, and *Curious George*.

WGBH donated to Boston families 6,060 STEM-themed **children's books** and **activity guides** related to our *Peep and the Big Wide World* children's series.



WGBH's **Time to Invent Club** provides 5<sup>th</sup>-graders with hands-on invention activities that introduce critical science and engineering concepts in fun ways.

- WGBH trained 24 Boston volunteers and 12 afterschool staff to lead Time to Invent activities at 12 programs.
- WGBH then launched 12 Time to Invent Clubs that reached some 144 children with between 96 and 120 activities over the course of eight to 10 weeks.
- WGBH collaborated with PBS, JetBlue, and Read Boston on a summer reading initiative that included books by mail for rising 1<sup>st</sup>-graders and free community events with book giveaways and guest performers. Some 1,000 children and families were served by the free events.
- WGBH donated *Martha Speaks* read-aloud book club kits to 10 Boston Public Library branches. Each kit included 10 new children's books, book club guide and activity handouts, a *Martha Speaks* DVD, stickers, pencils, a poster, and a paw print stamp.

## Reading and Literacy

WGBH donated 5,000 new **children's books** to Countdown to Kindergarten for distribution to Boston pre-schoolers.

WGBH built a range of reading and literacy outreach projects that were tied to *Martha Speaks*, a popular WGBH-produced PBS series proven effective in **building kids' vocabulary**.





## DONATIONS AND IN-KIND CONTRIBUTIONS

### Facility Donations

Two Boston neighborhood business associations, the **Allston Board of Trade** and the **Brighton Board of Trade**, jointly held their annual meeting at WGBH in May 2012 and raised money for local student scholarships. WGBH provided full use of its Studio and Atrium and waived the cost.

In May 2013 WGBH is donating its Atrium and Studio for the use of the **Brighton Board of Trade** for its annual meeting and fundraiser for scholarships.

### WGBH Digital Mural



Some 500,000 passersby each week are inspired by the images on the 30- by 45-foot **LED screen** embedded in the exterior wall of WGBH's Brighton studios. Those images reflect the spirit and content of public media, including our commitment to the institutions and traditions that enrich our local community. We promote such signature Boston occasions as the Boston Marathon, the Swan Boats' opening day, and the Arnold Arboretum's Lilac Sunday on our mural, and WGBH frequently shines a light on Boston theater companies, museums, film festivals, and performing arts venues grateful for the big-screen exposure.

### Scholarship

WGBH established a scholarship some years back in memory of David Kuhn, a long-time WGBH producer and journalist. Each year WGBH donates a \$1,000 scholarship to **Brighton High** to be given to a student interested in pursuing studies in communications.

## Career Exploration

Some 150 students from Boston-area colleges and universities (including Northeastern, Emerson, Boston University, and the Harvard Graduate School of Education) spend a semester at WGBH every year, gaining valuable hands-on experience through WGBH's internship and co-op program. Students generally work full-time during the summer, 12 to 18 hours a week the rest of the school year. Through this program, WGBH helps build a network of young, diverse talent who learn from the best in broadcasting or advance their skills in marketing, fundraising, and other key business functions.



WGBH developed a piloted a **WGBH Apprenticeship** program, working with Dorchester's Jeremiah E. Burke High School and City Year. In the pilot outing, seven participants attended two full-day workshops on television production (lighting, sound, directing) and met with WGBH mentors to create their own short-form videos. During a third session, the apprentices shadowed production crew working on the taping of WGBH's *High School Quiz Show*.

WGBH hosted a career day for 10 students from the **Crimson Summer Academy** at Harvard University, a summer program designed to help low-income, high achieving high school students from Boston and Cambridge prepare for college and learn about different career opportunities. The students' visit to WGBH's studios included a tour

and an interactive career panel and discussion with WGBH employees in a broad range of career paths, exposing them to the spectrum of career opportunities in the public media industry.

WGBH partners with the Boston Private Industry Council, an organization that matches local high school students with regional businesses across a variety of industries to allow students to observe daily work activities, gain awareness of different job opportunities, and understand the importance of education in a person's career. WGBH hosted a **Job Shadow Day** for 10 Brighton High School students. Students participated in a brief orientation and tour, then shadowed employees from various WGBH departments and roles.

