

ABOUT WGBH

WGBH is...

- **The #1 producer of content for PBS** on television, the Web, and mobile.
- **A major supplier of programming** for public radio nationwide, on air and online.
- **Public broadcasting for New England**—with six Boston-area TV channels (WGBH 2, WGBX 44, World, Create, WGBH Kids, and Boston Kids & Family); four WGBY TV channels in Springfield; three radio services (89.7 WGBH, Boston's Local NPR; 99.5 WCRB Classical; and WCAI Cape and Islands NPR® Station); and wgbh.org.
- **A national TV and Web service**—our World Channel offers the best of public media and nonfiction programming along with national award-winning original series showcasing fresh perspectives and unique voices. This rapidly expanding service is carried by 152 stations in markets representing nearly two-thirds of US TV households.
- **A pioneer in educational multimedia** for the nation (serving 1.6 million people), in Massachusetts (as the media partner to the Commonwealth's early childhood and education agencies), and in Boston (operating the city's Kids & Family TV channel).
- **The creator of innovative media access technologies** and services that enfranchise the 36 million Americans with hearing or vision loss and ensure that students with disabilities have equal access to educational resources and high-stakes assessment tests.
- **A "town square"** where 126,714 visitors came through our doors last year for screenings, performances, and tours, or attended WGBH-sponsored events in our community.
- **The Commonwealth's #1 exporter** of educational and cultural content.

SOURCES

PAGE 3: AMERICAN EXPERIENCE/THE GREAT WAR BROADCAST REACHED 9.6 MILLION VIEWERS. (NIELSEN POWER, REACH & FREQUENCY REPORT, LIVE+7, PERSONS 2+ 000S, 4/10-12/17, 75% UNIFICATION, 6-MINUTE QUALIFIER) • **PAGE 3: #GREATWARPBS** REACH 36 MILLION (TWITTER 2/12/18) • **PAGE 3: #WARLETTERWEDNESDAY** REACH ON INSTAGRAM 16.4 MILLION (INSTAGRAM 2/12/18) • **PAGE 6: NOVA'S** FACEBOOK LIVE ON 8/20/17 WAS THE MOST WATCHED IN PUBLIC TELEVISION HISTORY (FACEBOOK 2/12/18) • **PAGE 7: NOVA'S** TV AND ONLINE REACH IS 50 MILLION VIEWERS (FOR TV, NIELSEN POWER, REACH & FREQUENCY REPORT, PERSONS 2+ 000'S, LIVE +7, 1/1-12/31/2016, 75% UNIFICATION, 6-MINUTE QUALIFIER. FOR ONLINE, GOOGLE ANALYTICS, 1/1-12/31/2016.) • **PAGE 9:** PBS LEARNINGMEDIA IS HELPING 1.6 MILLION REGISTERED TEACHERS, STUDENTS AND PARENTS IN 55 US STATES AND TERRITORIES. (PBS LEARNINGMEDIA 2018).

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