

Sharing the Vision

WGBH

FOR FRIENDS AND SUPPORTERS OF WGBH • SPRING/SUMMER 2004



Architectural rendering of WGBH's new headquarters at Brighton Landing

Brighton Move Assures Bright Future

Employees spread out in 12 disjointed buildings. Studios and control rooms built long before the computer age, let alone the digital age. Facilities ill designed to welcome visitors. WGBH was making do with the Allston space that had been its home since 1963. Then along came Harvard.

"Harvard University is planning its next century," says Chris Pullman, WGBH vice president for Design. "And WGBH is right smack in the middle of their expansion plans. Harvard already owned the land under WGBH's original building at 125 Western Avenue. Now they were offering to purchase all the land and structures owned by WGBH," Pullman says, "allowing us to dream about what WGBH could become in its next 50 years."

That dream will become reality when WGBH relocates to Brighton Landing in 2006, after new studio facilities are built at the intersection of Market and Guest streets and connected to what is now an unfinished shell of a building adjacent to the New Balance headquarters.

"After 50 years of incremental growth at our current site, we'll be able to re-aggregate our staff in more meaningful and efficient ways," says Pullman, part of the management team that's planning and overseeing the move. "For the first time, we'll be able to welcome the communities we serve into our facilities. And our location will be a boon in building awareness for WGBH: drivers approaching Boston on the Mass. Turnpike from the west will see our building for a full two miles."

"WGBH is a strong institution by all measures: audience, governance, reputation, staff, and community support," notes Henry Becton, Jr., president. "Our new home will provide an environment where we can do our best work with more efficiency and cost-effectiveness. At a revolutionary time in our industry, it will enable us to anticipate changes in technology, as well as in the needs of the many audiences WGBH serves, here in New England and across the nation."

Plans to take advantage of the Mass. Turnpike's proximity with a digital façade—a slowly morphing, 30-foot-high LED mural evoking the ideas and images WGBH presents—have received preliminary encouragement from the Boston Redevelopment Authority and local representatives, and from *Boston Globe* architecture critic Robert Campbell. "These won't be promotional or commercial messages, the normal uses of this technology," Pullman explains.

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Breaking New Ground

WGBH is fortunate that the lion's share of the funding for the move to Brighton Landing is in place from Harvard. However, that transaction leaves significant needs unmet. To meet them, WGBH is launching Breaking New Ground: The Campaign for WGBH.

The Campaign goal is \$35 million. Because Harvard's funding allows WGBH only to replicate current facilities, a \$15 million Building Fund will enable essential upgrades to the technical infrastructure and public spaces. A \$10 million Building Endowment will pay for annual expenses associated with the new head-



Campaign Co-chairs Rodger Nordblom, Robert Radloff, Maureen Ruetters, and David Chamberlain

quarters. A \$10 million Strategic Opportunities Fund will allow WGBH to invest in timely initiatives and emerging technologies.

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