

2024 BROADCAST CALENDAR

JANUARY

	M	T	W	T	F	S	S
1	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28

FEBRUARY

	M	T	W	T	F	S	S
5	29	30	31	1	2	3	4
6	5	6	7	8	9	10	11
7	12	13	14	15	16	17	18
8	19	20	21	22	23	24	25

MARCH

	M	T	W	T	F	S	S
9	26	27	28	29	1	2	3
10	4	5	6	7	8	9	10
11	11	12	13	14	15	16	17
12	18	19	20	21	22	23	24
13	25	26	27	28	29	30	31

APRIL

	M	T	W	T	F	S	S
14	1	2	3	4	5	6	7
15	8	9	10	11	12	13	14
16	15	16	17	18	19	20	21
17	22	23	24	25	26	27	28

MAY

	M	T	W	T	F	S	S
18	29	30	1	2	3	4	5
19	6	7	8	9	10	11	12
20	13	14	15	16	17	18	19
21	20	21	22	23	24	25	26

JUNE

	M	T	W	T	F	S	S
22	27	28	29	30	31	1	2
23	3	4	5	6	7	8	9
24	10	11	12	13	14	15	16
25	17	18	19	20	21	22	23
26	24	25	26	27	28	29	30

JULY

	M	T	W	T	F	S	S
27	1	2	3	4	5	6	7
28	8	9	10	11	12	13	14
29	15	16	17	18	19	20	21
30	22	23	24	25	26	27	28

AUGUST

	M	T	W	T	F	S	S
31	29	30	31	1	2	3	4
32	5	6	7	8	9	10	11
33	12	13	14	15	16	17	18
34	19	20	21	22	23	24	25

SEPTEMBER

	M	T	W	T	F	S	S
35	26	27	28	29	30	31	1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29

OCTOBER

	M	T	W	T	F	S	S
40	30	1	2	3	4	5	6
41	7	8	9	10	11	12	13
42	14	15	16	17	18	19	20
43	21	22	23	24	25	26	27

NOVEMBER

	M	T	W	T	F	S	S
44	28	29	30	31	1	2	3
45	4	5	6	7	8	9	10
46	11	12	13	14	15	16	17
47	18	19	20	21	22	23	24

DECEMBER

	M	T	W	T	F	S	S
48	25	26	27	28	29	30	1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29



Bask in the Glow of Public Media

Our audience is loyal to us and in turn, our sponsors. That's the public media halo effect and it can positively impact your business.



85% of GBH radio listeners **respect companies** that sponsor GBH 89.7 due to their association with GBH



75% of GBH TV viewers **prefer to purchase** a product or service from a company that sponsors GBH*

Sources: GBH 89.7 Audience Survey, Fielded: 6/14/21 – 7/21/21; LCS GBH TV Survey, 8/23/22 – 9/16/22

*As opposed to a company that advertises on commercial television



GBH Local Corporate Sponsorship
lcs@wgbh.org | gbh.org/sponsorship

2023

JANUARY

	M	T	W	T	F	S	S
1	26	27	28	29	30	31	1
2	2	3	4	5	6	7	8
3	9	10	11	12	13	14	15
4	16	17	18	19	20	21	22
5	23	24	25	26	27	28	29

FEBRUARY

	M	T	W	T	F	S	S
6	30	31	1	2	3	4	5
7	6	7	8	9	10	11	12
8	13	14	15	16	17	18	19
9	20	21	22	23	24	25	26

MARCH

	M	T	W	T	F	S	S
10	27	28	1	2	3	4	5
11	6	7	8	9	10	11	12
12	13	14	15	16	17	18	19
13	20	21	22	23	24	25	26

APRIL

	M	T	W	T	F	S	S
14	27	28	29	30	31	1	2
15	3	4	5	6	7	8	9
16	10	11	12	13	14	15	16
17	17	18	19	20	21	22	23
18	24	25	26	27	28	29	30

MAY

	M	T	W	T	F	S	S
19	1	2	3	4	5	6	7
20	8	9	10	11	12	13	14
21	15	16	17	18	19	20	21
22	22	23	24	25	26	27	28

JUNE

	M	T	W	T	F	S	S
23	29	30	31	1	2	3	4
24	5	6	7	8	9	10	11
25	12	13	14	15	16	17	18
26	19	20	21	22	23	24	25

JULY

	M	T	W	T	F	S	S
27	26	27	28	29	30	1	2
28	3	4	5	6	7	8	9
29	10	11	12	13	14	15	16
30	17	18	19	20	21	22	23
31	24	25	26	27	28	29	30

AUGUST

	M	T	W	T	F	S	S
32	31	1	2	3	4	5	6
33	7	8	9	10	11	12	13
34	14	15	16	17	18	19	20
35	21	22	23	24	25	26	27

SEPTEMBER

	M	T	W	T	F	S	S
36	28	29	30	31	1	2	3
37	4	5	6	7	8	9	10
38	11	12	13	14	15	16	17
39	18	19	20	21	22	23	24

OCTOBER

	M	T	W	T	F	S	S
40	25	26	27	28	29	30	1
41	2	3	4	5	6	7	8
42	9	10	11	12	13	14	15
43	16	17	18	19	20	21	22
44	23	24	25	26	27	28	29

NOVEMBER

	M	T	W	T	F	S	S
45	30	31	1	2	3	4	5
46	6	7	8	9	10	11	12
47	13	14	15	16	17	18	19
48	20	21	22	23	24	25	26

DECEMBER

	M	T	W	T	F	S	S
49	27	28	29	30	1	2	3
50	4	5	6	7	8	9	10
51	11	12	13	14	15	16	17
52	18	19	20	21	22	23	24
53	25	26	27	28	29	30	31

2025

JANUARY

	M	T	W	T	F	S	S
1	30	31	1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26

FEBRUARY

	M	T	W	T	F	S	S
5	27	28	29	30	31	1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23

MARCH

	M	T	W	T	F	S	S
9	24	25	26	27	28	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30

APRIL

	M	T	W	T	F	S	S
14	31	1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27

MAY

	M	T	W	T	F	S	S
18	28	29	30	1	2	3	4
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25

JUNE

	M	T	W	T	F	S	S
22	26	27	28	29	30	31	1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29

JULY

	M	T	W	T	F	S	S
27	30	1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27

AUGUST

	M	T	W	T	F	S	S
31	28	29	30	31	1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

SEPTEMBER

	M	T	W	T	F	S	S
36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
38	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28

OCTOBER

	M	T	W	T	F	S	S
40	29	30	1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26

NOVEMBER

	M	T	W	T	F	S	S
44	27	28	29	30	31	1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30

DECEMBER

	M	T	W	T	F	S	S
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28

Elevate Your Business with a GBH Sponsorship

GBH is your worry-free, clutter-free one-stop shop for multiplatform sponsorships that reach your customers wherever they are. With far fewer promo minutes per hour than commercial broadcast, your message will stand out and connect with a loyal and engaged audience with buying power.

RADIO
Frequency

TELEVISION
Broad reach

DIGITAL
One click away

EVENTS
High touch

PRINT
Home-delivered & online

STREAMING
On-demand content



Local Corporate Sponsorship One Guest Street | Boston, MA 02135 | lcs@wgbh.org | gbh.org/sponsorship