

2026 BROADCAST CALENDAR

JANUARY

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

FEBRUARY

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

MARCH

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

APRIL

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

MAY

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

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

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

OCTOBER

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

NOVEMBER

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

DECEMBER

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



Do Well by Doing Good – With GBH

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.



78% trust GBH 89.7 sponsors more than advertisers on commercial radio. **The public media halo effect**



67% of GBH TV viewers would consider buying a product or service from a company **because** they sponsor GBH.

Sources: LCS, GBH 89.7 Listener Survey, Fielded: April 2025 | 2025 LCS TV Survey, September 2025



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

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

2027

JANUARY

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

FEBRUARY

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

MARCH

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

APRIL

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

MAY

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

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

	M	T	W	T	F	S	S
36	30	31	1	2	3	4	5
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38	13	14	15	16	17	18	19
39	20	21	22	23	24	25	26

OCTOBER

	M	T	W	T	F	S	S
40	27	28	29	30	1	2	3
41	4	5	6	7	8	9	10
42	11	12	13	14	15	16	17
43	18	19	20	21	22	23	24
44	25	26	27	28	29	30	31

NOVEMBER

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

DECEMBER

	M	T	W	T	F	S	S
49	29	30	1	2	3	4	5
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51	13	14	15	16	17	18	19
52	20	21	22	23	24	25	26

Support public media ...and be loved for it.

GBH, New England's trusted public media organization, provides local businesses clutter-free, multiplatform sponsorship opportunities to help elevate their brand. Our audience has strong **purchasing power** and a **clear preference for companies that support the station they love**. Sponsoring GBH means supporting independent journalism, educational programming, and a mission that resonates. It's good for business. It's good for the community.

RADIO

Frequency



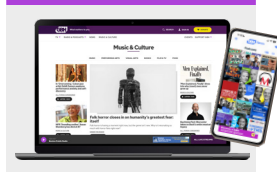
TELEVISION

Broad Reach



DIGITAL

Direct Conversion



EVENTS

Sparked Connections



PRINT

Home-delivered & online



STREAMING

On Demand



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