

October 3, 2011

Jordan Weinstein, President  
Olivia Wong, Vice President  
Ann Lopez, Treasurer  
AEEF/CWA, Local 1300  
P.O. Box 381938  
Cambridge, MA 02238

RE: WGBH Educational Foundation and the Association of Employees  
of the Educational Foundation, Communications Workers of  
America, Local 1300

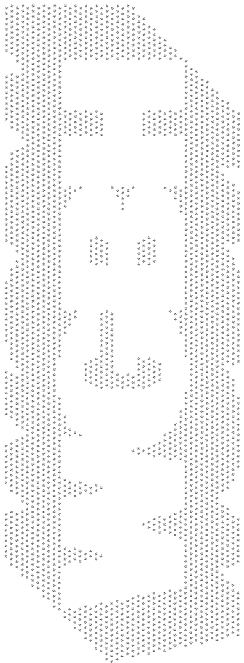
Dear Officers of AEEF/CWA Local 1300:

I write on behalf of the WGBH Educational Foundation's Board of Trustees in response to your letter received Friday, September 30, 2011.

As you recognize in your letter, WGBH, like all others in public media, is navigating multiple challenges including the impact of the recession on public media funding, threats to federal funding of public media, and the transformation of the media industry due to advancing technology. Every trustee on WGBH's Board is deeply committed to WGBH and doing what is necessary to ensure that it is well positioned to continue serving its mission and the community.

We strongly believe in the leadership team at WGBH. Jon Abbott and his senior management have done a remarkable job of identifying and deploying strategies to stabilize the organization's revenues, strengthen its relationships with its partners and audiences, and position it to continue producing innovative content. The strategies they are pursuing not only ensure WGBH's sustainability, but that of the public media system. Under Jon's leadership, WGBH, unlike many others in the public media system, has managed to grow its discretionary revenue and membership base, and has actually increased the programming and services it provides the community.

Some of the strategies that Jon and his team have had to pursue to ensure WGBH's long-term success have involved restructuring and streamlining of operations and other changes that are hard on employees, including layoffs. We are sensitive to that hardship. We are also certain that the motivation behind these difficult changes is not the



ideologically-driven agenda that you suggest in your correspondence; rather, it is the desire to preserve and strengthen WGBH so that WGBH can continue to meet its mission now and in the future.

Like you, we are disappointed that WGBH and AEEF/CWA were unable to reach an agreement through negotiations. However, as you have pointed out, we, as trustees, are responsible for ensuring that WGBH is sustainable and continues to meet its mission. Given the breadth of AEEF/CWA's jurisdiction, an agreement between WGBH and AEEF/CWA affects every aspect of production and operation at WGBH. Accordingly, the agreement must contain terms that give WGBH the flexibility it needs to respond to the challenges it faces.

We have followed the negotiations with AEEF/CWA and the proposals that have been exchanged by the parties, and agree with Jon and his team that the proposals advanced by AEEF/CWA have been insufficient to allow the organization to meet its challenges. We strongly believe that the terms and conditions of the WGBH's final proposal to AEEF/CWA are both necessary for the organization and fair to AEEF/CWA and its members, and reflect the best that WGBH can do in the circumstances.

We also fully support the organization's decision to implement that final proposal upon impasse. When the negotiations began, WGBH's bargaining team shared with you the challenges the organization faces and informed you of the urgent need for the changes sought in their proposals. Toward that end, the team offered to meet with you every day, including weekends and holidays. You ignored the need for urgency. You were only willing to meet a few days a month, even after the former agreement expired, and advanced counterproposals that reflected minimal recognition of the organization's needs. When the parties reached impasse after seven months of negotiations, the organization could wait no longer for the needed changes provided for in its final proposal.

Over the last months, you have communicated your viewpoint to us through correspondence and emails; however, you have not taken advantage of opportunities that you have had to speak to us in person at our regularly scheduled Board meetings. In your letter, you indicate that you are now ready to communicate to us in person. If that is true, you can do so during the public comment period at one of our meetings. For your information, our next meeting is October 5 at 4:00 p.m. Outside of attending the public comment period of a board meeting, your communications would be most productively directed to the organization's bargaining representatives.

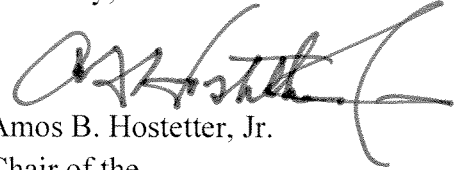
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I trust that you will consider the perspective that we, as trustees, have shared here. If you are as concerned about the reputation and future of WGBH as you say you are, we encourage you to accept WGBH's final proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Hostetter, Jr.", written in a cursive style.

Amos B. Hostetter, Jr.

Chair of the

WGBH Board of Trustees

Cc: Jonathan C. Abbott  
President and  
Chief Executive Officer

Ben Godley  
Executive Vice President and  
Chief Operating Officer