

Exploring solutions to racial inequity



# Facts are nonnegotiable. Framing is a choice.

DONATE

Q

Exploring solutions to racial inequity.



The Boston 'busing crisis' was never about busing

BY JEANNE THEOHARIS

The beautiful vision of Boston's Freedom Schools

BY DART ADAMS

How school segregation survived Boston's busing

BY EMILY PIPER-VALLILLO

The empty promise of 'diversity'

BY PAMELA D'ANDREA MARTÍNEZ

The buses we rode every September

BY LEOLA HAMPTON

## EDITORIAL CONTENT STRATEGY

- Complimentary, not duplicative
- Formats: in-depth analysis + multimedia
- Diverse, authoritative contributors
- Solutions + asset framing
- Context + history
- Present impact

## Strategic Editorial Partnership Agreement (SEPA)



- partnership purpose
- obligations of each party
- distribution
- use of intellectual property
- attribution and credit

#### WBUR PARTNER STORIES



As Boston pursues 'hub' model, city battles memories of segregated neighborhood schools

BY CARRIE JUNG, WBUR



Busing turned a Charlestown school into a Mandarin language magnet. Now that program's closing

BY CARRIE JUNG, WBUR



The desegregation of Boston's schools was a long time coming

BY JASON SOKOL, WBUR



Timeline: Major events shaping Boston's school busing era

BY SUEVON LEE, WBUR



The complicated history of school choice in Boston

BY MAX LARKIN, WBUR



How Boston's Eliot School desegregated — and resegregated

BY MAX LARKIN, WBUR

## **EDITORIAL STRATEGY**

## **How school segregation survived Boston's busing**

Boston schools are more segregated now than they were 30 years ago. Did integration fail, or did the people?

BY EMILY PIPER-VALLILLO JUNE 19, 2024

 $\bigcirc$   $\bigcirc$   $\bigcirc$   $\bigcirc$   $\bigcirc$   $\bigcirc$ 



## The Boston 'busing crisis' was never about busing

Five decades after the desegregation effort, a civil-rights scholar questions its framing.

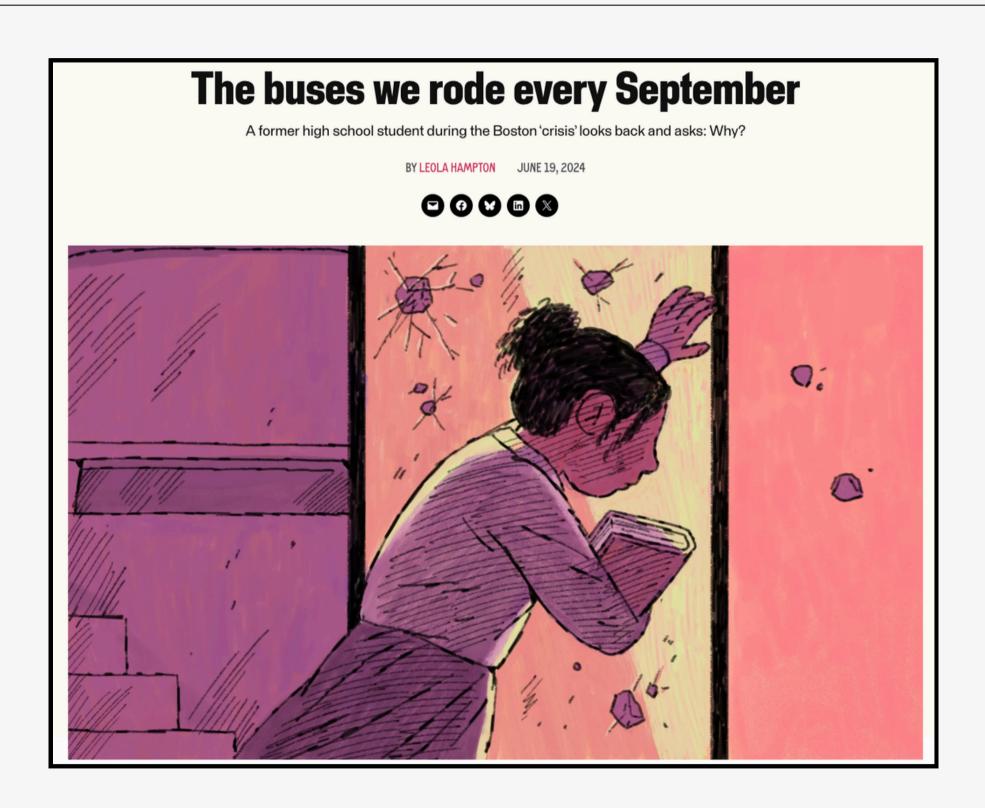


## **EDITORIAL STRATEGY**





## **EDITORIAL STRATEGY**



## **VIDEO ESSAY**



# I was sent to desegregate a high school in Boston



→ 73.2K

## **ENGAGEMENT**



### Punk\_1982

We cannot let this history be erased or forgotten 2024-6-28 Reply





#### Zeizar Zalad

Thank you for sharing your story; my moms side is Irish and grew up/still lived in Southie during this time - thank you for sharing YOUR history ♥

2024-7-3 **Reply** 





### Addi

My entire life all I've heard about was the trouble with integrating schools in the south, as of racism only existed in the south

2024-6-28 **Reply** 



## **ENGAGEMENT STRATEGY**

- 1. Republishing + Amplifying
- 2. Be platform specific
- 3. WBUR Radio appearances
- 4. Reddit AMA





## **CONTEXT + FRAMING**

"FORCED BUSING"

"BOSTON BUSING CRISIS"

"SCHOOL CHOICE"

"PARENTAL RIGHTS"



## **FOLLOW US**

# theemancipator.org



# @the\_emancipator













