

# GPB Media Local Content and Service Report



During 2012, Georgia Public Broadcasting (GPB Media) produced exciting original programming highlighting the interesting people, places and history of our state. We also staged several events that provided attendees with the opportunity to learn more about current issues impacting the state and topics relevant to their everyday lives. In addition, we addressed serious education issues and provided resources that enhance the value of our services.

# GPB Original Productions



## **The Future Files**

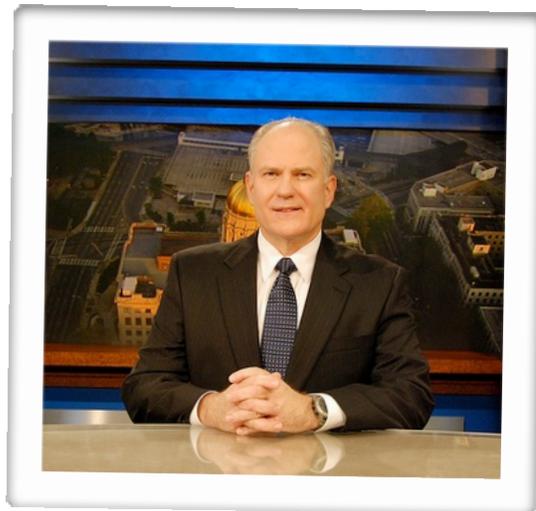
In partnership with the Georgia Research Alliance, GPB presented the first episode of **The Future Files**, a proposed 13-part series that looks at the future of science, technology and medicine in a smart and fast-paced way. The first episode, “Pandemic Threat,” examines influenza - the insidious virus that killed as many as 60 million people throughout the

world in 1918. “Pandemic Threat” also highlighted research being done in Georgia that is moving us closer to a single vaccine to fight all kinds of flu - plus an invention that makes vaccination painless and another to detect the virus in seconds.

## **PrimeTime Lawmakers**

As the only broadcast entity statewide to focus daily on the work of state lawmakers, GPB provides viewers and listeners with the opportunity to learn about the issues affecting their community and the work of their elected representatives. In 2012, GPB marked the 42nd season of producing **PrimeTime Lawmakers**, a nightly television program covering the annual Georgia Legislative session. In addition to airing on television, **Primetime Lawmakers** is also streamed on GPB’s website at [www.gpb.org/lawmakers](http://www.gpb.org/lawmakers).

Interested Georgians can also watch live streams of the House and Senate sessions at this website. GPB also carries the governor’s annual “State of the State” address on television and the web. Listeners can also keep up with the latest legislative news on GPB’s 17-station statewide radio network.



*PrimeTime Lawmakers* host Scott Slade



*Georgia Traveler* host David Zelski

## **Georgia Traveler**

GPB hit the road again with the sixth season of Georgia's favorite travel show, **Georgia Traveler**. Produced in partnership with the Georgia Department of Economic Development, **Georgia Traveler** showcases the best that Georgia has to offer, helping to spotlight the vibrant tourism opportunities throughout communities across the state. From the history of Lookout Mountain's strategic position in the Civil War because of its incredible views of the entire South Eastern United States to the story of how it became the home of the popular Incline Railway, **Georgia Traveler** has something for everyone. This season we also featured Summerville's Paradise

Gardens, a maze of building, sculptures and displays created by world-renown folk artist Howard Finister, and visited Athens, a town famous for its music scene - for the Athens Food Tour. Episodes are also available online at [gpb.org/georgia-traveler](http://gpb.org/georgia-traveler).

## **Georgia Outdoors**

GPB's Emmy-winning weekly series **Georgia Outdoors** uses spectacular photography and narrative storytelling to explore Georgia's environment and showcase its natural history. This year, marked the show's 20th season, and host Sharon Collins spotlighted everything from the beauty of Little Saint Simons to the resilience of pelicans who are being rehabilitated after the Gulf Coast oil spill in 2010. Episodes are also available online at [gpb.org/georgia-outdoors](http://gpb.org/georgia-outdoors). Past season episodes are also available with scripts and content developed for classroom use.



*Georgia Outdoors* host Sharon Collins

## **GPB Sports**

GPB expanded its 16-year partnership with the GHSA (Georgia High School Association) to go beyond the annual broadcast of the GHSA Football and Basketball Championships to include weekly live television coverage of statewide high school football games, in addition to the highly successful web coverage of statewide games at [www.gpb.org/sports](http://www.gpb.org/sports). GPB's "Football Fridays" kicked off with the live broadcast of the Corky Kell Classic, which officially marks the start of Georgia's high school football season. GPB produced more than twelve hours of live television and web streaming for the Corky Kell Classic.



During each consecutive Friday night, high school football fans were treated to a live television game, which was also webcast, and a web-only game, both at [www.gpb.org/sports](http://www.gpb.org/sports). All programming highlighted academic achievement and community involvement with schools through pre-produced features and broadcast appearances at the games by teachers, principals and parents, coaches and bands.

# GPB Kids Events

## **Augusta Children's Week**

Each year, GPB airs over 3,000 hours of commercial-free children's educational programming. Together with on-going partners that include Fernbank Museum, Tellus Museum, Imagine It! The Children's Museum of Atlanta, GPB regularly brings popular PBS Kids characters to audiences across the state.

In one of our most long-standing community partnerships, GPB marked its tenth consecutive year as the headliner for the opening ceremony of the annual **Augusta Children's Week**, staged by the Augusta - Richmond County Partnership for Families and Children. Approximately 2,500 pre-k students attended the 2012 event. A representative of GPB's education division read the story "Curious George and the Fireman," and we also entertained the children with an appearance by the Curious George costume character. We have built a good relationship with the Augusta - Richmond County Partnership for Families and Children and the teachers who bring the classes to the event. Each year, we get many positive comments from educators about the resources we provide throughout the year through our GPB Kids original games and PBS Kids materials.



*GPB's Heather Neal and Curious George at Augusta Children's Week.*



*The Children of Uganda Tour of Light*

## **Children of Uganda Tour of Light**

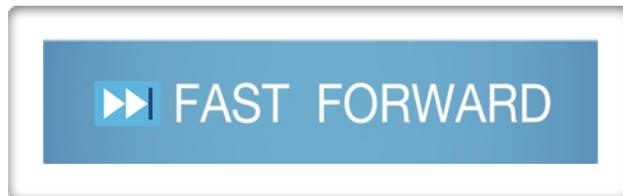
In 2012, GPB hosted a free performance in our studios for the **Children of Uganda Tour of Light**. The event was open to the public and was targeted toward children, parents and caregivers. The Children of Uganda group raises awareness of the challenges faced by children in the country, particularly those

who have lost a parent or parents to AIDS. The latest figures estimate that at least half of the country's 2 million orphans have lost parents to the disease. The event offered the opportunity for cultural exchange through the group's explanation of Ugandan traditions and customs by way of song and dance. Attendees were also given the opportunity to meet members of the group and take part in learning activities after the group performance.

# Education Initiatives

## **Fast Forward**

GPB partnered with the Georgia Department of Education for the launch of **Fast Forward**, a multimedia Project that promoted student achievement in Science, Technology, Engineering and Math programs by highlighting the multitude of



career opportunities in Georgia for those who are interested in the subjects. The **Fast Forward** project consists of 16 video segments that present Science, Technology, Engineering and Math (also known as the STEM curriculum) concepts in a

fun, entertaining and informative way by demonstrating how employees in businesses and organizations across the state are applying the topic matter in their jobs. In addition to each of the 16 **Fast Forward** videos, each “Teachable Moment” within the videos that explains specific STEM concepts is also available as stand-alone video that is correlated to applicable Georgia Performance Standards for curriculum. All **Fast Forward** segment videos and “Teachable Moments” videos are available on the GPB website at [www.gpb.org/fast-forward](http://www.gpb.org/fast-forward), GPB’s Discovery education video portal and You Tube at [youtube.com/gpbfastforward](http://youtube.com/gpbfastforward).

## **The Center for Collaborative Journalism at Mercer University**

In the fall semester of 2012, GPB began working with the first group of students who are enrolled in a program of study through The Center for Collaborative Journalism at Mercer University. GPB was part of the launch of the new initiative in December 2011 in partnership with Mercer University, the Knight Foundation and *The Telegraph*. The mission of the program is to increase and strengthen local reporting in Central Georgia by bringing professional journalists to work together with Mercer University students in a unique, joint newsroom in Macon. The Center for Collaborative



Journalism at Mercer University brings the medical school model to the university's journalism program. Professionals from *The Telegraph* and GPB's Macon radio station are working alongside Mercer students to employ digital-age storytelling skills to meet Central Georgia's information needs.

### **Teacher's Ignite - The Ignite Show**

GPB partnered with the organization Teacher's Ignite for a unique media initiative that raises awareness and respect for education. The centerpiece of the initiative is **The Ignite Show**, a web-based series. Show producers solicit content ideas from teachers, administrators, students and parents in the hopes of building a dynamic, fun, relevant, and entertaining show to uplift the teaching profession and talk openly about educational issues. Educators throughout Georgia are informed about the program through GPB's Education newsletter and Passion for Learning Blog. Episodes can be viewed at the website [gpb.org/the-ignite-show](http://gpb.org/the-ignite-show).

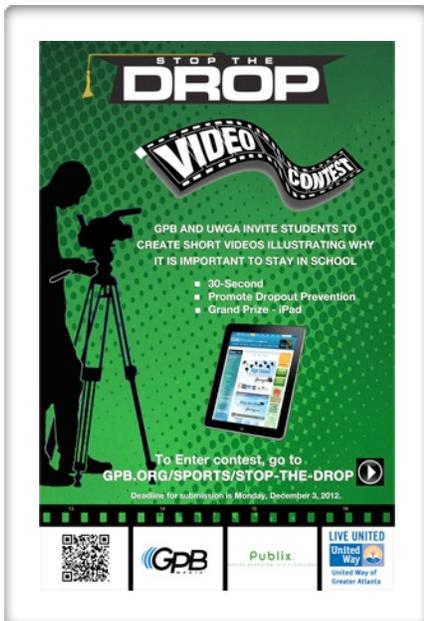


### **Common Core**

GPB has partnered with the Department of Education to produce a series of professional learning sessions for educators on **The Common Core Georgia Performance Standards (CCGPS)**. These broadcasts were livestreamed and included an interactive chat moderated by GPB allowing educators to submit questions during the presentations. The broadcasts are archived on GPB's education website and contains handouts and powerpoints that complement the subject matter. The archives can be found at [gpb.org/education/common-core](http://gpb.org/education/common-core).



## Stop The Drop Initiative



**Stop the Drop** is an initiative to prevent high school students from dropping out of school. In November 2011, GPB brought together community members and organizations along with school policy makers to discuss dropout prevention at a day-long summit. We heard from professionals in education, after school programs, and students on issues impacting high schoolers. GPB has maintained a voice in the community to continue to raise awareness of the dropout crisis. In 2012, GPB won a Southeast Regional Emmy Award for our “Stay in School Spots” that are part of the **Stop the Drop** initiative.

In the fall of 2012, we staged a **Stop the Drop** video contest for high school students across Georgia.

Nearly 100 students submitted video entries that demonstrated why they think it is important to stay in

school. The videos were posted on GPB’s You Tube channel and the student video with the most views was shown during the broadcast of the GHSA Football Championships in December.

# Localizing National Productions and Initiatives

## **Antiques Roadshow Atlanta: Behind The Scenes**

Part adventure, part history lesson, and part treasure hunt, PBS's highest-rated series, **Antiques Roadshow** stopped in Atlanta as part of its 16<sup>th</sup> season taping in 2011. Approximately 6,000 ticketholders attended the Atlanta taping hosted by

GPB. In addition to providing production assistance for the three national episodes that premiered in April 2012, GPB produced **Antiques Roadshow Atlanta: Behind The Scenes**, which captured all of the work that goes in to producing the most popular show on PBS. The special premiered in April 2012 in conjunction with the national episodes filmed in Atlanta. GPB hosted a screening in our studios and invited participants in the tapings. At that point, many of them did not know if their interviews would appear in the national episodes. We were able to capture their excitement once they learned that they would be featured in the national episodes and generate more publicity for the show because of the media in attendance at our event.

