



# GPB Media Local Content and Services Report 2013

Georgia Public Broadcasting finished 2013 as the sixth most-watched public media station in the Top 25 U.S. markets. During the year, the station produced original programming highlighting the history, culture and people of Georgia, as well as innovative ideas being developed throughout the state. Via its nine transmitters and three separate 24/7 channels, GPB delivered 26,000 hours of non-commercial programming throughout Georgia and portions of Florida, Alabama, Tennessee and North Carolina and South Carolina. In addition, GPB initiated and participated in a number of events across the state, including screenings, conferences and community events that showcased its programming and education resources.

# GPB Original Productions



*The Georgia Traveler Crew*

## Georgia Traveler

GPB's weekly half-hour series "Georgia Traveler" produced in partnership with the Georgia Department of Economic Development continued its tradition of showcasing fascinating places to visit, unusual attractions and Georgia points of pride. During the year, GPB broadcast over 35 "Georgia Traveler" programs with more than 200 segments recorded in communities across the state. Highlights include Macon's Georgia Sports Hall of Fame, Madison's

Southern Cross Ranch, a stop in Athens to explore the University of Georgia's gardens and a culinary tour of Augusta. Episodes are available online at [gpb.org/georgia-traveler](http://gpb.org/georgia-traveler).

## Georgia Outdoors

The "Georgia Outdoors" team once again brought the wonders of nature to viewers with episodes that included an exploration of Cumberland Island and an up-close look at dolphins. The series also highlighted farms that have been recognized by the state's Centennial Farms program and shared how Georgia rock legend Chuck Leavell has dedicated himself to conservation efforts through his work as a tree farmer.

Episodes are available online at [gpb.org/georgia-outdoors](http://gpb.org/georgia-outdoors) along with scripts and content developed for classroom use.



*Sharon Collins, host of Georgia Outdoors.*

## 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 2013, GPB marked the 43<sup>rd</sup> 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 [gpb.org/lawmakers](http://gpb.org/lawmakers). GPB also carried the annual "State of the State" address on television and the web and offered the latest legislative news on GPB's 17-station radio network.

## Your Health Matters

GPB produced and aired a series of 48 spots entitled “Your Health Matters,” offering the latest in medical information, each hosted by Dr. Sandra Fryhofer of the Emory University School of Medicine in Atlanta.



*Dr. Sandra Fryhofer*

## Documentaries and Specials



GPB partnered with Georgia universities including The Georgia Institute of Technology to broadcast “The Inventure Prize,” a competition recognizing the most innovative invention created by students; Morehouse College for broadcast of “The 87<sup>th</sup> Annual Morehouse-

Spelman Christmas Concert;” and Mercer

University for “A Grand Mercer Christmas” (a musical extravaganza distributed nationally by PBS). GPB also partnered with The Atlanta Business Chronicle to broadcast week-nightly news updates on Georgia business news; and with Red Sky Productions and Zoe TV for “Chattahoochee Unplugged,” documenting the creation of the world’s longest urban white water course in Columbus, Georgia.

## GPB Sports

GPB continued its popular coverage of high school sports with the live broadcasts of “The Georgia High School Basketball Championships” (14 separate boys and girls games in 7 divisions over three consecutive days) and “The Georgia High School Football Championships” (7 games in 7 divisions over two consecutive days). For the two days of the Football Championships, GPB was the most watched public television station in America, with three times the audience of the next closest station each day. GPB’s coverage of high school football began in August 2013 with the Corky Kell Classic, which officially marks the start of Georgia’s high school football season. After the live, daylong telecasts of five back-to-back games in the Corky Kell Classic, GPB continued game coverage each Friday night with “Football Fridays in Georgia”. Each Friday game was preceded by a half-hour “All Access Pass” broadcast, which focused on the teams and their Georgia communities. GPB’s sports coverage also highlighted academic achievement and featured interviews with teachers, principals, parents, coaches and bands.



# GPB Community Events



## GPB Kids Events

GPB marked its eleventh consecutive year as the headliner for the opening ceremonies of Augusta Children's Week, staged by the Augusta-Richmond County Partnership for Families and Children. Approximately 2,500 children attended the event. GPB took the "SuperWhy" costumed character "Woofy" to the event and read a story to the children. The station also provided educational materials, including books. GPB also participated in the Savannah Book Festival, which takes place annually. GPB staffers held readings at the event, passed out educational materials and took the costume character "Buddy" from the popular series "Dinosaur Train." In addition, GPB partnered with the

Georgia Aquarium to host three children's events highlighting the PBS Kids programs "The Wild Kratts" and "Dinosaur Train." GPB received a station grant to promote two special episodes of the series that both featured aquatic themes. The first event focused on "The Wild Kratts" and was held at the Georgia Aquarium. Activities included a treasure hunt throughout the aquarium with lessons about the various types of marine life there. In conjunction with the special "Dinosaur Train" episode,

GPB hosted two events in one day. The first event was held at the aquarium. Activities included a meet and greet with "Buddy" of "Dinosaur Train." That same day, GPB hosted a screening of the "Dinosaur Train" episode at its studio. The event also included a meet and greet with "Buddy" and arts and crafts and educational activities teaching children about marine animals.







## The Central Park Five Screening

GPB participated in and staged non-broadcast events throughout the year, including a screening of the film “The Central Park Five,” that tells the story of the infamous “Central Park Jogger Case” of 1989, in which five black and Latino teenagers from Harlem were wrongly convicted of sexually assaulting a white woman in New York City’s Central Park. Directed and produced by Ken Burns, David McMahon and Sarah Burns, the film spotlights issues of race and the criminal justice system. As part of the screening, GPB hosted a Q & A with filmmakers David McMahon and Sarah Burns.

## The March Screening

In August of 2013, GPB was invited by the Martin Luther King Jr. National Historic Site to participate as a community partner in a weekend event commemorating the 50<sup>th</sup> anniversary of the March on Washington in 1963. GPB hosted two advanced screenings of the PBS film “The March” that were attended by over 200 people.

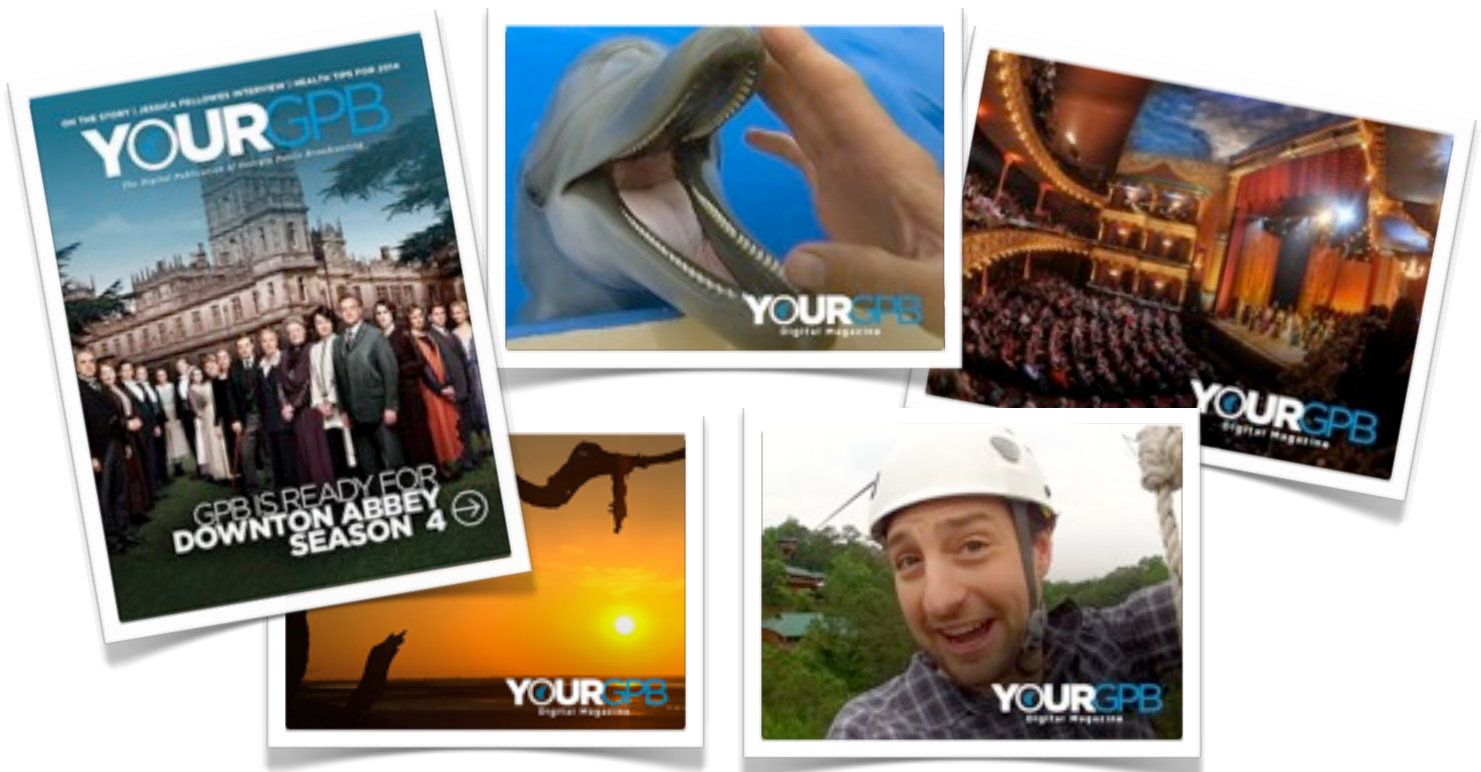


## Downton Abbey

GPB hosted two successful screenings of **Downton Abbey: Season 4** on December 17 and 18. Over 500 people attended the two events, and frequently came in costumes of the era. Executed in a “Roaring 20s” theme, the first event also featured a jazz band and a silent auction. GPB created Downton-themed activities for guests and gave away prizes throughout the night. GPB also created a special “Downton Abbey” edition of its digital magazine, “Your GPB” and demonstrated it at the event.

# GPB Digital Magazine

In June of 2013, GPB launched its first-ever digital magazine, "Your GPB." Available as a free app on iTunes, "Your GPB" gives readers an inside look at the people and productions of GPB and other national distributors like PBS and NPR. You can find out what's it like to spend days on an island shooting pelicans for Georgia Outdoors, learn more about unusual Georgia destinations from the Georgia Traveler staff and hear the harrowing story of what it's like to work as an NPR war correspondent. You'll also find original content about happenings taking place throughout Georgia, such as the annual Savannah Music Festival, great recipes, how-to articles, and more. The content is only available at "Your GPB."



# GPB Education Initiatives



## Stop the Drop

In partnership with the Greater Atlanta United Way for a second year, GPB produced and aired spots encouraging young people to stay in school. “Stop the Drop” spots aired year round, culminating in a statewide contest encouraging students to create their own “Stop the Drop” television messaging with a cash prize and broadcast of the top five entries. There were

141 entries from individuals and groups statewide, up from 81 last year.

## Fast Forward

GPB partnered with the Georgia Department of Education for the second year for the multimedia project “Fast Forward,” that promotes student achievement in Science, Technology, Engineering and Math programs by promoting career opportunities in Georgia that require knowledge of the subjects. This year, 16 seven – minute episodes were produced for middle through high school students and 32 four-minute episodes were produced for elementary grade students. GPB also highlighted the content at the Atlanta Zoo’s “Zoo Educator Day, attended by over 3,000 teachers.



## GPB Education Resources

In an effort to make its website more user-friendly, GPB restructured its education resources by age group/ audience and by subject and, making all of the content



accessible in an easy-to-use table of contents at [gpb.org/education](http://gpb.org/education). The most popular GPB educational videos are now available for the convenience of life long learners to stream online through PBS and streaming service set top boxes. GPB also formed a Teachers Advisory Counsel in which 10 teachers were recruited to review and provide input on PBS Learning Media and other classroom media. Nearly 5,300 Georgia teachers

signed up for PBS Learning Media resources from September 1 – December 31. GPB also serves as the source for Georgia teachers to learn about the Common Core curriculum. The Common Core materials on the GPB website has received nearly 90,000 page views, with 54, 271 unique viewers.

## GPB Education Conferences and Trainings

GPB New Media and Education staff participated in a number of conferences throughout the year and conducted various trainings highlighting digital assets available for educators. Presentations included the Georgia State School Board, Georgia Association of Education Leaders,

Georgia PTA Leadership Conference, Kennesaw State University, Cobb County Social Studies Workshop, Cherokee County After School Training, Council of Media Organizations Conference, Georgia Council for Social Studies Conference, National Science Teachers Association, Georgia School Board Association, Georgia Educational Technology Conference, Newton Carnegie Library, McNair Discovery Learning Academy and the Georgia Business Education Association.

