

Local Content and Services Report 2018



Through its nine television stations, 18 radio stations and innovative digital and education platforms, GPB engages viewers, listeners, community partners, students and educators with a variety of programing and resources. GPB produces original television and radio content, community engagement initiatives and free educational content and trainings as part of its service to the community.

GPB Television and Original Programming



A Seat at the Table

The Emmy-nominated weekly television talk show led by an all African-American female cast gives voice to issues from diverse perspectives and challenges. These unique experiences are brought to life through candid conversations. Episodes including "My Sister's Keeper" explored the importance of women supporting women, while "Black Maternal Mortality" examined how black women are three or four times more likely to die in childbirth.



The Macon Sound

This GPB Original documentary explored how the city became a thriving hub of entertainment that is continuing to produce new generations of singers and musicians. From the flamboyant performances of Little Richard, the songwriting genius of Otis Redding, the signature moves of James Brown, the meteoric rise of Percy Sledge and the unlikely "hippie" band, the Allman Brothers, The Macon Sound showcased the history of Macon's musical influences and how the city helped define and inspire the sounds of rock n' roll, soul and southern rock.



Georgia Outdoors

GPB's Emmy-award winning series highlights the state's natural wonders and conservation efforts. Episodes include "Great Migrations," shot in both Georgia and Massachusetts to capture the importance of marshes to migratory birds. "Enchanted River" examines the National Recreation area on the Chattahoochee River, while "Project Chimps" visits a north Georgia refuge for retired laboratory chimpanzees.



GPB Sports

The ever-popular "Football Fridays in Georgia" weekly high school football game live broadcasts across the state continue. Additionally, the season culminated with nearly 28 hours of live coverage of the two-day GHSA Football Championships from the Mercedes Benz Stadium in Atlanta. GPB's live stream of the GHSA Championships drew Georgia high school football fans from locations throughout the world, including the United Kingdom, South Korea, Germany, Indonesia, Finland, Singapore and Australia.



Lawmakers

GPB's long-running television program provides daily, in-depth coverage of the state legislature during the annual Georgia General Assembly session and reports on issues including taxes, jobs, schools and the environment.

GPB Radio



GPB News in the Community

GPB partnered with organizations and institutions across the state to bring GPB News live programs that listeners rely on right into communities statewide. GPB's political talk show, *Political Rewind*, was on the road for live remote broadcasts in Savannah, Columbus and Atlanta. We were also pleased to partner with NPR and *1A* to host an "Ethics and Transparency in Media" panel discussion in front of a live audience in Atlanta.



Hurricane Michael Coverage

Hurricane Michael hit Southwest Georgia with unexpected force in the fall of 2018. In addition to providing coverage of the hurricane through GPB'S partnership with the Georgia Emergency Management Agency, GPB News created a series of stories about recovery from the storm by Georgians whose pecan groves were torn from the ground, cotton harvests ripped from stems and schools and homes flooded.



Peach State Politics

In collaboration with GPB Education, GPB News has launched a new digital series for students, *Peach State Politics*. Each week during the session, GPB reporter Stephen Fowler answers questions that students ask about what goes on at the Georgia Capitol and post video answers to the website.



Beyond Reasonable Doubt: The Troy Davis Project

On Sept. 21, 2011, Troy Davis was executed after sitting on Georgia's death row for 20 years. In 1991, seven black and five white jurors convicted Davis of murder in the shooting death of Savannah police officer Mark MacPhail. Atlanta-based playwright Lee Nowell wrote a play based on Troy Davis' story. GPB adapted the play into a radio drama and podcast entitled *Beyond Reasonable Doubt: The Troy Davis Project* which is available at http://www.gpb.org/troydavis and on iTunes, Google Play, Stitcher, Tuneln, and NPR.



The Bitter Southerner Podcast

GPB and the *The Bitter Southerner* magazine joined forces to launch *The Bitter Southerner Podcast*. The podcast explores Southern culture and the South's contributions to American life. Each episode brings listeners stories about the people and organizations helping Southern culture broaden and evolve. The podcast is available on through GPB's website as well as iTunes, Google Play, Stitcher, Tuneln, Spotify and NPR.



The Credits Podcast

Georgia has become the home of a multi-billion dollar film industry. If you're curious as to who the people are whose names you see in the credits at the end of a movie or TV show, GPB's new podcast, *The Credits* has the answer. GPB takes you on sets and behind the scenes for an up-close look. The podcast is available on through GPB's website as well as iTunes, Google Play, Stitcher, Tuneln, Spotify and NPR.

GPB Education



Education Outreach

GPB has two field-based Education Outreach Specialists. This fiscal year, the GPB Education staff provided free professional development to 2,973 Georgia educators (542 increase from previous year) through our education outreach efforts. The education team travels the state to offer training sessions and conference presentations on digital learning strategies and resources. GPB provides GA educators with free access to thousands of digital learning resources by developing original content through our Education and Digital Media Division and through our partnerships with Discovery Education and PBS LearningMedia. GPB Education Matters newsletter goes to a membership of over 45,000 educators each month and the education team writes a blog that averages 10,000 views per month. The blog focuses on topics and trends, with a focus on digital learning. We have also launched a "Share Your Story" initiative where teachers from around Georgia can submit a blog post describing how they are using GPB's digital learning resources or how they are innovating in the classroom.



Statewide education conferences

GPB Education engages with teachers from across the state, including underserved areas, through our presence at multiple statewide education conferences throughout the year by hosting an exhibitor booth and facilitating professional development sessions. Conferences include the Georgia Association of Curriculum and Instruction Supervisors (GACIS) Annual Conference, September 2017, Athens, GA; Georgia Council for the Social Studies (GCSS) Annual Conference, October 2017, Athens, GA; Georgia STEM Forum, October 2017, Athens, GA and the National Science Teachers Association (NSTA) Annual Conference, March 2018, Atlanta, GA.



GPB's PBS KIDS Writers Contest

GPB implemented the PBS KIDS Writers Contest this year. It was open to all Georgia students in kindergarten through 3rd grade, and winners were honored with an awards celebration at GPB's headquarters in Atlanta and the opportunity to narrate their award- winning stories in the GPB Radio studios. All winning stories were posted online at gpb.org/writers-contest.



Phenomenal Science Fun Events

GPB partnered with Discovery Education, Tellus Science Museum, Zoo Atlanta, Georgia Tech and Georgia Aquarium for two Phenomenal Science Fun events. The purpose of the events was to provide an opportunity for science teachers to network and share resources around the roll out of the new Georgia Standards of Excellence for science. More than one hundred teachers participated.



Summer Learning Initiative

During the summer months away from school, it's crucial that children, especially those from underserved communities, have access to healthy meals, safe environments, and books and educational opportunities so they can keep learning. GPB collaborated with public and private partners across Georgia-including the Georgia Department of Education, Georgia Department of Early Care and Learning, and Georgia Public Library Service —to create an online toolkit with resources for summer reading, learning, safety, and meals. Families across the state were able to access the toolkit at http://getgeorgiareading.org/georgia-summer.

GPB Education



GPB Live Explorations

GPB *Live Explorations* are designed to bring quality virtual learning experiences to classrooms all over the state, especially underserved areas where the students are not able to take field trips and have the learning experience firsthand. Visits are live streamed and broadcast. *Live Explorations* include Gray's Reef Marine Sanctuary and the UGA Aquarium in Savannah,Okefenokee Swamp in South Georgia and the Atlanta Symphony Orchestra.



Things Explained

Things Explained is GPB's latest free, digital-first series for the classroom. The standards-based series examines educational concepts that are related to timely topics and event with a Georgia focus. The episodes are distributed on YouTube, Facebook, and on gpb.org. Topics this past year included the math of the Olympics, the science behind the implosion of the Georgia Dome, and buoyancy through the lens of the Georgia ports, and the phenomenon of the solar eclipse.



Physics in Motion Digital Series

GPB's *Physics in Motion* digital series for high school is comprised of eight units of study that are divided in video segments. Each video segment has corresponding supplemental materials for teachers and students to reinforce the concepts discussed in the videos. *Physics in Motion* is free resource for Georgia educators.



Lights, Camera, Budget!

GPB Education is partnering with Georgia Council for Economic Education (GCEE) to produce an interactive game and supplemental resources and workshops to support students across the state in learning financial literacy.



Georgia Forests Virtual Learning Journey

GPB Education is partnering with the Georgia Forestry Foundation to create an interactive, standards-aligned virtual field trip to help students explore the economic impact of the forestry industry in Georgia, as well as learn key science concepts associated with forests and forest ecosystems.

GPB Community Engagement



The Great American Read

GPB created statewide visibility and engagement around *The Great American Read* through literary partnerships, events and multimedia content. Nearly 10,000 event attendees interacted with GPB and *The Great American Read* at four of Atlanta's largest festivals, including the Decatur Book Festival, the nation's largest independent book festival. Through partnership with the Georgia Public Library Service, 85% of Georgia's public library systems hosted a GPB *Great American Read* interactive touring display to drive reading and engagement around the project. Author talks and screenings were held over the summer and fall in partnership with the Atlanta History Center, Out on Film, Sewell Mill Library & Cultural Center, AIR Serenbe, and Macon's Museum of Arts & Sciences.







Indie Lens Pop-Up Film Screenings

The acclaimed Emmy Award-winning anthology series *Independent Lens* features unforgettable stories about a unique individual, community or moment in history. GPB hosted four Indie Lens Pop Up screenings in conjunction with community partners connected to the film topics. One of the most acclaimed films of the year and an Oscar nominee for Best Documentary, I Am Not Your Negro envisions the book James Baldwin never finished. GPB's screening featured a panel discussion examining race in America with representatives from Morehouse College, Emory University and Georgia Tech. Tell Them We Are Rising explores the pivotal role historically black colleges and universities (HBCUs) have played over the course of 150 years in American history, culture, and identity. GPB was pleased to host filmmaker Stanley Nelson for a screening on the campus of Morehouse College with panel representation from the United Negro College Fund and student voices from Spelman College. With intimate and unprecedented access, Peter Bratt's Dolores tells the story of Dolores Huerta, among the most important, yet least-known, activists in American history. Post-screening panel discussion included representatives working with immigrants through local nonprofits Ser Familia and Georgia Latino Alliance for Human Rights, along with immigration attorneys. GPB was pleased to partner with Georgia Organics and Community Farmers Markets for a screening of Look & See: Wendell Berry's Kentucky, a portrait of the changing landscapes and shifting values of rural America in the era of industrial agriculture, at the East Atlanta Farmers Market.

GPB Community Engagement



GPB Kids Activities

GPB organized station events and participated in community partner initiatives throughout the year that promoted literacy through GPB Kids programming. Activities included *Sesame Street* and *Super Why!* screening parties where each child received a book. The events celebrated the "Mayor's Summer Reading Club" in Atlanta. GPB also promoted science literacy through character appearance with *Sid the Science Kid* at Atlanta's High Museum of Art and Children's Healthcare of Atlanta and participation in the Sesame Street F Is For Friends Pop-Up Tour, which promoted reading, learning and imaginative play.

Additional GPB Kid activities featured interactive screening parties of *Pinkalicious & Peterrific* and *Dinosaur Train*. GPB also partnered with PNC Bank for "Be My Neighbor Day with Daniel Tiger," where children learned about acts of kindness and met Daniel Tiger, which included a visit to a local nonprofit children's shelter.





Documentary Film Screenings

GPB was pleased to host a number of documentary film screenings throughout the year. These screenings were accompanied by panel discussions and filmmaker visits and were presented in collaboration with a variety of community organizations. Partnerships for these screenings included the Atlanta Science Tavern, Atlanta Science Festival, Museum of Design Atlanta, Alliance Theatre, Georgia Tech, and Out on Film. Films included *Bill Nye: Science Guy, Lorraine Hansberry: Sighted Eyes/Feeling Heart, 10 Parks that Changed America, The Untold Takes of Armistead Maupin, Harper Lee: From Mockingbird to Watchman and Pops: Fatherhood, the untold story.*



GPB Preview Screenings

It is our pleasure to provide Georgia audiences with exclusive sneak previews to many PBS properties. These screenings provide an opportunity to preview content, but also to make local connections to the high-quality content that is distributed nationally. This year, we were pleased to provide community screenings of the following: *Civilizations, Little Women, The Mayo Clinic: Faith – Hope – Science, Poldark* and *Victoria.*