



Local Content and Services Report 2019



With nine television stations covering 98% of the state and portions of Florida, Alabama, Tennessee, North and South Carolina, GPB delivers approximately 35,000 hours of non-commercial programs through its main channel, GPB HD, and three digital channels - GPB Kids, GPB Create and GPB Knowledge. Of that number, GPB airs approximately 12,000 hours of children's programs. In 2019, GPB expanded our presence with live streaming of GPB HD at gpb.org/live and launched on YouTube TV.

GPB's 18-station radio network offers listeners approximately 25 local newscasts per week and over 50 hours of locally produced programming.

In addition to GPB TV and GPB Radio, our innovative digital and education platforms engage viewers, listeners, community partners, students and educators with a variety of programming and resources.

GPB Television and Original Programming



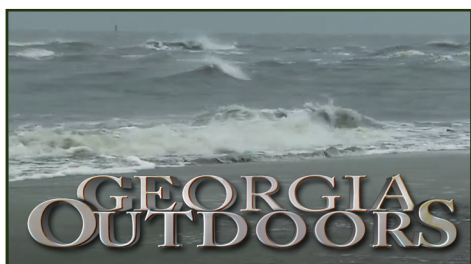
An ASO75 Concert

GPB and the Atlanta Symphony Orchestra (ASO) presented *An ASO75 Concert*, an inside look at the Atlanta Symphony Orchestra's 75th season, with insights from Music Director Robert Spano and a performance with renowned violinist Joshua Bell. Currently, GPB is working with the ASO to produce additional specials.



A Seat at the Table

The Emmy-nominated weekly talk show led by an all African-American female cast highlights issues from the perspective of women of color. Episodes produced include "The Process of Aging-All Women Go Through the Change," featuring the founder of "WisePause" as she navigates through what happens to women's bodies as they age.



Georgia Outdoors

GPB's Emmy-award winning series highlighted the state's natural wonders and conservation efforts with episodes including "The Rising Sea," which examines how climate change and rising sea levels are affecting the Georgia coast.



GPB Sports

GPB Sports thrilled fans with the ever-popular *Football Fridays in Georgia* weekly high school football game live broadcasts across the state and coverage of the 2019 GHSA Playoff Games. The season culminated with 26 hours of live coverage of the two-day 2019 GHSA Championships from Atlanta. Across the web, GPB Sports: Football app and TV, GPB served more than one million viewers Friday and Saturday.



Hometown Georgia

Hometown Georgia tells the stories of towns through the eyes of their devoted residents. “Ghost Town” took a different approach with visits to abandoned towns throughout Georgia, including Skull Shoals, Auraria, Godfrey and Mountain View. Viewers even learned about paranormal activity.



Lawmakers

Lawmakers provides daily, in-depth coverage of the state legislature and reports on the issues and people that affect Georgia’s taxes, jobs, schools and environment.



Rich's Remembered

Rich's Remembered is the story of a beloved store that was a mainstay of Atlanta’s history and culture for more than a century. This began as a digital series and culminated in the production of a one-hour broadcast special. Highlights include reflections on Rich’s iconic Pink Pig ride that thrilled children for generations and the annual holiday celebration featuring The Great Tree, the largest Christmas tree in Georgia.



Unleashed: A Dog's Life

With this program, GPB parlayed its dog-friendly culture into an employee-hosted, fun digital series that shows dog lovers how to care for and train their pets.



Unprotected: Georgia's Broken Senior Care Industry

Unprotected: Georgia's Broken Senior Care Industry featured a discussion with community leaders and experts, along with *Atlanta Journal Constitution* investigative reporters who spent almost a year digging into the records of senior care facilities in Georgia and uncovered how the state has failed to protect senior citizens.



Your Fantastic Mind

GPB partnered with Emory University and the Emory Brain Health Center for this series exploring the science of brain health through the stories of patients, their conditions and treatment. Veteran Atlanta journalist Jaye Watson serves as the executive producer, writer and host for the series.

GPB Radio & Podcasts

Ask: The Mayor



Ask the Mayor

GPB is continuing its commitment to educate our audience about important issues and inspire conversations about the future of Georgia with *Ask the Mayor*, a regular program feature broadcast live on GPB Atlanta 88.5 FM and streamed live on the GPB News Facebook page. GPB Radio's Rickey Bevington hosts the conversation with Atlanta mayor Keisha Lance Bottoms. Members of the public interact with the mayor by submitting questions on Twitter, by email and by posting questions during the live stream on Facebook. Since the program launched, the mayor has answered questions on issues including affordable housing, homelessness and gentrification.

The Bitter Southerner Podcast

GPB and the *The Bitter Southerner* magazine launched the second season of *The Bitter Southerner Podcast*, which explores southern culture and the South's contributions to American life. Episode highlights include "What We Talk About When We Talk About How We Talk" featuring comedian Trae Crowder. The episode explores southern accents by region and seeks to debunk the idea that possessing a southern accent makes someone less intelligent.

Mistaken: The Real Story of Richard Jewell

In the summer of 1996, Richard Jewell went from being praised as a hero for his actions during the bombing of Centennial Olympic Park in Atlanta to being named in the press as the FBI's primary suspect. In conjunction with the release of Clint Eastwood's theatrical film exploring the case, GPB Radio produced a special episode of its talk show *On Second Thought*, which was also made available as a podcast. Host Virginia Prescott presented the real story of why Richard Jewell, a man never arrested and never charged, will forever be associated with the Centennial Olympic Park bombing, and why he proved more valuable as a suspect than a hero.

Speakeasy with Denene

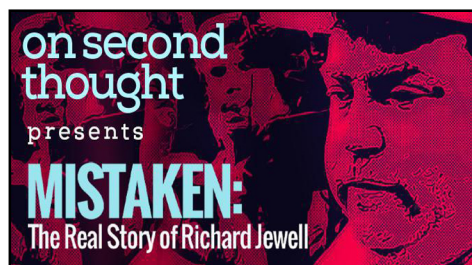
Denene Millner, one of three African American co-hosts of GPB's Emmy-nominated television show *A Seat at the Table* and a *New York Times* bestselling author, hosts this 30-minute podcast exploring the beauty and humanity of blackness. The podcast takes one word like BLACK, BEAUTY or LOVE and breaks down the many ways that word applies to the African American experience.

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 Cartersville, Athens, and Augusta.

The Credits LIVE

GPB's podcast focusing on Georgia's multi-billion dollar film industry hosted a live discussion of diversity in "*Y'allywood*" and the changing inclusive nature in the industry.





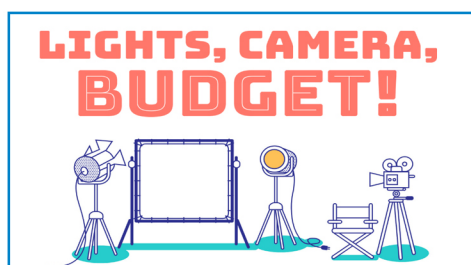
GPB Live Explorations

GPB *Live Explorations* are designed to bring quality 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. In May 2019, we produced a live exploration of Georgia Tech's Flowers Invention Studio. This interactive virtual exploration offered students an inside look at the world's largest student-run makerspace as they learned about the engineering design process, heard from Georgia Tech students and professors, and saw ideas transform into inventions. Both programs were aligned to Georgia standards and STEM curriculum targeting 3rd-8th graders. Upcoming plans include a live exploration with a Georgia recycling center.



Things Explained

Things Explained is GPB's free, digital-first series for the classroom. The standards based series examines educational concepts that are related to timely topics and phenomena with a Georgia focus. The episodes are distributed on YouTube, Facebook and on gpb.org. Topics this past year included four episodes on Georgia government, the mystery of the disappearing bees, how hurricanes impact Georgia's coastline and the sustainability of Atlanta's new Mercedes-Benz Stadium.



Lights, Camera, Budget!

Lights, Camera, Budget! is an online game designed to help middle and high school students learn, study, and review financial literacy topics while also practicing their budgeting skills. In the game, students are positioned as movie producers who have been given \$100 million to produce a movie. To get the movie produced, they must prove they have good personal finance skills to keep their budget on track. In FY19 the game was accessed 733K times with 13K users. It is available at gpb.org/lcb



GPB's PBS KIDS Writers Contest

GPB implements the PBS KIDS Writers Contest each year. The contest began in January 2019 and ran through March 2019. It was open to all Georgia students in kindergarten through 3rd grade. We had over 300 submissions. In May 2019, the top winners were honored with an awards celebration at GPB's headquarters in Atlanta. All winning stories were posted online at gpb.org/writers-contest.



Robotics in Georgia: To Houston and Beyond

This special from GPB Education follows three top teams from Georgia as they make their way to compete in the FIRST LEGO League international competition in Houston, Texas. In celebration of the 50th anniversary of the Apollo 11 mission, the 2018-2019 FLL season's "Into Orbit" theme challenged students to collaborate to design, build, code, and test robots for missions and work together to solve problems related to human space.



Slavery and Freedom Virtual Learning Journey

This virtual journey explores the complexities of slavery and freedom in antebellum Savannah through the lens of the Owens-Thomas House & Slave Quarters. Students learn about the connections between the institution of slavery and the global economy and discover how one city can teach us about society and culture before the Civil War. Key concepts are presented through interactive elements like primary source letters and images, navigable maps, videos, and a virtual walking tour.



Education Outreach

GPB has two field-based Education Outreach Specialists. This fiscal year, the GPB Education staff provided free professional development to 4,074 Georgia educators 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.

GPB Community Engagement



Country Music: A Film by Ken Burns

GPB created statewide visibility around *Country Music* through a variety of screenings, concerts and events. Through the initiative, we produced and partnered on 12 screening events in communities statewide. We were able to introduce the documentary in interesting and localized ways, highlighting Georgia musicians. The screening events included previews with filmmakers Dayton Duncan and Julie Dunfey, screenings with live performance and library previews. GPB partnered with the Georgia Mountain Fair in north Georgia to promote the film through media sponsorship and onsite activation with previews and giveaways. Georgia music legend Brenda Lee was the recipient of the inaugural “Georgia Legend Award” presented at a gala event at the Fabulous Fox Theatre in September. In October, GPB partnered with the Georgia Department of Economic Development for the Boudleux Bryant Festival in Shellman, Georgia to commemorate the 100th birthday of the songwriting icon. Partners for the 6-month initiative included the Atlanta History Center, Savannah Music Festival, City of Toccoa, Georgia Mountain Fair, From the Earth Brewing Company, Jepson Center for the Arts, Shellman Beautification Association, and numerous public and academic libraries throughout the state.

GPB Community Engagement



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. *Rumble* brings to light a profound and missing chapter in the history of American music: the Indigenous influence. The Booth Western Art Museum served as the perfect host theater for this screening with a live musical performance. GPB partnered with Mercer University School of Medicine and the Center for Rural Health and Health Disparities for a screening of *The Providers*, a film highlighting the physician shortage and opioid epidemic in rural America. The community celebrated the birthday of beloved Fred Rogers with a screening of *Won't You Be My Neighbor* that included trivia games, birthday cake and activities with local nonprofit, Compassionate Atlanta. GPB was pleased to partner with ITVS for a community and online screening of *Charm City*, exploring community response to urban violence. Other partners for this screening included the YMCA of Metro Atlanta and Vera Institute for Justice.



GPB Kids Activities

GPB organized station events and participated in community partner initiatives throughout the year that promoted learning through GPB Kids programming. Activities included screening parties with activities themed around *Ready Jet Go!*, *Molly of Denali*, *Daniel Tiger's Neighborhood*, *Xavier Riddle* and the *Secret Museum*, and *Pinkalicious* and *Peterrific*. Several of these events celebrated literacy as part of the "Mayor's Summer Reading Club" in Atlanta. GPB also sponsored PBS KIDS character appearances throughout the year.

GPB hosted two large-scale family events, partnering with PNC Bank for "*Be My Neighbor Day with Daniel Tiger*" in Atlanta and the Community Foundation for Northwest Georgia for a "*Sesame Street Hometown Celebration*" in Dalton. Events included themed learning activities, character appearances, partnership with local nonprofits, and giveaways.



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, Dining for Women, Atlanta Bahai, National Center for Race Amity, Asian Americans Advancing Justice, and CAIR Georgia. Films included *63 Boycott*, *When I'm 65*, *Women War & Peace II*, *And Then They Came for Us*, *An American Story: Race Amity* and *The Other Tradition and Sinking Cities*.



GPB Preview Screenings

It is our pleasure to provide Georgia audiences with exclusive sneak previews of films, series and specials prior to broadcast. 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: *MASTERPIECE Victoria*, *The Chaperone*, *Reconstruction*, *TasteMAKERS*, *College Behind Bars* and *Great Performances: Much Ado About Nothing*. Additionally, we were able to host a live watch party of *Downton Abbey Live!* and four preview screenings of *AMERICAN EXPERIENCE: Chasing the Moon*. Screenings were held in a variety of theaters and museums and included exhibitions, panel discussions, and even a special tea party! We were also pleased to invite the community to celebrate an Atlanta icon, Rich's Department Store with a preview event launching a GPB Originals digital series. The event included a screening of excerpts from the series, along with sharing of crowd-sourced memorabilia from Rich's.