



LOCAL CONTENT AND SERVICES REPORT 2016



During 2016, GPB engaged viewers, listeners, community partners, students and educators through original television and radio productions, community events and screenings of national and GPB-produced programs and the creation of free educational resources and trainings.

GPB Television Original Programming



The Legend Lives On: Atlanta's Fox Theatre

In celebration of the 87th anniversary of the Fox Theatre's opening on Christmas Day in 1929, GPB produced ***"The Legend Lives On: Atlanta's Fox Theatre,"*** revealing that the story of the building is just as entertaining as one of the many shows the theatre hosts, with a plotline that includes escaping financial ruin and characters like Mighty Mo.



Georgia Greats: The Long Shadow of Bobby Jones

GPB examined the life of Atlantan Bobby Jones in ***"Georgia Greats: The Long Shadow of Bobby Jones,"*** sharing how he became the most celebrated athlete of his time and co-founder of the annual Masters tournament in Augusta.



Chinese Tea: Elixir of the Orient

GPB partnered with the Kennesaw State University Confucius Institute to produce ***"Chinese Tea: Elixir of the Orient."*** The documentary takes viewers to China to explore how tea became the world's second most popular beverage behind water and visits local teahouses in Georgia.



Re:Dream

GPB's Emmy-winning Creative Services department produced eight micro-documentaries for ***"Re:Dream,"*** a national project that examines how "the American Dream" is defined in today's society. Profiles included a couple that started the first certified organic pecan farm in Georgia, a family struggling with ALS and a former refugee who is now a successful Georgia teacher.



GPB Sports

GPB Sports showcased the players, coaches, students and supporting communities with its ***"Football Fridays in Georgia"*** weekly live high school football game broadcasts. GPB Sports' two days of live coverage of the ***2016 GHSAA Football Championships*** helped rank it as the highest-rated PBS station in the nation on December 9th and 10th. GPB's live stream of the GHSAA Championships drew Georgia high school football fans from locations including Indonesia, Zimbabwe, Israel, Russia, Bahrain, Japan and the United Kingdom.

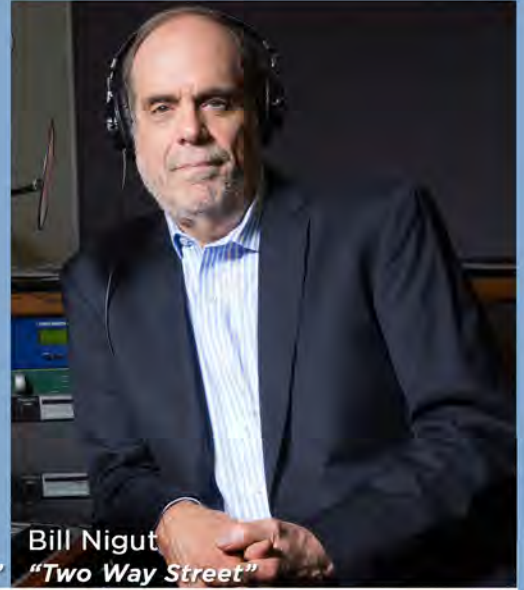
GPB Radio



Rickey Bevington
"All Things Considered"



Celeste Headlee
"On Second Thought"



Bill Nigut
"Two Way Street"

Remote Broadcasts

GPB Radio expanded its reach with listeners in the community through a series of taped and live remote broadcasts. **Rickey Bevington**, host of **GPB Atlanta 88.5's** local **"All Things Considered"** broadcast, hosted live remotes from popular destinations including Ponce City Market and the Flat Iron Building in downtown Atlanta. **Celeste Headlee**, host of GPB Radio's popular daily talk show **"On Second Thought,"** also hosted a series of remote broadcasts, including a show before a live audience at the Centers for Disease Control focusing on public health. **Bill Nigut**, host of GPB Radio's **"Two Way Street"** also taped a series of show interviews at the Carter Center.

Special Coverage

GPB Radio provided special coverage with series like **"What Moves You Georgia,"** a collaborative reporting effort between GPB reporters across the state covering various transportation issues. It won Best Radio Series from the **Georgia Association of Broadcasters**. **Bill Nigut**, host of GPB's **"Political Rewind,"** also expanded the number of weekly broadcasts during the presidential election season to give special attention to the various issues being discussed throughout the campaign. One program examined the role of women in politics, while another special focused on the religious liberty debate.

National Reach of GPB Produced Stories

GPB Radio continued to generate national attention with its reporting through the sharing of stories on its social media platforms and broadcast of stories on **NPR**. GPB Radio played a vital role in alerting residents about the status of Hurricane Matthew and provided stories used in national coverage about the effects of the hurricane. Another notable national use of GPB content was for the show **"Here & Now,"** which used a GPB-produced story about the role of the CDC in pop culture. GPB also experienced one of its most successful social media posts with a story entitled **"The Girls of the Leesburg Stockade."** The story focused on the jailing of young African-American teenage girls in 1960s Georgia who were arrested for Civil Rights protests. The story generated over 2,000 "Likes" for the GPB Macon Facebook page and had a reach of more than 4 million people.





generation listen



NPR Generation Listen Party

GPB partnered with **NPR** and **WABE** to produce a Generation Listen party in Atlanta hosted by national **"All Things Considered"** host Kelly McEvers. The event was targeted toward 25-35 year olds and featured a discussion on opioid addiction as it related to stories McEvers covered in her NPR podcast **Embedded**.

GPB Education



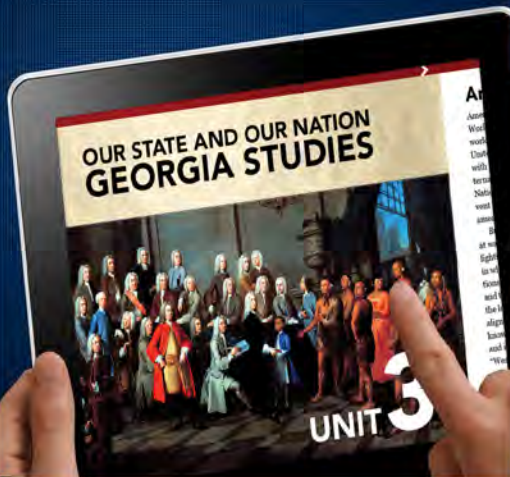
Education Outreach

The **GPB Education** staff offered free professional development to 2,575 Georgia educators in 2016. GPB provides GA educators with free access to over 125,000 digital learning resources by developing original content through our **Education and Digital Media Division** and through our partnerships with **Discovery Education** and **PBS LearningMedia**. The **Education Matters** newsletter goes to a membership of over 45,000 educators each month and the education team writes a blog that averages 8,000 views per month.

PBS LearningMedia
Digital Innovators

Georgia Studies Digital Textbook

In February 2016, GPB added a digital teacher's edition of its **Georgia Studies Digital Textbook** that aligns page-for-page with the student version. The teacher's edition gives teachers direct access to resources including PDF printable documents, graphic organizers, lesson plans, technology links, and answers to the selected and constructed response questions provided in the student edition of the textbook. Both versions of the textbook utilize GPB Digital Media innovation and technology with engaging videos, slideshows, 360° tours, interactive quizzes and many other dynamic features. So far, over 2,500 Georgia educators have signed up to use this resource.



Virtual Field Trips

GPB received a two-year grant from the **Woodruff Foundation** to develop 30 virtual field trips for the Georgia Studies Digital Textbook for 8th graders. So far, the **Education and Digital Media Division** has launched seven of the 30 virtual field trips, with many more nearing completion. Each field trip brings the location to life with interviews, 360-degree panoramic photography, interactive elements, discussion prompts, and videos. Teachers can help students explore these historic locations by accessing the virtual field trips through the web and iPad at no cost to teachers and students.





Chemistry Matters

GPB is doing our part to emphasize the **STEM** integrated approach to learning with the launch of **Chemistry Matters**, a new interactive video series that encourages inquiry-based learning, problem solving, critical thinking, exploration and discovery. The series was designed by a team of certified educators and shot in actual classrooms across the state of Georgia.

GPB Screenings and Community Engagement



Jackie Robinson

GPB partnered with PBA and the Atlanta Braves Foundation to host several screenings and community events around the **Jackie Robinson** documentary that premiered in April. A large-scale screening was presented at Georgia State University's Rialto Center for the Arts for an audience of 500. Hank Aaron was a special guest and provided stories and anecdotes for the audience. GPB also hosted a family-friendly screening took place at the Villages at Carver YMCA for approximately 200 children and families.



Dinosaur Train "Junior Conductors Academy"

GPB promoted Autism Awareness through a special family screening of **Dinosaur Train "Junior Conductors Academy."** We were pleased to promote the Center for Disease Control's Learn the Signs Act Early initiative with this special event for families. The sensory-sensitive screening took place at Sensations TheraFun multisensory activity center in Atlanta. Nurses and clinicians were onsite with information about early detection of autism.



Re: Dream

GPB was thrilled to be one of several stations selected to participate in **KCPT's Re: Dream** project. We selected eight individuals and families from across the state that represent a wide variety of backgrounds to highlight diversity. GPB hosted a screening and panel discussion featuring the GPB-produced documentaries. Attendees were also encouraged to share their vision of the American dream. Responses were collected and submitted for the national Re: Dream website. GPB also hosted an event in Clarkston, Georgia, a city cited by Time magazine as the most diverse square mile in America with 31.8% of the population being foreign-born and 60 languages being spoken in a 1.4 square mile. The Clarkston Re: Dream event was planned to spark conversation in this uniquely diverse community about the many different aspects of the American dream. The event included a screening of two GPB Re: Dream videos, both telling powerful immigrant and refugee stories, followed by a panel discussion.



Odd Squad: Agents of Change

GPB invited children and families into the Studio for a screening of the first-ever **Odd Squad** movie event called "**Agents of Change**" in July 2016.

TED TALKS



IDEAS WORTH SPREADING

TED Talks on PBS

GPB hosted two events around two episodes of the **TED Talks on PBS**. The first event was an online screening entitled "Nonviolent Action in Practice Through Music and Art" featuring content from The **TED Talks on PBS "War and Peace,"** the independent film **Music of Nonviolent Action** and a panel discussion with representatives from the Albert Einstein Institution and the United States Institute of Peace. Attendees of the event represented at least seven states and two countries.

GPB co-hosted an event with Discovery Education for teachers to gather and share ideas and inspiration around the **TED Talks** episode "**Education Revolution.**" The screening event included a panel discussion as well as small group breakout sessions.



Defying the Nazis: The Sharps' War

GPB partnered with the Emory University Center for Ethics and the United States Holocaust Memorial Museum for a preview screening of **Defying the Nazis: The Sharps' War**. The screening featured a panel discussion with representatives from the American Jewish Committee, the Georgia Commission on the Holocaust, and the Center for Ethics.



The Long Shadow of Bobby Jones

GPB presented a screening of Georgia Greats: The Long Shadow of Bobby Jones that included a panel discussion with Georgia history scholars and personal friends of Bobby Jones.



Hamilton's America

GPB partnered with the Woodruff Arts Center to host a screening party of the premiere of **Hamilton's America**. The screening took place at the Woodruff Arts Center for an audience of 420.



Black America Since MLK: And Still I Rise

GPB participated in the national engagement initiative with three screenings around the state, including an Atlanta screening at GPB, Macon's Tubman Museum, and Savannah at the Ralph Mark Gilbert Civil Rights Museum. GPB also partnered with the National Center for Civil and Human Rights in Atlanta for an encore screening as part of their Human Rights Weekend activities.



Wild Kratts: Creatures of the Deep

GPB partnered with the Georgia Aquarium for a free screening of **Wild Kratts: Creatures of the Deep** as part of the Aquarium's Wake Up Santa member event, as well as hosting an event at Macon's Langford Library.



MASTERPIECE: "Victoria"

GPB hosted an audience of 250 for a preview screening of **Victoria**, the new series on MASTERPIECE in our studio. Taste of Britain gift shop partnered to provide British refreshment following the screening.

Festivals/Events



GPB took part in several festivals and community events over the course of 2016 to promote services. We were actively involved in the following: Experience UNICEF, Dad's Garage BaconFest, Magnolia Soapbox Derby, Savannah Music Festival, Savannah Children's Book Festival, Bragg Jam Arts & Music Festival, Atlanta Jazz Festival, Atlanta Dogwood Festival, Macon Earth Day Celebration, Marietta Street Fest and Owl-O-Ween at Kennesaw State University.