

## **GPB Local Content and Services Report 2014**

During 2014, GPB delivered more than 26,000 hours of non-commercial television programming statewide in Georgia, as well as portions of Florida, Alabama, Tennessee, North and South Carolina through three 24/7 channels. Programming included the international hit series “Downton Abbey,” the hit documentary series “The Roosevelts” from noted filmmaker Ken Burns. GPB also covered Georgia’s rich history and culture with original documentaries, series and special programming like “Georgia Outdoors,” “Georgia Traveler,” “37 Weeks: Sherman on the March,” “Dean Rusk: The Heartbeat of History” and more. In addition, GPB Radio strengthened its presence with the development of an educational partnership with Georgia State University that allows us to broadcast public radio programming on 88.5 FM in Atlanta. GPB’s Digital Division continued its services to educators across the state with the development of the Georgia Studies Digital Textbook. GPB also 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**

#### **Georgia Traveler**

GPB’s weekly half-hour series “Georgia Traveler” continued to showcase fascinating places to visit, fun things to do and unusual attractions. Highlights included riding high amongst the skyscrapers on a Ferris Wheel known as Skyview Atlanta and taking in a unique art experience in Buena Vista known as Pasaquan. 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 Georgia’s network of rivers in “Three Rivers, Three Days,” and “Invaders,” which looked at the impact of invasive species on Georgia’s environment. Episodes are available online at [gpb.org/georgia-outdoors](http://gpb.org/georgia-outdoors).

## **GPB Sports**

GPB Sports had another winning season, anchored by its coverage of high school football matchups every Friday night from the beginning of the season through the GHSA Championships in the Georgia Dome in December. GPB Sports' GHSA Football Championship coverage entailed over 22 hours of live broadcasts. Coverage of the GHSA Basketball Championships included 33 hours of live broadcast time from the Macon Coliseum. GPB also produced one-hour specials on the GHSA Girls Cheerleading Championships and the Georgia State Golf Association's Amateur Championship.

## **Documentaries and Special Programming**

Marking the 150th anniversary of Sherman's first foray into Georgia, GPB partnered with the Atlanta History Center to produce "37 Weeks: Sherman on the March," a series of ninety-second segments that brought Sherman's devastating journey through Georgia to life.

To mark former President Jimmy Carter's 90th birthday, GPB produced "First Family from Plains," an interview program featuring reflections by Carter and former First Lady Rosalynn Carter. GPB's "Dean Rusk: At the Heartbeat of History" highlighted the rise of Georgian Dean Rusk to Secretary of State under Presidents Kennedy and Johnson. GPB's poignant documentary "Hope for Tomorrow, Help for Today" examined research being conducted at Emory University's Alzheimer's Disease Research Center and shared the experience of Alzheimer's patients and how they would advise others facing the disease.

GPB also produced specials recognizing Georgia's top and emerging talent. The annual live broadcast of "The Georgia Music Hall of Fame Awards" honored the state's music legends, while the live broadcast of "The Inventure Prize" in partnership with the Georgia Institute of Technology, recognized the most innovative student inventions.

GPB produced three specials that are being aired by public media stations nationally as part of their fundraising efforts. "Dr. Christiane Northrup: Glorious Women Never Age!," "Wheat Belly Total Health with William

Davis M.D.” and “Chicken Soup for the Soul: Food & Family.”

GPB’s Emmy-winning Creative Services department also produced the GPB Kids campaign, featuring ten spots that focus on the benefits of the high-quality, commercial-free children’s programming offered through PBS. The spots have been requested by other public media stations throughout the nation.

## **GPB Radio**

GPB Radio expanded its statewide presence through the development of an educational partnership with Georgia State University in Atlanta to share programming time on the university’s radio station 88.5 FM. GPB Atlanta, as the station is known, broadcasts all news and information content. In addition to carrying national programming, GPB has developed original programming including “On Second Thought,” hosted by former NPR host Celeste Headlee. Other GPB original radio programs include “Two Way Street” and “Political Rewind” hosted by veteran Georgia journalist Bill Nigut. As part of the partnership with Georgia State University, GPB is also providing students with unique internship opportunities throughout GPB that give them a chance to learn about all facets of public broadcasting operations.

## **GPB Education Initiatives**

### **Stop the Drop Campaign**

In partnership with the Greater Atlanta United Way, GPB produced and aired “Stop the Drop” spots that encouraged high school students to stay in school. GPB also staged a contest as part of the campaign that gave high schoolers the chance to produce spots. The first and second place winning spots were aired as part of the GHSA Football Championships.

### **The Georgia Studies Digital Textbook**

One of the most exciting new tools for Georgia students and educators is The Georgia Studies Digital Textbook developed by GPB’s Digital division. GPB updated and redesigned the Carl Vinson Institute history textbook

“The Georgia Studies Book” for iPads and a wide variety of platforms using the free Kindle reader App. The updated and enhanced digital version of the textbook is available for free to Georgia teachers and addresses the 8th grade Social Studies Georgia Performance Standards.

### **GPB Education Conferences and Trainings**

GPB’s Digital and Education staff conducted trainings highlighting GPB resources available for educators across the state. Presentations to institutions and school systems included Hancock County, Forsyth County Summer Institute, Gordon County Schools, Lowndes County Middle School, Southwest Georgia RESA, Whitfield County Schools, Kennesaw State University, Georgia Gwinnett College and more.

### **GPB Community Events**

GPB participated in the annual Augusta Children’s Week event for the 12th year as the headlining act for the opening ceremony. The event is sponsored by the Augusta Richmond County Partnership for Children and Families and brings together 2,500 pre-k and kindergarten students at the opening ceremony. GPB took a costumed PBS Kids character, Curious George and GPB Augusta radio host Drew Dawson read a book to the children. We also assembled educational materials and distributed them to the teachers for class use.

GPB took the PBS Kids character Buddy from “Dinosaur Train” to The Savannah Children’s Book Festival, a free community event with an estimated attendance of 14,000 people. We had a great response from attendees. We staged a reading time and meet and greet opportunities at our table at the event. We also put together PBS Kids giveaways and educational materials for attendees who visited our table.

GPB followed up on its successful activities around the film “Freedom Riders,” by staging a screening of the American Experience film “Freedom Summer,” which examined the efforts by college students to register African American voters in Mississippi and the establishment of “Freedom Schools. After the screening, GPB hosted a panel discussion, which included Georgia thought leaders in the area of racial justice and diversity, including

the Reverend Ralph E. Warnock from Ebenezer Baptist Church in Atlanta and Reverend Cameron Pennybacker of Macon, Georgia, who leads the organization Diversity Assets in Macon.

GPB also hosted a successful screening for the PBS series, “America By The Numbers with Maria Hinojosa” for the episode “Politics of the New South,” which focuses on the town of Clarkston, Georgia, just outside of Atlanta. Clarkston has one of the largest populations of re-located refugees in the United States. The episode examines their readjustment to American life and how they are becoming politically active participants in the community. After the screening, GPB hosted a panel discussion that featured some of the episode participants.

The popularity of “Downton Abbey” only grows, and GPB hosted its most successful screening to date at Atlanta’s beloved Fox Theatre. The screening was free to the public, and attendees also had the option of attending a ticketed VIP reception. Over 700 guests attended the event. The highlight of the affair was a special guest appearance by Alastair Bruce, the series historical consultant. Bruce presented clips from the special “The Manners of Downton Abbey,” which he hosts and gave people an inside look at what it’s like to film the series.