

GPB Local Content and Services Report 2015

During 2015, GPB conducted a number of initiatives through its nine-station statewide television network, 18-station statewide radio network and burgeoning education and digital division. GPB was honored with its second Southeast Regional Emmy for Overall Excellence. Activities included original television and radio productions, community events and screenings, partnership development and the creation of free educational resources and trainings for students and teachers across the state.

GPB Television Original Programming

GPB continued its partnership with the Atlanta History Center to produce “When Georgia Howled: Sherman on the March,” the companion documentary to “37 Weeks: Sherman on the March,” a series of ninety-second segments that brought Sherman’s devastating journey through Georgia to life.

GPB was also honored with 18 Southeast Regional Emmy awards in June, including its second win for Overall Excellence (formerly Station Excellence). GPB Original Productions recognized with Emmys included the moving interview program “First Family From Plains,” featuring former President Jimmy Carter, “37 Weeks – Sherman on the March,” “Dean Rusk: At the Heartbeat of History,” “Georgia Outdoors” and “Georgia Traveler.”

GPB Sports

GPB Sports covers the high school sports scene like no other, showcasing the players, coaches, fans, cheerleaders, bands, trainers, students, principals, parents, and supporting communities. In 2015, GPB’s “Football Fridays in Georgia” televised 10 regular season games, four rounds of the playoffs and the seven state championship games from the Georgia Dome. Each Friday night, GPB kicked off its coverage with a 7 pm pre-game show, followed by the game and a post game show that wrapped at 11 PM, for a total of four hours of content. With the encore game broadcast, high school sports were featured for about 8 hours each Friday night during the high school football season.

For the GHSA Football Championships, GPB carried a total of 23 hours of games. GPB also broadcast 31 hours of the GHSA Basketball Championships.

GPB Radio

In June of 2015, GPB Radio marked the one year anniversary of its educational partnership with Georgia State University in Atlanta developed 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.

GPB Radio bureaus in Augusta, Macon and Savannah were also very active this year.

GPB Augusta launched the "Jazz at the G Concert Series," which is helping to elevate the profile of the station and Augusta University in the arts and culture sector. During 2015, four concerts were produced featuring guests artists from Israel, Australia, Japan, The Virgin Islands. GPB Augusta also launched "The Classical Music Concert Series," in conjunction with Augusta University's Department of Music with three concert events. The Christmas Holiday Concert was recorded and broadcast on GPB Radio. GPB Augusta also worked on promotional partnerships with Symphony Orchestra Augusta, Arts In The Heart of Augusta, and TEDx Augusta. GPB Augusta produced "The Medical Minute" in conjunction with Augusta University's Medical College of Georgia, which shares some of the life-changing research developments achieved by the university's physician-scientists.

GPB Macon's ongoing project "Macon Conversations" invites people from diverse backgrounds to come together for dinner. The idea is that the act of sharing a meal will make for a more connected community. The conversations are recorded and posted online and used as radio content. GPB Macon also held its first "Issues and Ales" forum in 2015. Nearly 60 people gathered at a local brewery and participated in a panel discussion looking at the question of what it means to be a southerner in 2015. GPB Macon also partnered with The Telegraph newspaper and Mercer Center for Collaborative Journalism on a yearlong project looking at the impact of blight in the Macon community. In addition to generating stories, the

project included community forums that led to the city earmarking 4-million dollars to address blight in the city and creating a blight task force.

GPB Savannah co-hosted a daylong political forum featuring candidates for Mayor of Savannah and City Council in conjunction with The Savannah Morning News and Savannah Tribune. Each of the six forums were recorded and provided free of charge as podcasts on the GPB Savannah web page on gpb.org. Additionally, the papers used content from the forums and encouraged readers to learn more through the podcasts. Two of the races resulted in a December 1 runoff, so GPB Savannah hosted a live tweet-up on election night. Community members could Tweet questions and be part of a larger conversation about the future of Savannah.

GPB Education Initiatives

Book Giveaway - GPB distributed free books to children in 10 underserved communities around Georgia, thanks to a generous donation from PBS KIDS and Overstock.com. These books were distributed in partnership with Georgia Public Library Service (GPLS) to help foster a love of reading and learning. Ten of Georgia's public library systems were selected for this book distribution program based on per capita funding and demographics of the children served. Each system was awarded 92 books to give away as part of one of their early literacy initiatives.

Education Outreach – Since May 2015, the GPB Education staff has offered free professional development to more than 1,500 Georgia educators through our school-based education outreach efforts. The education team travels the state to offer training sessions and conference presentations on digital learning strategies and resources. GPB provides Georgia educators with free access to over 100,000 digital learning resources by developing original content through our Education and Digital Media Division and through our partnerships with Discovery Education and PBS LearningMedia.

Georgia Studies Digital Textbook - In 2015, GPB launched the web version of its Georgia Studies Digital Textbook, which teaches 8th grade Georgia history, to make it even more accessible. Teachers and students can now access the free textbook through their desktop or laptop computers (as

well as Chromebooks and iPads) both in school and at home. GPB's developers are adding a digital teacher's edition of the textbook that aligns page-for-page with the student version that is set to launch this year. More than 2,500 Georgia educators are currently using the Georgia Studies Digital Textbook.

Chemistry Matters Series – GPB is emphasizing the **STEM** integrated approach to learning by developing resources that address those four key areas—Science, Technology, Engineering, and Mathematics. **Chemistry Matters** is a new interactive video series that supports STEM objectives by encouraging 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. It is aligned to the latest Georgia Performance Standards and provides downloadable resources created specifically for teachers, as well as toolkits with supporting materials, and videos designed for differentiated paces of learning. The series is set to launch in August 2016 in time for the 2016-17 school year and will be a free resource for educators.

GPB Screenings and Community Events

Sesame Street 45th Anniversary Celebration – GPB staged two events in celebration of the 45th anniversary of “Sesame Street.” GPB partnered with Fernbank Science Museum in Atlanta for special day of activities that featured a Cookie Monster walk-around character. The event attracted viewers from all over the state. The second event was held at GPB headquarters and more than 1,000 people attended. Activities included a meet and greet with Sesame Street Walk-Around characters Bert and Ernie, screenings of classic episodes of the series and educational games.

Savannah Children's Book Festival - GPB participated in the annual festival by presenting a PBS Kids character appearance with SuperWhy and providing free giveaways to children who visited the GPB tent. The free annual community event boasts an estimated attendance of 14,000 people.

August Wilson Education Project - GPB received a grant to take part in the August Wilson Education Project developed in conjunction with the American Masters episode “August Wilson: The Ground on Which I Stand.”

As part of the project, GPB hosted 250 students from three Atlanta area high schools – Tri-Cities High School, Langston Hughes High School and DeKalb School of the Arts for a special educational screening in the GPB Studios. Students from the August Wilson Monologue Competition performed monologues at the event, and we gave out educational kits as a resource for teachers in attendance.

Cancer: The Emperor of All Maladies – GPB partnered with Cancer Treatment Centers of America, The American Cancer Society and the Atlanta Science Festival to host a screening of the Ken Burns film based on the Pulitzer-prize winning book by Dr. Siddhartha Mukherjee. The screening was held at GPB and was open to the public as part of the Atlanta Science Festival. GPB hosted a panel discussion featuring Dr. Mukherjee and cancer experts from Cancer Treatment Centers of America, The American Cancer Society and Emory University Hospital.

Community Festivals - GPB also took part in a series of Atlanta area festival this year to promote its services, primarily the new programming for GPB Atlanta 88.5. GPB had a booth at the Atlanta Dogwood Festival, Atlanta Jazz Festival, Marietta Arts Festival and Grant Park Summer Shade Festival.

Downton Abbey Gala – In December 2015, GPB hosted its annual “Downton Abbey” gala. More than 1,200 people attended the event, which included a free screening, silent auction and VIP dinner. Jessica Fellowes, the official “Downton Abbey” companion book author and niece of series creator Julian Fellowes, was a special guest for the event.