



Local Content and Services Report 2020



During 2020, GPB delivered 35,000 hours of non-commercial programming statewide in Georgia and portions of Florida, Alabama, Tennessee, North and South Carolina through its main channel, GPB HD, and three digital channels, GPB's PBS Kids, GPB Create and GPB World. We delivered valuable NPR and GPB original programming across our 19-station radio network and maximized the use of our Digital platforms, hosting most of our events virtually and expanding the availability of trusted news and education content on our website as well.

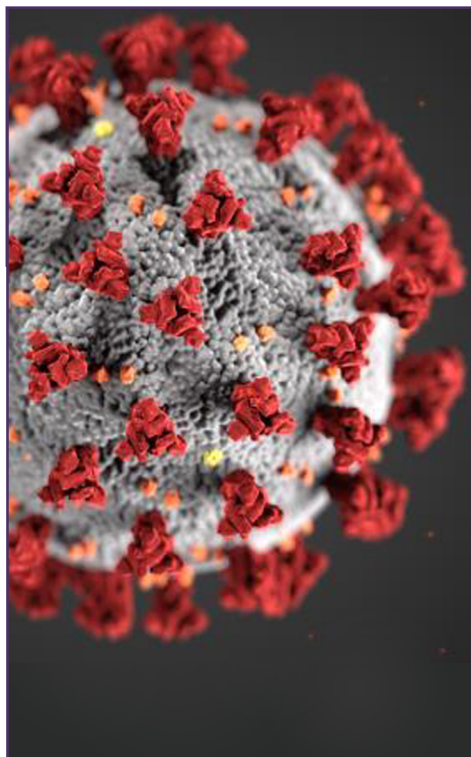
Throughout the many events of the year, GPB shined in its mission to educate, inform and enrich the quality of our viewers' and listeners' lives.

GPB CROSS-PLATFORM INITIATIVES

COVID-19 Resources

GPB continues to serve as a trusted, reliable source of COVID-19 news and resources across our television, radio, digital and education platforms. GPB News has utilized our radio and digital platforms to provide live NPR carriage of national briefings with federal officials. Locally, we have carried live radio and web streams of Georgia Governor Brian Kemp's press conferences and briefings with state officials. In addition to live carriage, GPB journalists are reporting these stories. We also produced two new features *What You Need to Know: Coronavirus*, featuring interviews with experts, and *True or False?*, a Q and A style column addressing myths about coronavirus. All of these programming reports and resources are available on our website on a specially created page, gpb.org/virus.

GPB recorded a PSA with Governor Kemp about COVID-19 safety measures that was aired on television, radio and GPB's website. GPB has also produced several television spots to raise awareness about different aspects of COVID-19. Each spot sends viewers back to gpb.org/virus for current information. In the spring of 2020, GPB also took part in an unprecedented virtual townhall with Governor Kemp and other state health officials. In partnership with commercial stations in Atlanta, GPB broadcast and streamed the program to viewers across the state.



GPB TELEVISION

A Seat at the Table

GPB's Emmy-nominated talk show, *A Seat at the Table*, which is led by an all African-American female cast and highlights issues from the perspective of women of color, produced episodes including "Voter Education: What You Need to Know." Guests included representatives of the Secretary of State's office and the New Georgia Project.





Andrew Young: A Moment in Time

This special features a compilation of three interviews shot over a ten-year period with the revered civil rights leader. As one of Dr. Martin Luther King Jr.'s closest friends, Young addresses how he felt when his dear friend was assassinated and the continuing presence of the civil rights movements.



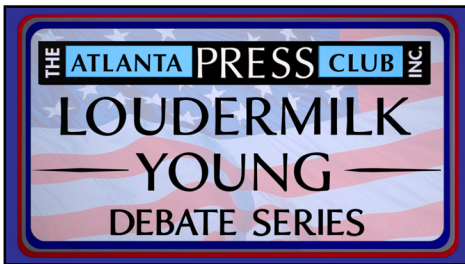
Georgia Outdoors

Episodes of GPB's Emmy-winning series *Georgia Outdoors* include "Insect Apocalypse?," which chronicles how the disappearance of members of Georgia's insect population impacts the environment and humans. "Sanctuary" shares the story of the transformation of the Yellow River Game Ranch into the Yellow River Wildlife Sanctuary thanks to the vision of Jonathan and Katy Ordway.



Your Fantastic Mind

GPB continued its partnership with the Emory Brain Health Center to produce a second season of *Your Fantastic Mind*, an Emmy-winning television series featuring compelling stories on brain-related health and wellness. One episode centered around the impact of COVID-19 on a single family. Of special note, the two-hour episode "The Opioid Crisis in Georgia" documented the roots of the state's opioid crisis and public health efforts to help underserved communities battle the crisis.



Atlanta Press Club Debates

The Atlanta Press Club and GPB pulled off the most challenging series of political debates in their 27-year partnership. The APC's Loudermilk-Young Debate Series was a virtual endeavor made possible through technological interfacing. From primary debates to senate runoffs, GPB provided a forum for viewers to hear from candidates and learn more about the issues facing our state.



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 2020 GHSA Playoff Games. The season culminated with live coverage of the GHSA Championships from Atlanta, which included the first Flag Football Championships. *Recruiting 2020* featured high school athletes to help promote students continuing college education through sports.

GPB Radio & Podcasts



Political Rewind

In an election year when Georgia was in the national spotlight, GPB's twice daily week-day political roundtable program continued to help break down complicated issues for listeners and viewers through informative discussions with decision makers.



Georgia Today

Georgia is confronting a crisis faced by states across the U.S. - the lack of in-depth news coverage - because of the shrinking number of media outlets. To address this issue, GPB launched *Georgia Today*, an initiative which has expanded our digital content offerings through the GPB News website and a dedicated *Georgia Today* podcast and newsletter.



Battleground Ballot Box

The 2020 election was arguably the biggest the state had ever seen. Georgia became the focus of much conversation about who gets to vote and how those votes are counted. In this popular podcast and blog, GPB reported on the ins and outs of how voting works.



Shots in the Back: Exhuming the 1970 Augusta Riot

GPB produced this podcast series in conjunction with the Jessye Norman School of the Arts in Augusta. Focusing on one of the first Civil Rights era riots in the South, the podcast is hosted by Sea Sachura, an instructor at the Jessye Norman School of the Arts, and it features the voices of middle school and high school students who are part of her podcasting class at the school. *Shots in the Back* follows the story of the murder of a mentally disabled African American teenager, Charles Oatman and how it sparked a riot in the city, tragically resulting in further deaths and destruction.

GPB EDUCATION



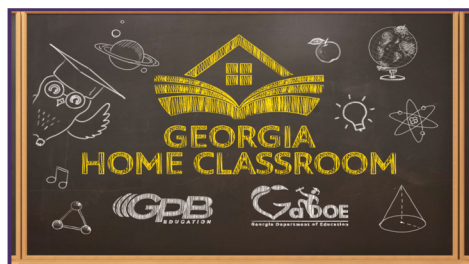
GPB's PBS KIDS Writers Contest

GPB hosts the PBS KIDS Writers Contest each year. The contest began in January 2020 and ran through April 2020. It was open to all Georgia students in Kindergarten through 3rd grade and received over 200 submissions. In June 2020, the top winners were honored with a virtual awards celebration. In addition to providing an outlet for Georgia children to explore their imagination and express their creativity, the PBS KIDS Writers Contest helps families and teachers use creative writing as a literacy building skill. Grade levels were judged based on originality, creative expression, storytelling technique, illustrations and overall impression. Winners got to narrate their award-winning stories and have them posted online at gpb.org/writers-contest.



Family and Community Learning (FCL) Workshops

GPB is proud to be a Ready To Learn (RTL) station, joining other PBS stations around the United States to leverage trusted PBS KIDS content and curriculum to improve kindergarten readiness, family engagement, and STEAM and literacy skills for children ages 2-8. The Family and Community Learning (FCL) workshops are a series of four sessions for kids and their families that encourage playing and learning together while building early science and literacy skills. Five workshop series currently available: PBS KIDS Scratch Jr., Ruff Ruffman, Play & Learn Science, The Cat in the Hat Knows a Lot About That!, and Ready Jet Go! In FY20, GPB served 884 kids and family members through these FCL activities. The workshops were conducted virtually after March 16, 2020.



Georgia Home Classroom

Georgia schools were ordered to close on March 16 due to the COVID-19 pandemic. Within a week, GPB Education partnered with Georgia Department of Education to launch *Georgia Home Classroom* at gpb.org/learn. The initiative includes digital resources for all grades and subjects aligned to Georgia's Standards of Excellence, video lessons, a modified instructional broadcast schedule with aligned learning activities, K-12 remote learning plans, a weekly e-blast with learning resources, and a daily activity calendar for at-home learning. The resources were designed to support both in-person and remote instruction and provide support for all students, especially those in underserved communities.



Let's Learn GA!

As part of Georgia Home Classroom initiative, GPB partnered with the Georgia Department of Education to produce video lessons taught by Georgia teachers. The lessons are aligned to the Georgia Standards of Excellence for kindergarten through 5th grade and are available at gpb.org/lfg. They cover English language arts, fine arts, mathematics, physical health and wellness, science, and social studies. The video lessons were designed to support both in-person and remote instruction and provide support for all students, especially those in underserved communities.



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 more episodes on Georgia government and an episode explaining Personal Protective Equipment (PPE) and why it's important as students had questions about the COVID-19 pandemic.



Make That Paper!

Make That Paper! is an online game designed to help middle and high school students learn employability skills through the lens of Georgia's forestry industry. In the game, students are managers in three varied forestry career pathways, hiring personnel, solving industry-related problems, and making sound business decisions. To attain their goal of sustainable, efficient, and successful management of the forest and production of forest products, they must use best practices in hiring and staff management while using the resources and information provided by industry experts. The game is available at gpb.org/mtp.



GPB VR/AR app

Building on a reputation as a trusted source for educational content, GPB Education is continuing to offer free virtual and augmented reality content through our VR/AR app. Students can be transported to places and environments without leaving the classroom. These types of experiences also help students make more authentic connections to the content and learning objectives. With a whole new level of immersive learning, the new GPB Education VR/AR app allows students to explore locations all over Georgia.



Virtual Learning Journey: Slavery and Freedom

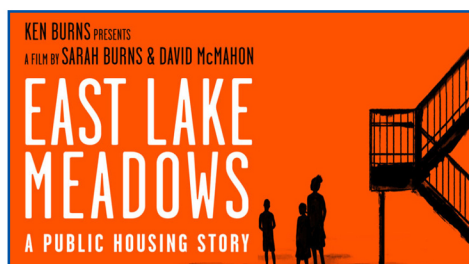
This virtual journey explores the complexities of slavery and freedom in antebellum Savannah through the lens of the Owen-Thomas House & Slave Quarters. Students can learn about the connections between the institution of slavery and the global economy and discover how one city can teach us about society 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. The experience is available at gpb.org/ot



Mobile VR Lab

GPB launched a Mobile VR Lab that was designed to travel the state with virtual reality headsets and equipment. GPB staff worked closely with classroom teachers to co-facilitate lessons that seamlessly integrated the technology into their existing instruction. The mobile lab launched in January 2020 but had to be paused in March due to the COVID-19 pandemic. Before March 16, we completed 16 Mobile VR Lab visits and received overwhelmingly positive feedback. We reached 377 students and 271 teachers. The initiative is on pause until we feel it is safe to continue.

GPB COMMUNITY ENGAGEMENT



East Lake Meadows: A Public Housing Story

GPB connected with local communities through a variety of workshops and screenings highlighting *East Lake Meadows: A Public Housing Story* in March 2020. In partnership with The Moth, GPB hosted two storytelling workshops in Macon and Atlanta for residents to share their own stories of experience with public housing. The workshops included former East Lake Meadows residents, along with current and former residents of other public housing communities, educators, and artists. Preview film screenings were presented in Macon and in Atlanta, where we were pleased to host filmmaker Sarah Burns. Partner organizations for the initiative included the Middle Georgia Regional Library and Macon-Bibb County Economic Opportunity Council.



PBS American Portrait

GPB created statewide visibility around *PBS American Portrait* through a variety of virtual screenings, educator workshops and customized content. Georgians were invited and encouraged to participate in the national storytelling initiative through two virtual screening events highlighting local stories. *In This Together: A PBS American Portrait Story* highlighted stories of people living through the global coronavirus pandemic and *Family of Us: A PBS American Portrait Story* shared thoughts of family and community through a variety of local lenses. Educators around the state participated in a series of virtual workshops sharing strategies to utilize *PBS American Portrait* as a teaching tool in classrooms and through virtual learning environments.



GPB News in the Community

As a public media organization, it's our mission to keep listeners and viewers informed with trusted, in-depth coverage and analysis of the issues that impact our lives. We were pleased to partner with NPR for an NPR Virtual Speaker Series this fall, featuring virtual in-depth discussions with GPB and NPR hosts focused on topics of COVID and the creative economy and politics.

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 two in-person Indie Lens Pop-Up screenings in conjunction with community partners connected to the film topics. *The First Rainbow Coalition* charted the history and enduring legacy of a groundbreaking multi-ethnic coalition that rocked Chicago in the 1960's. We were pleased to partner with Working Films to host filmmaker Ray Santisteban for a screening at the Auburn Avenue Research Library in Atlanta with special guests from the Housing Justice League, Georgia STAND-UP, The Counter Narrative Project and Project South. Filmmaker Jacqueline Olive joined us for a preview screening of *Always in Season*, exploring a mother's search for justice and reconciliation as more than a century of lynching Black Americans bleeds into the present. GPB was honored to partner with ITVS for a Hackathon For Humanity with the filmmaker and other special guests from Georgia and around the country to explore common ground and some of the most potent untold stories in our nation. GPB partnered with ITVS for several national OVEE Indie Lens Pop-Up Screenings including *Bedlam*, *Eating Up Easter*, and *Recorder: The Marion Stokes Project*.

Documentary Film Screenings

GPB was pleased to host a number of documentary film screenings throughout the year. The majority of these screenings were presented virtually, including a "Race in America" series presented over the summer to encourage learning and dialogue. These virtual screenings included *The Talk: Race in America*, *Whose Streets*, *Frontline: Policing the Police*, *John Lewis: Get in the Way*, *Always in Season*, *I Am Not Your Negro*, *Reconstruction: America After the Civil War*, *Black America Since MLK: And Still I Rise*. We were pleased to host documentary film screenings including *UNLADYLIKE2020*, *Communities First*, *Asian Americans*, and *AMERICAN EXPERIENCE: The Vote* in partnership with the League of Women Voters of Georgia, Science ATL, Asian Americans Advancing Justice - Atlanta, Wake Up Atlanta, and Compassionate Atlanta.

GPB Community Screenings and Events

It is our pleasure to provide Georgia audiences with exclusive sneak previews and an inside look at some of the public media content that they love. We were pleased to host an in-person event with producers and hosts from "This Old House" in celebration of the 40th season that included a live demolition with Lifecycle Building Center. As people were confined to their homes during the pandemic, we were able to produce experiential opportunities to gather together virtually including a Bob Ross Paint Along and America's Test Kitchen "Cocktails and Culinary Delights" demonstration. We invited families to gather safely to celebrate Fall with an outdoor PBS KIDS drive-in experience in Georgia's Blue Ridge Mountains and gathered together online for virtual watch parties of *Call the Midwife*, *World on Fire*, *The Coroner*, and a MASTERPIECE 50th celebration. We were pleased to partner with the Middle Georgia Regional Library for a screening of *Finding Your Roots* with local genealogy specialists.

