



GPB DONOR ANNUAL REPORT

FY 2020

A Word From GPB President and CEO, Teya Ryan



Thank you for being part of the GPB family. Your support is a direct investment in the vital programs and services GPB provides throughout the state and beyond. Whether you enjoy GPB on TV, radio, or here on our website through a variety of apps or podcasts, we are here for communities across our state thanks to contributions from generous donors like you.

As a donor, your gift helps secure the future of Georgia Public Broadcasting. It is that relationship that exists between GPB and our donors that ensures we can achieve our mission of harnessing the enormous power of television, radio and digital media to educate, inform and entertain our audiences and to enrich the quality of their lives.

We are also thankful for donors who support GPB at a leadership level of \$1500 or more. If you find yourself in a position to support at this level I hope you will consider joining GPB's Leadership Circle. Leadership Donors enjoy a personal relationship with Georgia Public Broadcasting to create the highest level of unique experiences including volunteer opportunities, a subscription to GPB Encore and a GPB staff member dedicated to you as your Benefits Concierge to give you an insider's view of Georgia Public Broadcasting. But remember — every gift counts. Whatever level works into your personal budget is a gift that is invaluable to us in serving Georgians every day. Simply put, we can't do it without you.

Thank you for helping us continue to provide unparalleled programming throughout the state.

Teya Ryan
GPB President and CEO



▲ *America's Test Kitchen* hosts Bridget Lancaster and Julia Collin Davison

Community Engagement

GPB strives to inspire, entertain and cultivate life-long learning opportunities for our neighbors across the state and beyond. With the onset of the COVID-19 pandemic, GPB quickly pivoted our community engagement events to the virtual realm. While this presented some initial challenges, we also realized there was great opportunity to provide engaging experiences - regardless of geography.



There are more great programs in store, and we hope you will join us in the future!

▶ To date, more than 10,000 attendees from across the state and beyond have joined us for a wide variety of interactive online events.

Our *Race in America* documentary film series provided a safe and honest platform for discussion and we shared a glimpse into the lives of neighbors statewide through the *American Portrait* storytelling project. Our *NPR Virtual Speaker Series* has featured national and international journalists. Other events include *America's Test Kitchen Cocktails and Culinary Delights* and an educational *Summer Learning Series*.

Through partnerships with community organizations we've been able to engage in meaningful discussions of issues facing our country and our state.

League of
Women Voters of Georgia
• Compassionate Atlanta • Asian
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Dinners • Middle Georgia Regional
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Atlanta Science Tavern • Jane Austen
Society of North America Georgia
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A few simple steps today will give you peace of mind tomorrow

By preparing an estate plan, you're safeguarding more than just matters of finances and inheritance, you're also guiding future health decisions, providing for loved ones, and creating your legacy. A few simple steps today will give you peace of mind tomorrow by ensuring you and your loved ones are well protected.

Contact us today for a FREE Personal Estate Planning Guide

Sherry White,
Director of Leadership Giving
swhite@gpb.org
404-685-2608



Education

GPB Education is Georgia's digital media content provider for the classroom, offering locally produced, Georgia-specific content and digital streaming services at no cost.

Digital technology is fundamentally changing the way students learn. This pedagogical shift is complicated by inequitable access to technology and lack of training in the use of that technology. To address these challenges, GPB Education:

- Creates and curates digital resources aligned with the **Georgia Standards of Excellence**
- Develops textbooks, classes and educational games promoting **Social Studies, Humanities and Science, Technology, Engineering and Math (STEM)** proficiency, including financial literacy
- **Supports teachers and families** through the work of the Outreach Specialists, virtual workshops and a weekly e-newsletter with strategies for remote learning





▲ Host Bill Nigut (third from left) and guests during *Political Rewind*.



GPB Television, Radio and Digital Programming Highlights

Whether it's with thorough, trusted news coverage from *PBS NewsHour*, *Morning Edition* and GPB News reporting, or stellar programming like *MASTERPIECE*, *Frontline*, *American Experience* and *Nature*, GPB strives to keep you informed about issues impacting your life and nurture a sense of connection to the world.

► Highlights from GPB's television, radio and digital platforms included a wide range of programming this year.

As a public media network, providing our listeners and viewers with information and opportunities for civic engagement has always been a top priority. In-depth coverage of the state's laws and legislators is critical as Georgia's national political significance grows, while at the same time, the number of media outlets is shrinking. To address this need, GPB launched the *Georgia Today* initiative. Funded with a grant from the Robert W. Woodruff Foundation, *Georgia Today* has expanded our reporting on local and statewide public policy through our website, a podcast and a dedicated e-newsletter.



Additionally, GPB News provided comprehensive election coverage with live updates from across Georgia and a special edition of *Political Rewind*. GPB News' latest project, *Battleground Ballot Box*, helps educate voters on the election process through a podcast and blog.



In another timely project, GPB and the Jessye Norman School of the Arts partnered to produce the podcast *Shots in the Back: Exhuming the 1970 Augusta Riot*. The production coincided with the 50th anniversary of one of the first major Civil Rights era riots in the South and explored its relevance today in the wake of civil unrest and calls for social justice.



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. 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.



▲ Jaye Watson, Executive Producer and Host, *Your Fantastic Mind*



▲ Sharon Collins, Executive Producer and Host, *Georgia Outdoors*

Georgia Outdoors, GPB's Emmy-winning series exploring the state's environment and its natural beauty, examined how Georgia's dwindling insect population impacts the environment and humans in the episode "*Insect Apocalypse*." The series also featured an hour-long special, "*River Tales*," in which host Sharon Collins takes viewers behind-the-scenes on a look back at shows featuring Georgia's rivers.

GPB's Emmy-nominated talk show *A Seat at the Table*, which is led by an all African American cast and highlights issues from the perspective of women of color, produced episodes including "*Voter Education: What You Need to Know*" with guests from the Secretary of State's office and the New Georgia Project. The episode "*2020 Census*" explored myths that make some people skeptical about participating and featured guests from the Latino Community Fund and the Black Voters Matter Fund.



▲ Monica Pearson (top left) and Christine White (top right) hosts of *A Seat at the Table* joined by Gabriel Sterling (bottom right), who leads voting system implementation in the Secretary of State's office, and Nse' Ufot (bottom left), Executive Director of the New Georgia Project.



Did You Know...

GPB Passport is a powerful donor benefit that gives you extended access to the best of public television anytime, on any device. With this exclusive streaming service from GPB, you can watch GPB Passport programs on demand on your Roku, Apple TV, Fire TV, tablet, computer, smartphone and other streaming devices.

Highlights include *MASTERPIECE* and BBC favorites like *All Creatures Great & Small*, *Roadkill*, *Grantchester*, *Poldark*, *The Coroner* and *Pride and Prejudice*. You can also watch *NOVA*, *American Experience*, *Finding Your Roots*, *The Great British Baking Show*, Ken Burns' documentaries and much more.

If you need help getting started, reach out to our Audience Care Team at **800-222-4788** or email ask@gpb.org. You can also Chat with us online at www.gpb.org/help. Select Live Chat at the bottom right hand side of your screen.

Here are a few other tips to help you with GPB Passport:



- You'll find answers to frequently asked questions on our website: gpb.org/passport/faq
- If you already have your Passport activation code, visit: pbs.org/passport
- To lookup your GPB Passport account, visit: pbs.org/passport/lookup

Please don't hesitate to reach out and let us know how we can help! Thank you for your support!

Other Ways To Support GPB

Become A GPB Sustainer



One of the easiest ways to support Georgia Public Broadcasting is to become a monthly **Sustainer**. Just choose an amount you'd like to donate each month and your support continues automatically – no need to remember when to renew.

Donate Your Car



Simply call or complete our [online donation form](#), schedule your free and convenient pick-up, and you'll receive a donation receipt. That's it! To learn more, call one of our friendly Donor Support Representatives toll-free at **877-GPB-1-CAR (877-472-1227)** seven days a week.

Include GPB in your Estate Plans

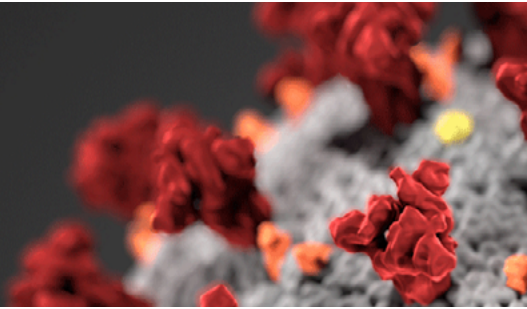


Including GPB in your estate plans is easy and impactful. Whether it's by a bequest in your will or life insurance policy, Charitable Remainder Trust, Charitable Lead Trust, or Revocable Living Trust, you're not only creating a personal legacy, but also extending a gift to future generations. You can even create a FREE will utilizing the online will-writing tool **FreeWill**. [Click here to learn more.](#)

Double or Triple Your Impact With Matching Gifts



There's an easy way to increase the impact of your support of Georgia Public Broadcasting. Thousands of companies will match the charitable donations made by their employees to GPB. Contributions from employees' spouses and retirees may also qualify for a match. [Click here](#) and use our easy search tool to see if your company will match your donation and access the forms, guidelines and instructions you need to submit a matching gift to GPB.



GPB: A Trusted Resource for COVID-19 Information

Since the onset of the pandemic, GPB has been serving as a trusted, reliable source for COVID-19 news and resources, on radio, television and online.

We're continuing to provide live national briefings with federal officials, Governor Brian Kemp and state officials. GPB reporters are providing breaking news coverage and following the impact of the pandemic. *Political Rewind* is reporting on the impact of the virus in Georgia. We also produced *What You Need to Know: Coronavirus* video segments featuring interviews with experts, and *True or False?*, a Q & A style column addressing myths about coronavirus. GPB has also produced several television spots to raise awareness about aspects of COVID-19.



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.

All of these reports and resources and more are available on a specially created, robust section of our website, gpb.org/virus.

GPB Education: Supporting Virtual Learning in the Time of COVID-19

When schools closed in March 2020, GPB Education partnered with the Georgia Department of Education to launch the *Georgia Home Classroom*. This initiative offers K-12 learning plans, videos lessons, printable learning booklets in English and Spanish, "Getting Ready" guides for K-3, and a library of digital content to support both in-person and remote learning. The Georgia Home Classroom also features *Let's Learn GA!* video lessons by teachers on all subjects for K-5, and instructional TV broadcast schedules for preK-12th grade - an equitable learning solution for students lacking access to high-speed broadband and digital devices.

During the 2019-20 school year, **1.7 million students and teachers** used GPB Education's resources **11.2 million times**, a 37% increase over 2018-19. Education Outreach served **7,657 teachers and families**, a 40% bump from the year before. **For 2020-21 to-date, use of GPB Education's resources has grown another 50%!**





Georgia Public Broadcasting wishes to thank our Leadership Circle donors.

These donors help generously secure the future of GPB, and believe that supporting our work is one of the best investments they can make.

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Members of GPB's Leadership Circle provide transformative support for the mission of public broadcasting in Georgia -

"To harness the enormous power of television, radio and digital media to educate, inform and entertain our audiences, and to enrich the quality of their lives."

PATRON - \$1,500

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Jane Hiatt

Passport Giving Challenge



This year, GPB Leadership Circle donor Jane Hiatt helped create **The Jane Hiatt Passport Challenge**, a matching gift opportunity for both new and existing donors giving \$60 or more per year to access GPB Passport.

Hiatt began her career as an educator in North Carolina before moving to Tennessee to become the first female director of the Tennessee Council for the Humanities. She would eventually serve as executive director the Mississippi Arts Commission, and she also holds the distinction of hosting the Mississippi Public Television program *Artifacts* in the early 1990's.

“This is a great opportunity to expand the team of people supporting this station by showing that we’re in this together.”

– Jane Hiatt

However, Hiatt says her appreciation for public media actually began in the '60s when she started listening to WUNC Public Radio. Throughout her geographic transitions, she has always remained an avid consumer of public media. Now living in Georgia, Hiatt says her favorite radio show is GPB's *Political Rewind*. She also tunes in daily for *PBS NewsHour* and enjoys *MASTERPIECE MYSTERY!*.

“This is a great opportunity to expand the team of people supporting this station by showing that we’re in this together,” said Hiatt. “It’s an incentive. I’m giving, so you give. My incentive is to help expand the base of support and available programs. There’s a fundamental principle that even \$10 per month can make a difference because of the connectedness of people who value public radio and television. It takes that kind of support.”

The Jane Hiatt Passport Challenge was extremely successful, and not only motivated others to give, but allowed us the opportunity to acquire new Passport programs. **If you have interest in creating an impactful opportunity like this, please contact [Sherry White](#), GPB’s Director of Leadership Giving.**

What some of our Leadership Donors are saying...



George W. Darden, Marietta, GA

“PBS has been an important part of our lives for many years. We value our membership and look forward to each new PBS series. Our modest donations can in no way compensate for our enjoyment of the inspired and exceptional programming.”

Deanna Jones, Athens, GA

“We have a diversity of opinions in our home, and we choose GPB for political debate coverage. We appreciate the balanced approach to covering the candidates, and that there’s no commercial news commentary. There are fewer distractions and we have the space to form our own opinions.”



Robert Graham, Marietta, GA



“Supporting GPB is a way to both give back and to pay it forward. I give back because of the investment public media has made in me in becoming the man that I am. It invested in my education when I was a child, and it continues to invest in my personal development as an adult. As far as paying it forward, I give so that the same quality of programs will be available for those coming up behind me, opening up the world and enriching the lives of those who otherwise might not have the opportunity.”

Sandy and Cecil Hudson, Watkinsville, GA

“I am curious about a wide variety of subjects – music, art, science, spirituality and religion, literature, current affairs, public policy, the environment, and more. The world is endlessly fascinating. NPR/GPB is an invaluable resource. Throughout the day I listen to a wide variety of programs. I am always learning something new and being enlivened. Together, my husband and I watch PBS NewsHour, English dramas, and many well-crafted documentaries. Finally, we love the classical music and the roots music programs. Our lives are deeply enriched by public media. We can’t imagine living in a place where we would not have access to public radio and tv.

We want to contribute what we can to GPB’s future success and longevity. That’s why we have included GPB in our estate plans. We don’t think we can rely on the government to keep public media going, and we don’t want to risk losing the great public service that public radio and tv provide. We want the fine journalism and great programming of all sorts to be available for the next generations of Georgians. We are proud to be supporters of GPB radio and television. What a privilege for us.”



► Get to know us, we want to get to know you!

Sherry White - Director of Leadership Giving



swhite@gpb.org
404-685-2608

How long have you been at GPB?

I joined the team in August 2020, but have worked with the organization since 1998 in a variety of ways at prior jobs. I've always been a huge fan of all things PBS, NPR and GPB.

What is your favorite GPB or NPR radio show?

The Moth Radio Hour. I love a good story, and can't get enough of this fantastic show.

What is your favorite PBS or GPB tv program?

Anything *MASTERPIECE*! I loved *Elizabeth is Missing* and am really enjoying *All Creatures Great and Small*!

What is your favorite part of this job?

I love connecting with GPB donors and supporters. The passion they show for our work invigorates me, and reminds me that I have the best job on the planet!

About me:

I grew up in Roswell, attended Georgia Tech, and have lived here most of my life. I love to attend concerts and theatrical performances, and don't mind my commute into the GPB offices as it gives me time to listen to our great radio programs and podcasts. I have a terrific husband, spectacular kid, and three very goofy cats.

Susan Brenner - Manager, Leadership Gifts



sbrenner@gpb.org
404-685-2446

How long have you been at GPB?

I started at GPB in April 2018. This is my first job in public media, and it's been a great experience. The people who work at GPB are the very best at what they do, and that inspires me to bring my very best to work every day.

What is your favorite GPB or NPR radio show?

I listen to *Political Rewind* most days, and if I can't catch it at 9:00 a.m. or 2:00 p.m. I catch up on the podcast.

What is your favorite PBS or GPB tv program?

I enjoy watching *Finding Your Roots*, hosted by Henry Louis Gates, Jr. I also watch his documentaries, as well as those done by Ken Burns. On the weekends, I try to catch a travel or cooking show.

What is your favorite part of this job?

I really love visiting with our donors and connecting with them over coffee or lunch, or at one of our community events. It's FUN to talk about our favorite shows and hear the stories behind why they matter to each different person!

About me:

I grew up in Ohio, but I've also lived in Tennessee, Alabama and now Georgia. I am a mom to a smart and funny little boy. I enjoy being home, where I cook, read, and watch my favorite PBS shows.



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