



GPB DONOR ANNUAL REPORT

FY 2021



Dear Friends,

Simply said, we are thankful for you. In fact, at GPB thankfulness isn't reserved exclusively for the fourth Thursday in November. At the heart of everything we do remains a sacred bond between our company and the thousands of donors who give what they can to ensure our progress. I often say that public media pioneered the concept of crowd-funding. From the beginning the literal existence of this educational, enriching and often life-changing content has been ensured by the individuals that consume it. That includes you!

It is that spirit of thankfulness that led us to include our annual report in this issue of *GPB Next*. Contained within the pages of this magazine are the names of hundreds of individuals who give at w levels to ensure that GPB can continue to serve all of us — regardless of whether we can give or not. For each of those names there are countless others around the state of Georgia who give at levels that fit into their personal budgets — often five, ten or fifteen dollars a month. And without the combined efforts of everyone who participates, we would never be able to invest so richly in the communities we serve across the state.

Whether you support GPB because you trust us with your children through hours of daily educational programming; because you trust us as your source for unbiased, thoughtful and thorough news coverage; or because you trust us to teach you about wide-ranging subjects from the indigenous species of Georgia to the outer rings of the most distant solar system, one word ties it all together. Trust. And we trust you too. So please hear this — your gift, regardless of size, is a fundamental building block to far more than just the success of GPB — it is an investment in democracy, in compassion, in diversity and in unique educational storytelling for lifelong learners. Thank you.

Beyond our annual report, *GPB Next* has its usual job to do in informing you about upcoming moments of note on television, radio, the web and in the community. So let's start with the cover! This month we'll commemorate 25 years of *Antiques Roadshow* with the themed specials "*Body of Work*," "*True Colors*" and "*Best of 25*." If you're a fan of *Antiques Roadshow*, like SO many, come experience the nostalgia with us. Also on GPB TV, don't miss the premiere of the GPB Original *Your Fantastic Mind* for its third season opener "*Love and Motherhood*." Poignant conversations from *POV*, *Independent Lens* and *Nature* round out some very interesting national options. And, once again GPB is partnering with the Georgia High School Sports Association to bring you this year's high school football playoffs live beginning November 12 at 7:30 pm.

A highlight on Peabody Award-winning NPR and GPB Radio program *Reveal*, a profile of a new game developed by GPB's brilliant education team and a thought-provoking piece from CEO Teya Ryan about National Family Engagement month round out a stuffed issue of *GPB Next* that could make any turkey envious! I hope you'll take the time to read through and familiarize yourself with these fascinating offerings.

As always, your friends at GPB remain thankful for your support. Look at all we can accomplish together!

Warmly,

Bert Wesley Huffman

P.S. On a personal note, November brings with it some of my very favorite offerings from GPB — Don't miss *The Splendid Table's* annual *Turkey Confidential* on GPB Radio Thanksgiving Day, and the return of the time-honored *Peanuts* gang with *A Charlie Brown Thanksgiving* on Sunday, November 21 at 7:30 p.m.



Plant the Seed

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. GPB has partnered with FreeWill to provide you with an online will-writing tool to assist you in your Estate Planning. It's safe, secure and takes 20 minutes or less to complete — and it's 100% free to use. Go to **FreeWill.com/GPB** to get started.

Contact Sherry White
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GPB Programming Highlights



▲ *The Black Church* hosted by Henry Louis Gates, Jr.

As Georgia's public media network providing PBS, NPR and original programming through our nine television stations, 19 radio stations and robust digital platforms, GPB continued to serve as a beacon over the past year with informative, enriching and entertaining programming as we faced a global pandemic, deep societal divisions and the growing issue of disinformation campaigns.

▶ According to the PBS 2021 Stakeholders Report, for the 18th year in a row, Americans named PBS the “**most trusted institution**” in a nationwide survey, outscoring government institutions and other media sources in both trust and value.

Television

Programming highlights from PBS this year include *The Black Church*, the moving series from executive producer, host and writer Henry Louis Gates, Jr.,

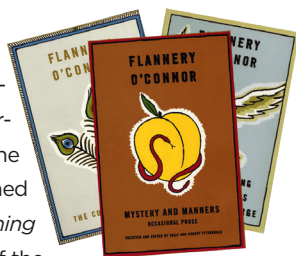
which traces the 400-year-old story of the Black church in America and brings it up to the present in a time of renewed struggle for racial justice in America.

Additionally, James Herriot's adventures as a veterinarian in 1930s Yorkshire got a wonderful new adaptation in *MASTERPIECE: All Creatures Great and Small*, a seven-part series based on his beloved books.



◀ *All Creatures Great and Small*

Speaking of books, GPB also featured PBS programming about two of America's most fascinating literary icons. ***American Masters: Flannery***, captured the life of Georgia native Flannery O'Connor, who penned such tales as "Good Country People" and "Everything That Rises Must Converge" and is considered one of the greatest short story writers of the 20th century. ***Hemingway***, a six-hour documentary series from acclaimed filmmaker Ken Burns, focused on the life of Ernest Hemingway, whose works include *The Sun Also Rises* and *A Farewell to Arms*.



Georgia Outdoors, GPB's Emmy-winning series showcasing the state's natural beauty and environment, examined the biology of coyotes, the importance of horses to Georgia's culture and economy, as well as featuring Georgia firefighters who fought the 2020 wildfires in Oregon and California. ***Your Fantastic Mind***, GPB's original series produced in partnership with the Emory Brain Health Center, took home six Emmys during the NATAS Southeast ceremony for episodes including "Does Your Dog Love You?" and "Saving a Life From Depression."



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

Radio/News/Digital

Music lovers got a treat with the launch of **GPB Classical**, a new 24/7 lineup of classical music programming available at gpb.org/classical, through Amazon Alexa and HD Radio in association with GPB Radio stations in Albany, Augusta, Columbus, Macon and Savannah.

As NPR marked the 50th anniversary of its first on-air broadcast in May 1971, GPB News continued its tradition of journalistic excellence, bringing our audiences trusted, reliable content examining national issues and Georgia stories through multi-platform programs and initiatives including ***Political Rewind*** and ***Georgia Today***.



▲ GPB Classical, 24/7 classical music programming

GPB 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.

GPB Education's Response to COVID-19:

When Georgia schools were ordered closed in March 2020 in response to COVID-19, GPB Education partnered with the Georgia Department of Education to leverage our existing digital learning library and launch ***Georgia Home Classroom***, which includes digital resources for all grades and subjects aligned to Georgia standards, ***Let's Learn GA!*** video lessons, an instructional broadcast with aligned activities, ***Getting Ready for K-5*** videos and guides and much more.

Since launching, *Georgia Home Classroom* has had over 300K page views, and continues to offer essential support to schools.

Overall, educators, students and families accessed GPB Education content for the 2020-2021 School Year 11.6 million times.



GEORGIA HOME CLASSROOM
TOP 5 RESOURCES

- **Lights, Camera, Budget! (2.9M views)**
- **Georgia Studies digital collection (2.6M views)**
- **Chemistry Matters series (929k views)**
- **Physics In Motion series (830k views)**
- **Salsa series (285k views)**

GPB Education also reached over 6,000 educators, students and their families during the 2020 - 2021 School Year through virtual and in-person education outreach, including Educator training, Kids camps and Family Learning Workshops.

In addition, GPB Education launched several new projects during the 2020-2021 School Year:



Reduce, Reuse, Recycle Live Exploration:

Live, interactive, one-hour event that reached an audience of 60K students and teachers.



Georgia's Water Live Exploration: Live, interactive, one-hour event that reached an audience of 78K students and teachers.



Camp GPB: A new summer series for kids in K-5 that blends day camp and learning into playful fun.



Let's Learn GA!: Video lessons aligned to K-5 Georgia Standards of Excellence and taught by Georgia teachers.



Georgia Peanuts Virtual Learning Journey: Interactive resource for elementary students that explores the peanut industry, including economic impact, technology, products and careers. Includes Virtual Reality (VR) components.



Georgia Forests II Virtual Learning Journey: Interactive resource for high school students will explore the forestry industry, operations and forest products, sustainability efforts and recreation and wildlife supported by Georgia's forests. Includes Virtual Reality (VR) components.

Community Engagement

GPB takes our commitment to life-long learning very seriously, even as we fight Zoom-fatigue and mourn the fact that we may not be able to gather for in-person, communal experiences. If we've learned anything over the past year, it's that the lack of geographical boundaries for virtual events provides huge opportunity to share stories, perspectives and knowledge from all corners of our great state.

We've taken time this year to be introspective, but also to learn about our neighbors and the world around us. We were pleased to partner with Inclusivv (formerly Civic Dinners) for a series of interactive and thought-provoking conversations around themes of Inclusive Community, Belonging, and Voice of Women. With *StoryCorps Mobile Tour* in Columbus this fall, hundreds of stories from neighbors throughout the Chattahoochee Valley were collected and will be archived at the American Folklife Center at the Library of Congress.



▲ [Sesame Street in Communities](#)

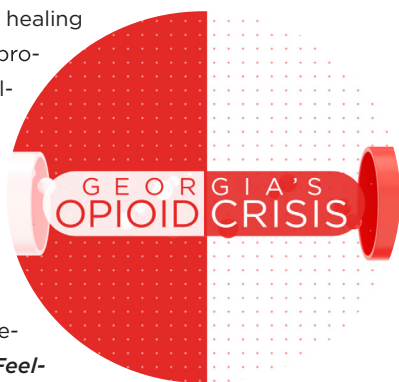


▲ [StoryCorps Mobile Tour in Athens, GA.](#)



▲ The Jimmy Carter Presidential Library. Photo credit: The Carter Center.

GPB has provided space for learning and healing over the course of this difficult year with programs focused on mental health and well-being for adults and for children. Collaborating with the Georgia Department of Behavioral Health and Developmental Disabilities, we presented a four-part series called “*Georgia’s Opioid Crisis*,” bringing light to the epidemic plaguing Georgia’s communities and highlighting available resources. Our “*Little People Can Have Big Feelings*” virtual community summit provided strategies



and Sesame Street in Communities resources for parents of young children. We partnered with Compassionate Atlanta and Filling in the GAPS for programs discussing mental health disparities and hosted a virtual premiere event in celebration of the new ***Hope Givers*** series available through GPB featuring stories of hope and resilience.

It’s been a pleasure to partner with organizations including the Association for the Study of African American Life and History, Jimmy Carter Presidential Library and Auburn Avenue Research Library to learn about the lives of historical change-makers including Vernon Jordan, Muhammad Ali and President Jimmy Carter.

Additional community partnerships include:

The Alliance Theatre, Georgia Humanities, NAMI Georgia, 9to5, Georgia Parent Support Network and Georgia Public Library Service.

GPB in the
Community

Foundation Support FY 2020-2021

Thank You To These Foundations Who Make Our Work Possible

Grants awarded to Georgia Public Broadcasting by private and corporate foundations are crucial to keeping our original programming alive and well across all divisions – TV, Radio and Education. Without their support, award-winning programs such as **Georgia Outdoors**, GPB News, and GPB Education's digital resources and outreach to schools and educators would be severely diminished. Our heartfelt thanks go out to these generous partners from Georgia's philanthropic community.

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For information about how to include GPB in your Estate Plan, please reach out to **Sherry White, Director of Leadership Giving, 404-685-2608 or swhite@gpb.org**

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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. 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."

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