



# Local Content and Services Report 2021



In 2021, 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 Kids, GPB Create and GPB Knowledge. We delivered trusted NPR content and GPB News programming across our 19-station radio network. We also continued to expand our digital content offerings, hosting many of our events virtually and expanding the availability of trusted news and education content on our website as well.

## GPB Television



### Georgia Outdoors

GPB's original series ***Georgia Outdoors*** aired six new episodes including ***"Horse Country,"*** exploring the importance of horses to Georgia's culture and economy, and ***"Wildfire,"*** featuring Georgia firefighters who helped fight the 2020 wildfires in Oregon and California. ***"Urban Coyotes"*** shared the story of Carmine, who gained international fame for his exploits trying to befriend dogs in a suburb of Atlanta. ***"Beltline Arboretum"*** featured the Atlanta Beltline's unique linear arboretum. ***"Hummingbird Heaven"*** featured the Georgia Audubon Society's hummingbird ambassador. Finally, ***"Food Forest"*** toured the Urban Food Forest at Browns Mill, the largest food forest in the nation.



### Saving Juliette

The GPB Original Production ***Saving Juliette*** explored the high cancer rates in the Middle Georgia town in relation to its water supply.



### GPB Sports

GPB Sports continued to be the place for high school football, with programming across all platforms that support it, including the ***Football Fridays in Georgia*** podcast, a year-round project; the televised ***Football Fridays in Georgia*** game of the week coverage of the high school football season; the coverage of National Signing Day in December and February and two Facebook Live shows – ***Countdown to Kickoff*** and ***Bracketology***. In December, GPB Sports provided three days of live coverage of the ***GHSAA Championship Finals***.

## GPB Radio & GPB News



### Political Rewind

**Political Rewind**, airing twice daily Monday-Friday on GPB Radio and via Facebook Live, continued to help break down local, state and federal issues, talking with decision makers and sharing information to keep listeners informed in a fast-paced political world.



### 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 news outlets. To address this issue, GPB launched *Georgia Today* in 2020, a multi-platform initiative which includes a podcast, web presence and an e-newsletter. In 2021, we continued to grow the initiative, increasing the weekly frequency of the e-newsletter to bring our audiences in-depth reporting from across the state.



### NPR Virtual Speaker Series

GPB Radio hosted its third installment of the NPR Virtual Speaker Series, giving listeners a unique opportunity to hear directly from journalists NPR London correspondent Frank Langfitt and former *All Things Considered* host Robert Siegel discussed their experience of reporting from around the world and explored topics including how foreign correspondents get a true sense of place in a foreign land.



### GPB Classical

GPB launched GPB Classical, a 24-hour HD Classical music station featuring music programs from Georgia and around the country. The station is also streamed at [gpb.org/classical](http://gpb.org/classical) and is available on Amazon Alexa devices.

## GPB EDUCATION



### Education Outreach

The GPB Education staff reached over 4,000 Georgia educators, families and kids through our outreach efforts. The team offers training sessions and conference presentations to educators through digital platforms with learning strategies and other resources. GPB also provides free access to thousands of digital learning resources by developing original content as well as PBS Learning Media. We also offer family engagement opportunities statewide, both in-person and virtual, leveraging the PBS Kids content and curriculum.



### Let's Learn GA! Expansion

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/llg](http://gpb.org/llg). The video lessons cover all subjects and are designed to support both in-person and remote instruction. They provide support for all students, especially those in underserved communities. This year, we added more content and now offer over 60 video lessons.



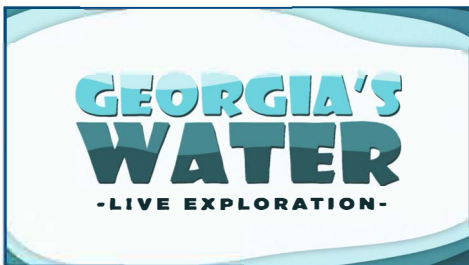
### Camp GPB

**CAMP GPB** is a new series for kids that blends day camp and learning into playful fun. With the help of educators from our favorite partner organizations, as well as our own GPB “camp counselors,” GPB is leading kids in engaging, hands-on activities. Families are encouraged to use the helpful materials list to recreate activities at home. The series is available at [gpb.org/camp-GPB](http://gpb.org/camp-GPB).



### 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](http://gpb.org). Topics this past year included more episodes on Georgia government and digital citizenship.



### New Live Explorations

GPB Live Explorations are designed to bring quality learning experiences to classrooms all over the state, especially under-served areas where the students are not able to take field trips and have the learning experience firsthand. This year, GPB produced two new live explorations: **Georgia’s Water Live** and **Georgia Peanuts Live**. Students were able to answer quiz questions and interact with subject matter experts. We had an average of 40,000 students and teachers tune in for the two shows.



### New Virtual Field Trips

GPB’s virtual field trip collection helps students explore Georgia’s rich history and culture without leaving the classroom. This year, we added two new field trips - **Georgia Peanuts** and **Georgia Forests II**. Key concepts are presented through text, images, videos, and interactive elements. Both field trips also offer immersive 360/VR components to bring the locations to life for students.





## 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. Winners got to narrate their award-winning stories and have them posted online at [gpb.org/writers-contest](http://gpb.org/writers-contest).

## GPB COMMUNITY ENGAGEMENT



### **PBS American Portrait**

GPB created statewide visibility around **PBS American Portrait** through a variety of virtual screenings, educator workshops and customized content. Neighbors from across the state were invited to participate in a series of three virtual conversation events themed around Inclusive Community, Belonging, and Voice of Women. These conversations were hosted in partnership with Civic Dinners, incorporating local video submissions from Georgia to lay a foundation for civic dialogue and exchange of ideas. Over the life of the project, Georgians shared more than 250 submissions to **PBS American Portrait**.



### **Indie Lens Pop-Up Screenings**

The acclaimed Emmy Award-winning anthology series **Independent Lens** features unforgettable stories about a unique individual, community or moment in history. GPB continues to serve as an **Indie Lens Pop-Up** Screening Partner and was pleased to collaborate on a number of national virtual screening events including **Storm Lake, Coded Bias, Donut King, Mr. Soul,** and **Power Trip**. We also hosted several local pop-up screening events, including **Philly DA** and **9 to 5: The Story of a Movement** with local guests to discuss women's fight for gender equality in the workforce, and the judicial and criminal justice system in Georgia. We were also honored to partner with ITVS for a special national town hall event using the film **Down a Dark Stairwell** as the basis for discussion with civic and thought leadership from the Asian community and allies following the Atlanta spa shootings in spring 2021.



### **Documentary Film Screenings**

GPB was pleased to host multiple documentary film screenings throughout the year, localizing the content through discussion with filmmakers, community leaders, and organizations to provide insight, explore history and share local perspectives. Films included **Vernon Jordan: Make It Plain, A President in Our Midst: Franklin Delano Roosevelt in Georgia, In Their Own Words: Jimmy Carter, Downing of a Flag, The Black Church,** and **Muhammad Ali**. Partners for these events included the Jimmy Carter Presidential Library, Georgia Humanities, Auburn Avenue Research Library and the Association for the Study of African American Life and History. Special guests included filmmaker Dawn Porter, Jason Carter, and Ambassador Andrew Young, among others.



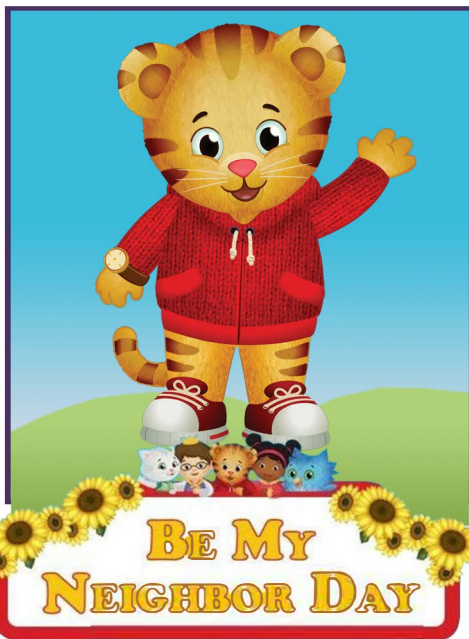
## GPB Community Conversations and Events

Health and safety continue to be a focus, and GPB has created space for discussion and learning around mental health with virtual events incorporating the new digital *Hope Givers* series and Decolonizing Mental Health in partnership with WORLD Channel, Compassionate Atlanta, Filling in the Gaps, NAMI Georgia and Georgia Parent Support Network. We produced a four-part virtual event series in partnership with the Georgia Department of Behavioral Health and Developmental Disabilities exploring Georgia's opioid crisis. In March, GPB kicked off a series of virtual Inclusive conversations developed in partnership with the Georgia Division of Family & Child focused on the Big Picture of Family & Child Wellbeing. These conversations are built around the state's Child Abuse and Neglect Plan (CANPP).



## GPB + PBS Books

Building on the strong relationship that GPB holds with libraries statewide, we were pleased to partner with PBS Books for multiple national virtual author events featuring Maria Hinojosa (*Once I Was You*), Victoria Kann (*Pinkalicious*), and Karen Cox (*No Common Ground: Confederate Monuments and the Ongoing Fight for Racial Justice*).



## Kids and Families

While we may not have been able to gather families in person due to the COVID pandemic, GPB carried on our tradition of encouraging children to be empathetic and compassionate neighbors through a *Be My Neighbor Day* broadcast watch party featuring library story time segments in English and Spanish, and highlights from children and families doing kind and caring things in their homes and communities around the state. *Be My Neighbor Day* was brought to children and early childhood educators this fall through a partnership with the YMCA of Metro Atlanta and PNC Grow Up Great, with classroom and take-home activities and resources delivered by Daniel Tiger himself at 11 YMCA early learning centers.

We were pleased to host three sessions of our 5-day *Summer Discovery Series*, each built around learning themes and paired with PBS KIDS content. GPB was one of ten public media stations selected to participate in a *Sesame Street* in Communities Public Media Station Champions initiative, through which educators attended professional learning workshops leading up to a Community Summit. The Community Summit, "*Little People Can Have Big Feelings*," featured early childhood experts providing strategies and resources for parents and caregivers of young children.