

# GPB DONOR **ANNUAL REPORT**





## A Special Message from GPB President Bert Wesley Huffman

In addition to the regular features of *GPB Next*, we're excited to bring you our annual report highlighting this past year's accomplishments and the generous donors who've help make them possible.

*Please scan the adjacent QR code for a special message from GPB President Bert Wesley Huffman previewing this year's report.*



## Plant the Seed

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will give you peace of mind tomorrow.

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## Everybody Has A Story and We Want to Hear Yours

- What was your first experience with Public Broadcasting?
- How has Public Broadcasting shaped your life?
- Which GPB shows and programs inspire you?
- How has GPB kept you informed or helped you make decisions?
- How is GPB a part of your family life?



Your story is important to Georgia Public Broadcasting. Help us celebrate you — the amazing community of GPB supporters who shaped our past and continue to shape our future.

**Visit [myimpact.gpb.org/story](https://myimpact.gpb.org/story)**  
to share your story with us.




# GPB Programming Highlights


As a supporter of GPB, you are vital to our mission of providing insightful, entertaining and educational programming to our audiences each year.

Here's an overview of some of the exciting, diverse content and initiatives we shared through our television, radio and digital platforms.

## ▶ Television



Filmmaker Ken Burns profiled a consequential American figure in *Benjamin Franklin*, the two-part film exploring his life and work, including the revolutionary changes in science, technology, literature, politics and government he helped to advance.



In addition to the unparalleled coverage of science and environmental topics through series including *Nature* and *NOVA*, PBS presented the five-part documentary series *The Green Planet*, with host Sir David Attenborough, which used pioneering filmmaking technology to make visible the amazing hidden life of plants. Additionally, *America Outdoors with Baratunde Thurston* followed the *New York Times* bestselling author on a journey across the U.S. to examine how Americans interact with the outdoors.

▶ **According to a nationwide survey conducted in January of this year, PBS was named the most trusted media organization for the 19th year in a row, continuing to outscore government institutions and media sources— such as broadcast, cable, streaming and social media— in both value and trust, respectively.**



*MASTERPIECE* brought classic drama with the second seasons of *All Creatures Great and Small* and *Sanditon*, based on the works of James Herriot and Jane Austen respectively. With *Ridley Road*, *MASTERPIECE* took viewers to the swinging streets of London in 1962 for the story of a young Jewish hairdresser who infiltrates the British neo-Nazi hierarchy. Inspired by true events, the series is based on Jo Bloom's acclaimed novel.

Closer to home, *A Fork in the Road* has explored how food and agricultural products are grown and made in Georgia. GPB's Emmy-winning series *Georgia Outdoors* took viewers to an elephant sanctuary in southwest Georgia among the series' many adventures, while *View Finders* gave viewers the chance to be inspired by Georgia's beautiful landscapes and learn photography techniques. Dubbed as *This Old House* meets *CSI*, *Home Diagnosis* highlighted best practices for home improvement and high performance building.

## ► Radio/News/Digital

For the first time, NPR Music's *Tiny Desk Contest On The Road* tour stopped in Atlanta, and GPB was there as Georgia artists including Alto Moon performed to an enthusiastic crowd. *GPB Classical* continued to expand its offerings with the addition of *City Café*, hosted by well-known Atlanta media personality John Lemley. GPB's Sarah Zaslaw brought listeners performances from the Atlanta Symphony Orchestra through *The ASO on GPB* and classical favorites through *Serendipity*.



*Political Rewind* served as a place for thoughtful discussions around national, state and local issues. GPB News' *GA Today* bi-weekly newsletter, which shares the headlines from around Georgia, expanded with the offering of another special bi-weekly edition, *GA Today Politics Featuring Bill Nigut*. GPB News also added *Report for America* corps member Sofi Gratas to our Macon Bureau. Gratas' coverage includes public health and healthcare issues in Middle and South Georgia.

## GPB Education

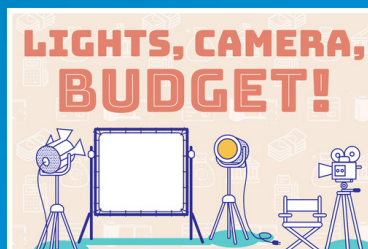
GPB Education is Georgia's digital education content provider and encourages lifelong learning by providing innovative, engaging, standards-aligned digital learning resources and support to Georgia's educators, students and families.



From July 1, 2021, to June 30, 2022, Georgia Public Broadcasting's online education content was accessed **9.9 million times**.

### Our top five resources were...

- *Lights, Camera, Budget!*, a financial literacy game for secondary students
- *Georgia Studies* digital collection
- *Physics in Motion* video series
- *Chemistry Matters* video series
- *Econ Express* online course



We've engaged with educators and families through our monthly newsletter (51,000 subscribers), Facebook (3,145 followers) and Twitter (6,905 followers) pages, YouTube account (18,200 subscribers), and Georgia Studies teachers Facebook group (1,100 members). In total, our content and posts had a reach of 991,800 on Facebook and Twitter and had 1.9 million views and 102,500 watch time hours on YouTube.

GPB Education reached over 5,000 educators, kids and their families through educator trainings, kids camps, family learning workshops and our mobile virtual reality lab.

**"Thank you GPB! I love the virtual field trips. We used the Regions VFT today and really liked the smoother navigation, much easier for students."**

- Muscogee County Schools teacher

**"GPB never disappoints, and their products continue to get better and better!"**

- Cobb County Schools teacher

## In addition, GPB Education launched several new projects during the 2021-2022 School Year:



**Econ Express** - An online course that helps teachers and students learn, practice, and assess basic economic concepts in a creative and engaging way.



**Claw Control** - A problem-solving game for children ages 4-8 that is aligned to the Georgia standards for computer science (CS).



**Classroom Conversations** - A new podcast for teachers to share and learn. Presented by the Georgia Department of Education and Georgia Public Broadcasting.



**Andersonville Prisoner of War Museum Virtual Learning Journey** - Interactive resource for high school students that includes Virtual Reality (VR) components.



**Live Explorations: Georgia Peanuts and Cotton** - Live, interactive, one-hour events that reached an audience of approximately 50K students and teachers.



**Camp GPB** - More episodes added of our summer series for kids in K-5 that blends day camp and learning into playful fun.



**Let's Learn GA!** - More videos lessons added aligned to Pre-K through 8th grade Georgia Standards of Excellence and taught by Georgia teachers.



**PBS KIDS Writers Contest** - GPB's annual writing contest for kids in K-3.

## Community Engagement

Community engagement is at the core of our mission and essential to the value of public media, as we educate, serve, and create positive change in the community.



▲ A friendly high five from Daniel Tiger at the annual Be My Neighbor Day event.

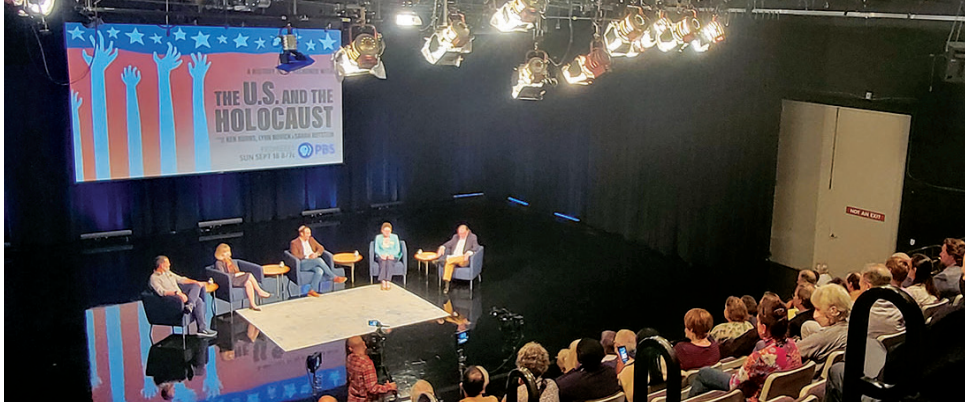
It's been a pleasure to connect with people in communities across the state over the past year, both virtually and in-person, as we share resources, encourage curiosity, and make space and opportunity for civic dialogue.

Bringing focus to mental health and wellness continues to be a priority for our work in communities. We hosted community conversations around critical early childhood issues through the Georgia Department of Human Services Family & Child Well-Being Inclusive conversation series and launched a new mental health hub on our website at [www.gpb.org/mental-health](http://www.gpb.org/mental-health) with localized video, audio and news resources.



▲ GPB Try Harder Screening.





▲ A Q&A session at the Ken Burns' *The U.S. And The Holocaust* screening.

We were happy to host educational and fun family-friendly events including **Georgia Pollinator Day** as part of the Atlanta Science Festival and the ever-popular **Be My Neighbor Day** event with Daniel Tiger! We realize the importance of understanding our collective history and the impact that has on our future. Henry Louis Gates Jr.'s beloved *Finding Your Roots* series laid the foundation for a series of online genealogy programs and workshops for audiences last winter. Audiences in Atlanta and Savannah gathered for public screening events featuring Ken Burns' *The U.S. and the Holocaust* in collaboration with the Emory University Center for Ethics and other local partners.



With a national spotlight on Georgia politics, GPB participated in several large initiatives focused on civic engagement and fostering civic dialogue. Individuals from across the state were paired with strangers for a recorded conversation through the *StoryCorps One Small Step* project, and questions about the election process submitted through *America Amplified* on GPB contributed to a national news series called *Democracy from the Ground Up*.

We strive to entertain, to inspire, and to cultivate life-long learning opportunities for our neighbors and have been honored to do so through many other community partnerships including NAMI Georgia, Afro-American Historical and Genealogical Society, Georgia Parent Support Network, Georgia Public Library Service, UGA Extension, Georgia Justice Project, and so many others.

**We hope that you will join us in 2023,  
because we have many more great  
programs in store!**

Learn more at [gpb.org/community](https://gpb.org/community)

**GPB** in the  
**Community**



## Foundation Support FY 2021-2022

### 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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 The logo features the letters "GPB" in a bold, black, sans-serif font with three curved lines to the left of the "G". To the right of "GPB", the words "Leadership Circle" are written in a blue, cursive script font.

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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