



## Local Content and Services Report 2023

In 2023, GPB served our audiences with PBS and NPR programming, GPB original series and specials, free educational resources for students and teachers, statewide news, high school sports and more. We also encouraged life-long learning and created opportunities for our audiences to take part in enlightening experiences and dialogues through our community engagement initiatives that deepen the value of our programming.

# TELEVISION

From scientific accomplishments, to entrepreneurship, artistry and the beauty of the land, GPB brought viewers unique stories of Georgia.



**Georgia Outdoors** premiered new episodes, including “*Salamanders, Mice and Men*,” which shows viewers how researchers are trying to understand their ability to regenerate body parts. “*To Save a Plant*” explores how Georgia became a leader in plant conservation of endangered, rare and threatened species. “*Feathered Friends*” visited a parrot refuge in the small town of Harlem, where hundreds of birds have been abandoned.



**View Finders** visits some of Georgia’s most beautiful and iconic locations to capture vivid photographs. Episodes this past year featured Tallulah Gorge, considered a geological marvel and Sapelo Island, whose historical and ecological significance is perhaps matched only by its beauty.

**A Fork in the Road** features Georgia’s farmers, retailers, artisans, chefs and other key players who help provide Georgia Grown products to folks in the Peach State and beyond. Some of this season’s features included tasty craft sodas and handmade seasoned pickles, along with the remarkable world of bees and their honey.







***Peach Jam*** features songs and stories from a variety of incredibly talented and diverse bands and artists who call the Peach State home. Recorded live in the GPB studios, the program provides a front row seat for the intimate musical performances and free flowing conversation from a truly eclectic variety of Georgia musicians.



***Your Fantastic Mind*** digs deep into transformative, life changing science, showing us how to be healthier and happier. Episodes this season explore topics including menopause and its impact on a woman's daily life, and the comeback of psychedelic medications as they are believed to be the most promising new mental health treatments in the past 50 years.

***Crisis of Substance***, a documentary produced in partnership with the Georgia Department of Health and Developmental Disabilities along with Susie Films, takes an unfiltered look at the battle against substance abuse through the lens of Georgians battling active addiction, recovery and those dedicated to fighting a crisis that is overwhelming to the nation.

***Lawmakers*** provided daily, in-depth coverage of the state legislature during the annual Georgia General Assembly session.



***The Football Fridays in Georgia*** game of the week and the annual GHSA Football Championships brought viewers the best of live high school football coverage.



# RADIO/NEWS/DIGITAL



GPB News launched a new daily podcast, *Georgia Today*, bringing listeners in-depth reporting and compelling stories from across the state every weekday afternoon. The *Battleground: Ballot Box* podcast examined how voting works in Georgia, along with providing additional political news coverage.



GPB launched the *Peach Jam Podcast* to bring listeners songs and stories from a variety of talented, diverse bands and artists who call Georgia home.

*Salvation South*, like the online magazine, is inspired by hope, healing and the desire to create a community of people where civil conversation can happen. In this podcast, editor Chuck Reece celebrates the culture of the South and discuss issues of importance to our region.



*Narrative Edge* highlights books with Georgia connections. In this podcast, hosts Peter Biello and Orlando Montoya introduce listeners to authors, their writings and the insights behind their stories.



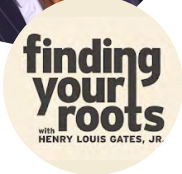
HOSTED BY HENRY LOUIS GATES, JR.  
**MAKING BLACK AMERICA  
 THROUGH THE GRAPEVINE**

## COMMUNITY ENGAGEMENT

### Documentary Film 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 hosted a number of screening events including, *Move Me* at GPB, *Love in the Time of Fentanyl*, *Storming Caesar's Palace* and *Free Chol Soo Lee*. We participated in the POV Our America: Documentaries in Dialogue initiative, which enabled us to host screening events for *Accepted*, *Let the Little Light Shine* and *Love and Stuff*.

Partners for these screenings included Georgia Overdose Prevention, Addiction Alliance of Georgia, Access Point Georgia, National Domestic Workers Alliance, Georgia Innocence Project, HEY! Helping Empower Youth and Atlanta Thrive.



One of the most powerful ways that we are able to connect with communities is through making local Georgia connections to the content that is distributed nationally through PBS and other public media distribution channels. Some examples of this were screening event and genealogy workshops with the Association for the Study of African American Life and History and the African American Historical Genealogical and Society building on the work of Dr. Henry Louis Gates, Jr. and team on *Finding Your Roots*, and a screening of *American Experience: The Harvest* with filmmakers Douglas A. Blackmon and Sam Pollard in partnership with Georgia Humanities.

Music in Common, an Atlanta-based non-profit organization, hosted a *Building the Beloved Community* event at GPB in honor of Martin Luther King, Jr. Attendees were introduced to The Black Legacy Project, a musical celebration of Black history to advance racial solidarity, equity and belonging with a film screening, live musical performances and community conversation.



GPB was invited to partner with the City Schools of Decatur, Decatur High School Black Student Union and other local organizations to host a Community Celebration of Black Joy at Decatur High School early in the year. The event was built around *Making Black America: Through the Grapevine*, and included student performances, art exhibition, and speakers.



## GPB Community Conversations and Events

Mental health and wellness is an ongoing priority in our communities, and GPB continues to provide learning opportunities in this area. We partnered with the Center for Rural Health and Health Disparities and the Georgia Rural Health Innovation Center at Mercer University School of Medicine for an Advanced Perinatal Mental Health Training Workshop that was also livestreamed on our website for healthcare providers across the state.

On the lighter side of things, it was a pleasure to partner once again with the Jane Austen Society of North America for a launch party of the *MASTERPIECE* series, *Sanditon*. We welcomed *Science Friday*'s Ira Flatow for a Cephalopod Week event at GPB and barbecue master Steven Raichlen for an informative and delicious event with Big Green Egg at the GPB studio in November. That same month GPB's own Peter Bielo took *All Things Considered* on the road for a live remote broadcast at Eventide Brewing in Atlanta with support from AARP of Georgia. We celebrated the PBS *Iconic America* series highlighting some of our own Georgia icons through geocaching adventures in Plains, Georgia and on Auburn Avenue in Atlanta with the Georgia Geocaching Association.

GPB's annual *Be My Neighbor Day* event is always a favorite for families with young children, and this year was no different with hundreds braving the cold rain at the Home Depot Backyard in Atlanta for this special event with support from PNC Grow Up Great. Outside of Atlanta, young children were treated to a special *Donkey Hodie* Hee-Hawsome Exhibit that traveled to select Georgia libraries in Vidalia, Rome, and Winder with engaging and educational activities.

## Storytelling

Stories connect us, and we are committed to bringing people together across the state and sharing stories from a variety of perspectives, histories and voices. This summer, we hosted a few storytelling workshops connected to the *Southern Storytellers* series that provided people the tools to unearth and share their own personal stories. We continue our partnership with *StoryCorps* and were happy to host the Military Voices Initiative in Georgia this summer, providing space for those actively serving, military veterans and families to share their stories as part of the national archive at the Library of Congress. We are also glad to support *The Moth*'s monthly public StorySLAM events in Atlanta and the first *Moth Mainstage* event in the state this year as well.



# EDUCATION

## Education Outreach

This year, the GPB Education staff provided free virtual and in-person outreach to over 4K educators, students, and families with our education outreach efforts. GPB provides GA educators and families with free access to thousands of digital learning resources by developing original content and through our partnership with PBS LearningMedia. *GPB Education Matters* newsletter goes to a membership of over 40,000 subscribers each month and the education team writes a blog that averages 10,000 views per month. The blog focuses on topics and trends, with a focus on digital learning. GPB Education also reaches educators and families through our social media accounts (7,000 followers on Twitter, 3,200 followers on Facebook, 31,000 YouTube subscribers).



## Backpack Distribution and Education Awareness initiative

GPB launched a multi-faceted outreach and awareness initiative in five communities across the state. As part of the campaign, GPB Education worked with Georgia Family Connection Partnership (GaFCP) and its statewide network of county Collaboratives to distribute 3,500 backpacks that contained learning activities, school supplies and information on how to access GPB Education and PBS Kids content (English and Spanish). The target age was Pre-K and Kindergarten students. In addition to the distribution of backpacks in the communities, GPB Education conducted targeted canvassing in under-resourced neighborhoods to let parents/caregivers know about the resources available through GPB Education and encourage them to explore materials appropriate to the grade level of their children. We measured success through partner and family feedback and analytics from QR codes on canvassing materials.

## GPB's PBS KIDS Writers Contest

GPB hosts the *PBS KIDS Writers Contest* each year. The contest began in January 2023 and ran through April 2023. It was open to all Georgia students in kindergarten through 3rd grade. We had over 200 submissions. In June 2023, the top winners were honored with an awards celebration at our GPB headquarters in Atlanta, GA. 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, which were posted online at [gpb.org/writers-contest](https://gpb.org/writers-contest).



## PBS KIDS Family Workshops and Camps

GPB leverages trusted PBS KIDS content and curriculum to improve kindergarten readiness, family engagement, and STEAM and literacy skills for children ages 2-8. Family engagement workshops and camps for kids and their families (parents, aunts/uncles, siblings, cousins, grandparents) encourage playing and learning together while building early science and literacy skills. We conducted 13 sessions this year, reaching 717 kids and their family members.

## Summer Learning Support

During the summer months away from school, it's crucial that children, especially those from underserved communities, have access to healthy meals, safe environments, and books and educational opportunities so they can keep learning. GPB collaborated with public and private partners across Georgia—including the Georgia Department of Education (GaDOE), Georgia Department of Early Care and Learning, and Georgia Public Library Service—to create an online toolkit with resources for summer reading, learning, safety, and meals. Families across the state were able to access the toolkit at [getgeorgiareading.org/georgia-summer](https://getgeorgiareading.org/georgia-summer). GPB also partnered with GaDOE to create “Getting Ready for K-5” guides and videos to help families understand what their child should know and be able to do when they enter a new grade in the fall. This year, we added to that collection, and all the guides are available at [gpb.org/learn](https://gpb.org/learn). GPB also enhanced a page dedicated to summer learning at [gpb.org/summer-learning](https://gpb.org/summer-learning).



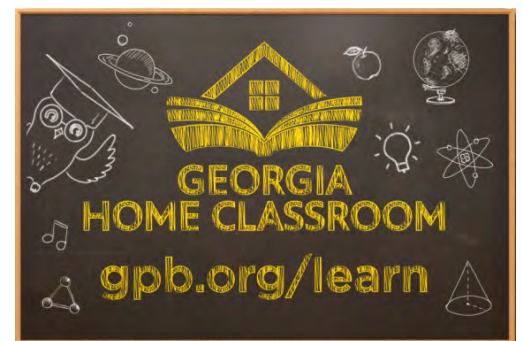
GPB launched ***Start It Up***, a small business entrepreneurship game, produced by the Georgia Council on Economic Education, Georgia Public Broadcasting and FableVision Studios. *Start It Up* is designed to provide high school students and young adults an opportunity to experience challenges and rewards associated with starting a new business. We will measure success through game-based analytics.



Launched in May 2023, ***Let's Go Enviro*** is a digital video series that teaches environmental science through phenomena, project-based learning, and Georgia's diverse ecosystems. The video library consists of six sections. Sections 1-5 include videos that invite students to become environmental stewards in their own communities. All videos are aligned to the Georgia standards for high school environmental science. Section 6 features a variety of career opportunities in the industry. We measure success through teacher feedback and web analytics.

As part of ***Georgia Home Classroom*** initiative, GPB continued to produce video lessons taught by Georgia teachers. The lessons are aligned to Georgia's learning standards for kindergarten through 8th grade and are available at [gpb.org/llg](http://gpb.org/llg). They cover English language arts, fine arts, mathematics, physical health and wellness, science, social studies, and computer science. The video lessons were designed to support both in-person and remote instruction and provide support for all students, especially those in underserved communities. We have also added resources to the Instructional Support section that offers professional learning opportunities to educators as the watch lesson modeling and instructional best practices. Additionally, in FY23 we launched over 100 videos that support teachers with the rollout of Georgia's new mathematics standards. The library now includes over 300 videos.

In partnership with the Georgia Department of Education, GPB continued to expand ***Georgia Home Classroom*** during FY23. The initiative now includes hundreds of digital resources for all grades and subjects aligned to Georgia's learning standards, including video lessons, K-12 learning plans, "Getting Ready" guides and videos, 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.



**CAMP GPB** is a 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 added more videos 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](https://gpb.org/camp-GPB). The series is designed for kids in under-resourced communities who may not have access to summer camp experiences.

**GPB Live Explorations** are designed to bring quality learning experiences to classrooms all over the state, especially underserved areas where the students are not able to take field trips and have the learning experience firsthand. This year, GPB produced a live exploration about Georgia’s pollinators. In collaboration with the University of Georgia, GPB Education live streamed from the State Botanical Garden of Georgia in Athens on May 9, 2023. During this program, students explored the wonderful world of pollinators and discovered the importance of these creatures. They learned through engaging footage, interactive features, and live chats with experts. We measured success through teacher and student feedback and usage analytics. We had an average of 25,000 students and teachers tune in for the live show.



**Classroom Conversations** is the place for teachers to share and learn. Presented by the Georgia Department of Education and Georgia Public Broadcasting, each episode features Georgia educators who are teaching and reaching students in innovative and impactful ways. The podcast is meant to provide professional learning for new teachers and all teachers looking for innovative ways to reach all students. This year, we launched season 3 of the podcast.

**Hope Givers:** GPB partnered with producer Tamlin Hall to launch a series for middle and high schoolers that addresses mental wellness issues. This year, we released Season 2 of the series, along with teacher support materials and curriculum aligned to learning standards.

**Georgia Studies Collection Update** - GPB continues to improve and enhance our online Georgia Studies course which is highly utilized statewide. This past year, GPB provides more accessibility features and overall better user experience with personalization options for educators.