

GPB Media Local Content and Service Report



During 2011, Georgia Public Broadcasting (GPB Media), served our audiences throughout the state of Georgia with exciting original programming, in-depth local features capturing life in our communities and events and educational resources that enhanced the relevance of our programming.

GPB Original Productions

Margaret Mitchell: American Rebel

To commemorate the 75th anniversary of *Gone With the Wind*'s publication in 1936, GPB produced the original documentary, **Margaret Mitchell: American Rebel**, that captured the amazing life of its author, Atlanta native Margaret Mitchell. As one of the most popular novels ever written, *Gone With the Wind* still sells approximately a quarter million copies each year and still generates discussions about the impact of the Civil War.



Katie Leslie portrays Margaret Mitchell.

In producing the documentary, GPB hoped to provide viewers with an understanding of the historical influences that lead Mitchell to write the novel and the cultural issues which impacted her during her lifetime from 1900-1949. We produced a companion website for **Margaret Mitchell: American Rebel** with educational resources that examine issues covered in the film, including women's rights and race relations. The educational resources are correlated to Georgia Performance Standards and aligned to American Literature and Composition Standards for Grades 9-12. To date, GPB has received over 500 page views on the education materials.



We also hosted community screening events in Augusta, Macon, and Savannah that included discussions with the film's executive producer Pamela Roberts, as well as other experts who appear in the film, including authors and historians Darden Asbury Pyron, Marianne Walker, John Wiley, Ira Joe Johnson, Ann Boutwell and Kathleen Clark. Over 600 people combined attended the screenings.

GPB also formed partnerships with several organizations in Georgia who hosted events that gave people more opportunities to learn about the life of Margaret Mitchell and the events of the Civil War, including the Fulton County (Atlanta) Public Library System, Atlanta History Center, Margaret Mitchell House, the Road to Tara Museum, Historic Oakland Cemetery, Atlanta Convention and Visitors Bureau and the Georgia Center for the Book.

On June 30, **Margaret Mitchell: American Rebel** premiered as one of GPB's highest-rated original documentaries in its history. Immediately following the broadcast premiere, GPB hosted a web chat with Pamela Roberts. Approximately 300 people participated in the chat. **Margaret Mitchell: American Rebel** will be aired nationally as part of the PBS series *American Masters* on April 2, 2012.



*(L to R) Georgia Historical Society President Todd Groce is pictured with GPB President and Executive Director Teya Ryan, GPB's Nwandi Lawson, Dr. Stan Deaton, Karla Redding-Andrews and legendary Georgia football coach Vince Dooley at the press conference launch of **Today in Georgia History**.*

Today in Georgia History

This year, GPB entered an exciting partnership with the Georgia Historical Society for **Today in Georgia History**, daily 90-second interstitials which air on television, radio and gpb.org. **Today in Georgia History** segments are hosted by Dr. Stan Deaton, Senior Historian at GHS. "As a historian, you live for the chance to work on a project like **Today in Georgia History**. It's a great opportunity to research and write about fascinating people in our state's history. To reach the kind of statewide audience that GPB reaches makes the opportunity even better," said Deaton.

In addition to the radio and television broadcasts, Georgia Historical Society and GPB have created an interactive website for **Today in Georgia History** to serve as an educational resource for teachers and students in classrooms statewide. The site, www.todayingeorgiahistory.org, maintains audio and video streaming of the segments, as well as transcripts and tips for teachers among its educational materials. **Today in Georgia History's** resources are aligned with Georgia Performance Standards for social studies curriculum. GPB and Georgia Historical Society presented the project at a Social Studies conference, which reached 450 educators across the state. Since launching the project in September, the Today in Georgia History site has received over 400,000 Page Views.



PrimeTime Lawmakers

As the only broadcast entity statewide to focus daily on the work of state lawmakers, GPB provides viewers and listeners with the opportunity to learn about the issues affecting their community and the work of their elected representatives. In 2011, GPB marked the 41st season of producing **PrimeTime Lawmakers**, a nightly television program covering the annual Georgia Legislative session. In addition to airing on television, **Primetime Lawmakers** is also streamed on GPB's website at www.gpb.org/lawmakers. Interested Georgians can also watch live streams of the House and Senate sessions at this website. GPB also carries the governor's annual "State of the State" address on television and the web.



(L to R) PrimeTime Lawmakers reporter Sandra Parrish, host Scott Slade, with reporter Keocia Howard.



Georgia Traveler host David Zelski at the Tellus Science Museum in Cartersville.

Georgia Traveler

GPB hit the road again with the fifth season of Georgia's favorite travel show, **Georgia Traveler**. Produced in partnership with the Georgia Department of Economic Development, **Georgia Traveler** showcases the best that Georgia has to offer, helping to spotlight the vibrant tourism opportunities throughout communities across the state. From the beauty of the mountains and the coast to world-class museums, such as the Tellus Science Museum in Cartersville, and fun festivals like Barnesville, Georgia's annual "Buggy Days," **Georgia Traveler** covered the state this year, bringing viewers feature stories they won't find anywhere else. **Georgia Traveler** segments also included historical pieces highlighting Georgia's role in

the Civil War, in conjunction with the 150th anniversary.



Georgia Outdoors

GPB's Emmy-winning weekly series **Georgia Outdoors** uses spectacular photography and narrative storytelling to showcase the best of Georgia's wildlife, plants, and other aspects of the state's natural beauty. This year, host Sharon Collins took viewers from the bat caves of South Georgia to a journey on the state's Altamaha River. With the implementation of Race To The Top in Georgia,

providing science content for students is becoming even more important. GPB is meeting the needs of Georgia students by creating engaging content using **Georgia Outdoors**. Episodes are now available on the GPB Education website with program scripts and education resources aligned to each program topic.

GPB Sports

With education being a primary focus and central component of every initiative that GPB undertakes on its television, radio and new media platforms, we have found that one of the best ways to strengthen our relationships with schools across the state is through coverage of high school sports.

GPB expanded its 15-year partnership with the GHSA (Georgia High School Association) to go beyond the annual broadcast of the GHSA Football and Basketball Championships and include weekly live television coverage of statewide high school football games, in addition to the highly successful web coverage of statewide games at www.gpb.org/sports.

The two organizations share a mission of promoting education through sportsmanship and competition. "We couldn't be happier to extend our partnership with GPB," said Dr. Ralph Swearngin, Executive Director of GHSA. "We have worked for 15 years to bring Georgians the championship games at their best. We strive to maintain the integrity of the games of these high school athletes and stress the value of sportsmanship and good competition."

GPB's "Football Fridays" kicked off with the first-ever broadcast of the Corky Kell Classic, which for the last 20 years has officially marked the start of Georgia's



GPB captures the action at the Colquitt County Packers/North Gwinnett High School Bulldogs game.

highschool football season. GPB produced more than twelve hours of live television and web streaming from 11:30 AM to 11 PM that included eight teams and four games. More than 430,000 Georgians tuned in to watch the Corky Kell Classic. GPB streamed the entire day live on our website and GPB.org had more than 10,000 unique visitors on the site.



During each consecutive Friday night, high school football fans were treated to a live television game, which was also webcast, and a web-only game, both at www.gpb.org/sports. For the two days GPB broadcast the Georgia High school Football Championships, it was ranked as the most-watched public media station in America. GPB's in-house new media team developed

GPB Sports: Football, which provides team information for 400 high schools across the state and has become one of the most downloaded free apps on iTunes. Additionally, GPB broadcast coverage of Georgia's high school basketball, wrestling and cheerleading championships.

All programming highlighted academic achievement and community involvement with schools through pre-produced features and broadcast appearances at the games by teachers, principals and parents, coaches and bands.

GPB Kids Events

Augusta Children's Week

Each year, GPB airs over 3,000 hours of commercial-free children's educational programming. Together with partners including Fernbank Museum, Tellus Museum, Imagine It! The Children's Museum of Atlanta, the Georgia Aquarium and the Atlanta Food Bank, GPB brought popular PBS Kids characters such as Curious George, Elmo, SuperWhy and Thomas the Train to events across the state.



GPB's Heather Neal and Martha at Augusta Children's Week.

In one of our most long-standing community partnerships, GPB marked its ninth consecutive year as the headliner for the opening ceremony of the annual **Augusta Children's Week**, staged by the Augusta- Richmond County Partnership for Families and Children. Approximately 2,500 pre-k students attended the 2011 event. GPB brought Martha the dog, the lead character in the popular PBS Children's program *Martha Speaks*. A representative of GPB's education division read the story "Shelter Dog Blues," featuring Martha, to the children. GPB staff also distributed 200 goodie bags that contained educational materials for each of the classes represented. Each year, we get many positive comments from the educators about the materials we provide. They have come to rely on our participation and assistance because of limited resources.



Growing Hope Against Hunger hosts Brad Paisley, Kimberly Williams Paisley and Elmo.

Sesame Street "Growing Hope Against Hunger"

In addition to traditional education topics, GPB also looks at the issues which can impact academic performance and a child's overall livelihood. We hosted a screening in our studios for the primetime **Sesame Street** special "Growing Hope Against Hunger" in partnership with the Atlanta Food Bank. This special tackles the growing problem of hunger in America and attempts to dispel the stigma against families who have to seek assistance. Approximately 100 people attended the event. In addition to the screening, children were treated to a

meet and greet with the costume character Elmo. GPB also provided attendees with a bilingual (English and Spanish) outreach kit, “Food for Thought: Eating Well on a Budget” which contained a copy of “Growing Hope Against Hunger,” a caregiver Guide, an additional children's story featuring Elmo and recipe cards.

Education Initiatives

High School Drop-Out Prevention

Summit

GPB hosted a **High School Drop-Out Prevention Summit** to raise awareness of the nation's high school drop-out crisis and provide data highlighting the specific ways this crisis is playing out in the metro Atlanta region and across Georgia. Partnering with the United Way of Metropolitan Atlanta and WCLK-FM, located on the campus of Clark Atlanta University, GPB shared research as well as effective models proven to impact drop-out rates. Approximately 300 people attended the event. Since the summit, GPB and the United Way have had on-going conversations about a comprehensive approach to address education issues in our communities. GPB also created TV spots that encourage kids to stay in school. The spots will air during the High School Basketball Championships in March of 2012, when we have some of our highest viewing numbers among young adults, in addition to being scheduled throughout our regular programming.



Southern Education Desk

In 2011, GPB became the lead public media station of the Southern Regional Education Desk, (SED) a consortium of eight television and radio stations in 5 southern states which reports on long-standing education challenges facing the South. The SED stations are Alabama Public Television, WBHM-FM, Birmingham, AL., Louisiana Public Broadcasting, KEDM-FM, Monroe, LA., Mississippi Public Broadcasting, WNPT-TV, Nashville, TN., WUOT-FM, Knoxville, TN. The SED is part of a local journalism initiative started by the Corporation for Public Broadcasting. In addition to reporting and producing broadcast and web content, GPB and its partner stations are planning to engage communities by hosting events with various groups in an attempt to find out about their concerns about education. GPB's Community Engagement Coordinator works with each station in the consortium to plan events. Several events are planned throughout Georgia and the southern region in spring of 2012.

The Center for Collaborative Journalism at Mercer University

GPB has just announced that it will be a part of a new initiative that will increase and strengthen local reporting in Central Georgia by bringing professional journalists to work together with Mercer University students in a unique, joint newsroom in Macon. The Center for Collaborative Journalism at Mercer University will bring the medical school model to the university's journalism program. Professionals from *The (Macon) Telegraph* and GPB will work alongside Mercer students to learn and employ digital-age storytelling skills to meet Central Georgia's information needs. Future plans for the joint newsroom also include community projects that will involve Macon residents in choosing important issues to cover, reporting the facts, debating the choices facing them and ultimately creating solutions. In addition, GPB Macon Radio will expand its staff in Central Georgia over several years and greatly increase the station's coverage of news, business, arts, sports and culture.



(L to R) Knight Foundation Program Director Beverly Blake, George McCanless, publisher of The Telegraph, GPB President and Executive Director Teya Ryan and Mercer University President Bill Underwood.

Localizing National Productions and Initiatives

Antiques Roadshow Atlanta

Part adventure, part history lesson, and part treasure hunt, PBS's highest-rated series, **Antiques Roadshow** stopped in Atlanta as part of its 16th season taping in 2011. Over 25,000 people from across Georgia and the Southeast vied for a chance to get tickets to the much lauded series, where cameras capture tales of family heirlooms, yard sale bargains and long-lost items salvaged from attics and basements. Approximately 6,000 ticketholders attended the Atlanta taping hosted by GPB. GPB offered tickets to various community groups across the state and provided production and promotion assistance for the three hour-long episodes that will air in April 2012. GPB is also producing an original behind-the-scenes program that will air in conjunction with the three Atlanta episodes.



Capricorn Records founder Alan Walden and his daughter Jessica Walden.

StoryCorps Macon

GPB partnered with StoryCorps, a national nonprofit organization dedicated to recording, preserving, and sharing the stories of Americans from all backgrounds and beliefs, for its stint in Macon, Georgia as part of its cross-country MobileBooth tour. StoryCorps' MobileBooth is an Airstream trailer outfitted with a recording studio. A trained StoryCorps facilitator guides participants through the interview process. At the end of each recording session, participants receive a complimentary CD copy of their interview. With participant permission, a second copy is archived at the American Folklife Center at the Library of Congress for future generations to hear. GPB held a community meeting in Macon to let everyone know about the opportunity to participate in StoryCorps. Invitations were

sent out to various groups, including churches, libraries, United Way Macon, Big Brothers, Big Sisters, 100 Black Men, NAACP of Bibb County, Macon Pride and the Macon Arts Alliance, among the groups. GPB aired a selection of the approximately 150 local interviews recorded in the StoryCorps MobileBooth. Segments of selected interviews also aired nationally on NPR's *Morning Edition*.