

# GPB DONOR ANNUAL REPORT

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you helped make  
possible this year.



FY 2024

## GPB Programming Highlights

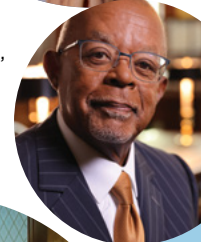
As a supporter of GPB, you help fulfill our mission to create, produce and distribute high quality programs and services that educate, inform and entertain audiences and enrich the quality of their lives. Thank you!

Here are some highlights of the diverse and compelling programs we brought to you on our television, radio and digital platforms this year.

### ► Television

This past spring was especially busy with the premiere of four new *MASTERPIECE* series: *Nolly* starring Helena Bonham Carter, the thorny romance of *Alice & Jack*, the true tale of injustice and wrongs righted, *Mr. Bates vs The Post Office*, and *Maryland*, the story of estranged sisters who unite to unearth the truth about their mother's death.

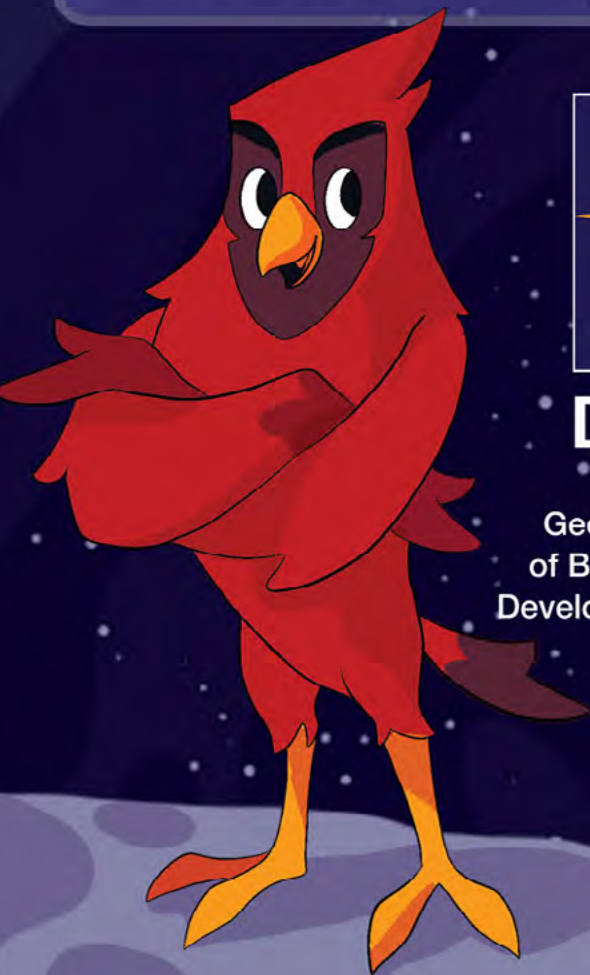
GPB also aired new seasons of the PBS perennial favorite *Finding Your Roots with Dr. Henry Louis Gates, Jr.*, and took viewers on armchair journeys to the Mediterranean (*Hotel Portofino*), the Cornish Coast (*Doc Martin*), London (*Miss Scarlett and the Duke*), and Australia (*Miss Fisher's Murder Mysteries*). Also making its return last winter was Season 3 of *MASTERPIECE'S* popular *All Creatures Great and Small*.



# I'M ACE WITH SUBSTANCE USE PREVENTION TIPS FOR KIDS AND FAMILIES.

WHEN YOU NEED TO MAKE  
A DIFFICULT DECISION, REMEMBER:

- PAUSE
- TAKE A DEEP BREATH
- TALK TO A TRUSTED ADULT



**D·B·H·D·D**

Georgia Department  
of Behavioral Health &  
Developmental Disabilities

Our PBS offerings were complimented by a host of local and originally produced programs. GPB was fortunate to team up with the Atlanta Symphony Orchestra for a very special co-production - *ASO Presents: Carlos Simon Curates* - featuring Grammy nominated composer Carlos Simon and the Morehouse and Spelman College Glee Clubs.



We aired new seasons of Georgia favorites *A Fork in the Road* hosted by David Zelski, *Georgia Outdoors* hosted by Sharon Collins, *View Finders* hosted by Chris Greer and Paul Daniel, fall staple *Football Fridays in Georgia*, and our latest original program - *Peach Jam*, a diverse mix of musical acts from across the state - hosted by Jeremy Powell. *Peach Jam* and *A Fork in the Road* have been formatted into successful original podcasts as well.



GPB's external production partnerships were recognized with eight nominations at this year's Southeast EMMY Awards. *Your Fantastic Mind* took home two statuettes, and the documentaries *Inside the Warren Commission* and *Stefan Thomas: Rock and Chisel* earned one each. GPB also distributed several shows nationally to public media stations around the country, including: *A Night of Georgia Music*, *View Finders*, *Your Fantastic Mind*, and *Inside the Warren Commission*.

In the world of politics, GPB recorded the Atlanta Press Club primary debates in our TV studios, then aired and streamed them live this past spring. GPB also broadcast Governor Brian Kemp's 2024 State of the State address.

For kids ages 4-8, PBS KIDS debuted *Lyla in the Loop*. The series follows a Jamaican American girl and her fuzzy blue sidekick on their comical adventures exploring computational thinking and creative solutions while helping others in their community.



## ▶ Radio/News/Digital

Anchored by the reporting of GPB's award-winning journalists and our broadcasts of NPR's *Morning Edition* and *All Things Considered*, GPB brought thousands of hours of breaking news and in-depth reporting, as well as cultural, social, political, science and sports coverage to audiences statewide. Among several exciting developments, host Pamela Kirkland joined Devon Zwald on our *Morning Edition* team, and in June we added an extra hour to the show featuring a wide range of local content from GPB's news reporters.



▲ Pamela Kirkland



▲ Devon Zwald

On the national front, we carried live coverage of President Biden's State of the Union address and the Presidential debates between Donald Trump and Joe Biden and Donald Trump and Kamala Harris. Pamela Kirkland reported live during the *PBS Primetime Trump/ Biden Debate Special* from the GPB studios parking deck overlooking the CNN Studios where the debate took place.

Stateside, GPB carried the *Atlanta Press Club Debates* and the Governor's State of the State address on our 20-station statewide radio network. As an important service to our listeners, we also carried news conferences from the Georgia Emergency Management Agency and Governor Brian Kemp as Hurricane Debby swept up the coast.



▲ Host Donna Lowry speaks to Governor Brian Kemp on *Lawmakers*.

Throughout 2024, GPB News is participating in the CPB's *America Amplified* voter-engagement project. GPB has received over 400 audience responses, the most of any participating station, to an online survey of voters rating their top issues in the upcoming election. In response, reporter Sarah Kallis has produced stories on the five top-of-mind issues for voters - Reproductive Rights, Democracy/Bipartisanship, Environment/Climate Change, Economy/Cost of Living, and Immigration. GPB has also produced a voter's guide with answers from the candidates to voters' questions.



We aired a wide range of special programming for Black History and Women's History Months, including *I See U - MLK Day*, *Selected Shorts: A Celebration of Langston Hughes*, and *Kitchen Sisters: Buildings Speak, Pioneering Women Architects*. And we made changes to our weekend lineup, adding *No Small Endeavor* and *Bullseye* with Jesse Thorn.



▲ Orlando Montoya

Our *All Things Considered* team of Peter Biello and Orlando Montoya launched a lively and entertaining book review podcast called *Narrative Edge* which had nearly 400,000 downloads in its first year. Peter is also host of our daily news podcast *Georgia Today*.



▲ Peter Biello



▲ Donna Lowry

Accolades: GPB's *Lawmakers* marked its 54th season on the air, with host Donna Lowry and Producer Tristan Smith garnering an Emmy nomination for the *Lawmakers Beyond the Dome* technology special. GPB was also invited to be a pilot station for the PBS YouTube Multi-Channel Network thanks to our success with the platform. GPB has seen significant growth across some of our YouTube channels, with the main channel seeing a 40% jump in views while Sports channel subscribers have grown by over 60%.

## ► GPB Education

GPB 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, 2023, to June 30, 2024, Georgia Public Broadcasting's online education content was accessed over 11.8 million times.**

### Our top five resources were...

- *Georgia Studies Collection: an online course, 40+ Virtual Field Trips, the Georgia Stories video series, and the Georgia Race Through Time game.*
- *Science Collection: Physics in Motion, Chemistry Matters and Let's Go Enviro video courses for high school.*
- *Economics Collection: the Econ Express course, Lights, Camera, Budget!, and Start It Up!*
- *GASHA GO! World: a suite of 13 games, 7 animated videos, and support materials teaching kids ages 4 – 8 the basics of computer science practice and protocol.*
- *Georgia Classroom: a robust library of online resources for all grades and subjects through a collaboration with the Georgia Department of Education.*

The education team engaged with educators and families through our monthly newsletter (49,000 subscribers), Facebook (3.7K followers) and X (7K followers) pages, YouTube account (34.4K subscribers), and *Georgia Studies* teachers Facebook group (over 1K members).

GPB's Education Outreach Specialists reached over 5,000 educators, students, and their families through educator training sessions, kids camps, family learning workshops and our mobile virtual reality lab.

### In addition, GPB Education launched exciting new initiatives over the course of the 2023 – 2024 school year:



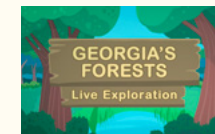
**Georgia NASEF Farmcraft Competition** - Georgia was the first state to participate in the global Network of Academic and Scholastic Exports Federation's *Farmcraft* competition. Last spring, over 5,700 students ages 8-18 participated in the inaugural competition of this educational game that uses *Minecraft* to explore challenges faced by agricultural producers and distributors in Georgia and worldwide.



**Classroom Conversations** - Season 4 of the podcast series gave voice to teachers sharing with their peers, with over 60K downloads in FY2024.



**Electricity Live Exploration** - on December 5, 2023, GPB Education live streamed from GreyStone Power in Hiram, Georgia, leading kids on a journey of discovery about the power of Georgia's energy sources and how electricity works while taking a tour of a 700-acre solar field.



**Georgia Forests Live Exploration** - students uncovered the life cycle of a tree, investigated prescribed fires, discovered the myriads of forestry products produced by Georgia, and unearthed what makes Georgia the #1 forestry state in the country.



**Georgia Water Virtual Learning Journey** - taught students in grades 3-8 all about water in Georgia, from the water cycle to careers in the water industry.



**Georgia Classroom** - we added hundreds of new resources to Georgia Classroom, our collaboration with the Georgia Department of Education, including digital learning plans, *Let's Learn GA* videos, *School Stories* videos, and instructional support videos.



**PBS Kids Writers Contest** - the PBS Kids Writers Contest for kids in kindergarten through 3rd grade culminated in an awards ceremony for families at GPB headquarters. Over 200 kids entered stories into the contest.



**Camp GPB** - our summer series for kids in kindergarten through 5th grade added more virtual episodes.

GPB was also honored to receive a Southeast Emmy Award for **Georgia Pollinators Live Exploration** in the Environment in the Science - Long Form Content category.



► **Among documentaries featured:**

**Monument: The Untold Story of Stone Mountain** – highlighting the mountain’s difficult past and present.

**Gospel** – Dr. Henry Louis Gates, Jr.’s deep dive into the origin story of Black spirituality through sermon and song.

**Liquor Store Dreams** – Korean American children reconciling their dreams with those of their immigrant parents.

**Envisioning Wild Hope in GA** - convivial conversations about hope for the future of our planet built around the PBS *Wild Hope* environmental series.

## ► 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.

Engaging with the communities we serve is at the heart of GPB’s mission. Thousands of Georgians interacted with GPB this year through special initiatives and events that took place virtually and in neighborhoods statewide, bringing people together to celebrate achievements and explore the many facets of issues that impact us all.

Partners were as varied as the Carter Presidential Library and Museum, Columbus Library, Spelman and Morehouse Colleges, Council of Korean Americans, Atlanta History Center, Fruitful Community, Science for Georgia, the Parkinson’s Foundation, Mercer University’s Reg Murphy Center for Collaborative Journalism, Seven Stages and Out of Hand Theater, Music in Common, ITVS, The Smile Trust, and Atlanta’s iconic Manuel’s Tavern.

GPB continued its impactful association with PBS’ award-winning *Independent Lens* series. Attendees learned about living with Parkinson’s disease (*Matter of Mind My Parkinson’s*), the women and LGBTQ+ journalists who launched The 19th to buck what they saw as a broken news media system (*Breaking the News*), and deaf storytelling and the nature of sound and listening (*The Tuba Thieves*). *A Town Called Victoria* documented a Texas town’s reckoning with the arson of a local mosque, while *Razing Liberty Square* explored the Miami public housing community that is ground zero for climate gentrification.



## ► Kids & Families

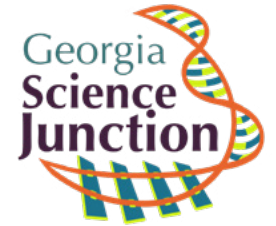


Popular PBS Kids star Donkey Hodie traveled to public libraries in Winder, Rome and Vidalia, giving Pre-K - 4 kids an opportunity to get active, solve puzzles, and be creative. For *Be My Neighbor Day*, national celebrity Daniel Tiger joined GPB and PNC Bank at The Home Depot Backyard for a family event inviting kids to learn how to be a caring neighbor.



## ► Science

GPB, *Science Friday* and Science ATL took over Atlanta's Halfway Crooks Beer for a jam-packed Science Trivia Night that was part science and part pop culture romp. GPB was also a proud sponsor of a series of Georgia Science Junction interactive events at venues statewide, promoting science as a service to all Georgians.



## ► Storytelling

GPB partnered with *Storycorps'* Military Voices to record sessions for service members, veterans and families at the Southwest Chatham and Hinesville Libraries. GPB returned to Savannah for a celebration of PBS' *Southern Storytellers* series and workshop encouraging participants to tell their own stories. These special projects were rounded out by GPB's monthly sponsorship of *The Moth* StorySLAMS, hosted by Atlanta's Theatrical Outfit.



▼ David Zelski

## ► Food



PBS food star Pati Jinich of *Pati's Mexican Table* and David Zelski of GPB's *A Fork in the Road* met virtually to talk about how food and place connect and serve as a welcome invitation into culture. BBQ king Steven Raichlen visited GPB HQ to celebrate the 25th anniversary of *The Barbecue! Bible* and give guests tips about barbecuing techniques.



A Fork in the Road

► Steven Raichlen hosts *Planet Barbecue*.



**To learn more about our work in the community and for details about upcoming events, go to [gpb.org/community](http://gpb.org/community).**

# Foundation Support FY 2023-2024

## 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 thriving. Without their support, award-winning programs such as *Georgia Outdoors*, GPB News and GPB Education's digital resources and outreach to schools would be significantly diminished. We are deeply grateful to these generous partners from Georgia's philanthropic community.

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Contact:

**Sherry White**  
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 404-685-2608 or [swhite@gpb.org](mailto:swhite@gpb.org)  
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Membership in GPB's Leadership Circle comes with features and benefits including a dedicated GPB staff member, ready to assist you with any GPB related issues, tickets to entertaining activities and concerts, a tour of the GPB studios and more. Most importantly, your Leadership support shows your commitment to ensuring that all Georgians have access to GPB's quality radio, television and digital programming, as well as educational resources for all K-12 school teachers.

Please let us know how we can be of service to you with your relationship with GPB or if you'd like to know more about joining the Leadership Circle.



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