



Local Content and Services Report 2024

With an organizational vision to unite and uplift Georgia, GPB is a knowledge hub where Georgians of all ages can access a variety of free and trusted platforms that encourage life-long learning and collaboration. In 2024, we provided a variety of content and opportunities to engage and benefit our audiences.



Television

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



New episodes of the Emmy-winning series *Georgia Outdoors* included “*Recovery Haven*,” where host Sharon Collins visited AWARE (Atlanta Wild Animal Rescue Effort), a unique rescue facility that rehabilitates species of all kinds. “*Georgia Wine Country*” looked at the growing industry of wineries in Georgia and how some Georgia wines are now even winning national awards.



Lawmakers, GPB’s daily coverage of the state legislative session held each January – March, marked its 54th season, and continued to keep citizens informed about the issues impacting them. In addition to *Lawmakers*, GPB also offered other programming covering state government, including special press conferences and the annual State of the State address.



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. New episodes in 2024 include “*Old School*,” which explored farms that operate in a more traditional method and “*Creation Through Education*,” which introduced students, professors and community leaders who believe in the power of educating all things agriculture.



Your Fantastic Mind, the Emmy-winning series produced in partnership with the Emory Brain Health Center, explores life-changing science. Episodes this past year included a focus on memory and implementation science, delving into the challenges of making innovative treatments accessible for all, as well as an episode exploring new research on inflammation-induced depression and the effects of racism on the brain.



Peach Jam features an array of talented musicians and artists from across the state. Recorded live in the GPB studios, the program provides a front row seat for musical performances and interviews with program guests including Valdosta, Georgia group Mama Stone, who offer a unique blend of punk-funk with a touch of Southern rock.



Football Fridays in Georgia brought high school football fans live game coverage across the state each week, culminating in over 30 hours of live television coverage of the annual GHSAA Football Championship.



GPB teamed up with the Atlanta Symphony Orchestra for *ASO Presents: Carlos Simon Curates*, featuring Grammy nominated composer Carlos Simon. The program features performances and an interview with the Atlanta native and Morehouse College alum who is one of the premier Black classical composers in the United States.



View Finders features co-hosts and photographers Chris Greer and Paul Daniel as they travel to breathtaking locales in search of good photos. In each episode, they share photography tips with viewers and share information about the historical and ecological significance of each location. This past season, the show visited Pisgah National Forest, one of the most beautiful forests in the Southern Appalachians, and historic Savannah, Georgia's oldest city.

ALL★ARTS

Radio/News/Digital

GPB began offering viewers a dynamic array of award-winning programs on dance, film, literature, music, theater, visual art, design, and more on GPB ALL ARTS. Available to Livestream or watch on demand, ALL ARTS' is created by The WNET Group.



GPB expanded its broadcast of *Morning Edition* with another hour that also features local content from the news team on topics such as health, business, arts and public affairs targeted to the Georgia-based community.



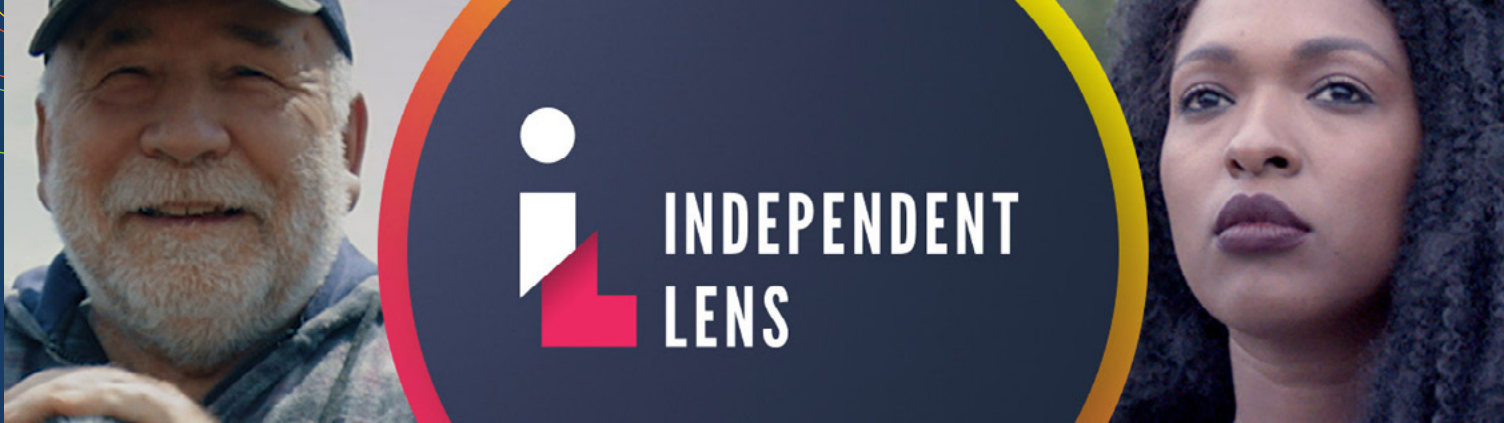
GPB's daily podcast *Georgia Today* brought listeners in-depth reporting and compelling stories from across the state that they won't hear anywhere else.



The ASO on GPB aired across the GPB Radio Network and GPB Classical and featured performances from the Atlanta Symphony Orchestra's 2023-24 season. Highlights included appearances by soprano Renée Fleming, violinist Joshua Bell, pianist Sunwook Kim and the orchestra's own soloists.



Fans near and far enjoy the real-life stories shared weekly on *The Moth Radio Hour on GPB*. This past year, GPB partnered with *The Moth* for live storytelling events in Atlanta, including monthly StorySLAM events, the GrandSLAM storytelling competition and the *Moth Mainstage*, a two-act show featuring a musical act and five storytellers who develop and shape their stories with *Moth* directors.



Community Engagement

Documentary Film Screenings and Community Conversations

GPB continues to serve as an *Indie Lens Pop-Up* Screening Partner, for the acclaimed Emmy-Award winning anthology series *Independent Lens* and hosted screening events including, *A Town Called Victoria* at GPB, *Razing Liberty Square* in downtown Atlanta, *Breaking the News* in Macon, *Matter of Mind: My Parkinson's* at GPB, and *The Tuba Thieves* at 7 Stages Theater. GPB also participated with POV for a screening of *Liquor Store Dreams* with a special appearance by the filmmaker.

Partners for these screenings included Out of Hand Theater and Music in Common, The Smile Trust, the Reg Murphy Center for Collaborative Journalism, The Pivot Fund, Capital B News, Mercer University, the Council of Korean Americans and the Parkinson's Foundation.

One of the most powerful ways that we can connect with communities is through making local Georgia connections to both nationally and locally-produced content on GPB. Examples include a partnership with the Atlanta History Center to show their film *Monument: The Untold Story of Stone Mountain* and clips from the *Iconic America* episode about Stone Mountain, along with a panel discussion on the monument's historic impact.

We celebrated Earth Day in Columbus with a screening of *Saving the Chattahoochee: The Story of the Women Who Defended the River*, which takes a close look at the women who protected the Chattahoochee River over several decades. The panel included Sally Bethea, featured in the film, as well as women in leadership roles at local environmental organizations, including the Chattahoochee Riverkeeper and Finding the Flint.

We also explored how local organizations are making a big impact through the lens of the film series *Wild Hope* with a screening event at the historic Manuel's Tavern in Atlanta, in partnership with Science for Georgia and the Fruitful Community Foundation to offer attendees ways to make their own impact on their communities.

We offered a time for reflection on one of the worst industrial tragedies in U.S. history. In 1971, the Thiokol explosion shook rural Southeast Georgia. The victims were predominantly Black women, manufacturing trip flares for the Vietnam War. We hosted a screening and discussion at the Jimmy Carter Presidential Library and Museum of the film *The Day that Shook Georgia*, which recounts the tragedy. Many of the attendees were family of those in the disaster.



GOSPEL LIVE!

Storytelling

GPB is committed to connecting people across the state and sharing stories from a variety of perspectives, histories, and voices. This year we partnered with Emory University and Spelman College to offer two film screenings and discussions for *The Cost of Inheritance: An America ReFramed Special*. The discussions took a deeper look at the complex issue of reparations in the U.S. using a thoughtful approach to history, historical injustices, systemic inequities, and critical dialogue on racial conciliation.

We also worked with scholars from the University of Georgia's Latin American and Caribbean Studies and the Department of Linguistics to presents *UNESCO Indigenous Languages Decade 2022-2032 Speaker Series* featuring Rainy Brake and Sara Snyder Hopkins. This two-day series featured screenings of the film *Native America*.

We worked with Pati Jinich from *Pati's Mexican Table* and David Zelski from GPB's *A Fork in the Road* to offer a virtual community conversation about how food connects. Pati and David had a spirited conversation about the intersection of food and culture.

We told the story of Black spirituality through sermon and song at Morehouse College. The community was welcome to the Martin Luther King International Chapel where we highlighted clips from Dr. Henry Louis Gates' *Gospel* and enjoyed a performance by the Morehouse Glee Club and conversation with local spiritual leaders.



Education

Education Outreach

This year, the GPB staff provided free virtual and in-person outreach to over 5K 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. These resources were accessed over 11 million times last school year. GPB's *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.

Georgia NASEF Farmcraft

GPB launched a new program in FY24. In collaboration with the Network for Academic and Scholastic Esports Federations (NASEF), *Georgia Farmcraft* is a free educational program for students ages 8-18 that uses *Minecraft* to enhance the understanding of the challenges faced by agricultural producers and distributors in Georgia and around the world. Students learned about growing more with less, exploring ways to get more crops from fewer resources.

GPB's PBS KIDS Writers Contest

GPB hosts the *PBS KIDS Writers Contest* each year. The contest began in January 2024 and ran through April 2024. It was open to all Georgia students in kindergarten through 3rd grade. We had over 200 submissions. In June 2024, 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.



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 27 sessions this year, reaching 1,764 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.

Georgia Classroom

A partnership with the Georgia Department of Education, GPB continued to expand *Georgia Classroom* during FY24 which offers a wealth of engaging learning resources for all grade levels and subjects. It provides K–12 lesson plans aligned with state standards, video lessons by passionate Georgia teachers (*Let's Learn GA!*), and the *Classroom Conversations* podcast, featuring insightful discussions with local educators. With virtual field trips, interactive games, and video series covering subjects like science, math, and financial literacy, there is something for every teacher and student. This past year we added even more content available at no cost.

Camp GPB

This 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. The series is designed for kids in under-resourced communities who may not have access to summer camp experiences.



New Live Exploration

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 working forests. In collaboration with Georgia Forestry Foundation, students uncovered the life cycle of a tree, investigated prescribed fires, discovered the variety of forestry products, and unearthed what makes Georgia the #1 forestry state in the country.

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.

GASHA GO! World

Meet the Gashlings – tiny creatures working inside arcade machines to solve problems, create toys, and have fun! Designed for kids ages 4–8, this colorful, interactive world teaches computer science and problem-solving skills through 13 games, animated videos, and more; eleven new games with resources were added in FY24 to the existing two games.

Georgia's Water Virtual Learning Journey

Developed in partnership with Metropolitan North Georgia Water Planning District, GPB's *Georgia Water Virtual Learning Journey* takes students on an interactive experience of all things water. Users discover where our water comes from, how wastewater is treated, the impact of weather events on Georgia, how to conserve and protect water resources, explore several career opportunities in the water industry, and so much more. Designed for students in grades 3–8 and aligned to the Georgia Standards of Excellence, this virtual learning journey presents key concepts through engaging videos, virtual reality, interactive maps and graphics, photo galleries, and informative text.