

## Public Broadcasting Atlanta

### INTRODUCTION

Public Broadcasting Atlanta (PBA) strengthens and serves the Atlanta community by being a trusted source of information, building effective partnerships, empowering our diverse audience base, and providing services and resources that address local need. PBA presents a broad variety of content that engages Atlanta – raising civic awareness and inspiring pursuits in arts, culture and community involvement. Over 400,000 listeners turn to 90.1 WABE and 500,000 households view PBA30 each week for award-winning news, music, arts and entertainment. In return PBA is fully committed to the community by promoting a mutual exchange of ideas and a shared vision of success for Atlanta.

In addition to the essential NPR and PBS programming that keep local audiences abreast of national news and information, PBA goes above and beyond to serve Atlanta through the creation of local content, partnership development and by providing free educational and community outreach opportunities. This annual report outlines just a few examples of how PBA engaged and served the Atlanta community between July 1, 2013 and June 30, 2014.

### ADDING VALUE – IN THE COMMUNITY

As stated in PBA's mission statement, PBA serves the community, enhances life, and educates, entertains, and empowers. PBA broadens perspectives, creates joy, and expands knowledge. Through its endeavors, PBA connects people to each other and the world.

# LOCAL CONTENT AND SERVICE REPORT



The following key initiatives provide an overview of the many ways in which PBA strives to achieve this mission – by interacting with the Atlanta community on air through radio and television programming, online through digital content, and in person as part of community events and other services PBA provides.

**Health Fair** – PBA was proud to host our second annual Health and Wellness Fair at Atlanta's Perimeter Mall on Saturday, January 25th. Vendor participation doubled to twenty one community partners. Clifford the Big Red Dog was on hand to engage with students and kids throughout the day, and PBA's local radio and TV celebrities added a special touch with older audiences. Many mall goers and PBA fans benefited from the day's offerings including: mini reflexology massages, Q&A with physicians, blood pressure and vision screenings, health food samples and more.

**Community Pledge Partnerships** – Partners include those who donate food for volunteers, other special pledge sweepstake opportunities, and dedicate their staff to volunteer answering phones and accepting donations. Without these important community partners, PBA would not be able to accomplish the integral pledge drives that our station depends upon for funding operations.

*Since WABE and Trees Atlanta started this partnership on Earth Day in 2010, WABE listeners have helped plant over 10,000 seedlings in metro Atlanta.*

PBA also supports the efforts of local nonprofit organizations during pledge season. During FY14, PBA focused special attention on partnerships with Trees Atlanta, to support preservation of Atlanta's environmental resources particularly the tree canopy, and with the Atlanta Community Food Bank, to support efforts to help fight hunger and poverty. These partnerships have been mutually beneficial to PBA and our partners, boosting PBA's pledge drives while also supporting the mission of the partnering local nonprofit. PBA dedicates one day of each pledge drive to providing some type of matching benefit to the nonprofit partner.

**Cultural programming** – Culture and arts programming, which focuses on a wide spectrum of cultural genres, is integral to WABE's community support. In partnership with the Atlanta Symphony Orchestra (ASO), PBA broadcasted numerous ASO concerts as well as other special concerts such as the Martin Luther King Concert and Atlanta Symphony Youth Orchestra concerts.





Beginning in October 2013, WABE host Steve Goss has been joined in studio by Mara Davis, a local celebrity guest host known for her rock-and-roll music expertise. In this new music feature called “Mara’s Music Mix,” which airs twice every Friday, Steve and Mara discuss their top picks for the best music in Atlanta for the upcoming weekend.

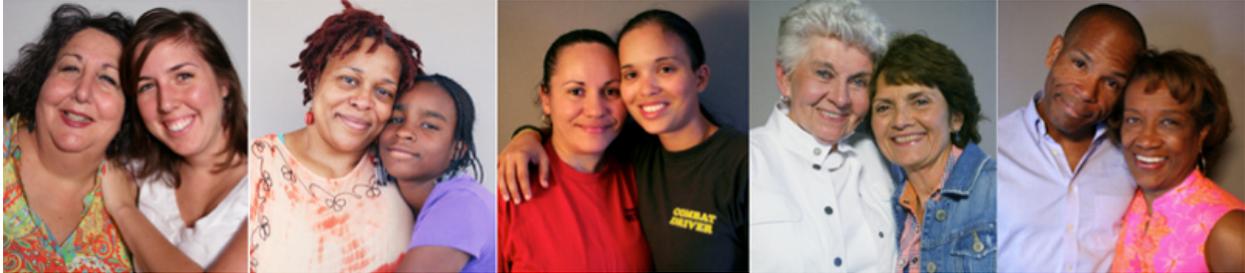
As part of our effort to offer expanded online experiences, PBA created videos of live performances with classical guitarist Adam Levin and gospel singer Avery\*Sunshine, who stopped by the studio while on tour.

This year marked the second year that PBA was a media sponsor of the Atlanta Botanical Garden’s summer series called Concerts in the Garden. Concerts in the Garden feature nationally recognized artists, such as Lyle Lovett, Creedence Clearwater Revival, the Indigo Girls and Chris Isaak. The concerts draw large, sell-out crowds. In addition to promoting the concerts on air, WABE also provides local radio celebrities to host the event and introduce the bands. The Atlanta Botanical Gardens provide not only one of the most beautiful concert venues in the city, but also an entirely “green” concert event experience. Through this partnership, PBA achieves a prime marketing opportunity, building awareness with an audience that is interested in both arts and cultural events who also support an environmentally conscious lifestyle, much like our own audience.



**StoryCorps Atlanta** – Atlanta is one of only three locations to host its own Story Corps booth. This is a tremendous resource for the community, preserving an important grassroots part of Atlanta’s history. Through a multi-partner collaboration among PBA, StoryCorps Inc., and the Atlanta History Center (AHC), the StoryCorps Atlanta program produced more than 801 interviews, which generated 42 StoryCorps Atlanta broadcasts on WABE. StoryCorps Atlanta recorded over 150 of the interviews in-the-field, some of which were recorded at special events honoring veterans, new immigrants to America, and other groups, including the Caribbean Voices Project, a Veteran's Day celebration with the Southern Order of Storytellers, and the Coming to America event. Participants in the program have provided

feedback that they find the experience impactful and are appreciative of the audio treasure provided by documenting these personal histories and stories. The overall Atlanta community benefits from these fascinating stories that are shared on air and online, and better understand and appreciate our diverse community and the individual lives within it.



**Atlanta PlanIt** – Atlanta PlanIt is a web-based resource providing arts and cultural entertainment information related to more than 450 arts organizations throughout the metro area. An important part of Atlanta PlanIt’s mission is to help strengthen the metro Atlanta arts community. The service provides user friendly technology to easily learn what is currently going on and provides direct links to purchase tickets. Through this service, Atlanta PlanIt helps to build awareness and enable each of these many organizations to better establish their individual branding and marketing campaigns. During FY14, Atlanta PlanIt received grant funding from the City of Atlanta to add a public art category on the site, and from the Robert W. Woodruff Foundation to develop a mobile application to enhance the web version. Atlanta PlanIt also benefited from a partnership with ArtsATL, a local online arts and culture news service providing additional reviews and commentary to supplement the Atlanta PlanIt information.



#IfTheyGunnedMeDown mural at the Center for Civil and Human Rights in Atlanta, GA

## ADDING VALUE – THROUGH EDUCATIONAL PROGRAMMING

Few people realize that PBA actually began as “educational television” — strictly a learning resource. From its beginnings in 1948 as a broadcast radio service of the Atlanta Public Schools (APS), PBA has never lost sight of its original mission. Whether through educational programming for children on PBA-TV30, the American Graduate Program, the Homework Hotline tutor service, or around-the-clock broadcasts on Atlanta Public School (APS) Cable 22 public access channel, PBA is dedicated to inspiring students, engaging parents, and supporting effective teachers in Atlanta. Education remains a key priority, from preschoolers to elders.

PBA is particularly proud of the Homework Hotline service. Through an ongoing partnership with the Atlanta Public Schools (APS), PBA offers free one-on-one homework assistance through a Homework Hotline Program that assists students (and their parents) in grades K -12, throughout the school year. The Chick-Fil-A Foundation also came on board as a partner during FY14, providing additional funding for the purchase of new computers, the development of a new website, and other online tools to provide enhanced digital support to strengthen this assistance. Discussions began during this period to move the program to facilities at Morehouse College and include students as tutors as well.

Homework Hotline is a telephone and website tutoring service developed in 2002 that provides assistance to students in all core subject areas including Language Arts, Math, History and Science. There is also a Spanish language tutor that translates and assists students in all subjects. By helping students successfully solve homework challenges and better stay on track, Homework Hotline can encourage a lifelong love of learning in each child, inspire independence in problem solving and help students become better prepared for their future roles in the community and working environments. In the past year, Homework Hotline has fielded over 2,363 calls from students in metro Atlanta as well as across the United States.



**HOMEWORK HOTLINE IS STAFFED WITH  
BOARD CERTIFIED TEACHERS FROM  
ATANTA PUBLIC SCHOOLS**

PBA also devotes considerable time and resources to conducting community events around education. For example, PBA conducted a community film screening of the documentary “American Promise” at Therrell High School in collaboration with Atlanta Public Schools (APS). American Promise



explores the challenges facing parents and students alike, with emphasis on the unique challenges facing students of color regardless of class and opportunity. Given the importance of this topic, APS provided a “Professional Learning Credit” to all APS staff who attended the screening. Attendance was strong; approximately 77 teachers and administrators attended the event. The screening was followed by a short

presentation from Dan Sims, Principal of Tri-Cities High School, who focused on specific difficulties faced by African American males in the education system. His presentation, “Responding to Educational Challenges for our Sons,” highlighted how negative stereotypes in the media may affect perceptions, as well as self-perceptions, of African American males and their ability to achieve academic success.

PBA also hosted a two-part screening of a documentary called “The Graduates” in collaboration with the Latin American Association of Atlanta (LAA). The Graduates explores pressing issues in education today through the eyes of six Latino students from across the United States – and features Gustavo Madrigal, a student from Griffin, GA. The first part of the series was screened at the Latin American Association, and the second part of the series was screened online using OVEE, an interactive TV tool developed by the Independent Television Service (ITVS). A Spanish language translator was provided for both screenings. These free screenings provided a fantastic opportunity to reach Atlanta’s Latino youth and to address their specific education needs and various obstacles to graduation in America.

Over 60 people attended the screening, and the audience was very engaged. John Turnbull, an English instructor at the LAA brought his advanced English class to the screening and followed up after the event to involve the class in further activities. Mr. Turnbull felt the screening and presentation at the Latin American Association were very impactful, and he appreciated the teacher discussion guides that were provided by the documentary film makers.



As a service to our longstanding partners at Atlanta Public Schools, PBA televises their monthly Board meetings on PBA30. These telecasts provide Atlanta viewers, educators, and parents an opportunity to

see their elected officials engage in activities that set a course for our education system and affect the lives of every student that attends an Atlanta public school.

## ADDING VALUE – ON THE AIR

WABE news content provides in-depth coverage of key issues affecting the Atlanta region, including local education systems, government, elections, immigration, transportation, gun control, as well as environmental concerns such as water resources. For several years, WABE has reported on sex trafficking, recognizing that it is an important problem facing metro Atlanta. Following national coverage that further emphasized the extent of the Atlanta problem, WABE has joined forces with advocates, lawmakers, survivors and others to raise awareness of this significant problem and combat sex trafficking through changing legislation and by bolstering nonprofit services for the victims.



Specialty radio programming such as Atlanta Sounds, StoryCorps Atlanta, Preview, Mara's Music Mix and City Cafe feature local events, arts and cultural opportunities, and human interest stories that help Atlantans better appreciate the rich fabric of our community. In FY14, PBA launched a new radio series on WABE in partnership with Park Pride, called "Beautiful City," which focuses on metro Atlanta's parks, nature preserves and greenspace. Each 3 to 4 minute segment focuses on a specific greenspace location,

describing the area in a way that paints a portrait for listeners, enticing them to check it out to enjoy what Atlanta has to offer. In addition to the radio series, PBA is creating a strong online presence on [www.wabe.org](http://www.wabe.org) for Beautiful City that includes additional content, visual imagery and other information that increases public awareness and could lead to a stronger commitment to preserving these vital community resources.



As a joint broadcaster of TV and radio, PBA strives to intensify the focus and generate greater public awareness where possible through coordinated programming for our TV, radio, and digital audiences. Our web presence has become especially important as an extension of our TV and radio programming. Incorporating digital-only features, including videos, photographs and interactive tools for public communication enhances the news and information coverage to our audience and promotes informed community involvement. For example, PBA provided a digital-only special in conjunction with a documentary entitled "Foot Soldiers: Class of 1964," which aired on PBA30 television. Using the OVEE interactive screening tool, our online audience was able to communicate directly with the women from the documentary, providing a heightened personal encounter and additional insights into the experiences related to their civil rights involvement.

Digital features that are promoted through social media, for example a series of humorous pledge videos featuring local radio personalities, has helped to strengthen our image and expand our Facebook membership and fan base. These clever videos have given the audience a new sense of our radio personalities and helped to create stronger connections. For example, WABE listeners Chuck and Suzanne Nickerson's daughter Zoë, an adorable 3-year old, is a big fan of one of our hosts, Lois Reitzes. Apparently, Zoe is such a fan, that she is a Lois Reitzes want-to-be. During the fall pledge drive, Zoë was included in a segment broadcast on WABE saying "I'm Lois Reitzes!" Zoe was also captured in a delightful video for the online audience.



During the past year, PBA also created online videos that highlight our important community pledge partnerships with Trees Atlanta and The Atlanta Community Food Bank. These videos reinforced our sense of partnership and were mutually beneficial to PBA and our partners in building greater awareness about our relevance to the Atlanta community.

## MAKING AN IMPACT – ON THE AIR



In FY14, PBA received tremendous recognition for its TV and radio broadcast accomplishments. Our TV production received 4 awards from the Southeastern Regional Emmy Awards and 2 awards from the Georgia Association of Broadcasters (GABBY Awards). And, our news staff received a host of awards for radio production on WABE, including 1 Edward R. Murrow Award, 3 GABBY Awards including Broadcaster of the Year Award to Denis O'Hayer, and 5 Associated Press Awards

including the 2014 Pacemaker Award for the most first place and honorable mention awards. In addition, our digital supplement to our news coverage won Best Photography Award from the Atlanta Press Club.

PBA provides online coverage at [www.wabe.org](http://www.wabe.org) in order to provide longer term availability and expanded coverage of radio reporting.

**WABE'S DENIS O'HAYER WON THE 2013  
BROADCASTER OF THE YEAR AWARD!**

During FY14, PBA provided enhanced news and information coverage through a more deliberate online strategy. The top story of the year was WABE's coverage of the Georgia Primary Election Results, which received 5887 page views during and after our election night coverage. Other online stories that received strong page views included coverage of last year's ice storms, the 2013 Atlanta School Board Elections, and a story related to the impact of a minimum wage increase on the Georgia economy. Another popular posting on our website was a special, 30 minute radio documentary from WABE's Jim Burress called "Stuck In The Bluff: AIDS, Heroin, and One Group's Illegal Quest to Save Lives." The online metrics during FY14 for all of the postings have been extremely helpful in better understanding the interests of our audience in order to guide efforts to best serve our community's needs.

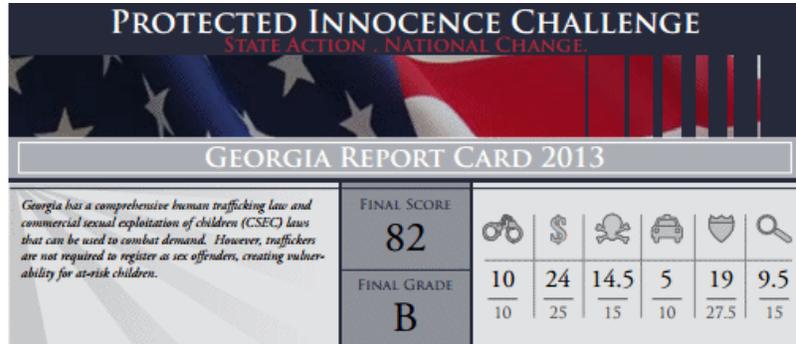


During FY14, there were a variety of stories featured by WABE that have educated the community and led to better understanding of complicated and difficult policy questions facing our community. The in-depth 30 minute radio documentary, "Stuck in the Bluff: AIDS, Heroin, and One Group's Illegal Quest to Save Lives," uncovered the story and efforts of the Atlanta Harm Reduction Coalition, examining how they are affected by Georgia's anti-paraphernalia laws. The Atlanta Harm Reduction Coalition, in addition to providing other services, operates the state's only needle exchange, which is illegal in Georgia. As a result of these challenges, coupled with the stigma of its mission, the non-profit was facing serious financial challenges.

The documentary aired twice on WABE, extensive social media promotions and was accompanied by a web portal for the community to access additional information online. This fascinating and important documentary was viewed online by almost 5,000 viewers. There was strong community response to the documentary which led to much needed funding for the nonprofit.

WABE partnered with Creative Loafing Atlanta to explore the impact of Atlanta's nonprofits and to tell the stories behind these organizations. Through stories on-air, online and in print, the four-part series, called "The Heavy Lift," served to showcase the region's vibrant and vital non-profit community. This series brought to the community's attention a number of important nonprofit organizations that are not well known however play a key role in taking care of the needs of underserved portions of our community.

WABE continues to focus extensively on the sex trafficking of minors in Atlanta. As reported nationally last year, the underground commercial sex economy brought nearly \$290 million to metro Atlanta, putting Atlanta in the spotlight related to this problem. Rose Scott for the last four years has covered the significant changes in Georgia legislation and regularly featured community leaders, celebrities and local nonprofits leading the charge for anti-sex trafficking and prevention organizations in Atlanta – ensuring that PBA is working to inform policy making in the state legislature through our news coverage. As a result of this reporting, there has been a collective effort among advocates, lawmakers, survivors and others to combat sex trafficking.



Funding and partnership support from local and national organization is another indicator of success for PBA. In 2014, PBA received a \$10,000 grant from the Kendeda Fund to launch a special series called Beautiful City. This funding in combination with the involvement of Park Pride, a local nonprofit responsible for expanding park resources, and The Trust for Public Land has enabled PBA to develop a rich profile of stories about Atlanta’s greenspace areas. As a result of this collaboration, the Atlanta community is learning about a wide variety of new public areas and why that space is important to each community.

atlantaplanit.com

a service of Public Broadcasting Atlanta

PBA was extremely appreciative of a \$100,000 grant from the Robert W. Woodruff Foundation to support the enhancement of the Atlanta PlanIt website and the development of

mobile application (app) to promote arts and culture in metro Atlanta. Expansion of the Atlanta PlanIt website and creation of a mobile app will provide more comprehensive, user-friendly services and features, such as personalization options and community sharing options through social media. These improvements will make Atlanta PlanIt an extremely valuable resource to the community by providing increased visibility for cultural events and public art, boosting attendance and ticket sales, and educating the community about the breadth and depth of the arts in metro Atlanta.

With an additional grant from the City of Atlanta Office of Cultural Affairs, PBA was able to expand Atlanta PlanIt and catalogue approximately 300 public art pieces from all areas of metro Atlanta. This new category will provide a comprehensive index of public art throughout the city, with background

including photographs, educational videos and information about the piece, the artist, its location and commentary about its meaning.

Finally, working with nonprofit partners during our pledge drives has proven to be a win-win for all parties involved. On the day we partnered with Trees Atlanta in FY14, we enabled the planting of 1,920 tree seedlings, planted by Trees Atlanta volunteers in early 2014. Over the last 5 years of this relationship, WABE pledgers have contributed 10,000 tree seedlings to the community along with their WABE pledges. WABE also includes the Atlanta Community Food Bank as a pledge partner. For every pledge made to WABE, in any amount, one pound of food was donated to the Atlanta Community Food Bank (ACFB). During the fall pledge of 2013 this partnership yielded 1,452 pounds of food for the ACFB.



## SERVING A DIVERSE AUDIENCE – ON THE AIR

PBA recognizes that the minority community of Atlanta is an extremely important part of our audience, and that these populations have special needs that we strive to help meet through our programming, production, and engagement activities. During FY14, PBA initiated the implementation phase of our Strategic Plan. The Strategic Plan focuses on our efforts to grow our minority audience and to provide more local information related to the needs of our community.

In FY14 WABE developed numerous segments of radio programming that reflected the diversity of Atlanta and the related implications. A few of PBA's programs and areas of engagement are summarized below.

WABE developed a five-part series focused on the limited number of minority students entering the Science, Technology, Engineering and Mathematics fields, also known as S.T.E.M. WABE dedicated a news reporter to a week-long radio series focusing on the Georgia Institute of Technology's program for African American high school students called Project Engage. Minority high school students in Atlanta were selected to participate in this rigorous, innovative program where they were given the opportunity to develop or invent a new product that could potentially benefit society. WABE's series on Project Engage is one example of radio content produced in collaboration with a local university as a partner, and one that gave us the opportunity to highlight an important trend in education related to the minority community. Through projects like Project Engage, researchers are attempting to find an approach that will attract minority students and overcome obstacles that handicap involvement in these fields.



Focusing on the complications and impact of racial identity, WABE's Denis O'Hayer interviewed NPR's Michele Norris to talk about her self-funded work, "The Race Card Project," a project designed to help people talk about race. Norris is the first African-American female host of National Public Radio and is host of "All Things Considered." Norris recently won a Peabody Award from the University of Georgia for the project, which invites people to submit 6-word phrases or sentences, describing their experiences and impressions of race in America. Norris shared with the

WABE audience her experiences with the project and the public's strong interest in participating in a conversation about race.

In collaboration with Spelman College, PBA hosted a public film screening of "Foot Soldiers: Class of 1964," followed by an online panel discussion. "Foot Soldiers: Class of 1964" is an independent documentary about women in the Class of 1964 at Spelman College, who participated in the largest coordinated, series of civil rights protests in Atlanta's history as college freshmen. As young women – sixteen, seventeen, and eighteen years old – these willing souls were some of the foot soldiers of the Atlanta University Center who carried the Atlanta Student Movement through relentless picketing, sit-ins, kneel-ins, and other non-violent demonstrations.

Station reporter Rose Scott moderated the online panel, which included nine of these brave women as well as professors from Spelman College, a historically black liberal arts college for women located in Atlanta, Georgia. The online panel discussion provided a valuable opportunity for students from



Spelman and WABE's listening audience to get a more intimate understanding of the civil rights movement. The response to the documentary and coverage was overwhelmingly positive, and as a result, other screenings were hosted throughout the community, with the Atlanta Foot Soldiers as keynote speakers.

There are a wide variety of subjects WABE regularly covers. WABE regularly covers the health and educational disparities among minority populations in Georgia, and regularly covers demographic disparities related to high school graduation, employment, etc. WABE also provides local coverage in

celebration of Black History Month, as well as to commemorate local civil rights milestones. Examples include covering the third annual Black History Month which takes place in Atlanta's historic Sweet Auburn District and interviewing the founder of "Black Mecca of the South Tours" which promotes Atlanta's African-American heritage and history.

## ADDING VALUE – ON TELEVISION

PBA strives to meet the needs of a wide variety of diverse audiences through local and national productions.



P B A 30



Custom PBA30 TV productions focus on what is uniquely Atlanta, establishing a greater sense of familiarity and pride in the fabric of our community. Whether we are covering arts and cultural aspects of our city, culinary delights, or even highlights of how Atlantans bring in the holiday, PBA30 uncovers the very best of our city. Local Emmy Award-winning PBA productions during the last fiscal year included "This is Atlanta", "Get Delicious BBQ", "Cosplay: Casting a Secret Identity" and "Christmas in Atlanta". Each of those programs highlight various aspects of the richly diverse Atlanta community and were aired a number of times on PBA30. "Cosplay: Casting a Secret Identity" also enjoyed national exposure through distribution by American Public Television.

PBA encourages broader involvement of the Atlanta arts community through the telecasts of two award programs. In December, we aired the annual Suzi Bass Award show, which honors the best of the Atlanta theatre presentations of the past year. And in June, we aired the annual Southeastern Emmy Awards, honoring the best of the area television productions. The response to these events has been extremely positive. In particular, the theatre community has expressed gratitude both publically and privately.

Atlanta's growing film community is strengthened through our Atlanta Shorts program. Airing twice a week, this PBA production introduces to the public short films submitted by independent film producers and is the only venue in Atlanta giving filmmakers this kind of exposure. This program is fortified through our partnerships with the Atlanta Film Festival, the 48-hour film festival, Savannah College of Arts, and the film departments of Georgia Tech and Georgia State.

## SERVING A DIVERSE AUDIENCE – ON TELEVISION

PBA also focuses on serving a diverse audience, by creating and airing programming that is representative of the Atlanta population. Atlanta, as of the 2010 Census, was the nation's 4th largest black-majority city and has long been known for its role as a center of black wealth, political and social power, education, and culture including film and music. The city of Atlanta has recently become relatively more diverse. In the past, the city consisted overwhelmingly of blacks and non-Hispanic whites; those groups made up 92.1% of the city in 1990, and by 2010 their proportion had shrunk to 85.0%.

Atlanta's Hispanic population increased by 72.0% from 2000 to 2010, and in 2010 the city was 10.2% Hispanic. The Asian American population increased by 65.5%, and in 2010 Asian Americans made up 5.1% of the city.

Through the combination of programming distributed by PBS, NETA, and APT as well as our own local programming and films from independent producers, PBA provided over 420 hours this fiscal year of content particularly informative and meaningful to an African American audience.



One example is a documentary entitled “Foot Soldiers: Class of 1964”. The film told the stories of a number of women who entered Spelman College as freshmen in 1960 amid the turbulence of the Civil Rights Movement. Their participation in the largest coordinated civil rights protests in Atlanta’s history is chronicled through interviews with many of these “foot soldiers,” one of whom was the producer’s mother. “Foot Soldiers: the Class of 1964” aired on PBA five times during the fiscal year, drawing 77,388 viewers.

PBA also airs a weekly program entitled “In Contact”. This local program is Atlanta's only news and public affairs program that presents topics and discussions from an African American perspective, stories that mainstream media rarely explore. Produced in partnership with the Atlanta Association of Black Journalists (AABJ) and hosted by Emmy award-winning journalist, Angela Robinson, the mission of IN CONTACT is to educate the Atlanta audience in cultural diversity and civic engagement matters. PBA has supported the production of these thirty minute episodes for several years. The programs air four times a month on PBA30.

Atlanta's refugee and immigrant community was the focus of another special that was produced exclusively for broadcast on PBA30 entitled "The New Entrepreneur Odyssey of a Dream." Broadcast three times on PBA30, this documentary chronicled the selection process for \$10,000 loans to support business startups awarded to three entrepreneurial refugees that are part of the Clarkston community. Out of 60 applicants, 15 finalists were selected over the course of 12 weeks based on business presentations provided by the candidates. The film features the personal stories of the applicants and concludes with the awarding of the loans.

With regard to Atlanta's aging population, PBA partnered with the Atlanta Regional Commission (ARC) to produce a series related to building "lifelong communities." Atlantans are living longer than ever before, yet most of the physical environment and most of our public investments are made with little consideration for this unprecedented longevity. In conjunction with the nationally televised documentary, "Living Beyond Expectations," PBA produced a series of public service announcements, a half-hour panel discussion, local testimonials and 6 three minute vignettes focusing on individual experiences. These short vignettes aired as interstitials on television and were featured online to raise awareness about urban design and social service infrastructure that fosters healthy and engaged citizens throughout their lifetime. As a result of Living Beyond Expectations, PBA was awarded the 2014 Positive Image of Aging Award from the Southeastern Association of Area Agencies on Aging.



**ATLANTA REGIONAL COMMISSION**  
regional impact + local relevance

PBA also provides programming designed to benefit the growing Hispanic community. This effort is best represented by PBA's weekly public affairs program entitled "Leyes Cotidianas," funded by The Georgia Civil Justice Foundation. This program, produced in the PBA30 studio with members of our staff, provides legal advice and overall perspective to the Latino community through conversations between the host and a panel of legal experts. Leyes Cotidianas is aired in Spanish with English subtitles.



Atlanta's Asian community is another growing population that PBA serves. Through a partnership with the Japanese Consulate, PBA-produced a series called "Wonders of Japan." This ten-part series explores the various regions and highlights the culture, technology, food, and tourist locations of many areas of Japan. In addition to PBA30, the series has received additional exposure on Seattle's PBS station.

Following that success, PBA also partnered with the consulates from China, Switzerland, and the Philippines to create a three-part series entitled “Which Way to the World,” that highlighted the culture, technology, food, and history of each of these countries.

## ON THE HORIZON

Looking forward to the next year, PBA is pleased to announce significant changes occurring on WABE 90.1 FM beginning on Jan. 12, 2015. In order to develop 25 hours of new programming, we are expanding our local news, arts and cultural coverage and hiring new journalists and producers to bring you the best in local programming. WABE is investing in what listeners have told us they want most: news and information, arts and culture and a more locally oriented focus. New programming includes the following:

### MORNING EDITION (9-10 a.m.)

More depth. More unique, local and original content. WABE’s Steve Goss hosts an extended hour each weekday of the latest news from metro Atlanta, the state, the Southeast, the nation and across the globe. Get the headlines of the day – plus context. Content for this special hour includes features from the WABE newsroom, in-depth interviews, Marketplace Tech, plus arts and culture content from NPR’s Morning Edition.

### CITY LIGHTS WITH LOIS REITZES (from 10 a.m.-Noon)

City Lights is an ambitious new radio program highlighting Atlanta’s vibrant arts and cultural community. We’ll be exploring the many ways in which Atlanta’s arts and cultural scene contribute to the community and enhance our lives. In addition to a wide range of music, this program will cover theatre, dance, pop culture, visual arts and more. WABE has long been a partner with many organizations in Atlanta and through City Lights we’ll be deepening our relationships to serve our community with even greater arts and cultural content.

### A CLOSER LOOK WITH DENIS O'HAYER AND ROSE SCOTT (from Noon-2 p.m.)

A Closer Look is a newsmagazine featuring a wide variety of key stories of the day relevant to everyone. It’s a community forum for and about metro Atlanta. Hosts Rose Scott and Denis O’Hayer collectively share more than four decades of experience covering news in and around Atlanta. They’ll lead discussions on the issues that impact where we live. WABE’s news team is going into metro Atlanta neighborhoods to provide context, storytelling and a sense of place. You’ll hear not only from the biggest newsmakers, but also from folks who don’t often get a voice. A Closer Look features a mix of local, national, and international stories and interviews. It’s an interactive space to share ideas and dig deeper into issues. It’s not just about Atlanta; it’s a program for Atlanta.