



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Thank you... for your wonderful programming that makes our time in transit, at work, and just going about our lives more informed and more enjoyable." - Kait Tracy, Atlanta GA

We want to create a more informed, enriched, and connected Atlanta community. We seek to exchange knowledge and provide a forum for our communities to come together to share their perspectives so we can all rise together. Together, we will break the barriers and build bridges across people and communities. Together, we will inspire change.



Public Broadcasting Atlanta uses authentic storytelling, and the power of our TV, radio, and digital platforms, to raise awareness of the news and culture that shape our city. Our uniquely Atlanta-focused outlook gives the information most needed by our audience, so that they can continue to be well-informed members of their community. We seek to convene that community, bringing together different opinions and perspectives as we seek to listen to and learn from each other.

Through daily radio shows like Closer Look and special television programming like Ken Burns' "Jackie Robinson" documentary, we exposed audiences to complex issues and engaged in meaningful discussions. Our award winning reporting enlightens our audience. Our locally focused City Lights and This is Atlanta showcase our broad and varied culture community. We provide these stories for our audience on-air, on line, and in person.

PBA's local services had deep impact in the Atlanta area. Our newsroom focuses on local stories that often go untold outside of our air. Community partnerships with Trees Atlanta and the Atlanta Community Food Bank benefit our city in tangible ways. Special television programming through partnerships with local theaters sparked conversations about race-related issues. Our Hank Aaron supplemental program for Jackie Robinson highlighted the challenges in race and sports some of which are still relevant today.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

In 2016, Public Broadcasting Atlanta continued to bring our city the news, information, and community perspectives that have made us vital in the city's landscape for decades. Our commitment to programming that informs as well as inspires has once again made us Atlanta's choice for PBS and NPR, and it is a commitment that drives us every day.

WABE broadcasts to 23 of Georgia's most populated counties, reaching more than half of the population of the state. Telling compelling stories from a personal perspective alongside hard-hitting data, to inform an in-depth policy discussion, makes for educational programming that is equally entertaining. Through this unique style of storytelling, PBA can fundamentally impact how our audience understands the Atlanta community, as well as the world around them.

WABE dedicates one day of each radio pledge drive to provide a matching benefit to a pledge partner, Trees Atlanta or the Atlanta Community Food Bank. During our last fall pledge, this partnership yielded 779 pounds of food for the Atlanta Community Food Bank. In the spring, WABE's pledge drive enabled the planting of 1,338 additional tree seedlings for Trees Atlanta. Since the partnerships began in 2010, WABE supporters have contributed over 10,000 pounds of food and 13,000 tree seedlings to the community along with their WABE pledges.



Ken Burns' "Jackie Robison"

In March, PBA joined with Georgia Public Broadcasting in celebrating Ken Burns' newest documentary: "Jackie Robinson", examining the life and times of a man who lifted a nation and an entire race on his shoulders when he crossed baseball's color line in 1947. PBA and GPB collaborated with community partners to produce three special events.

Reach in the Community:

Members and partners attended a screening opened by a discussion with Hank Aaron. In this talk with WABE's Denis O'Hayer, Aaron discussed following in the footsteps of Robinson, his feelings on racism and the game today. He also revealed that, were he given a second chance, with the personal hardships and trauma faced by his family, he is unsure he would have followed the same path. Our partners at the Rialto Theater hosted this event, and excerpts from the interview were broadcast on the local segments of Morning Edition. To see the clips with Aaron, go to: <http://www.pba.org/schedule/jackie-robinson>.

Jackie Robinson Day at Turner Field was highlighted by a panel of former major league players, current team officials, and a local high school player all sharing what Jackie Robinson means to them. The Braves Foundation partnered with us to help secure our panel and venue. Our midday show, "Closer Look", also broadcast a portion of this discussion, which featured host Rose Scott as moderator.

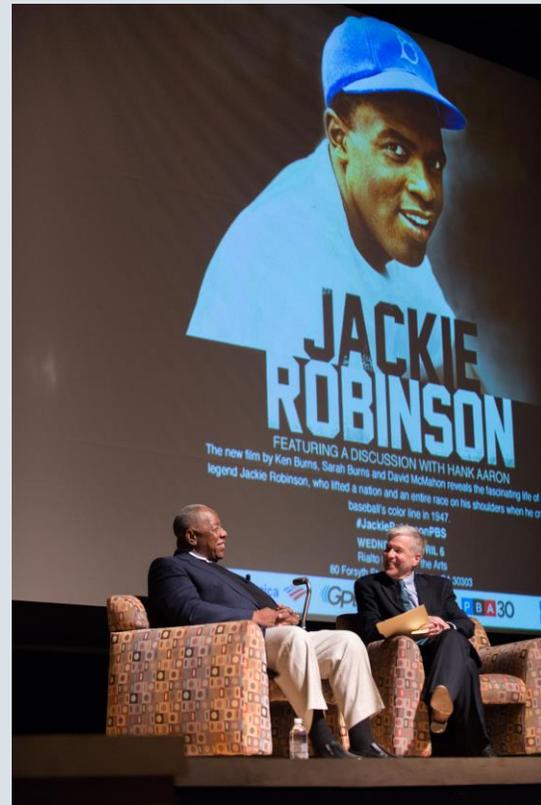
Finally, a screening of the documentary was held at Carver YMCA, home to the Jackie Robinson Youth tournament and the Atlanta Braves baseball academy. Teams participating in the tournament and the local community were invited to an evening of baseball food, games, and a wonderful movie about this legendary athlete.

Partnerships:

Georgia Public Broadcasting, Carver YMCA, the Atlanta Braves, Georgia State University's Rialto Theater

Impact and Community Feedback:

Through our three events, nearly 800 people had a first-hand connection with this amazing film and the discussions and interviews surrounding it. Over 20,000 households saw the documentary and our extended coverage, with almost 4000 of those being households under 35 years old. Thousands more continue to join the experience through clips of the conversation shown online.



Raising Awareness of Race, Religion and Cultural Issues in our Community

PBA 30 collaborated with the Alliance, Actor's Express, and Synchronicity Theaters to produce two documentaries highlighting productions dealing with civil rights in our complex cultural landscape. "Atlanta Theatre: Race to Justice," examined "Serial Black Face" about the 1970s Atlanta child murders, and "Beyond Reasonable Doubt: The Troy Davis Project." about the 2011 execution of Troy Davis. "Disgraced: The Arts and Religion" was an in-depth look at the Pulitzer Prize-winning play "Disgraced", about a Muslim American rejecting his Islamic roots while facing prejudice around him. Over 24,000 households viewed these special presentations.



WABE exposes Health Dept. failures.

Even as the HIV epidemic grew in Atlanta, the Fulton county health department failed to spend millions of federal dollars earmarked for prevention. Because of malfeasance, red tape and bureaucracy, the problems continued to mount. WABE's Jim Burrell started looking into how the county spent its HIV prevention grant dollars and uncovered a shocking truth: the person in charge of the health department not only failed to spend the money, but she personally blocked CDC efforts to intervene. After these stories aired, Burrell received a Murrow award, and department head Dr. Patrice Harris quietly departed from her position.



Highlighting GA Legislation that Impacts the Community

From January to April 2016, WABE dedicated two full-time reporters, Johnny Kauffman and Elly Yu, to cover the annual session of the Georgia House and Senate. The coverage stream helped to inform Atlanta residents throughout the 40-day session about important issues like religious freedom bills, the appointment of additional Georgia Supreme Court justices, the push for medical marijuana access for certain medical conditions, transportation funding, allowing casinos to operate in Georgia, and more. Also during this time, Morning Edition and All Things Considered reached 400k people each week.



Reaching Kids with our PBS Characters

In May, PBS awarded grants to stations throughout the country in order to promote PBS Kids programming over the summer and stem the tide of student regression during the break, dubbed the "summer slide". PBA joined with three local partners, Zoo Atlanta, the Atlanta Public Schools Back-to-School Bash, and the Fernbank Museum of Natural History, to encourage kids to not only engage with PBS Kids programs, but also encourage them to engage with local learning institutions. An estimated 1500 kids interacted with our programming funded by the grant.



“This is Atlanta”

Alicia Steele hosts "This is Atlanta," PBA30's Southeast Emmy and Telly Award-winning magazine program. The program visits one-of-a-kind locations in the metro area, dives into unusual hobbies, and brings you performances by some of the city's most compelling artists. Recent features include a look at the preservation of the Jim Henson collection at the Center for Puppetry Arts, a discussion with artists from the Forward Warrior mural project, and an interview with award-winning Atlanta Journal and Constitution cartoonist Mike Luckovich. View current and pasts episodes at <http://www.pba.org/atlanta/>.



WABE highlights the opioid epidemic

Michell Eloy created a 5-part series on Georgia's growing addiction to opioids. Eloy highlighted the lack of data shared between Georgia's law-enforcement and medical community. She looked at treatment options, from centers located around the state to overdose reversing drugs like naloxone that can be carried by police officers. She also told stories of the human impact of the crisis, specifically looking at children in the foster care system because of their parent's struggles with addiction. NPR's national team later highlighted Atlanta, as they brought anchor Kelly McEvers to Atlanta for a special "Generation Listen" event focusing on the topic.





“I discovered WABE this year and I have never been more in tune with local or global issues. I have been inspired to pursue a career in journalism at 30 years old because of WABE.” – Katie Sullivan, Marietta GA

In 2017, PBA will focus on creating an informed and engaged public, while expanding our reach with diverse audiences and deepening our engagement among our loyal audiences. The first half of the 2017 Fiscal Year has already seen multiple events that focused on current issues: “Georgia in Full Swing”, considered the state’s leanings prior to the Presidential election. “A Nation Engaged” discussed national issues days before the Inauguration. “State of Immigration”, brought the community together on the heels of the President’s Executive Order.

Looking ahead, we will continue convening the community on national topics like the first 100 days of the presidency and on key local issues from immigration to healthcare to income inequality. We will continue our partnership with Atlanta Public Schools, bringing PBS’ educational programming out into the community to reach students. We will develop an outreach for Ken Burn’s “Vietnam” documentary to discuss the impact of the war on veterans. PBA will continue to use our content on all of our platforms to convene our community, inform and educate the public and raise awareness of issues that affect Atlanta on a daily basis.



Through this year, and for years to come, we will follow our mission to inform, enrich, and connect community, because together, we can inspire change.
