

Public Broadcasting Atlanta

INTRODUCTION

Public Broadcasting Atlanta (PBA) strengthens and serves the Atlanta community by being a trusted source of information. Through meaningful partnerships, we reach a diverse audience base and raise awareness for services and resources that meet local need. PBA presents a broad variety of content that covers key issues affecting the Atlanta region, raising civic awareness and inspiring pursuits in arts, culture and community involvement.

Almost 400,000 listeners turn to 90.1 WABE and 500,000 households view PBA30 each week for award-winning local news, arts and entertainment. 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, 2014 and June 30, 2015.

ADDING VALUE – IN THE COMMUNITY

As stated in PBA's mission statement, PBA serves the community, enhances life, and educates, entertains, and empowers. During FY 2015, PBA actively served the Atlanta community by participating in a number of important initiatives in partnership with key Atlanta and national stakeholders. These initiatives address a broad variety of priorities and connect us to our community on air through radio and TV programming, online through digital content, and in person as part of community events and other services PBA provides.

LOCAL CONTENT AND SERVICE REPORT



Community Partnerships

Pledge Partners – PBA supports the efforts of local nonprofit organizations during pledge season. The partnerships benefit both PBA and our partners by boosting PBA's pledge drives while driving awareness of the mission of the partnering local nonprofit. WABE dedicates one day of each pledge drive to provide a matching benefit to the nonprofit partner for each donation to WABE. During FY15, WABE partnered with Trees Atlanta to support preservation of Atlanta's tree canopy. We enabled the planting of 1,260 additional tree seedlings, which will be planted by Trees Atlanta volunteers in early 2016. Since this partnership began in 2010, WABE supporters have contributed well over 10,000 tree seedlings to the community along with their WABE pledges.



PBA also partnered with the Atlanta Community Food Bank to support efforts to help fight hunger and poverty. 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 2014, this partnership yielded 1,354 pounds of food for the ACFB. In addition because so many listeners purchased 'thank you gift food bundles' as part of the pledge process, WABE was able to provide an additional 36,542 meals to the ACFB in the fall of 2014.

Additionally, many other community partners help make our pledge drives successful. Local restaurants donate food for volunteers, local businesses from the American Guild of Organists to the Southeastern Railroad Museum man the pledge phones, and businesses such as Leapfrog and Sea Island Resorts provide sweepstakes incentives for the drive.

Community Events

Designing Healthy Communities Event - PBA received a grant from the Kresge Foundation to engage and inspire our community around the Sept. 2014 broadcast of the public television documentary "Designing Healthy Communities." On Saturday, September 20, 2014, PBA hosted a community event in collaboration with Atlanta BeltLine, Inc., featuring a private lecture led by Fred Yalouris, the BeltLine's Director of Design. Food and wine was provided by the Community Farmers Market (CFM), the local organization that supports many of Atlanta's neighborhood farmer's markets. The event took place in an art gallery along a busy portion of the BeltLine trail. The event was followed by musical performances at an outdoor amphitheater in the Historic Fourth Ward Park nearby. Approximately 80 people attended the event.

Community engagement activities around Designing Healthy Communities provided a wonderful opportunity to strengthen our relationship with Atlanta BeltLine, Inc. The documentary heavily features the Atlanta Beltline as an example of how the city of Atlanta is being transformed through retrofitting a largely abandoned rail system to include elements that foster a healthy, vibrant lifestyle – such as access to public transportation, art and culture, walking and biking trails, historic preservation, environmental cleanup, etc. We specifically scheduled the event to enable attendees

to benefit from both our lecture and the BeltLine's musical performances.

Content was created to promote the Designing Healthy Communities documentary both online and on 90.1 WABE. Radio content included a series made up of four segments that aired during the midday show City Café on 90.1 WABE. The radio segments featured significant urban design issues affecting metro Atlanta, and also provided insight into how the city of Atlanta and other areas are addressing these issues. The segments raised public awareness about design topics like urban sprawl, broken suburbs, explosive growth and the importance of sidewalks and safe walking options in dangerous areas.

Additional online features included a series of still photos of the 2014 Art on the BeltLine exhibit and a video of the fifth annual Lantern Parade. The online content was used to promote the documentary series and to provide more local information about the Atlanta BeltLine, the 2014 Art on the BeltLine exhibit and other urban design movements in the Atlanta metro area.

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting 45 neighborhoods directly to each other.

Health Fair – PBA was proud to host our third annual Health and Wellness Fair at Atlanta's Perimeter Mall on Saturday, Jan. 24, 2015. Sixteen community partners participated, providing booths with a broad range of health information and giveaways, including: Q&A with physicians and blood pressure and vision screenings. PBS Kids character Daniel Tiger was on hand to meet with our younger audience, as well as our station's local radio and TV celebrities. Vendors such as Atlanta Gastroenterology Associates, ProActive Consultations, the ENT Institute, Good Measure Meals and The FitWit Foundation, Inc. were there and engaged with the community on health and wellness issues. The demographics of the mall match the demographics of the audience of our radio station.

Cultural Partnerships and Outreach

Atlanta Symphony Orchestra (ASO) – 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 Jr. Celebration Concert and Atlanta Symphony Youth Orchestra concerts.

Atlanta Botanical Garden - Last year marked the third year that PBA was a media sponsor of the Atlanta Botanical Garden's summer



series called Concerts in the Garden. In addition to promoting the summer entertainment series on air, WABE also provides local radio celebrities to host the event and introduce the bands. In FY 2015, the Concerts in the Garden featured nationally recognized artists, such as The Beach Boys, Colbie Caillat and Melissa Etheridge. 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 builds 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 StoryCorps booth available for public appointments. 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 hundreds of interviews, which generated 46 StoryCorps Atlanta broadcasts on WABE. StoryCorps Atlanta recorded more than 700 interviews each year including over 150 field recordings, 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. Program participants 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 understands and appreciates our diverse community and the individual lives within it. Since our association with StoryCorps began in 2006, we've produced over 3,000 interviews with residents of greater Atlanta.



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.

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 a mobile application (app) to promote arts and culture in metro Atlanta. Expansion of the Atlanta PlanIt website and creation of a mobile app provided more comprehensive, user-friendly services and features, such as personalization options and community sharing options through social media. Through these improvements



Atlanta PlanIt 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's ability to 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.

ADDING VALUE – THROUGH EDUCATIONAL PROGRAMMING

PBA began in 1948 as a broadcast radio service of the Atlanta Public Schools (APS). For over sixty years PBA has never lost sight of its original mission to educate and inform the community. 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 Schools' (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.

Atlanta Public Schools Partnership

Homework Hotline – Partnering 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. 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. 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. The Chick-Fil-A Foundation has been an outstanding partner in this effort, 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.



HOMEWORK HOTLINE IS STAFFED WITH BOARD CERTIFIED TEACHERS FROM ATLANTA PUBLIC SCHOOLS

American Graduate - PBA is proud to be participating in the American Graduate program through March 2016. National American Graduate programming aired throughout 2014-15 on both PBA30 and on the PBA30 website, including two

American Graduate Days which include 7-hour programming blocks. PBA produced a series of 7 interstitials for PBA30 called “American Graduate Champions,” which features local students, teachers and community champions to publicly share their impressive achievements in impacting graduation rates. PBA kicked off the program with a 30 minute special in-depth interview called "Day One" in September 2014 in which reporter Rose Scott interviewed the new Superintendent of Atlanta Public Schools, Meria Carstarphen, to discuss her goals, priorities and strategies for improving education and raising the graduation rate in Atlanta. PBA will follow up with the superintendent on these areas through March 2016.

By working with Atlanta Public Schools Superintendent Dr. Meria Carstarphen as our local American Graduate spokesperson, both WABE and PBA30 were able to bring awareness to the most pressing concerns facing our public schools and begin to identify some of the proposed solutions. We created six television PSAs with Dr. Carstarphen that cover issues such as graduation, volunteering, college and career, kindergarten, healthy habits, and promoting APS' first-ever Back-to-School BASH in August.

The WABE newsroom produced and aired six segments featuring Dr. Carstarphen on the radio called “60 seconds with the Superintendent.” In these 60-second messages, Dr. Carstarphen shares with parents and the community at large the importance of regular school attendance, preparing students for college and career starting in pre-K, and the importance of surrounding students with great tutors, mentors, teachers and other caring adults. She also used the air time to promote some APS initiatives like the National Inclusive Schools Week and School Crossing Guard Recognition Week.

WABE also filmed and produced a video of Dr. Carstarphen's speech to the Atlanta Rotary Club in February 2015, where she challenged community and business leaders to get behind the idea that raising the area graduate rates would be an economic boon for our region.

American Graduate Partners - The American Graduate project also benefits from a collaborative relationship with the Atlanta Public Schools' Department of Research and Evaluation. The APS R&E department adds specialized data analysis and technical expertise to the American Graduate team's experience in data visualization. The resulting digital infographics are shared between the two organizations for community outreach and informing school leadership. We are currently finalizing a map of all APS schools, showing the latest CCRPI (College and Career Ready Performance Index) results and school ratings – which highlights how Gov. Deal is determining which schools he deems as “failing.”

PBA continues to strengthen and grow our network of participants that bolster local education efforts through the American Graduate program. As part of that effort, PBA hosted two screenings at Spelman College: “180 Days: Hartsville” in March 2015 (with approximately 50 attendees); and “The Homestretch” in April 2015 (with approximately 200 attendees). Spelman made it possible for us to reach many future teachers who are currently enrolled at Spelman, Morehouse and Clark Atlanta University – all of which are part of the Historically Black Colleges and Universities (HBCU) group.

PBA worked specifically with Spelman's Department of Education, since many of their graduates are interested in becoming teachers in public schools and will deal with many of the same issues of homelessness and poverty that were addressed in the films. Spelman students and attendees were primarily African-American, female, and ranged in ages

from 17-22. In the first screening many of the students signed up to join our email list, and the second screening played to a packed auditorium. Spelman has asked us to continue the American Graduate documentary series this fall.

On May 22, 2015, PBA partnered with the City of Atlanta to host a graduation party celebrating the graduating seniors who have attended the city's free afterschool program. Students from multiple recreation centers were bused to the event, which honored 25 high school graduates. Thanks to the Atlanta Falcons Youth Foundation, one graduate won a signed Julio Jones jersey. The program included inspirational messages from city officials, a former Falcons player and Greg Street, a DJ from the popular hip-hop radio station V103. Following the formal program, the students continued to celebrate in the park with games, food trucks and music. In addition, representatives from the Georgia Institute of Technology were onsite to provide information for the students about the school and the application process.



As part of the Graduation party, we showcased a video with interviews of the graduates and their teachers from the following recreation centers and with information on how to stay in school through graduation:

- Future Seekers, at Collier Park and Perkerson Recreation Centers;
- The Boys and Girls Club of Atlanta, at the Thomasville Recreation Center; and
- The East Atlanta Kids Club, in the East Atlanta Recreation Center.

The video was shown at the Graduation Party in May as inspiration to the younger students who are in the recreation centers afterschool programs. We also used the footage to create "American Graduate Champion" videos for PBA30 and online.

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 THROUGH MULTI-PLATFORMS

Through all our platforms - radio, TV and web our content provides awareness of key issues affecting the Atlanta region, including local education systems, government, elections, immigration, transportation, gun control, as well as environmental issues.

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 has enabled PBA to develop a rich profile of stories about Atlanta's greenspace areas. Each three to four minute segment focuses on a specific greenspace location, describing the area in a way that paints a portrait for listeners, enticing them to enjoy what Atlanta has to offer. In addition to the radio series, online content on www.wabe.org used visual imagery and other information to raise awareness about preserving these vital community resources. As a result of this collaboration, the Atlanta community is learning about a wide variety of new public areas and the wealth of historical and anecdotal stories about why that space is important to each community.



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

To achieve a strong and impactful role in the community, PBA places a high priority on being a trusted and valued source of news and information on radio and TV. As a result of our reputation for quality programming, PBA has been able to join forces with partners and take an active role in a variety of public initiatives. During FY 2015, there were a variety of stories featured by WABE that have educated the community and led to a better understanding of complicated and difficult policy questions facing our community.



Public Health Stories

Providing knowledge and raising awareness are key to both personal change and political action. Jim Burress' report on eradicating Hepatitis C in Georgia not only raised public awareness of new state funding that may soon make treatment options more affordable, it also contained a public health message alerting those at risk of the need to get tested. With highly stigmatized infectious diseases like HIV and HCV, the primary barrier to getting more people in treatment is getting those people tested and diagnosed in the early stages

of disease progression. In-depth reporting on the risk factors, treatment options and community support available to HIV and HCV patients will empower more people to get tested, ultimately improving the rate of diagnosis, treatment outcomes and lowering the mortality rate.

Additionally, we share community health data from expert partners across the state to drive awareness and impact. For example, Jim's report promised that more data will soon be available to give our lawmakers a better idea of how big the Hepatitis C problem is in Georgia. Until recently, the lack of rural data helped to paint HCV as a metro Atlanta problem only. However, with all but a handful of Georgia counties now reporting Hepatitis C prevalence, experts expect this will soon be accepted as a serious public health problem across the state.

Also, a WABE investigation on HIV found that millions of dollars set aside for prevention initiatives went unspent. The Fulton County Commission ordered a full audit of the county health department after a Jim Burress' report got the attention of the board chairman and ultimately led to leadership changes and increased oversight of how the Department is addressing these compliance issues.

In health news, WABE's report from Lisa Hagen informed our audience that Atlanta is ranked No. 5 among U.S. cities when it comes to the rate of new diagnoses of HIV. Her report received over 200,000 page views online, making it one of the most viewed stories of the year on our web site. The story highlighted a major health disparity in the treatment options and mortality rates for these newly diagnosed patients, due to late-stage diagnosis. The lack of health insurance, and thus, access to care and routine HIV testing means that by the time patients are diagnosed in Atlanta, almost one-third have advanced to clinical AIDS. A disparity that overly impacts minorities: African-Americans make up 77% of new AIDS cases in Georgia and African-American women account for 87% of all women with AIDS in Atlanta.

WABE continues to devote a significant amount of time and manpower to produce a special report called "The Ebola Outbreak: Atlanta's Response." Tackling this global story provided WABE with a unique opportunity to provide on the ground reporting from a medical training facility in nearby Alabama, as well as all the way from Liberia. WABE reporter Jim Burress reported from inside a Liberian hospital that reported the very first cases of Ebola in Africa. The special report included up-to-date information on the latest developments from Atlanta and around the world. This special collaboration also featured an interview with former CDC Director and U.S Surgeon David Satcher, talks with Emory University Hospital's Ebola team, features on patients successfully treated, and a compelling story on how Liberians living in Atlanta were being stigmatized at the time. To increase engagement with this subject online, we created an online publication with maps, graphics and an interactive timeline.

Non-profit Community Awareness Stories

"Closer Look" with Rose Scott and Denis O'Hayer provides an interactive space for local leaders to share ideas and foster discussion to dig deeper into issues affecting our community and the nation. Rose maintains connections with local nonprofits that are working on sex trafficking, and has interviewed Deluca-Johnson, CEO and president of *Street Grace*, a faith based organization that works to end domestic sex trafficking of minors, as well as Jasmine Guy, with the *I Am Not Yours* Atlanta based organization. Rose's ongoing



coverage of sex trafficking in Georgia has raised public awareness of the problem and has also empowered advocates, lawmakers and survivors to work together to combat sex trafficking through changing legislation and by bolstering nonprofit services for the victims.

Another investigative series included a three-part radio special on “Closer Look” focusing on Atlanta’s quest to close down the Peachtree-Pine Homeless Shelter, which is located in a prime development district in Midtown. Mayor Kasim Reed wanted to close the shelter for health reasons, citing data from the Atlanta-based Centers for Disease Control and Prevention that the shelter was “one of the leading sites for tuberculosis in the nation.”

Reporter Michell Eloy followed a lengthy legal battle over the property, a tale rich in the public problem of homelessness, rising property rates, business interests and local politics.

Award-Winning Broadcasts

By providing stories that help provide value to the community WABE received many awards for radio production, including the following from the Georgia Association of Broadcasters:

- Best Investigative Reporting;
- Best Specialized Reporting;
- Best Series Reporting;
- Best Use of Digital Platforms;

In 2014 Denis O’Hayer was named Broadcaster of the Year. Reporter Jim Burress, WABE’s Kaiser Health News/NPR fellow, was awarded the Georgia Broadcasters Association Award for Best Investigative Reporting for his work on the documentary series “Stuck In The Bluff: AIDS, Heroin, and One Group’s Illegal Quest to Save Lives.”

WABE’s entire news team was awarded the distinguished Pacemaker Award in 2014, and has received numerous accolades from the Atlanta Press Club, The Society of Professional Journalists (SPJ), the Edward R. Murrow Award, and the Associated Press Awards over the years.

In FY 2015 PBA30 won two Southeast Regional Emmys for best Lifestyle Program and best Editing for “Get Delicious! Comfortably Yum.” The documentary special “A Tale of Two Murals” was also a finalist for the Scripps Howard Foundation Award for the category of TV/Cable In-Depth Local Coverage.



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 FY 2015, 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 FY 2015, 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.

"Closer Look" examined the financial woes of Southern Regional Hospital in Clayton County. The hospital's CEO described the need for services provided to this low-income area and made a case for external funding to keep the hospital from closing. Also, WABE recently invited researchers from Atlanta's Marcus Autism Center to discuss disparities in resources and treatment options for minority children with autism. Representatives from the Morehouse School of Medicine are regularly featured on the show, most recently to discuss the barriers to recruiting minorities into clinical trials following the Tuskegee Syphilis Study.

WABE produced a number of stories focused on civil rights and race in America. *Civil Rights Markers* was a story about one of the first historical markers to recognize the history of the civil rights movement in Atlanta. *Gold Dust Twins* was a compelling story about a faded mural that reveals how African Americans were once disparaged in advertising in the U.S.

In April 2015, WABE partnered with the BBC World Service for an hour-long, international broadcast on the legacy of the Civil War, coinciding with the 150th anniversary of the end of the war. The diverse audience (approximately 70 people) discussed the lasting social impact of the Civil War in the South.



In May 2015, WABE Ely Yu and Candace Wheeler reported a three-part series called "Georgia's New Cities: Politics, Money, and the Racial Divide." This in-depth look at the cityhood movement in metro Atlanta looked at the successful creation of Sandy Springs, the potential fight over county tax dollars and resources, and the demographic realities of the proposed new cities.

Starting in January 2015, WABE education reporter Martha Dalton presented a feature series on School Discipline. State data showed a significant racial disparity related to kids who are disciplined (mostly suspended) in Georgia's public schools. About one-third of Georgia's public school students are African-American, yet they receive two-thirds of all the out of school suspensions. WABE looked at how some state lawmakers and schools are trying to address the issue.



On WABE's arts and culture show "City Lights", host Lois Reitzes interviewed a wide range of musicians, actors, directors, dancers, visual artists, and cultural icons of Atlanta. During FY 2015, Lois was able to produce numerous local features and interviews relating to race and identity, including:

- Interview with Kenny Leon on August Wilson's legacy
- Interview with Robert Battle, Artistic Director of Alvin Ailey and Principal Dancer, Hope Boykin on "Odetta," and AADT mission
- Interview with Chinese-American Author Lisa See on "China Dolls".

ADDING VALUE – ON TELEVISION

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

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.

In Contact— During FY 2015 PBA aired 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, *In Contact* tries 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 aired four times a month on PBA30 until October 2015.

Day One—WABE reporter Rose Scott interviewed Atlanta Public Schools Superintendent Dr. Meria Carstarphen for a 30 minute television documentary called *Day One*. The interview was comprised of questions submitted by community members and our news team, which focused on the most pressing concerns facing our public schools and her proposed solutions. This exclusive interview aired in September 2014 on PBA30.

Life Stories: True Tales from Carapace - This program showcases highlights from a popular storytelling show where people from all around Atlanta tell true, personal stories to a live audience. Audience members put their names in a hat and, if selected, they have seven minutes to spin a tale without notes. A select few make it on the air, while others are showcased on pba.org.

A Tale of Two Murals - PBA produced a documentary about two controversial murals in south Atlanta. *A Tale of Two Murals* documents the clash between artists, community members and the city government in two neighborhoods following the annual "Living Walls" street art conference. The documentary explores complications associated with public art, and examines the delicate balance between public art expression, meeting community preferences, and the exercise of governmental control.



Leyes Cotidianas - During FY 2015 PBA provided 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.

American Graduate Shorts - In conjunction with the American Graduate Programs on PBS we have been interviewing teachers, principals and other educators to create short interstitials about the education process. We created six spots in

2015 with award winning teachers such as Ron Clark, principal and founder of the Ron Clark Academy, about how to keep kids motivated and enthusiastic. The Ron Clark Academy educates poor children who wouldn't otherwise be able to afford a top notch education and proves the point that no matter what your background is, a good teacher can instill passion and enthusiasm into any kid. Each interstitial ran approximately 50 times each in 2015 between programs.

Atlanta Shorts - 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. 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.

This is Atlanta - Now in its 12th year, *This is Atlanta* is a one hour magazine show highlighting the people, places and events that make Atlanta special. Last year we produced two shows that included such stories as Forward Warrior, a live Mural Painting Event in the 4th ward, Smart Moves Chess, a program in the Juvenile Justice program to teach kids chess, as well as The Thimblorig Circus, a performing trio based in Atlanta.



Christmas Around Atlanta - From monks who bake fruitcake to a ride on the original pink pig, PBA30 highlights how people celebrate Christmas around Atlanta. This holiday Television special includes puppets performing a beloved classic, locals making Christmas toys the old fashioned way, and some of the most over-the-top decorations in town.

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%.



COURTESY OF CLEVIS HARRISON

The American Graduate program has been instrumental in helping PBA reach minority audiences. PBA hosted two screenings at Spelman College: *180 Days: Hartsville* in March 2015; and *The Homestretch* in April 2015. Spelman made it possible for us to reach many future teachers who are currently enrolled at Spelman, Morehouse and Clark Atlanta University – all of which are part of the Historically Black Colleges and Universities (HBCU) group.

PBA worked specifically with Spelman's Department of Education, since

many of their graduates are interested in becoming teachers in public schools, and will deal with many of the same issues of homelessness and poverty that were addressed in the films. Spelman students and attendees were primarily African-American, female, and ranged in ages from 17-22. In the first screening many of the students signed up to join our email list, and the second screening played to a packed auditorium. Spelman has asked us to continue the American Graduate documentary series this fall.

ON THE HORIZON

Looking forward to the next year, PBA will continue to expand its reach and impact on the Atlanta community focusing on underserved and diverse populations. PBA will be continuing to participate in the American Graduate program through March 2016. National American Graduate programming will air throughout 2014-16 on both PBA30 and on the PBA30 website, including two American Graduate Days which include 7-hour programming blocks. PBA is also producing a series of interstitials for PBA30 called “American Graduate Champions,” which will feature local students, teachers and community champions to publicly share their impressive achievements in impacting graduation rates.

In addition to American Graduate broadcasts on PBA30, there are a number of community engagement activities including film screenings and activities that promote education as well as a healthy lifestyle to support the American Graduate Program, which PBA is planning with education partners. Partners include Atlanta Public Schools (APS), City of Atlanta’s Department of Parks and Recreation, Homework Hotline, Talk About Your Future (TAYF), the FitWit Foundation, Spelman University, and Atlanta Families’ Awards in Excellence.

PBA has been awarded for community engagement grants around Ken Burns’ new documentary “Jackie Robinson”. PBA will work with Georgia Public Broadcasting (GPB) to celebrate the life and legacy of Jackie Robinson in collaboration with The Atlanta Braves and the Atlanta Braves Foundation.

These new initiatives, our current programs and partnerships and the power of our broadcast platforms on TV, radio and digital, will allow PBA to reach diverse audiences and will help raise awareness for services and resources for local need.