We are Atlanta’s NPR and PBS stations: WABE 90.1 FM and ATL PBA.

OUR MISSION:
Public Broadcasting Atlanta inspires a community of lifelong learners.

Public Broadcasting Atlanta (PBA) began broadcasting on the airwaves in 1948 as WABE 90.1 FM, Georgia’s first public radio service. WABE and ATL PBA are services of Atlanta Public Schools in partnership with the Atlanta Educational Telecommunications Collaborative (AETC).
PBA is committed to inspiring a community of life-long learners. Our programming and community engagement efforts highlight important issues in Atlanta and build bridges across the people and neighborhoods of the city. We deliver content focused on authentic storytelling, amplifying vital civic conversations, and deep exploration of community issues from multiple perspectives. Through meaningful community events and partnerships, we connect with audiences where they live.

PBA produces distinctly Atlanta-focused, high-quality content that our audience enjoys daily in their cars, homes, and online. From WABE’s in-depth coverage of key local issues to ATL PBA’s innovative neighborhood series Only in Atlanta, our programming reflects the hustle and heartbeat of Atlanta. And we continue our long-standing partnership with Atlanta Public Schools to bring educational opportunities and community engagement to our youngest fans.

We educate and entertain our audiences, resulting in better-informed citizens and an improved quality of life. PBA currently reaches over 1.4 million people monthly—more than 670,000 on the radio, 785,000 on TV, and 150,000 online. Through our free on-demand tutoring service, more than 7,000 area K-12 students received free homework help last year.
Over the course of FY2019, PBA served our community in a number of important ways:

- We developed and set out on a new strategic plan, with the vision of being the most valuable source of information in people’s lives.
- On WABE 90.1 FM, we provided live coverage of national events, including the 2018 midterm elections, and in-depth local coverage of issues that are important to our community.
- We launched TutorATL to provide online, on-demand, personalized tutoring that is free to K-12 students in our area.
- ATL PBA became a full-service PBS station.
- Our podcasts continued to inspire meaningful conversation about important topics.

Our work was recognized and honored in 2019:

- The first season of our podcast *Buried Truths* received a Peabody Award, a Robert F. Kennedy Human Rights Journalism Award, and a Webby Award.
- WABE was the top radio winner in the Georgia Associated Press Media Editors Awards and received the Pacemaker Award for this distinction. WABE won five first-place awards, including best newscast, and three second-place awards.
- Presented by the Society of Professional Journalists, the Green Eyeshade Awards recognize journalistic excellence in 11 Southern states. WABE was presented with four Green Eyeshade Awards.
- ATL PBA received an Emmy nomination for *This is Where I’m From: The Transformation of Tip Harris.*
Community Engagement

The third year of our major community engagement effort focused on creating locally relevant events, developing diverse outreach initiatives, leveraging our properties and partnerships, and targeting a variety of audiences and geographic areas based on subject matter and mindsets.

We planned events throughout the Atlanta metro area that highlighted content and talent from WABE, ATL PBA, NPR, and PBS. We convened conversations about challenging topics and reached out to new communities and neighborhoods.

Below is sampling of PBA's community events in 2019:

- **Built for Us?** a look at the struggle for affordable housing in Atlanta through the eyes of those experiencing it (80 attended)
- **Political Breakfast** live podcast event at Marietta's Theatre in the Square (227 attended)
- **NPR Politics Podcast** live show at Buckhead Theater (150 attended)
- **Ask a Scientist** (with the Atlanta Science Festival) at Georgia World Congress Center (83 attended)

*Closer Look* host Rose Scott (right) moderated *Prosperity for All: Closing Atlanta’s Wealth Gap*, a panel discussion with Keith Parker, CEO of Goodwill of North Georgia; Atlanta Mayor Keisha Lance Bottoms; Raphael Bostic, CEO of the Federal Reserve Bank of Atlanta; and Hala Moddelmog, CEO of the Metro Atlanta Chamber in spring 2019. PHOTO: Julie Yarbrough.
Local Issues: Local Reporting

WABE 90.1 FM is Atlanta’s hub for culture, news and conversation. Through local reporting, WABE works to raise awareness of local issues and to cover these issues at the depth and consistency that they merit. Our locally-produced content includes:

- *Morning Edition*, hosted locally by Lisa Rayam
- *All Things Considered*, hosted locally by Jim Burress
- *City Lights* with Lois Reitzes
- *Closer Look* with Rose Scott
- *Political Breakfast* podcast with Denis O’Hayer
- *Buried Truths* podcast, hosted by Hank Klibanoff
- *Bottom of the Map* podcast, hosted by Regina N. Bradley and Christina Lee

Some of our most noteworthy stories FY19 received national attention:

- “Georgia Voters React To 1st Night Of The Democratic Presidential Debate” (Emma Hurt)
- “At Sunday School, Jimmy Carter Extends Praise To Trump For Restraint On Iran” (Emma Hurt)
- “Atlanta's Pledge To Clear Homeless Camps Fuels Anxiety Ahead Of Super Bowl” (Stephannie Stokes)
- “Atlanta debates the merits of ‘inclusionary zoning” (Stephannie Stokes)
A Focus on Environmental Reporting

As one of very few media outlets covering environmental issues in the Southeast, WABE has a reporter dedicated to environmental coverage, including climate change regulation, coal and nuclear energy, and water wars. Environmental reporter Molly Samuel went in-depth on the record-breaking number of loggerhead sea turtles on the Georgia coast in summer 2019. The increase in loggerhead sea turtles, also seen North Carolina and South Carolina, shows that decades of conservation work in the Southeast has made a difference for the threatened species. One of Samuel’s stories was picked up nationally, further raising the profile of this Georgia issue.

WABE reporter Emma Hurt traveled to the Georgia coast to report on Camden County’s proposed spaceport project: how it came to be, who could be affected, and where it could go from here. In August, she produced a half-hour radio documentary.

This rendering from Camden County is part of the county's plan for a spaceport. Camden has spent about $6.7 million and about seven years working on that plan. IMAGE: CAMDEN COUNTY BOARD OF COMMISSIONERS
WABE’s Peabody Award-winning podcast *Buried Truths* was a centerpiece of our community engagement in FY2019. Created and hosted by Pulitzer Prize-winning author and Emory University professor Hank Klibanoff, *Buried Truths* explores unsolved and unpunished racially motivated murders from the modern civil rights era in Georgia.

Following a successful *Buried Truths Live* event in November 2018, we hosted *Buried Truths Live 2* at the Morehouse School of Medicine in May 2019. Individuals featured in Season 2 shared their stories with the live audience of nearly 300. Sheriff David Davis of Macon-Bibb County, LaTasha Morrison of *Be The Bridge* (a racial healing organization), and Jill Savitt of the *National Center for Civil and Human Rights* joined in a discussion about truth, policing and race relations.

In addition, our education team developed award-winning lesson plans for *Buried Truths*, which offer middle and high school teachers a dynamic new way to teach history and civil rights.

**Top:** *Buried Truths* executive producer Je-Anne Berry, producer David Barasoain, and creator and host Klibanoff accept a Peabody Award for the podcast in May 2019.

**Left:** Newton Collier (left) and civil rights attorney Howard Moore, Jr. (center) join Klibanoff on stage at *Buried Truths Live 2*. 

In January 2019, a producer for WABE’s weekday arts and culture program City Lights with Lois Reitzes was seeking two guests to discuss the popular song and video “This is America” by Atlanta native Childish Gambino. Producer Myke Johns decided to pair two previous guests he knew: hip-hop scholar and Kennesaw State University professor Dr. Regina N. Bradley and music journalist Christina Lee.

The pairing of Bradley and Lee resulted in immediate on-air chemistry that quickly led to a podcast concept for Bottom of the Map. As it was being developed, the podcast was selected for Project Catapult, a podcast accelerator program of PRX and CPB. WABE launched Bottom of the Map in May 2019.

In their first season, Bradley and Lee delved into a range of topics, including Southern hip-hop’s connections to self-care, HBCU marching-band culture, Afrofuturism, and more. The Bottom of the Map team was invited by PRX to participate in numerous panel discussions, including the 2019 PBS Annual Meeting.

Bottom of the Map has been at the forefront of our expanded community engagement with diverse and younger audiences. As two prominent female voices in the world of hip-hop, Bradley and Lee have greatly enhanced our organization’s audience development efforts.
Full-Service for our Viewers

During this year, PBA emphasized enhanced television programming. ATL PBA became a full-service PBS station in Fall 2018. In doing so, we added 15 hours each week of public and world affairs daily programming, including PBS NewsHour, Amanpour & Company, and BBC America. In addition to offering award-winning PBS programming and children’s shows, ATL PBA produced five hours of original content and interstitials in the genres of Science, Technology, Art, Public Education, African American History, and Small Business.

To support the release of Ken Burns’ 8-part documentary Country Music, PBA presented a preview of the film in partnership with Georgia Public Broadcasting at the Atlanta History Center in April 2019. Country Music writer and producer Dayton Duncan and producer Julie Dunfey discussed the film after the screening. Duncan and Dunfey were also interviewed by WABE’s Lois Reitzes for an episode of the weekday arts and culture show City Lights.

As part of the marketing strategy for Country Music, ATL PBA produced a series of interstitials to take viewers behind the lens with Duncan and Dunfey. Our viewers and fans had the opportunity to ask the Emmy Award winning creators questions about the artists, and some of the intricacies of chronicling 80 years of history through the uniquely American art form of country music.
As a broadcast service of Atlanta Public Schools in partnership AETC, PBA has never lost sight of our original mission. Education remains at the core of our operations. ATL PBA serves metro Atlanta’s children and the adults who care for them. PBS Kids and ATL PBA provide trusted educational content on TV, digital, and mobile; in the classroom and in the community. In addition, we serve our community with free family workshops, educational games, lesson plans and homework support.

PBA provided specialized educational opportunities to students of all ages in FY2019. We launched TutorATL in January 2019 to provide online, on-demand, personalized tutoring that is free to students in grades K-12. In the first year, over 7,000 students from area schools used TutorATL. PBA also offers hands-on podcast training and education for high school students, coaching and studio visits for students in Junior Achievement’s 3DE program, PBA-led workshops and lab kits with instructional support for Pre-K and early elementary students, and career exposure and job shadow opportunities for high school students in the Career, Technical, Agricultural Education (CTAE) programs.

“Thanks for all that you do for our community and for your listeners.”
- Pamela Willoughby
PBA is committed to inspiring a community of life-long learners. To achieve this mission, our strategic goals are to strengthen our organization and finances, continuously invigorate relationships, and deliver transformational content.

PBA’s television and radio stations are focused on providing free programming across multiple broadcasting media and formats. We create distinctly Atlanta-focused, high-quality content that our audience enjoys daily in their cars, homes, and online. Every day, our programming reflects the hustle and heartbeat of Atlanta, its struggles and victories, its rich history and vibrant dreams for the future. We deliver content focused on authentic storytelling, amplifying vital civic conversations, and deep exploration of community issues from multiple perspectives.

“This is the first time I’ve lived in a southern city. I find a lot of the news programs on WABE very informative. But the bigger issue for me is also there’s so much local programming. So I’m learning about my new city.”

- Naomi Woodspring

“I listen to WABE all the time. Without exaggeration, to and from the bus stop and in the car all the time. So yeah, it enhances my life.”

- Swathi Shaker

Public Broadcasting Atlanta
740 Bismark Rd. NE
Atlanta, GA 30324
(678) 686-0321
www.pba.org | www.wabe.org