



Executive Office

March 24, 2025

The Honorable Marjorie Taylor Greene  
Chairwoman, House Subcommittee on Delivering on Government Efficiency  
Washington, D.C. 20515

The Honorable Melanie Stansbury  
Ranking Member, House Subcommittee on Delivering on Government Efficiency  
Washington, D.C. 20515

Attn: Chairwoman Greene and Ranking Member Stansbury:

GPB is a knowledge hub where Georgians of all ages can access a variety of free and trusted platforms that encourage lifelong learning and collaboration. This year marks the 65<sup>th</sup> anniversary of GPB's remarkable history of serving Georgia with educational and entertaining programs, and with 9 television stations and 21 radio stations, we reach 98% of Georgians and a significant part of the surrounding states. Over the last decade, GPB has grown into a modern media company embracing new technologies and delivery systems in an ever-increasing digital world.

### **An Educational Resource for Georgia's Teachers, Students and Families**

As Georgia's digital education content provider, we offer innovative, engaging, standards-aligned resources for educators, students and families. In 2024, our online educational materials and instructional aides were accessed more than 14 million times. Our educational resources vary by platform and age and are *free and accessible to everyone*. GPB has demonstrated how online courses and textbooks can save Georgia's schools tens of millions of dollars. GPB maintains and updates the Georgia Studies digital textbook that is part of the 8<sup>th</sup> grade curriculum statewide. Our ability to ensure up-to-date and accurate digital reference materials for students provides a savings of \$6.7million each year to Georgia's educational budget. We have full courses for high school students in Chemistry, Physics, Environmental Science and Economics built to Georgia standards that can be utilized in classrooms where a subject matter expert or advanced science instructor may not be available. These free digital courses can be used in place of the average \$50 textbook, potentially saving Georgia high schools \$50 textbook per student, amounting to \$33.5 million in savings.

GPB's PreK-12 grade educational content is developed in consultation with the Georgia Department of Education and aligned with the latest Georgia standards, offering educators, students and families a variety of resources and formats to help children thrive. Our resources vary by platform and age – offering something for everyone. GPB's "GASHA GO! World" app and web-based collection of computer science games teaches children ages 5-8 digital literacy and coding skills. High school students are introduced to



Georgia industries and career pathways through our collection Career, Technical, & Agricultural Education resources developed in partnership with organizations including the Georgia Forestry Foundation, Georgia Department of Agriculture and Georgia Bureau of Investigation.

In collaboration with the Georgia Association for the Education of Young Children (GAEYC), GPB has established Learning Neighborhoods in Columbus, Macon, and Atlanta, as well as 13 Learning Regions around the state. Funded by the Corporation for Public Broadcasting through the Ready to Learn program, these initiatives engage families with young children through intentional and ongoing workshops to teach important skills and educational concepts including literacy, math, coding, and more. These Ready to Learn programs are highly impactful and in high-demand, not only because of the well-respected PBS KIDS content on which they are founded, but also because of the local partners with whom we work – including local elementary schools, libraries, YMCA and other childcare centers.

### **Keeping Georgians Safe Through Critical Public Safety Infrastructure**

GPB plays a crucial role in protecting communities statewide by ensuring uninterrupted distribution of Emergency Alert System (EAS) messages. We are a key partner to the Georgia Emergency Management Agency (GEMA) communication framework. Numerous Georgia police departments, the FBI, GBI, National Weather Service, the Bureau of Alcohol, Tobacco and Firearms, and other agencies also rely on GPB. We were able to broadcast more than 4,880 EAS messages in 2024 from federal, state and local authorities, including most recently with Hurricane Helene. In the two weeks following Hurricane Helene in 2024, a wide area of rural, eastern Georgia was without power and cell phone service. As much as 21% of power customers were without power and 24% of cell phone towers were out of service across the state. During this time, GPB's television and radio broadcasts were some of the few sources of reliable and timely information available to Georgians in an area from Valdosta to Waycross and north from Vidalia to Savannah an up to Augusta.

### **Programming for, about and by Georgians**

GPB provides Georgians with free access to high-quality, informative and intelligent programming that inspires curiosity and nurtures life-long learning. We produce more than 580 hours of local programming annually, including Georgia's longest-running television show, *Lawmakers*, currently celebrating its 55<sup>th</sup> season. We operate a broadcasting studio from the Georgia General Assembly, streaming most legislative sessions and providing technical support to the Georgia legislature's media services. GPB also partners with the Georgia High School Sports Association (GHSA), bringing to broadcast weekly high school football games in the fall, culminating in three full days of the state championship tournament broadcast from the Mercedes Benz stadium in Atlanta. During these three days, **GPB is the most watched PBS station in the country**. We also connect communities and families across the state through our annual broadcast of GHSA high school basketball and cheerleading championships. GPB's beloved *Georgia Outdoors* program has been bringing viewers on an exploration of Georgia's natural wonder and beauty for more than 25 years, and newer programs like *Fork in the Road*, *Peach Jam*, and *Viewfinders* offer viewers a look into the agrotourism and cultural aspects of the state.

GPB's local content is paired with content distributed nationally by PBS, NPR, American Public Television (APT), and other national distributors. This content is curated carefully and thoughtfully to provide well-rounded programming that meets the needs of Georgians, regardless of geography or age.

### **A Fiscally Responsible Public/ Private Partnership**

GPB plans for a sustainable future. As a public/private partnership, we have created a varied portfolio of funding from individuals, studio rentals, program sponsorships, and government funding. Federal funding in the way of Community Service Grant and Ready to Learn grants awarded by the Corporation for Public

Broadcasting accounted for 12% of GPB's FY24 budget. These funds are imperative and crucial as we work to keep Georgians connected across the state, provide learning opportunities for families with young children, and open windows to the state, nation and world for Georgians of all ages through well-produced and highly researched television and radio programming.

### **65 Years of Uniting and Uplifting Georgians**

Today, GPB operates 33 facilities, including 27 broadcast towers, and employs nearly 300 full-and part-time staff across Georgia. We stand firmly in our commitment to unite and uplift Georgia and urge Congress to continue to support funding for public media through the Corporation for Public Broadcasting (CPB). PBS and NPR are membership organizations, comprised of locally owned and controlled member stations like GPB. Cuts to or restrictions on federal funding available to PBS and NPR would have a devastating effect on local member stations -- especially those in smaller and rural markets that not only depend on PBS and NPR for high quality national programming but also for content distribution, fundraising support, editorial guidance, regulatory and industry representation, promotional expertise, technical support and other services. These services provided by PBS and NPR efficiently leverage economies of scale to save costs for local stations like GPB. Defunding PBS and NPR would force stations to individually procure or recreate these resources less efficiently and at greater cost.

In hundreds of communities and markets across the country public media is the only locally owned and operated media left. Federal and state funding for public media companies paired with the dollars provided through individual donations together are a critical balance for keeping the "public" in public media. Thank you for the time and attention you have given this national conversation and for your service to the American people.