



— CONNECT WITH —  
**Millions of GPB Fans**  
in Atlanta and Georgia





# Georgia Public Broadcasting

## Statewide NPR and PBS Stations

For more than 60 years, generations of Georgians have learned from GPB, the statewide network of NPR and PBS member stations. From elementary ABCs to news, from historical context to diverse cultural perspectives, from the arts to high school athletics, GPB empowers people to enrich their lives and communities.

In turn, community powers GPB. Individual donors and a growing network of corporate sponsors and philanthropic institutions believe in and support our noncommercial mission.



When you sponsor GPB, **you gain fans in appreciation for your stance with public media.**



## Connect With Thinkers and Doers Who **Spread Your Word**

### EDUCATED

GPB audiences  
prioritize education  
and learning.

### COMMUNITY MINDED

They lead and  
participate in  
community  
initiatives.

### CULTURAL

As arts patrons, they  
find inspiration at  
cultural events.

### INFLUENTIAL

They drive trends  
among personal and  
professional networks.

### AFFLUENT

With discretionary  
income, they have  
means to pursue  
their passions.



## Amplify Your Message While Showing **Love for Local**

Together, GPB original productions, NPR, and PBS deliver an increasingly rare, yet vital mix of rigorously reported local, regional, and national stories.

The diverse roster is loaded with award-winning, iconic, and insightful programs.

- Radio: *Morning Edition*, *All Things Considered*, *This American Life*, *Here & Now*, *Wait Wait...Don't Tell Me!*, *Fresh Air*, *Marketplace*
- TV: *PBS NewsHour*, *Frontline*, *NOVA*, *Nature*, *American Experience*, *American Masters*, Ken Burns films, dramas from MASTERPIECE, PBS KIDS shows

Countering a local journalism deficit, GPB's newsroom ensures:

- Local perspective on national stories
- Depth on regional issues and culture

GPB creates distinctive, relevant, and essential content that reflects the spirit and diversity of Georgia. Highlights include:

**GPB Sports** | Home of high school football, flag football, cheerleading and basketball, GPB has broadcast GHSA Championships since 1997. It has grown its multimedia coverage to the entire football season, and high school sports culture year-round.

**Georgia Outdoors** | Through spectacular photography and narrative storytelling, the series showcases the state's natural beauty and the interplay between natural forces and human interests.

**Political Coverage** | GPB helps inform civic participation by airing the national and local political debates, and with programs and newsletters that unpack the issues, such as *Political Rewind*, *Georgia Today*, *Georgia Today Politics*, *Lawmakers*, and *Battleground: Ballot Box*.

**Events** | GPB engages community conversations including health and safety forums, talks with authors and journalists, film screenings, and panel discussions.



## Make Your Message **Shine Beyond Words**

Reputation is partly earned by the company you keep. Your support of GPB builds a connection with public media audiences that drives brand lift and preference.

Partnership with public media has a halo effect of aligning your brand with traits listeners and viewers associate with GPB:

**Credible**  
**Trustworthy**  
**Quality-oriented**  
**Community-minded**

Per hour, the sponsorship breaks on public broadcasting are about one-third of the time of commercial broadcasting's breaks. Short breaks hold attention. Sponsorship breaks are prefaced with "GPB is supported by..." or similar language. This reminder to audiences reinforces the contribution you're making.

In gratitude for support  
of the content they  
love,  
**GPB fans choose  
and recommend  
sponsors.**



## Leverage Multiplatform Media to **Achieve Many Goals**

GPB captivates news and culture seekers in all the ways they soak in ideas and inspiration — on air, online and in person. Your organization will meet consumers in discovery mode, pursuing their passions.

Whether you see it as sponsorship, philanthropy, cause marketing, or advertising, GPB delivers on many marketing goals.

Support of public media builds relationships with influential fans —  
**lifting your brand voice  
and driving preference.**



MAGAZINE



NEWSLETTER



PODCASTS



STREAMING



DIGITAL



TV



RADIO

## MISSION

To create, produce and distribute high quality programs and services that educate, inform and entertain our audiences and enrich the quality of their lives.



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[www.sponsorgpb.org](http://www.sponsorgpb.org)

*Market Egnuity® manages sponsorship sales for Georgia Public Broadcasting with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.*