



COVID-19 RESPONSE FOR MARCH 20 – APRIL 20, 2020
Providing at-home learning support for educators, students and families

Total Viewers Instructional Broadcast (GPB-TV)	Total Web Content Page Views	Attendance of (23) Live Webinars for Educators	Daily Learning E-Blast Opens	Total Interactions Mar 20- April 20
1,086,478	1,935,104	1,102	215,170	3,237,854

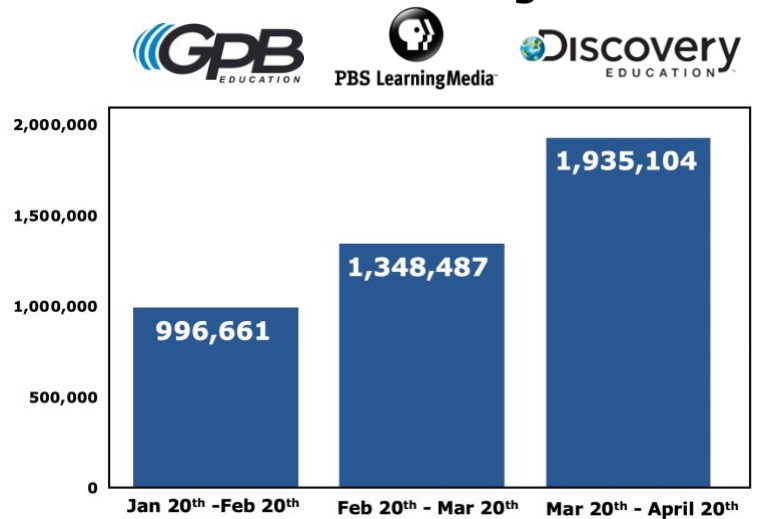
Daily and Essential Support

Today, more than ever, Georgia Public Broadcasting (GPB) is providing daily and essential services to Georgia students, teachers and families during an unprecedented time.

Leveraging our already robust collection of digital learning resources, GPB Education partnered with the Georgia Department of Education (GaDOE) to launch the Georgia Home Classroom initiative on March 17.

The initiative consists of a modified instructional broadcast schedule on GPB-TV and a curated library of digital learning resources for PreK through 12th grade that adhere to Georgia's state standards to foster at-home learning across all subjects and grade levels at gpb.org/learn.

Web Content Page Views:



Instructional Broadcast Audience:

Viewer data for GPB-TV, Mon – Fri, 6am – 6pm	Grade Level:			
	PreK – 3	4 – 8	9 – 12	Total
Total Viewers 6am – 9am, 4pm – 6pm	89,053	134,550	133,416	95,440
Total Viewers 9am – 1pm	133,052	101,891	100,127	81,122
Total Viewers 1pm – 4pm	56,849	56,115	65,225	39,638
Total Viewers GPB-TV	278,954	292,556	298,768	216,200

Source: Nielsen/Trac Media Live + Same Day, Calculated as Total Attendance of Persons Viewing, Using Georgia Household number of 1.5

98%

Percentage of homes in Georgia with access to GPB-TV programming



101%

Percentage increase in usage of GPB online education resources compared to same time last year