



For Immediate Release
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GAME ON!

GPB MEDIA ANNOUNCES NEW SPORTS DIVISION GPB SPORTS: YOUR HOME FOR HIGH SCHOOL SPORTS IN GEORGIA

After experiencing record ratings during last year's High School Championship football games, GPB Media is responding by launching a new division, **GPB Sports**. GPB Sports will change the way Georgians experience high school sports by creating new programs and access across all its platforms. Now high school sports fans from Rome to Valdosta have a new sports home at GPB, committed to bringing the best high school sports coverage to Georgia.

Here's what's new at GPB Sports:

- **GPB Sports Central** (formally Prep Sports Plus) is the state's only weekly high school sports show, an exciting, fast-paced 30-minute look at breaking news stories, features, recruiting and polls from around the state. Premieres **Wednesday, August 25 at 7:30 PM, encores Fridays at 11 PM with final scores, and Saturdays at Noon with final scores and game news**
- **GPB Sports Central XL:** a live video chat featuring interviews with Georgia High School coaches mixing it up with bloggers, writers and fans. Premieres **Wednesday, August 25 at 8:00 PM** online at **gpb.org/sports**
- **Football Fridays in Georgia:** This "game of the week" features top Georgia football match ups every Friday at gpb.org/sports and comes complete with a football smorgasbord: a 30-minute pre-game show, principal interviews, live chats, real time scores from around the state and scoreboard show after the game. This week's game: Roswell High Hornets vs. Collins Hill Eagles. Premieres **Friday, August 27 at 7:00PM** at **gpb.org/sports**

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- **GPB Sports.org:** GPB Sports unveils a completely re-designed sports-lover's website, delivering on-demand coverage of top match ups and archived GHSA Championship games; school pages for over 400 Georgia High Schools, rankings, sports blogs and live chats

“GPB is the only media outlet covering the entire state, so it just made sense to create a division dedicated to fully supporting high school athletes in Georgia. And because education is priority, we shine a spotlight on schools – both on and off the field”, said Teya Ryan, President and Executive Director of GPB. “High school sports bring communities together and that’s exactly what we do at GPB – connect people to the stories that are worth sharing on radio, television and through new media.”

This next year promises to be a knockout as we bring more of the inspiring stories of high-school athletes and great game play to GPB’s television, radio and web platforms.”

GPB will continue its 17-year broadcast partnership with the **Georgia High School Association (GHSA)** for coverage of the Football, Cheerleading and Basketball state championship games on GPB Television and online at gpb.org. These broadcasts are being expanded with interactive live coverage between games that feature interviews and stories from the moms, dads, kids and coaches on the road to capturing the brass ring. Veteran sports broadcaster Tom Vardase will continue to direct the GHSA championship broadcasts in December and March.

GPB is also expanding its **Academic All-Star Athletes** program, which was launched last year in partnership with Wachovia, A Wells Fargo Company; Georgia Natural Gas and the Georgia PTA. Last year, over a 27-week period, one senior male student and one senior female student were recognized each week on air on television and radio. Additionally, information about each scholar-athlete was posted online at gpb.org/academic-all-star-athletes. This year, the program is expanding to 36 weeks, and will recognize 72 student athletes.

“In order to take sports to the next level, we have one of the best sports veterans in town as our Director of Sports, IJ Rosenberg,” said Ryan. “IJ brings fresh energy to GPB Sports – his work in print, new media, radio and television make him the perfect choice to head up this important new division.”

Rosenberg, President of SCORE Atlanta, spent 13 years at the *Atlanta Journal Constitution* covering sports and he has published four books, including the best-seller, "Miracle Season, The Story of the 1991 Atlanta Braves." IJ will oversee all of GPB's online sports programming and marketing and will serve as executive producer of GPB's weekly television sports program, **GPB Sports Central**.

Rosenberg hit the ground running assembling a team to produce the aggressive new schedule for GPB Sports. "We (SCORE Atlanta) have been working closely with GPB for three years, and I'm very excited about the opportunity to help make GPB Sports the home for high school sports in Georgia," said Rosenberg.

"The GPB platform will give us the ability to reach every corner of the state as we produce content for all high school sports on television, radio, online, through social media and wherever technology takes us. There isn't anything more exciting than high school sports, and we will be your home for high school sports in Georgia."

GPB Media is Television, Radio and Education: your PBS station serving all of Georgia; your source for great music and NPR news; and Georgia's source for top-quality multiple media educational products and services.

Watch GPB TV on these nine stations across Georgia: Atlanta – Channel 8.1; Albany – WABW/14.1, Augusta – WCES/20.1, Chatsworth – WCLP/18.1, Columbus – WJSP/28.1, Dawson – WACS/25.1, Macon – WMUM/29.1, Savannah – WVAN/9.1, Waycross – WXGA/8.1.

Listen to GPB Radio on these 17 stations: Albany - 91.7 FM, Athens - 91.7 FM, Augusta - 90.7 FM, Brunswick - 88.9 FM, Carrollton - 90.7 FM, Columbus - 88.1 FM, Dahlonega - 89.5 FM, Dalton – 98.9, Demorest - 88.3 FM, Folkston – 91.3 FM, Fort Gaines - 90.9 FM, Macon - 89.7 FM, Rome – 97.7, Savannah - 91.1 FM, St. Marys - 1190 AM, Tifton - 91.1 FM, Valdosta - 91.7 FM, Waycross - 90.1 FM.

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