



January 24th, 2011

COLUMN: WOODRUFF FOUNDATION FUNDS GEORGIA HISTORY SPOTS ON GEORGIA PUBLIC BROADCASTING

Like Be the first of your friends to like this.

By Maria Saporta

Friday, January 21, 2011

Nov. 15, 1864 — Gen. William Sherman began his march of destruction in Georgia.

Dec. 7, 1946 — The historic Winecoff Hotel in Atlanta burns to the ground, killing 119 people.

Oct. 14, 1964 — Martin Luther King Jr. wins the Nobel Peace Prize.

Jan. 29, 1977 — Andrew Young is named U.S. Ambassador to the United Nations.

July 19, 1996 — The Summer Olympic Games begin in Atlanta.

Such moments soon will be immortalized as part of the “Today in Georgia History” project — a partnership between the Georgia Historical Society and Georgia Public Broadcasting.

The Robert W. Woodruff Foundation has made a \$900,000 gift to fund the first year of the three-year, \$3 million venture. The “Today in Georgia History” project will produce 90-second spots that will run every day of the year for three years on GPB’s television, radio and Web outlets.

In all, more than 1,000 spots will be produced that will feature special days in Georgia’s past.

Teya Ryan, GPB’s president and executive director, said the partnership will leverage her organization’s distribution network to provide educational content provided by top historians in Georgia.

“We are both stronger together than we are individually,” Ryan said. “We will produce a massive amount of material — 53 million impressions over the three years. And we will end up with all this material on a joint, interactive website for students and teachers. We will have created a whole new education tool for Georgia.”

Todd Groce, CEO and president of the Georgia Historical Society, said the goal is to launch the project on Aug. 1 “We have to have a lot of spots in the bag ready to go,” Groce said. “We will be bringing history to the public. It will be a very honest look at the past.”

The host of the 90-second spots will be Stan Deaton, the senior historian for the Society. Already, GPB and the Society are seeking funds for years two and three. After that, they plan to start rerunning the spots for another ..