



LOUISIANA PUBLIC BROADCASTING ANNUAL REPORT 2004



LPB MISSION STATEMENT

To air programming that is intelligent, informative and entertaining and challenges the viewer to explore new ideas and views. To produce Louisiana programming that showcases the state's rich history, explores the issues that are important to people of the state and profiles the people and places that make Louisiana such a unique place to live.

STATEMENT FROM LPB PRESIDENT/CEO BETH COURTNEY



This was a year filled with elections...both national and local, and this was a year that Louisiana Public Broadcasting expanded our role as a forum for deliberative democracy. We staged a traditional debate with our partner, the Council for a Better Louisiana (CABL), for the U.S. Senate race and followed the campaigns in all the races on **Louisiana: The State We're In**. We also explored difficult issues and complex topics with average citizens in our new monthly series **Louisiana Public Square**. Each month, LSU's Public Policy Research Lab at the Manship School of Mass Communication's Reilly Center for Media & Public Affairs selects citizens who reflect our community to join together in a conversation about topics as diverse as education, property taxes, roads, and religion and government. Civil and thoughtful dialogue is needed in our state and country and LPB is the only place all Louisianians can come together to have that conversation.

We also come together to celebrate our unique history and culture. This year, our **Louisiana: A History** series was honored with a duPont Columbia Award, one of the highest national honors a documentary can earn. We applaud our home-grown talented production team.

National audiences will also get a chance to see another extraordinary documentary in 2005—**Signpost to Freedom: The 1953 Baton Rouge Bus Boycott**. This documentary premiered November 4 on the campus of Southern University and the following week throughout the state. This heretofore untold story highlights the courage and convictions of Civil Rights trailblazers in our community. Tackling difficult topics such as asbestos litigation and childhood obesity showed that public broadcasting stands out in the current electronic environment as a source for serious subject matter.

This year, we expanded our role as the state's educational television network by providing the free unitedstreaming Internet service to more than 21,000 teachers. Teachers have now viewed the unitedstreaming website more than 1,000,000 times since LPB began providing this service in the summer of 2003, taking advantage of the more than 21,000 videos available through unitedstreaming. This is the LPB you don't see over the air, but it is part of our core mission to use new technology to make a difference in the lives of our citizens.

Another major accomplishment in 2004 was the completion of our \$23 million digital conversion. This should mean you will be able to receive crystal clear pictures and multiple LPB channels in the coming years.

In 2005, we hope to travel the state telling the wonderful stories of the unique people and places in Louisiana. LPB turns 30 this year, but we promise you can trust us to bring highest quality programs we can acquire, commission or produce. It's been a wonderful year and we believe there will be many more to come.



**HUEL PERKINS, CHAIRMAN
FOUNDATION FOR EXCELLENCE IN
LOUISIANA PUBLIC BROADCASTING**

We are proud that the Foundation for Excellence for Louisiana Public Broadcasting could help fund such excellent program as *Signpost to Freedom: The 1953 Bus Boycott* and the six-part *Step By Step: Kids Trimming Down* series in 2004 and we are looking forward to more outstanding programs in 2005 including *Louisiana Radio Waves*.



**ROBERT DAVIDGE, CHAIRMAN
LOUISIANA EDUCATIONAL TELEVISION AUTHORITY**

LETA continued to expand its educational mission in 2004 with the second year of the unitedstreaming program and the start of the TeacherLine project. More than 21,000 teachers are currently using the free unitedstreaming service to download videos for their lesson plans and the number continues to grow. TeacherLine is providing an excellent way for educators to receive the online professional development courses they need, regardless of their location.

2004 also marked the debut of **Louisiana Public Square**, the monthly public affairs show where average citizens discuss the important issues in the state and question experts about those issues. LPB also continued its long tradition of airing debates in the major political races with the U.S. Senate forum in Lafayette in October. Another long-standing tradition at LPB is outstanding documentaries and 2004 saw the premiere of **Signpost to Freedom: The 1953 Baton Rouge Bus Boycott**, the six-part **Step by Step: Kids Trimming Down** series, and **The Breathtaking Cost of Asbestos** this fall. We are looking forward to another excellent year in 2005.



**ROSE HUDSON, CHAIR
FRIENDS OF LPB BOARD**

The Friends Board completes the 2004 year with great pride in many accomplishments on behalf of Louisiana Public Television. The various Friends' sponsored events, including the first on-air Art Auction, were successful and raised funds to continue the mission of LPB. The Louisiana Legends Gala again provided recognition to several outstanding Louisianians. The new Speaker's Bureau is active and members are busy "spreading the word" about the benefits of public television. We look toward 2005 with an eye toward increasing the membership of Friends and thus increasing the reach of one of Louisiana's valuable information resources.

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2004 was an exciting year for LPB as we completed our digital transition with the sign-on of our digital stations in Lake Charles and Monroe in late summer. LPB was the first digital station in the state when WLPB-DT25 signed on in September of 2000. The additions of KLTM-DT- 19 in Monroe and KLTL-DT 20 in Lake Charles means that viewers in all six markets served by LPB in Louisiana, Texas and Arkansas can now receive our digital transmissions as well as our regular analog signal.

Digital viewers currently receive three channels on our digital feeds. LPB Digital Channel 1 is our regular broadcast signal. Channel 3 is LPB High Definition which runs PBS HD 24 hours a day, seven days a week while Channel 5 is LPB Kids and YOU, the combination of public affairs, how-to shows and PBS Kids that has been airing in Baton Rouge on Cable Channel 11.

This new technology allows LPB to expand our broadcast capabilities to as many as five multi-cast channels in the future. Our digital signal has four times more pixels than our regular analog signal and CD quality audio.

The fact that LPB has its own statewide satellite network allows the network to expand its non-broadcast services. LPB worked closely with the Louisiana Association of Broadcasters to create an Amber Alert System in the state. Each LPB transmitter relays the Amber Alert messages originated by WFMF radio in Baton Rouge to receivers at local radio and television stations around the state. LPB provides this service by using an extra audio channel that is available on LPB's statewide satellite network.

LPB, the Louisiana Cable Telecommunications Association (LCTA) and the Louisiana Legislature also joined forces to provide four hours of live weekday coverage of the Louisiana Legislature's Regular Session through LaTV. The coverage is produced by the Legislature and sent through LPB's satellite to cable systems throughout the state.

MARKET	ANALOG – NTSC	DIGITAL	HD CABLE
BATON ROUGE- WLPB	27	25	712
ALEXANDRIA-KLPA	25	26	
LAFAYETTE –KLPB	24	23	700
LAKE CHARLES – KLTL	18	20	
MONROE –KLTM	13	19	
SHREVEPORT –KLTS	24	25	1124



In the election year of 2004, LPB tried to provide programming that helped viewers understand both local and national issues. It started in January when LPB joined with McNeil Lehrer Productions for its **By the People** project. Baton Rouge was one of 10 communities around the national that gathered average citizens together to discuss national security and the economy. The participants were briefed with a background video on the subject, broke into small groups to discuss the issues and formulated questions for a panel of experts on the subjects. Highlights from the discussion were made into a special called **America in the World: A Baton Rouge Perspective** and Louisiana participants were also featured on the national **By The People** special. A second discussion called **Day of Deliberation** was held October 16 at LPB. Thanks to our partners *The Advocate*; the Council for a Better Louisiana (CABL); League of Women Voters, Baton Rouge Chapter; WRKF-FM; KRVS-FM and The Reilly Center for Media & Public Affairs at the Manship School for Mass Communications at LSU.

After seeing how well the deliberative discussion method worked, LPB created its own monthly show called **Louisiana Public Square** to discuss statewide issues such as job creation, healthcare, property taxes, education and transportation with Governor Kathleen Blanco and other state and local officials. LPB President/CEO Beth Courtney and former CNN anchor and reporter Charles Zewe host the show which airs the third

Wednesday of every month. One interesting fact about the surveys taken before and after the events by The Reilly Center for Media & Public Affairs at the Manship School for Mass Communications at LSU is that a sizable percent of the participants tend to change their opinions after hearing the briefing and asking questions of the experts.

In May, LPB premiered **DESEGREGATION: A DREAM DELAYED**, the story of the settlement of the East Baton Rouge Parish desegregation lawsuit, the longest-running school desegregation case in U.S. history. John Camp talked to all the principals in the case and chronicled the effect this 46-year legal battle has had on the school system.

An estimated 30% of Louisiana's children are considered overweight or obese. That makes them more susceptible to adult health problems such as Type II diabetes, high blood pressures, heart attacks and certain kinds of cancer.

That's why Louisiana Public Broadcasting joined forces with Pediatrician Dr. Stewart Gordon, Psychologist Dr. Denise Sellers, Registered Dietitian Heidi Schumacher, and Exercise Physiologist Dr. Melinda Sothern to develop a new six-part series called **Step By Step: Kids Trimming Down** to give parents the information they need to help their children lead healthier lives. The series produced by LPB's Dorothy Kendrick aired in October and November.



By the People - January 2004



Governor Blanco answers questions about education during an episode of LPB's new monthly show Louisiana Public Square.



The four candidates for U.S. Senate squared off on LPB for a live debate in October from the campus of the University of Louisiana at Lafayette. Thanks to our partners the Council for A Better Louisiana (CABL) for helping make it happen.

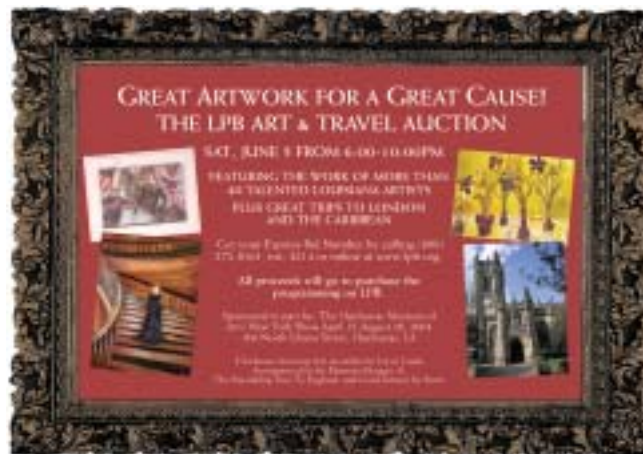
In 1953, nearly three years before the famous Montgomery bus boycott captured national attention, African-American citizens in Baton Rouge carried out the first large-scale bus boycott in the country to protest public transportation segregation. Until recently, this compelling story has been relegated to the footnotes of American civil rights history. In an effort to bring attention to this remarkable story, LPB created a documentary called **SIGNPOST TO FREEDOM: THE 1953 BATON ROUGE BUS BOYCOTT** that featured interviews with eminent civil rights scholars and the boycott's primary participants and witnesses. Christina Melton produced the documentary that was shot and edited by Keith Crews

It's the longest-running lawsuit in American history with more than 750,000 plaintiffs and hundreds of billions of dollars in claims. Award-winning reporter John Camp sorted out the facts and myths about the massive lawsuits against the producers of asbestos products in the LPB documentary **THE BREATHTAKING COST OF ASBESTOS**.

Asbestos was introduced in the United States at the turn of the 20th century and has been used in products ranging from insulation to car brakes. In the 1930s it was discovered that prolonged exposure to asbestos could cause cancer and other respiratory problems, but the dangers were concealed for more than four decades by producers of the materials.

Working with Friends of LPB, LPB also held its first **LPB Art & Travel Auction** in June. The live four-hour special featured more than 40 Louisiana artists and drew a great response from the viewing public. Look for our second auction in 2005.

Also in 2005, LPB will premiere two more major documentaries. **Louisiana Radio Waves** will tell the rich history of Louisiana radio while **Lindy Boggs** is a biography of the former Congresswoman and Ambassador to the Vatican.



As we approach our 30th year on the air, LPB continues to search for new and innovative ways to provide resources for our state's educators that utilize the latest technology.

A perfect example of this is the *unitedstreaming* service that provides free Internet access to more than 2,100 videos and more than 22,000 video clips that can be downloaded and used in lesson plans.

More than 21,000 Louisiana teachers are currently using the service with more than 900,000 hits registered on the *unitedstreaming* website since the program's inception in August, 2003.

Kathy Gora, a computer teacher at Most Blessed Sacrament School in Baton Rouge, is now in her second year of using *unitedstreaming* at her school and she loves it. "We haven't found any subjects that don't have some resources," Gora said.



Kathy Gora of Most Blessed Sacrament in Baton Rouge is one of 21,000 teachers using LPB's unitedstreaming service.



Nancy Thompson of LPB's Educational Services Department discusses TeacherLine with school leaders from around the state.

Teaching and Learning Technology Facilitator Brenda Hodby believes *unitedstreaming* has been an excellent tool for the teachers she works with in Central Louisiana.

"I find it makes it easier for teachers to put a little technology into their classrooms," Hodby said. "It's a wonderful resource for teachers who are trying to reinforce what they are teaching or to introduce a concept."

LPB's completely redesigned website (www.lpb.org) also allows LPB to further expand its educational services for K-12 teachers, and college and adult education students.

PBS TeacherLine provides on-line professional development courses for teachers who need to take post-graduate work to maintain their certification. The first three courses were launched in October

and using a grant from PBS, LPB continues marketing the courses to teachers around the state. The goal is to sign up enough teachers and parishes to make the program self-sufficient. LPB's Educational Television and Technology personnel Dot Dickinson and Nancy Thompson are leading the TeacherLine efforts. The parishes of Allen, Plaquemines, West Baton Rouge, and West Feliciana have already signed up to provide the courses for their teachers and Orleans will also be joining that group soon.

offering our GED courses through streaming video to help students earn their high school diplomas.

Now in the development stages, LPB will eventually have a portal on its website that will provide site information and links to specific content on other websites. A portal is a web site or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and on-line shopping.

LPB is now in its tenth year of its Ready to Learn program. As part of this national program, Ready to Learn coordinator Lenora Brown travels around the state each year conducting more than 50 workshops for parents, educators and caregivers on how to use LPB programs as educational tools with their children. Another ongoing project is First Book. Through this program, LPB provides thousands of books to economically disadvantaged children around the state each year.

"It is by far the single most effective tool I have ever used with my classes."

**- Annie Bigner
Springfield Middle School**

Another pilot project will start offering our broadcast college telecourses through streaming video on our website. This on-demand service will allow non-conventional students to take college credit courses when they have the time rather than recording them early in the morning and viewing the tape later. For 2005, LPB is also considering



LPB's Ready To Learn Coordinator Lenora Brown reads to the children at the New Horizon Head Start Center in Baton Rouge.

As the educational television network for the state of Louisiana, LPB has always been committed to providing the best educational and entertainment programming possible for our youngest viewers.

That's why LPB provides 11 hours of quality children's programming every weekday on LPB and another four hours each weekday and 25 each weekend on LPB Kids and You, now available on the LPB digital feed statewide.

For the ninth year, LPB and the Baton Rouge Rotary Club honored eight outstanding young people with Louisiana Young Heroes Awards on April 28. In addition to being excellent students, these young people were recognized for their service to the community, for overcoming adversity and for serving as an inspiration to others. The Heroes and their families met Governor Kathleen Blanco at a luncheon at the Governor's Mansion and received their awards at a ceremony that night. Books-A-Million and Hibernia National Bank are the underwriters for the awards.

The second annual Louisiana: A History Bee was held in the LPB Studios on May 6. Ten middle school students from around the state competed in the finals with Cameron Parker of Paul Breaux Middle School in Lafayette taking home the top prize of a \$1,000 U.S. Savings Bond provided by event underwriter Bank One. Keanan Parr of Caddo Middle School in Shreveport won second place while Nicole Resweber of The Dunham School in Baton Rouge took third place. Award-winning documentary filmmaker Bill Rodman was the quizmaster for the event which was coordinated by LPB's Dot Dickinson with assistance from Carole Antie. Over 125 middle schools participated in the contest this year.

LPB also participated in the third year of the **ZOOM** Local/National Initiative. LPB crews traveled around the state to feature the outstanding community activities of elementary and middle school students on the **ZOOM Into Action** segments featured on the Friday episodes of the program. More than 5,000 books have been collected and distributed to shelters and literacy programs through the **ZOOM Into Action** Books Drives.

Share A Story brought the joy of literature to thousands of Louisiana children in 2004. This national PBS literacy project co-chaired by First Lady Laura Bush gets adults to read out loud to preschoolers to show them how fun it can be to read. The major local event was Ag Magic at LSU where almost 2,500 preschoolers and kindergarteners were read stories by volunteers.

More than 300 Louisiana students in kindergarten through the third grade entered their stories and illustrations in the annual Reading Rainbow Young Writers and Illustrators Contest. The first, second and third place winners in each grade were honored on June 25 at the LPB Telecommunication Center.



2004 Louisiana Young Heroes with Governor Blanco on April 28 at the Governor's Mansion.



2004 Reading Rainbow Young Writers and Illustrators winners



Louisiana: A History Bee quizmaster Bill Rodman and LPB's Dot Dickinson with the 2004 History Bee winners.



LOUISIANA: A HISTORY

- duPont Columbia Award
Currents of Change (Episode 5)
- Suncoast Regional Emmy
- Seven Telly Awards
(One for each episode and one for the series)
- James Rivers Williams Prize for achievement
in the field of Louisiana studies

Pictured: Producer Christina Melton, Writer Charles Richard, Senior Producers Tika Laudun and Al Godoy and LPB President/CEO Beth Courtney at the duPont Columbia Awards Ceremony in New York.

IN A GOOD PLACE

Freddie Award

ATCHAFALAYA SWAMP REVISITED WITH BILL RODMAN

National Educational Telecommunications Association (NETA) Award

AMERICAN ROOTS: MARC AND ANN SAVOY

NETA Award

ONE ON ONE: THE BEST BUDDIES STORY

2004 Media of the Year Award from the
Louisiana Governor's Office of Disability Affairs

Pictured: LPB Producer Randy LaBauve, Louisiana Best Buddies Director Marti Luke, LPB Videographer/Editor Keith Crews and Marilyn Crane of the Governor's Advisory Council on Disability Affairs.



More than 15,000 people support public television in Louisiana through their membership contributions. We would like to take this opportunity to give special recognition to our major donors:

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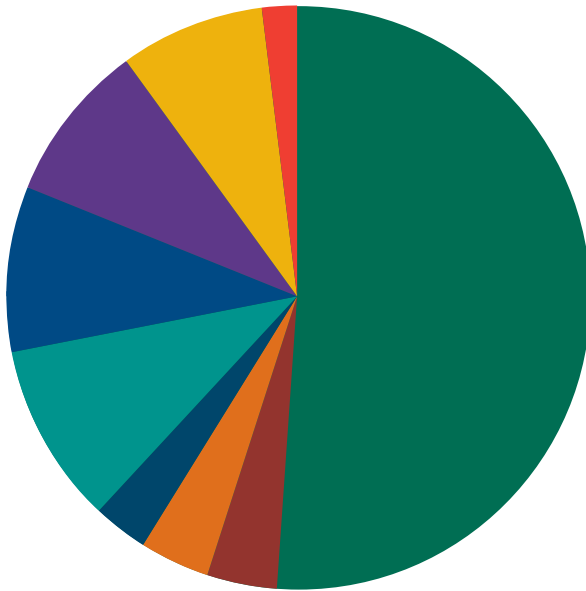
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REVENUE AND EXPENDITURES



REVENUE - FISCAL YEAR 2003-2004



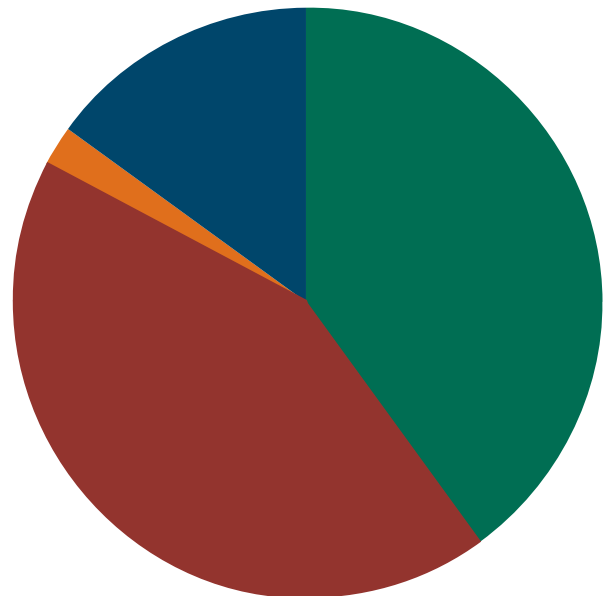
STATE GENERAL FUND	\$6,593,089
SELF-GENERATED	\$548,393
FOUNDATION FOR EXCELLENCE IN LPB	\$466,857
UNDERWRITING	\$416,267
CORPORATION FOR PUBLIC BROADCASTING	\$1,365,822
FRIENDS OF LPB	\$1,209,466
GRANTS	\$1,154,366
SPECIAL PROJECTS/PRODUCTION	\$1,027,008
INTEREST INCOME	\$309,705

TOTAL REVENUE **\$13,090,973**

EXPENDITURES - FISCAL YEAR 2003-2004

PROGRAMMING AND PRODUCTION	\$2,873,066
BROADCASTING	\$5,192,895
PROGRAM INFORMATION	\$276,960
MANAGEMENT AND GENERAL	\$1,822,551

TOTAL REVENUE **\$12,165,472**



FELPB ENDOWMENT - LOUISIANA PRODUCTION FUND **\$925,501**

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