



LPBC 
30 years

A N N U A L R E P O R T 2 0 0 5

A MESSAGE FROM LPB PRESIDENT/CEO BETH COURTNEY

This is certainly a year that citizens of Louisiana will never forget. All of us have been affected by the devastation of Hurricanes Katrina and Rita, and we will be recovering for many years to come. This was also a year in which Louisiana Public Broadcasting used the powerful medium of television to reach out to our fellow citizens. In the past, I have written about LPB's unique ability to broadcast to every community in our state. As many forms of communication were knocked out in Southern Louisiana, we continued to bring vital news and information over television and the Internet. We also became a media evacuation center. More than 100 employees of WWL in New Orleans moved into our building, and we shared our technical facilities with them and allowed them to broadcast on one of LPB's digital channels. Public broadcasters in New Orleans also sought safe haven with us and, in fact, WWOZ radio only moved out in late December. We have made many new friends in our joint efforts to serve the people of Louisiana and I hope this feeling of camaraderie will continue in the future.



The attention of the world was focused on Louisiana during this tragedy and we met and assisted many of public television's national producers. The **Newshour**, **NOVA**, **Frontline** and **NOW** were just some of the programs that used LPB's talented production and engineering staffs. But just as we provided help and shelter to those coming to Louisiana, we were equally blessed by the outpouring of support from our colleagues around the country. Thousands of children's books and articles of clothing were sent by stations and producers such as Sesame Workshop, Between the Lions, and Hit entertainment. The Corporation for Public Broadcasting sponsored two tours around the state to evacuation shelters and our staff coordinated the wonderful children's stars such as Elmo, Maria and Alan from **Sesame Street**, and Leona from **Between The Lions**.

As we look to the future, I am confident that the wonderful, dedicated staff and volunteers at LPB will be a part of rebuilding our state and telling our state's story to the rest of the world. To that end, we are currently working on several national documentaries that will chart our progress, including a collaboration with WGBH and **American Experience**. A new chapter is being written in the history of Louisiana and LPB will use all of our resources to inform our citizens and document the momentous events that will be occurring in the coming years.

A MESSAGE FROM ROBERT DAVIDGE, CHAIRMAN LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD

2005 will certainly be a year that no one will forget in Louisiana. Along with everyone else in our state affected by Hurricanes Katrina and Rita, Louisiana Public Broadcasting certainly faced its share of challenges as we celebrated our 30th anniversary. We are proud that LPB could provide facilities for displaced broadcasters WWL-TV and WWOZ-FM along with programming and technical assistance for our sister station WLAE and WYES in New Orleans.

Despite state budget cuts and rising utility costs, LPB remains financially stable and we expect that to continue in 2006 without a reduction in services. This is due in no small part to the efforts of the LPB Staff and the Friends of LPB. For example, our LPB Cyber Channel will continue to provide Internet access to thousands of video programs and clips for more than 22,000 teachers around the state. LPB's new public affairs show Louisiana Public Square celebrated its first anniversary in June and will continue to provide the public with a forum to discuss the post-hurricane issues in our state. Louisiana: The State We're In, Louisiana's only statewide news magazine, celebrated 29 years on the air in September. We look forward to another exciting year.



**A MESSAGE FROM WILLIAM WELDON, M.D,
CHAIRMAN FRIENDS OF LPB BOARD**

2005 was certainly a dramatic year for our state and for LPB. We were making plans to kick off LPB's 30th anniversary celebration when two devastating storms changed the landscape of Louisiana and its families. But even in the face of these challenges, as people around the state joined forces to support recovery efforts, help our own family members and gave a helping hand to strangers, the members of Friends continued their support for LPB's relief activities for children, national programming and local productions. Friends can be proud that our members contribute more than \$1 million a year to bring programming such as **Nova, Nature** and **Masterpiece Theatre** to our viewers along with award-winning children's programming such as **Arthur, Barney** and **Sesame Street**. Your contributions also allow LPB to produce its own award-winning local programming such as the six-part **Louisiana: A History, Louisiana: The State We're In** and **Louisiana Public Square**.

As we enter 2006, our sights are focused on two special events and one national initiative for public television membership organizations. We expect the Louisiana Legends Gala on April 27th to surpass all previous records set for fundraising and fun-raising! John Breaux, Mignot Faget, Chairman Earl Barbry, Sr., Ambassador James Joseph and Virginia Sheehee will be honored for their contributions to their industries nationally and internationally, and the recognition their efforts have brought to their home state. The André Rieu concert, April 22, 2006, will be our first chance to really enjoy the festivities surrounding our 30th anniversary. We expect the River Center in Baton Rouge to be filled with Friends enjoying Andre's exciting repertoire of waltzes, marches, and classical music.

Finally, 2006 is the year that we begin the second phase of our Major Gifts Initiative. Board members have been meeting face-to-face with Major Donors throughout 2005 - thanking them for support and listening to their concerns and needs. As we go into 2006, you will hear more about the triumphs we expect from this campaign which, as always, will only be possible with your support.



**A MESSAGE FROM DR. HUEL PERKINS, CHAIRMAN
FOUNDATION FOR EXCELLENCE IN LOUISIANA
PUBLIC BROADCASTING BOARD**

Despite the challenges posed by the worst natural disaster in U.S. history, the Foundation for Excellence in Louisiana Public Broadcasting was able to remain financially solvent and provide funding for LPB's award-winning public affairs series **Louisiana Public Square** and its weekly newsmagazine **Louisiana: The State We're In** which will celebrate its 30th year on the air in 2006. We look forward to helping produce more Louisiana documentaries like **Louisiana: A History** and **Making Waves: Louisiana's Radio Story** in the coming years.





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EVENTS



Louisiana Legends 2005 - April 28
 Pictured (Left to right): PBS President Pat Mitchell, Legend Ambassador Andrew Young, Governor Kathleen Blanco, Legend Kix Brooks, Legend Paul Dietzel, Legend Clifford Smith, LPB President Beth Courtney. Front row: Legend Roy Martin. LSU Coach Sue Gunter was unable to attend because of illness.



The **Dragonfly TV** SciGirls Camp taught Girl Scouts about science and nature in June and July.



Famed Louisiana artist Elemore Morgan was one of the contributors to the 2005 Friends of LPB Art and Travel Auction in June.



2005 LOUISIANA YOUNG HEROES DAY - May 4
 Back row: Matt Angel, Chris Rogers, Gov. Blanco, Joshua LeJeune, Krista Drew and Joshua Bell. Front row: Toni Chimento, Lysbeth Shirley and Chaz Wilburn.



2005 Louisiana History Bee - May 6: Pictured (left to right) First Place: Gregory Coles, Second place: Patrick Swiber, Third place: Nicholas Taylor, La. Council of Social Studies President Pam Deselle. Back row: Host Bill Rodman.

REACHING OUT

Life in Louisiana changed dramatically in August and September when the New Orleans area and Southwest Louisiana were pounded by Hurricanes Katrina and Rita. Hundreds of thousands of Louisiana residents were displaced as the floodwaters inundated New Orleans, and decimated St. Bernard and Plaquemines Parishes. In the southwestern part of the state, Rita's tidal surges wiped parts of Cameron Parish off the map and seriously damaged Calcasieu and Vermilion Parishes.

As the state's public television network, LPB was able to offer facilities and support for our displaced broadcast colleagues. Starting three days after Katrina hit, LPB became the temporary home of New Orleans CBS affiliate WWL. Not only did LPB provide studio space for the station, but it also aired WWL newscasts on LPB and LPB Kids & You to give New Orleans evacuees in Baton Rouge and around the state the latest news about their city.

Once WWL went back home on October 1, New Orleans public radio station WWOZ-FM began broadcasting from

LPB's computer lab. WWOZ, known worldwide for its New Orleans music and remotes from the New Orleans Jazz and Heritage Festival and Voodoo Music Festival, did webcasts for a while until it could restart broadcasts from the Crescent City.

The LPB studios also served as the forum for a special **NOW** program on the response by the government to Hurricane Katrina. Host David Brancaccio talked with experts, government officials, and the people who lived through Katrina on what went wrong and the root causes of the failures in the government's emergency response.

LPB also provided technical assistance and uplinks for **NOVA**, CNN, NBC Nightly News and many other news organizations who covered the hurricanes.

LPB also joined forces with the Corporation for Public Broadcasting and the producers of PBS' children programs to help bring some joy to the youngest victims of Hurricanes Katrina and Rita.

LPB President Beth Courtney talks to the WWL employees who were housed at LPB during the first month after Hurricane Katrina. They returned to New Orleans in October.



*Alan from **Sesame Street** made a special new friend at the Hurricane Katrina shelter at the Cajundome in Lafayette.*



A special visit by Elmo brought a smile to the faces of the children at Grand Lake Elementary in Cameron Parish during the second CPB-LPB tour of hurricane affected areas.

Sesame Street performers Maria and Alan joined forces with some talented puppeteers and LPB personnel during the October tour of hurricane shelters and schools housing evacuees in Baton Rouge and Lafayette,



Shortly after Katrina hit in August, children's programming producers such as the Children's Television Workshop (**Sesame Street**, **Dragon Tales**), Hit Entertainment (**Barney**, **Bob the Builder**), Ragdoll (**Teletubbies**, **Boohbah**) and **Cyberchase** called to ask what they could do to help. Shortly after that, thousands of books, CDs, DVDs, toys, shoes and pieces of clothing began to arrive at the LPB Telecommunications Center. LPB Outreach Director Lenora Brown and Outreach Worker Mildred Patrick began distributing these materials to shelters in September. By December, LPB had distributed almost 20,000 books, toys and videos to shelters and schools in 15 parishes.

The Corporation for Public Broadcasting decided that entertainment would be the best way to raise the spirits of the evacuee children. They recruited Alan and Maria from **Sesame Street**, Leona from **Between The Lions** and some other talented puppeteers for a tour set up by LPB to visit shelters and schools housing evacuees in Baton Rouge and Lafayette October 17 and 18.

The second round of the CPB tour started in late November with a two-day stay in the New Orleans area followed by a visit to Cameron Parish. This troupe include Elmo, Alan, Luis and Rosita from **Sesame Street** along with Leona from **Between the Lions**. LPB provided more than 5,000 books and toys for the tour and joined the tour for its visit to Grand Lake School in Cameron Parish. It brought smiles to the faces of the children and their teachers and provided some relief for the parish's children who have lost their homes and schools.

LPB used its public affairs shows **Louisiana Public Square** and **Louisiana: The State We're In** to discuss the important issues surrounding the reconstruction of our state.

In addition, LPB Outreach personnel held workshops for displaced parents to help their children through these trying times. Job training workshops for adults were also conducted to help evacuees improve their work prospects.



ON THE AIR

Louisiana Public Square, LPB's award-winning monthly public affairs program, celebrated its first anniversary on the air in June. The show continues to tackle tough topics like Race and Poverty, the Health Risks from Katrina, and Coastal Erosion. LPB President/CEO Beth Courtney and LSU Media Law Professor Craig Freeman are the hosts.

Louisiana: The State We're In started its 29th year on the air in September with extensive coverage of the hurricanes and how they have affected life in Louisiana. Hosts Robyn Ekins and Charlie Whinham and the State We're In staff also provided in-depth coverage of the Legislature and features on the unique people and places in Louisiana.

Whinham also traveled around the state to investigate the origins of some of the more interesting names of Louisiana towns in the latest edition of **Lost Louisiana**. Stops included Dry Prong, Tickfaw, Lecompte, and Zwolle.

Making Waves: Louisiana's Radio History explored the legacy of Louisiana's cultural, musical, political, religious, news, and sports broadcasting over the radio. From the Big Bands in New Orleans to the French broadcasts in Mamou, it spotlighted some of the more unique personalities who have sat behind the mike.

Imagination Movers Live! featured the New Orleans kids rock group performing in concert at the Baton Rouge River Center. It premiered in December.

Ms. Lucy's Cajun Classroom had a special three-episode preview in December. The new 13-part series features the Gueydan native showing you not only how to cook the recipes but also how to pick the right produce, meat, rice, poultry and seafood for the meal.

Look for a new series with Chef John Folse in 2006.

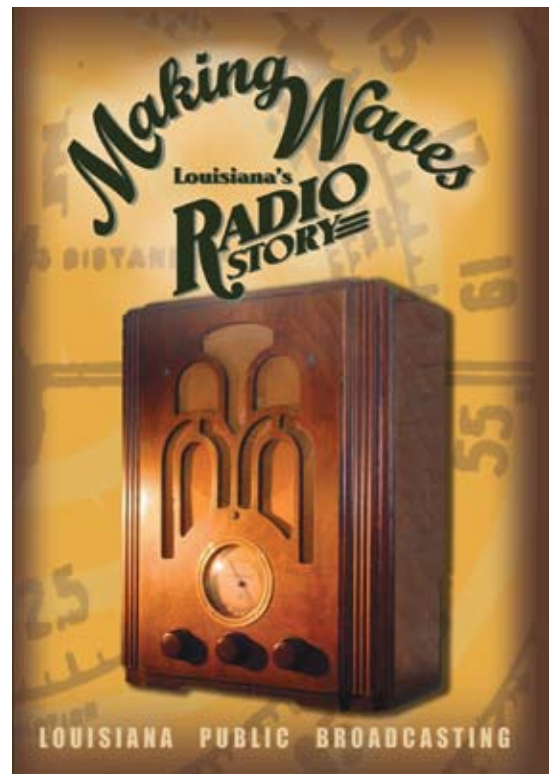
*Lucy Zaunbrecher premiered her new series on LPB in December. **Ms. Lucy's Cajun Classroom** is the fourth series LPB had produced with the Gueydan native.*



Louisiana: The State We're In celebrated its 29th year on the air as Louisiana's only statewide newsmagazine. Robyn Ekins and Charlie Whinham anchor the show.



Louisiana Public Square hosts Beth Courtney and Craig Freeman.



New Orleans kid rockers *Imagination Movers* made their debut on LPB in July and rocked the state during their tour in the fall. LPB recorded their concert at the Baton Rouge River Center in November for a pledge special which debuted in December.



LOUISIANA: A HISTORY

NETA Award – Best Historical Documentary

SIGNPOST TO FREEDOM: THE 1953 BATON ROUGE BUS BOYCOTT

Silver Gavel Award – American Bar Association
New York Film and Video Festival- Best Local Documentary
CINE
Telly Award

FACTS ON FIRE

Telly Award

ONE TO ONE: THE BEST BUDDIES STORY

Telly Award

THE BREATHTAKING COST OF ASBESTOS

Telly Award

STEP BY STEP: KIDS TRIMMING DOWN

Telly Award
Louisiana State Medical Society Award of Excellence

*Reilly Family Foundation Chairman Kevin Reilly, the underwriter for **Step By Step: Kids Trimming Down**, and producer Dorothy Kendrick with the Louisiana State Medical Society Award of Excellence.*

ENVIROTACKLEBOX

NETA Award





UNDERWRITERS

Agenda for Children
Arts Council of Greater Baton Rouge
The Greater Baton Rouge Convention and Visitors Bureau
Books-A-Million
Baton Rouge River Center
Century Tel
Chevron Texaco
Council for a Better Louisiana
Mr. Bernard F. Duhon
Entergy
Gannett Foundation
Gerry Lane Enterprises
Junior League of Louisiana
Hibernia National Bank
JPMorgan Chase
Kilpatrick Life Insurance &
Rose-Neath Funeral Home
Liskow & Lewis Law Firm
The Louisiana Association of Convention and Visitors Bureaus
Louisiana Crawfish Marketing and Promotions Board
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Opelousas Museum of Art
River City Quilters
Riviana Foods
Saenger Theatre
The Louisiana Seafood Promotions and Marketing Board
Sewing Station
Sprint
State Farm
University of Louisiana at Lafayette, Paul & Lulu Hilliard Museum
Wellness, Inc.
Williamsburg Retirement Community
The Zigler Foundation

VISIONARY SOCIETY

The Visionary Society is a special group of friends who supported Louisiana Public Broadcasting at a generous level of \$1,000 or more during 2005. This support helps to make educational, inspirational and entertaining television programming available to citizens of all ages in our state.

Benefactor

(\$10,000 or more annual contribution)

Mrs. Albert LeBlanc - Baton Rouge

Patron

(\$5,000 - \$9,999 annual contribution)

Ms. Nell Brown - Patterson

The R.Z. Beidenharn Foundation - Benton

Mr. & Mrs. Jonathan & Maggie Martin - Alexandria

The Powers Foundation - Shreveport

The Scott Foundation - Monroe

Ms. Nan Wier - Opelousas

Advocate

(\$2,500 - \$4,999 annual contribution)

Ms. Shirley Adamson - Lafayette

Mrs. Marion Attaway - Shreveport

Mr. & Mrs. Dudley & Beverly Coates - Baton Rouge

Colley Christian Soldier Fund - Baton Rouge

Mr. Randy Haynie - Lafayette

Mr. & Mrs. Norman V. Kinsey - Shreveport

Mr. & Mrs. Claude Leach - Lake Charles

Mrs. Vera Martin - Baton Rouge

Ms. Sherie Muslow - Shreveport

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- Baton Rouge

Ms. Virginia Shehee - Shreveport

Mr. William Clifford Smith - Houma

Dr. & Mrs. William & Cornelia Weldon - Baton Rouge

Producer

(\$1,000-\$2,499 annual contribution)

Mr. William Anderson - Shreveport

Ms. Kay Ashley - Tallulah

Mrs. Cathy Barron - Baton Rouge

Mr. Daniel Becnel - Reserve

Ms. Eula Bernard - Lafayette

Ms. Marie Bickham - Zachary

Mr. & Mrs. William Blake - Lake Charles

Ms. Imogene Brown - Baton Rouge

The Frank & Mary Nell Berwick Fund - Baton Rouge

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Ms. Sylvia Champagne - Baton Rouge

Mr. Philip Coane - Ruston

Mr. & Mrs. Forrest Conley - Shreveport

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- Alexandria

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- Baton Rouge

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Mrs. Mary McGuire - Shreveport

The McMains Foundation - Baton Rouge

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Ms. Barbara Oakley - West Monroe

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- Baton Rouge

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Mr. Joe Traigle - Baton Rouge

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Mr. Keven Webb - Ball

Mr. John Whitson - Baton Rouge

Mrs. Hope Williams - Baton Rouge

Mr. & Mrs. Huey & Angelina Wilson
- Baton Rouge

Windows - A Bookshop - Monroe

Ms. Joanna Wurtele - New Roads

Corporate Challengers 2005

The following Corporate Challengers sponsored Pledge Nights during Friends of Louisiana Public Broadcasting fundraising drives throughout the year. Corporate Challengers help to double the membership dollars by contributing over and above the membership challenge.

American Business Systems
The Scott Foundation
M.A. Allen Real Estate
Baton Rouge Community College
Baton Rouge Recreation and Park Commission (BREC)
Blue Cross Blue Shield
Clutch and Drive Shaft
Community Coffee
Dow Chemical
The Friends of Louisiana Public Broadcasting Board of Directors
Gerry Lane Enterprises
Gulf Coast Wireless/Sprint

Hibernia National Bank
Jacob's Engineering
Louisiana Arts and Science Museum
The Louisiana Chrysler Dealers Association
Louisiana State University Museum of Art
LUBA Worker's Compensation Corporation
M & M Communications Concepts
Resource One
Rural Life Museum
The Saenger Theatre
Starmount Insurance

Louisiana Legends Gala Sponsors 2005

Begun in 1990, the Louisiana Legends Awards Gala and Auction is a fundraising event that honors the best and brightest of Louisiana's sons and daughters who have distinguished themselves in a variety of disciplines, bringing honor to their home state.

Gala Benefactors (\$5,000 or more)

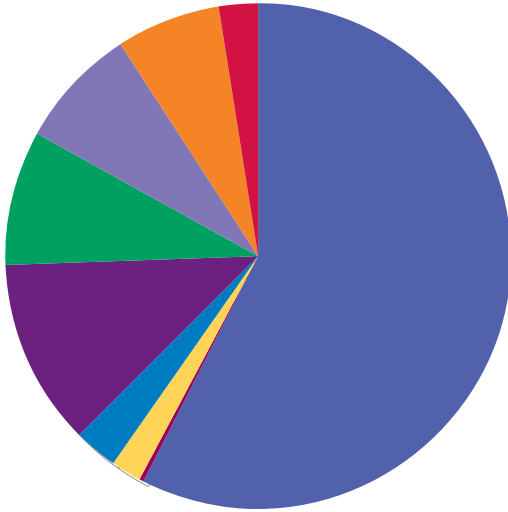
Acadian Ambulance Service
JP Morgan Chase
Roy O. Martin Enterprises
The Louisiana Lottery
LUBA Worker's Compensation
Tunica-Biloxi Tribe of Louisiana

Gala Patrons (\$1,500 or more)

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Century Tel, Inc.
Cleco Corporation
Cox Communications
DSM Copolymer
Entergy
ISC
Kilpatrick Life Insurance

Long Law Firm
Louisiana Companies
Louisiana State University System
Nicholls State University Foundation
Our Lady of the Lake Regional Medical Center
Performance Contractors
Phelps Dunbar
The Honorable Ned Randolph Family
Performance Contractors
Phelps Dunbar
Rapides Regional Medical Center
Red River Bank
Sean & Jennifer Eplett Reilly
South Louisiana Economic Council
Southern University
Terrebonne Motor Company, Inc. and The Barker Automotive Family
Turner Industries
Whitney National Bank
Huey and Angelina Wilson

REVENUE & EXPENDITURES



REVENUE 2004 - 2005

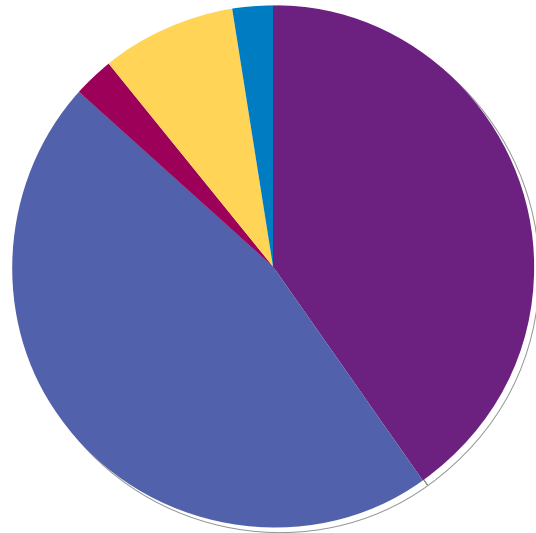
State General Fund	\$7,338,679
Self-Generated	\$63,890
Foundation for Excellence in LPB	\$241,436
Underwriting	\$331,127
Corporation for Public Broadcasting	\$1,532,780
Friends of LPB	\$1,096,553
Grants	\$1,009,763
Special Projects/Production	\$830,531
Interest Income	\$337,065

TOTAL \$12,781,824

EXPENDITURES 2004-2005

Programming & Production	\$4,915,903
Broadcasting	\$5,636,632
Programming Information	\$289,022
Management & General	\$1,018,736
Debt Service	\$311,292

TOTAL \$12,171,585





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