



ANNUAL REPORT
2007

A MESSAGE FROM LOUISIANA PUBLIC BROADCASTING PRESIDENT AND CEO BETH COURTNEY

Dear Friends,

2007 was another eventful year for LPB as we continued to tell Louisiana's story with our documentaries and specials.

The financial support provided by our members have allowed LPB to remain an important source for both outstanding PBS programs such as **NOVA**, **American Experience**, **Masterpiece Theatre** and award-winning local productions like **Atchafalaya Houseboat**, **Surviving the Storm**, **Louisiana World War II Stories** and **Opéra Louisiane**. Having these resources available have allowed us to focus our efforts on content that is both informative, educational and entertaining.

In September, we began the 31st season of **Louisiana The State We're In**. This weekly news and public affairs program is anchored by a solid journalistic team including Robyn Ekings and Charlie Whinham.

Our innovative efforts to involve average citizens in solving our state's complex problems continued with the fourth season of our award-winning **Louisiana Public Square** series. Our partnership with LSU and Professor Craig Freeman have paid numerous dividends in a renewed commitment to deliberative democracy. Continuing a long-standing tradition, LPB and the Council for a Better Louisiana joined forces to host the first statewide television debate featuring all four major candidates for governor.

LPB also partnered with McNeese University for the fourth edition of the **McLeod Lecture Series** featuring former U.S. Senators John Breaux and Bennett Johnson discussing life in Washington.

These programs are a visible reminder of our continued effort to connect the state in ways that improve communication for all people.

Louisiana Public Broadcasting is honored to be represented by three outstanding boards. We are happy to report that our funding is secure and our donations and membership have increased. The data included in this report reflects the public/private partnership that allows us to flourish in an increasingly complex media landscape. We have made significant progress in our digital conversion and are now broadcasting four distinctly different channels of programs. We will see even greater changes in the technical delivery of content in the future, but we remain committed to bringing you quality, educational content. We value our viewers and members and look forward to increasing our communication with you. This year marked our twelfth year to honor Louisiana Young Heroes and the 17th year to celebrate our Louisiana Legends. Each of these projects reminds us of the outstanding Louisianians we serve but also encourages us to do even more to make our community a better place to live.



A MESSAGE FROM LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD CHAIRMAN DEANO THORNTON



During its 32 years on the air, LPB has always taken its educational mission very seriously. In addition to airing 55 hours of quality children's programming every week on LPB, LPB outreach professionals conducted 67 educational workshops in 2007 which taught thousands of parents and caregivers how to use television as a learning tool.

I am also proud that LPB could continue to provide Internet access to thousands of educational videos and video clips for almost 20,000 teachers through the LPB Cyberport.

In 2008, we look forward to continuing our long-standing tradition of capturing the culture and people of our great state with such upcoming documentaries as **Louisiana Story: The Reverse Angle**, a look back at the cast and filmmakers involved in the 1948 classic movie about the bayou country of Louisiana.

A MESSAGE FROM JOSEPH TRAIGLE, CHAIRMAN FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING



The Foundation for Excellence in Louisiana Public Broadcasting continued to provide strong financial support for Louisiana Public Broadcasting this year. One of our proudest achievements is the creation of a permanent endowment that will ensure that LPB can continue creating documentaries about our state and musical programs like *Opéra Louisiana* that showcase the amazing talent in our state. We look forward to another great year in 2008.

A MESSAGE FROM REBECCA PENNINGTON, Ph.D., CFRE, CHAIRMAN, BOARD OF DIRECTORS FRIENDS OF LPB

In the aftermath of Hurricanes Katrina and Rita, Friends of LPB faced two challenging fundraising years. Thanks to the support of its members, Friends raised over \$2.0 million to bring programs like *Masterpiece Theatre*, *Antiques Roadshow*, *Sesame Street* and local productions such as *Washing Away: Losing Louisiana* and *Katrina's Smallest Victims* to Louisiana citizens.

Friends also honored Louisiana native sons and daughters at the annual Louisiana Legends Gala. This year's honorees were former Governor David Treen, Baton Rouge businessman and philanthropist Kevin Reilly, Sr., New Orleans Chef Leah Chase, pro golfer Hal Sutton and world-renowned art patron and philanthropist Matilda Gray Stream. The 18th annual Louisiana Legends Gala will be held on May 1 in Baton Rouge at the Old State Capitol. Honorees will include acclaimed actress Lynn Whitfield, (*Eve's Bayou*) award-winning playwright Tony Kushner (*Angels in America*), businessman Ben Kleinpeter and former Air Force Surgeon General Andy Anderson.

In 2007, Friends of LPB hosted two exciting concerts: Celtic Woman and our Doo Wop Extravaganza headlined by Jerry Butler and Gene "Duke of Earl" Chandler. Look for a return appearance by Celtic Woman on Saturday, February 16 at the CenturyTel Arena in Bossier City, Andre Rieu and his Johann Strauss Orchestra on April 23 at the Cajundome and B.J. Thomas and Gene "Duke of Earl" Chandler at our Rock, Pop and Doo Wop Concert June 28 at the Baton Rouge River Center Theatre as part of Friends' annual concert series to promote the talent of public broadcasting artists. Other exciting programs and events are planned for the future, so "stay tuned" for more information. I hope to visit with many of you around the state in the year ahead.



Thanks for supporting Louisiana Public Broadcasting

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FACTS

The Louisiana Educational Television Authority currently operates 12 broadcast channels around the state. In addition to the six main LPB channels, LPB has digital channels in all six of our markets that not only broadcast LPB's High Definition (HD) channel but also LPB Create which features how-to, travel and art shows. Our HD channels are always listed as digital channel 5 such as WLPB-Digital Channel (DT) 27.5. LPB Create is always the third channel on our digital feed (WLPB-DT27.3). In addition, LPB operates LPB +, a combination of public affairs, how-shows and children's programming on Cox Cable in Baton Rouge (Cable 11) and Lafayette (Cable 23).



- WLPB-TV27 and WLPB-Digital 27.1, 27.3 and 27.5 in Baton Rouge
- KLPB-TV24 and KLPB-Digital 24.1., 24.3 and 24.5 in Acadiana
- KLPA-TV25 and KLPA-Digital 25.1, 25.2 and 25.5 in Alexandria
- KLTL-TV18 and KLTL – Digital TV18.1, 18.3 and 18.5 in Lake Charles
- KLTM-TV13 and KLTM- Digital 13.1., 13.3 and 13.5 in Monroe
- KLTS-TV24 and KLTS-Digital 24.1, 24.3 and 24.5 in Shreveport

FACTS ABOUT LPB

LPB currently operates four different stations 24 hours a day, seven days a week: LPB, cable channel LPB+, digital channel LPB Create and LPBHD. Together those stations aired 35,040 hours of programming in 2007.

57 hours of quality children's programming airs each week on LPB with another 56.5 hours airing weekly on LPB+. That's a total of 5,902 hours of children's programming in 2007.

Louisiana teachers accessed LPB's Cyberchannel through the LPB website more than 2.7 million times in 2007 to search for and download instructional videos and video clips.

LPB'S award-winning website (www.lpb.org) receives an average of almost 17,000 page views per day which adds up to 6.2 million page views a year.

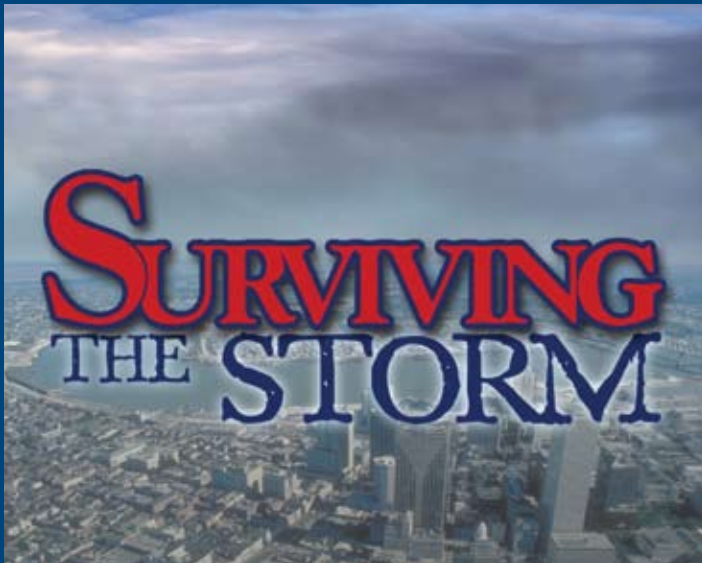


PROGRAMS

Louisiana Speaks: Our Voice, Our Plan, Our Future was an Emmy-winning documentary produced by LPB to explain the possible solutions to the major problems facing the state including coastal erosion and restoration, economic development, public safety and outdated roads and bridges. It premiered in January and helped get 23,000 people to state their preferences for the future. It was produced by Al Godoy and Kevin Gautreaux with help from Christina Melton, LPB President Beth Courtney and many others. Actress and Baton Rouge native Lynn Whitfield (pictured) was the narrator.

Surviving the Storm showed how Oschner Foundation Hospital in New Orleans was able to stay open before, during and after Hurricane Katrina while most of New Orleans was inundated with water and was without power. It was produced by LPB's Dorothy Kendrick and narrated by actor John Goodman.



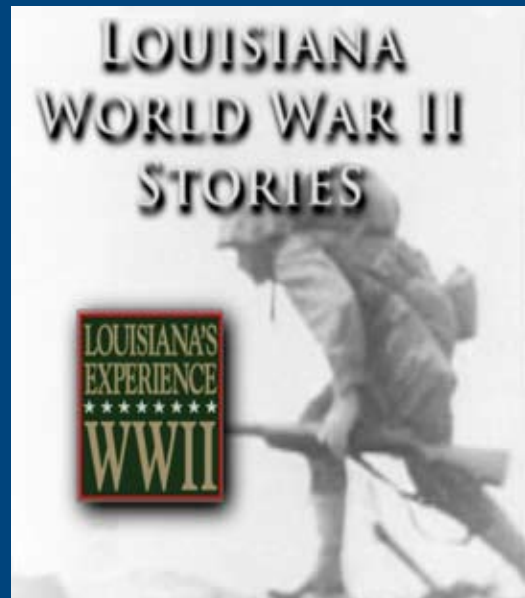


Atchafalaya Houseboat told the story of Gwen Roland (above), who left the Baton Rouge area to live on a houseboat that she and her companion Calvin Voisin built in the early 1970s. The documentary produced by LPB's Christina Melton was based on Gwen's book **Atchafalaya Houseboat: My Years in a Louisiana Swamp**. It included the photography of world-renowned nature photographer C.C. Lockwood and was shot in high definition by award-winning LPB videographers Rex Q. Fortenberry and Keith Crews.

Opéra Louisiane Gala was shot in high-definition on October 27 at the Baton Rouge River Center Theatre for the Performing Arts. The program included performances by world renowned opera stars and Louisiana native Paul Groves, Jeffrey Wells, Elizabeth Futral, Lisette Oropesa and Matt Morgan along with special guests Susan Graham and Lucas Meachem. It premiered December 6 on LPB.

Now in its fourth year, the award-winning **Louisiana Public Square** tackled capital punishment, the Iraq War, and global warming. It allowed citizens to voice their opinions and question experts on the topic of the month. LPB President Beth Courtney and LSU Media Law Professor Craig Freeman host the monthly program.

The Suncoast Emmy-winning **Louisiana: The State We're In** celebrated its 31st year on the air in 2007. As always the weekly public affairs program provided in-depth coverage of the state's political scene, explained the issues that are important to Louisiana residents and provided features about the people and places that make our state a unique place to live. Managing Editor Robyn Eking and Producer Charlie Whinham are your hosts.



Lost Louisiana continued its "What's In A Name?" series as host Charlie Whinham traveled to Bogalusa, Eunice, Opelousas, Plain Dealing, and Thibodaux to find out how the towns got their names.

Louisiana World War II Stories profiled Louisiana veterans from around the state who served with distinction during World War II. Charlie Whinham produced the profiles which were heart-warming and, in some cases, hilarious. LPB collected more than 100 veterans' stories both online and on tape as part of the outreach effort for **The War**, Ken Burns' seven-part series on World War II which premiered in September.



EVENTS

2007 Louisiana Legends Gala & Auction – April 27

This year's honorees were: Front row: Philanthropist Matilda Gray Stream, Chef Leah Chase Back Row: Golfer Hal Sutton, former Governor David Treen, and Businessman and Philanthropist Kevin Reilly.



2007 Louisiana Young Heroes – May 3

Left to Right: Young Heroes Joshua Droy, Jessica Elliot, Luke Richer, Governor Kathleen Blanco, Corey Mayon, Jordan Prince, Cameron Batiste, Ryan Robinson and Jonathan Dunlap

Opéra Louisiane Gala – October 27

Opera Stars Paul Groves, Elizabeth Futral, Susan Graham, Lisette Oropesa and Lucas Meachem generously donated their time and talent to help launch Opéra Louisiane, a new opera company headed by Robert Grayson, by performing at the October 27th Gala in Baton Rouge. The concert premiered on LPB and LPB HD in December.





**The War Premiere – September 11
Barksdale Air Force Base**

More than 550 people attended the special premiere of Ken Burns' series *The War* at Hoban Hall on Barksdale Air Force Base in Bossier City on September 11.

Pictured Left to right: LPB President Beth Courtney, Colonel Steve dePyssler, Rachael Wheeler, Colonel Robert Wheeler, Elaine Shoultz, Colonel Michael Shoultz and Friends of LPB Board member Dr. William Weldon.



GUBERNATORIAL FORUM – September 27

Following a long-standing tradition, LPB and the Council for a Better Louisiana held the first Gubernatorial Forum featuring all four major candidates.

Pictured left to Right: Bobby Jindal, John Georges, Foster Campbell and Walter Boasso.

AWARDS

Louisiana Speaks: Our Voice, Our Plan, Our Future

Suncoast Regional Emmy

Telly Award

NETA Award

Washing Away: Losing Louisiana

Edward R Murrow Award

Telly Award

New York Film Festival

Surviving The Storm

Louisiana State Medical Society

Telly Award

Katrina's Smallest Victims

Telly Award

Lindy Boggs: Steel & Velvet

Telly Award

American Creole: New Orleans Reunion

Telly Award

Lost Louisiana

Telly Award

Louisiana Public Square

Telly Award

Louisiana Young Heroes

Telly Award

Brother's Keeper

Telly Award

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SSA Consultants
State Farm
Tunica-Biloxi Tribe of Louisiana
Windsong Productions
Zigler Foundation

VISIONARY SOCIETY

The Visionary Society is a very special group of Friends who support Louisiana Public Broadcasting (LPB) by contributing funds amounting between \$1000 and \$9,999. This generous support helps to make educational, inspirational and entertaining television programming available to citizens of all ages in our state.

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Baton Rouge
Baton Rouge
Ruston
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Baton Rouge
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Shreveport
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Baton Rouge
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Baton Rouge
Ruston
New Iberia
Baton Rouge
Plaquemine
Baton Rouge
Gonzales
Crowley
Shreveport
Lake Charles
Baton Rouge
Lafayette
Shreveport
Shreveport
Baton Rouge
Covington
Shreveport
Shreveport
Plaquemine
Lafayette
Baton Rouge
Shreveport
Baton Rouge
Bossier City
Shreveport
Baton Rouge
Lake Charles
Shreveport
Shreveport
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Baton Rouge
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Baton Rouge
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Baton Rouge
Baton Rouge
Alexandria
Baton Rouge
Maurepas
Baton Rouge
Bossier City
Baton Rouge
Minden
Thibodaux
Baton Rouge
Baton Rouge
Baton Rouge
Shreveport
Bonita
Baton Rouge
Baton Rouge
Prairieville
Baton Rouge
Baton Rouge
Baton Rouge
Port Allen
Baton Rouge
Zachary
Pineville
Shreveport
Las Vegas
Baton Rouge
Shreveport
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Benton
Baton Rouge
Baton Rouge
Baton Rouge
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Baton Rouge
Baton Rouge
Baton Rouge
New Roads
Bastrop
Shreveport

THE LOUISIANA LEGENDS SOCIETY

This prestigious group of Friends supports Louisiana Public Broadcasting (LPB) at the \$10,000 level and above. This substantial support helps to make educational, inspirational and entertaining television programming available to citizens of all ages in our state. For more information on becoming part of this society and its benefits, contact Fleur Williams at 225.767.4227 or at fwilliams@lpb.org.

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CHRISTUS Health	Houston
Mrs. Elena Leblanc	Baton Rouge
Squire Club	Choudrant

CORPORATE CHALLENGERS 2007

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 Backpacker
Baton Rouge Convention and Visitors Bureau
Capital One
Citizens Bank
Dow Chemical Company
Dirt-X Tractors
EATEL
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Louisiana Companies
Louisiana Chrysler Dealers
LSU Press
LUBA
McMains Foundation
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Scott Foundation
Starmount Insurance
Sterling Studio Tunica Biloxi Indian Tribe
Wolf Wheless Foundation

LOUISIANA LEGENDS GALA SPONSORS 2007

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.

\$10,000 GALA BENEFACTOR SPONSORS:

CHRISTUS Health
Squire Creek Country Club

\$5,000 GALA STAR SPONSORS:

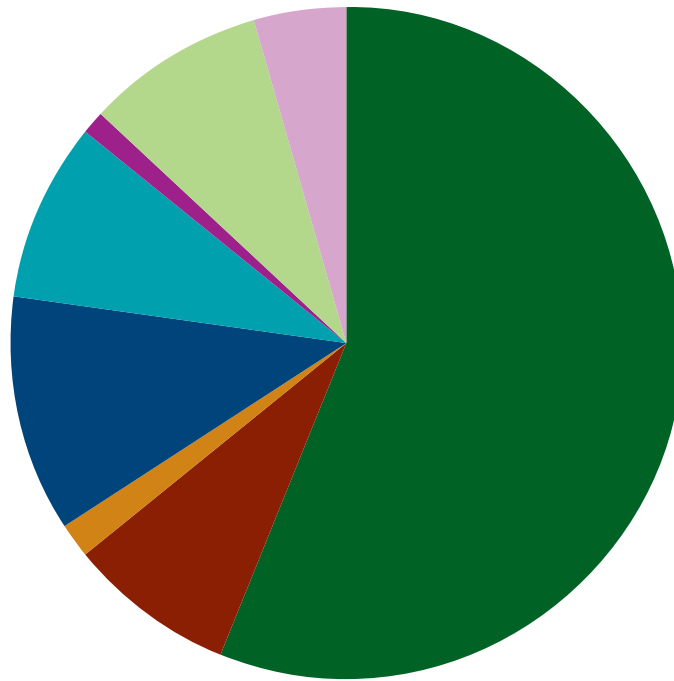
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LUBA Workers' Comp
Tunica Biloxi Tribe of LA









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Rapides Regional Medical Center
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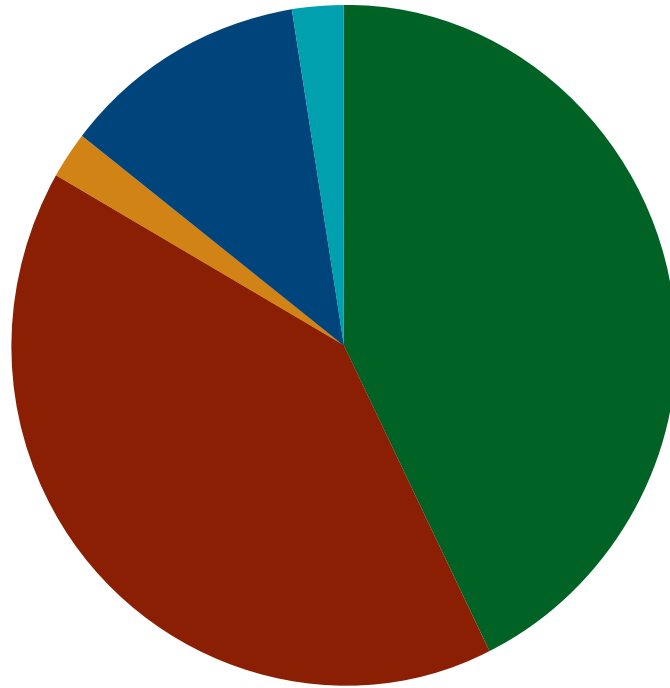
REVENUE



	State General Fund	7,732,736
	Self Generated	1,111,212
	Underwriting	247,967
	Corporation for Public Broadcasting	1,573,313
	Friends of LPB	1,171,657
	Grants	168,190
	Special Projects/Production	1,198,314
	Interest/Dividend Income	607,463

	Total	13,810,852

EXPENDITURES



	Programming & Production	5,381,875
	Broadcasting	5,071,743
	Program Information	283,987
	Management & General	1,517,561
	Debt Service	299,973
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	Total	12,555,139

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