



2009

ANNUAL REPORT



A MESSAGE FROM BETH COURTNEY

LPB PRESIDENT/CEO

LPB had much to celebrate in 2009. We successfully began all-digital broadcasts in June and have increased our signal in Shreveport and Lake Charles. We are now working on upgrades for our transmitters in Baton Rouge and Alexandria.

Our commitment to early childhood education was seen in Ruston and Baton Rouge where we presented pre-school reading camps that increased literacy skills in the youngsters who participated. More than 21,000 Louisiana students took part in our electronic field trip that explained the impact of coastal

erosion of Louisiana’s shoreline. Students and teachers also used LPB’s online educational resource 1.3 million times in 2009.

We also launched two important initiatives in 2009 that will provide major resources for our teachers and students in the future. The American Archives Project will offer access for the public to view on-line archived footage of historic Civil Rights and World War II video and film. LPB is partnering with the Science, Technology, Engineering, and Mathematics (S.T.E.M.) Education Coalition to share resources that will enhance the instruction of math and science in classrooms.

Unfortunately, the economic troubles we all faced also affected LPB this year. The state supports our mission by funding salaries and some fixed costs such as electricity, and that support was reduced 15% in 2009. We can expect even more cuts next year. Fortunately, your generosity along with corporate support pays for our programs and other services we provide. It is a perfect public-private partnership that has kept LPB on the air and prospering for more than three decades. While we may experience ups and downs, we at LPB know we can count on our friends and neighbors to help us improve the lives of all Louisianans.

This year was a momentous one for LPB as we implemented the federally-mandated switch to digital broadcasting at our stations around the state. The LETA Board would like to commend the LPB staff for all of its hard work in making this transition and getting the word out to the public.

LPB continued to tell our state’s story to Louisiana viewers and viewers around the country through documentaries like **A Summer of Birds**, the story of naturalist painter John James Audubon’s time in Louisiana, **Gen. Robert H. Barrow: A Legacy of Leadership**, a profile of the Louisiana native who rose to the rank of commandant of the Marine Corps, and our **Louisiana’s Natural Treasures** specials on our state and national parks.

As a teacher, I greatly appreciate all of the educational resources provided by LPB, especially the LPB Learning Port which provides online access to thousands of educational videos and video clips to educators around the state. TeacherLine and Peer Connection are also excellent programs offered by LPB and PBS to help teachers maintain their certification and improve their teaching skills.

We are looking forward to another great year in 2010 as we premiere a new series from Chef John Folse.



A MESSAGE FROM BARBARA DECUIR

**LOUISIANA EDUCATIONAL TELEVISION
AUTHORITY BOARD CHAIRMAN**

The Friends of Louisiana Public Broadcasting look ahead to 2010, the year of LPB's 35th anniversary, and plan to celebrate and honor 35 years as Louisiana's trusted source for quality programming and life-long learning. Since our origin, quality has been a state of mind, a commitment, a responsibility and a spirit offered to the people of Louisiana. With every challenge, we have gained strength, courage, and confidence that we are representing the interests of our members. We are passionate in our support of LPB as it showcases the best of what Louisiana has to offer - our state's unique history, people, places, and events. At our annual meeting, the board renewed its commitment to support LPB's mission of providing programming that is intelligent, informative, educational, and entertaining.

The recession presented a challenging fundraising year for Friends of LPB. Calling on all resources and contacts of our Board members, we continued to persevere, and together with our individual members and corporate donors, we celebrated a successful fundraising year. Friends raised \$2,011,116.57 to bring programs like **Louisiana: the State We're In, Louisiana Public Square, A Summer of Birds, Antiques Roadshow, Masterpiece, Ken Burns' National Parks, Sesame Street**, and so many other programs to people across Louisiana. Part of the success of Friends can be attributed to concerts such as Celtic Woman held in Baton Rouge. Highlights of the year included the LPB Art and Travel Auction and the Louisiana Legends Awards Gala in which we honored Ken Wells, Jimmy D. Long, Sr., William H. Gray, III, Joy Nalty Hodges, and Terry Bradshaw. In addition, the LPB



A MESSAGE FROM ROSA DUNN

FRIENDS OF LPB CHAIR

Kids Club was very successful in 2009 culminating with the year-end Very Monkey Christmas event in which over 1,000 children participated.

Members receive *VISIONS*, *Louisiana Life* magazine, monthly updates on programming, upcoming specials, and membership benefits and they applaud our content, design, and effectiveness.

The key to success in these uncertain times is a strong vision and a work ethic to turn that vision into reality. The Friends of LPB Staff and Board of Directors will work diligently to secure our place as Louisiana's trusted source for quality programming and life-long learning.



A MESSAGE FROM JOSEPH TRAIGE

CHAIRMAN, FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING

Even though the economy filled the headlines, the Foundation for Excellence in Louisiana Public Broadcasting continued its strong financial support for LPB in 2009. The Foundation provided funding for a wide-range of Louisiana projects including the acclaimed documentary **A Summer of Birds** and the award-winning public affairs series **Louisiana: The State We're In** and **Louisiana Public Square**.

Foundation support to LPB helped offset some of the cuts made in state funding in 2009 and we stand ready to continue our longstanding commitment to the worthwhile mission of Louisiana Public Broadcasting.

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**EIGHT LOUISIANA STUDENTS HONORED AS
2009 LOUISIANA YOUNG HEROES
- APRIL 22**

Pictured Left to Right: Front Row: Emily Seba, Kristin Slack, and Kari Heideman. Second Row: Helen Meridy, Secretary of State Jay Dardenne, Carl Harrison, Craig Young. Top Row: Carter Boyd and Zachary Revall.



A Very Monkey Christmas - November 22

More than one thousand people came to the Very Monkey Christmas Celebration at the Louisiana Christmas Tree Forest near Zachary with special guests Curious George and Santa Claus.



**FRIENDS ANNUAL MEETING/ THE NATIONAL
PARKS: AMERICA'S BEST IDEA
- SEPTEMBER 23**

*Friends of LPB members got a chance to watch the Celebration from Central Park that previewed Ken Burns' six-part series **The National Parks: America's Best Idea**.*



**FRIENDS OF LPB HONORS FIVE AT LOUISIANA
LEGENDS GALA AND AUCTION ON APRIL 30**

Pictured Left to Right: Journalist and author Ken Wells, former state legislator and educational leader Jimmy Long, philanthropist and businesswoman Joy Nalty Hodges, former Congressman and United Negro College Fund President William Gray and Pro Football Hall of Fame Quarterback Terry Bradshaw



LPB ART ROCKS!

Friends of LPB kicked off the 2009 Art & Travel Auction with a celebration at the Louisiana State Museum. This year's auction was the biggest ever with 122 artists donating work.



CELTIC WOMAN IN BATON ROUGE - APRIL 22

The ladies not only performed at the Baton Rouge River Center Arena but also made a special appearance at Barnes & Noble and on-air for LPB.



LPB continued its long-standing tradition of historical documentaries and public affairs programs in 2009.

A Summer of Birds told the story of John James Audubon's year at Oakley House in West Feliciana Parish in 1821 and the effect that it had on his work. Based on the book *A Summer of Birds: John James Audubon at Oakley House* by Danny Heitman, the documentary was written and directed by Christina Melton, produced by Liz Barnes and shot and edited by Rex Q. Fortenberry.

Award-winning journalist and producer Charlie Whinham hit the road to visit some of Louisiana's State and National Parks in two specials that premiered in August. **Louisiana's Natural Treasures: State Parks** and **Louisiana's Natural Treasures: Our National Sites** showcased the park experience from one end of the state to the other with stops at Fountainebleau and Lake Bistineau State Parks and Jeanne Lafitte and Cane River National Parks. **Louisiana Railways** featured Charlie's visits to some of the state's historic trains and museums.

General Barrow: A Legacy of Leadership profiled General William H.

Barrow, the West Feliciana native who rose to rank of Commandant of the Marine Corps during his four-decade career. This LPB special was produced by Dorothy Kendrick.

Other programs included the **Great American Seafood Cook-Off** featuring 16 chefs from around the country preparing dishes using seafood indigenous to their state. LPB again partnered with the Secretary of State's Office for another **Louisiana Archive Roadshow**, an appraisal fair for Louisiana citizens to find out whether their treasures are of historical significance, or simply family heirlooms.

LPB's award-winning weekly newsmagazine **Louisiana: The State We're In** started its 33rd year in September. Anchor-producers Charlie Whinham and Shauna Sanford combine the important news of the week with interesting features about the people and places that make our state a unique place to live. During the Legislative Session, **Capitol Beat** presented a daily summary of that day's activities in the House and Senate.

Now in its sixth season, **Louisiana Public Square** featured intelligent discussions about the important issues facing our state. The award-winning series gave average citizens a chance to



voice their opinions and question experts on that month's topic. LPB President/CEO Beth Courtney and LSU Media Law Professor Craig Freeman host the program. The season began in August with **Hurricane! Lessons Learned**, a joint project with Mississippi Public Broadcasting that discussed the progress in rebuilding the two states since Hurricane Katrina and the protective measures

that are planned or now in place to lessen the impact of future storms.

Look for episode seven of LPB's duPont Columbia Award-winning **Louisiana: A History** series, a new series of **A Taste of Louisiana with Chef John Folse & Company**, along with many other new programs and services from LPB.



Charlie Whinham

RAISING READERS



*Super WHY!
Camp in
Baton Rouge*

A special kickoff featuring PBS Kids star Elmo launched the Raising Readers Initiative in November 2008. Raising Readers is designed to improve the literacy of preschoolers around the state. It uses research-based, innovative television programs and related multi-media content to help children between the ages of 2 and 8 develop the literacy skills they need to become successful readers. It uses award-winning PBS Kids programs like **Sesame Street**, **Between the Lions**, **Super WHY!**, **WordWorld** and **Martha Speaks** to help improve children's vocabularies, word recognition and other literacy skills.

One of the most successful parts of the program is the Super WHY! Reading Camps which LPB held in Baton Rouge and Ruston this summer. By testing the children on the first and last days of the weeklong camp, their progress can be measured. The camps have been proven to be highly effective with a national study showing that camp participants improved their phonics skills by 84% and their word recognition by 139%. The 20 children who participated in last year's camps in Baton Rouge improved their understanding of letter sounds and word recognition by 115%.

Other projects include the Martha's Reading Buddies where fifth graders read to

*Martha from
Martha Speaks
made new
friends at a
special event
in October.*



kindergarteners, and the Electric Company Afterschool Program which uses the program to improve the literacy skills of elementary students and the Library.

LPB Day at the Capitol celebrated the success of the Raising Readers program with a rally on the Capitol Steps along with storytelling, games and special appearances by Clifford, Duck from **Word World** and Lionel from **Between the Lions**.

LPB Raising Readers Day celebrated the literacy program by having volunteers read "The Very Hungry Caterpillar" in classrooms around the state. Participants included LETA Board Chair Barbara DeCuir and board members Gigi Carter, Felicia Harry, Joe



Martha's Reading Buddies

LPB President Beth Courtney and her granddaughter Virginia kicked off LPB Raising Readers Day on October 8.



Salter, Paul Sawyer, Deano Thornton, and Dr. Bill Weldon along with Friends of LPB Board Chair Rosa Dunn and board member Robyn Merrick. WAFB-TV traffic reporter Johnny Ahysen read at Wonderland Head Start in Baton Rouge. LPB President Beth Courtney kicked off the celebration on October 8 by reading at the United Methodist Preschool in Baton Rouge. Special thanks to the

staff at the Eunice Head Start where the book was read to seven classes.

The national Raising Readers project is funded by U.S. Department of Education's Ready to Learn grant with support from the Corporation for Public Broadcasting, PBS, and the Ready to Learn Partnership.



Shock from The Electric Company paid a special visit to Baton Rouge on October 31.

RETURN TO THE FOREST WHERE WE LIVE

- Arbor Day Media Award
- Aurora Award

LOUISIANA STORY: THE REVERSE ANGLE

- Named 2009 Humanities Documentary Film of the Year by the Louisiana Endowment for the Humanities.
 - 2009 Telly
 - Aurora Award

LOUISIANA PUBLIC SQUARE

- *Healthcare Reform in Louisiana*
- Louisiana State Medical Society Award for Television

CORPORATION FOR PUBLIC BROADCASTING MY SOURCE AWARD

- Educational Impact Award



Dufrocq Elementary teacher Noi Mills and her twin sons, Trevon & D'aveon, were honored along with LPB with a My Source Community Impact Award for Education from the Corporation for Public Broadcasting on March 7. LPB was honored for a testimonial by Mills about the amazing progress her sons, who both have symptoms of autism, have made since attending LPB's Super WHY! Camp at Dufrocq.

2009 UNDERWRITERS

We thank the businesses and individuals who helped LPB produce and purchase programs with their underwriting support. If you are interested in underwriting any of the programs on LPB contact Jeanne Smith at 1-800-272-8161, ext. 4466 or (225) 767-4464.

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LOUISIANA *Legends* SOCIETY

Friends of Louisiana Public Broadcasting (LPB) is thrilled to announce its newest and most prestigious giving society. Named in honor of our Louisiana Legends Honorees past and present, the Louisiana Legends Society will host a very special and a very generous group of donors, who in their own right, have become the Legends of public television in Louisiana. We invite you to become part of the Louisiana Legends Society today.

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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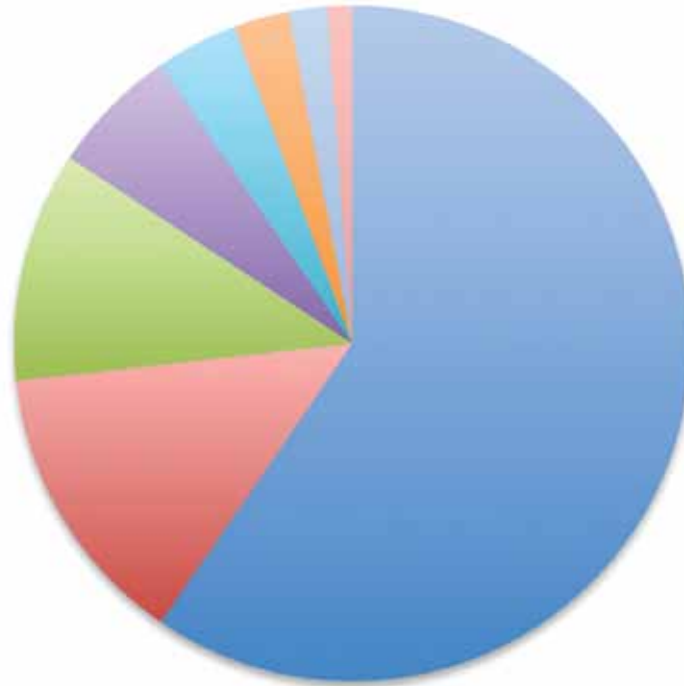
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Members of the Legacy Society have generously made a provision for Louisiana Public Broadcasting (LPB) in their estate planning. These gifts will play a significant role in the continued development of LPB's mission to educate, engage and enlighten the citizens of the state. For more information on how you can become a member of the Legacy Society, please contact Fleur Williams at 225.767.4227 or email fwilliams@lpb.org

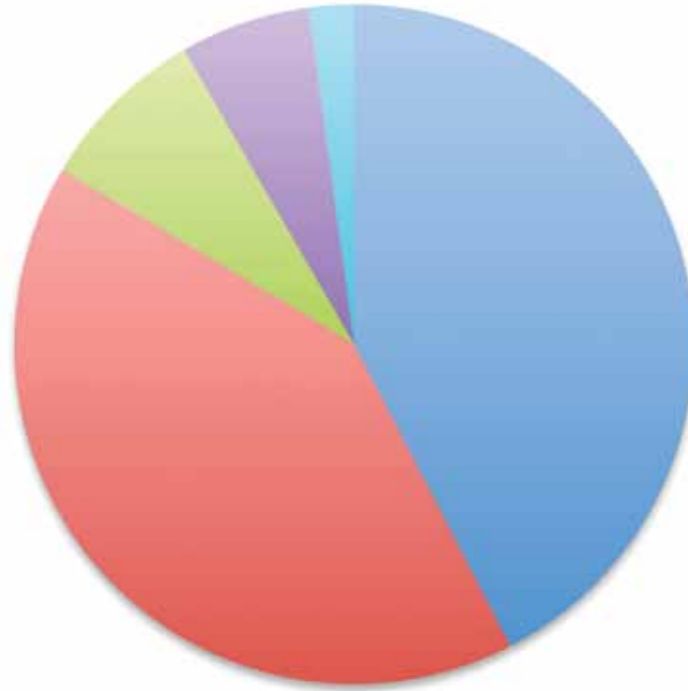
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LPB FISCAL YEAR 2009



REVENUE

State General Fund	\$ 8,794,682
Friends of LPB	\$ 2,014,123
Corporation for Public Broadcasting	\$ 1,629,681
Self-generated	\$ 907,934
Production	\$ 579,532
Interest Income	\$ 389,646
Grants	\$ 270,362
Underwriting	\$ 175,546
Total	\$ 14,761,506



EXPENDITURES

Programming and Production	\$ 6,114,419
Broadcasting	\$ 5,938,125
Management and General	\$ 1,166,400
Fundraising & Membership Development	\$ 890,620
Program Information	\$ 311,196

Total \$14,420,760

Louisiana Production Fund \$ 340,746

“Louisiana Public Broadcasting not only is promoting and preserving the French language of Louisiana, but the culture of the state as a whole and were it not for LPB, we wouldn’t be able to see this programming anywhere else in the world.”

- Zachary Richard

World-renowned Cajun singer and poet

“Historians can be dull but history is never dull and I think what’s good about the **American Experience** is that it makes history alive and the visual character of it, the actors that they use, the experts they bring in, it really brings it to life and makes it something that people can feel and experience.”

- Mark Thompson, Ph.D

Department of History at LSU

“LPB is a great resource for me as an educator!! I have used the popular and recognizable animated characters as a hook for lessons, along with your quality programs specific to the great state of LA. I also use the online videos and clips available through LPB for my lessons. Thank you LPB for your wonderful contribution to the children of Louisiana!!!”

- Pam Hughes

Pecan Grove Primary, Gonzales

“I enjoyed seeing the back story on LSU during **Forever LSU**. Good to learn about people behind the names on the buildings.”

- Evan Madden, Baton Rouge

“The **National Parks** series was spectacular. LPB is a lifesaver!”

-Shirley Permenter

“My girls really enjoy watching **Dinosaur Train**; it’s their favorite. We try to watch it every night before bedtime. Just wanted to say thanks for that program.”

- Wendy Ryder Stewart

“**A Summer of Birds** was wonderful. Loved seeing all of our St. Francisville friends playing the roles! Thank you!”

-Dorcas Woods Brown, St. Francisville