



As the state of Louisiana's public television network, Louisiana Public Broadcasting's mission for the last 37 years has been to tell Louisiana's story, help preschoolers develop the literacy skills they need to learn how to read, and provide resources to help teachers and other educators enhance their lesson plans.

In 2012, LPB premiered a new documentary in August called **Louisiana: 200 Years of Statehood** in conjunction with the state's bicentennial celebration. Narrated by New Orleans native and Grammy and Emmy-winner Harry Connick, Jr., it highlighted the major events of Louisiana's first two centuries of statehood.

Another Louisiana native, former "Murphy Brown" star Faith Ford, hosted *Louisiana: Then and Now*, 18 one-minute Bicentennial segments which aired throughout 2012. **Sunshine By The Stars: Celebrating Louisiana Music** recruited 13 Louisiana musicians including Rock n' Roll Hall of Famers Jerry Lee Lewis and Buddy Guy, Pulitzer Prize winner Wynton Marsalis and his family and Country superstar Tim McGraw to kick off the "Louisiana Year of Music" by performing one of Louisiana's state songs "You Are My Sunshine."

I am happy that we could partner with the Louisiana Bicentennial Commission and LPB for this tribute to a place that was different in 1812 and remains different and, therefore, special today.

- Louisiana Lt. Governor Jay Dardenne
on **Louisiana: 200 Years of Statehood**



Sunshine By The Stars: Celebrating Louisiana Music

prominent of these efforts was the duPont Columbia award-winning six-part series **Louisiana: A History** which premiered on the 200th anniversary of the Louisiana Purchase in 2003. Other LPB historical documentaries

Louisiana's colorful history has been the subject of many LPB documentaries during its three decades on the air. The most

include biographies of author Kate Chopin, legendary Grambling football coach Eddie Robinson and award-winning author Ernest Gaines (*The Autobiography of Miss Jane Pittman*).

In addition to its award-winning weekly newsmagazine **Louisiana: The State We're In**,

which celebrated its 36th year on the air in 2012, LPB also continued its monthly town meeting **Louisiana Public Square**. These monthly gatherings give average citizens a chance to have candid and meaningful conversations about the important issues in the state and discuss those issues with a panel of experts on that month's subject. In November, more than 50 educators participated in a town hall discussion on what is the best way to address the dropout problem in the state. Other topics have included school safety and gun control in the wake of the shootings at Newtown, Connecticut, bullying at school and childhood obesity.

In 2012, LPB's Outreach Team held 72 events attended by 3,500 children, 800 teachers and 6,000 parents. Most of these outreach activities are aimed at preschool children and their parents. With the help of PBS programs such as **Super WHY!**, **Sesame Street**, **Martha Speaks** and **Sid the Science Kid**, LPB provided a wide range of activities designed to help preschool children improve their word recognition skills and other literacy skills. Children who attended the four Super WHY! Camps conducted around the state showed remarkable improvement from the beginning of the weeklong camp to the end. In some cases, the students showed more than a 1,000 per cent increase in their literacy skills.

"The Super WHY! Camp has been really great. It has really gotten my daughter excited about reading."

Amy Lowe
Super WHY! Camp Parent

LPB also partners with ExxonMobil to provide science and reading activities featuring The Cat in the Hat Knows a Lot About That! at North Baton Rouge Head Start Centers and elementary schools. Entergy Louisiana, the state's largest utility company, works with LPB to provide literacy and science activities featuring Sid the Science Kid at 10 New Orleans child care centers. LPB also works with every Head Start Center in the state to provide literacy resources for preschoolers.

Other LPB outreach projects include the Electric Company Afterschool Reading Program, Martha's Reading Buddies, Read Across America and the Raising Readers Library Corners at three parish public library systems in the state. LPB also joined with The Cat In The Hat to collect hundreds of toys for the U.S. Marine Reserves Toys for Tots program to make the Christmas season happier for underprivileged children in the Baton Rouge area.

LPB has handed out more than one million books to Louisiana students since it began working with the First Book Program in 1995. In 2012, almost 8,000 books were distributed to children around the state.

LPB LearningMedia, LPB's educational website, supplies teachers and students statewide with a wealth of online digital resources. In 2012, streaming videos were accessed nearly one million times by teachers and students and more than 24,000 students at 657 locations participated in live electronic field trips.

After one electronic field trip on preserving the environment, teachers reported their students were creating action plans to improve the environment in their own communities. Student-initiated activities included planting a butterfly garden, resurrecting a school-wide recycling program, planting seeds in recycled water bottles, decorating brown paper grocery bags with recycle symbols and, starting a campaign to keep the canals, ditches, and empty fields free of trash.

ExxonMobil was also a partner, along with the Rotary Club of Baton Rouge, in the Louisiana Young Heroes Awards. Now in their 18th year, these awards honor eight outstanding students who have served their community, overcome adversity and inspired others. LPB also honors the state's best and brightest with the annual Louisiana Legends Awards recognizing individuals who have made major contributions to the arts, business, athletics, and entertainment.



New media was also a major focus at LPB in 2012. LPB has more than 5,700 friends on its Facebook page and the number is growing daily. Tweets to

parents in LPB's preschool program contain important educational information and activities they can do with their children.

LPB will continue to explore inventive ways to utilize new media to deliver information to viewers, educators and children including mobile applications and mobile video.