



In 2014, Louisiana Public Broadcasting continued its mission of telling Louisiana's story and providing on-line resources for teachers around the state. The station's educational mission also included helping preschoolers develop the literacy skills they need to learn how to read.

The biggest project at LPB in 2014 was the launch of the Louisiana Digital Media Archive, a partnership with the Louisiana Secretary of State's Archives Multimedia Collection that is giving the public the ability to view more than 1,500 videos online (ladigitalmedia.org). It is the first digital archive created by a partnership between a public television station and a state agency.

"We see the LDMA as both an exciting educational tool for teachers and students and a way to preserve the valuable media from our state's rich history," LPB President CEO Beth Courtney said.

Another part of the LDMA's mission is to preserve the fragile historic video that was recorded during the modern age.

LPB also joined the American Graduate: Let's Make it Happen national movement to lower the dropout rate in 2014. LPB not only created a segment for the national American Graduate Day program in September, it also hosted a discussion in November on what's being done to raise the graduation rate in Louisiana and what else needs to be done. More than 50 educators and education activists took part in the discussion. The project, which is funded through a grant from the Corporation for Public Broadcasting, will continue in 2015 with a long list of activities including a children's forum on

staying in schools and profiles of adults and students working to improve Louisiana schools.

A wide range of LPB documentaries and programs premiered in 2014, including four episodes of the award-winning **Alive! In America's Delta** series which chronicled state and federal wildlife officials and private landowner's successful efforts to save animals that are currently on the Endangered Species list. Three episodes of the series will be premiering nationally in 2015.

LPB also joined in the celebration of the 300th anniversary of the founding of the oldest permanent settlement in Louisiana and the entire Louisiana Purchase when **Natchitoches: A Tri-Centennial** premiered in December.

A new weekly show called **Art Rocks!** premiered in April. It spotlighted the work of both Louisiana artists and artists from around the country in

addition to providing information about the arts in the state.

The 13th season of **A Taste of Louisiana with Chef John Folse & Co.** was shot in the summer and fall of 2014. *Hooks, Lies and Alibis* features an array of fish and seafood recipes. It will premiere on LPB and nationally in 2015.

Louisiana: The State We're In, the only statewide newsmagazine in Louisiana, celebrated its 38th year on the air in 2014. LPB's award-winning monthly town hall meeting, **Louisiana Public Square**, tackled a number of controversial issues including Common Core, Pot Legalization and Gay Marriage. It also followed



"Preserving our state's unique history in a format that the average person can explore and enjoy has always been one of the critical missions of the State Archives. Working collaboratively with LPB makes perfect sense and allows us to continue to capture and catalog important historical moments so that they can be remembered by future generations."
- Louisiana Secretary of State Tom Schedler

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a **FRONTLINE** program on a move by the Louisiana community of St. George to create a new city with the first face to face meeting between proponents and opponents of the move.

On October 14, LPB continued its three-decade tradition of televising gubernatorial and U.S. Senate debates by televising the first debate in the hotly contested U.S. Senate race at historic Centenary College in Shreveport.

Education continued to be a top LPB priority in 2014. The LPB Outreach team held 34 workshops for teachers and parents that provided them with the tools to help children improve their literacy skills both at school and at home. A total of 6,470 students received help from these workshops. LPB's technology camps continued to produce amazing results during the year. Two were held at LPB, two at the J.K. Haynes Charter School and one at the New Horizon Head Start Center that was underwritten by the Baton Rouge Rotary Club. These weeklong camps teach children how to use computers and enhance their literacy skills through a wide range of entertaining and educational activities. In 2015, Super WHY! Camps will be held in West Baton Rouge and Iberville Parish schools for the first time.



In New Orleans, LPB and Entergy continued their partnership with eight childcare centers and two elementary charter schools by providing books, teacher training and other outreach activities to prepare pre-schoolers to learn how to read and increase their interest in science and math.

We also held a number of events for our youngest viewers in 2014. **Peg + Cat** made a special appearance at LPB in November to preview their new holiday special and help collect cat and dog food, collars, leashes and other pet supplies for animal rescue groups in the Baton Rouge area. In September, LPB joined with Stine's Home & Yard in Walker for Bob the Builder Day that

included a Bob Lookalike contest and the chance for kids to build a squirrel feeder. **Dinosaur Train: Classic in the Jurassic** gave kids a chance to preview the new **Dinosaur Train** special and use the series' computer apps.

LPB also continued its Library Corners partnership with the Calcasieu Parish Libraries. One of everyone's favorite activities was the Fun with Fideaux event at the Lake Charles Main Library where children brought their pets to the library as they read their books. Picture with the kid and dog

The accomplishments of the state's best and brightest were also celebrated in 2014. The Louisiana Young Heroes program honored eight outstanding high school and middle school students who served their community, overcame adversity and inspired everyone around them. (Below) The program will celebrate its 20th anniversary in 2015.



The Louisiana Legends Gala in May honored civic activist Mary Frey Eaton, former Governor Mike Foster, Rock 'n Roll Hall of Famer Buddy Guy, former LSU Basketball Coach Dale Brown and businessman Elton Kennedy for their achievements. The 2015 gala will be the 25th for this popular event. The Louisiana Legends television series also continued in 2014 with interviews with a wide range of noted Louisianans.

As the first station in Louisiana to broadcast a digital signal, LPB has always been a leader in the utilization of the latest technology. The network's social media now includes more than 8,000 Facebook fans, almost 3,000 Twitter followers and 12,000 people receiving the station's e-newsletter and e-blasts. More than 40,000 teachers also received e-blasts about the LPB Educational Media available online. The LPB website receives more than 1.2 million visits a year and that number will continue to increase as more programs become available for streaming online on COVE.

As we head into our 40th year on the air in 2015, we will be looking back at our four decades on the air and looking forward to the exciting opportunities that will be coming in the future.