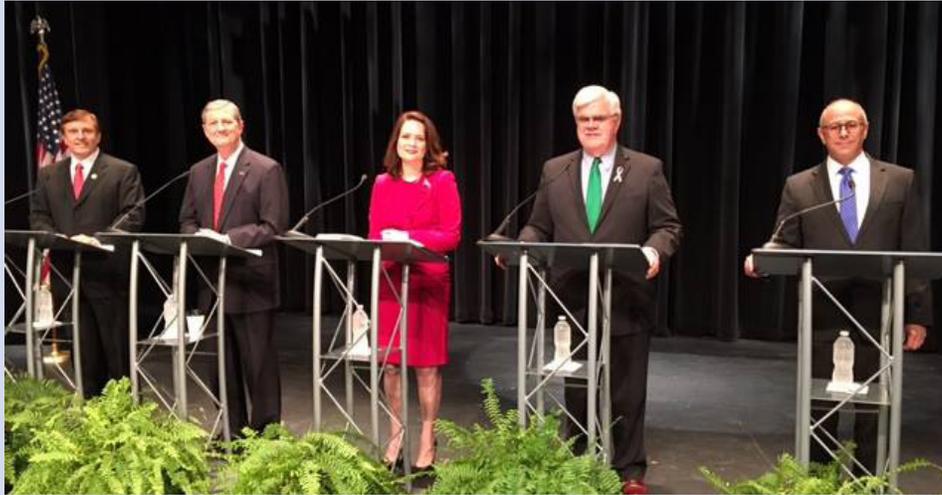


LPB LOUISIANA PUBLIC BROADCASTING

2016 LOCAL CONTENT AND SERVICE REPORT



LPB partnered with The Council for A Better Louisiana who invited five candidates to participate in the U.S. Senate debate. The debate originated from the campus of Louisiana Tech University in Ruston. The candidates invited to participate were L to R: U.S. Representative John Fleming, State Treasurer John Kennedy, attorney Caroline Fayard, Public Service Commissioner Foster Campbell, and U.S. Representative Charles Boustany.

Since 1975, Louisiana Public Broadcasting has been the public television network for the state of Louisiana with stations in Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe and Shreveport. LPB is also affiliated with WLAE-TV in New Orleans. Louisiana Public Broadcasting is a statewide resource - on the air, on the web, in the classroom, and in the home. Our mission is to provide programming that is intelligent, informative, educational and entertaining. LPB strives to connect the citizens of Louisiana by creating content that showcases Louisiana's unique history, people, places and events.

LPB is engaged in informing our audiences about public affairs and news that impacts them, but LPB is also engaged in our communities through educational outreach for children and adults, job training, veterans affairs, community service and coverage of health and environmental issues. LPB was honored with three nominations at the 40th Annual Suncoast Regional Emmy Awards for its public affairs productions.

LPB was on the forefront of our state's biggest challenges in 2016. In July, Louisiana was rocked by

the highly publicized shooting of Alton Sterling and then the shooting of six Baton Rouge Police Officers that left three dead. One month later, record setting floods devastated several regions, leaving 20 parishes declared federal disaster areas, 146,000 homes damaged, and 21 schools damaged or destroyed. LPB news and public affairs programs provided timely information and coverage of these events, conducted town hall discussions, held a telethon that benefited flood damaged schools, and even brought comfort to the youngest flood victims with visits from our popular kids show characters.

LPB continued its pledge to be relevant throughout our state's communities. In 2016, LPB partnered with the Catholic Charities of the Diocese of Baton Rouge (CCDBR) on a Walmart Foundation grant to provide job skills, career counseling and employment services to nearly 300 participants. In addition to the training materials, the Employment Services of the CCDBR received laptop computers to create a mobile training lab for offsite employment training. Because of this project, CCDBR has the equipment, instructional

content, and trained personnel to continue providing employment services to a nine parish area.

Through a grant from Entergy Corporation, LPB early childhood educators provided monthly workshops to teachers at ten childcare centers in New Orleans. The training focused on how to effectively use the curriculum and resources from the popular **Sid the Science Kid** series. Quarterly workshops for parents focused on teaching them how to use the resources to continue their children's learning at home. Children at two centers created their own science activities, based on **Sid the Science Kid**, for their centers' science fairs. LPB also hosted the culminating celebration for all ten centers at Storyland in City Park in New Orleans.

Friends of LPB, LPB's support organization, hosted some spectacular events for their members. Over 60 guests attended LPB's preview of the finale of the hit series **Downton Abbey** with a "Champagne and Chocolate" event in March. Guests had an opportunity to be the first to see the final episode of the popular series.



LOUISIANA PUBLIC SQUARE



Louisiana Veterans Coming Home

Louisiana Public Broadcasting is dedicated to producing relevant public affairs programming on issues impacting our state.

Louisiana Public Square is LPB's monthly public affairs program designed to be a forum for citizens' opinions and concerns about issues affecting Louisiana to leading experts and key decision makers, with the goal of encouraging civic engagement and civil discourse - the foundations of a strong democracy. LPB has received state and national recognition for the series and we are proud that it serves as a model for other stations around the country. Topics this year included Medicaid expansion in Louisiana, the state's criminal justice and prison system, education challenges, veterans issues, Election 2016, and Recovery from the 2016 Floods.

Through a grant from the Entergy Corporation, LPB continued work on its *Louisiana: Veterans Coming Home* initiative with a Public Square episode that targeted an underserved audience: post-9/11 vet-

erans. The show brought together veterans of the armed forces with panelists from different branches, as well as civilians who provide outreach and support for returning soldiers. As part of the episode, 16 local veterans support organizations participated in an information fair before the screening.

Other episodes included coverage of the overdose epidemic in Louisiana with *Opiates & the Bayou State*; the state's public defender shortage, which leaves those who are accused and indigent without representation on *Justice on Hold*; and minority community policing on *Police POV: Body Cameras in Louisiana*. The November episode of **Louisiana Public Square** sought to bring attention to the flood recovery effort, bringing together affected homeowners and panelists including representatives from FEMA, the federal agency that is disbursing aid, along with members of the business community and the state's workforce commission.

As part of the buildup surrounding the PBS Ken Burns documentary **Jackie Robinson**, LPB held two screening events. In March, at the East Baton Rouge Parish Library, former LSU Baseball Coach Skip Bertman, Southern University Baseball Coach Roger Cador, and LPB's Charlie Whinham discussed the social impact of Jackie Robinson's legacy. The next week, Whinham headed north to the Eddie Robinson Museum on the campus of Grambling State University, where he and retired Grambling Baseball coach Wilbert Ellis hosted a screening and panel discussion featuring former major leaguers Ralph Garr, George Stone, and Mackie Freeze, and former sports writer Paul Letlow. Attendees drew for door prizes, and participated in a lively discussion.



YOUNG HEROES

In April, LPB hosted the The 21st Annual Louisiana Young Heroes Awards. LPB and partner, Rotary Club of Baton Rouge, honored eight outstanding Louisiana students in grades 7 through 12. For the first time, the award ceremony was livestreamed online. The nighttime banquet and awards ceremony was also live-streamed.



LPB's Louisiana Legends, for the 26th year, spotlighted some of the best and brightest of Louisiana's sons and daughters who have distinguished themselves in a variety of disciplines and have brought honor to the state. The 2016 honorees at the gala in May were Hollis Conway, two-time Olympic Medalist, National Track and Field Hall Of Fame Inductee; Charlie Cook, political analyst, Editor and Publisher of the Cook Political Report; William Doré, leader in the marine construction industry, 2000 Horatio Alger Award Winner; Sylvia Goodman, philanthropist and community leader, Shreveport's Citizen of the Year; W. Henson Moore, Louisiana Congressman, George H. W. Bush Deputy Chief of Staff; and Charlie Weems, community Leader and philanthropist, LSU Law Center Hall of Fame Honoree.



Again this year, LPB hosted three week-long summer camps. The first week in June was a Literacy Camp for 4-year-olds. The next two weeks were Math, Science, and Technology Camps, first for 4-year-olds, and the second for 5-year-olds.

In July and September, LPB Senior Producer Kevin Gautreaux gave a presentation to the Louisiana Legislative Youth Advisory Council (LYAC) at the State Capitol about the monthly LPB series, **Louisiana Public Square** with

approximately 45 in attendance.

In August, following the floods that devastated parts of the Greater Baton Rouge area, LPB donated 10% of the money raised in the August/September membership campaign towards flood relief victims. We also devoted one night of the pledge drive that was entitled **Education and Recovery: LPB Gives Back**. During this 90-minute special, LPB shared personal stories from people impacted by the flooding, and raised funds to support students and teachers in

the affected areas. Teachers whose homes and/or schools were affected by the flood went on the air to share the stories of devastation. Louisiana's First Lady Donna Edwards also appeared on air, encouraging viewers to help the schools dealing with such overwhelming destruction. During this special, 100% of donations were designated for supplies for the schools affected by the flood waters. The program was also streamed live on the Louisiana Public Broadcasting Facebook page.





In response to the floods, LPB received donations from more than 80 public television stations across the country. An auditorium full of flood relief supplies including clothes, cleaning supplies, pillows, blankets, diapers, household items, etc., were distributed to affected LPB employees, churches, and other partner organizations. Over 100 teachers picked up school supplies to restock their own classrooms and for their fellow colleagues. Over 2,000 books were given to East Baton Rouge Parish and Livingston school libraries and to Livingston Parish teachers who came to LPB for help in rebuilding their classroom libraries. Livingston Parish preschools received two carloads of school supplies. Two hundred PBS Playtime Pads were distributed to seven pre-school classrooms in Livingston Parish and to Glen Oaks Park Pre-K classrooms in East Baton Rouge Parish that had been flooded. Teacher professional development was provided to help teachers effectively use the devices and resources in their teaching.

In September, LPB debuted a new episode of **Louisiana Travels with Charlie Whinham**. In his third outing around our state, Charlie visited the historic Hotel Bentley in Alexandria, revealing the

role this hotel played in World War II. Also, Charlie cast his line at the Toledo Bend Reservoir, rated the #1 bass fishing lake in the nation.

Louisiana: The State Were In, LPB's weekly newsmagazine, hit a milestone in September, 2016 – its 40th year on the air! Host Charlie Whinham continues to showcase the people, places, and events that make our state unique. **Louisiana: The State Were In** also presented the news that our citizens needed to be aware of: high profile shootings in Baton Rouge, flooding and the aftermath in several areas of the state, the challenges that veterans face upon return home to Louisiana, President Obama's trip to Louisiana, Medicaid expansion in Louisiana, along with lighter topics such as a new head coach at LSU.

As part of the "Chasing the Dream" grant, LPB produced content that focused on low to moderate income families in Louisiana. Three **Louisiana: The State We're In** segments touched on the effects of Louisiana accepting the Medicaid expansion; how the public defender shortage impacts the indigent and the two sides of the minimum wage increase debate, as seen through a profile of a working mother of four who holds down two jobs to pay her house note.

LPB continued to track the state's recovery by producing segments for **Louisiana: The State We're In**. The December *Not Home for the Holidays* piece highlighted a family of five still living in a hotel and a couple living in a shed beside their flooded trailer.

In 2016, candidates were vying for retiring U.S. Senator David Vitter's vacant seat. On October 18, 2016, LPB and the Council for A Better Louisiana hosted **Decision 2016: The Race for the Senate**, a candidate forum featuring the major candidates in the 2016 U. S. Senate race. The debate was aired live from the campus of Louisiana Tech University in Ruston, and included questions from the university's students. The program was hosted by CABL President Barry Erwin and LPB President and CEO Beth Courtney.

Also in October, Louisiana Public Broadcasting received three nominations in the 40th Annual Suncoast Regional Emmy Awards. Kevin Gautreaux and Kelly Spires were nominated in the "Interview/Discussion" category for **Louisiana Public Square: Symbol or Statement? History in Public Places**. Charlie Whinham was nominated twice in the "Interstitial" category for the segments on Avery Island and Global Wildlife Center on **Louisiana Travels with Charlie Whinham. Louisiana Public Square: Symbol or Statement? History in Public Places** discussed the display of Civil War statues in public - is it justified or do they belong only in museums? What should be the role of state and local government in regulating these symbols?



Soundbreaking premiere.

In October, over 100 guests attended a VIP Champagne Reception at the Robinson Film Center in Shreveport, LA, for the premiere of the eight part series **Soundbreaking**.

In October, LPB hosted a preview of **Hamilton's America** at the Columbia Theatre in Hammond, LA. LPB also gave the audience a peek at the PBS Fall Arts Film Festival. Special guests from Center Stage Performing Arts Academy in Gonzales, LA, performed musical numbers inspired by the PBS Fall Arts Festival. The event was free and open to the public.



In October, LPB and Alexis de Tocqueville Project at the University of New Orleans hosted a screening and panel discussion that explored issues of economic and political equality. The event was held in the Liberal Arts Building on UNO's campus. A preview of the documentary **Dream On** was shown. The film features political comedian John Fugelsang as he retraces the 1831 journey of Alexis de Tocqueville, who popularized the idea of the American Dream, to

find out whether that dream is still alive. Following the short screening, Chris Surprenant, associate professor of philosophy and director of the Alexis de Tocqueville Project at UNO, moderated a panel discussion.

On Halloween, Louisiana Public Broadcasting participated in the annual Louisiana Book Festival in downtown Baton Rouge. Staff members and volunteers handed out flyers for upcoming events and talked to attendees about LPB programming.

In November, LPB partnered with Southern University for a preview screening of **Black America Since MLK: And Still I Rise** followed by a panel discussion on Southern's campus in Baton Rouge. Also partnering in presenting this event were the La Capitale Chapter of The Links, Inc. and the 100 Black Men of Metro Baton Rouge, LTD. The panel discussion afterward was moderated by Dr. Robyn Merrick, with the Southern University System and past Board Chair of Friends of LPB.



Dream On preview and discussion.



In November, LPB welcomed PBS Kids star Bob the Builder for a special event at Stine Home & Yard in Walker, LA. Kids met Bob, registered for door prizes, and made crafts to keep. Some kids came dressed like Bob and they participated in a Bob the Builder lookalike parade with all of the entrants receiving a gift!

In December, LPB premiered a new documentary, **Deeply Rooted: Saving Our Seeds & Stories**. Renowned seed saver, Master Gardener, and classically trained artist John Coykendall has spent the past 40 years traveling to Louisiana, saving the heirloom seeds and illustrating and documenting more than 80 volumes of oral histories, foodways and farming traditions of a rural Louisiana Parish. It's as if a restorative, feel-good program grounding us to the earth and the food we eat by rooting us to our past and future.

In December, at the Louisiana Governor's Mansion, LPB recorded live **An Evening at the Governor's Mansion: A Christmas Celebration**. This was a special performance by singer/songwriter Zachary Richard, featuring the Myrtle Place French Immersion Children's Choir.

At the end of December, Friends

of LPB hosted a Holiday Tea inspired by **Victoria on Masterpiece**. A group that spanned several generations enjoyed delectable pastries and other tasty treats while seeing a preview of episode one of **Victoria on Masterpiece**.

LPB's Educational Services Department started a parent e-newsletter in 2016. Mothers and fathers can read about helpful parenting tips, early childhood learning, along with crafts, games, and printable activities. This is in addition to the newsletter that goes out to 46,000 educators in the state, alerting teachers to e-programs, resources, and services provided by PBS and LPB that can be used in the classroom.

LPB continues to partner with the LA State Archives to expand the LA Digital Media Archive (LDMA) which currently has over 3,500 videos available for viewing on-line.

LPB has plans for more engaging productions, plus entertaining events for all age groups, and, of course, great programming during each day of 2017.



**An Evening at the Governor's Mansion:
A Christmas Celebration**