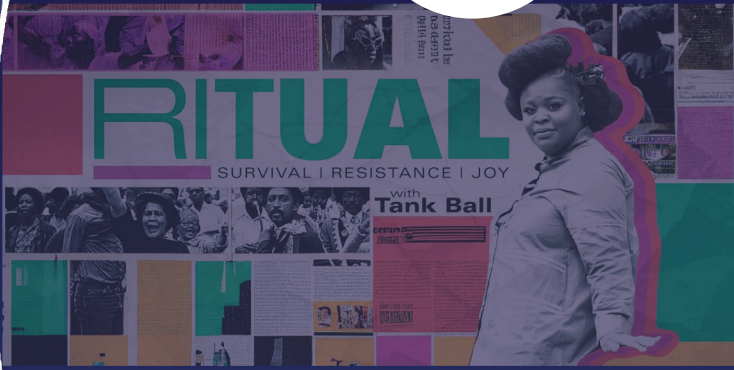


THE PRECIPICE



# LPB PBS



## 2023 ANNUAL REPORT



**A LETTER FROM LOUISIANA  
PUBLIC BROADCASTING  
PRESIDENT & CEO  
CLARENCE “C.C.” COPELAND**



Dear Friends,

It is thanks to our generous members who made it possible for Louisiana Public Broadcasting to provide educational resources, produce helpful and inspiring programs, and deliver vital information to the citizens of Louisiana and beyond this past year. As a state agency, we are equally grateful to Louisiana's elected officials for providing for the infrastructure and equipment necessary for LPB to fulfill our shared mission of public service.

LPB is proud to have made meaningful contributions in the areas of education, civic leadership, and public safety in 2023. Education highlights include laying the groundwork for our partnership with Dolly Parton's Imagination Library with the goal of providing all of Louisiana's children, ages 0-5, with free books; the production of a second season of LPB's educational puppet series, **Ziggy's Arts Adventure**; and working with the Louisiana Association of Early Childhood Educators to share free LPB/PBS Learning Media resources.

Civic leadership remains a hallmark of public media. LPB continued its decades-long tradition of providing forums for dialog around consequential topics. In 2023, this included co-hosting the Governor's Debate with the Council for A Better Louisiana, and producing new episodes of our in-depth public affairs program, **Louisiana Spotlight**, on topics including coastal restoration and health inequities.

LPB's leadership in public safety is a responsibility of great importance. Substantial upgrades to our infrastructure were made so that all citizens we reach can continue to trust that LPB is here to communicate critical information when needed most. We are also proud to continue our partnership with WWL in New Orleans. In the event WWL station personnel need to vacate their studios during a natural disaster, LPB provides a safe place for them to continue to broadcast crucial information to their viewers.

For these reasons and all the extensive work detailed in this report, we thank you for being champions for LPB. We are grateful to all of you and look forward to 2024 and the continued opportunities to serve Louisiana that the future will bring.

**A LETTER FROM LOUISIANA  
EDUCATIONAL TELEVISION  
AUTHORITY BOARD CHAIR,  
CONRAD COMEAUX**



It's been my pleasure to serve a second year as Chairman of the Louisiana Educational Television Authority Board (LETA). The mission of LETA is to promote the use of educational television and technology in the state of Louisiana through the six-station network of Louisiana Public Broadcasting (LPB) in order to further the educational and cultural enrichment of its citizens.

Public service is central to everything for which LPB stands. Serving the citizens of Louisiana starts with the programs and resources LPB's Education Department provides at no cost to parents, children, caregivers, and educators. From Bright By Text, a texting service offering prenatal and parenting tips, and Community Learning Workshops, providing training to Family Engagement Coordinators across the state, to developing curriculum supports for grades 6-12 to accompany the original LPB docu-series, **Why Louisiana Ain't Mississippi... or Any Place Else!**, LPB continues to be indispensable for those who depend on these valuable resources.

2023 was another standout year for original LPB productions, as well. LPB premiered **The Precipice**, a film that follows the plight of the Point-au-Chien Indian Tribe in their fight to preserve their language and land. The film was recognized with a Suncoast Emmy Award, as well as the Louisiana Endowment for the Humanities Documentary Film of the Year Award. LPB also premiered **A Tall Order: The Louisiana State Capitol**, which recounts the remarkable story of how the nation's tallest state capitol was built. These great efforts were in addition to the on-going productions for which LPB is known including **Louisiana: The State We're In**, **Art Rocks!**, and **Louisiana Spotlight**.

On behalf of my fellow Board members, thank you for supporting this mission of public service. We know 2024 will bring many more opportunities to provide our audiences of all ages with more helpful information and inspiring stories.

## A LETTER FROM FRIENDS OF LOUISIANA PUBLIC BROADCASTING BOARD CHAIR, NEWT DORSETT



Friends of Louisiana Public Broadcasting is a nonprofit corporation operating solely to support the Louisiana Educational Television Authority (dba LPB). Our purpose is to further the educational and cultural enrichment of all citizens and to assist in making the benefits of educational and public television programming available to all the people of Louisiana. The organization is governed by a volunteer board of directors consisting of 30 individuals from across the state, with the support of the staff who perform the day-to-day operations.

2023 resulted in successful fundraising efforts in support of the quality educational broadcast and digital content available to all audiences.

The Friends-sponsored raffles for the year included a Tesla for the Win the Wheels Raffle, and a whole-house generator including installation for the PowerOn Raffle. Both were highly successful.

The 2023 membership campaign has seen tremendous success not only through multiple appeals including the raffles, but also through on-air pledge drives, LPB's most popular member benefit, LPB Passport, and direct mail campaigns. Through these efforts, membership revenue saw an increase of 10%.

The annual Louisiana Legends Gala and Awards Ceremony was held in April honoring the 2023 honorees Gayle Benson, Warrick Dunn, Gary Fields, Brigadier General Gary M. Jones, and The Irene W. & C.B. Pennington Family. The online auction associated with this year's gala generated additional revenue for LPB. Friends was able to sell out the gala event, increasing the fundraising over last year by 8%.

All fundraising is dedicated to the purchase of programming broadcast on LPB. The total amount generated last year through Friends of LPB and forwarded to the Foundation for Excellence in Louisiana Public Broadcasting was \$1,422,902.96, covering almost 50% of PBS dues for broadcast rights.

It was also a banner year for friends and fans of public broadcasting as Friends of LPB and LPB had the privilege of welcoming **Antiques Roadshow** to the LSU Rural Life Museum. There is much to look forward to in 2024 including the premiere of the three new episodes from **Antiques Roadshow's** Baton Rouge tour stop so stay tuned!

## A LETTER FROM FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING BOARD CHAIR, CHARLES SPENCER



During calendar year 2023, the Foundation for Excellence in Louisiana Public Broadcasting ("FELPB" or "Foundation") continued to provide strong financial support to Louisiana Public Broadcasting ("LPB"). The Foundation Board of Directors ("Board") oversees our endowment investments, which are structured in a fashion that is consistent with the guidelines stated in FELPB's Investment Policy Statement ("IPS"). The IPS dictates the construction of a broadly diversified, globally-balanced portfolio that is designed to achieve returns that are supportive of desired spending, while minimizing investment risk. To that end, the portfolio appreciated over 13% in 2023. Equity markets responded positively to better-than-expected corporate earnings and an end to the Federal Reserve's interest rate hikes, and bond markets avoided an unprecedented third straight year of losses. Longer term, performance results continued to exceed expectations, generating a 9.1% annualized return, and solidly outperforming our comparison policy benchmark over the trailing five-year period.

Professional investment management and advice continue to be provided to the Foundation Board by The J.K. Meek Group at Graystone Consulting ("Graystone"). Graystone is in regular communication with the Board and works to deliver returns that are consistent with the goals of LPB over the long term. As we embark on the new year, our portfolio remains in a strong financial position.

### LPB's Mission

To provide programming that is intelligent, informative, educational and entertaining.

*LPB connects the people of the state by creating content that showcases Louisiana's unique history, people, places and events.*

**LOUISIANA EDUCATIONAL TELEVISION  
AUTHORITY BOARD**

Conrad Comeaux, Chairperson  
 Christopher J. Wegmann, Vice-Chairperson  
 Shauna Sanford, Secretary  
 Dr. Tina S. Holland, Treasurer  
 Newt Dorsett, Friends Chairperson

Ted Beasley  
 William Bradford  
 Millard F. "Sonny" Cranch  
 Eartha Cross  
 Dr. Belinda Davis  
 Dan Hare  
 Dr. Laura Lindsay  
 Dr. Sandra McGuire  
 Dr. Courtney Phillips  
 Sharon Reine  
 Irene Robinson  
 David Tatman  
 Jeffery Thomas  
 Tracie J. Woods

**FOUNDATION FOR EXCELLENCE IN  
LOUISIANA PUBLIC BROADCASTING BOARD**

Charles Spencer, Chairperson  
 Mary T. Joseph, Secretary  
 Dr. William Arceneaux, Director  
 Bill Blackwood  
 Beth Courtney  
 Barbara DeCuir  
 Bob Emmert  
 Rose J. Hudson  
 Dr. Robyn Merrick  
 Dr. William Weldon

**EX OFFICIO  
NON-VOTING MEMBERS**

President and CEO, LPB  
 Clarence "C.C" Copeland  
 Chairperson, LETA  
 Conrad Comeaux  
 Chairperson, Friends of LPB  
 Newt Dorsett

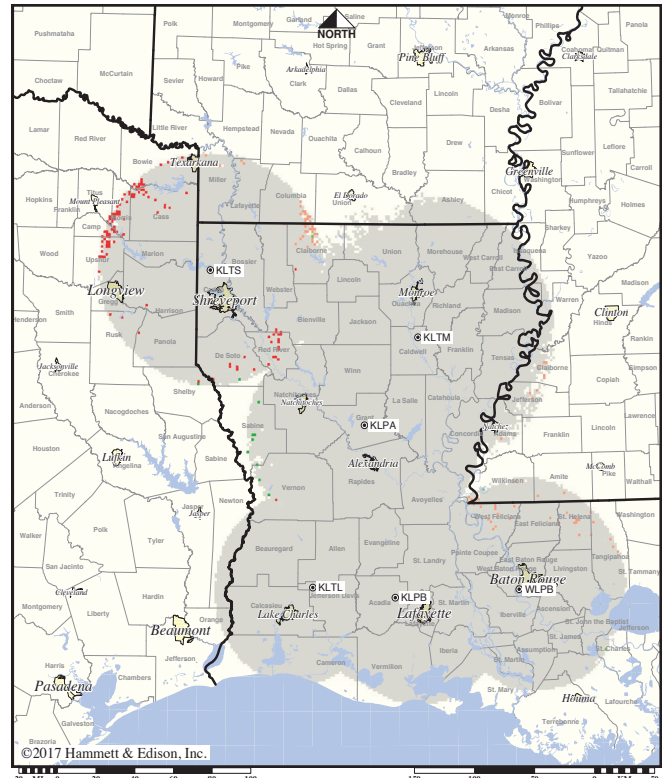
**FRIENDS OF LOUISIANA PUBLIC  
BROADCASTING BOARD**

Newt Dorsett, Chairperson  
 Therese Nagem, Vice-Chairperson  
 Howard White, Secretary  
 Bo Harris, Treasurer  
 Cathy Seymour, Nominating Chairperson

**BOARD MEMBERS**

David Aubrey  
 Cheri Ausberry  
 Emily Babineaux  
 J'on Blumberg  
 Mary Brocato  
 Louise Bruce  
 Matt Dardenne  
 Nicole Blanco George  
 Rannah Gray  
 Seth Irby  
 Jay Johnson  
 Philip Jordan  
 April Kirwan  
 Ann Knapp  
 Jennifer Maggio  
 Sand Marmillion  
 Justin Marocco  
 Sondra Mott  
 Natalie O'Quin  
 Jimmy Oustalet  
 Denage J. Piper  
 Walter Rudd  
 Ashley Tassin  
 Lela Mae Wilkes

Louisiana Public Broadcasting Network • ID 1777 • Baton Rouge, LA • State  
 Coverage Change • FCC Methodology



|     | Before    | System gain | Entity gain | No change | Entity loss | System loss | After     |
|-----|-----------|-------------|-------------|-----------|-------------|-------------|-----------|
| Prs | 3,707,355 | 223         | 46          | 3,699,624 | 1,984       | 5,747       | 3,699,893 |
| hse | 1,407,720 | 90          | 19          | 1,404,687 | 791         | 2,242       | 1,404,796 |

PBS

May 30, 2017

LPB broadcasts on the following television stations.

Baton Rouge WLPB-DT 27.1, 27.2, 27.3 • Monroe KLTM-DT 13.1, 13.2, 13.3 • Lake Charles KLTL-DT 18.1, 18.2, 18.3  
 Lafayette KLPB-DT 24.1, 24.2, 24.3 • Shreveport KLTS-DT 24.1, 24.2, 24.3 • Alexandria KLPA-DT 25.1, 25.2, 25.3  
 New Orleans WLAE-DT 32.1, 32.2, 32.3 (Local cable channels may vary)

# PRODUCTION

No matter how you watch or when, LPB offers locally produced content that is as enriching as it is entertaining. LPB takes a multi-platform approach in our efforts to provide viewers with options both broadcast and digital, so we can serve them no matter where they watch.

## NEW LPB DOCUMENTARIES



### THE PRECIPICE

This documentary exploring the erosion and resilience of Louisiana's Pointe-au-Chien Indian Tribe was two years in the making. A historically underserved population, the Pointe-au-Chien Indian Tribe is a community on the brink, fighting to save their homes, their culture, their language, and their very way of life against two immense forces: the government and climate change. The documentary would go on to win multiple awards including a Suncoast Emmy Award and the Louisiana Endowment for the Humanities Documentary Film of the Year (2024). The production featured an original score by award-winning Louisiana composer Michael Esneault. Key partners included the Atchafalaya National Heritage Area, the Barataria-Terrebonne National Estuary Program, and the Council for the Development of French in Louisiana.

### A TALL ORDER

This new documentary shows viewers the Louisiana State Capitol building in a way likely never seen before. From the architects that designed the soaring tower to the commissioned artists who provided the sculptures, reliefs and other adornments, this documentary explores the story of former Governor Huey P. Long's efforts to erect the tallest capitol building in the United States. State-of-the-art drone footage provided viewers with perspectives and close-up views of the building like never before. The East Baton Rouge Parish Library was a key partner.



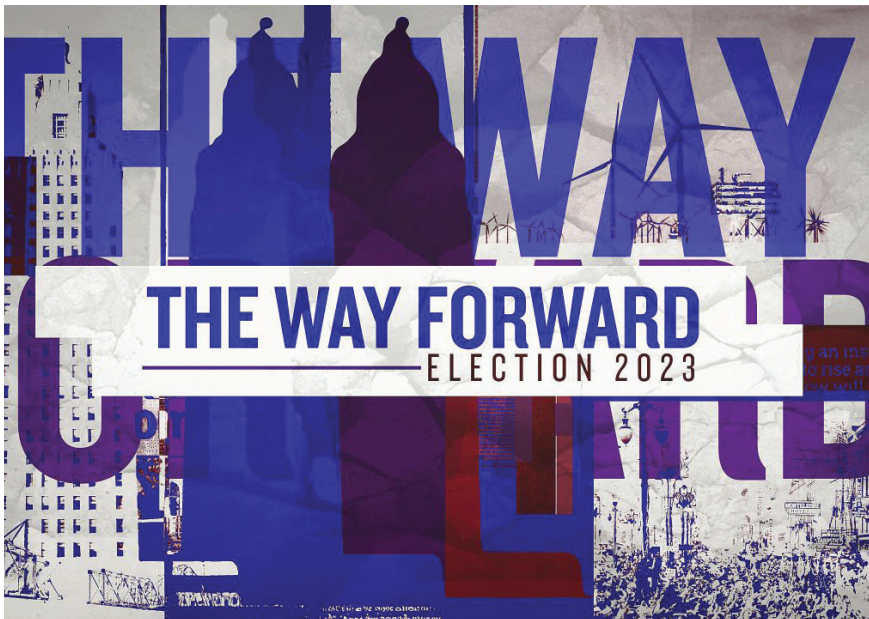
## GUBERNATORIAL DEBATE 2023



LPB teamed up with the Council for A Better Louisiana (CABL) to host a one-hour debate featuring the candidates running in the Louisiana governor's race. "One of the hallmarks of our debates with LPB is that we always try to focus on the issues that are the most important for moving our state forward," said CABL President Barry Erwin. "It is critical that voters know where candidates stand on these matters, and

we appreciate the opportunity to provide this service to citizens in every area of the state." The debate was broadcast statewide and streamed. LPB also offered media outlets across the state the opportunity to simulcast the debate via broadcast or streaming. Seven outlets from New Orleans to Shreveport took advantage of these options, ensuring access to all Louisiana voters.

## THE WAY FORWARD



LPB took a multi-platform approach in our commitment to providing voters with the information they needed to make an informed choice at the polls. Along with the debate, LPB developed the mini-series "Coffee With The Candidates" as an informal yet authentic way to discuss the issues. LPB teamed with the Public Affairs Research Council and the Council for a Better Louisiana using their 55 non-partisan issue recommendations to help voters make informed decisions. The series was broadcast in our weekly news program **Louisiana: The State We're In** and streamed via a web micro-site and a playlist on the LPB's YouTube channel.

## LOUISIANA: THE STATE WE'RE IN



As Louisiana's only statewide news magazine, this weekly program has been covering the news of interest to Louisiana for 47 years, making it one of the longest-running television programs in the nation. Along with robust election coverage, the series includes stories as wide ranging as Louisiana's continuing redistricting battle to fears of saltwater intrusion in Southern Louisiana.

## LOUISIANA SPOTLIGHT

Now in its second year, this quarterly public affairs documentary style format explores complex issues facing our state in a deeper, more personal way. The series also allows LPB to respond to timely topics of statewide interest, engage in civil discussion, and search for solutions. Each episode premieres simultaneously on both broadcast and digital.



### THE COST OF COASTAL RESTORATION

With Louisiana in the midst of a land loss crisis, this program provided a detailed look at the controversial Coastal Master Plan.



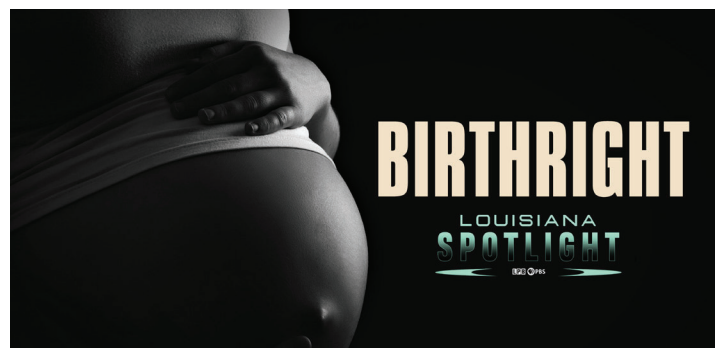
### BRIDGING THE GAP IN HEALTH EQUITY

An exploration of the causes of Louisiana's health inequities and a search for lasting solutions.



### HIGH TIMES

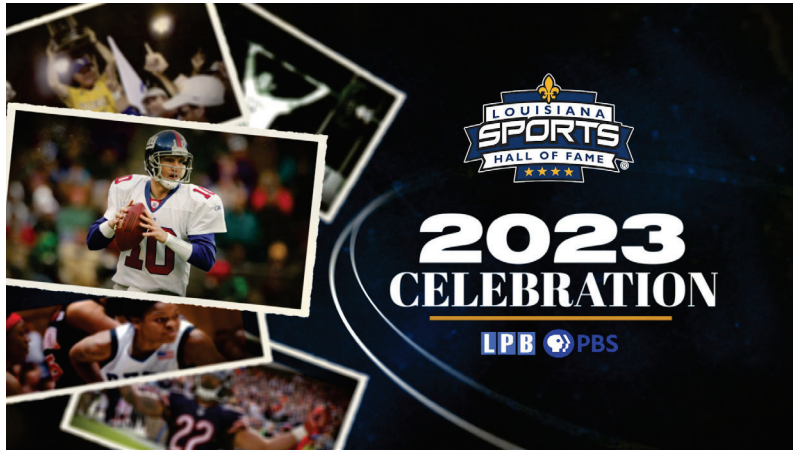
An exploration of the changing landscape of cannabis in Louisiana



### BIRTHRIGHT

An exploration of Louisiana's high maternal mortality rates, particularly for Black women.

# LOUISIANA SPORTS HALL OF FAME: 2023 CELEBRATION



LPB partnered with the Louisiana Sports Hall of Fame (a part of the Louisiana State Museum system) to share sports stories beyond the play-by-play and headlines. This two-hour program celebrated the induction of a 12-member group of honorees into the HOF.

*“A walk through the Sports Hall of Fame Museum will show you that our state’s contributions to the world of sports is another story worth telling! We are excited to expand our sports programming efforts and what better opportunity than this.”*

- Clarence “C.C” Copeland, LPB President & CEO.

## BEHIND THE GLORY

LPB continued the sports momentum with this unique broadcast series profiling each of the Louisiana Sports Hall of Fame inductees and exploring the stories that transcend their sport. The stories were presented in a 15-minute short format as well as digital for streaming. Profiles include inspirational stories from greats like MLB pitcher Paul Byrd, NFL champ Eli Manning, and Walter Imahara, who went from detainee at a Japanese internment camp to a six-time USA National Weightlifting Championship.



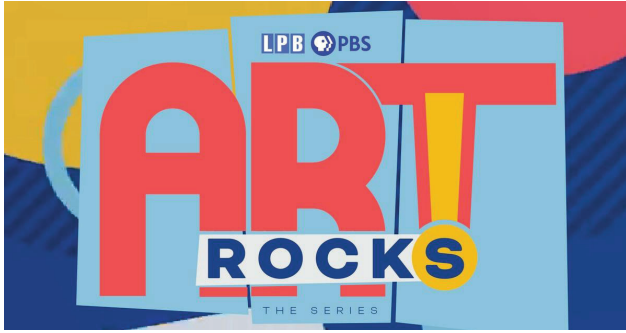
## LA. LEADERSHIP INSTITUTE’S 2023 STATEWIDE SPELLING BEE



LPB partnered with the Louisiana Leadership Institute to broadcast the finals for their 2023 spelling bee. The event featured children in grades 3-8 from across the state. The Louisiana Leadership Institute is an educational organization dedicated to nurturing and empowering Louisiana’s youth.



## ART ROCKS! THE SERIES



Each episode of this weekly program features Louisiana art, performance, culture, literature, or history. In its eleventh season, episodes featured a groundbreaking masterworks exhibit by African American artists at LSU Museum of Art, a glass artist from Breaux Bridge, and New Orleans sculptor Sheleen Jones, whose work honors Black military

## 2023 LOUISIANA LEGENDS

This live program celebrates a diverse group of Louisiana natives, representing some of the best and brightest from our state. In 2023, the honorees included: Gayle Benson, noted business professional and philanthropist; Warrick Dunn, NFL great and philanthropist; Gary Fields, Pulitzer Prize winning journalist; Brigadier General Gary M. Jones, whose distinguished 26-year military career saw him serving a long list of assignments; and The Pennington Family, for their long history of community giving.



## LOUISIANA YOUNG HEROES 2023



This inspiring program is based on an LPB community project celebrating the achievements of students nominated from across Louisiana. Each honoree has devoted their time and energy to making their communities better and inspiring those around them. Each student was profiled during our weekly news program *Louisiana: The State We're In* and in a 30-minute program devoted to sharing their stories.

Key partners include AmeriHealth Caritas Louisiana; the U.S. Army Baton Rouge Recruiting Battalion; Community Coffee; and the East Baton Rouge Parish Library with additional support from Hotel Indigo and DEMCO.

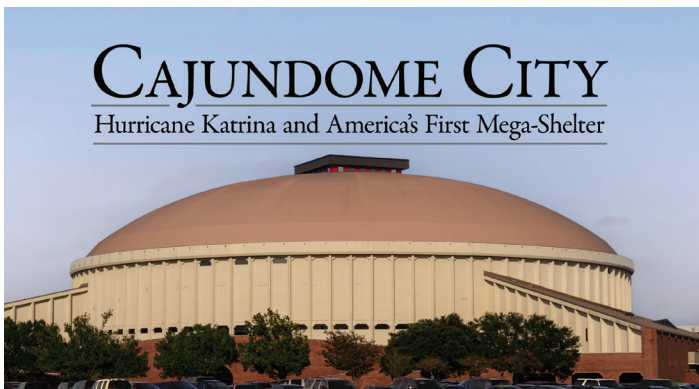
## AN EVENING AT THE GOVERNOR'S MANSION



LPB was proud to partner once again with Governor John Bel Edwards and First Lady, Donna Edwards for this evening of music and magic from the Governor's Mansion. LPB was thrilled to share with viewers statewide this intimate performance by Grammy-award winning artist Jon Batiste. As educational as it was entertaining, Batiste spent time explaining the melting pot of influences that have shaped music in Louisiana while performing for an enthusiastic audience.

## LOUISIANA-FOCUSED INDEPENDENT PRODUCTIONS

*LPB works to develop partnerships with independent filmmakers and organizations from across the state to share their work with a broader audience with a focus on stories centered on Louisiana.*



**CAJUNDOME CITY** - In the hours following the landfall of Hurricane Katrina, flooding drove tens of thousands of evacuees away from their homes. Exhausted and desperate, over 18,000 evacuees left with little more than the clothes on their backs and headed to Lafayette toward the Cajundome Arena. This is the inspirational story of what happened next. The effort would later become a template for similar efforts around the country.



**SHREVEPORT LITTLE THEATRE: MAKER OF DREAMS** - More than just an exploration of the 100-year history of the Shreveport Little Theatre, this independent documentary is a celebration of the power of live theatre. The theatre was the first ever to produce a live theatrical adaptation of a Walt Disney animated feature, paving the way for theatres across the country, including Broadway!

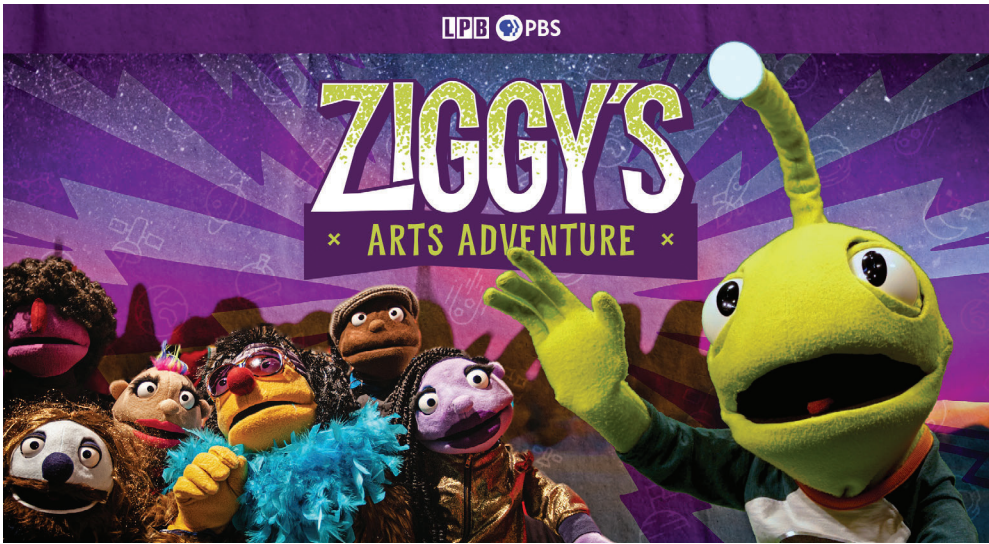
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**REEL SOUTH SEASON 8** - LPB continues its partnership in support of this PBS anthology series, which features filmmakers telling stories that explore the South's proud, yet complicated history. This year's selection included the compelling documentary **8 Days at Ware**, a devastating investigation into youth suicide and a legacy of abuse at Louisiana's Ware

Youth Center in Coushatta. Along with the broadcast premiere of the film, LPB provided additional support with a virtual premiere followed by an in-depth conversation about the impact of the film and a look at advances in juvenile justice reform. LPB also provides production support for this nationwide series as one of three major station partners.

# DIGITAL FIRST PRODUCTIONS

## ZIGGY'S ARTS ADVENTURE

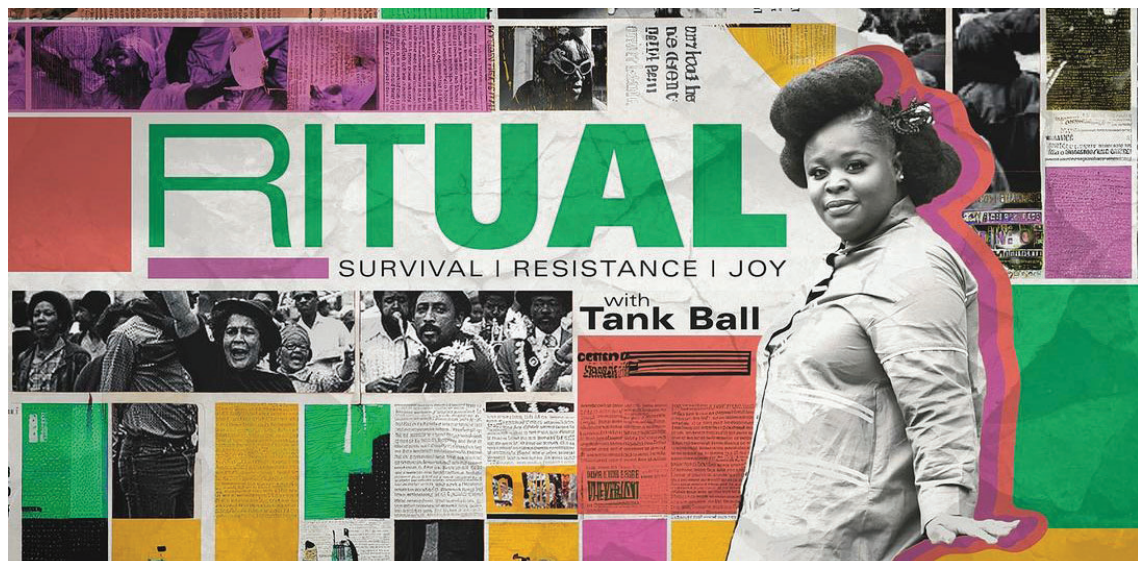


Recognizing the correlation between art and academic achievement, LPB set out to produce an educational art series serving children ages 7 – 12. Now in its second season, this puppet series follows a 9-year-old alien and his adventures with the creative

friends he meets in a Louisiana junkyard. Together they meet artists from Louisiana and learn about all types of art, community, and friendship. Each episode has a “Concept of the Day” and a corresponding art activity and also features a segment called “Great Minds Think” that provides young viewers with a peek inside Ziggy’s mind to see how critical and creative thinking work together to solve problems. The segment is based on Harvard’s Project Zero, which follows the idea that students learn during the process of creating. LPB also provides all of these educational elements in a re-designed, child-centered website. This season we welcomed a new partner, the Louisiana Division of the Arts.

## RITUAL

LPB teamed up with PBS Digital Studios and Houston Public Media to produce this very popular streaming series, hosted by New Orleans musician and poet, Tarriona “Tank” Ball. Ritual explores the depths and varieties of ritual across the American South. Each episode focuses on a different ritual that



contributes to a larger conversation around a community’s relationship between the past and present, and how perpetuating a ritual resonates in the collective regional consciousness. From the intricate history of Black burial practices to river Baptisms, this streaming series debuted on the PBS Voices Channel on YouTube and

has since expanded to other platforms. To date, the eight-episode series has had over 1-million streams on YouTube, highlighting Louisiana culture and, to a broader extent, Southern culture, for a nation-wide audience. With support by the Corporation for Public Broadcasting.

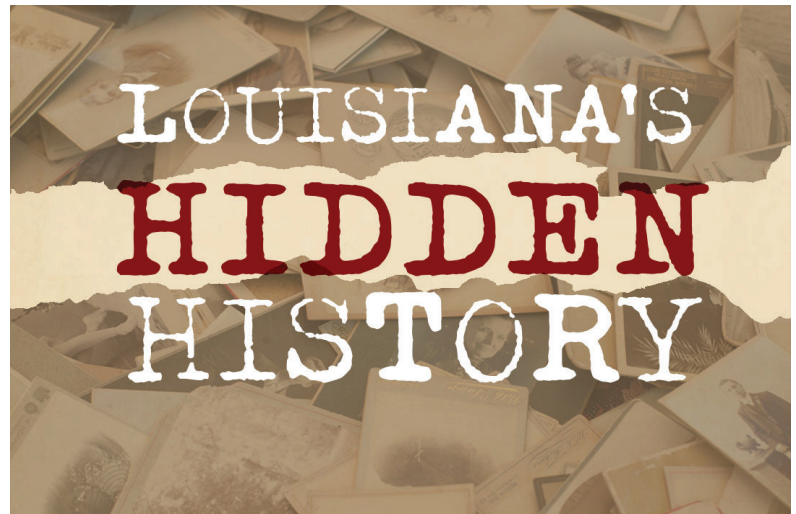


## HBCU WEEK NOW

Teaming up with Maryland Public Broadcasting, LPB produced a short film celebrating one of Louisiana’s most classic football rivalries – the Bayou Classic. This legendary game between Southern University and Grambling State University celebrated its 50th anniversary in 2023. The film debuted as three digital shorts on the brand new HBCU Week Now YouTube Channel. With the support of the Corporation for Public Broadcasting.

## LOUISIANA’S HIDDEN HISTORY

This 4-part digital short series was produced in conjunction with Maryland Public Television in support of their documentaries on Harriet Tubman and Frederick Douglass. Each episode explores little known facts about Louisiana’s history and celebrates the cultural bearers who uncovered and shared their stories. Episodes include the mysteries of voodoo queen Marie Laveau, myths around Black midwives, and the secrets of Black fraternal organizations. The series has recorded more than 3,000 streams to date.



## LOUISIANA’S HARVEST OF THE MONTH

This digital first series is a celebration of foods grown or sourced in Louisiana. The series includes planting and growing tips, along with recipes and fun facts. Working with the LSU Ag Center, resources are also provided to schools.

LPB also continues its commitment to streaming the monthly meetings of the Baton Rouge Rotary Club (Newsmakers) and the Baton Rouge Press Club (Press Club) both featuring speakers of statewide interest.

# LPB EN FRANÇAIS

LPB continues our efforts to not just preserve Louisiana’s French language heritage, but to actively promote it. In 2023, LPB provided hundreds of hours of French language programs, including animated children’s programming and **Cinéma Français**, featuring classic French films.



## LA VEILLÉE

This multi-platform short format program, produced in partnership with Télé-Louisiane, puts the happenings, culture, and people of Louisiana’s French-language speaking population in the spotlight. Presented in Louisiana French with English subtitles, the program simultaneously broadcasts on LPB and streams on its own micro-site and YouTube playlist. Télé-Louisiane even offers the program in French with French subtitles on their site, ensuring accessibility for all.

*“Each episode constitutes a new, engaging audiovisual resource for French speakers and learners across Louisiana. But La Veillée is about more than just French: the show also tells the unique stories of the people of Louisiana and helps remind us to have pride in our unparalleled culture. We are so grateful to be partnering with LPB in this endeavor for a second season!”*

- Will McGrew, CEO and Co-Founder of Télé-Louisiane



La Veillée led to a global partnership with TV5MONDE, a French public television network based in Paris. *La Piste de la Francophonie pour la planète* (The Trail Of Francophonie For The Planet) was an event showcasing 19-hours of live broadcasts from 17 cities with francophone communities – and that included a 52-minute long French-language segment from the LPB studios. The aim: to raise awareness of the consequences of global warming

and highlight the collective action for the environment among French-speaking communities in countries around the world. “We were able to represent the French speaking communities of Louisiana, including Creoles, Cajuns, and Native Americans, with an emphasis on the close relationship between the environment and the French language in the formation of Louisiana culture,” said Will McGrew, CEO and Co-Founder of Télé-Louisiane.

# COMMUNITY ENGAGEMENT

## ANTIQUES ROADSHOW



When the hit PBS show *Antiques Roadshow* announced their intention to shoot episodes in Louisiana, the effect was immediate! Over 10,000 people registered for tickets for the May taping at the LSU Rural Life Museum, with 400 tickets set aside for community partners and organizations serving under-represented groups. For LPB, it was all hands-on deck in our effort to help provide attendees with the ultimate “Roadshow Experience” and help Louisiana shine brightly in this very significant national spotlight!

*“The more significant impact for Baton Rouge will come from the national television exposure,” says Laura Cating, the senior vice president of marketing and communications at Visit Baton Rouge. “Antiques Roadshow is PBS’ most popular program and boasts more than 6 million viewers each week. With three episodes expected to air from the footage collected in Baton Rouge, the Capital City will receive significant exposure.”*

LPB helped secure over 100 volunteers from the community, without whom the day would not have been possible. Along with sharing resources and securing publicity, LPB was also able to film a behind-the-scenes special, to air in 2024 in support of the national premiere of the Louisiana episodes.

# SPINNING YARN: THE TRADITION OF SOUTHERN STORYTELLING



Nearly 100 people turned out for “Spinning Yarn: The Tradition of Southern Storytelling” an event held Saturday, July 15 at the East Baton Rouge Parish Main Library in Baton Rouge. The audience was treated to a special preview of the PBS mini-series *Southern Storytellers* and heard stories from three of Louisiana’s most notable storytellers – Angela Davis, who has shared her Louisiana stories with audiences in over 100 countries; Mona Lisa Saloy, Louisiana’s Poet Laureate; and Nathan Willis, an Emmy-award winning filmmaker.



While this event was going on, LPB concurrently hosted a children’s story-time and educational event featuring Ziggy – the main character in our digital children’s puppet series. After exciting stories and songs, LPB’s education team helped attendees build their own Ziggy puppet and develop a story surrounding their creation.

## MORE LIBRARY PARTNERSHIPS



LPB loves partnering with libraries across the state. We teamed up with the Lafayette Public Library for **Uncovering Your Hidden History: Genealogy in the Digital Age**, a panel discussion about the free resources available to help in efforts to explore your family ancestry. LPB teamed up with the East Baton Rouge Parish Library for **Why Louisiana Ain't Mississippi... or Any Place Else!: A Behind the Scenes Conversation** a companion to the LPB docu-series. LPB's superstar puppet Ziggy was excited to visit with young fans at

the Livingston Parish Book Festival. The kids enjoyed songs and storytelling, and each went home with instructions on how to make their very own Ziggy puppet. Finally, LPB shared educational resources and information with parents and children alike at the 2023 Louisiana Book Festival just outside the Louisiana State Library. From information about LPB PBS Learning Media to details about the new season of **Ziggy's Arts Adventure**, it was a great day to get outside and meet people who depend on LPB regularly.

## DOLLY PARTON'S IMAGINATION LIBRARY

LPB is in the early stages of a partnership to help facilitate the statewide expansion of Dolly Parton's Imagination Library. This unique book gifting program's mission is to inspire a love of reading by providing all of Louisiana's children ages 0-5 with a free, high-quality and age-appropriate book each month, no matter their family's income.

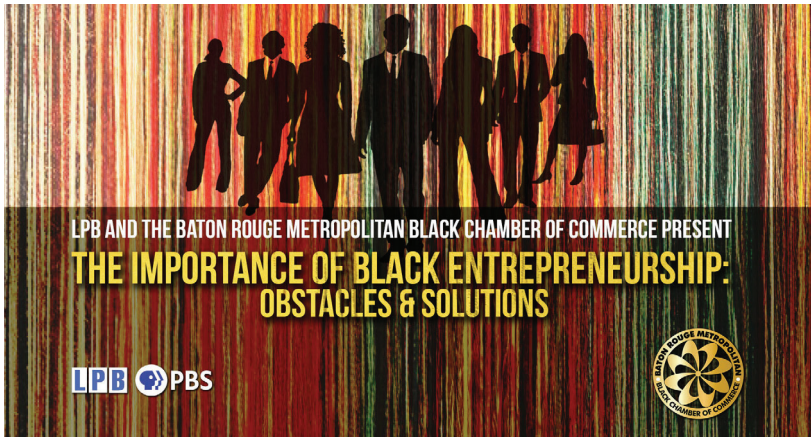


LPB has shared the documentary, **The Precipice**, with community organizations and festivals, including the Black Media Story Summit, the Consulate Général de France à la Nouvelle-Orléans, State of the Coast Conference 2023, and the New Orleans Film Festival.

Since the premiere, the new French immersion school, **École Pointe-au-Chien** officially opened its doors in August 2023, serving students from Terrebonne and Lafourche parishes for children pre-K and first grade.



# VIRTUAL EVENTS



## THE IMPORTANCE OF BLACK ENTREPRENEURSHIP

LPB partnered with the Baton Rouge Metropolitan Black Chamber of Commerce for a virtual conversation on **The Importance Of Black Entrepreneurship**. Aaron Franklin and Dr. Adraine Conrad joined us from the chamber as well as Ada Womack-Bell, Director of the Louisiana Small Business Development Center at Southern University, to discuss obstacles and solutions to Black business ownership.

## SECOND CHANCES: BUILDING BRIDGES FOR WOMEN AFTER INCARCERATION

As part of the ITVS initiative, LPB hosted A fascinating discussion with Louisiana women who have established programs to assist previously incarcerated women to help them regain confidence, re-enter the workforce, and become positive influences within their communities.



**PBS SHORT FILM FESTIVAL** LPB once again participated in the PBS Short Film Festival. Two independent filmmakers from Louisiana were selected for inclusion. Designed to increase the reach and visibility of independent films and to showcase diverse storytelling, this is the tenth straight year that an LPB nominated film has made this national festival.



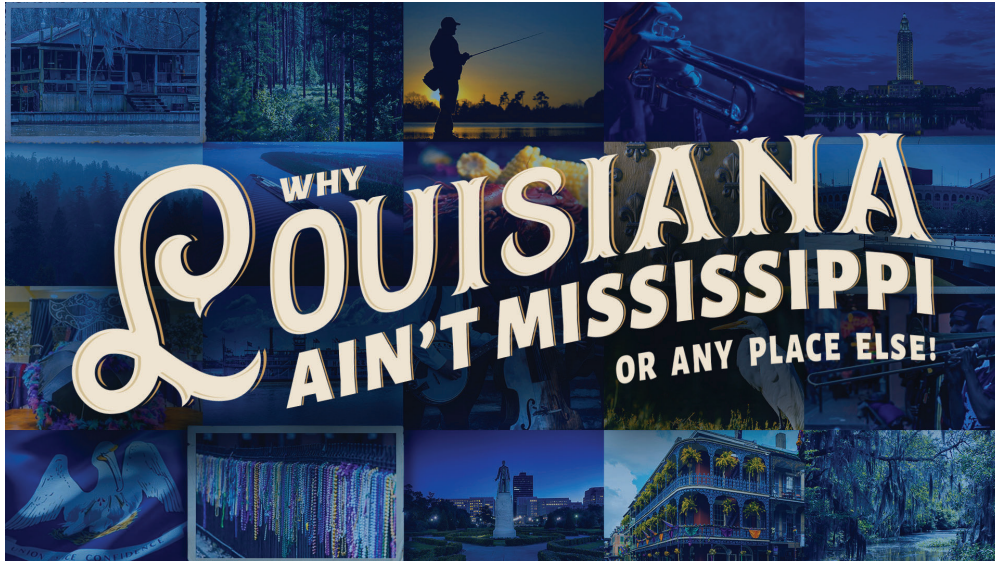
**Plum Town | Kelly Yu**  
A New Orleans raised, Chinese-American filmmaker.



**The Funeral Band | Nicholas Manuel Pino**  
A Chilean American filmmaker based in New Orleans.

# LPB EDUCATIONAL SERVICES

The LPB Education Team took a big step in 2023, committing to expanding educational resources developed in conjunction with LPB productions and making those resources available to educators, parents, and students across the state.



The LPB docuseries **Why Louisiana Ain't Mississippi... or Any Place Else! (WLAM)** was a hit with LPB viewers, taking them on a time-tripping historical adventure across our state. It was both entertaining and educational, but LPB took it one step further, devel-

oping classroom ready education resources to expand the impact. The 24-media rich curriculum supports are designed to aid educators, parents, and students in grades 6-12 in a variety of subjects, including math, science, ELA, and Louisiana history.



In June, the resources were endorsed by the Louisiana State Board of Elementary and Secondary Education (BESE) and became available to all via the **Why Louisiana Ain't Mississippi... or Any Place Else!** website at [whylouisiana.lpb.org](http://whylouisiana.lpb.org).

In addition, LPB created the LPB Lagniappe initiative – a scholarship designed to help Louisiana teachers offset the costs of classroom supplies – costs that often come out of their own pockets. LPB committed to putting 10% of membership revenues raised by **WLAM** during the school year toward it.



Teacher Carri Rockett at Winnfield Middle School in Winn Parish used her scholarship to purchase materials to help students as they research and explore local legends, such as Huey P. and Earl K. Long and the lofty pines of Kisatchie National Forest. “The project will culminate with a community show featuring student writing, research presentations, and artwork,” says Carrie. “Thank you LPB.”

# ZIGGY'S ARTS ADVENTURE



**ZIGGY'S ARTS ADVENTURE**

**EXPRESS YOURSELF!**

Art provides infinite ways to express individuality! Singing is one of the simplest!

→→→→

This easy to follow art activity sheet can help you get started!

Download at [ziggy.lpb.org](http://ziggy.lpb.org)

**New episode now streaming!**

**LPB PBS**



**Get Moving!**

One of the best ways to beat the homesick blues is to get moving and get dancing!

←

This easy to follow art activity sheet can help you get started!

Download at [ziggy.lpb.org](http://ziggy.lpb.org)

**LPB PBS**

Season Two of LPB's educational puppet series *Ziggy's Arts Adventure* expanded to include an educational art activity associated with each of the episodes. Each of the digital episodes are available to teachers to stream

and include additional educational components such as the "Concept of the Day" exemplified by a special Louisiana guest artist and "Great Minds Think" showing creative and critical problem solving.

## BRIGHT BY TEXT

LPB signs up parents for this free service, which offers prenatal and parenting tips by text message, all based on a child's exact age and location. We have a total of 1,849 children who are signed up for this simple and free service.



## LOUISIANA ASSOCIATION OF EARLY CHILDHOOD EDUCATORS

The LPB Education team used their imaginations to come up with this version of a "Thingamajigger," which was used as part of their presentation to more than 100 educators at the Louisiana Early Childhood Education Association Conference held in Alexandria in November. The team shared how to transform your classroom into a "Cat in the Hat" discovery center using free resources available through LPB/PBS LearningMedia... and of course a little imagination!

# COMMUNITY LEARNING WORKSHOPS

Building space suits for teddy bears might sound like child’s play, but there is some serious science behind the activity when it’s coupled with activities from the LPB Education Team and the kids animated favorite *Ready, Jet, Go!* The LPB Education team used the exercise to train 200 Family Engagement Coordina-

tors from school districts across Louisiana during the Louisiana Dept. of Education’s Teacher Leader Summit. The lessons are especially valuable for immigrant families, English-language learners, and those experiencing homelessness. LDOE estimates 750 families will benefit.

# CAMPS BOTH VIRTUAL AND IN-PERSON

LPB continues to offer parents a fun and educational camp experience for their little ones, but now they are even more accessible than ever with more virtual options.



More than **3,000** parents took advantage of LPB camp opportunities.



731,488 users



386,871 users



2,141,356 users

## SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS

**LPB Facebook – 68,848 followers**  
**LPB X – 6,274 followers**  
**LPB Instagram – 5,466 followers**  
**LPB YouTube – 33,420 subscribers**

**LPB.org – 140,000 unique visits**  
**LPB App – 6,054 unique users**  
**LPB Educ. Facebook – 1,300 followers**  
**LPB YouTube – 2,008,727 views**

## LOUISIANA DIGITAL MEDIA ARCHIVES – 46,716 UNIQUE VISITS

This free historical archive is the online home of the LPB Digital Collection and the Louisiana State Archives Multimedia Collection. In 2023, the preservation of at-risk media continued, including the completion of the digitization of the entire *Louisiana: The*

*State We're In* series, a ten-year project, dating back to the series' premiere in 1976. Cataloging continues monthly to make more episodes of this statewide newsmagazine freely available for streaming to the public.

## COMMENTS FROM THE COMMUNITY

*“Thanks for sending the notice about Walter and Lyn Rollins on LPB last evening. “Beyond the Glory” was the best 15 minutes of television I watched in a long time.”*

- Edmond Dugas, commenting about *Behind The Glory* via email

*“Powerful, informative, transformational!”*

- Anonymous, attendee of Bridge Builders Collective Virtual Event

*“Tremendous success on BOTH fronts. I really don't see how you could have improved either one... because even with a short lead time, the venues, the adult speakers, the Ziggy activity ALL WORKED.”*

- Mary Stein, Asst. Library Director at East Baton Rouge Parish Library, partner in Spinning Yarn Storytelling Events

*“As someone who has watched every episode and continues to watch this show all the time, I loved getting to see this side of Troy!! Loved this.”*

- Ccouch1988, commenting on *La Veillée* via YouTube

*“Fantastic program. Kara St. Cyr excels at telling important stories in such an accessible and objective way.”*

- Jamie Webb, via Facebook about *Louisiana Spotlight: Birthright*

*“As a former educator, my motivation to become a member stemmed from my deep appreciation for the educational impact of public broadcasting. LPB's commitment to providing high-quality educational content resonates with teachers and parents.”*

- Barbara DeCuir, member via *Visions* magazine

## FRIENDS OF LPB



*2023 Louisiana Legends: Back Row - Warrick Dunn, BG Gary M. Jones, and Gary Fields, with LPB CEO C.C Copeland; Front Row - 2023 Louisiana Legends Paula Pennington de la Bretonne and Gayle Benson with First Lady Donna Edwards.*

Friends of LPB (FLPB) supports LPB each year thanks to generous citizens around Louisiana and beyond who make up our membership. At the end of 2023, this included 18,111 members, 20% being new members. FLPB looks for creative and fun ways to inspire sustained membership from our viewers. Some of these efforts have included our biannual raffles. In 2023, congratulations went to Paula Smith, winner of the Win The Wheels Raffle, and Gloria Brown, winner of the LPB PowerOn Raffle and a whole house Generac Generator sponsored by Optimize Generator People.

PBS's premier subscriber video streaming service, **Passport**, has remained a powerful tool in generating new members. Since its inception in January 2016, Passport has brought in over 13,466 new members, an increase of 2,687 members from 2022 to 2023!

**On-Air Pledge Drives** remain a central method of fundraising and reaching potential new members. LPB's on-air drives (three full 2-week drives in March, August, December and two, short 2-7 day drives in January and June) played a key role in donor acquisition and retention with 2,545 members joining or renewing in 2023.



*Filmmaker Bill Rodman joins LPB Host Chuck Perrodin for No Man's Land.*



*Chelsea Norris and Robyn Merrick host Celtic Woman.*

**Planned Giving/Major Donors:** FLPB's national planned giving initiative, the "Ducks In A Row Campaign," offers an estate planning guide to those interested in leaving a legacy gift to LPB. Several compassionate donors made LPB part of their overall estate plans in 2023. Their generosity will leave a legacy for generations to come.

In April, the Louisiana Legends Awards Gala and Auction is the signature fundraiser for the FLPB and has raised over \$5 million dollars for LPB since 1990. The Louisiana Legends Gala is a fundraising and public awareness project that draws support and participation from LPB supporters across the state who appreciate the many outstanding educational and cultural programs LPB provides. Each year, FLPB is proud to recognize the best and brightest of Louisiana's sons and daughters who have distinguished themselves in a variety of disciplines and who have brought honor to the state.

**In 2023, the FLPB honored these Louisiana Legends:**

- Gayle Benson, owner of the Saints and Pelicans, is an accomplished business professional and philanthropist dedicated to contributing to the growth and enhancement of the Gulf South region.
- Warrick Dunn is a former NFL running back and Walter Payton NFL Man of the Year. He founded the Homes for the Holidays program, which partners with local organizations to fulfill his mother's dream of making home ownership possible for single parent families.



*Charlie Whinham hosts Why Louisiana Ain't Mississippi with guests LPB Executive Producer Linda Midgett and Jay Dardenne, Series Creator.*

- Gary Fields is an award-winning journalist who contributed articles on the events of September 11, 2001, earning him and his colleagues a Pulitzer Prize in 2002 for Breaking News Reporting.
- Brigadier General Gary M. Jones served a distinguished 28-year military career as the Deputy Commander of Special Forces Command, and Deputy Commander for Clandestine Military Operations, Counter Terrorism Center, Central Intelligence Agency.
- The Pennington Family has a long history of community giving with a mission to create a healthy and prosperous Louisiana for its people, communities, arts, culture, environment, and economy. Today, The Pennington Biomedical Research Center, is one of the foremost academic nutritional research institutions in the world.



*LPB's renovated lobby features signature LPB programs and award-winning documentaries, as well as photographs from around the state taken by Carol Highsmith.*



*Guests at the 2023 Annual Meeting enjoy the Fall Preview Reel.*



*LPB President C.C. Copeland addresses guests at the 2023 Annual Meeting before the ribbon cutting for the new LPB lobby space.*



*Don Ballard and Carol Highsmith receive LPB Presidents Awards from CEO, C.C. Copeland*

In May, the Friends of LPB hosted a welcoming reception to celebrate the **Antiques Roadshow** production team and volunteer appraisers filming in Baton Rouge. We thank our incredible members for helping to make **Antiques Roadshow** one of the longest running series on PBS, and the 100+ volunteers who made appraisal day a success!

In September, the **Friends of LPB 2023 Annual Meeting** honored supporters and champions of LPB. The gathering was also an occasion to celebrate the 2023 Honorees of LPB President's Awards: Don Ballard, LPB Television Manager for 46 years and Carol Highsmith, "America's Photographer," who documented Louisiana for the companion book to **Why Louisiana Ain't Mississippi... or Any Place Else**.

**LPB Kids Club:** For just \$5 per month, families can light up the lives of up to four children with memberships in the LPB Kids Club. Children receive a week-long birthday announcement on-air and online, a birthday card, plus VIP access at all LPB Kids Club events.



# AWARDS

## LOUISIANA ASSOCIATION OF BROADCASTERS PRESTIGE AWARD

LPB News Anchor & Managing Editor,  
Andre' Moreau  
*TV Lifetime Achievement Award*

## SUNCOAST EMMY AWARD

The Precipice  
*Category: Programming-Documentary – Topical*  
Ben Johnson, Producer  
Linda Midgett, Executive Producer

## LOUISIANA ENDOWMENT FOR THE HUMANITIES AWARD

The Precipice  
*Category: Documentary Film of the Year*  
Ben Johnson, Producer  
Linda Midgett, Executive Producer



LPB's Andre' Moreau receives the Lifetime Achievement Award in Television Broadcasting from the Louisiana Association of Broadcasters at the 2023 Prestige Awards.

Pictured L to R: LPB Director of Programming, Jason Viso; LPB President, C.C Copeland; LPB Anchor & Managing Editor, André Moreau; LPB Executive Producer, Linda Midgett; LPB Deputy Director, Matt Tessier; and LPB Senior Director, Christopher LeCoq.



The Louisiana Endowment for the Humanities awarded LPB's film, *The Precipice*, the Humanities Documentary Film of the Year. This film tells the story of the Pointe-au-Chien Indian Tribe in its plight to preserve its land, language, and culture.

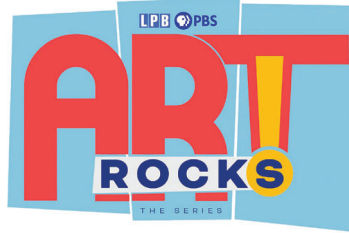
Pictured L to R: Patty Ferguson-Bohnee, member of and lawyer for the Pointe-au-Chien tribe, LPB Executive Producer, Linda Midgett, LPB Senior Producer, Ben Johnson, and Laura D. Kelley, PhD, tribal historian, author, and professor at Tulane University.

# UNDERWRITERS

## SHOWS SUPPORTED BY THE FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING



**LOUISIANA: THE STATE WE'RE IN**



**ART ROCKS! THE SERIES**



**LOUISIANA SPOTLIGHT**

LPB would like to thank the companies and individuals who supported public television in Louisiana by underwriting LPB programs and events.

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**Louisiana Travel & Museums**

**LWCC**

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# LOUISIANA *Legends* SOCIETY

Named in honor of our Louisiana Legends honorees past and present, the Louisiana Legends Society hosts a very special and a very generous group of donors, who in their own right, have become the Legends of public television in Louisiana. This prestigious group of Friends supports Louisiana Public Broadcasting (LPB) at the \$10,000 level and above.

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The Visionary Society is a very generous group of Friends who support LPB by contributing funds between **\$1,000** 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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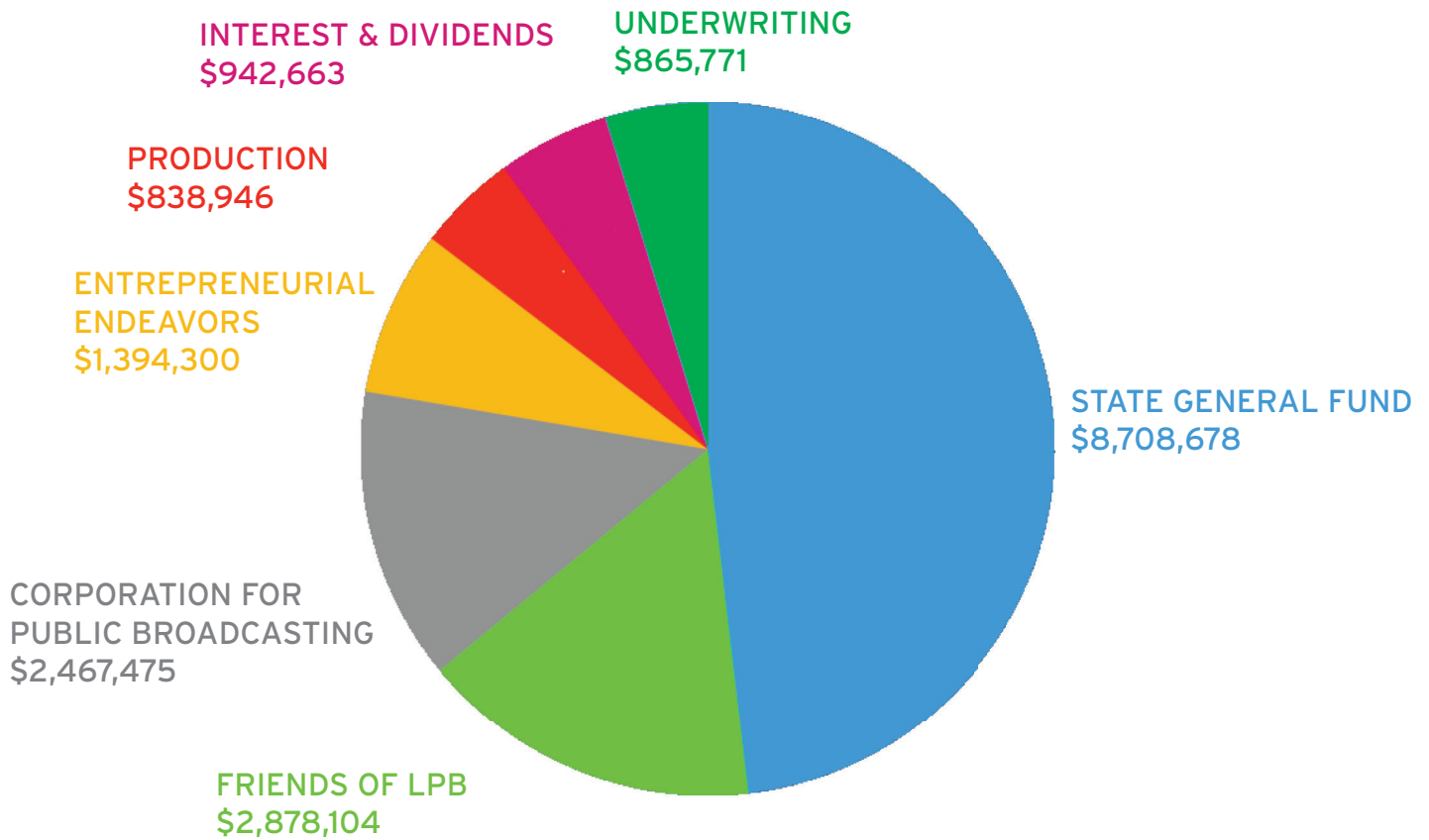
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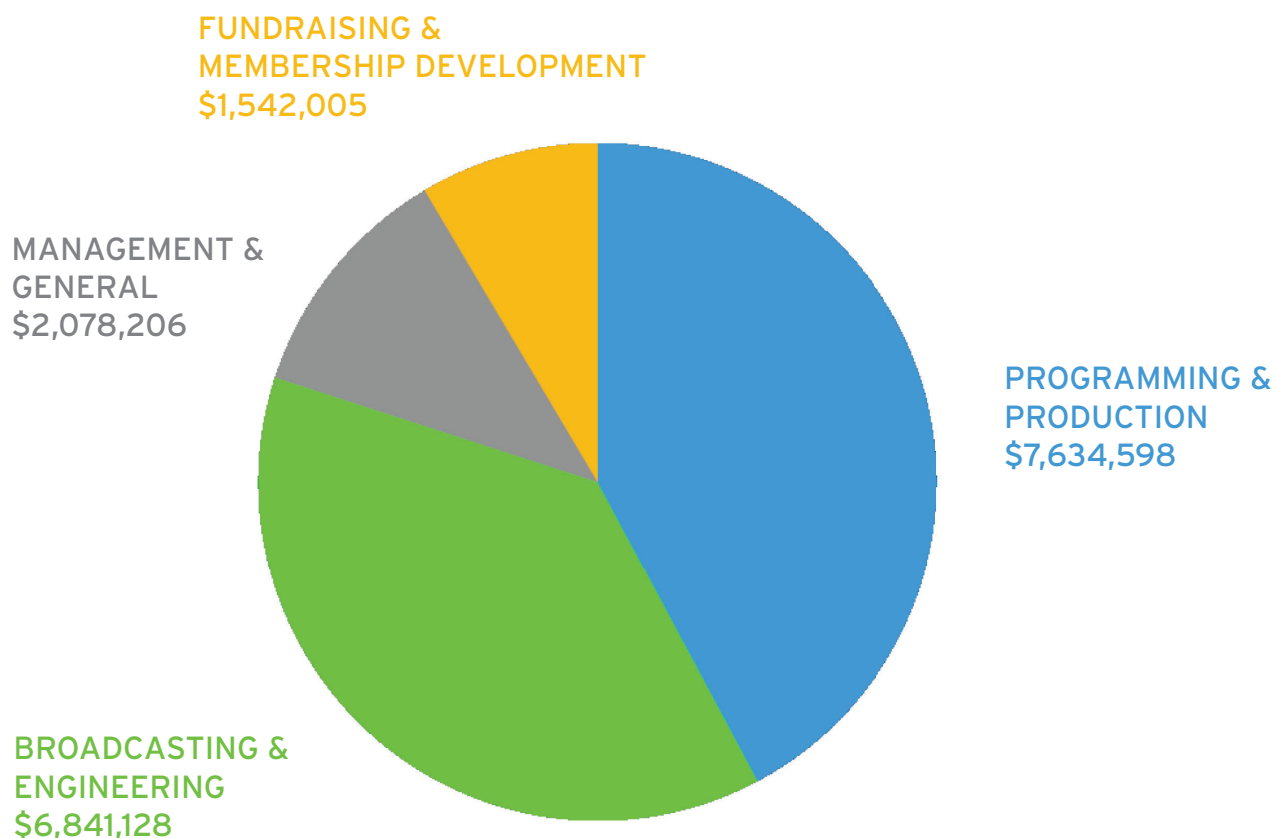


## LPB FISCAL YEAR 2022-2023 REVENUE

|                                     |             |
|-------------------------------------|-------------|
| STATE GENERAL FUND                  | \$8,708,678 |
| FRIENDS OF LPB                      | \$2,878,104 |
| CORPORATION FOR PUBLIC BROADCASTING | \$2,467,475 |
| ENTREPRENEURIAL ENDEAVORS           | \$1,394,300 |
| PRODUCTION                          | \$838,946   |
| INTEREST & DIVIDENDS                | \$942,663   |
| UNDERWRITING                        | \$865,771   |

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|       |              |
|-------|--------------|
| TOTAL | \$18,095,937 |
|-------|--------------|



**LPB FISCAL YEAR 2022-2023  
EXPENDITURES**

|                                      |             |
|--------------------------------------|-------------|
| PROGRAMMING & PRODUCTION             | \$7,634,598 |
| BROADCASTING & ENGINEERING           | \$6,841,128 |
| MANAGEMENT & GENERAL                 | \$2,078,206 |
| FUNDRAISING & MEMBERSHIP DEVELOPMENT | \$1,542,005 |

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|              |                     |
|--------------|---------------------|
| <b>TOTAL</b> | <b>\$18,095,937</b> |
|--------------|---------------------|

# GOVERNOR'S DEBATE 2023



LOUISIANA'S  
HIDDEN  
STORY



ANTIQUES  
ROADSHOW



BATON ROUGE 2023 TOUR

BIRTHRIGHT

LOUISIANA  
SPOTLIGHT

SPINNING  
THE TRADITION  
SOUTHERN STYLE

LOUISIANA  
SPOTLIGHT  
HISTORY OF  
EMANCIPATION

LOUISIANA  
*Legends*

BEHIND THE  
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