

ANNUAL REPORT 2022

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



Dear Friends,

It is truly my honor to have been named LPB President and CEO this year, to build upon the incredible legacy of long-time President, and my friend, Beth Courtney, who I had the pleasure to serve alongside for 25 years. This past year has been one of tremendous change and growth at LPB and we thank you for being with us every step of the way.

In this report, we are excited to share with you the LPB projects you helped make happen in 2022 including: **Louisiana Spotlight**, a new quarterly series examining issues important to Louisianans; **Safe Haven: Louisiana's Green Book**, an Emmy-award-winning digital-to-broadcast series about the experiences of African American motorists in the Jim Crow era; virtual preview screenings from heralded and emerging filmmakers including **Muhammad Ali: A Film by Ken Burns** and **Little Satchmo**, from **Reel South** filmmaker Sharon Preston-Folta, daughter of Louis Armstrong; **Why Louisiana Ain't Mississippi... or Any Place Else!**, the new LPB documentary created and hosted by Jay Dardenne, taking you from one end of our state to the other to show all the ways Louisiana is so unique; and numerous educational workshops presented to statewide audiences of educators and families. With regard to recurring LPB projects, 2022 was marked by LPB's renewed commitment to **Ziggy's Arts Adventure** into season 2 and beyond, as well as the continued success of LPB's weekly news program **Louisiana: The State We're In**, our weekly arts and culture series **Art Rocks!**, and the 27th Annual Louisiana Young Heroes Program, recognizing exceptional high school students.

Our successful year, which included the 47th anniversary in September of LPB going on air, was made possible thanks to the Louisiana Legislature and congressional delegations, Governor and First Lady Edwards, our dedicated and talented staff and boards of directors, our generous underwriters, and to you and the almost 20,000 other residents from around our great state who are our members - the "public" in public television.

At this pivotal point in LPB's history, we remain committed to expanding access to our content to all citizens of Louisiana and beyond through LPB's continued leadership in broadcast and digital technology. We look forward to sharing more of Louisiana's stories in the year ahead and creating more opportunities for engagement with you all... so stay tuned!

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



It has been my pleasure to serve as LETA Chair this past year, a year that has seen a great deal of change in the world and also within our public television family in Louisiana. With the retirement of President and CEO, Beth Courtney, my fellow board members and I sought to begin the next chapter in LPB's storied 47-year history, by determining a leader who could meet the moment of an ever-changing media landscape. We found just such a leader in C.C. Copeland, whose 40+ years in broadcasting, 25 of which have been at LPB, have already proven invaluable - as all the meaningful LPB projects in this publication can attest.

As we work to ensure that LPB is on the forefront of emerging technologies, and is everywhere people are watching, whether that be on broadcast television or digital streaming, our core mission remains a constant - we are here to serve you, the citizens of Louisiana. We do this by presenting and producing thought-provoking programs, serving as Louisiana's largest classroom with a vast library of educational resources, preserving our history through the Louisiana Digital Media Archive, and telling Louisiana's story through original series, documentaries, timely news, profiles on our state's visual and performing artists, Young Heroes, and Louisiana Legends.

We were very fortunate that as the year concluded and through the heroic efforts of LPB's production team, we were able to premiere a sweeping story of Louisiana, that brought history and folklore to life thanks to a collaboration with one of Louisiana's great ambassadors, Jay Dardenne. **Why Louisiana Ain't Mississippi... or Any Place Else!** is a series all of us take great pride in because it represents the tremendous value of what public television can offer.

On behalf of my fellow Board members, we look forward to what opportunities 2023 will bring thanks to you, our members and supporters.

**A LETTER FROM
FRIENDS OF
LOUISIANA PUBLIC
BROADCASTING
BOARD CHAIR,
CATHY SEYMOUR**



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.

Though board members were able to periodically meet face-to-face, many board members still participated via zoom for committee and full board meetings. Thankfully, the fundraising efforts continued to increase throughout the year. Resulting in a 31% increase, 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 membership campaign has seen tremendous success not only through multiple appeals including the raffles, but also through pledge drives and LPB's most popular member benefit, LPB Passport. Through these efforts, membership revenue saw an increase of 15%.

The 32nd Annual Louisiana Legends Gala was held in April honoring the 2022 honorees Beth Courtney, Art Favre, Dr. Sandra Yancy McGuire, Dr. Stephen McGuire, Coach Paul Mainieri, Valsin Marmillion, and Thomas Whitehead. The online auction associated with this year's gala generated a record-breaking amount in revenue. Proudly, Friends was able to maximize fundraising with at-capacity attendance for the gala event.

The total amount generated through Friends of LPB and forwarded to the Foundation for Excellence in Louisiana Public Broadcasting for 2022 was \$2,321,538.48.

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



During the 2022 calendar year, the members of the Foundation Board worked diligently to oversee the endowment investment portfolio in what turned out to be a period of extremely challenging markets. Rising inflation resulted in tightening financial conditions that produced a historic coincident downturn in both stock and bond markets.

Nonetheless, the Foundation's diversified approach to portfolio construction produced returns which exceeded expectations. The portfolio invests in multiple asset classes including stocks, bonds and alternative investments, and does so in a manner that follows the specific guidelines detailed in the FELPB Investment Policy Statement.

Our portfolio advisor, who is charged with strategy development and daily oversight of the mix of investment strategies, communicates regularly with the Board and works to deliver returns that are consistent with the goals of LPB over the long term. As we continue to navigate through this time of economic uncertainty, the portfolio remains well positioned, and 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

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 Christopher J. Wegmann, Vice-Chairperson
 Dr. Tina S. Holland, Secretary
 Julie Cherry, Treasurer
 Valencia Burton, Immediate Past Chairperson
 Cathy Seymour, Friends Chairperson

Ted Beasley
 Millard F. "Sonny" Cranch
 Eartha Cross
 Belinda Davis
 Dan Hare
 Nancy S. Harrelson
 Richard H. Hartley
 Robert E. King III

Dr. Laura Lindsay
 Dr. Sandra McGuire
 Dr. Courtney Phillips
 Shauna Sanford
 David Tatman
 Dr. Quentina Timoll
 Tracie J. Woods

FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING BOARD

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 Dr. William Arceneaux, Director
 Bill Blackwood
 Sally Clausen
 Beth Courtney
 Barbara DeCuir
 Bob Emmert
 Rose J. Hudson
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FRIENDS OF LOUISIANA PUBLIC BROADCASTING BOARD

Cathy Seymour, Chairperson
 Newt Dorsett, Vice-Chairperson
 Howard White, Secretary

Therese Nagem, Treasurer
 Bo Harris, Nominating Chairperson

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
 Katy Merriman
 Sondra Mott
 Natalie O'Quin

Jimmy Oustalet
 Denage J. Piper
 Walter Rudd
 Ashley Tassin
 Lela Mae Wilkes

EX OFFICIO NON-VOTING MEMBERS

President and CEO, LPB
 Clarence "C.C." Copeland

Chairperson, LETA
 Conrad Comeaux

Chairperson, Friends of LPB
 Cathy Seymour

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

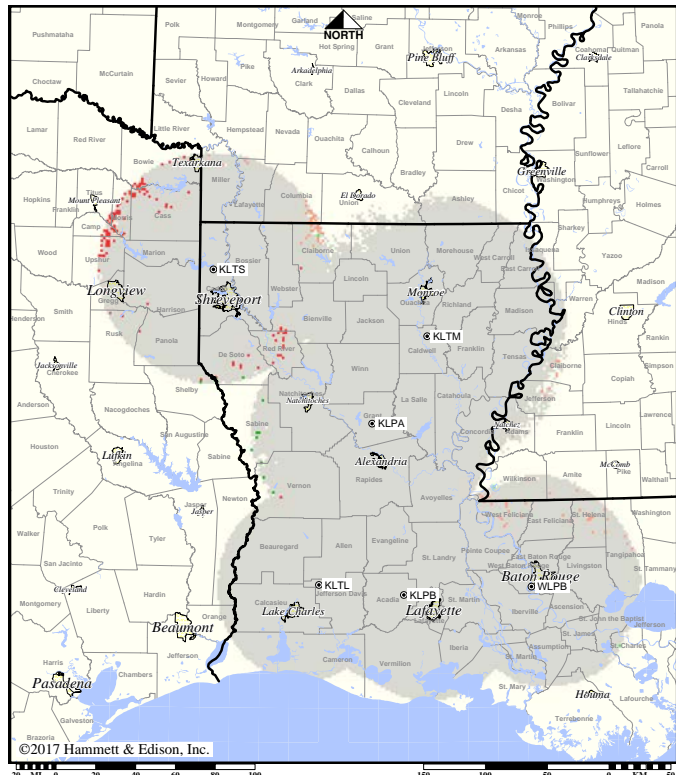
Lafayette
 KLPB-DT 24.1, 24.2, 24.3

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.

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
3,707,355	223	46	3,699,624	1,984	5,747	3,699,893 prs
1,407,720	90	19	1,404,687	791	2,242	1,404,796 hse

May 30, 2017

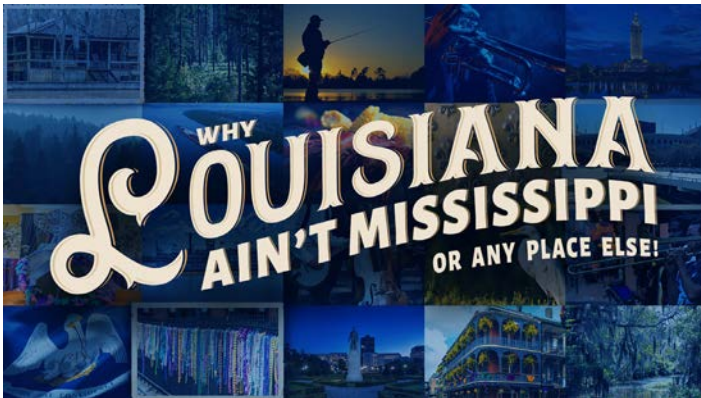
PRODUCTION

In 2022, Louisiana Public Broadcasting renewed its commitment to telling Louisiana's stories. From the debut of a new documentary style public affairs program to a look at our state's history told in a unique way – through storytelling!

LPB BROADCAST & DIGITAL PRODUCTIONS -2022

LPB takes a multi-platform approach in our efforts to provide viewers with options both the broadcast and digital space, so we can serve them no matter where they prefer watching.

BROADCAST PRODUCTIONS



WHY LOUISIANA AIN'T MISSISSIPPI... OR ANY PLACE ELSE! This 4-hour docuseries was an LPB keystone for 2022. Broadcast over two nights, the series explores Louisiana's rich & diverse history, taking viewers from New Orleans to Natchitoches, exploring all of the ways our state is unique and special. There is more to come in 2023, with anticipated educational resources designed to help classroom teachers across the state. *(more info on page 17)*

ANGELA GREGORY: A LEGACY CHISELED IN STONE Audiences learned about the life and legacy of this trailblazing turn-of-the-century female artist who used her talent and tenacity to become “The Doyenne of Louisiana Sculpture” and an inspiration for women everywhere. Audiences were able to watch/stream the documentary, then explore Gregory's work first hand with a companion exhibit at the West Baton Rouge Museum.



Angela Gregory bust of a young African American woman.



Angela Gregory sculpting a relief at the St. Landry Courthouse.

BROADCAST PRODUCTIONS

LOUISIANA YOUNG HEROES



The Louisiana Young Heroes Program celebrates the achievements of students nominated from across Louisiana who have devoted their time and energy to making their communities better and inspiring those around them. In 2022, we honored students pictured at left: Gabe Hoosier of Deville, Olivia Stringham of Vivian, Allison Callender of Pleasant Hill, Victoria Williams of Baton Rouge, Mason McCart of Natchitoches, and Corynn Gray of Lafayette (not pictured Reagan Angers of Baton Rouge). A full day of activities took place on Young Heroes Day including breakfast with East Baton Rouge Mayor-President, Sharon Weston Broome, lunch with Governor John Bel Edwards, and visits to LSU Football Operations and the Louisiana State Capitol. Each student had their story told on LPB's *Louisiana: The State We're In*, and these stories were then presented as a half hour broadcast special.



Louisiana Legends celebrates a diverse group of Louisiana natives, representing some of the best and brightest from our state. In 2022, the honorees included: Beth Courtney, retired president of LPB; Arthur Favre, CEO and Founder of Performance Contractors and philanthropist; Dr. Saundra Yancy McGuire, Professor Emerita of Chemistry at LSU and recipient of the Presidential Award for Excellence in Science, Mathematics, and Engineering mentoring; Dr. Stephen McGuire, Principal investigator to the LIGO Scientific Collaboration, awarded the 2017 Nobel Prize in Physics; Coach Paul Mainieri, retired championship-winning coach of the LSU Men's Baseball team; Valsin Marmillion, CEO & Founder of Marmillion & Co. and former Managing Director of America's WETLAND Foundation; and Thomas Whitehead, Professor Emeritus at Northwestern State University and expert and preservationist of the Clementine Hunter Collection.



ART ROCKS! THE SERIES It was a milestone year for this LPB signature series, celebrating its tenth broadcast season. This weekly half-hour series spotlights artists, performance, culture, literature, history, and the impact of art in our world. Being able to feature Louisiana’s talented artists on LPB and share these stories with other PBS stations means Louisiana artists not only have their stories told statewide on *Art Rocks!*, but in other states across the country, leading to nationwide exposure.



Featured on LPB’s Art Rocks! Season 10: Mixed media artist, Vitus Shell, of Monroe and Longue Vue House & Gardens in New Orleans



BETH COURTNEY: FEARLESS VISIONARY looked at two inseparable stories and their shared impact on the state of Louisiana. The special explored LPB’s early growth, which is intertwined with the work of long-time LPB President & CEO, Beth Courtney, the “fearless visionary” who made it happen. Courtney retired in January 2022 after more than 45 years of dedication and service in public media.

LOUISIANA FOCUSED – INDEPENDENT PRODUCTIONS

LPB works to develop partnerships with independent filmmakers and organizations from across the state to share their work with broader audiences with a focus on stories centered on Louisiana and the greater Gulf Coast region. It’s an opportunity to expose audiences to programs they might otherwise not see. Here are a few we debuted in 2022:

IRMA: MY LIFE IN MUSIC The iconic singer tells her own story in this documentary from WYES, The New Orleans Jazz & Heritage Foundation, and Michael Murphy Productions. The program went on to win a Sun-coast Regional Emmy Award for best Documentary – Cultural.

WALTER ANDERSON: THE EXTRAORDINARY LIFE AND ART OF THE ISLANDER shares the fascinating life and work of this Louisiana born, Mississippi Gulf Coast watercolorist.

THE ANGEL AWARD 2022 This program is in partnership with the Blue Cross and Blue Shield of Louisiana Foundation and features profiles of nine, everyday Louisianans who are doing extraordinary work for our state’s children.

FOUNDED ON FRIENDSHIP AND FREEDOM: THE NATIONAL WWII MUSEUM tells the story of how two historians sought to salute the spirit of Americans who fought to preserve our freedom.

BATTLEGROUND: THE LOST COMMUNITY OF FAZENDEVILLE The story of a thriving African American community that was torn down to expand a National Park.



LPB continues to highlight the works of Louisiana filmmakers on a national level with the PBS Short Film Festival. 2022 marked the tenth straight year that an LPB nominated film made the national festival. Two LPB-nominated films were selected this year: **The Piñata** from Stevie Cavalier of Metairie and **The 17 Year Locust** from Logan LeBlanc, Allison Bohl DeHart & Peter DeHart of Lafayette.

DIGITAL FIRST PRODUCTIONS



SAFE HAVEN: LOUISIANA'S GREEN BOOK This LPB digital-first series exploring the Louisiana businesses and places that were found in the famous African American booklet, *The Green Book*, returned in 2022 with an additional two episodes. One explored the history of Baton Rouge's Hotel Lincoln where many greats from the golden-era of soul music performed and stayed. The second new episode looked at black-owned taxi companies in New Orleans, which safely navigated African Americans to their destinations. The series was developed into a one-hour broadcast special, which went on to win the prestigious Suncoast Regional Emmy Award® for Best Long Form Historical/Cultural Program.

LOUISIANA HARVEST OF THE MONTH

This digital-first series is a monthly celebration of foods grown in Louisiana – from sweet strawberries to savory mushrooms. The series also includes planting and growing tips, along with recipes and fun facts about each plant. Working with the LSU Ag Center, resources are also provided to schools. The series was also developed into an hour-long broadcast special.



ONE TO GROW ON LPB concluded our partnership with Our Lady of the Lake Children's Health to develop a series of 52 digital shorts designed to help parents and caregivers in four key areas: prenatal health, mental wellness, safety, and nutrition. The series is available for streaming on LPB's YouTube channel.

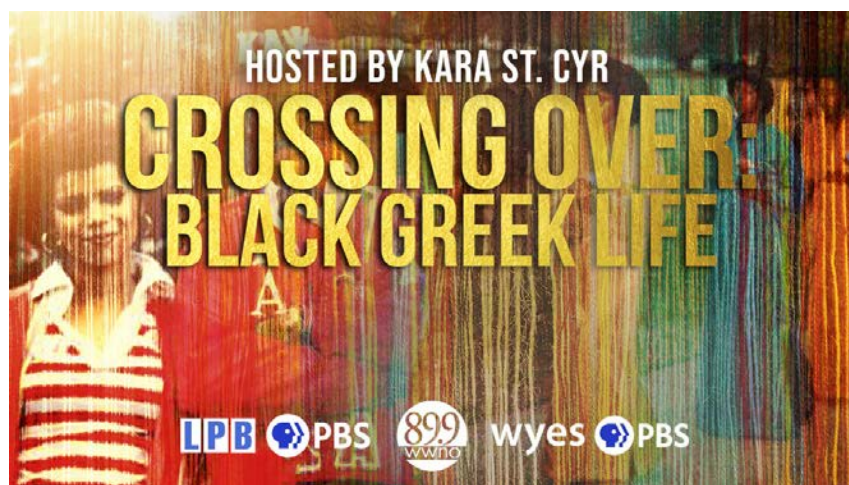
REEL SOUTH SEASON 7 LPB continues its partnership in support of the PBS anthology series, which supports filmmakers telling stories that explore the South's proud, yet complicated heritage. This season the topics covered the life and legacy of Louisiana jazz icon Louis Armstrong, the creation of a natural burial ground in Tennessee, and the love and care the community of Hot Springs, Arkansas, shows a one-winged black vulture. LPB is not only committed to airing the series, we provide production support and play a role in film curation. The series was nominated as the Best Curated Series by the IDA Documentary Awards in 2022.



NEWS AND PUBLIC AFFAIRS



LOUISIANA THE STATE WE'RE IN For 46 years, LPB has been reporting news that matters most to Louisiana: from hot button issues like redistricting and Louisiana's controversial abortion ruling, to the economy, the climate, the entirety of the political spectrum and much more. Every week André Moreau & Kara St. Cyr take you further beyond the headlines than the typical newscast, taking time to explore issues on a deeper level.



Louisiana The State We're In often features special series, like *Safe Haven: Louisiana's Green Book*, *Louisiana's Young Heroes*, and *CROSSING OVER: BLACK GREEK LIFE*. This four-part micro-series explored the history and legacy of Louisiana's Black Greek Organizations, and included issues of colorism within the organizations, their role in promoting Black entrepreneurship and in preserving Black culture.



Newsmakers is a streaming program featuring speakers who cover a wide variety of topics including politics, sports and entertainment. LPB provides a live stream on YouTube and Facebook.



Press Club is another streaming program in partnership with the Baton Rouge Press Club. Examples of topics covered in 2022 include a Senate candidate debate, redistricting, and an exploration of plans for a new Mississippi River Bridge.



LOUISIANA SPOTLIGHT

LPB debuted a new quarterly public affairs program in 2022, **Louisiana Spotlight**, which allows viewers to explore complex issues in a deeper, more personal way, with stories told by the very people facing the challenges head-on. See more in Stories of Impact on page 16.

EN FRANÇAIS

LPB leads the charge to not just preserve Louisiana's French language heritage, but actively promote it. In 2022, we provided 482 hours of French programming with our continuing broadcast of animated children's educational programs, the return of **LPB Presents Cinéma Français** (a late-night exploration of classic French cinema), and the debut of **La Veillée**.



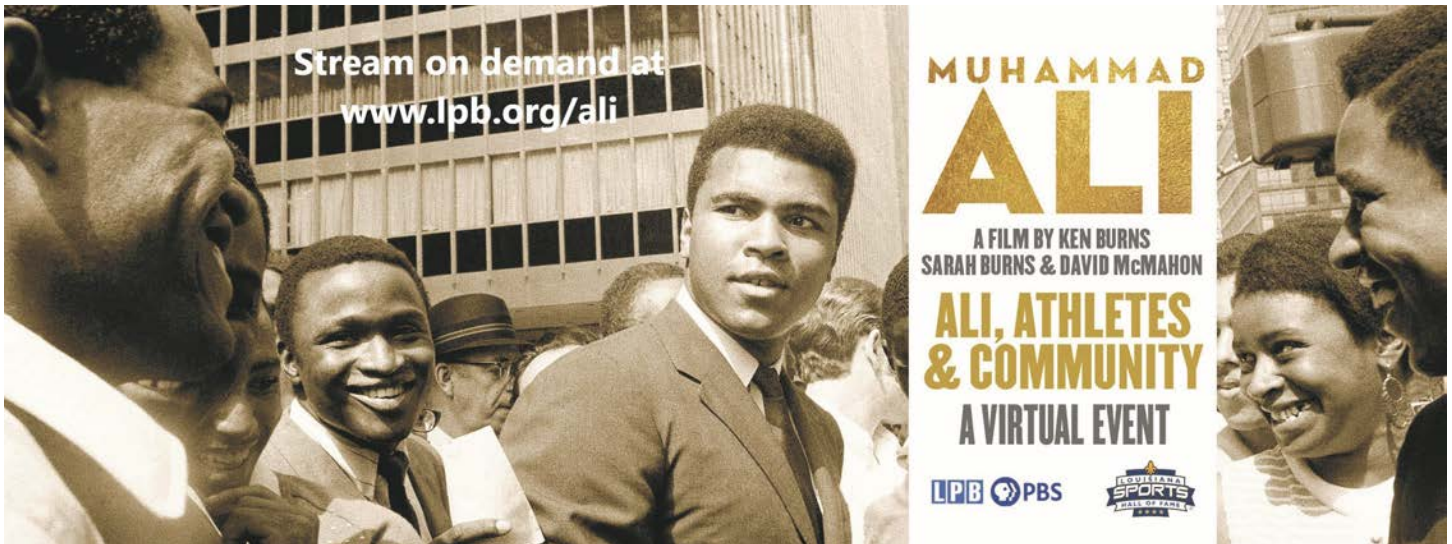
In particular, **La Veillée** (a partnership with Télé-Louisiane) seems to have resonated with a younger audience, who stream the program on the LPB YouTube channel. The program is a short look at the happenings, culture, and people of Louisiana's French-speaking population. It will return in 2023 for an all-new season.

LOUISIANA DIGITAL MEDIA ARCHIVE

This free historical archive is the online home of the LPB Digital Collection and the Louisiana State Archives Multimedia Collection. In 2022, the collection expanded to include digitized and cataloged episodes of **Louisiana Public Square** from 2005-2009. This would include important historical perspectives post Hurricane Katrina. The addition is thanks in large part to the American Archive of Public Broadcasting's Public Broadcasting Preservation Fellowship program. The shows will be added to a special collection on the American Archive website in 2023.

COMMUNITY ENGAGEMENT: AMPLIFYING THE IMPACT

At the start of 2022, COVID was still very much a part of daily life, but as vaccination rates went up and infection numbers went down, many Louisianans found themselves eager to get back out and learn new things. LPB provided a mix of opportunities, both in person and virtual, to meet the need.



ALI, ATHLETES & COMMUNITY

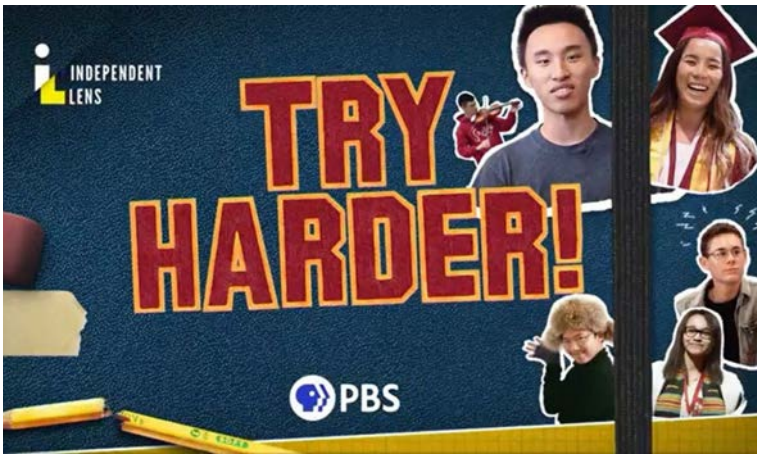
Approximately 30 people took part in this virtual screening and discussion in celebration of what would have been legendary boxer Muhammad Ali's 80th birthday. Host Ro Brown led a panel that included: Ivan Blumberg – Founding CEO of the organization, Athletes for Hope; Jeremy Fontenot – Head Women's Soccer Coach, Southern University; Paul Mainieri – Retired Head Baseball Coach, LSU; and Jeanie Kahnke – Senior Director of Public Relations & External Affairs, Muhammad Ali Center in a discussion about athletes and philanthropy.



LITTLE SATCHMO

Hundreds of people nationwide joined LPB in this collaborative virtual effort, featuring the premiere of this documentary looking at the life and legacy of Louisiana jazz icon, Louis Armstrong.

Little Satchmo is an extraordinary tale of identity, loss, and one daughter's ultimate search for truth—and her father's love... because to Sharon Preston Folta, Louis Armstrong was, simply, Dad.



TRY HARDER

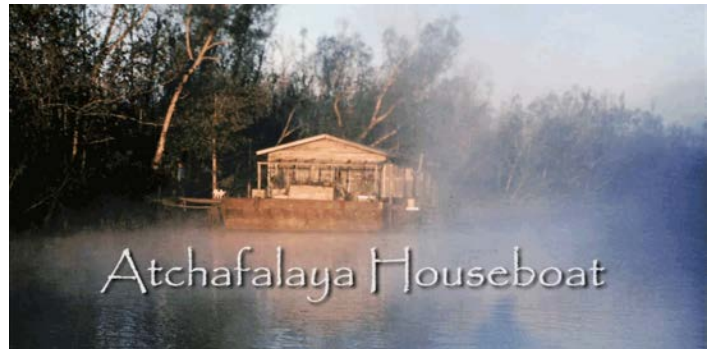
Approximately 30 people virtually joined host Robyn Merrick, Vice President of External Affairs for the Southern University System along with Dr. Ariel Encalade Mitchell, a counselor and Assistant Professor at Xavier University of Louisiana, Lucas Spielfogel, Executive Director of Baton Rouge Youth Coalition, and documentary producer Lou Nakasako, producer of *Try Harder!* and explored the triumphs and disappointments as well as the stresses and celebrations surrounding college admissions in Louisiana.

LPB LOVES OUR LIBRARIES

We love opportunities to connect with our audiences through events in partnership with our state's libraries.



The "One Book, One Community" kickoff at East Baton Rouge Parish Library. We answered questions about LPB programs and provided information about free educational resources.



LPB provided a free screening and discussion about our documentary "Atchafalaya Houseboat" based on the "One Book, One Community" book selection at the East Baton Rouge Parish Library.



Two excited attendees with Cookie Monster and Elmo at the Louisiana Book Festival.



At the Louisiana Book Festival, LPB provided information about all of the free educational resources available and distributed packets full of fun Louisiana themed educational activities.

LPB also attended the Livingston Parish Book Festival for the first time! We were able to provide a free advance screening of **Masterpiece Mystery** series **Magpie Murders** to the library's Mystery Book Club members as well as members of the public and also hand out information about free educational resources.

LPB EDUCATIONAL SERVICES

Louisiana's educational challenges are many. LPB is committed to helping educators statewide with resources that will help them meet their goals. We expanded our staff to include a grades 6-12 Educational Technology Specialist, recognizing a need for additional help for teachers beyond those preschool and elementary years.



READY, SET, READ! LPB debuted a new partnership with the East Baton Rouge Parish Library, providing free resources for their new early literacy program. The monthly program is geared toward children ages 2 to 4 and is designed for families to do together at home. More than 400 children have signed up for the program and it will continue through 2023.

EARLY CHILDHOOD COMMUNITY NETWORK

LPB was pleased to partner with the East Baton Rouge Parish School District, the second largest district in the state, to offer a series of virtual sessions designed to educate teachers about all of the valuable free resources available to them through LPB and PBS. This included training on how to maximize PBS Learning Media and an overview of the award-winning Sesame Street in Communities, a program addressing early learning basics. 124 teachers participated in these easy to access virtual sessions.



LPB DELIVERS KINETICS IN A KIT



LPB Education teamed up with CenterPoint Energy to deliver 30 Science Box Kits to schools in Bienville, Desoto, and Webster Parishes. The boxes were full of hands-on STEM activities designed for first-grade teachers to share with their students. The activities ranged from experiments that encourage everything from observation skills to scientific thinking and engineering. LPB is providing virtual on-demand teacher instructions on how to use the kits that educators will be able to access anytime.

750 UNDERSERVED FAMILIES GET A LITTLE EXTRA SUPPORT WITH THE HELP OF A FEW FAMILIAR FACES

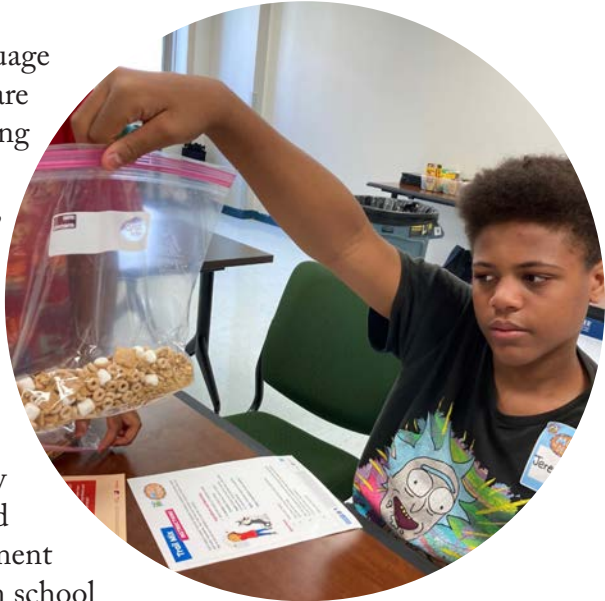


Homelessness. Immigrant families. English language learners. Children who fall into these categories are often the most underserved and in need of learning assistance. That's why the Louisiana Department of Education turned to LPB. With their support, LPB's Education Team worked to bring these underserved families an active, hands-on learning experience with the help of some familiar faces from the PBS KIDS series

Molly of Denali.

Traveling to Baton Rouge, Natchitoches, and New Orleans, LPB trained 44 Family Engagement

Coordinators from school districts across Louisiana in how to conduct their very own **Molly of Denali Family & Community Learning Workshops** by letting them experience the workshops for themselves! The hands-on experience allowed for deeper understanding of the material and helped the coordinators better understand how to present the program to the estimated 750 Louisiana families they serve.



CAMPS - BOTH VIRTUAL & IN PERSON – WHERE LEARNING MEETS FUN

Not everyone can travel to Baton Rouge to take part in LPB Education’s Holiday Camps, so the team started bringing all the fun – and all of the learning - to them!



7 CAMPS = 1,526 CHILDREN SERVED



MORE EDUCATION BY THE NUMBERS!



Bright by Text

A free program for caregivers and parents that sends tips and resources promoting child development, targeted to a child’s age from prenatal to 18 years old, right to their cell phone.

1,240 caregivers signed on



LPB PBS KIDS

The 24/7 LPB PBS KIDS channel & live streaming options support LPB’s mission to reach all Louisiana children with high-quality educational content
2,861,441 users across all platforms



STORIES OF IMPACT

LOUISIANA SPOTLIGHT

LPB debuted a new quarterly public affairs program in 2022, **Louisiana Spotlight**, which allows viewers to explore complex issues in a deeper, more personal way, with stories told by the very people facing the challenges head-on. The series allows LPB to respond to timely topics, of statewide interest, engage in civil discussion, and search for solutions. Topics covered in 2022: climate change, redistricting, population loss, and a historic teacher shortage in Louisiana.



THE PLIGHT OF THE POINTE-AU-CHIEN

Explored the challenges facing the Pointe-au-Chien tribe and the Pointe-aux-Chênes community, from climate change to the fight for federal recognition.



THE HARD LINE: REDISTRICTING

With redistricting making headlines, we looked at the difficult process of drawing congressional voting maps.



LEAVING LOUISIANA

Unpacking population loss in Louisiana.



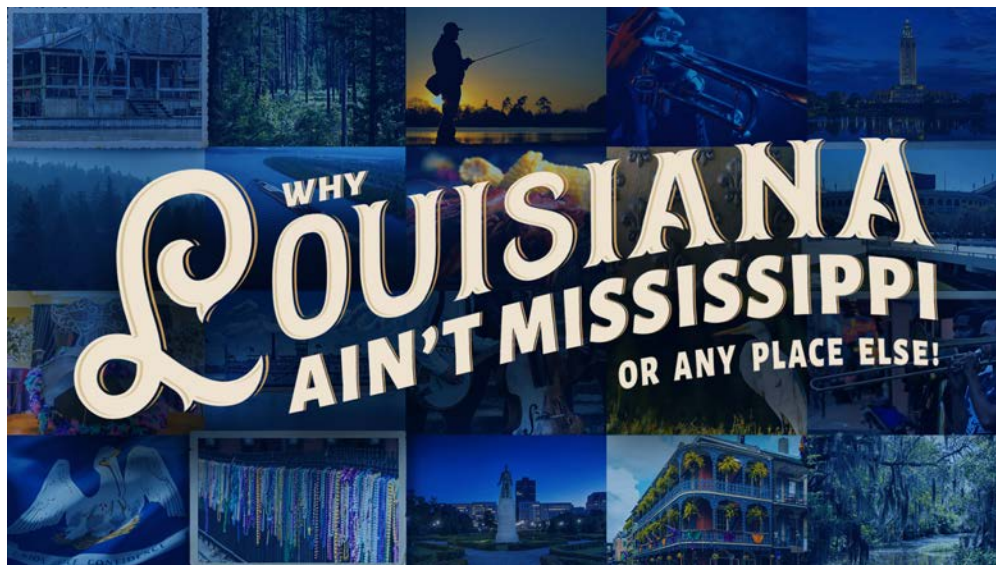
THE VALUE OF A TEACHER

Exploring causes & solutions to a historic teacher shortage.

AMPLIFYING THE IMPACT: Each episode premieres simultaneously on both broadcast and the LPB YouTube channel. To date, the four episodes have been streamed a total of 4,275 times.

“LPB has a long history of providing great educational and entertainment programming for and about our great state. Whether you’re young or young at heart, you will find any number of shows to enjoy. There’s no place like Louisiana, from our people to our culture, food, and heritage. It just doesn’t get any better, and this latest documentary featuring Jay Dardenne does a wonderful job of showcasing the richness of our diversity. I’m so proud of what he and the LPB team have done. It is another example of why I love our state and why my family and I love LPB.”

– Louisiana Governor John Bel Edwards



The mission of Louisiana Public Broadcasting is to “provide programming that is intelligent, informative, educational, and entertaining.” This 4-hour long documentary manages to do all of those things and more! Despite our challenges, there’s a lot to love about Louisiana – and LPB believes this documentary will make you love our state that much more. This two-part series explores Louisiana’s rich and diverse history, taking viewers from New Orleans to Natchitoches, exploring all the ways our state is unique and special.



THE DOCUMENTARY - Starting from our earliest beginnings, and moving forward through time, WLAM explains all of the ways Louisiana is just a little bit different than any place else... and more importantly, explains WHY!

“So enjoyed both parts! As a retired teacher, I can see where this would be a great lesson for Louisiana’s schools and community libraries to share! Louisiana residents need to see this! Job well done to all who labored with this project!”

Cathy McCartney,
from Facebook about **Why Louisiana Ain’t Mississippi... or Any Place Else!**

EDUCATION

LPB Education is in the process of developing film-based educational resources for students in grades 6-8 and 9-12, designed to build connections between the past and present and broaden perspectives.



PARTNERSHIPS

A documentary of this scope could not be done without the help of many. Who better to help LPB tell the story of our state than fellow Louisianans?



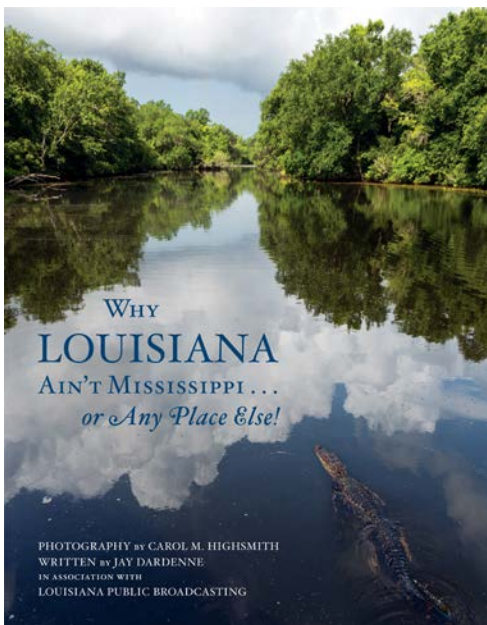
Jay Dardenne
Host & Creator

The documentary was developed from a slide show presentation that long-time Louisiana politician and statesman, Jay Dardenne, has presented to audiences for years.



William Joyce
Animator

LPB turned to this Academy & Emmy Award winning author, illustrator and pioneer in the digital and animation industries for visual help telling parts of the story.



LPB also produced a companion book of photography featuring scenes from across the state. For that, we turned to Carol M. Highsmith, who has been visually documenting America for more than 40 years. She donates her life's work documenting America (including her images shot in Louisiana) to the Library of Congress, where it is preserved a most historic photo collection for the ages.

"The most important thing about working with Louisiana Public Broadcasting is that you're right down my line. I am donating every image I take to the Library of Congress. And what is LPB doing? You give us programming that really, basically, is for the people. It's a gift."

- Carol M. Highsmith, photographer

SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS 2022

Social media is more than just a fun way to stay connected to friends and family – it’s a way to get important information in front of people. As people increasingly find their time fractured, LPB is always looking for ways to connect with viewers, providing them with information and ways to stream programs anytime, anywhere.

LPB Facebook – 67,996 followers

LPB Twitter – 6,187 followers

LPB Instagram – 4,381 followers

LPB YouTube – 24,159 followers

LPB Ed Facebook – 1,317 followers

LPB App – 7,242 users

LPB.org – 865,765 visitors

LPB PBS Kids – 2,861,441 users

COMMENTS FROM THE COMMUNITY

“This was an awesome program. Very informative.”

Christine Normand Mayeau,

from Facebook about **Why Louisiana Ain’t Mississippi... or Any Place Else!**

“Wow!!! I learned a lot watching that. Thanks for keeping on me about making sure to watch it. Really neat to hear about her connections to Frank Hayden and Caroline Durieux, who were both among Baton Rouge Gallery’s earliest artist members. And the stories about her father sending postcards to her from France were really cool as well. Kudos to you on yet another amazing job done.”

Jason Andreasen,

from Facebook about **Angela Gregory: A Legacy Chiseled in Stone**

“Thank you ALL!!! Truly appreciate your passion and dedication. We need to build our communities.”

Anonymous Attendee, from **Ali, Athletes, and Community** virtual event.

“As one of the only stations in the country that has partnered with your department of education to provide Family & Community Learning Workshops to 750 families in Louisiana, we want to learn how you cultivated the relationship and executed.”

PBS Peer

“This light and shadows activity with puppets makes my heart smile!”

Jackie, camper

“Now that 49 of our family engagement facilitators have been trained in the Ready To Learn’s Molly of Denali workshops, other regional coordinators have heard about the workshops and want to be a part of it.”

Antiqua Hunter, Louisiana Department of Education

“This is a great program and we’re honored to partner with you!!”

Theresa, CenterPoint Energy

“My family has the best time together watching the Play & Learns! We love the craft activities and it’s so easy to find the materials around our house.”

Patty R, parent

FRIENDS OF LPB



Filmmaker Norman Jetmundsen joins Lyn Rollins & Chuck Perrodin for Unrivaled: Sewanee 1899



Chef John Folsie joins LPB Host Charlie Whinham for Leah Chase: The Queen of Creole Cuisine

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 2022, this included 20,348 members. FLPB looks for creative and fun ways to inspire sustained membership from our viewers. Some of these efforts have included our triannual raffles. In 2022, raffle revenues totaled \$336,360! Congratulations went to Sherri Scalisi, winner of the Win The Wheels Raffle, Todd Hagan, winner of the Anchors Aweigh Boat Raffle, and Ellen McFarland, winner of the LPB PowerOn Raffle and a whole house Generac Generator sponsored by Optimize EGS.

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 10,779 new members, generating over \$687,144.

On-Air Pledge Drives remain a key component 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 with an average of 1,850 new members annually, and a total of \$521,217 funds raised.

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 2022. Their generosity will leave a legacy for generations to come.





Back row: LPB President, C.C Copeland; Legends Co-Host, John Denison; Legends Honoree Valsin Marmillion; First Lady and Governor Edwards; Legends Honorees, Thomas Whitehead; Coach Paul Mainieri; and Dr. Stephen McGuire. Front row: Legends Co-Host Robyn Merrick; and Legends Honorees Arthur Favre; Beth Courtney; and Dr. Saundra McGuire.

The Louisiana Legends Awards Gala and Auction is the signature fundraiser for the FLPB and raised a record-breaking \$270,000 in 2022, and 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 outstand-

ing 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. (see page 6 to learn about the 2022 honorees)





Co-host Robyn Merrick welcomes attendees & viewers to the 2022 Louisiana Legends Awards Ceremony.



The 2022 Louisiana Legends Awards Ceremony was broadcast live from Louisiana's Old State Capitol and was hosted by John Denison and Robyn Merrick.



The 2022 Louisiana Legends Gala included a dinner in the Senate Chamber of Louisiana's Old State Capitol. Funds raised each year support LPB.



Host Robyn Merrick is joined by Jay Dardenne, Linda Midgett, and Carol Highsmith for Why Louisiana Ain't Mississippi... or Any Place Else!



In September, the Friends of LPB 2022 Annual Meeting honored supporters and champions of LPB. The gathering was also an occasion to celebrate the 2022 Honorees of LPB President's Awards: Blue Cross and Blue Shield of Louisiana; LWCC; Ochsner Health; RoyOMartin; and The Goldring Family Foundation. The generous contributions of these five philanthropic companies supported LPB's mission to tell Louisiana stories through the production of the

LPB docu-series, *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.

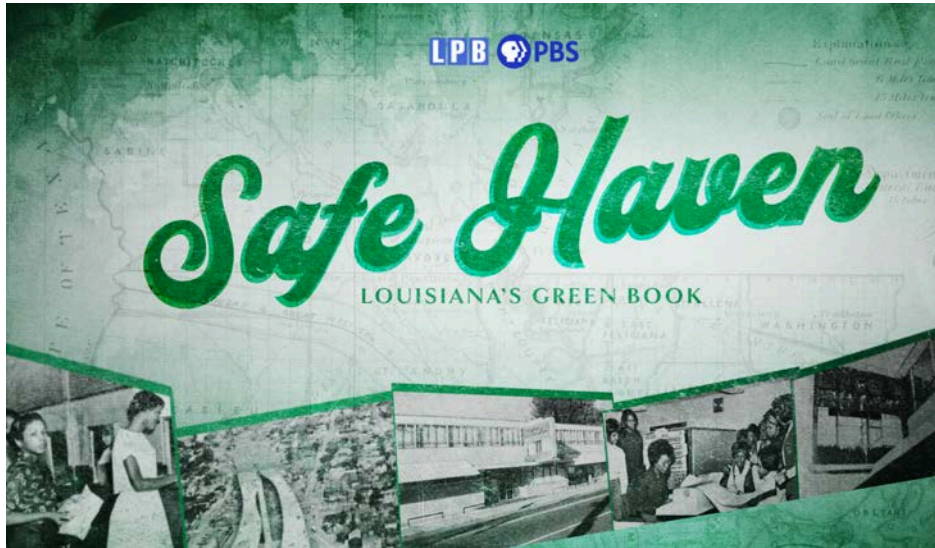


LPB President, C.C. Copeland; Why Louisiana Ain't Mississippi... Creator & Host Jay Dardenne; an LPB President's Award honoree Roy O. Martin III; and LPB Executive Producer, Linda Midgett at the 2022 Annual Meeting.

AWARDS

SUNCOAST EMMY AWARDS

Safe Haven: Louisiana's Green Book
Category: Historical/Cultural - Long Form
Kara St. Cyr & Emma Reid - Producers



THE 2022 DANIEL K. MILLER PBS STATION LEADERSHIP AWARD

Beth Courtney, retired LPB President and CEO
(presented by PBS President and CEO, Paula Kerger, at the PBS Annual Meeting)



Beth Courtney

"It is with deep admiration and gratitude that PBS honors Beth for her tireless commitment to public media's mission to tell local stories, report on local issues and treat all Americans as lifelong learners," said Kerger. "The public media system salutes Beth's four decades of visionary leadership and fearless advocacy for Louisiana Public Broadcasting, her accomplishments as a pioneer among women in broadcasting, and her distinguished leadership at the national level."

PBS President and CEO Paula Kerger

2022 Daniel K. Miller PBS Station Leadership Award



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LOUISIANA: THE STATE WE'RE IN



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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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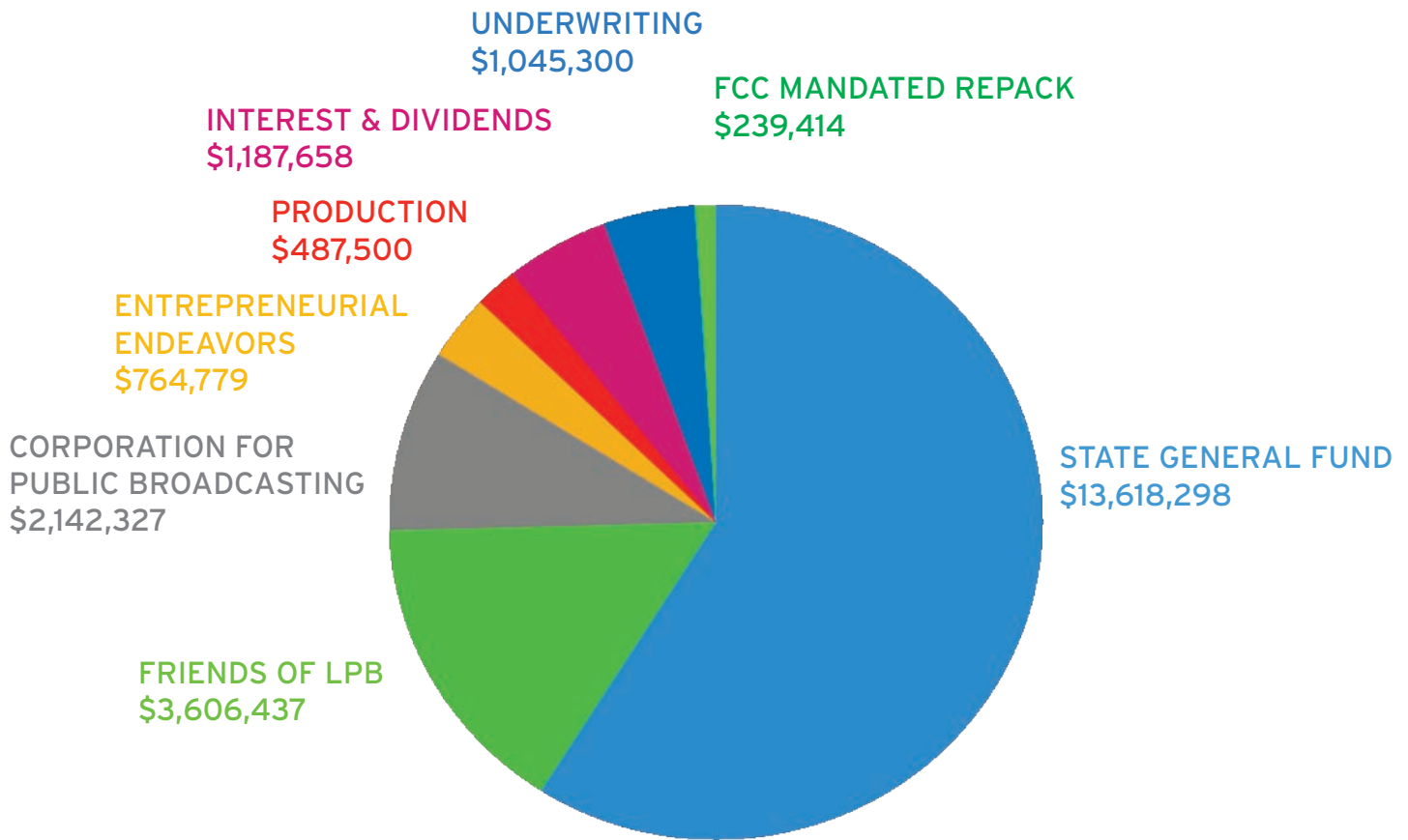
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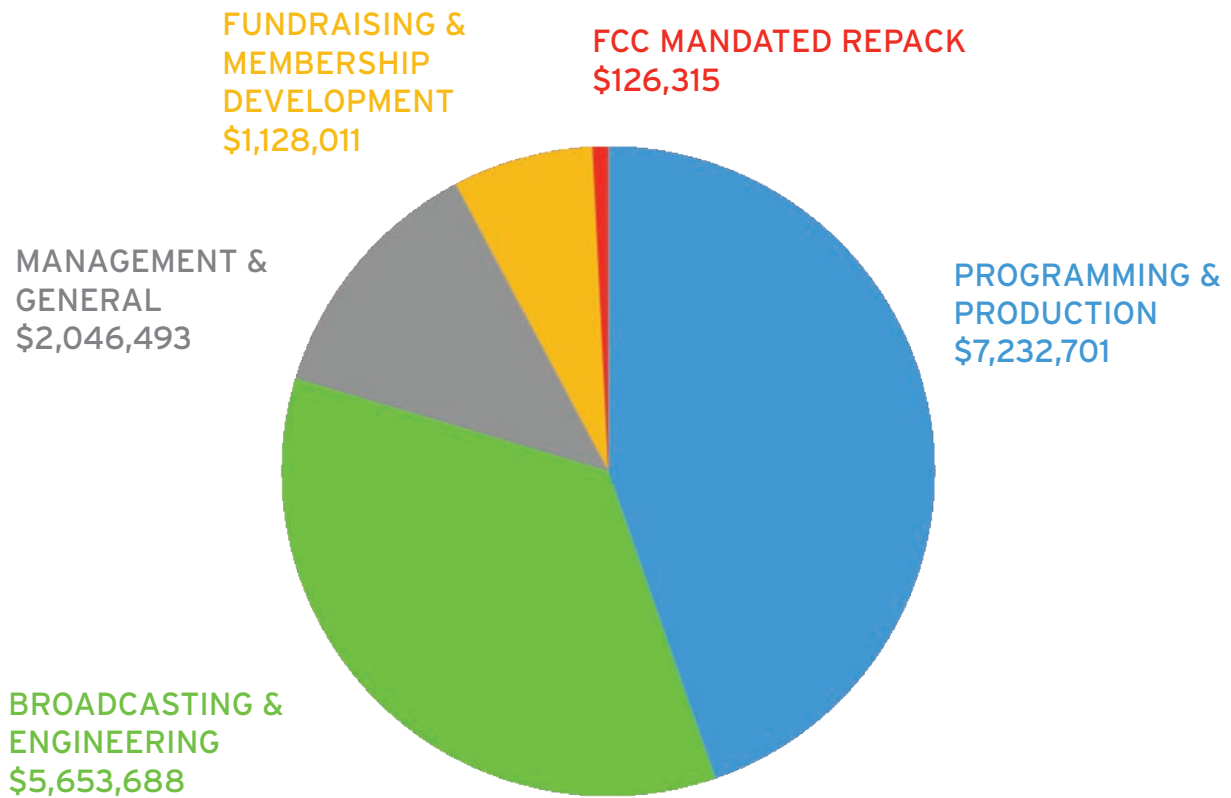
LPB FISCAL YEAR 2021-2022 REVENUE

STATE GENERAL FUND	\$13,618,298
FRIENDS OF LPB	\$3,606,437
CORPORATION FOR PUBLIC BROADCASTING	\$2,142,327
ENTREPRENEURIAL ENDEAVORS	\$764,779
PRODUCTION	\$487,500
INTEREST & DIVIDENDS	\$1,187,658
UNDERWRITING	\$1,045,300
FCC MANDATED REPACK	\$239,414
TOTAL	\$23,088,713

*STATE GENERAL FUND - \$5,619,535 carry forward to next fiscal year for special state projects.

**FRIENDS OF LPB - \$941,198 Increased revenue due to receipt of planned gift.

***UNDERWRITING - Why Louisiana Ain't Mississippi... revenue, including \$340,772 deferred to fiscal year 23 in order to complete production.



**LPB FISCAL YEAR 2021-2022
EXPENDITURES**

PROGRAMMING & PRODUCTION	\$7,232,701
BROADCASTING & ENGINEERING	\$5,653,688
MANAGEMENT & GENERAL	\$2,046,493
FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$1,128,011
FCC MANDATED REPACK	\$126,315
TOTAL	\$16,187,208

FCC Mandated Repack In March of 2016, the Federal Communications Commission (FCC) started an auction designed to repurpose television airwaves for new uses by wireless companies. At the conclusion of the auction in March of 2017, the FCC announced that nearly 1,000 local television stations must move to new frequencies between 2018-2020.

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