

2024 ANNUAL REPORT

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



Each year, our Annual Report gives us an opportunity to provide our members and constituents with a summary for the year of how we fulfilled our mission of public service for the citizens of Louisiana. Public service is something the Boards and staff of Louisiana Public Broadcasting take very seriously. That's because we know parents and educators depend on the award-winning programming for children on LPB, LPB 2 (PBS KIDS), and through our vast online library of educational resources. We also know that people of all ages depend on broadcast and digital content that is important, informative and engaging with the goal of connecting the citizens of our state to each other and to the world.

It is with this in mind, that I hope as you look through our accomplishments over the past year, you are as proud as I am for the stories we were able to share, the people we were able to help, and the progress we were able to make together in partnership with our thousands of members, as well as our state's elected officials.

The state of Louisiana created LPB to serve as the Louisiana Educational Television Authority almost five decades

ago. This was to establish a communications network infrastructure that would be in place in order to keep the citizens of our state informed, educated, and safe during emergencies. It is the collective support from our members around the state who make all the programming possible, from new documentaries in 2024 including **How We Got Over**, to the timely topics you see on **Louisiana Spotlight**, celebrating our state's HBCUs and French language heritage, and so much more. These two dynamic partnerships, with the state and with the people, have been the cornerstone of how LPB fulfills our mission each year.

LPB is proud to have made meaningful contributions in the areas of education, civic leadership, and public safety in 2024. Education highlights include a new season of **Ziggy's Arts Adventure** that helped LPB connect and support unhoused families across our state and the expansion of our partnership with **Dolly Parton's Imagination Library**. We provided unparalleled coverage of Governor Landry's inauguration and collaborated with Governor and First Lady Landry to present **An Evening at the Governor's Mansion** that was broadcast during the holidays. Our weekly news coverage on **Louisiana: The State We're In** remains a hallmark of our excellence in public broadcasting, as well.

We are excited to share our work in 2024 with you. With your continued support, we know we'll be able to achieve even greater heights next year.

A LETTER FROM LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD CHAIR, CHRISTOPHER WEGMANN



Taking over as the Chairmanship in January, I was excited at the potential opportunities that lay ahead for 2024. As I reflect back on the year, we can proudly say it was a good year for Louisiana Public Broadcasting! Let me start with some of the awards that we received...

The Precipice: Louisiana Endowment for the Humanities Documentary Film of the Year.

Ritual: Webby Award People's Voice Winner.

Ziggy's Arts Adventure: National Educational Telecommunications Association's Best Visual Content.

The recognition bestowed is a true reflection of the entire staff's efforts and dedication striving to put out the best, all the time. Congratulations!

Our involvement in our local communities continues to be one of our main priorities with a strong emphasis on education, keeping the people informed daily on the issues that are important to our state and by being more involved.

In this changing world of media, we have increased our efforts to expand access to LPB on Facebook, Instagram, X, YouTube, LPB.org and of course, the LPB app.

Our coverage of the Inauguration of Governor Landry took a great effort from the entire staff that was recognized across the state. Giving full coverage to the Louisiana Sports Hall of Fame's new class with vignettes on each inductee, along with full coverage of the event from Natchitoches, was another example of going above and beyond.

Louisiana Legends had another outstanding year, honoring six of our own, including former Governor John Bel Edwards and his wife Donna. Young Heroes continued its tradition of recognizing seven of Louisiana's outstanding youth. Teaming up with Maryland Public Broadcasting to recognize HBCUs, with an on-air special about **Southern University's Law Center: A Dream Come True**, was another highlight. There are many other organizations we work with on a regular basis and LPB coordinates community outreach events, too numerous to mention here, but all involved deserve recognition and thanks for their efforts.

We are all looking forward to serving our local communities in 2025, especially, in the fall when we celebrate our 50th Anniversary.

A LETTER FROM FRIENDS OF LOUISIANA PUBLIC BROADCASTING BOARD CHAIR, THERESE NAGEM



Friends of Louisiana Public Broadcasting (FLPB) is a nonprofit corporation, led by a volunteer Board of thirty individuals hailing from around the state, that operates solely to support the Foundation for Excellence in Louisiana Public Broadcasting.

Our purpose is to further the educational and cultural enrichment of all citizens by making the benefits of educational and public television programming available and accessible to all.

We fulfill our purpose through year-long value campaigns with the goal of raising awareness and funds to support the mission of LPB. At the heart of this mission is public service, as you will see in the broad scope of meaningful programming and educational resources detailed in this Annual Report.

One of the annual campaigns that best helps FLPB achieve our goal is our on-air membership drives. Volunteers, board members, and friends of LPB have the opportunity to communicate the mission and value of LPB, while presenting content and sharing information about the many services that citizens around Louisiana depend on from LPB.

The Friends of LPB seeks to connect the citizens of Louisiana through a shared purpose of celebrating who we are as Louisianans and making sure the most vulnerable among us continue to benefit from resources helping parents, teachers, and caregivers.

The annual Louisiana Legends Gala and Awards Ceremony held each spring honors Louisiana's sons and daughters who have brought honor to the state. In 2024 honorees were Justice Bernette Joshua Johnson (retired), John Bel and Donna Edwards, Dr. Sam Nader, Wendell Pierce, and Todd Walker. I hope you'll take a moment to read their biographies in this report. It was our privilege to honor them through this signature fundraising event broadcast state-wide.

All funds raised by FLPB are dedicated to the purchase of educational programming broadcast on LPB through support from the Foundation for Excellence in Louisiana Public Broadcasting. These funds represent over 50% of broadcast rights dues annually.

As 2024 came to a close, I am delighted that FLPB was able to partner with Burden Museum & Gardens during its inaugural Louisiana Lights for A Very Merry Christmas with Daniel Tiger. To see the delight on the faces of hundreds of children, as well as their parents and grandparents, was reaffirmation of the value LPB provides to Louisiana families.

On behalf of my fellow board members and the almost 20,000 members around our state, thank you for your continued support of LPB.

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



During calendar year 2024, the Foundation for Excellence in Louisiana Public Broadcasting ("FELPB" or "Foundation") continued to provide strong financial support to Louisiana Public Broadcasting ("LPB"). The Foundation's Board of Directors ("Board") oversees our investment portfolio, which is structured to be consistent with the guidelines set forth in FELPB's Investment Policy Statement ("IPS"). The IPS dictates the construction of a broadly diversified, globally balanced portfolio that is designed to provide durable performance characteristics across all phases of the economic cycle and achieve returns that are supportive of our desired spending, while minimizing investment risk.

Markets experienced robust growth in 2024, driven pre-

dominantly by strength in equity markets, especially in the U.S. However, performance was shaped by a narrow market, with returns concentrated in a limited number of sectors and large-cap stocks, presenting challenges for broader market participation. Despite this, the portfolio's strategic diversification participated in market upside, appreciating approximately 9.0% while managing risk across asset classes and regions. Longer term, performance results continued to exceed expectations, generating a 7.2% annualized return, and solidly outperforming the Foundation's 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. Our team at Graystone Consulting continuously works with our Board on strategy development, daily oversight and long-term planning.

As we embark on a new year, the portfolio is well positioned to navigate through future uncertainties and challenges, while remaining focused on long-term growth and advancing the Foundation's resilience and purpose.

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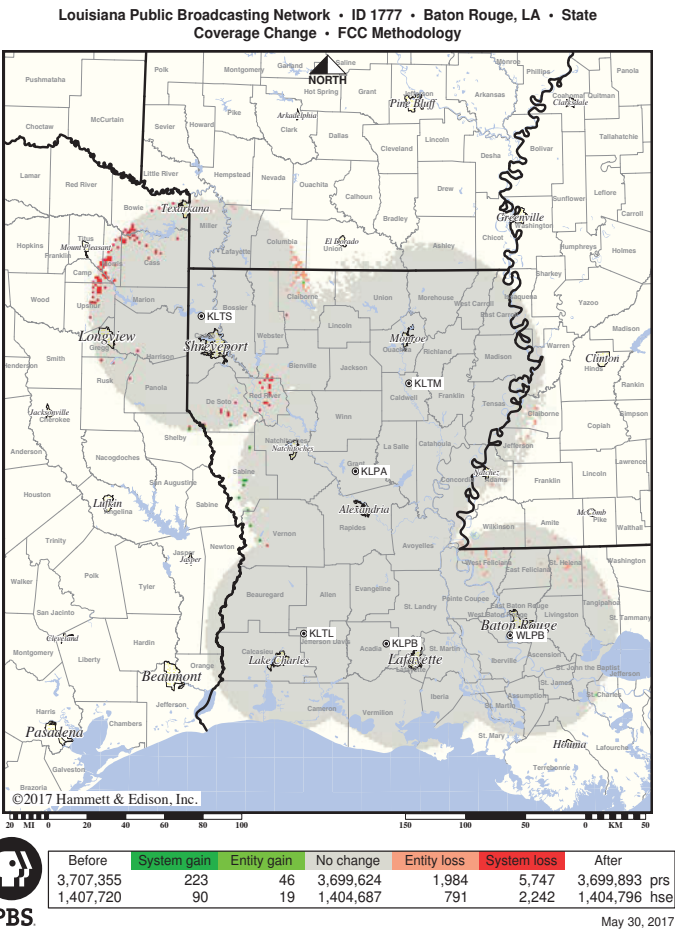
Chairperson, Friends of LPB
Therese Nagem

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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)

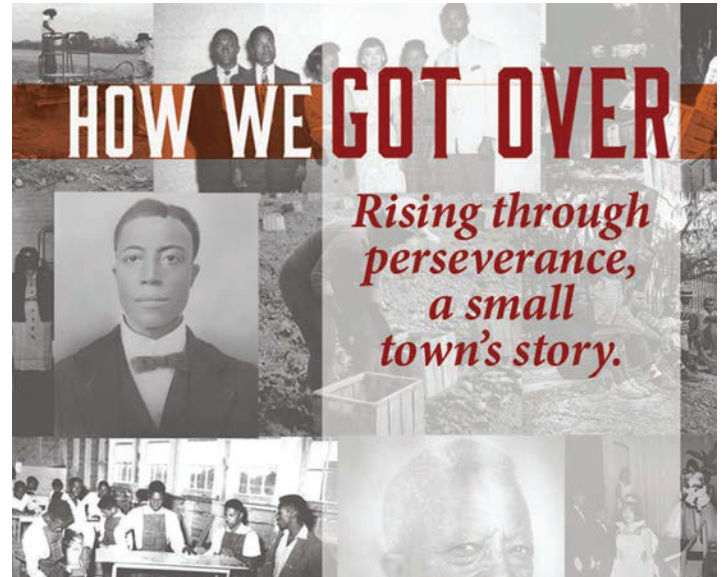
PRODUCTION

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 citizens no matter where they watch.

LOUISIANA DOCUMENTARIES AND PROGRAMS

HOW WE GOT OVER

This documentary exemplifies LPB's commitment to sharing Louisiana's untold stories. The film covers the history of African Americans in West Feliciana Parish during post-war Reconstruction to present day and explores the ways in which the community produced an exceptional number of Black professionals. They endured and succeeded in ways not always seen in some Louisiana communities, primarily through two factors: education and industry. "These are the kinds of Louisiana stories only LPB can tell," says LPB President & CEO, Clarence "C.C." Copeland. "With ongoing support, these often-hidden pieces of history are brought to light, revealing the grit and determination of the people of our state."

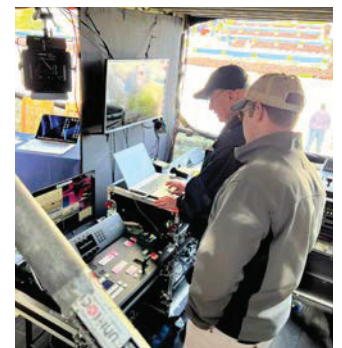


122,000+ STREAMS SINCE DECEMBER PREMIERE

LPB SERVING THE STATE ON INAUGURATION DAY

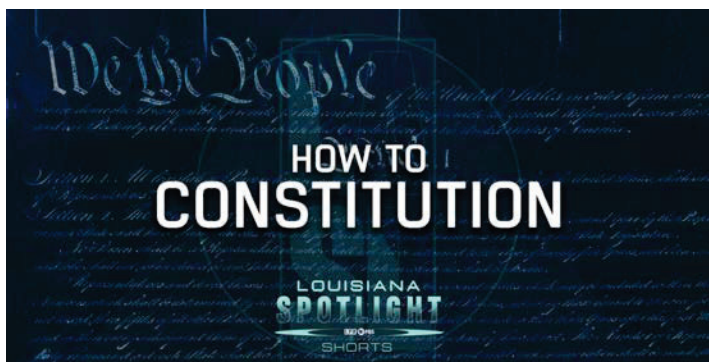


LPB serves as the pool feed for many important government announcements and events, sharing live video with TV and radio stations and newspaper outlets across the state, as well as for our own viewers and streamers! For the Inauguration Ceremony of Governor Jeff Landry, LPB shared our program and pool feeds so stations around the state could share or stream coverage, ensuring all of Louisiana had access. In all, nearly 20 media outlets broadcast or streamed LPB's inaugural coverage. The next day, we provided a live stream of the swearing-in ceremony of the Louisiana House and Senate members.



LOUISIANA SPOTLIGHT

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.



HOW TO CONSTITUTION

LPB teamed up with the Public Affairs Research Council to look at the risks and rewards of holding a constitutional convention.



PRICED OUT

A deeper look at Louisiana's escalating insurance crisis that has seen premiums soar, coverage gaps widen, and residents financially drained.



AFTER THE STORMS

After a string of hurricanes in 2020 and 2021 left a lasting scar across the state, we explored the challenges residents still face, from rebuilding to coping with emotional and economic impacts.



STATE OF WEIGHT

A look at the complex issue of obesity in Louisiana. However, as solutions emerge, questions of equity arise. Who has access to costly treatments, and who is left behind?



RIPPLE EFFECT: TRAUMA IN THE WAKE OF CLIMATE CHANGE

This documentary short, produced as part of a PBS Climate Initiative, explores the complex interplay between traumatic environmental disasters and the development of PTSD, a condition often overlooked in the context of climate change. The film premiered during a free community event followed by a discussion featuring mental health professionals and community organizations leading the way to help.

2024 LOUISIANA LEGENDS LIVE GALA & SERIES



For more than thirty years, Friends of LPB has celebrated notable Louisianans, honoring them as Louisiana Legends. The 2024 honorees included: Louisiana Supreme Court Chief Justice Bernette Joshua Johnson, former Governor John Bel Edwards and First Lady Donna Edwards, retired LSU Assistant Athletics Director for Football Operations Dr. Sam Nader, award-winning actor Wendell Pierce and MLB standout Todd Walker. Along with the live gala broadcast from the Old State Capitol, LPB produced a series of profiles on each year's honorees, which were shown at the event as well as on broadcast.

Read their bios on page 28.

CELEBRATING LOUISIANA SPORTS GREATS



LOUISIANA SPORTS HALL OF FAME: 2024 CELEBRATION

New Orleans Saints champ Drew Brees, Basketball Hall of Famer Seimone Augustus and legendary Grambling Coach Wilbert Ellis were just a few of the honorees inducted into the Louisiana Sports Hall of Fame in Natchitoches. Through our partnership with the museum, LPB was able to share their stories and induction ceremony statewide with our broadcast and nationally with our stream.



BEHIND THE GLORY

LPB continued the sports momentum with this unique broadcast series profiling each of the Louisiana Sports Hall of Fame inductees, exploring the stories that transcend their sport. Each episode was presented in an 11-minute short format and was available for broadcast as well as streaming.

"The stories about the Hall of Fame and its inductees that LPB produces go far beyond the games they play; they speak to the unique and powerful culture in our state and celebrating excellence not only in competition, but in the deeply positive influence teams and sports heroes have in their communities and around Louisiana on people of all ages." - Doug Ireland, Chairman, LSHOF

LOUISIANA YOUNG HEROES 2024



The 2024 Louisiana Young Heroes from left to right: Tré Bishop, Hudson Mobley, Hunter Robertson, Lauren Swanson, Anna Jusselin, Gigi George, and Morgan Daigle.

Dozens of deserving students from across our state are nominated every year for the honor of being named an LPB Louisiana Young Hero. In 2024, seven high school students were recognized in this multi-level initiative which includes a dedicated day in their honor as well as lunch at the Governor's Mansion and recognition on the House Floor. LPB produces profiles on each of the honorees and shares those during the broadcast of our weekly news and public affairs program, **Louisiana: The State We're In**, and the 30-minute special Louisiana Young Heroes program. Key partners include: East Baton Rouge Parish Library and the Gayle & Tom Benson Charitable Foundation, with additional support from Community Coffee, the U.S. Army Baton Rouge Recruiting Battalion, DEMCO, McDonald's, and Origin Hotel Baton Rouge.

This year's Young Heroes are:

Donald "Tré" Bishop III of Lafayette (Sophomore at Ascension Episcopal School), raised \$49,500 to help St. Bernadette Clinic and the Lourdes Foundation. He worked with his school and political figures, including Lt. Governor Nungesser and Secretary of State Ardoin, to create a program to recycle political signs to keep them out of landfills. He partnered with Wreaths Across America to recycle the stakes for veteran graves, and in 2021, Tré was instrumental in the passage of HCR70 in

the Louisiana House and Senate, which assists with local recycling of campaign signs.

Morgan Daigle of Clifton (Junior at Northwood - Lena High School) is part of the Choctaw Tribe and has volunteered hundreds of hours to better Clifton's Choctaw Community, cleaning up the graveyard and community areas, promoting literacy, and participating in blood drives. Morgan was the driving force behind Northwood's Chemo Bag Drive, which is in honor of her late mother, and resulted in over 120 bag donations to Cabrini Cancer Center in 2023.

Germyrion "Gigi" George of Baton Rouge (Senior at Liberty Magnet High School) embodies a strong sense of determination despite adversity. She has served on the East Baton Rouge Mayor's Youth Advisory Council, engaging in discussions with community leaders and participating in community service projects. She is a member of the National Honor Society, Student Council, and is Vice President of the Bakers and Tasters Club and the Southern Cooking Club. Driven by a service-oriented mindset, her goal is to become a traveling nurse practitioner, positively impacting diverse communities.

Anna Jusselin of Gonzales (Freshman at St. Amant High School) was born with congenital cystic adenomatoid malformation, a benign lung lesion. Anna's prognosis

was uncertain, but fourteen years later, Anna is a vibrant teenager who doesn't let anything hold her back. She has raised funds through her annual "Drink Pink Day" selling lemonade and breast cancer awareness t-shirts. To date, Anna's donations to Mary Bird Perkins Cancer Center total over \$32,000. Anna also volunteers for Team of Dreams, a baseball league for persons with special needs.

Hudson Mobley of Metairie (Junior at Haynes Academy) witnessed someone experiencing cardiac arrest, and immediately jumped into action & performed CPR until the emergency responders arrived on scene. Today that patron is alive because of Hudson's heroic act. Hudson being in the right place at the right time has shown his classmates & friends the importance of learning how to perform CPR. Hudson is the Haynes Academy girls' basketball team manager and, as incoming swim team captain, enjoys mentoring teammates.

Hunter Robertson of Denham Springs (Junior at Denham Springs High School) heard an unusual noise from the pond behind his house one morning in October 2023. He paddled his kayak toward the sound and saw

a foot sticking up from the water. The foot belonged to a 4-year-old girl. Hunter rushed to the bank with the child. His fearless actions saved her life. Always willing to lend a helping hand, after Hurricane Ida, Hunter delivered meals to the lineman restoring power.

Lauren Swanson of Gonzales (Senior at Ascension Christian High School) was diagnosed with Dense Deposit Disease in 2020, requiring multiple hospital visits to Our Lady of the Lake Children's Hospital. At a specialty hospital in Iowa, she received a kidney transplant in February 2024. Her love for softball and her team kept her, if not on the field, in the dugout cheering her teammates on amidst hospital visits. Even with medical issues, she has helped facilitate multiple service projects and disaster outreach.

LPB defines a Young Hero as an exceptional high school student who has excelled in academics, given significantly of themselves through public service, overcome personal adversity, exhibited extraordinary heroism, or inspired others through their deeds and strength of character to become better students, persons, and citizens.



It has become a Louisiana holiday tradition - a Christmas celebration from the Louisiana Governor's Mansion. Governor Jeff Landry and First Lady Sharon Landry partnered with LPB to bring viewers an evening of music and seasonal cheer featuring Grammy-nominated country artist Deana Carter.

In **A Louisiana Holiday**, LPB took viewers from the world-famous Natchitoches Christmas Festival to the Christmas Eve Bonfires on the Levee along the Great River Road, and places in between to explore the unique traditions that make Louisiana holiday celebrations unlike anywhere else.

A NEW YEAR AND A NEW LOOK FOR LOUISIANA: THE STATE WE'RE IN



After 47 seasons of covering the news that matters most to Louisiana, LPB made a few changes to our long-running weekly news magazine. Inspired by a fresher, more modern set, LPB renewed our commitment to focus on increasing our impact statewide, with more stories from North, Central, and Western Louisiana as well as New Orleans. Additionally, the program includes the new weekly segment, “Good News Louisiana” in an effort to showcase more of the positive things happening in our state. LPB also said goodbye to co-anchor/reporter Kara St. Cyr and welcomed Dorothea Wilson to the team. Moreover, LPB now provides viewers with more in-depth sports coverage with the addition of veteran sports journalist Victor Howell.



ART ROCKS! THE SERIES

A celebration of Louisiana art, performance, culture, literature, and history, this unique weekly series not only showcases Louisiana artists to our statewide audience, but also to PBS audiences at stations around the country.



FINDING FORTUNES

Behind the Scenes of Antiques Roadshow

Viewers got an exclusive look at the taping of the Baton Rouge episodes of this beloved series, detailing the massive effort that goes into shooting 3 episodes of the show in just one day.

DIGITAL FIRST PRODUCTIONS



SHARING LOUISIANA ART AND CULTURE WITH THE WORLD!

In August of 2021, LPB took a bold step to bring “out of this world” art education to Louisiana audiences with a new digital-first initiative, Ziggy’s Arts Adventure. In 2024, we not only wrapped a second season of this fun-filled show, LPB developed educational tools in partnership with the Louisiana Department of Education for their use in programs working with underserved families.

WHAT IS ZIGGY’S ARTS ADVENTURE?

This live action puppet series follows the adventures of 9-year-old Ziggy, a creature from another planet who crashes in a Louisiana junkyard where he meets a group of artistic friends. Together they meet all kinds of artists and creatives from Louisiana and beyond while learning about art, community, friendship, and the importance of working together.



The episodes featured a diverse range of artists including New Orleans singer/songwriter Tank Ball.

Ziggy’s Arts Adventure is meant to be shown as part of a larger learning experience about art, culture, and real challenges in the arts world. Educators can show scenes by themselves as an explanation or demonstration of arts concepts, techniques, and forms. Printable arts activities for each episode are also available for download on the show website. All Ziggy art activities support a deeper understanding of specific national arts standards.

“Anytime we get a chance to share Louisiana’s art, history, and culture with the rest of the world, we fulfill our mission!”
LPB President & CEO Clarence “C.C” Copeland.



LPB was proud to once again team up with Maryland Public Television to take part in the nationwide initiative, HBCU Week NOW. The project was developed to celebrate the contributions of America’s Historically Black Colleges and Universities. LPB Digital produced the documentary short, *Southern University Law Center: A Civil Rights Dream Come True*, which

explores the critical founding and crucial legacy of this historic institution.

The film premiered on the HBCU Week NOW YouTube channel and nationally on the WORLD Channel. LPB also had an on-campus premiere at SULC for students and faculty. It was followed by a panel discussion about the school’s past, present, and future.



LOUISIANA HARVEST OF THE MONTH

This digital-first series is a celebration of foods grown or sourced in Louisiana. Presented in partnership with the Louisiana Department of Education and the LSU AgCenter, the series also features gardening tips, along with recipes and fun facts about each crop.

REEL SOUTH | SEASON 9

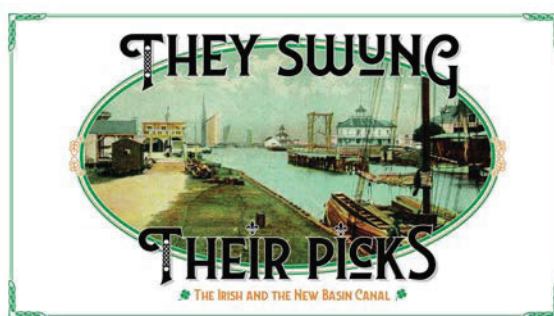
LPB continues our partnership in support of this PBS anthology series, which features a mix of films highlighting Southern stories told by diverse voices. This season films included *Finding Us*, which dives into the little-known story of how Georgetown University once sold hundreds of enslaved people to stave off bankruptcy, with many of those people transported to Louisiana, where their descendants live today.



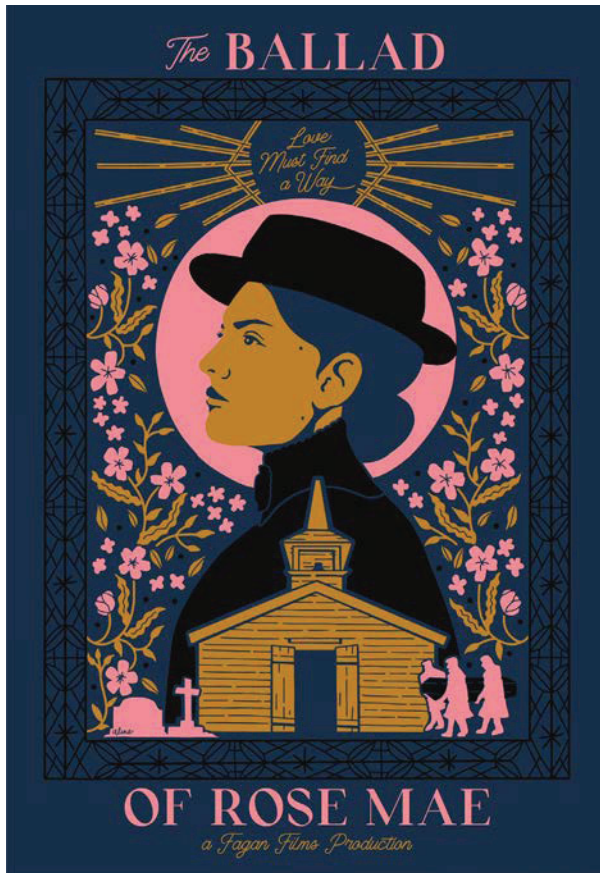
LPB also continues its commitment to streaming the monthly meetings of the Baton Rouge Rotary Club (Newsmakers) and the Baton Rouge Press Club (Press Club) both featuring speakers of statewide interest.

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.



REPRESENTING LOUISIANA IN THE PBS SHORT FILM FESTIVAL



Two independent filmmakers from Louisiana, Gray Fagan & Bailey Wax, were featured in the PBS Short Film Festival 2024 with their short film *The Ballad of Rose Mae*.

"Louisiana is known internationally for its food and music. Now, our filmmakers are also increasingly gaining a reputation for producing thought-provoking and quality content," said Jason Viso, LPB's Director of Programming. "We are proud to support these filmmakers and help them bring their stories to a larger audience."

SEARCHING LOUISIANA'S DIGITAL HISTORY IS EASIER THAN EVER



The Louisiana Digital Media Archive (LDMA) is the result of a 15-year-long digital archive collaboration between LPB and the Louisiana State Archives. In 2024, this first-of-its-kind project got even better. LDMA went through an extensive redesign which saw the collection expand along with improved search functionality. The LDMA mission is to not only preserve these very important historic recordings for future generations, but to provide free and easy access so educators, students, and the public can search the historic record.

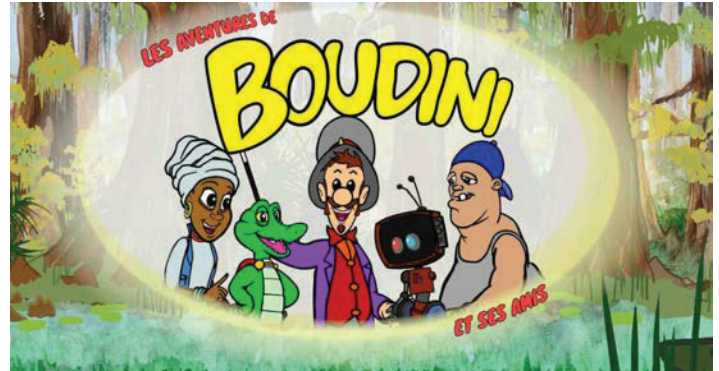
"The Department of State is tasked with preserving history through the State Archives and nine museums. I am thrilled that my staff has been working with LPB for this first-in-the-nation project to maintain these intriguing and informative digital records for generations to come, and I hope members of the public will find great value in this effort." - Louisiana Secretary of State Nancy Landry.

LPB EN FRANÇAIS

LPB continues efforts to not just preserve Louisiana's French language heritage, but to actively promote it. In 2024, LPB provided hundreds of hours of French language programs, including animated children's programming and **Cinéma Français**, featuring classic French films.

THE MAGICAL REALM OF BOUDINI COMES TO LPB DIGITAL

In 2024, LPB partnered with Télé-Louisiane and the Creole Cartoon Company to bring **Les Aventures De Boudini Et Ses Amis** to LPB's digital platforms. Set in the fictional place "Lac Bijou" located somewhere in the Atchafalaya Basin, Boudini has several adventures with his friends. Each of the six episodes is in Louisiana French and includes references to South Louisiana folktales and historical figures. Boudini also has educational resources tied to the series available online. Elementary Teacher of the Year Awardee and French Immersion teacher Jessica Joy Stalnaker created quizzes and games to go along with the episodes, to be used as a tool to teach students across all age groups, from elementary school students to adults.



"In addition to teaching future generations about our Louisiana French language and Cajun, Creole, and Indigenous cultures, the series demonstrates to children that they can leverage this content and pursue careers as creatives and culture bearers within our state. We are so excited to expand our partnership with LPB, a historic pillar in the production and broadcast of educational programming."
Will McGrew, Télé-Louisiane Executive Producer

LPB PARTNERS WITH CODOFIL ON NEW EDUCATIONAL LOUISIANA FRENCH LANGUAGE INITIATIVE



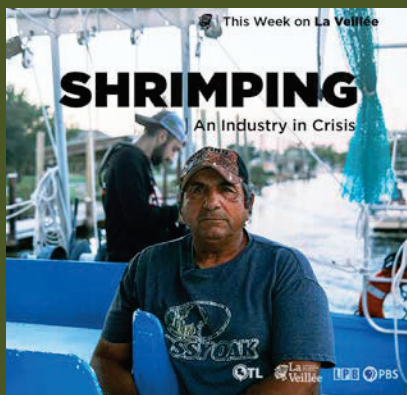
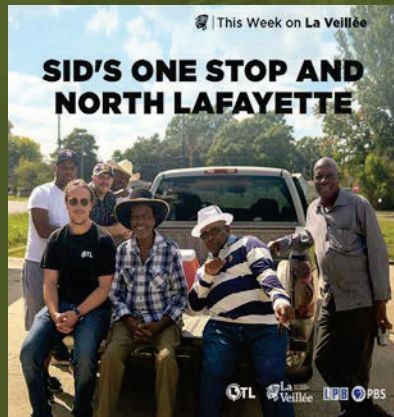
"Paroles de la Louisiane illustrates just how unique Louisiana is – the French language here has a flavor all its own, but it also connects us to the rest of the French-speaking world," said Lieutenant Governor Billy Nungesser. "I thank LPB for their partnership on this series, and I look forward to sharing our Louisiana French culture with audiences here in Louisiana and around the world."

Paroles de la Louisiane explores the differences between the French language as it is spoken in France versus Louisiana French. Each of the seven digital episodes is designed to be an educational tool for incoming French Immersion teachers but is available and useful for anyone who speaks French and/or Louisiana French or has an interest in either of the dialects. This 7-episode series is a co-production of LPB and CODOFIL (Council for the Development of French in Louisiana). In each episode, language scholar Amanda LaFleur and French immersion teacher Ryan Langley examine a piece of recorded Louisiana French: a scene from a play, an interview clip from an archival recording, a song, etc. The two co-hosts then discuss the Louisiana-specific aspects of the language used in it.



La Veillée

OUR STORIES.
OUR LANGUAGE.
OUR PEOPLE.



Now in its third season, *La Veillée*, a 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 website and YouTube playlist. Télé-Louisiane also offers the program in French with French subtitles on their site, ensuring accessibility for everyone.



CINÉMA FRANÇAIS

This late night Sunday favorite returned for another stellar season, featuring six classic films from French cinema. "There is always an enthusiastic response to *Cinéma Français* among Francophiles and Francophones," says host, Dr. William Arceneaux. "Yet, general movie enthusiasts are equally interested in viewing these classic French films, for they give us a living picture of life in decades past."

EDUCATION

HELPING LOUISIANA FAMILIES GET “READY TO LEARN”



You already know LPB provides entertaining programs with proven educational value to children across Louisiana. Both LPB and the LPB PBS KIDS 24/7 channel are free to anyone with a TV and an antenna, while streaming options are available to all with an internet connection. What many people may not be aware of is that LPB also works with education partners around the state to expand educator, parent, and caregiver training in the use of PBS digital media resources and hands-on learning activities from PBS KIDS, especially in underserved areas. Thanks to a “Ready To Learn” grant from PBS and The Corporation for Public Broadcasting, LPB will expand awareness of all the early childhood educational resources available.

“These are free resources that are available to everyone to use, all designed to help parents, teachers, and caregivers support our youngest learners,” says LPB Educational Services Director, Nancy Tooraen. “This grant helped LPB develop a plan to implement a “Learning Neighborhood,” which helps foster a statewide culture that learning can happen anywhere – at school, at home, and in communities,” adds Tooraen. “We’re excited to develop new ways to expand our efforts to make more people aware of these important and useful resources and how to best use them to help the children they are serving.”

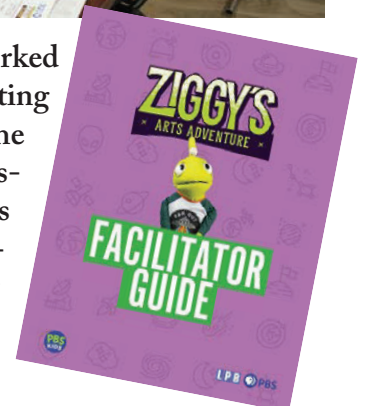
ZIGGY MAKES AN IMPACT IN EDUCATION

The LPB Education team put the power of Ziggy’s Arts Adventure to work helping underserved families facing homelessness or struggling with other barriers to learning. In June 2024, LPB teamed up with the Louisiana Department of Education (LDOE) to provide hands-on-learning experiences featuring Ziggy, designing a Family & Community Learning (FCL) Workshop series that utilizes episodes from Season 2.

The FCL kits were distributed to homelessness liaisons throughout Louisiana that work with public schools. The liaisons received a full day of training from LPB on how to use these resources in their communities. These sessions, based in Jefferson, Natchitoches, and East Baton Rouge Parishes, used creative play and exploration based on the series to help introduce children to the power of observation, practice, reflection, and taking chances.



The LPB Education team worked with up to 28 facilitators, putting them through the training. The facilitators then shared the lessons with the in-need families they work with across Louisiana for an anticipated impact of nearly 750 underserved families.

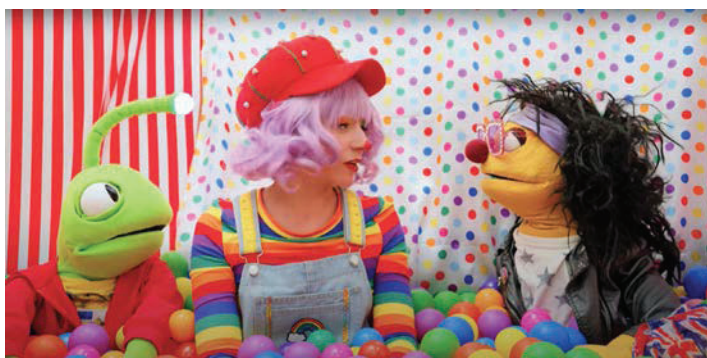


HOMELESSNESS: A GROWING CRISIS IN LOUISIANA

LPB worked with the Louisiana Department of Education to develop two special episodes that address a scary problem on a child-centered level. With thousands of children classified as homeless in our state, the hope is that these episodes will help remove negative social stigmas and reduce feelings of isolation.



In the episode THEME, Ziggy explores how he was homeless when he left his home planet and came to Earth and he didn't know where he would live.



In the episode PLOT, it's revealed that character Thimble the Clown became homeless when her circus closed.

"Louisiana has over 17,000 children it classifies as homeless," according to Dr. Antiqua Hunter of the Louisiana Department of Education, who served as a consultant on the content of these episodes. "It is our hope these Ziggy stories will help destigmatize the idea of homelessness and the many forms it takes. Furthermore, we hope Ziggy and his friends help raise awareness of the services out there to assist homeless families and students."



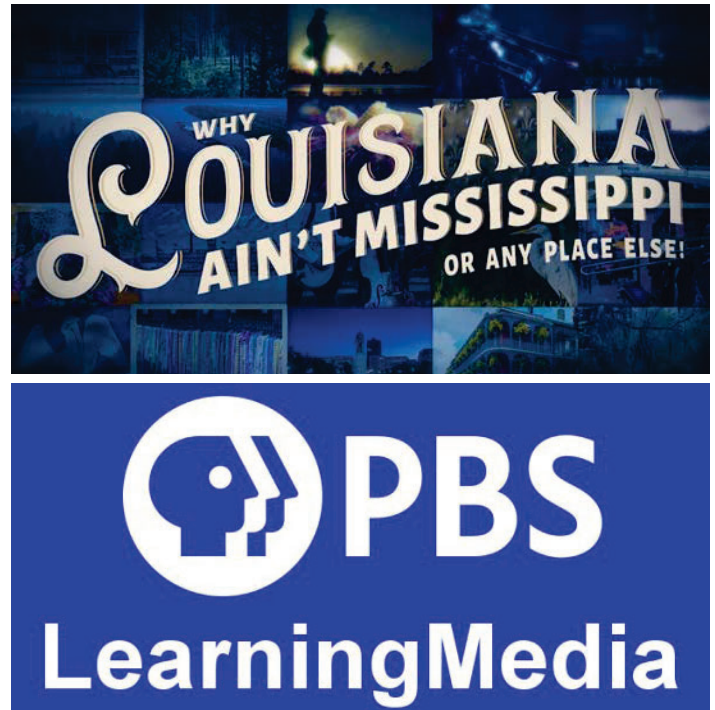
"Our families had an absolute blast at the event! We cannot thank you all enough for allowing them to experience normalcy. I was blessed to see them off to the event and even transported some of them. It was just terrific!"
Verni Howard, The Providence House - Shreveport

LPB also provided Ziggy-themed comfort packs for distribution at homeless shelters around the state. Those packs included comfort items like blankets and socks, personal care items such as toothbrushes and hairbrushes, along with art supplies. In all, more than 750 bags were delivered to shelters around the state, from Caddo to Calcasieu Parishes and many places in between. Finally, families experiencing homelessness from around the state were also treated to art experiences that included trips to see plays, concerts, and musicals. Normalcy is important.

"We are grateful for your generosity and commitment in supporting our community. Events like these not only provide entertainment but also foster a sense of belonging and joy among the children we serve. It is through partnerships like ours that we can create enriching experiences that inspire and uplift those in need."
Rodger McFarland, Jr., Director of Social Services, Salvation Army – New Orleans

TAKING EDUCATION AND ENTERTAINMENT TO THE NEXT LEVEL

Some of the biggest fans of the LPB documentary **Why Louisiana Ain't Mississippi...or Any Place Else!** are teachers! Every time the documentary series airs, educators from across the state reach out inquiring about sharing it in their classroom as a resource. Now the valuable lessons in the four-hour documentary exploring Louisiana's unique history and culture are being distilled down to easy-to-use lessons that are available for educators across Louisiana and the entire country to use! "We are in the process of uploading some of the most impactful historic and cultural lessons from **Why Louisiana** onto the PBS LearningMedia website," says LPB Tech Specialist, Katy Stark. "So far, we've provided standards-aligned lessons on Poverty Point, The Flood of 1927, and the historic Plessy vs. Ferguson case. It's just a start. There are many more to come."



CAMPS BOTH VIRTUAL AND IN-PERSON



With a mix of games, stories, activities, and easy to make snack recipes, LPB Education's Play & Learn digital series on the LPB YouTube channel takes the fun and learning of an LPB camp statewide, so families can enjoy them anytime and anywhere.

LPB EDUCATION PLAY & LEARN videos were streamed more than 3,000 times in 2024.



From Mexican cocoa to a dance from West Africa, the children attending this year's LPB Summer Kids Camp traveled around the world without ever leaving home!



INSPIRING A LOVE OF READING

LPB saw significant strides in the second year of our partnership with Dolly Parton's Imagination Library. This unique book gifting program's mission is to provide all Louisiana's children ages 0-5, with a free, high-quality and age-appropriate book each month. When LPB joined the program in late 2023, 19,538 children were being served. By the end of 2024, that number had increased to 30,767! As Dolly herself says 'let's put some wings on this dream.'

WORK IT OUT WOMBATS POP-UP EVENT



LPB teamed up with the PBS KIDS show *Work It Out Wombats* to present this pop-up activity center at the Carver Branch Library in Baton Rouge. Kids explored activity stations focused on engineering and math concepts.



EDUCATION BY THE NUMBERS

LPB  **PBS**
Education

**1,388 Facebook
Followers**

 **Discovery**
EDUCATION

990,849 Views

 **PBS**
LearningMedia

80,420 Users

 **Education**
Bright by Text  

1,984 Active Children.

COMMUNITY CONNECTIONS

TWO LPB DOCUMENTARY PREMIERES AND SCREENINGS

LPB partnered with SULC for the premiere of the documentary short *Southern University Law Center: A Civil Rights Dream Come True*, looking at the critical founding and crucial legacy of the historic institution. Around 100 students, faculty and administration watched the film and took part in the discussion that followed on the school's past, present and future. That panel included: Eric Hatfield, Vice President of Legal Compliance and Regulatory Affairs at Dane Street; Rachel Emanuel, Former Director of Communications at SULC; Prof. Angela Allen-Bell, B.K. Agnihotri Endowed Professor at SULC; and Clarence "C.C" Copeland, LPB President and CEO, and was moderated by Whitely Parker, Student Bar Association President. The film and event were a part of the HBCU Week NOW project, which was developed to celebrate the contributions of America's Historically Black Colleges and Universities.



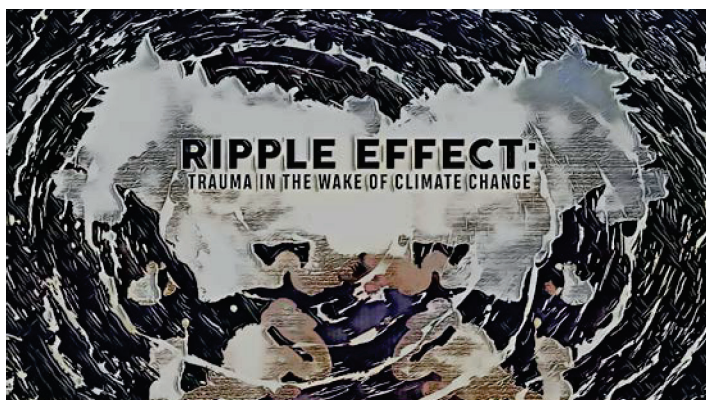
Wednesday, October 16

5:30pm – 7:00pm

Visit www.lpb.org/hbcu for more details.



SOUTHERN UNIVERSITY
LAW CENTER



South Louisiana is no stranger to disasters, but how often do we connect those disasters to post-traumatic stress disorder, or PTSD? That's what LPB explored in this documentary short *Ripple Effect*, which premiered to the public at a free event at the Pennington Biomedical Research Center in Baton Rouge. The film was followed by a discussion hosted by Dr. Gigi Dunn, centering on disasters and mental health and the work toward solutions and helpful resources.



LOUISIANA WELCOMES CARL THE COLLECTOR TO THE PBS FAMILY

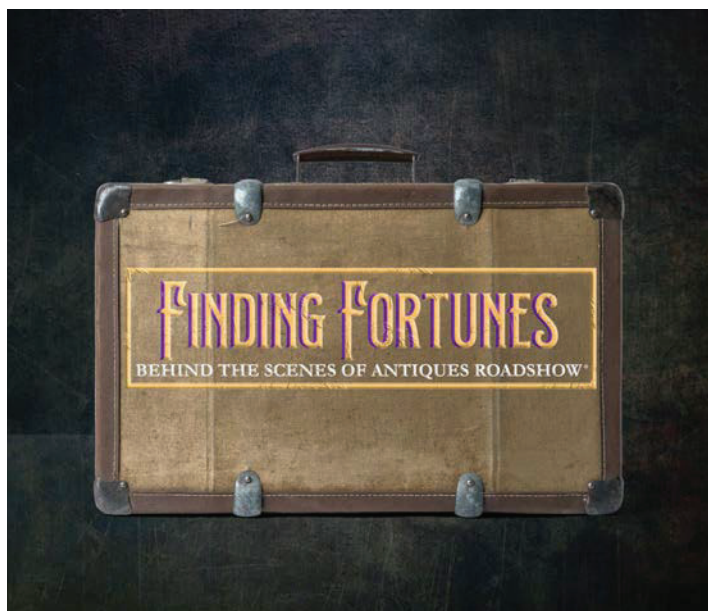


Carl and his friends got a warm Louisiana welcome from families in November. LPB hosted two family screening and activity sessions, one sensory-friendly and one for general audiences, featuring the new PBS KIDS series **Carl the Collector**. After watching an episode of the show, the 70+ families got a chance to create their own argyle sweater vest (just like Carl's!) using their choice of different textured diamond-shaped cutouts to glue to their vest. The LPB Education team used a variety of tactile materials, including sandpaper, felt, glitter, and bubble wrap! Each attendee also got their very own jar so they could start their own collection. **Carl the Collector** is the

first PBS KIDS series to feature a central character on the autism spectrum. East Baton Rouge Parish Library, the Louisiana Art & Science Museum, Families Helping Families, the Capital Area Autism Network, the Autism Society of Greater Baton Rouge, and the Our Lady of the Lake Children's Health Pediatric Development & Behavioral Medicine Clinics all supported the LPB event. They provided resources for families and provided many hands-on materials for the children to take and explore.

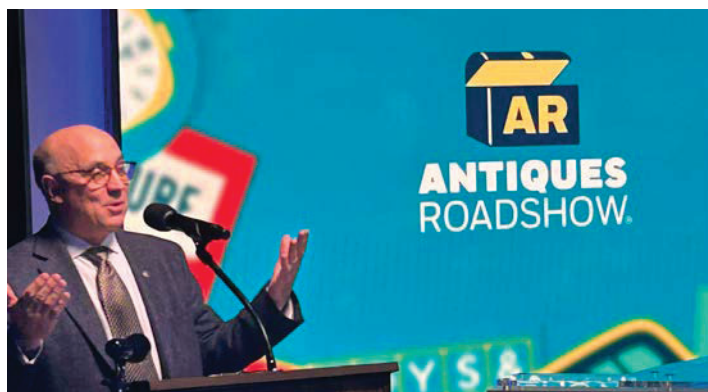
Carl the Collector is proudly underwritten by the East Baton Rouge Parish Library.

SNEAK PEEKS OF FAVORITE PBS SHOWS



Antiques Roadshow is a very popular program on LPB, but did you know you don't have to get on the show to find more information about your treasures? It's all in your local library! LPB teamed up with the East Baton Rouge Parish Library for a screening of this LPB documentary detailing the Roadshow episodes shot in Baton Rouge while sharing details about all of the FREE resources available at the library that can help you learn more about your treasures!

Roadshow fans also got a sneak preview of the episodes shot at the LSU Rural Life Museum during the Friends of LPB Antiques Roadshow Preview Party! **Antiques Roadshow** producer Sam Farrell answered lots of questions from the curious crowd and showed exclusive excerpts from locally shot episodes.



GRANTCHESTER COMES TO LOUISIANA

LPB was excited to join The Oaks of Louisiana in Shreveport to host a sneak peek screening of the Masterpiece show **Grantchester**.



Are we in beautiful Grantchester? Well, not actually, but it sure felt special! The team at The Oaks created a Grantchester-like chapel for the event!

What could make the setting feel more like an English village? How about a vicar! Dr. Derrick Stevenson, pastor for the Willis Knighton Health System, joined us for the screening.



MORE SNEAK PEEKS OF FAVORITE SHOWS

LPB was pleased to team up with the Louisiana Art & Science Museum for a special preview screening of the Ken Burns documentary, *Leonardo da Vinci*. After the screening, LSU professor Darius Spieth discussed an

art history perspective of da Vinci's work and shared the story of a Louisiana family that unknowingly owned an original da Vinci painting for nearly 50 years.



LOUISIANA LAGNIAPPE SCHOLARSHIP IN ACTION!

LPB continued our Louisiana Lagniappe teacher scholarship initiative. This scholarship program was developed in conjunction with the LPB documentary series, *Why Louisiana Ain't Mississippi...or Any Place Else!* The scholarship was designed to help Louisiana

teachers offset the costs of classroom supplies. LPB committed to funding the initiative by earmarking 10% of membership revenues raised by WLAM during the school year toward the project.



Heather Semien of St. Landry Parish used the scholarship to help purchase Algebra and Geometry supplies for her students.



Heather Wilson teaches Family and Consumer Science in Bossier Parish. "I plan to use the money to update some items in my kitchen and purchase some clothes/diapers for our "real babies." My students will be excited when I tell them this wonderful news. Thank you for supporting teachers and education."

PUBLIC SAFETY

ENSURING EVERYONE HAS ACCESS TO CRITICAL COMMUNICATIONS: A LITTLE-KNOWN ROLE

LPB plays a critical role in connecting Louisiana in times of emergency or disaster. Many people don't realize that LPB isn't just one station, but a network with broadcast transmitters covering Louisiana from Shreveport, Monroe, and Alexandria to Lake Charles, Lafayette, and Baton Rouge. Through our partnership with WLAE-TV in New Orleans, we effectively cover the entire state. What this means is that LPB is the only broadcast entity that can reach a near statewide audience. That's important when minutes count. We are constantly working to strengthen our broadcast capabilities, improving and updating infrastructure to increase signal strength and reach. Louisiana viewers can watch LPB with a simple antenna – no cable or satellite provider is required. When it comes to statewide emergency communications like hurricane alerts, LPB is the dedicated pool feed for the entire state. We have a direct line at the Governor's Office of



Homeland Security and Emergency Preparedness, a critical point of contact for disseminating vital information to residents statewide. We share that signal with all broadcast entities across the state in order to make these vital communications accessible to all. LPB even plays a role in the National Emergency Alert System (EAS), serving as a state relay and incoming secondary source.

This year, LPB took critical steps to increase our coverage areas, installing new antennas at our KLPB and WLPB sites, greatly improving and increasing our signal strength and coverage areas in Acadiana and the Capital City region. These are public safety measures that LPB maintains but hopes to never use. It's good to know that when nature takes a turn, and the drama hits close to home you can count on LPB to be there for Louisiana. We can do all this thanks to the support we receive from viewers like you.

SOCIAL MEDIA: CONNECTING WITH CITIZENS

LPB Facebook 75,290 Followers

LPB YouTube 41,334 Followers

LPB Instagram 6,846 Followers

LPB.ORG 589,261 Visitors

LPB X 6,268 Followers

LPB App 1,084 Users

FRIENDS OF LPB



Clementine Hunter historian and preservationist, Thomas Whitehead, receives an LPB President's Award from LPB President and CEO, Clarence "C.C." Copeland at the 2024 Friends of LPB Annual Meeting.



LPB President and CEO, Clarence "C.C." Copeland, presents an LPB President's Award to Southern Strategy Group, represented by Liz Mangham and Randal Johnson, at the 2024 Friends of LPB Annual Meeting.

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 2024, this included 19,526 members, 24% 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. 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 15,482 new members, an increase of 2,016 members from 2023 to 2024!

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 2,287 members joining or renewing in 2024.

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 2024. 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 \$5.5 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.



2024 Louisiana Legends are (L-R): The Honorable John Bel Edwards, Donna Edwards, Wendell Pierce, The Honorable Bernette J. Johnson, Dr. Sam Nader, and Todd Walker

In 2024, the FLPB honored these Louisiana Legends:

- **Bernette Joshua Johnson** - Louisiana Supreme Court Chief Justice Bernette Joshua Johnson (retired) served an extraordinary 26 years on the state's highest court, marking the culmination of over 50 years in the legal profession and three decades as a distinguished jurist. Having a passion for assisting others through the law, she made history as one of the first two African American females to graduate from LSU Law School in 1969.
- **John Bel and Donna Edwards** - John Bel and Donna Edwards have always worked together as a team in service to their community and state. Highschool sweethearts, married in 1989, John Bel Edwards graduated from the United States Military Academy at West Point, before serving on active duty for eight years during which time Donna Edwards assisted families of deployed Army service members. Elected by the people of District 72, John Bel Edwards served eight years in the Louisiana House of Representatives, before the citizens of the state elected him to serve two terms as the 56th Governor of Louisiana. As Louisiana's First Lady, Donna Edwards created the Louisiana First Foundation, which focuses on educating the "whole child" through music, art and movement; advocating against human trafficking; and providing greater resources to the state's foster children and parents. Together, John Bel and Donna Edwards remain committed to a life of public service.
- **Dr. Sam Nader** – Dr. Sam Nader, retired Assistant Athletics Director for Football Operations, is a member of the 2023 LSU Athletics Hall of Fame. Nader's 46-year career includes three national championships, seven Southeastern Conference titles and 32 bowl games. A native of Lake Charles, he spearheaded recruiting 32 players who developed into All-SEC First-Team players, plus seven who became All-Americans. Nader was committed to making student-athletes better performers, students, and people.
- **Wendell Pierce** – Wendell Pierce is a prolific, award-winning actor whose talents have graced the stage, film, and television. Among his many roles and recognitions, Pierce is praised for his performance as Antoine Baptiste on the HBO series, *Treme*, and won the Tribeca Film Festival Award for Best Actor for his portrayal of Rev. Tillman in the drama *Burning Cane*. A New Orleans native, Pierce helped to rebuild the neighborhood in which he was raised after Hurricane Katrina.
- **Todd Walker** – Todd Walker led the LSU Tigers to the National Baseball Championship in 1993 and was named the College World Series Most Outstanding Player. He played 12 seasons (1996-2007) in Major League Baseball with seven teams, and retired in 2007 with a career batting average of .289, 107 homeruns, and 545 runs batted in. Walker is an inductee into the LSU Hall of Fame (2006), the National College Baseball Hall of Fame (2009), and the Louisiana Sports Hall of Fame (2011).



In December, Friends of LPB hosted **A Very Merry Christmas with Daniel Tiger**, a magical holiday celebration at Louisiana Lights at Burden Museum & Gardens. Families had a delightful evening of holiday cheer, featuring photo opportunities with Daniel Tiger himself, activities that sparked creativity and fun, and hot chocolate to keep everyone warm and cozy.

In September, the Friends of LPB 2024 Annual Meeting honored supporters and champions of LPB. The gathering was also an occasion to celebrate the 2024 LPB President's Award Honorees. The awards were presented by LPB President and CEO, C.C. Copeland, to honorees, Thomas Whitehead, preservationist for the Clementine Hunter Collection and steadfast supporter of Friends of LPB and LPB, and Southern Strategy Group, champion of the Foundation for Excellence in Louisiana Public Broadcasting, advocating for LPB's mission of public service.

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.



A merry time was had by all at A Very Merry Christmas with Daniel Tiger, presented in conjunction with the inaugural Louisiana Lights at Burden Museum & Gardens in Baton Rouge.



Ryn Jones and Bettsie Baker Miller co-host membership campaign program segments for Antiques Roadshow.



Clay Fourrier and Robyn Merrick co-host the new LPB documentary How We Got Over from LPB Senior Producer, Dorothy Kendrick (standing).



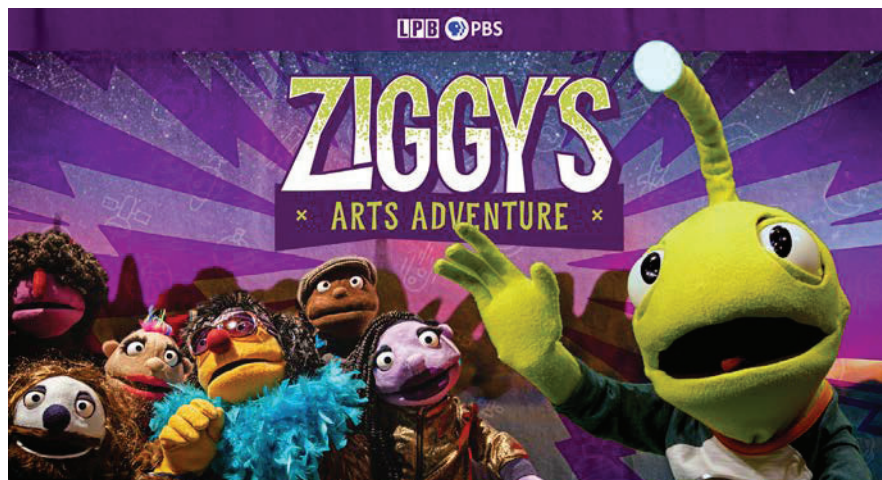
Louisiana: The State We're In Anchors, Dorothea Wilson and Karen LeBlanc, join LPB Executive Producer, Linda Midgett to present A Louisiana Holiday during the December Membership Campaign.

AWARDS & HONORS



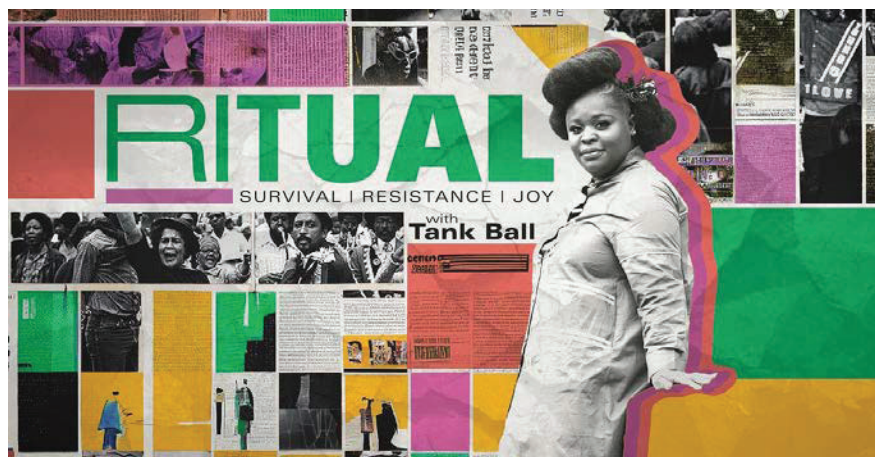
THE PRECIPICE

The Louisiana Endowment for the Humanities 2024
Humanities Documentary Film of the Year



ZIGGY'S ARTS ADVENTURE

National Educational Telecommunications Association
Best Visual Content

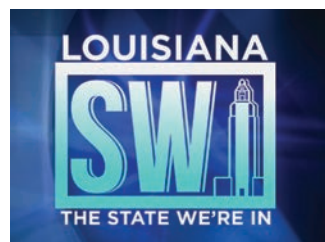


RITUAL

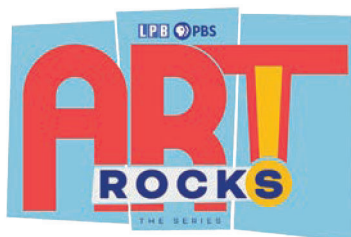
2024 Webby Awards People's Voice
Winner DEI Category

UNDERWRITERS

SHOWS SUPPORTED BY THE FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING



LOUISIANA: THE STATE WE'RE IN



ART ROCKS! THE SERIES



LOUISIANA SPOTLIGHT

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CenterPoint Energy

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Louisiana Farm Bureau Federation

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West Baton Rouge Museum

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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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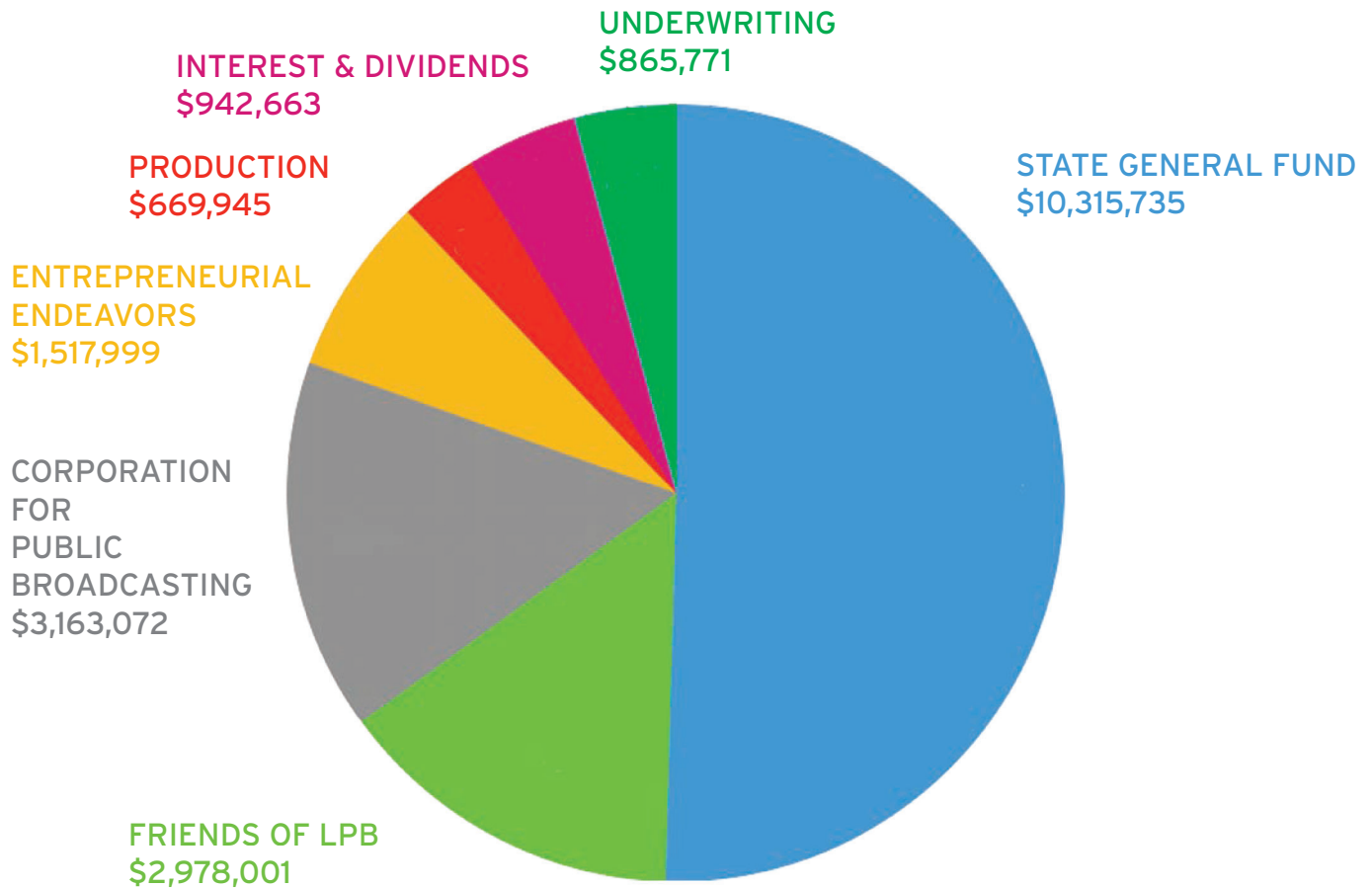
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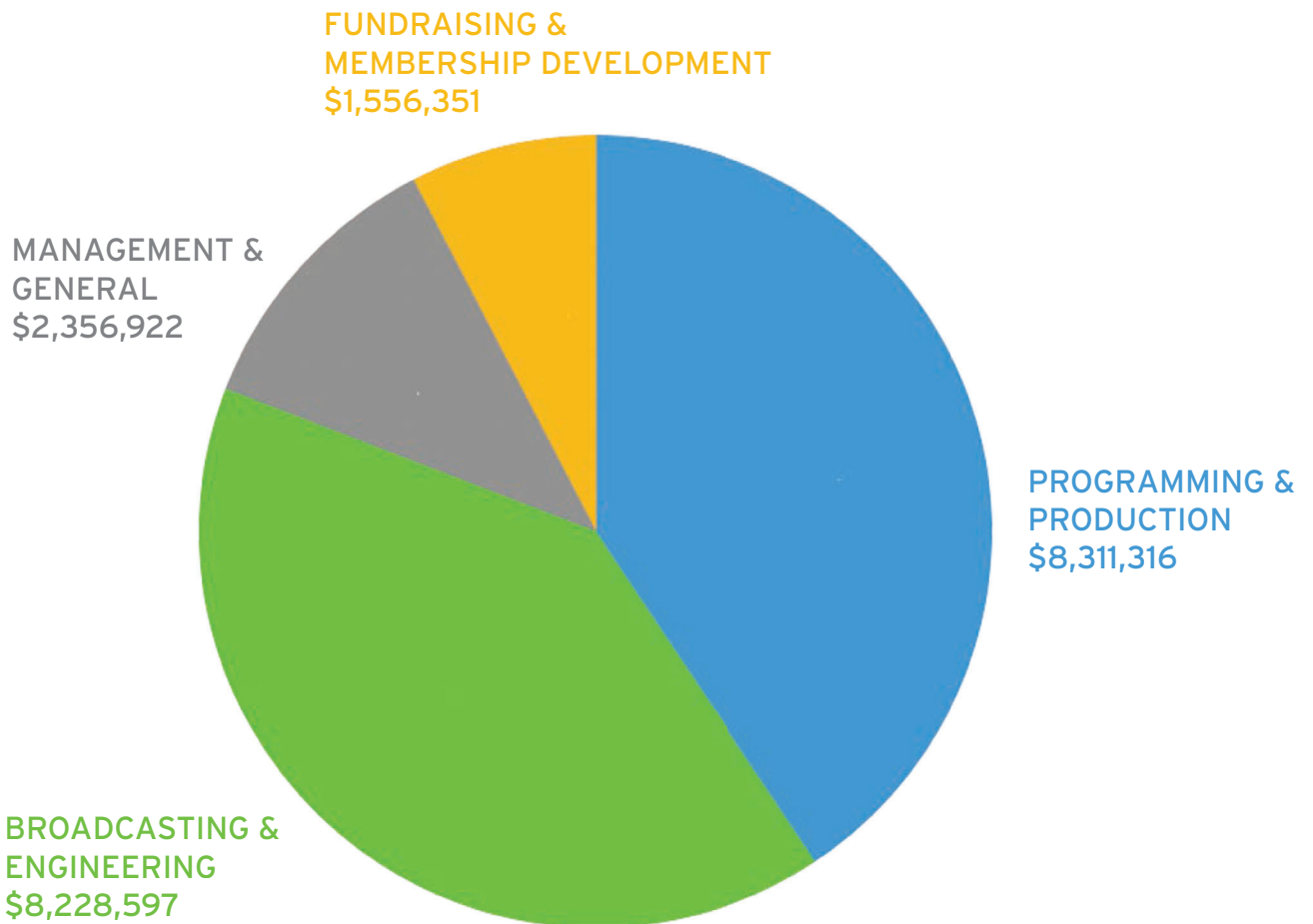
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LPB FISCAL YEAR 2023-2024 REVENUE

STATE GENERAL FUND	\$10,315,735
FRIENDS OF LPB	\$2,978,001
CORPORATION FOR PUBLIC BROADCASTING	\$3,163,072
ENTREPRENEURIAL ENDEAVORS	\$1,517,999
PRODUCTION	\$669,945
INTEREST & DIVIDENDS	\$942,663
UNDERWRITING	\$865,771

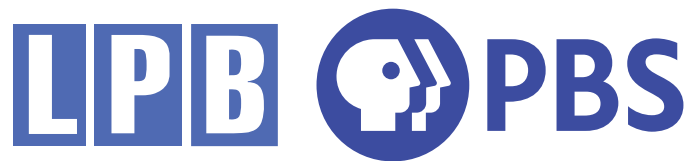
TOTAL	\$20,453,186
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LPB FISCAL YEAR 2023-2024 EXPENDITURES

PROGRAMMING & PRODUCTION	\$8,311,316
BROADCASTING & ENGINEERING	\$8,228,597
MANAGEMENT & GENERAL	\$2,356,922
FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$1,556,351

TOTAL	\$20,453,186
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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.

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