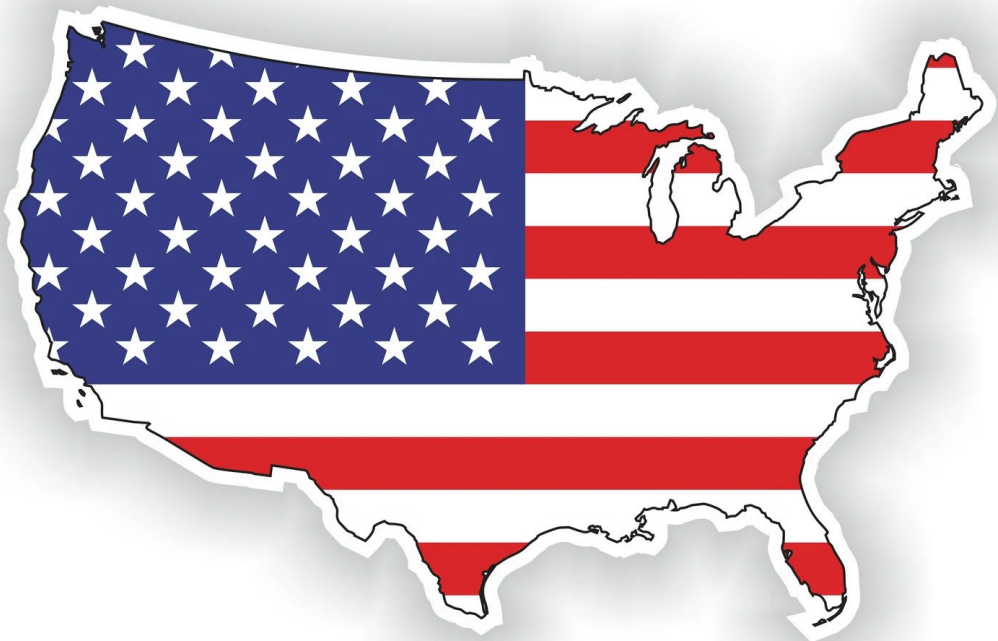


A Curated Evening with Carole Highsmith:

Private Screening – Meet & Greet

+

Integrated Media Partnership



50 YEARS LPB PBS

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Click photo for latest trailer

On Wednesday, July 1, 2026, Louisiana Public Broadcasting (LPB) will premiere *Capturing America: The Carol Highsmith Story* at 7:00 PM in Louisiana's Old State Capitol. Guests will view a first-look screening of the completed one-hour documentary—culminating more than a dozen years of production—and participate in a Q&A with Carol Highsmith, KAG Productions Executive Producer Kristen Akers Gozdecki, and Director of Photography Paul Jacobson. The film will premiere nationally on July 3 as part of the America 250 collection from PBS+.

LPB has served as the presenting station for *Capturing America* since 2022 and played a key role in supporting Carol's 40+ year effort to document and preserve images of people and places across all 50 states. In 2023, Carol also contributed photography for the companion coffee table book *Why Louisiana Ain't Mississippi…or Anyplace Else!!*, produced alongside the LPB documentary of the same name with Jay Dardenne.

CAPTURING *America*

THE CAROL HIGHSMITH STORY

Louisiana Speaking/Screening Tour Sponsor: $10,000 NET or less

Supports the *Capturing America: The Carol Highsmith Story* Louisiana tour, including car rental, honorarium, and in-state accommodations for Carol Highsmith and her team during the June 29–July 3, 2026 visit, culminating in the premiere at Louisiana's Old State Capitol in Baton Rouge.

In addition to the July 1 premiere, Carol will visit 3–4 major Louisiana cities where she previously photographed, with availability for a private sponsor-hosted screening and Q&A.

Sponsor recognition includes on-screen acknowledgment at each tour stop, a featured message prior to the film screening, and visibility across the broadcast/streaming premiere and subsequent replays through 2026.

Additional exposure includes inclusion in paid digital campaigns, social media, print materials, and earned media surrounding the premiere and tour.







But just who is Carol Highsmith?

- **Carol Highsmith is an American photographer, author, and publisher who has documented all 50 states, as well as the District of Columbia and Puerto Rico. Her work captures the full American landscape including nature, architecture, urban and rural life, and people in their work environments, and creates a visual record of the early 21st century United States.**
- **For more than 40 years, Carol has started every single day with her mission of preservation documenting every part of every state across America, from its majestic mountains and quirky roadside attractions to unforgettable characters, and donating all her images, copyright-free, to the Library of Congress.**
- ***Capturing America: The Carol Highsmith Story* is a PBS multi-platform series celebrating the life and work of a photographer often called "America's documentarian." The 1-hour film chronicles the high points from Carol's epic, purpose-driven adventures across the country.**
- **Carol has produced a vast collection of her life's work which she has donated, copyright- and royalty-free, to the Library of Congress, creating a rare, one-person archive.**
- **Carol's work is among 21 featured digital collections, alongside those of Dorothea Lange, Mathew Brady, Detroit Publishing Company postcards, and others, in the library's online catalog of prints and photographs.**
- **Over the years, Carol's work has been featured by C-SPAN, CBS and The Today Show. She also enjoys a robust social media following and counts a number of stars, like Sam Waterston, among her fans.**



Highsmith in 2023.



Francis Benjamin Johnston, Highsmith's historic muse and Louisiana connection.

"In this time of conflict, disease and political unrest, **Carol Highsmith's very positive documentation of Americana is needed more than ever. It unites us and instills a sense of patriotism and love for one another as Americans."**
--Richard Lindstrom, one of Carol's more than 32,000 followers on Facebook



PRIVATE SCREENING + INTEGRATED MEDIA PARTNERSHIP

Total Gross Media + Event Value - $24,500

Private Screening Experience | Value: $9,500

- **Exclusive private screening** of *Capturing America: The Carol Highsmith Story* in an elevated, high-touch setting
- **Featured live experience** including Q&A session, meet-and-greet, photos, and autograph opportunities
- **Professional on-site videography** capturing cinematic-quality footage of the event and guest experience
- **Professionally produced post-event highlight reel** of the event for your website, social media, and digital marketing use
- **Featured showcase and availability** of *Why Louisiana Ain't Mississippi… or Anyplace Else* coffee table books

Integrated Media + Brand Amplification | Value: $15,000

- **Open and close sponsor billboards** on LPB for all airings of *Capturing America* for one full year
- **Dedicated LPB eBlast** introducing your message to LPB's engaged statewide audience
- **50 (:15) or 30 (:30) promotional messages** on LPB featuring St. James Place content and branding

Total Partnership Investment:

$10,000 NET