



Paula Carbo
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The *Louisiana Production Fund* was started as a way to honor retired LPB President Beth Courtney and her dedication to sharing the uniqueness of Louisiana with the rest of the world.



JOIN THE FUND

LPB's **Louisiana Production Fund** continues Beth's legacy and highlights civic-minded businesses committed to independent journalism, educational outreach, and the best in Louisiana cultural programming.

MAKE AN IMPACT

LPB's **Louisiana Production Fund** enables your business to be recognized as a philanthropic champion for information and engagement throughout our state. The Production Fund also provides your business an opportunity to engage with like-minded businesses. Whether it generates sales, enhances product or service visibility or simply associates you with the like-minded – the Louisiana Production Fund ensures you are **"IN GOOD COMPANY!"**

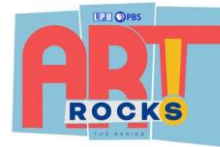
LOUISIANA PRODUCTION FUND PROGRAMS



Louisiana: The State We're In is the cornerstone of local production at LPB. The show has aired continuously in Louisiana for 47 years and is well-known for fair and balanced reporting. As other news entities have cut back or scrapped their coverage at the State Capitol, LPB has continued to focus on newsmakers and issues that shape our state.



Louisiana Spotlight is the evolution of the longstanding LPB public affairs program **Louisiana Public Square**. This new format allows viewers to explore complex issues in a deeper, more personal way, with stories told by the very people facing the challenges head-on.



LPB Art Rocks! is beginning its 10th season and continuing to spotlight artists, performance, culture, literature, history and the impact of art in our world. The weekly series features Louisiana stories, as well as segments from PBS affiliates across the country. Hosted by James Fox-Smith of *Country Roads Magazine*.



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LOUISIANA PRODUCTION FUND BENEFITS



120 (:15) broadcast messages of support 10/month adjacent to the best in LPB public affairs and arts and cultural programming for a full year, statewide.



104 (2/week) shared broadcast promo messages and shared print ad in *LPB Visions* magazine for a full year, statewide.



Rotating digital display ad online and on the LPB App for a full year, statewide.

Package Value: \$50,000

TOTAL NET INVESTMENT: \$30,000



60 (:15) broadcast messages of support 5/month adjacent to the best in LPB public affairs and arts and cultural programming for a full year, statewide.



104 (2/week) shared broadcast promo messages and shared print ad in *LPB Visions* magazine for a full year, statewide.



Rotating digital display ad online and on the LPB App for six (6) months, statewide.

Package Value: \$30,000

TOTAL NET INVESTMENT: \$20,000



Rotating digital display ad online and on the LPB App for three (3) months, statewide.



104 (2/week) shared broadcast promo messages and shared print ad in *LPB Visions* magazine for a full year, statewide.

Package Value: \$16,000

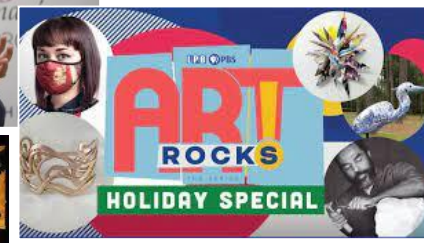
TOTAL NET INVESTMENT: \$10,000

LPB Informing, Connecting and Serving Communities throughout Louisiana

LPB reaches more than 90% of Louisiana's population with our free programming and services. LPB is also a major production station creating our own broadcast content for 47 years and digital programming since 2019. LPB is available over the air, online and through streaming any where, any time on any device. In addition to providing free high-quality, education programming for children, and cultural and award-winning public affairs programming, LPB provides life-saving emergency alert services for the entire state. In a world where there are countless outlets for information, Public Media -- like LPB -- remains America's best value and most trusted institution.

GETTING STARTED

By joining LPB's **Louisiana Production Fund** you will be supporting Public Media, one our nation's most valued non-profit organizations. You will contribute to the intellectual and cultural health of your state through LPB, all while elevating your business' visibility among LPB's statewide and highly-desirable audience with our exclusive **Louisiana Production Fund** underwriting packages.



"We're proud to support the production of LPB's *Louisiana: The State We're In*. LPB's continued efforts to provide in-depth coverage of topics that are important to our state's citizens shows they're dedicated to serving the public. We thank them for what they do, including providing us with another avenue to keep our customers informed."

Jody Montelaro, Entergy Louisiana Vice President of Public Affairs, Baton Rouge



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