



## 2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"It is the best television ever! I cannot say enough about how exceptional the programming is. I love LPB!"*  
- Elayne K. - Facebook

For nearly 45 years, Louisiana Public Broadcasting (LPB) has been entertaining and educating the people of Louisiana. We're not just one station, but a network of public television stations that cover Louisiana from Shreveport and Monroe, to Lake Charles and Lafayette, and from Alexandria to Baton Rouge. LPB also owns 50% of WLAE – TV, a hyper-local (and former PDP) public television station in New Orleans.

### LOCAL VALUE

LPB serves a wide-ranging and diverse population, fulfilling our mission to provide programming that is intelligent, informative, educational, and entertaining.

LPB uses our award-winning documentaries about the history, culture, music, and people of Louisiana to connect citizens across the state.

LPB provides content to Louisiana via three digital TV channels including LPB Kids that features French language children's programs to serve and preserve Louisiana's French language heritage.

LPB offers programming on other digital platforms like YouTube, Facebook, & LPB.org & connects with our community through a variety of social media.

### 2019 KEY SERVICES

- + Weekly news via **Louisiana: The State We're In**
- + Monthly in-depth issue discussion with **Louisiana Public Square**
- + Hosted 2 Gubernatorial Debates
- + Celebrated outstanding Louisianians with **Louisiana Legends** and **Young Heros**
- + Spotlight on artistic Louisiana with weekly **ArtRocks!** & other local productions.
- + Hosted numerous educational camps & workshops.
- + Produced a variety of documentaries that were of regional and national interests.
- + Attended community events with partners to spread awareness of educational resources & tools available via LPB.

### LOCAL IMPACT

LPB educates, entertains, & impacts lives over 48 MILLION times a year!

LPB reaches 616,950 television viewers each week.

LPB.org had 273,000 visitors with more than half a million page views and more than 300,000 video plays.

More than 420 teachers and childcare providers have benefitted from workshops hosted by LPB Educational Services.

214 families & children have attended LPB educational camps.

820 children signed up for Brite by Text.

LPB social media platforms reach 73,390 users.

LPB is the ONLY network that provides critical statewide information during emergencies.

These days it might seem like our country and even our state is so segmented that it feels almost next to impossible for us to come together. But from political debates, to education camps, to in-depth discussions of “at the moment” topics, LPB worked hard to bridge the gaps and help viewers across our state understand that we have more in common than not.

## NEWS & PUBLIC AFFAIRS – 2019



**Louisiana: The State We're In** – This LPB weekly program is Louisiana’s only statewide news magazine and one of the longest running television programs in the nation. In its 43rd season on the air, the program welcomed Natasha Williams to the broadcast as a co-anchor and reporter. From traffic issues and road construction to localization of the Mueller report, there was no topic too big or too small.

**Louisiana Public Square** – With a goal to encourage civic engagement and civil discourse, LPB’s monthly public affairs program is an open forum – allowing for in-depth discussion about issues affecting Louisiana, providing citizens a forum to voice their opinions and concerns to leading experts and decision makers. Some 2019 topics; The Value of Teachers (Jan.), The Penalty of Death (April), and Tariff Tensions.

**Press Club** – LPB is proud to televise the weekly meetings of the Baton Rouge Press Club who always have guest speakers of regional and statewide interest. Some of the 2019 speakers; Michael Henderson with LSU’s Public Policy Research Lab on their annual “Louisiana Survey” which tracks changes in residents’ opinions of state government and statewide policy issues and the executive director of the Louisiana Marine Consortium who talked about their advanced ocean research efforts in the Gulf of Mexico.

**Newsmakers** – The Rotary Club of Baton Rouge features weekly speakers of general and statewide interests. LPB not only covers the event, we provide an archive on our website and YouTube channels so viewers can search for guests and topics of interest. Some of the 2019 speakers; Dr. Brian Wolshon; Brandon Landry, CEO of the Walk-On’s chain; Businessman John Georges; Sen. Dan Claitor and Netflix CEO Reed Hastings. They talked on a variety of subjects including the future of transportation, to entrepreneurship, to criminal justice reform.

**Louisiana Digital Media Archives** – LDMA is a priceless asset to the state of Louisiana. It is the online home of the LPB Digital Collection and the Louisiana State Archives Multimedia Collection. It is the first project in the nation to combine the media collections of a public broadcaster and a state archive. LDMA preserves and provides access to historic Louisiana events...and can help provide historical context to current topics. A few topics from 2019: viewers could broaden their perspectives during Black History Month in February by taking a look back at the subject with the help of historical news clips and archived documentaries specific to Louisiana. In September, we celebrated the premiere of Ken Burns’ Country Music by compiling historic news stories and documentaries on Louisiana’s rich country music heritage. All told, the LDMA website had 124,500 visitors and 163,800 page views in 2019.

## LPB DOCUMENTARIES & PRODUCTIONS – 2019

**Art Rocks!** – A weekly series spotlighting artists, performance, culture, literature, history and the impact of art in our world with segments featuring artists from across Louisiana. This year, we traveled to Lake Charles to meet a painter who uses the works of James Joyce as her inspiration; a trip to Shreveport to meet a wool garment artist and profiled New Orleans born operatic soprano Lisette Oropresa.

**Louisiana Legends** – For 29 years, LPB has honored the best and brightest of Louisiana with our Louisiana Legends gala, auction, and program. 2019’s honorees include: Todd Graves, Roy O. Martin III, Denise Lewis Patrick, Newton Thomas, and Rebecca Vizard. They were presented at the Louisiana Legends Awards Gala on May 9th at the Old State Capitol. Each honoree was also profiled with their own 30 minute production, which aired throughout the year on LPB.



## 2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**Louisiana Young Heroes Awards** – This program celebrates the achievements of students who have inspired those around them and have devoted their time, talents, and energy to making their schools, churches, or communities better places. In its 24th year, LYHA honored eight students from across the state with a luncheon at the Old Governor’s Mansion and a banquet at the Baton Rouge Hilton. The students were also profiled during a 30 minute program that aired on May 3rd.

**Seize & Secure: The Battle for LA Fièrè** was a true shining moment for LPB. The LPB production shed light on a relatively unexplored, but pivotal battle during the allied invasion of France in June 1944. Airing on the 75th anniversary of D-Day, **Seize & Secure** premiered nationally on PBS. Done in collaboration with the National World War II Museum in New Orleans, the program went on to win the Suncoast EMMY Award for Best Historical Documentary.

**Louisiana Governor’s Debate 2019 & Louisiana Governor’s Debate 2019: The Runoff** – 2019 was a pivotal year for Louisiana voters as a number of legislative seats and the governor’s office all came up for re-election. LPB was proud to partner with the Council for a Better Louisiana to bring viewers two live debates that were also streamed live on our website, Facebook page and YouTube. Look for more in our SPOTLIGHT REPORT.

**Community Coffee: Cheers to 100 Years** – All of Louisiana knows Community Coffee, but not everyone knows how the company got its start. LPB, in partnership with WLAE, brought the story of how the business grew to become one of the top selling family-owned retail coffee brands in America.

**In The Blind** – Transporting audiences from Louisiana’s coastal marshes to flooded forests, this documentary explores our state’s rich cultural and culinary heritage and traditions of waterfowl hunting – and reveals what’s at stake if we don’t attract new generations of hunters. LPB also gave viewers the option to stream this program live. Nearly 500 people watched on Facebook and YouTube.

**An Evening at the Governor’s Mansion** – An LPB Christmas tradition featuring Louisiana entertainers performing at the Governor’s Mansion – this year featuring Shreveport native Kix Brooks. LPB brought this exciting musical event to audiences statewide for family viewing on Christmas Day.

## AMPLIFYING THE IMPACT – SCREENINGS



Previews and screenings are a great way to bring the community together and help people across the state feel a greater sense of ownership and pride in the programs offered by LPB. We are proud to offer these opportunities whenever possible, featuring a variety of programs and bringing them to communities from Shreveport to Lafayette to Baton Rouge. For example: LPB amplified the impact of **Country Music: A Film by Ken Burns** by hosting special previews in Baton Rouge and Shreveport that included discussions about this history of the Louisiana Hayride. Previews of the LPB documentary **In the Blind** were held in Shreveport and in Lafayette and included a discussion with the filmmaker and in one case, a performance by the band that provided music for the program. Other screenings included “first-look” opportunities to see the **Downton Abbey** movie in both Shreveport and Baton Rouge as well as an advanced screening of **Poldark**.





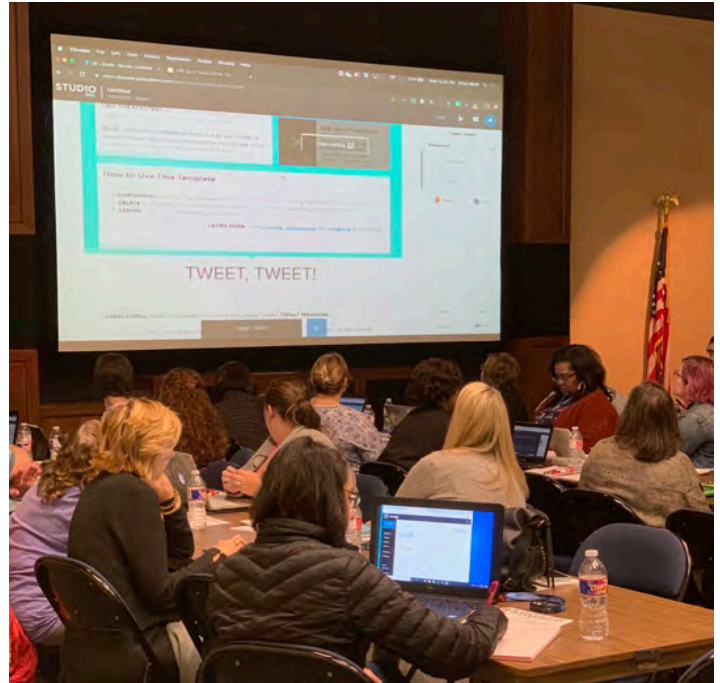
## LPB EDUCATIONAL SERVICES – 2019

LPB’s Educational Services Department continues to serve parents, children, educators, and caregivers across Louisiana by providing camps and professional development opportunities as well as using the power of technology to amplify all of the wonderful education resources available through PBS and a variety of other sources.

**Monthly Newsletter** – Reaching approximately 46,000 educators across Louisiana, the newsletter alerts teachers to e-programs, resources, and services provided by PBS and LPB that can be used in the classroom.

**Bright by Text** – Started in June of 2019, LPB has already signed 820 children up for this helpful and FREE program. Designed for parents and caregivers and delivered right to their mobile phone, Bright by Text sends research based messages, tips, and resources all promoting child development. A survey conducted by Marzano Research Lab found that 92% of parents are more confident as a result of receiving Bright by Text messages. LPB Educational Services works hard to reach those that would benefit most from the program by attending community events such as the West Baton Rouge Parish Museum’s SugarFest and the 2019 Louisiana Book Festival.

**Statewide Edcamps** – Educators and childcare providers find the Edcamp experience empowering! From Bossier City to Baton Rouge and points in-between, educators ranging from early childhood to high school came together to share information and innovations that they then took back to their classrooms to benefit their students.



**Discovery Education Experience** – LPB is thrilled to partner with Discovery Education – a source that provides teachers with more than 180,000 multimedia assets to share with their students. What good is a resource if teachers aren’t aware of it or know how to use it? That’s why LPB hosted several developmental workshops designed to show educators how to maximize this valuable asset. LPB users logged in 294,000 times to access content.

**PBS Kids Playful Learning for Educators** – LPB teamed up with the East Baton Rouge Parish Early Childhood Community Network for this informative and fun workshop designed to expose ECEs to ideas on how to incorporate more play into their students’ educational experience.





**Ready Jet Go! Family Creative Workshops** – What a fun way to bring families together to problem solve! LPB hosted several of these workshops where families were challenged to create and design projects that included spacesuits and bottle-rockets – all using everyday recycled materials.

**Ready Jet Go! Space Exploration Camp** – LPB tied in to the PBS Summer of Space theme with this fun and educational summer camp for children ages 5 to 8. Our “space scouts” advanced their STEM skills by accomplishing missions, engineering space crafts, and playing space-themed games. By the end of the week, the children launched a space craft.



## DIGITAL HORIZONS – 2019

LPB continued our efforts to bring our content to more people by providing more ways for them to watch. Viewers had access to numerous viewing options for big-impact events, like coverage of our two debates. They were available statewide on LPB-HD, but also on our website, lpb.org, Facebook, YouTube and even on our LPB App. We continue to push our digital horizons forward by making as much content as possible available across as many platforms as possible. The audience for our digital only series Nourish, continues to grow, with more than 1.7 million YouTube views. We also use our social media platforms to connect our community with our content and events. A look at the numbers:

**Facebook**- 65,210 followers  
**Instagram** – 2,640 followers  
**LPB.org** – 273,000 visitors  
**LPB/PBS** – 519,100 users  
**LPB/LDMA** – 124,500 visitors

**Twitter** – 5,540 followers  
**YouTube** – 1,310 followers  
**LPB Learning Media** – 106,800 users  
**LPB/PBS Kids** – 1,125,000 users  
**LPB App** – 7,000 users

## LPB- A CRITICAL RESOURCE DURING EMERGENCIES

LPB is the ONLY media in Louisiana that can reach a STATEWIDE audience in times of emergency or disaster. We maintain a permanent camera at the Governor’s Office of Homeland Security & Emergency Management. It has a fiber optic link and no matter what the conditions, it will be available to broadcast critical information. An added benefit – residents don’t need cable to receive our signal. You don’t even need a TV! Emergency broadcast are also available on the LPB app and other digital platforms if possible. This was put to good use in July 2019 when Hurricane Barry made landfall.







## 2019 LOCAL CONTENT AND SERVICE REPORT IMPACT SPOTLIGHT: 2019 ELECTION

2019 was a pivotal election year for Louisiana. Voters went to the polls to decide on a number of issues and offices ranging from Attorney General to amendments to the state constitution. But no race was more contentious (and costly) than the race for Governor which pitted Republican challengers against the Democratic incumbent. LPB went to work early using all of our resources and forming vital partnerships to accomplish two goals: to increase voter turnout & provide forums that allowed voters to hear from the candidates themselves.



### ELECTION 2019 – SETTING THE TABLE

LPB's work began in earnest the August before the November election. **Louisiana Public Square: Engaging Louisiana** took a deeper look at ways to encourage more residents to be active in the political process and vote. That was followed by the September show. Louisiana Public Square: Resetting Louisiana was devoted to exploring which issues were most critical to the future of Louisiana and thus, most critical for emphasis during campaign season.

### HEAR THE CANDIDATES: DECIDE FOR YOURSELF

In the spirit of our commitment to encourage civic engagement and civil discourse, LPB continued to follow the candidates running for statewide offices – not just the gubernatorial candidates. Our weekly statewide news program **Louisiana: The State We're In** profiled many of those running for offices such as those seeking election to the Louisiana State Board of Elementary and Secondary Education.





## 2019 LOCAL CONTENT AND SERVICE REPORT IMPACT SPOTLIGHT: 2019 ELECTION

We covered other forums featuring candidates as well as discussions about the issues and political process, hearing from political consultants and pollsters on our weekly shows **Press Club** and **NewsMakers**.

We formed our partnership with the Louisiana public policy organization CABL – Council For A Better Louisiana. Together, LPB and CABL hosted the first of two live gubernatorial debates.

**The Louisiana Governor’s Debate – 2019** allowed voters statewide the chance to hear all three candidates. Broadcast live from the University of Louisiana at Lafayette, the forum was also live-streamed on our website, Facebook page, YouTube channel and our app. In the weeks leading up to the event, residents statewide were invited to submit questions for the candidates with more than 70 sending in their thoughts. candidates with more than 70 sending in their thoughts. More than 57,000 viewers watched the broadcast live, with another 10,000 plus watching on YouTube and Facebook.

With one candidate eliminated the Louisiana **Governor’s Debate – 2019: The Runoff** was held at the LPB studio. The stakes were higher and viewers knew it! More than 76,000 watched the broadcast live, with another near 31,000 watching on YouTube and Facebook.

After John Bel Edwards won re-election, LPB followed through. In December, LPB teamed up with the Reilly Center for Media & Public Affairs at the LSU Manship School of Mass Communication for a public forum looking back at the lessons learned during the election cycle. Representative from each of the three candidates took part. The event was also taped for December’s **Louisiana Public Square: Election Reflection**.



**LPB CONTINUES TO BE  
A TRUSTED SOURCE  
FOR LOUISIANA  
VOTERS. EACH OF OUR  
ELECTION PROGRAMS  
REMAIN AVAILABLE  
FOR ON -DEMAND  
VIEWING FOR  
INFORMATIVE AND  
EDUCATIONAL NEEDS.**





# 2019 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“LPB has produced another first class story of the people and culture of Louisiana!” – Bill Blackwood, Facebook about **In The Blind**.

Education is best when learning is fun. LPB camps and educator development opportunities are both engaging and educational.



The Mission of Louisiana Public Broadcasting is to provide programming that is intelligent, informative, educational, and entertaining. LPB strives to connect the citizens of Louisiana by creating content that showcases Louisiana’s unique history, people, places, and events. We couldn’t do it without your support. Thank You.