

Meeting challenges head on. Providing pathways toward solutions. Louisiana Public Broadcasting greeted 2021 determined to help Louisiana make progress against some of the biggest challenges facing our state: COVID-19, hurricanes & climate change, diversity and social justice.



Whether you are watching award-winning educational programs with your children, exploring documentaries examining Louisiana history, language and culture, or tuning in to the latest COVID or Hurricane updates from the Governor’s office, LPB is the one place that brings you all of those things and more, FREE. Whether you are watching our broadcast signal, or our live stream on your computer or mobile device, LPB works to meet the needs of Louisianans, and to meet those needs in an ever growing variety of ways to watch.

As Louisiana’s only statewide television network, LPB plays a critical role in providing crucial government information during the COVID-19 pandemic and during the Atlantic Hurricane Season.

LPB is Louisiana’s largest classroom, providing trusted PBS programs and access to free standards-aligned, curated resources. This is vital due to learning gaps caused by COVID lockdowns and continued pandemic related class time interruptions.

LPB continues our mission to showcase Louisiana’s unique history, people, and places through documentaries, digital resources, and programs that preserve & explore our French language heritage.

LPB strengthened our commitment to Diversity, Equity and Inclusion with documentaries and community engagement events reflecting the diversity of the audiences we serve.

LPB provided coverage both broadcast and across streaming platforms of over 40 of Governor Edwards’ COVID-19 updates.

From wintery weather to the devastation brought by Hurricane Ida, LPB provided coverage, both broadcast and streaming, of 16 of Gov. Edwards’ emergency weather updates.

226 early childhood educators learned about the free resources available to them through LPB in partnership with Sesame Street in Communities.

With links to thousands of free educational resources, www.lpb.org/education saw more than 1 million visitors.

LPB Digital studios expanded to debut three all-new digital first series in our efforts to meet viewers “where they are” in our increasingly digital world.

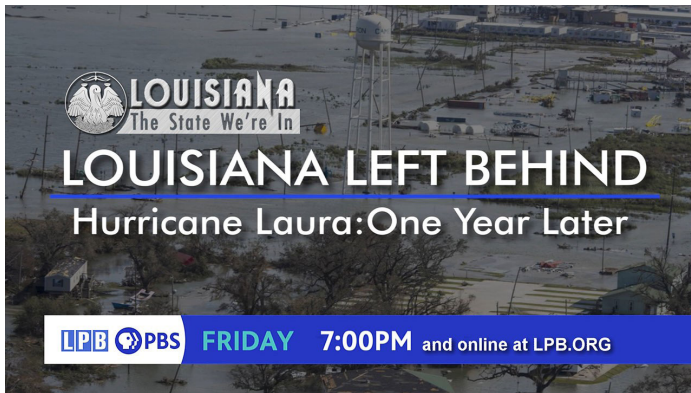
2020 saw seismic societal changes that lingered into 2021. How could LPB best address those changes and provide pathways to understanding? By putting our resources toward sharing information from trusted sources and providing opportunities to discuss issues and learn more.

NEWS & PUBLIC AFFAIRS – 2021

Louisiana: The State We’re In – In its 45th year on the air, LPB’s weekly news program continued to provide in-depth coverage on the important issues in the state. Politics and the economy were well represented but rarely a week went by without COVID-19 making headlines. From personal stories of those on the frontlines to the pandemic’s effect on education, throughout the year LPB explored all the ways this crisis continues to shape our lives. LPB continued its commitment to mirror the diversity of our state with the topics covered on **LSWI**. This includes continuing coverage on

legislative efforts to find better ways to manage law enforcement and their approach to arrests, fears of hate crimes against our state’s Asian-American population and with a series of special reports; **Louisiana’s Black Church** and **Safe Haven: Louisiana’s Green Book**.

Hurricanes, flooding, and the role of climate change remain hot topics that have personal and financial impacts on our state. This included two **LSWI: Special Focus** specials;



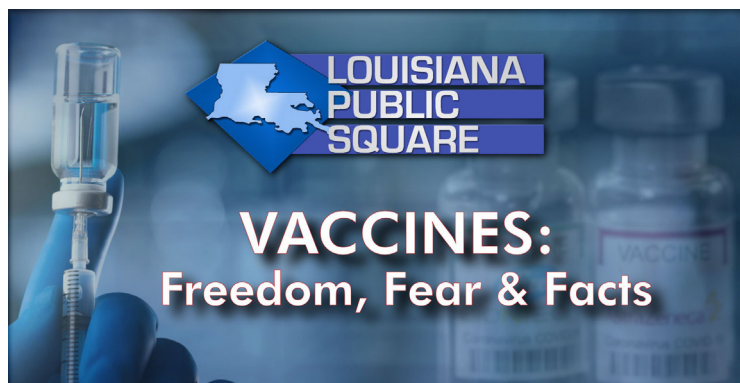
Louisiana Left Behind – Hurricane Laura One Year Later found LPB tracing the deadly and destructive path of Hurricane Laura, a Category 4 storm that swept across Cameron Parish with catastrophic results. Where does the recovery stand? Not too far along, unfortunately.



Paradise in Peril: Grand Isle looked at the question “Is Grand Isle worth rebuilding?” After Hurricane Ida, another Category 4 storm, swept through this barrier island it had many wondering at the feasibility and benefits of rebuilding.

In February, LPB was able to bring this important show to even more viewers when a broadcast agreement was reached with WYES-TV in New Orleans. This is in addition to the current simulcast on sister station WLAE, also in New Orleans.

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 2021, the archive expanded to include episodes of **LSWI** from the 70s and 80s. These episodes provide valuable historical context on issues that continue to plague our state (example: coastal erosion) as well as providing priceless educational benefits surrounding significant historical events. LPB continues to make these assets even more accessible as we expand closed captioning files to much of the content. Each month, LPB spotlight’s a different historical collection with a blog designed to provide users with “a place to start” as they explore this vast database.



troubles. As the Delta variant swept across Louisiana, the program explored Louisiana’s vaccine hesitancy.

Newsmakers – The Rotary Club of Baton Rouge features weekly speakers on a wide range of topics including the historic Infrastructure Bill to policing during a pandemic. LPB provides a live stream on our YouTube and Facebook pages and an archive for on-demand streaming on our website.

Press Club – The Baton Rouge Press Club hosts weekly guest speakers who cover a wide range of topics of interest. Some examples: Chip Kline of the Climate Initiatives Task Force and Adam Knapp with the Baton Rouge Area Chamber on COVID-19, Economy and Racial Disparities.

Louisiana Public Square – With the goal of encouraging civic engagement and civil discourse, LPB’s monthly public affairs program covered a wide range of topics including the renewable energy debate in a fossil fuel heavy state, a look at ways to improve early learning and school readiness, and LSU’s Title IX

LPB BROADCAST & DIGITAL PRODUCTIONS – 2021

In a continued effort to meet the needs of our viewers’ watch habits, LPB took a multi-platform approach to most of our LPB produced programs, both documentaries and shorts. Programs developed with broadcast in mind also found a home online for on-demand streaming, while digital shorts were compiled together for a broadcast presentation. This strategy provides our viewers with options no matter where they are comfortable watching.

BROADCAST

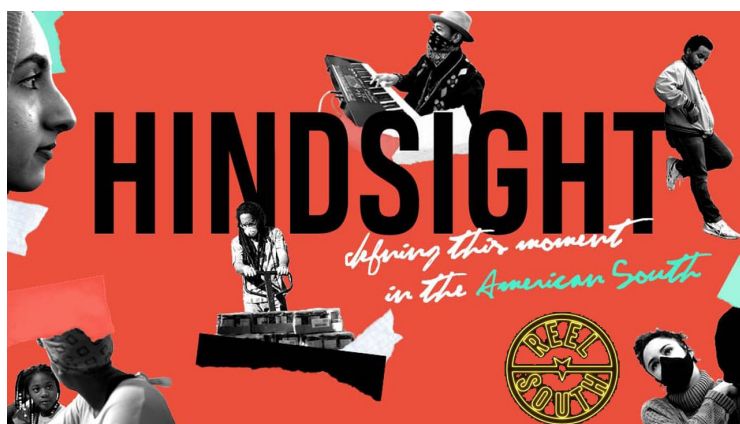
Art Rocks! The Series – This weekly arts and culture series is a partnership with *Country Roads* magazine and features artists, performance, culture, literature, and history. 2021 featured diverse artists from across Louisiana in the fields of painting, ballet, and even millinery! The series is broadcast statewide and is also available for on-demand streaming online.

Louisiana Young Heroes Awards – This program celebrates the achievements of students nominated from across Louisiana who have devoted their time and energy to making their communities better and inspired those around them. The students are profiled weekly on **LSWI**, then honored during this program. The program is available for on-demand streaming online.

Louisiana’s Black Church: The Politics of Perseverance – A look at the role of the church, both Protestant and Catholic, in guiding and shaping life in Louisiana’s Black communities. From a formative role in the Civil Rights Movement to modern challenges, this program began as a series on **LSWI**, then developed into an hour-long documentary for broadcast, and now is available for on-demand streaming online. This program also included an interactive community engagement event.



2021 Louisiana Legends Gala – This program celebrates a diverse group of Louisiana’s best and brightest. With COVID-10 safety in mind, LPB televised the awards banquet live. The honorees include Dr. Carolyn Leach Huntoon, the first female director of NASA’s Johnson Space Center, Terry Landry, the first African American Superintendent of the Louisiana State Police, and LSU football legend Johnny Robinson.



Hindsight Louisiana – LPB is part of the **Reel South** documentary cooperative designed to capture the people, culture and history of the South. Part of that program is the **Hindsight Project**, an initiative supporting BIPOC filmmakers living in the South. LPB mentored two filmmakers, Kiyoko McCrae and Zac Manuel. In a limited series for broadcast, the filmmakers interviewed each other about their experience and introduced the broadcast premiere of their projects. *This Body* by Manuel looked at the fraught relationship between African Americans and the medical community. *We Stay In The House* by McCrae is an intimate portrait of four Louisiana mothers as they struggle to care for themselves and their families during the pandemic.

An Evening At The Governor’s Mansion – This holiday family tradition is a production with the Louisiana Governor’s Mansion featuring homegrown Louisiana musical talent. On stage this year was New Orleans’ iconic Preservation Hall All-Stars Band.

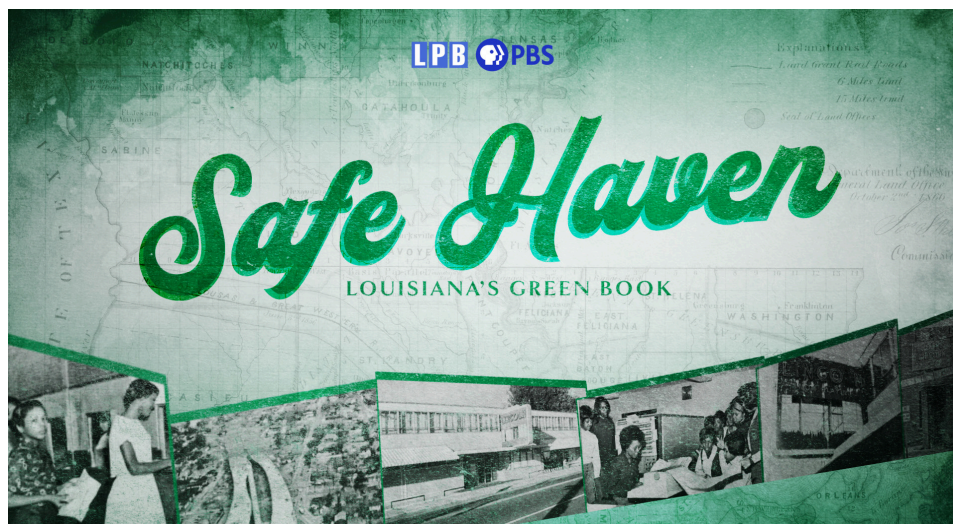
DIGITAL FIRST



One To Grow On – The results of the 2020 Kids Count report were startling: Louisiana ranked 48th in the health of its children. To address the issues, LPB partnered with Our Lady of the Lake Children’s Health to develop a series of digital shorts designed to help parents and caregivers in four key areas: prenatal health, mental wellness, safety, and nutrition. LPB developed an Advisory Panel of pediatricians, child psychologists and other childcare experts to pinpoint the most critical issues and help us develop these research-based advice shorts.



Harvest of the Month – This digital short series is a monthly celebration of the foods grown in Louisiana. From citrus to sweet potatoes, the series provides planting and growing tips for gardeners, visits to farms, recipes and fun facts to learn about each plant. Working with the LSU Ag Center, resources are also provided to schools.



Safe Haven: Louisiana's Green Book – A traveling Smithsonian exhibit about the famous *Green Book* inspired this docu-series. In partnership with Exxon-Mobil Baton Rouge, LPB traveled across the state to explore Louisiana entries in the *Green Book* pamphlet. From Shreveport, to Opelousas, to Bastrop and points in between, LPB revealed stories of tragedy and triumph about these black-owned businesses operating

in Jim Crow era Louisiana to a statewide audience... stories that had previously only been handed down in families from generation to generation. This series featured multiple components; a series on **LSWI**, the digital release with more than 7,000 streams, a primetime broadcast special and in-person community engagement.

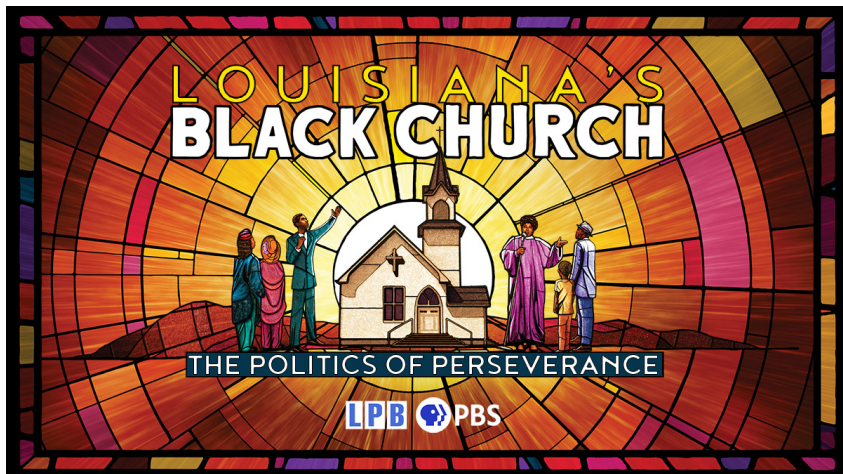


Ziggy's Arts Adventure – This digital-first children's puppet series fulfills LPB's mission to provide programs that are educational, entertaining, and showcase Louisiana's unique culture. Young learners are exposed to fundamental artistic and academic concepts through the magic of storytelling, colorful puppets, and Louisiana culture. Ziggy introduced children to Louisiana

musicians, dancers, painters, and poets and covered artistic concepts like proportion, balance, medium, and composition. This homegrown series has earned a loyal following racking up just shy of 100,000 views on digital platforms. The series was also developed into four primetime broadcast specials and included a community engagement event before COVID-19 returned.

COMMUNITY ENGAGEMENT: AMPLIFYING THE IMPACT – 2021

Through most of 2021, the specter of COVID-19 continued to loom large. LPB did not let that stop us from presenting the public with virtual options to learn more and engage!



Louisiana’s Black Church – This was a companion event to the LPB documentary. LPB partnered with Louisiana’s HBCU Advisory Council to discuss and explore the role of the church in the Civil Rights Movement to the impact of gospel music in the church and on contemporary culture. More than 350 attended the virtual event and is available for on-demand streaming online.

LPB’s Stories For Justice – This was a series of three interactive virtual discussions exploring racial biases in facial recognition technology and criminal justice reform. In partnership with Southern University Law Center, almost 200 attended the events and took part in a dynamic interactive survey tailored for each documentary that LPB helped develop with our partners at Independent Television Service (ITVS). These surveys allowed viewers to share input and feedback on the film topics with LPB and with fellow viewers in real time. Attendees also learned how they, as civic-minded citizens, could further participate in community discourse through the resources LPB, ITVS, and Independent Lens provided through the survey platform.

Safe Haven: Exploring Louisiana’s Green Book – LPB presented a screening and open discussion about the **Safe Haven** digital series in partnership with the Capitol Park Museum. Producers of the series were able to introduce select segments, tell behind the scenes stories about discoveries that didn’t make it into the final edits, detail research methods, and answer questions from the audience. Attendees could then visit the traveling *Green Book* exhibit at the museum.

Flat Town Premiere and Discussion – Can sports be a vehicle for racial unity? LPB hosted a virtual premiere of this Reel South documentary followed by a discussion with the filmmaker and leaders of the town Ville Platte. The film takes viewers to Ville Platte for the annual Tee Cotton Bowl football game – featuring the majority White private school vs. the majority Black public school. Nearly 50 people attended the premiere and discussion.



Ziggy’s Arts Adventure Planetary Premiere – In advance of the digital release, LPB teamed up with the East Baton Rouge Parish Library for a rare event for 2021 – a live event! Families gathered on the lawn outside the main library in Baton Rouge and were treated to a sneak peek at the first two episodes of LPB’s educational children’s series, plus a performance by Ziggy and The Junkyard Band!

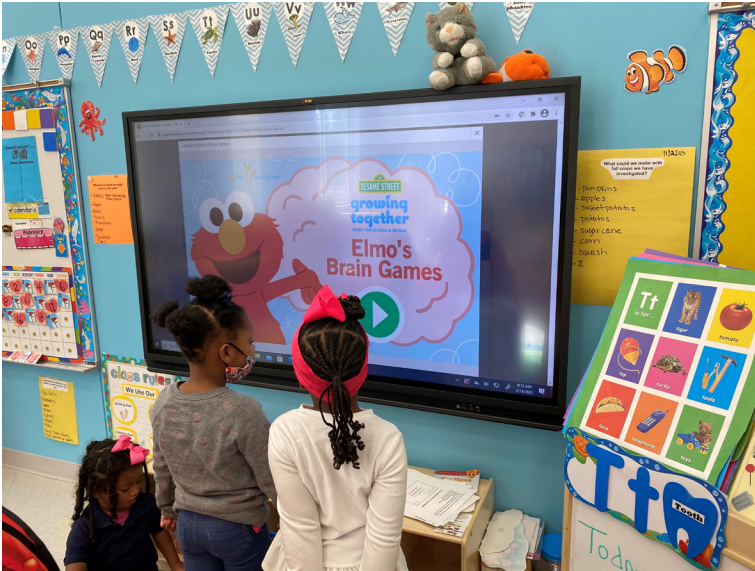
Coping Through Covid: What Parents & Teachers Need To Know – As the year began to wind down and COVID-19 continued to disrupt life, one thing became very obvious: Louisiana children struggled with mental health issues related to the pandemic, particularly high school and college-aged students. This hour-and-a-half long discussion was designed to alert parents, teachers, and counselors about the crisis, provide solutions to move forward and resources for more help. In partnership with Well Beings and NAMI, we had an audience of 259 across multiple digital platforms. LPB developed a Louisiana Mental Health Resources toolkit that is accessible online as well as two companion broadcast shorts amplifying the message.



“This discussion was very impactful for parents and anyone who is around youth. The pandemic has dramatically altered their lives and it’s important to meet them with compassion when navigating new realities.”

– Coping Through Covid attendee

LPB EDUCATIONAL SERVICES – 2021



LPB is Louisiana’s largest classroom, supporting families and educators across our state by providing free learning resources, camps that inspire curiosity, and professional development opportunities for educators and caregivers.

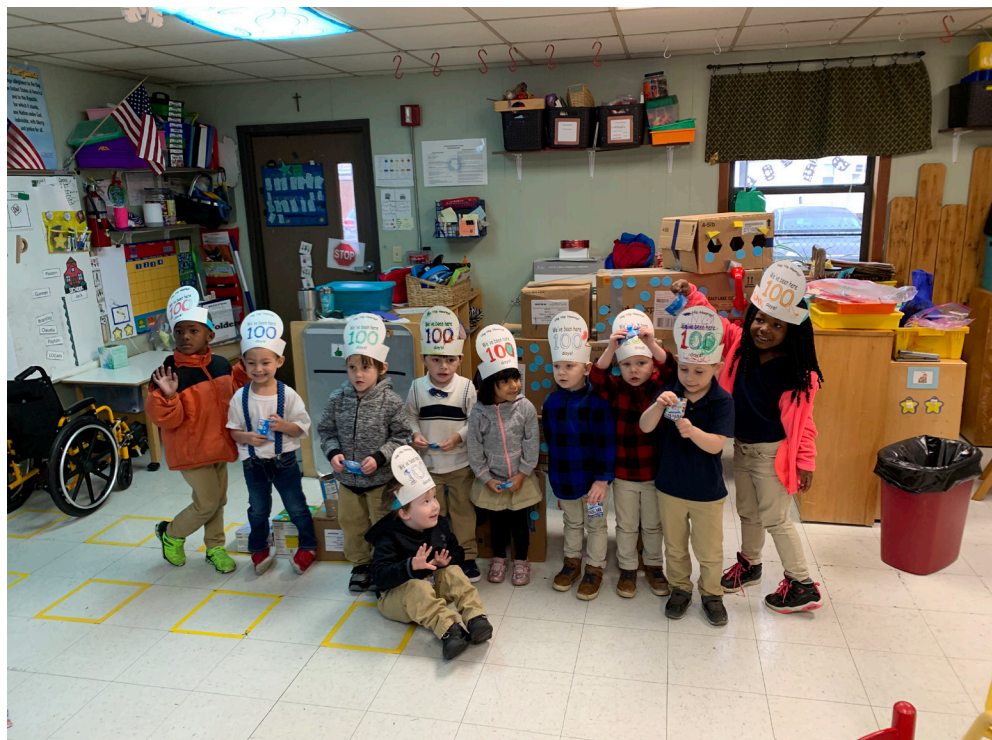
Sesame Street in Communities -

The program Sesame Street has long been known for helping children learn, but it can also play a role in helping to educate teachers, parents, and caregivers too. LPB was proud to offer **Sesame Street in Communities**, a series of quick, free, and fun professional development virtual meetings designed to support early childhood teachers.

LPB presented ten “Lunch & Learn” sessions with at least 226 early childhood educators taking part. During each session, participants learned how to search for educational **Sesame Street** videos, discover activities and games that complement the topic and navigate the website for other resources.

“I thought the presentation was great. I can’t wait to implement it into my curriculum with my students.”

- Angela Espinoza, New Iberia, LA.



Educational Camps - COVID-19 might have put a stop to in person camps, but it didn't stop us from offering a fun, educational, and safe alternative online! Families took advantage of multiple opportunities with LPB winter, summer, Thanksgiving and Christmas camps that exposed children to different cultures and traditions from around the world! They took part in fun arts and crafts activities utilizing a list of items that were easy to find around the house.



HomeStart Early Childhood Education & Technology Project – LPB was proud to be asked to partner with the Baton Rouge Early Childhood Education Collaborative to take part in their HomeStart initiative. Designed to help underserved pre-schoolers in Baton Rouge connect with online learning programs. LPB provided access to **Bright By Text**, a program that sends parents and caregivers age appropriate tips and resources. More than 1,300 children benefit from the **Bright By Text** program across the state.

LPB LearningMedia & Education Website – In response to the COVID-19 pandemic, LPB continues to offer enhanced digital learning options for families across the state in an effort to bridge the gaps caused by school shutdowns. Our partnership with the Louisiana Department of Education continues as does our commitment to families. These include FREE resources that target specific areas of concern, such as the Eureka Math instruction videos for grades K-5 and the Illustrative Math series for grades 6-8 and Algebra. Plus, the six-episode LPB series **Louisiana: A History**. An LPB resources sheet, developed in partnership with the Department of Education, provides parents with guided links to educational resources. The links are identified by educational content area (STEAM, ELA, Science, etc.) and by grade level. The LPB LearningMedia page has over 1 MILLION page views in 2021.



Participants in LPB's Play and Learn: Christmas Around the World Virtual Christmas Camp. Students learned about Christmas traditions around the globe.

SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS 2021

LPB continues to use social media platforms as a tool to connect Louisiana with important information by streaming the Governor’s COVID and disaster preparedness press conferences on Facebook and providing links to live streams on Twitter. LPB is committed to using the platforms to share not only vital information about useful resources, but also as a way to make Louisiana aware of LPB educational resources, community engagement events & programs.

LPB Facebook – 67,025 followers

LPB Twitter – 6,112 followers

LPB Instagram – 3,848 followers

LPB YouTube Channel – 13,637 followers

LPB Raising Reader Facebook – 1,053 followers

LPB LearningMedia Facebook – 315 followers

LPB PROGRAMS WITH A PURPOSE – 2021

LPB believes in the power of programs to impact the lives of Louisianans. Education, emotion, and equity can all be enlightening and entertaining. 2021 found LPB providing our audience with a great mix of the trusted PBS brands our viewers have come to love with programs produced by LPB and independent filmmakers that reflect our lives and history in Louisiana and the South.

LPB continues to support filmmakers telling Louisiana stories. In 2021, LPB was proud to present a diverse group of documentaries exploring Louisiana history and culture, and spotlighting cultural icons and those working to make our state a better place for children.

Finding Cajun

Mary, Queen of Vietnam

Clementine Hunters World

T-Galop: A Louisiana Horse Story

Flat Town

The Angel Award 2021

Papa Noel: The Legacy of the Levee Bonfires

Irma Thomas: The Soul Queen of New Orleans

No Man’s Land

These films are just part of LPB’s mission to be Louisiana’s storyteller and are part of the regular rebroadcast of many LPB documentaries that explore topics from Cajun food traditions to the history of the Acadian and Creole people.

French Language Programs – Louisiana’s French language heritage is endangered. To help preserve this cultural inheritance, LPB maintains an ongoing commitment to French immersion programming in partnership with CODOFIL (Council for the Development of French in Louisiana). In 2021, LPB broadcast over 700 hours of children’s French language programs on LPB PBS KIDS. LPB also offers original French language programs on Louisiana Digital Media Archive (LDMA) with the program **En Français**, a series broadcast entirely in French that highlighted the culture of Francophone Louisiana.

COVID-19: A CONTINUING CHALLENGE

Louisiana continued to struggle during the pandemic, facing multiple challenges from variant surges, vaccine hesitancy, and, for a state that depends on tourism, a struggling economy.

- LPB provided broadcast & streaming coverage of all 40 of Governor John Bel Edwards' COVID-19 Response Press Conferences
- **Louisiana: The State We're In** provided continuing near weekly coverage on statewide issues arising from the pandemic, including Louisiana's economic challenges.
- A special edition of **Louisiana Public Square** explored the reasons behind and solutions to our state's vaccine hesitancy rate.
- Experts sounded the alarm about the detrimental impact the pandemic has on mental health – especially our youth. LPB held an hour-and-a-half long virtual discussion creating awareness of the problem and providing helpful resources for moving forward.

HURRICANE IDA: A HISTORIC NATURAL DISASTER

In Louisiana, the only thing certain about the weather is that it's going to get bad! Hurricane Ida came ashore near Port Fourchon as a deadly and destructive Category 4 storm. From weather threats to the road to recovery, LPB continued our commitment to keeping Louisiana weather aware.

- From the threat of freezing precipitation to hurricanes, LPB provided broadcast & streaming coverage of all 16 of Governor John Bel Edwards' disaster preparedness press conferences.
- **Louisiana: The State We're In** provided continuing coverage of weather and recovery topics, including two Special Focus programs:
 - **Louisiana Left Behind – Hurricane Laura One Year Later**
 - **Paradise in Peril: Grand Isle**
- During days (and even weeks) following the storm, cellular communication proved vital. LPB social media provided links to valuable resources like water, tarps, food, and assistance.

REPRESENTATION MATTERS: DIVERSITY, EQUITY, INCLUSION

LPB continues its commitment to telling inclusive stories and promoting diverse voices through its programming, both national and locally.

- To amplify the multi-night PBS event, **The Black Church: This Is Our Story, This Is Our Song**, LPB developed a limited series that aired on our weekly news program **Louisiana: The State We're In**, a virtual community engagement event, **Louisiana's Black Church**, and a one-hour documentary **Louisiana's Black Church: The Politics of Perseverance**.
- LPB's **Stories for Justice** was a series of 3 virtual community discussion events covering everything from racial biases in facial recognition technology to criminal justice reforms in Louisiana. Nearly 200 participated in the discussion and interactive surveys.
- The LPB 10-part digital series **Safe Haven: Louisiana's Green Book** takes viewers across Louisiana as we explore the Louisiana entries in the famous *Green Book*.



“Studies have proven that arts education helps children succeed in academics, especially math and science, and unfortunately, it can be the first to go when schools face budget and time constraints” says Linda Midgett, LPB Executive Producer. “With this exciting new program, LPB hopes we give parents and teachers another trusted and useful resource to help spark a love of the arts in all of Louisiana’s children.”

In a state that consistently ranks near the bottom in education, LPB made a commitment to put considerable resources toward developing educational programming that kids would really want to watch! **Ziggy’s Arts Adventure** is LPB’s digital-first children’s educational series. Written, shot and produced right here in Louisiana, this series is dedicated to teaching young learners fundamental artistic and academic concepts with a healthy dose of Louisiana culture!

in-person outdoor community engagement event in partnership with the East Baton Rouge Parish Library.

Each episode of **Ziggy’s Arts Adventure** is aligned with Louisiana Academic and Arts Standards and is designed to help develop the critical thinking needed for STEM-subject problem solving by utilizing proven strategies developed by Harvard University’s Project Zero. Six teachers at 3 schools report using episodes in their classrooms to introduce or teach concepts.

Designed to engage children in grades K-5, this children’s puppet show educates through the power of storytelling and relatable characters. Every child can see themselves in our young alien Ziggy. The series includes an exciting group of special guest artists who help explore an episode’s art concept: things like proportion, balance, medium, and composition. These are all Louisiana-based artists, musicians, dancers, even the First Lady, Donna Edwards, an art teacher herself. The series has over 100,000 views on LPB digital platforms and a loyal following on TikTok. Ziggy spawned four prime time broadcast specials and even COVID allowed for one



LPB CEO Beth Courtney, First Lady Donna Edwards, EBRPS Superintendent Dr. Sito Natcisse, & LPB Deputy Dir. Clarence “C.C” Copeland with Ziggy.

Louisianans know a thing or two about meeting challenges. LPB will continue to help our state face them head-on by providing viewers with information and resources necessary for making intelligent choices for their families. We will continue exploring the rich history and culture of our state, discovering little known stories that make up the fabric of Louisiana and sharing them in hopes of helping us all understand where we came from...and where we are going in 2022.

“LPB is such a great source of information and entertainment for me and my family.”
 - Ardel Courvelle

“It’s an honor and a privilege to be involved with an outstanding organization and I once again thank you for your role in making the Louisiana Legends Gala, and LPB, such a success.”
 - Bo Harris (Chairman of the Friends of LPB Board of Directors)

“Thank you for all of the fantastic programming that LPB provides!”
 - Lori Landry

“It was such a pleasure to be a part of an incredibly important conversation. It warms my heart that so many people attended. I enjoyed my time as a panelist, and I also enjoyed hearing everyone’s enriching perspectives.”
 - Tatiana Gonzalez Quiroga, NAMI, panelist for **Coping Through Covid**

*“Thank you! Thank you!! Thank you!!! For each and every year showing the **National Memorial Day Concert!!!** It is always so wonderful, and so moving. It is so well done. I watch the concert every year, and so appreciate LPB for broadcasting it.”*
 - Karen Cox

“The Louisiana Litter show was wonderfully informative. I learned so much.”
 - janlemoine109, email feedback for **Louisiana Public Square**

“This has been a great series.”
 - Candace Semien from Facebook about **Safe Haven**

“Watching it now! Loving it!”
 - Kim Veillon from Facebook about **Fats Domino: Walkin’ Back to New Orleans**