



LPB



PBS

ANNUAL REPORT 2021



**A LETTER FROM
LOUISIANA PUBLIC
BROADCASTING
PRESIDENT & CEO
BETH COURTNEY**



Dear Friends,

This past year has been extraordinary. The COVID crisis affected everything we embarked upon. Virtual meetings and virtual education became familiar to all. LPB rose to the challenge broadcasting critical news and hurricane preparation statewide. We put in place health protocols at the television station and changed the way our productions were accomplished.

In spite of these challenges, the LPB team produced excellent and informative programs and signature events like Young Heroes and Louisiana Legends. Unfortunately, I had numerous health issues, but our Deputy Director and Acting Executive Director, C.C Copeland, led with ease and expertise. The new staff members were also leaders.

Our revenue and membership increased during this crisis and many of our supporters reinforced the mission of LPB to play a vital role in the lives of all Louisiana citizens. This was certainly evident in our expanded educational content during school closures.

We look forward to next year and a return to normalcy with a wonderful LPB team in place.

**A LETTER FROM
LOUISIANA
EDUCATIONAL
TELEVISION
AUTHORITY
BOARD CHAIR
VALENCIA BURTON**



LPB emerged from 2020 with continued courage to navigate the uncharted territory of the pandemic with a steadfast and unwavering commitment to you, the citizens of Louisiana. At the end of last year, I said we would look to a brighter future in 2021 and continue our mission to serve the needs of the people of Louisiana and beyond... and that is just what we did.

Not only did we continue to provide coverage and access to the Governor's emergency briefings, we also provided information to keep families safe during natural disasters, and we went further by telling countless stories, through interviews with neighbors across Louisiana, in an

effort to document and help those we serve.

As the Louisiana Educational Television Authority, LPB engaged students and educators through numerous virtual learning experiences especially valuable in creating a sense of connection and belonging. The virtual experiences were extended to film screenings for the general public covering important topics. I am particularly proud of the screenings around youth mental health and criminal justice reform that offered new insights into these consequential issues.

LPB again provided compelling, educational, and entertaining PBS and LPB programs on multiple platforms to meet viewers where they are, and will continue its leadership in the ever-evolving media arena.

On behalf of my fellow Board members, LPB remains here for Louisiana and wishes a healthy and happy 2022 to you all.

LPB's Mission

To provide programming that is intelligent,informative, educational and entertaining.

To connect the people of the state by creating content that showcases Louisiana's unique history, people, places and events.

**A LETTER FROM
FRIENDS OF
LOUISIANA PUBLIC
BROADCASTING
BOARD CHAIR
BO HARRIS**



Friends of Louisiana Public Broadcasting (FLPB) is a non-profit corporation operating solely to support the Louisiana Educational Television Authority (dba LPB). Our purpose is to further the educational and cultural enrichment of all citizens and to assist in making the benefits of educational and public television programming available to all the people of Louisiana. The organization is governed by a volunteer board of directors consisting of 30 individuals from across the state, with the support of the staff who perform the day to day operations.

As I look back on the past year, it has no doubt been a challenging one due to the ongoing pandemic and an active hurricane season that saw Hurricane Ida take aim at Louisiana. Despite this, FLPB and LPB mirrored the resiliency of Louisiana citizens, and found ways to rise to each challenge, turning obstacles into opportunities, and offering hope as we charted a new path together. Whether LPB is diligently working with teachers providing valuable resources and training, or producing a new, highly-creative digital children's series, meaningful work is happening every day at LPB for the benefit of all of our citizens. This has been made possible thanks to our generous members, with special thanks to the members of our Louisiana Legends and Visionary Societies.

FLPB met our goal to increase membership to 20,000 and ended 2021 with 20,919 members. We've achieved this success through multiple appeals including seasonal raffles, membership drives and LPB's most popular member benefit, LPB Passport.

Our success is also thanks to all who support our annual Louisiana Legends Gala and Auction. Fortunately, the Legends awards ceremony, postponed in 2020, was able to take place this year, when we honored via a live broadcast: Dr. Carolyn Leach Huntoon, scientist and the first woman to serve as Director of NASA's Johnson Space Center; Dr. Terry King, world-renowned Pediatric Cardiologist, co-inventor of the "King Mills Cardiac Umbrella;" Terry C. Landry, Sr., the first African American Superintendent of the Louisiana State Police; Johnny Robinson, LSU football great and 2019 NFL Hall of Fame Inductee; and Donna Saurage, philanthropist and Manager of CCC Holding L.L.C., the parent company of Community Coffee.

Through all of these efforts, membership revenue saw an increase of 32%, resulting in \$1,686,379 being transferred to the Foundation for Excellence in Louisiana Public Broadcasting to support the work of LPB.

As we look ahead to the upcoming year, we continue to evolve during this unique time. FLPB and LPB remain committed to bringing you more high quality, educational and entertaining programming. We thank all those who joined as new members this year, and all who renewed their commitment to public broadcasting in Louisiana. It's been my privilege to serve as Chairman of the Board of Directors for FLPB for the 2020-2021 term.

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



During 2021, the Foundation for Excellence in Louisiana Public Broadcasting ("FELPB" or "Foundation") continued to provide strong financial support to Louisiana Public Broadcasting ("LPB"). The Foundation Board oversees our endowment investments, which

are structured in a fashion that is consistent with the guidelines stated in FELPB's Investment Policy Statement ("IPS").

This diversified, balanced portfolio participated in the post-pandemic recovery in global capital markets, performed well across virtually all asset classes, and produced a return in excess of 14% as of 12/31/2021. Over the past 5 years, while encountering economic downturns, a global health crisis and a variety of market conditions, the portfolio appreciated in excess of 10% annually, exceeding the return expectations as defined in our IPS.

The portfolio is designed to provide durable performance characteristics across all phases of the economic cycle. As such, it remains diversified across global equities, fixed income and alternative investments.

LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD

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 Dr. Tina S. Holland, *Secretary*
 Christopher J. Wegmann, *Treasurer*
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 Dr. Peggy Murphy
 Jimmy Oustalet
 Denage Piper

Jodi Penn Rives
 Walter Rudd
 Carol Shadoin
 Howard White
 Lela Mae Wilkes
 Ann Wilkinson

EX OFFICIO NON-VOTING MEMBERS

President and CEO, LPB
 Beth Courtney

Chairperson, LETA
 Valencia Burton

Chairperson, Friends of LPB
 Bo Harris

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

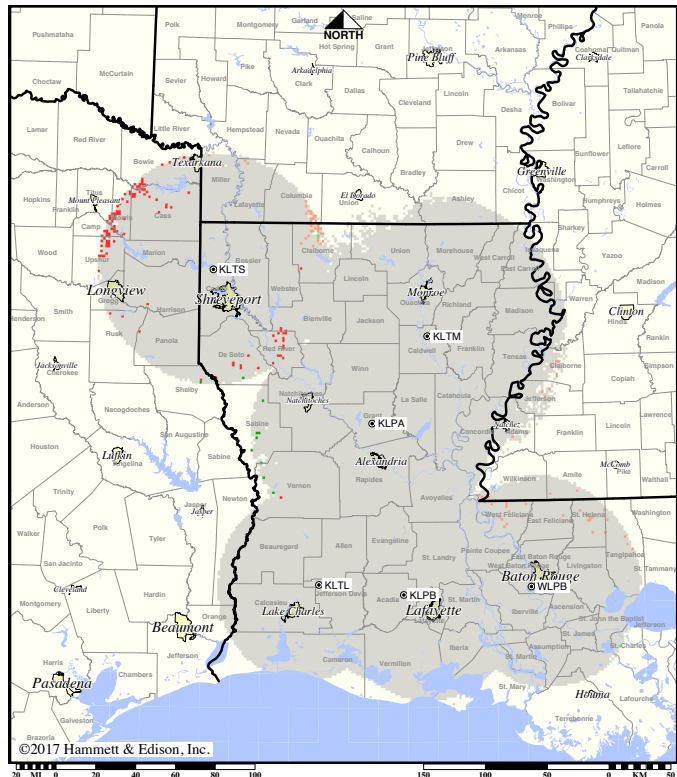
Lafayette
 KLPB-DT 24.1, 24.2, 24.3

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.

Louisiana Public Broadcasting Network • ID 1777 • Baton Rouge, LA • State
 Coverage Change • FCC Methodology



Before	System gain	Entity gain	No change	Entity loss	System loss	After
3,707,355	223	46	3,699,624	1,984	5,747	3,699,893 prs
1,407,720	90	19	1,404,687	791	2,242	1,404,796 hse

May 30, 2017

PRODUCTION

NEWS & PUBLIC AFFAIRS

Louisiana: The State We're In (LSWI) – 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, as was Louisiana's response to COVID-19. From personal stories of those on the frontlines to the pandemic's effect on education, throughout the year, LPB explored the many ways this crisis continues to shape our lives.

Hurricanes, flooding, and the role of climate change remain 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.

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 that 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.

LPB.org provides a dedicated hurricane resource page with links to resources for food assistance, disaster benefits, & housing information.

Newsmakers – The Rotary Club of Baton Rouge features weekly speakers on a wide range of topics from 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.

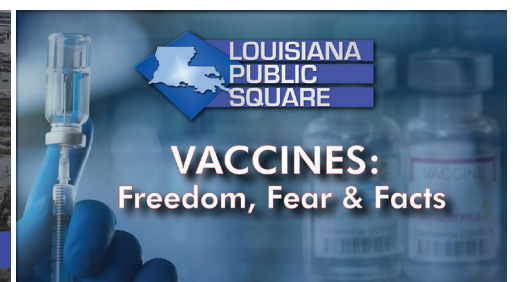
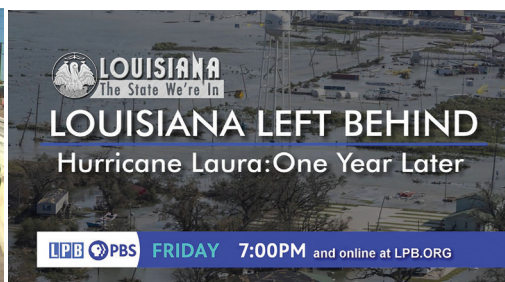
Louisiana Public Square – With the goal of encouraging civic engagement and civil discourse, LPB's monthly public affairs program covered a wide range of topics including the renewable energy debate in a fossil fuel heavy state, a look at ways to improve early learning and school readiness, and LSU's Title IX troubles. As the Delta variant swept across Louisiana, the program also had an episode exploring Louisiana's vaccine hesitancy.

Press Club – The Baton Rouge Press Club hosts weekly guest speakers who cover a wide range of topics of interest. Examples of issues addressed include 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 Digital Media Archive – LPB continues to collaborate with the Louisiana State Archives to preserve Louisiana's historic media recordings and to expand the Louisiana Digital Media Archive (LDMA), which now has over 9,500 videos available for free viewing online through ldigitalmedia.org. In 2021, the archive expanded to include episodes of **Louisiana: The State We're In** from the 70s and 80s. These episodes provide valuable historical context on issues that continue to plague our state - such as 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. LPB's Louisiana Digital Media Archive is affiliated with the American Archive of Public Broadcasting. Each month the LDMA highlights items in its collection with special curated content. The monthly highlights for 2021 were:

- **January** – LPB Documentaries
- **February** – Black History Month
- **March** – Louisiana's Trailblazing Women
- **April** – Nature
- **May** – A Day at the Museum
- **June** – Louisiana Travel Stories
- **July** – Olympics
- **August** – Back to School
- **September** – Dance
- **October** – Louisiana Seafood Dishes
- **November** – Louisiana's Military History
- **December** – Louisiana Christmas Celebrations

The LDMA also highlighted, through bonus blog posts: Remembering Governor Buddy Roemer; Remembering Jimmy Fitzmorris; Remembering Governor Edwin Edwards; and Celebrating Beth Courtney (in honor of her retirement from LPB).



BROADCAST & DIGITAL PRODUCTIONS

In a continued effort to meet the needs of our viewers, 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 watch.

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 saw the premiere of the ninth season and 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's Black Church: The Politics of Perseverance looked 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.

Louisiana Young Heroes 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.

2021 Louisiana Legends Awards Ceremony celebrates a diverse group of Louisiana's best and brightest. With COVID-19 in mind, LPB established safety protocols to be able to televise the awards banquet live. The honorees were: Dr. Carolyn Leach Huntoon, scientist and the first woman to serve as Director of NASA's Johnson Space Center; Dr. Terry King, world-renowned Pediatric Cardiologist, co-inventor of the "King Mills Cardiac Umbrella" device; Terry Landry, the first African American Superintendent of the Louisiana State Police; Johnny Robinson, LSU great and 2019 NFL Hall of Fame Inductee; and Donna Saurage, philanthropist and Manager of CCC Holding L.L.C., the parent company of Community Coffee Company.

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 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.

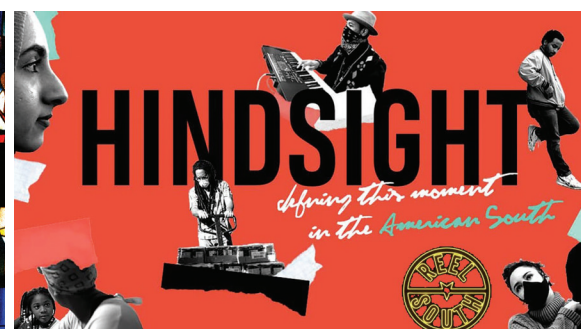
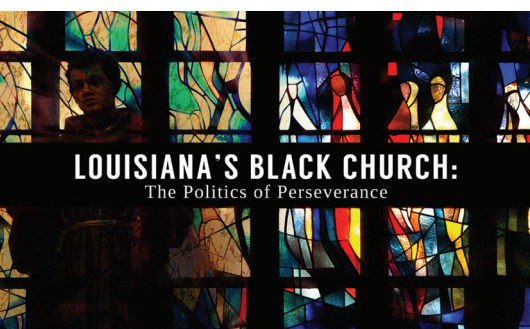
LPB PROGRAMS WITH A PURPOSE

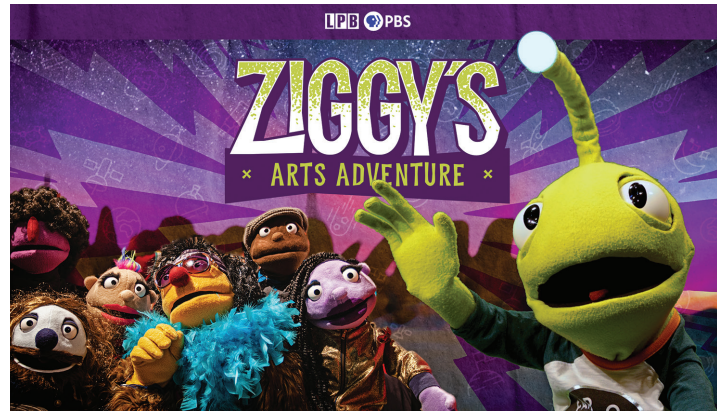
LPB believes in the power of programs to impact the lives of Louisianans. Education, emotion, and equity can all be enlightening and entertaining. 2021 found LPB providing our audience with a great mix of the trusted PBS brands our viewers have come to love with programs produced by LPB and independent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

Finding Cajun
Mary, Queen of Vietnam
Clementine Hunter's 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 broadcast of many LPB documentaries that explore topics from Cajun food traditions to the history of the Acadian and Creole people.





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.

Ziggy’s Arts Adventure – This digital-first children’s puppet series fulfills LPB’s mission to provide programs that are educational and entertaining, and showcase Louisiana’s unique culture. Young learners are introduced 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 with almost 100,000 views on digital platforms. The series was also developed into four primetime broadcast specials and included a community engagement event at the East Baton Rouge Parish Library.



Safe Haven: Louisiana’s Green Book – A traveling Smithsonian exhibit about the famous *Green Book* inspired this docu-series. In partnership with ExxonMobil 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 in 2021, a primetime broadcast special and in-person community engagement at the Capitol Park Museum which presented the traveling exhibition.



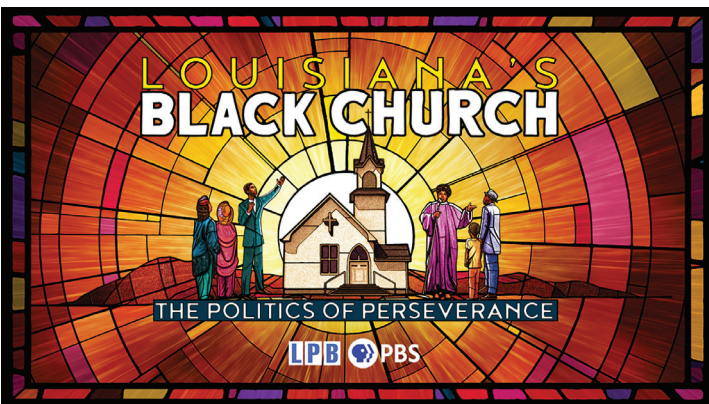
Louisiana Harvest of the Month – This digital short series is a monthly celebration of the foods grown in Louisiana. From citrus to sweet potatoes, the series provides planting and growing tips for gardeners, visits to farms, recipes and fun facts to learn about each crop. Working with the LSU AgCenter,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

COMMUNITY ENGA

AMPLIFYING LPB'S IMPACT WITHIN COMMUNITIES

Through most of 2021, the specter of COVID-19 continued to loom. LPB did not let that stop us from presenting the public with virtual and broadcast 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 it 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.

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, LPB 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

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.



AGEMENT

PBS Short Film Festival – The PBS Short Film Festival returned for a tenth year in July 2021, and featured 25 short-form independent film submissions from multiple public media partners and PBS member stations, including LPB. This was the ninth straight year an LPB submitted film has made the national festival. The PBS Short Film Festival is part of a multi-platform initiative to increase the reach and visibility of independent films, and to provide a showcase for diverse storytelling that inspires and engages. LPB’s 2021 Festival entry was from filmmaker Kelly Yu of New Orleans, who invites viewers to imagine, as the film title implies, the *Story of Your Life*.

Louisiana Young Heroes - 2021 marked the 26th anniversary of the Louisiana Young Heroes Program. Each Young Hero was featured in a segment on **Louisiana: The State We’re In**. The stories were then presented in a half hour special that aired statewide. A Young Hero is defined as someone who may have overcome personal obstacles, excelled academically, and served as a role model giving back to their schools, churches and/or communities. The 2021 Louisiana Young Heroes are:

- **Jackson Cantrell** of Mandeville, senior at Mandeville High School
- **Kathryn “Lexie” Davis** of Hammond, senior at Ponchatoula High School
- **Ivory Gipson** of Baton Rouge, senior at Northeast High School
- **Elliott Gomes** of New Orleans, freshman at Benjamin Franklin High School
- **Hannah Lewis** of DeRidder, senior at Louisiana School for Math, Science, and the Arts
- **Michael Vizena** of Elizabeth, sophomore at Elizabeth High school.

The **Louisiana Young Heroes** Program was presented in 2021 with the generous support of AmeriHealth Caritas Louisiana, the U.S. Army - Baton Rouge Recruiting Battalion, Community Coffee, and East Baton Rouge Parish Library with additional support from Hotel Indigo and DEMCO. The Young Heroes were recognized by Governor and First Lady Edwards, and East Baton Rouge Parish Mayor-President Sharon Weston Broome.

The logo for Louisiana Young Heroes features a stylized black silhouette of a person with arms raised in a 'V' shape, positioned to the left of the words 'YOUNG HEROES' in a large, bold, serif font.

YOUNG
HEROES



More uplifting viewing included LPB’s broadcast of the **Blue Cross and Blue Shield of Louisiana Foundation 2021 Angel Award** program, honoring everyday citizens doing extraordinary things to help Louisiana children.

Accessibility is key and LPB continues to establish and promote ways for audiences to connect. Viewing options include live streaming online at lpb.org/livetv, video.lpb.org/livestream, and pbs.org/livestream at no cost. Dedicated live channels for LPB and LPB KIDS, as well as on-demand programming, are available to YouTube TV subscribers, expanding PBS’s digital footprint and offering viewers additional ways to stream PBS and LPB content. In addition to YouTube TV, LPB content is available on all LPB-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS Video app and PBS KIDS Video app available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Samsung TV and Chromecast. LPB members are also able to view an extended library of quality public television programming via LPB Passport.

As public media with the power of a statewide network, LPB remains uniquely qualified to serve Louisiana during times of crisis. As we continue to make our way through this pandemic, LPB will continue to execute our mission to inform, educate, and entertain while ensuring that ALL of Louisiana’s citizens are served. Our outreach even extends to our neighbors in southern Arkansas, eastern Texas, and western Mississippi.

SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS

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.

EDUCATION

With links to thousands of free educational resources, lpb.org/education saw more than 1 million visitors in 2021.

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 225 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.

Educational Camps - COVID-19 might have put a stop to in person camps, but it didn't stop LPB from offering fun, educational, and safe alternatives online. Families took advantage of multiple opportunities with LPB winter, summer, Thanksgiving and Holiday camps that let children explore 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.

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.

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 benefitted 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, 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, and more), and by grade level.

LPB provides 14 hours of French-language children’s programming weekly, content designed for children ages 2-8. In addition to TFO content, this program block also includes French-language versions of some PBS favorites like **Peg + Chat (Peg + Cat)** and **Le Village de Dany (Daniel Tiger’s Neighborhood)**.

LPB’s Commitment to French Language Programming

LPB preserves Louisiana’s French language heritage with an ongoing partnership with CODOFIL (Council for the Development of French in Louisiana), and with Groupe Média TFO (Télévision Française de l’Ontario), the leader in French educational content in North America. LPB committed to providing award-winning TFO educational content to French-speakers and future French-speakers throughout Louisiana on its 24-hour children’s channel, LPB PBS KIDS.



FRIENDS OF LPB

Friends of Louisiana Public Broadcasting (FLPB), a nonprofit corporation operating to support the Louisiana Educational Television Authority, is organized to further the educational and cultural enrichment of all citizens and to assist in making the benefits of educational and public television programming available to all the people of Louisiana. Evident throughout the pandemic, has been the importance of public television as a resource and also a respite from daily stresses to members and viewers.

In FY 2019-2020, FLPB set a goal to increase membership to 20,000. At the end of 2021, we met our goal with 20,919 members! This increase in membership remains in large part to our triannual raffles. In 2021, raffle revenues totaled \$343,000. Congratulations went to Tricia Johnson of Arnaudville, Louisiana, winner of the Win The Wheels Raffle and a new Tesla, Nic Bencaz of Zachary, Louisiana, winner of LPB's Ultimate Patio Raffle and Leavon Ladner of Welsh, Louisiana, winner of the LPB PowerOn Raffle and a whole house Generac Generator sponsored by Optimize EGS.

PBS's premier subscriber video streaming service, Passport, has been a powerful tool in generating new members. Since its inception in January 2016, Passport has brought in over 8,400 new members, generating over \$500,000.

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 with an average of 1,800 new members annually. Working together, FLPB and LPB were able to pivot during the pandemic from in-studio live pledge events with much volunteer and staff interaction to virtual and socially-distanced taped pledge messaging that made use of Skype

by on-air talent and LPB's Production and Digital teams. FLPB and LPB continue to develop messaging, pledge programs, and customized pledge gifts, in addition to offering news ways for viewers to contribute including by text and QR code. The use of these two methods to supplement giving by phone and online is exceptionally important, because according to digital viewing data, much of LPB's digital viewing and engagement is taking place through mobile devices. Another upgrade was the development of "Pledge Cart." Now in our second year of using this software, FLPB is able to offer viewers an online, digital menu of membership offers and incentives in a format designed to increase giving.

Planned Giving/Major Donors: FLPB is continually evaluating giving levels and donor benefits and has instituted a national planned giving initiative, the "Ducks In A Row Campaign," featuring an estate planning guide and on-air spots. Several benevolent donors made LPB part of their overall estate management strategy this past year. Their generosity will leave a legacy for generations to come. FLPB is also expanding its base of support through new Acquisition Lists, Direct Mail, and AmazonSmile.

The Louisiana Legends Awards Gala and Auction is a very special annual event hosted by Friends of Louisiana Public Broadcasting and by Governor and First Lady Edwards, serving as honorary co-chairs. The event honors the best and brightest of Louisiana's sons and daughters who have distinguished themselves in a variety of disciplines and have brought honor to the state. While the pandemic necessitated a postponement of the awards gala in 2020, FLPB established safety protocols by following CDC guidelines to be able to honor the Louisiana Legends honorees during a live broadcast in 2021. The 2021 honorees are: Dr. Carolyn Leach Huntoon, scientist and the first woman to serve as Director of NASA's



2021 Louisiana Legends Johnny Robinson, Dr. Carolyn Leach Huntoon, Terry Landry, Donna Saurage, and Dr. Terry King as painted by Caroline Youngblood.



Louisiana Legends Gala Chair, Peggy Murphy with Legends Dr. Terry King, Donna Saurage, Terry Landry, and LPB President Beth Courtney

Johnson Space Center; Dr. Terry King, world-renowned Pediatric Cardiologist, co-inventor of the “King Mills Cardiac Umbrella;” Terry Landry, the first African American Superintendent of the Louisiana State Police; Johnny Robinson, LSU football great and 2019 NFL Hall of Fame Inductee; and Donna Saurage, philanthropist and Manager of CCC Holding L.L.C., the parent company of Community Coffee Company. They join a prestigious list of 144 past Louisiana Legends that includes Academy and Grammy Award winners, star athletes, a Presidential Medal of Freedom recipient, Pulitzer Prize winners, and esteemed dignitaries including Louisiana governors and the U.N. Ambassador to the United Nations. Begun in 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.

In October, Friends of LPB honored distinguished supporters and champions of Louisiana Public Broadcasting during its 2021 Annual Meeting. The virtual gathering was also an occasion to celebrate the two 2021 Honorees of LPB President’s Awards presented by LPB Acting Executive Director,

Clarence “C.C.” Copeland on behalf of LPB President and CEO, Beth Courtney. The first recipient was long-time friend of LPB, Barry Erwin, President and CEO of CABL, Council for A Better Louisiana. Erwin has provided insightful analysis of legislation and public policy. He has also served as host and on-air talent for LPB’s political debates and membership campaigns. Also receiving a President’s Award was Clay Fourrier, who has served LPB for 45 years in many capacities: Production Assistant, Director, Executive Producer and Executive Project Consultant. Louisiana has benefitted greatly thanks to Fourrier’s steadfast dedication to public broadcasting. Outgoing board members Ayes Bradford, Jim McCrery, Peggy Murphy, Jodi Rives, and Ann Wilkinson were recognized and the Chairman’s Award was presented to outgoing Board Chair Bo Harris. During Harris’ tenure, the Friends of LPB reached its goal of having at least 20,000 members, and enhanced its major gifts program.



CABL President Barry Erwin and LPB President Beth Courtney host LPB PBS NewsHour pledge breaks.

LPB Kids Club remains a popular option for families. For just \$5 per month, families can light up the lives of up to four children with family memberships in the LPB Kids Club. Children receive a week-long birthday announcement on-air and online, plus VIP access at all LPB Kids Club events.

As we look to the future, FLPB looks forward to continued support of the mission of LPB.

AWARDS

**Council for A Better Louisiana
Robert B. Hamm Award
for Distinguished Service (2020)**
Beth Courtney, LPB President & CEO

**Distinguished Service Award
The Press Club of Baton Rouge
& Mayor-President Sharon Weston Broome,
EBR Parish (2021)**
Beth Courtney, LPB President & CEO

**The Sales & Marketing Executives
of Greater Baton Rouge
Nell Mitchell Doughty Award
Lifetime Achievement Award (2021)**
Beth Courtney, LPB President & CEO

**Louisiana Association of Broadcasters:
Prestige Award
Best Series or Documentary (2021)**
A Living History: LSU Rural Life Turns 50



LPB President Beth Courtney was recognized by the Council for A Better Louisiana with the 2020 Robert B. Hamm Award for Distinguished Service, presented in 2021 by CABL Chairman Tyron Picard, in appreciation of Beth's lifetime of public service in journalism, community engagement, and education.



**The Taste Awards
The Taste Hall of Fame (2021)**
A Taste of Louisiana with Chef John Folse & Co.
(recognizing 13 successful seasons)



Members of the Press Club with Mayor-President Sharon Weston Broome, center in red, and C.C. Copeland, LPB Acting Executive Director, holding The Distinguished Service Award for Beth Courtney, retiring LPB President.



Beth Courtney accepts the Nell Mitchell Doughty Award Lifetime Achievement Award (2021) from The Sales & Marketing Executives of Greater Baton Rouge with a special video message.

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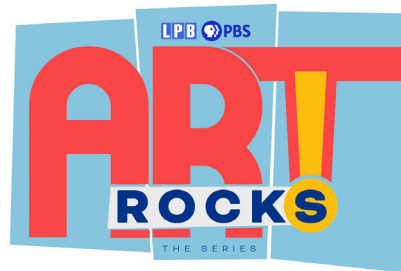
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Named in honor of our Louisiana Legends honorees past and present, the Louisiana Legends Society hosts a very special and a very generous group of donors, who in their own right, have become the Legends of public television in Louisiana. This prestigious 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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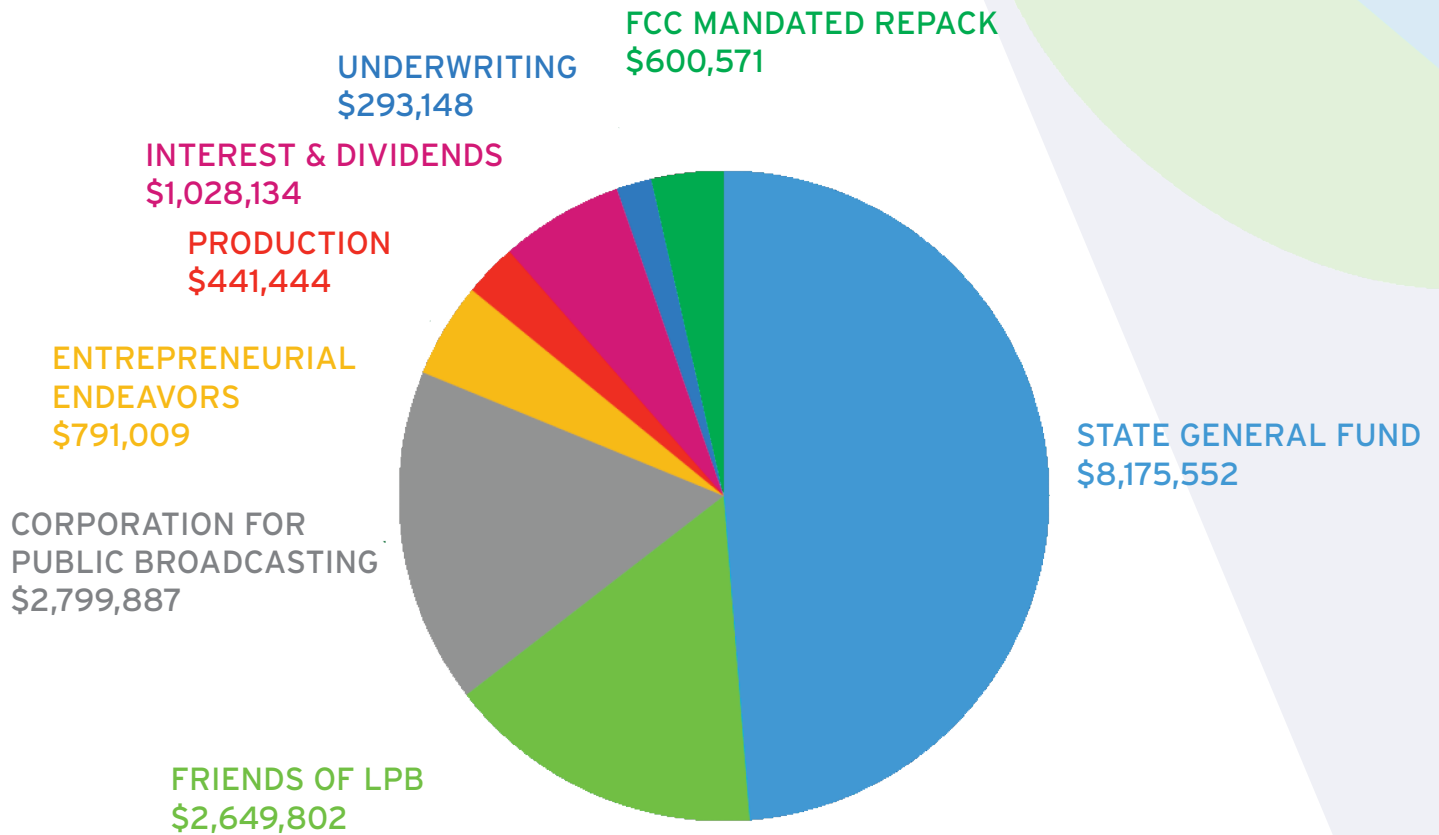
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Patricia O'Brien
Roy H. Odum Jr
Diann Oliver
Brian & Joy Ortego
Loretta Shadow Owens
Lawrence Paddock
Anne Padgett

Beth & Paul Paskoff
Patricia Pate
John & Judy Paul
Donald Payne
Mark Paxton
Mark Pearce
Genia Pearson
Joan Penniman
Terry Person
Sharon Perez
Joanne Peterson
Ann Pettit
Doyle Philippe
Robert Phillippe Jr.
Mr. & Mrs. David Pipes
Richard Pitcher
Mr. & Mrs. Lloyd Ponder
Hilman Popillion
Mayor Lee Posey
Jacqueline Pousson
Perry Prestholdt
Melinda Prevost
H.G. Proffit, IV
Mr. & Mrs. George Pugh
John F. Pugh, Jr.
Kay Radlauer
Victor Ramirez
Thomas Randolph
Paulette Rawdon
Red River Bank
Hollis Reed
Marsha Barr Reed
Elorent Reimer
Ashley Rhodes
Paul & Christine Rhorer
Stella & Joe Rice
Barry Richard
Albert & Gay Richert
Mr G. F. Riggs
Mary J. Robbins
Nancy & Flip Roberts
Emmett Robertson
Dr. James Robinson
Joe Robideaux
Glen Robinson
Dr. James Robinson
Dr. & Mrs. John Romero, III
Mr. & Mrs. Edward Rottenberg
Suzanne Rouvalis
Mr. & Mrs. Robert L. Royer
Dr. & Mrs. Phillip Rozeman
Walter Rudd
Michael Ryan
Frank Sadler
Anna Saizan
Mac Sanderl
Ted Sanderlin
Olive Moss Sartor
Beverly Sater
Ashley Saucier
Cary Saurage
Mr. & Mrs. Dale Savoie
Michael Sayes
Tom Schedler
Ruth Schimpf
Dr. & Mrs. Everett Schneider
Michael Schwartzberg
Dorothy Scobee
Amanda Searle
Shirley Sellers
Annette Seng
Warren Sensat
Ellen Sessions
SGS Petroleum Service Corp
Lucy Shackelford
Rob & Carol Shadoin
Jack Sharp
Sue Shearman
Mary Shermwell
Jacqueline Shingle
Margaret Shipman
Ashley Sides
Betty Simmons
Louise & John Simon
Aimee Sims
Betty Simmons
Michael Simms
Diane Sistrunk
Keith Skeen
Sherri Skrivanos
Karen & Jim Small
Bertie Daming Smith
Linda Martin Smith
Lynne Smith
Sam & Billy Beth Smith
Pat Snow

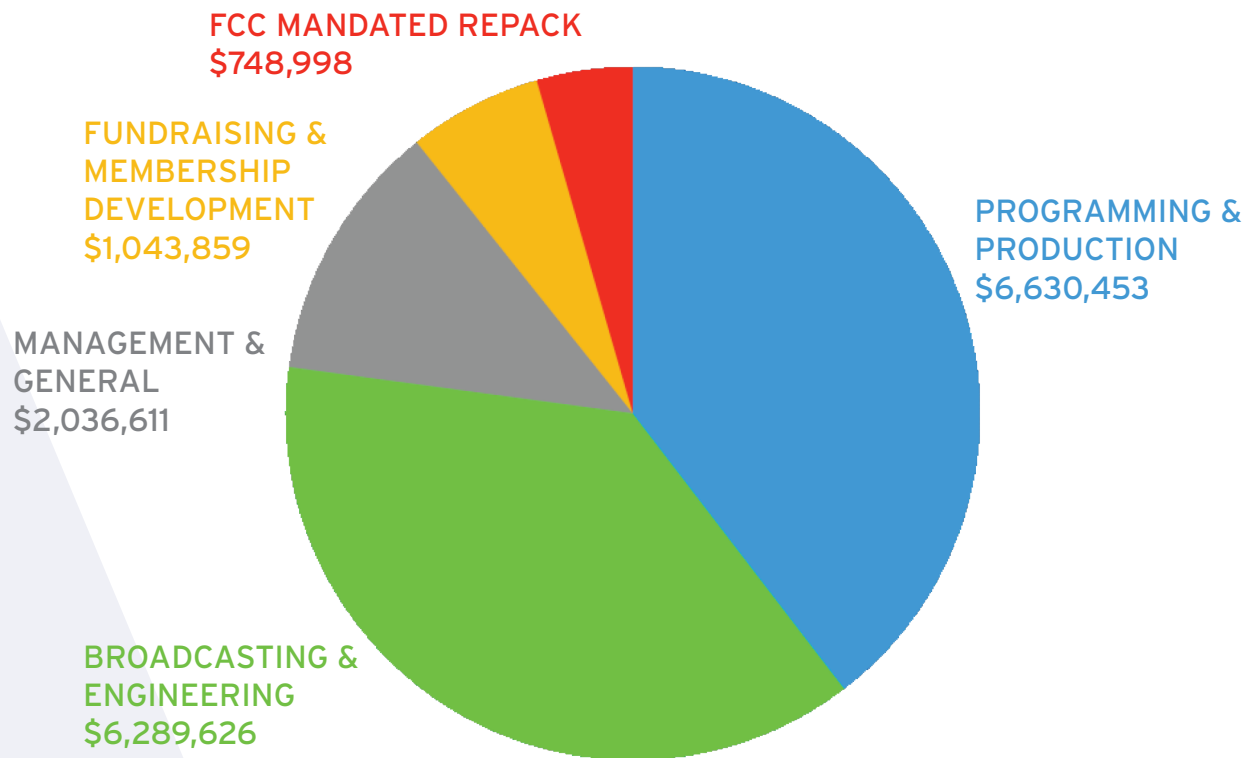
Joseph Soileau
Charles Sonnier
Dr. Selcuk Sozen
Steven Spainhower
Dr. David Spence
Ann Spikes
Myrtis Springer
Paul W. Squyres
Klara Stantiz
Erich Stenberg
Gene & Gloria Stevens
Barney & Deanie Stewart
Caroline Stewart
Dana Stinson
Harriet L. Stiteler
Janet Stoma
Judy & Craig Storer
Mary Story
Barbara Strawitz
David Strick
Fire Tech Systems, Inc
Carole Tabor
Virginia Talucci
Gabe Tarr
Dr. James Tarver
Claire Tauzin
Dianne Taylor
Judy Taylor
The Central Louisiana Regional Chamber of Commerce
Greg Teeters
William Temple
Jeanine Tessmer
Mr. & Mrs. Louis Thibodeaux
Edna Thompson
Kathy Thompson
Mary Thompson
Jo Ann Thurston
Marilyn Tisdale
Top Choice Products
Patricia Toups
Linda H. Trichel
James Trimble, Jr.
Dawn Trotter
Cathy & Alan Troy
TruBlue Water
John Turner & Jerry Fischer
Pat & Charlotte Turnley
Gill Taylor-Tyree
Rae Vasquez
Martha Vaughan
Kathleen Verschoyle
Becky Viator
Mr & Mrs Wayne Vignes
Amanda & Ben Vincent
Joanna Vincent
Alison Walker
Mr. & Mrs. C.B. Walker
Daniel & Elizabeth Walsh
Maud Walsh
Judge & Mrs. Donald Walter
Dr. & Mrs. Dan Ward
Diane Wassom
Martha Watson
Sue & Justice Watson
John Weaver
Sue & Burton Weaver
Elizabeth Weggeman
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Doris White
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R.D. White
Ronald White
William Wilcox
Rebecca Williams
Debra Willis
Russell Willmon Jr
Brenda Wilson
Doris Wingate
Milton J. Womack Foundation
Steven & Carla Wooley
Sharon Work
Tokesha Collins Wright
Madhuri Yadlapati
Henrietta Colley Yoder Fund
Janet Young
Paul Young
Thomas Zimmer
David & Melinda Zolzer

FINANCIALS



LPB FISCAL YEAR 2020-2021 REVENUE

STATE GENERAL FUND	\$8,175,552
FRIENDS OF LPB	\$2,649,802
CORPORATION FOR PUBLIC BROADCASTING	\$2,799,887
ENTREPRENEURIAL ENDEAVORS	\$791,009
PRODUCTION	\$441,444
INTEREST & DIVIDENDS	\$1,028,134
UNDERWRITING	\$293,148
FCC MANDATED REPACK	\$600,571
TOTAL	\$16,749,547



LPB FISCAL YEAR 2020-2021 EXPENDITURES

PROGRAMMING & PRODUCTION	\$6,630,453
BROADCASTING & ENGINEERING	\$6,289,626
MANAGEMENT & GENERAL	\$2,036,611
FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$1,043,859
FCC MANDATED REPACK	\$748,998
TOTAL	\$16,749,547

FCC Mandated Repack In March of 2016, the Federal Communications Commission (FCC) started an auction designed to repurpose television airwaves for new uses by wireless companies. At the conclusion of the auction in March of 2017, the FCC announced that nearly 1,000 local television stations must move to new frequencies between 2018-2020.



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