



As Louisiana Public Broadcasting approaches its 50th anniversary, we are well positioned for the future. From a single broadcast channel, to a statewide network with three linear channels and a growing digital and social media footprint, LPB’s mission and commitment to serve our state in a multimedia environment has never been stronger.

LOCAL VALUE

Louisiana Public Broadcasting’s statewide network encompasses six DMAs and reaches over 1.1 million households. LPB-HD viewership averages over 700,000 unduplicated Households and 1.3 million Persons 2+ impressions monthly. In addition, with our sister station WLAE-TV, a hyper local public television station in New Orleans, we connect the state with our local programming and educational initiatives.



2024 KEY SERVICES

In 2024, LPB continued to produce quality, Louisiana-centric programs that not only entertain, but educate. Our original documentaries share Louisiana stories with our citizens, along with the rest of the nation, with the award-winning LPB documentary **The Precipice** finding national distribution. Our weekly and quarterly news programs, **Louisiana: The State We’re In** and **Louisiana Spotlight**, explore issues that impact our lives and our communities. And LPB Education renewed our commitment to supporting parents and educators on both a local and national level by developing educational resources in support of LPB documentaries for PBS LearningMedia. Additionally, LPB teamed up with the Louisiana State Archives to expand and redesign the Louisiana Digital Media Archive. Like so many of the services we provide at LPB, these resources are free and easy to access.



LOCAL IMPACT

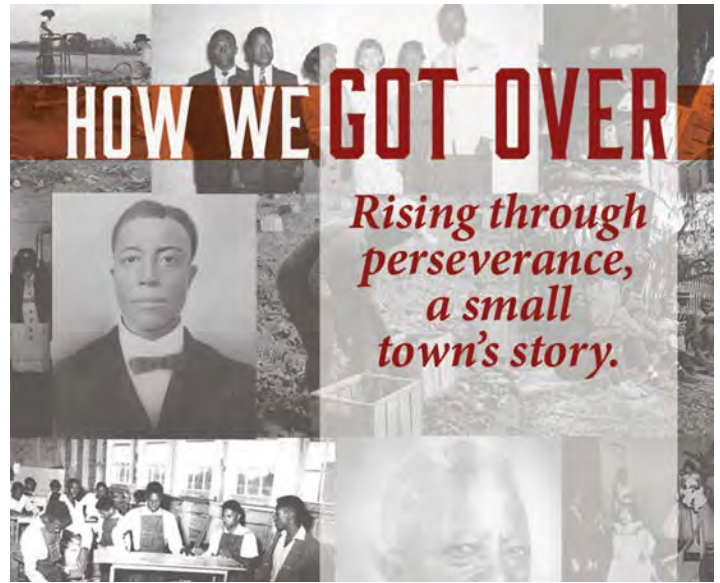
With our three linear channels, LPB-HD, LPB PBS KIDS 24/7, and Create, LPB is a near-universal media service, available commercial-free to anyone with an antenna. The three channels provide over 26,000 hours of free educational and entertaining content annually. Additionally, LPB-HD, PBS KIDS, Create and NHK World are free to live-stream for anyone with an internet connection. We are also meeting digital audiences where they are, producing digital-first content for both national and local audiences, available on-demand via YouTube, lpb.org, and the Louisiana Digital Media Archive.

LOUISIANA DOCUMENTARIES AND PROGRAMS

No matter how you watch or when, LPB offers locally produced content that is as enriching as it is entertaining. LPB takes a multi-platform approach in our efforts to provide viewers with options both broadcast and digital, so we can serve them no matter where they watch.

HOW WE GOT OVER

This documentary exemplifies LPB’s commitment to sharing Louisiana’s untold stories. The film covers the history of African Americans in West Feliciana Parish during post-war Reconstruction to present day and explores the ways in which the community produced an exceptional number of Black professionals. They endured and succeeded in ways not always seen in some Louisiana communities, primarily through two factors: education and industry. “These are the kinds of Louisiana stories only LPB can tell,” says LPB President & CEO, Clarence “C.C” Copeland. “With ongoing support, these often-hidden pieces of history are brought to light, revealing the grit and determination of the people of our state.”

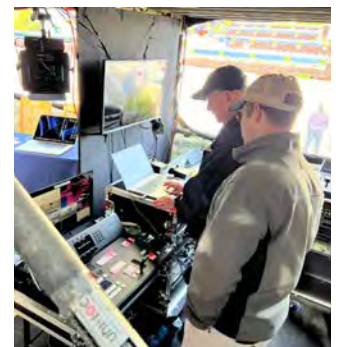


25,000+ STREAMS SINCE DECEMBER PREMIERE

LPB SERVING THE STATE ON INAUGURATION DAY



LPB serves as the pool feed for many important government announcements and events, sharing live video with TV and radio stations and newspaper outlets across the state, as well as for our own viewers and streamers! For the Inauguration Ceremony of Governor Jeff Landry, LPB shared our program and pool feeds so stations around the state could share or stream coverage, ensuring all of Louisiana had access. In all, nearly 20 media outlets broadcast or streamed LPB’s inaugural coverage. The next day, we provided a live stream of the swearing-in ceremony of the Louisiana House and Senate members.



LOUISIANA SPOTLIGHT

This quarterly public affairs documentary style format explores complex issues facing our state in a deeper, more personal way. The series also allows LPB to respond to timely topics of statewide interest, engage in civil discussion, and search for solutions. Each episode premieres simultaneously on both broadcast and digital.



HOW TO CONSTITUTION

LPB teamed up with the Public Affairs Research Council to look at the risks and rewards of holding a constitutional convention.



PRICED OUT

A deeper look at Louisiana's escalating insurance crisis that has seen premiums soar, coverage gaps widen, and residents financially drained.



AFTER THE STORMS

After a string of hurricanes in 2020 and 2021 left a lasting scar across the state, we explored the challenges residents still face, from rebuilding to coping with emotional and economic impacts.



STATE OF WEIGHT

A look at the complex issue of obesity in Louisiana. However, as solutions emerge, questions of equity arise. Who has access to costly treatments, and who is left behind?



RIPPLE EFFECT: TRAUMA IN THE WAKE OF CLIMATE CHANGE

This documentary short, produced as part of a PBS Climate Initiative, explores the complex interplay between traumatic environmental disasters and the development of PTSD, a condition often overlooked in the context of climate change. The film premiered during a free community event followed by a discussion featuring mental health professionals and community organizations leading the way to help.

2024 LOUISIANA LEGENDS LIVE GALA & SERIES



For more than thirty years, Friends of LPB has celebrated notable Louisianans, honoring them as Louisiana Legends. The 2024 honorees included: Louisiana Supreme Court Chief Justice Bernette Joshua Johnson, former Governor John Bel Edwards and First Lady Donna Edwards, retired LSU Assistant Athletics Director for Football Operations Dr. Sam Nader, award-winning actor Wendell Pierce and MLB standout Todd Walker. Along with the live gala broadcast from the Old State Capitol, LPB produced a series of profiles on each year’s honorees, which were shown at the event as well as on broadcast.

CELEBRATING LOUISIANA SPORTS GREATS



LOUISIANA SPORTS HALL OF FAME: 2024 CELEBRATION

New Orleans Saints champ Drew Brees, Basketball Hall of Famer Seimone Augustus and legendary Grambling Coach Wilbert Ellis were just a few of the honorees inducted into the Louisiana Sports Hall of Fame in Natchitoches. Through our partnership with the museum, LPB was able to share their stories and induction ceremony statewide with our broadcast and nationally with our stream.

“The stories about the Hall of Fame and its inductees that LPB produces go far beyond the games they play; they speak to the unique and powerful culture in our state and celebrating excellence not only in competition, but in the deeply positive influence teams and sports heroes have in their communities and around Louisiana on people of all ages.”

Doug Ireland, Chairman, LSHOF



BEHIND THE GLORY

LPB continued the sports momentum with this unique broadcast series profiling each of the Louisiana Sports Hall of Fame inductees, exploring the stories that transcend their sport. Each episode was presented in an 11-minute short format and was available for broadcast as well as streaming.

LOUISIANA YOUNG HEROES 2024



The 2024 Louisiana Young Heroes from left to right: Tré Bishop, Hudson Mobley, Hunter Robertson, Lauren Swanson, Anna Jusselin, Gigi George, and Morgan Daigle.

Dozens of deserving students from across our state are nominated every year for the honor of being named an LPB Louisiana Young Hero. In 2024, seven high school students were recognized in this multi-level initiative which includes a dedicated day in their honor as well as lunch at the Governor’s Mansion and recognition on the House Floor. LPB produces profiles on each of the honorees and shares those during the

broadcast of our weekly news and public affairs program, **Louisiana: The State We’re In**, and the 30-minute special Louisiana Young Heroes program. Key partners include: East Baton Rouge Parish Library and the Gayle & Tom Benson Charitable Foundation, with additional support from Community Coffee, the U.S. Army Baton Rouge Recruiting Battalion, DEMCO, McDonald’s, and Origin Hotel Baton Rouge.

LPB Programs Celebrating Louisiana’s Unique Holiday Culture



A NEW YEAR AND A NEW LOOK FOR LOUISIANA: THE STATE WE'RE IN



After 47 seasons of covering the news that matters most to Louisiana, LPB made a few changes to our long-running weekly news magazine. Inspired by a fresher, more modern set, LPB renewed our commitment to focus on increasing our impact statewide, with more stories from North, Central, and Western Louisiana as well as New Orleans. Additionally, the program includes the new weekly segment, “Good News Louisiana” in an effort to showcase more of the positive things happening in our state. LPB also said goodbye to co-anchor/reporter Kara St. Cyr and welcomed Dorothea Wilson to the team. Moreover, LPB now provides viewers with more in-depth sports coverage with the addition of veteran sports journalist Victor Howell.



ART ROCKS! THE SERIES

A celebration of Louisiana art, performance, culture, literature, and history, this unique weekly series not only showcases Louisiana artists to our statewide audience, but also to PBS audiences at stations around the country.



FINDING FORTUNES

Behind the Scenes of Antiques Roadshow

Viewers got an exclusive look at the taping of the Baton Rouge episodes of this beloved series, detailing the massive effort that goes into shooting 3 episodes of the show in just one day.

DIGITAL FIRST PRODUCTIONS

SHARING LOUISIANA ART AND CULTURE WITH THE REST OF THE WORLD!



Wrapping up a successful Season 2, LPB turned our attention to production of Season 3 (scheduled for release in Jan. 2025) and for an exciting new step: the expansion of this digital-first educational series. LPB and our partners, Beyond the Garage Productions, committed to bringing children and families another ten episodes of Ziggy’s adventures with episodes

that teach so much more than art concepts. The show touches on creative and critical thinking, and themes of community, collaboration, and compromise. LPB also will be partnering with public television stations in South Carolina and Tennessee to share the series with their audiences as well.

“Anytime we get a chance to share Louisiana’s art, history, and culture with the rest of the world, we fulfill our mission!”
LPB President & CEO Clarence “C.C” Copeland.



LPB was proud to once again team up with Maryland Public Television to take part in the nationwide initiative, HBCU Week NOW. The project was developed to celebrate the contributions of America’s Historically Black Colleges and Universities. LPB Digital produced the documentary short, *Southern University Law Center: A Civil Rights Dream Come True*, which explores the critical founding and crucial legacy of this historic institution.



The film premiered on the HBCU Week NOW YouTube channel and nationally on the WORLD Channel. LPB also had an on-campus premiere at SULC for students and faculty. It was followed by a panel discussion about the school’s past, present, and future.



LOUISIANA HARVEST OF THE MONTH

This digital-first series is a celebration of foods grown or sourced in Louisiana. Presented in partnership with the Louisiana Department of Education and the LSU AgCenter, the series also features gardening tips, along with recipes and fun facts about each resource.

REEL SOUTH | SEASON 9

LPB continues our partnership in support of this PBS anthology series, which features a mix of films highlighting Southern stories told by diverse voices. This season films included *Finding Us*, which dives into the little-known story of how Georgetown University once sold hundreds of enslaved people to stave off bankruptcy, with many of those people transported to Louisiana, where their descendants live today.



LPB also continues its commitment to streaming the monthly meetings of the Baton Rouge Rotary Club (Newsmakers) and the Baton Rouge Press Club (Press Club) both featuring speakers of statewide interest.

LOUISIANA-FOCUSED INDEPENDENT PRODUCTIONS

LPB works to develop partnerships with independent filmmakers and organizations from across the state to share their work with a broader audience with a focus on stories centered on Louisiana.



LOUISIANE EN FRANÇAIS

LPB continues our efforts to not just preserve Louisiana’s French language heritage, but to actively promote it. In 2024, LPB provided hundreds of hours of French language programs, including animated children’s programming and Cinéma Français, featuring classic French films.

THE MAGICAL REALM OF BOUDINI COMES TO LPB DIGITAL

In 2024, LPB partnered with Télé-Louisiane and the Creole Cartoon Company to bring *Les Aventures De Boudini Et Ses Amis* to LPB’s digital platforms. Set in the fictional place “Lac Bijou” located somewhere in the Atchafalaya Basin, Boudini has several adventures with his friends. Each of the six episodes is in Louisiana French and includes references to South Louisiana folktales and historical figures. Boudini also has educational resources tied to the series available online. Elementary Teacher of the Year Awardee and French Immersion teacher Jessica Joy Stalnaker created quizzes and games to go along with the episodes, to be used as a tool to teach students across all age groups, from elementary school students to adults.



“In addition to teaching future generations about our Louisiana French language and Cajun, Creole, and Indigenous cultures, the series demonstrates to children that they can leverage this content and pursue careers as creatives and culture bearers within our state. We are so excited to expand our partnership with LPB, a historic pillar in the production and broadcast of educational programming.”
Will McGrew, Tèlè-Louisiane Executive Producer

LPB PARTNERS WITH CODOFIL ON NEW EDUCATIONAL LOUISIANA FRENCH LANGUAGE INITIATIVE



“Paroles de la Louisiane illustrates just how unique Louisiana is – the French language here has a flavor all its own, but it also connects us to the rest of the French-speaking world,” said Lieutenant Governor Billy Nungesser. *“I thank LPB for their partnership on this series, and I look forward to sharing our Louisiana French culture with audiences here in Louisiana and around the world.”*

Paroles de la Louisiane explores the differences between the French language as it is spoken in France versus Louisiana French. Each of the seven digital episodes is designed to be an educational tool for incoming French Immersion teachers but is available and useful for anyone who speaks French and/or Louisiana French or has an interest in either of the dialects. This 7-episode series is a co-production of LPB and CODOFIL (Council for the Development of French in Louisiana). In each episode, language scholar Amanda LaFleur and French immersion teacher Ryan Langley examine a piece of recorded Louisiana French: a scene from a play, an interview clip from an archival recording, a song, etc. The two co-hosts then discuss the Louisiana-specific aspects of the language used in it.



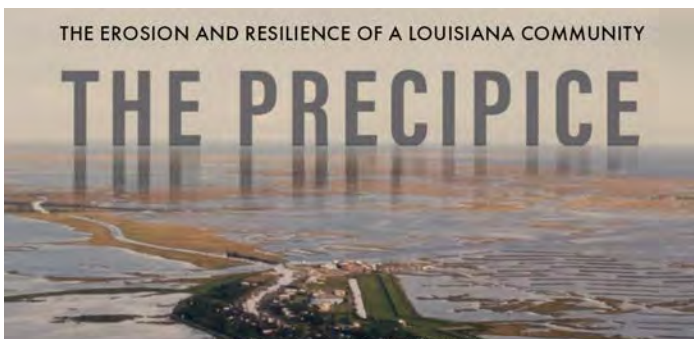
Now in its third season, *La Veillée*, a multi-platform, short format program, produced in partnership with Télé-Louisiane, puts the happenings, culture, and people of Louisiana’s French-language speaking population in the spotlight. Presented in Louisiana French with English subtitles, the program simultaneously broadcasts on LPB and streams on its own micro-site and YouTube playlist. Télé-Louisiane even offers the program in French with French subtitles on their site, ensuring accessibility for everyone.



CINÉMA FRANÇAIS

This late night Sunday favorite returned for another stellar season, featuring six classic films from French cinema. “There is always an enthusiastic response to *Cinéma Français* among Francophiles and Francophones,” says host, William Arceneaux. “Yet, general movie enthusiasts are equally interested in viewing these classic French films, for they give us a living picture of life in decades past.”

AWARDS & HONORS



THE PRECIPICE

The Louisiana Endowment for the Humanities 2024
Humanities Documentary Film of the Year



ZIGGY'S ARTS ADVENTURE

National Educational Telecommunications Association
Best Visual Content



RITUAL

2024 Webby Awards People’s Voice
Winner DEI Category

EDUCATIONAL SERVICES

HELPING LOUISIANA FAMILIES GET “READY TO LEARN”

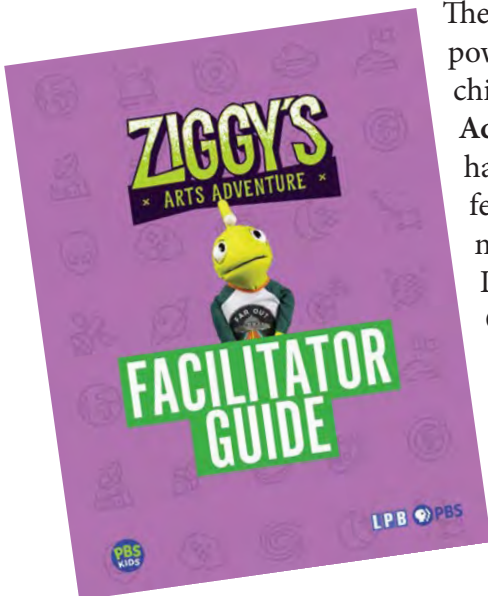
You already know LPB provides entertaining programs with proven educational value to children across Louisiana. Both LPB and the LPB PBS KIDS 24/7 channel are free to anyone with a TV and an antenna, while streaming options are available to all with an internet connection. What many people may not be aware of is that LPB also works with education partners around the state to expand educator, parent, and caregiver training in the use of PBS digital media resources and hands-on learning activities from PBS KIDS, especially in underserved areas. Thanks to a “Ready To Learn” grant from PBS and The Corporation for Public Broadcasting, LPB will expand awareness of all the early childhood educational resources available.



Up to 700 families statewide will be directly impacted through LPB’s “Ready To Learn” partnership with the Louisiana Department of Health and their “Parents as Teachers” program.

“These are free resources that are available to everyone to use, all designed to help parents, teachers, and caregivers support our youngest learners,” says LPB Educational Services Director, Nancy Tooraen. “This grant helped LPB develop a plan to implement a “Learning Neighborhood,” which helps foster a statewide culture that learning can happen anywhere – at school, at home, and in communities,” adds Tooraen. “We’re excited to develop new ways to expand our efforts to make more people aware of these important and useful resources and how to best use them to help the children they are serving.”

AND EXPAND THE TEAM DID.



The LPB Education team put the power of the LPB digital-first children’s series, Ziggy’s Arts Adventure, to work developing hands-on learning experiences featuring Ziggy. These learning modules were then presented to LDOE Family Engagement Coordinators representing school districts across the state. Those coordinators then shared the resources with the families they serve, with a potential impact of up to 750 at-risk families around the state.



Read much more about the education work surrounding Ziggy’s Arts Adventure in the “Stories of Impact” section.

TAKING EDUCATION AND ENTERTAINMENT TO THE NEXT LEVEL

Some of the biggest fans of the LPB documentary *Why Louisiana Ain't Mississippi...or Any Place Else!* are teachers! Every time the documentary series airs, educators from across the state reach out inquiring about sharing it in their classroom as a resource. Now the valuable lessons encased in the four-hour documentary exploring Louisiana's unique history and culture are being distilled down to easy-to-use lessons that are available for educators across Louisiana and the entire country to use! "We are in the process of uploading some of the most impactful historic and cultural lessons from *Why Louisiana* onto the PBS LearningMedia website," says LPB Tech Specialist, Katy Stark. "So far, we've provided standards-aligned lessons on Poverty Point, The Flood of 1927, and the historic Plessy vs. Ferguson case. It's just a start. There are many more to come."



CAMPS BOTH VIRTUAL AND IN-PERSON



With a mix of games, stories, activities, and easy to make snack recipes, LPB Education's Play & Learn digital series on the LPB YouTube channel takes the fun and learning of an LPB camp statewide, so families can enjoy them anytime and anywhere.

LPB EDUCATION PLAY & LEARN videos were streamed more than 3,000 times in 2024.



From Mexican cocoa to a dance from West Africa, the children attending this year's LPB Summer Kids Camp traveled around the world without ever leaving home!



INSPIRING A LOVE OF READING

LPB saw significant strides in the second year of our partnership with Dolly Parton's Imagination Library. This unique book gifting program's mission is to provide all Louisiana's children ages 0-5, with a free, high-quality and age-appropriate book each month. When LPB joined the program in late 2023, 19,538 children were being served. By the end of 2024, that number had increased to 30,767! As Dolly herself says 'let's put some wings on this dream.'

WORK IT OUT WOMBATS POP-UP EVENT



LPB teamed up with the PBS KIDS show Work It Out Wombats to present this pop-up activity center at the Carver Branch Library in Baton Rouge. Kids explored activity stations focused on engineering and math concepts.



EDUCATION BY THE NUMBERS



1,388 Facebook Followers



990,849 Views



80,420 Users



1,984 Active Children.

SERVING THE COMMUNITY

SEARCHING LOUISIANA’S DIGITAL HISTORY IS EASIER THAN EVER



The Louisiana Digital Media Archive (LDMA) is the result of a 15-year-long digital archive collaboration between LPB and the Louisiana State Archives. In 2024, this first-of-its-kind project got even better. LDMA went through an extensive redesign which saw the collection expand along with improved search functionality. The LDMA mission is to not only preserve these very important historic recordings for future generations, but to provide free and easy access so educators, students, and the public can search the historic record.

“The Department of State is tasked with preserving history through the State Archives and nine museums. I am thrilled that my staff has been working with LPB for this first-in-the-nation project to maintain these intriguing and informative digital records for generations to come, and I hope members of the public will find great value in this effort.” - Louisiana Secretary of State Nancy Landry.

REPRESENTING LOUISIANA IN THE PBS SHORT FILM FESTIVAL



Two independent filmmakers from Louisiana, Gray Fagan & Bailey Wax, were featured in the PBS Short Film Festival 2024 with their short film *The Ballad of Rose Mae*.

“Louisiana is known internationally for its food and music. Now, our filmmakers are also increasingly gaining a reputation for producing thought-provoking and quality content,” said Jason Viso, LPB’s Director of Programming. *“We are proud to support these filmmakers and help them bring their stories to a larger audience.”*

TWO LPB DOCUMENTARY PREMIERES AND SCREENINGS

LPB partnered with SULC for the premiere of the documentary short *Southern University Law Center: A Civil Rights Dream Come True*, looking at the critical founding and crucial legacy of the historic institution. Around 100 students, faculty and administration watched the film and took part in the discussion that followed on the school’s past, present and future. That panel included: Eric Hatfield, Vice President of Legal Compliance and Regulatory Affairs at Dane Street; Rachel Emanuel, Former Director of Communications at SULC; Prof. Angela Allen-Bell, B.K. Agnihotri Endowed Professor at SULC; and Clarence “C.C” Copeland, LPB President and CEO, and was moderated by Whitely Parker, Student Bar Association President. The film and event were a part of the HBCU Week NOW project, which was developed to celebrate the contributions of America’s Historically Black Colleges and Universities.



Wednesday, October 16
5:30pm – 7:00pm
Visit www.lpb.org/hbcu for more details.



South Louisiana is no stranger to disasters, but how often do we connect those disasters to post-traumatic stress disorder, or PTSD? That’s what LPB explored in this documentary short *Ripple Effect*, which premiered to the public at a free event at the Pennington Biomedical Research Center in Baton Rouge. The film was followed by a discussion hosted by Dr. Gigi Dunn, centering on disasters and mental health and the work toward solutions and helpful resources.



LOUISIANA WELCOMES CARL THE COLLECTOR TO THE PBS FAMILY

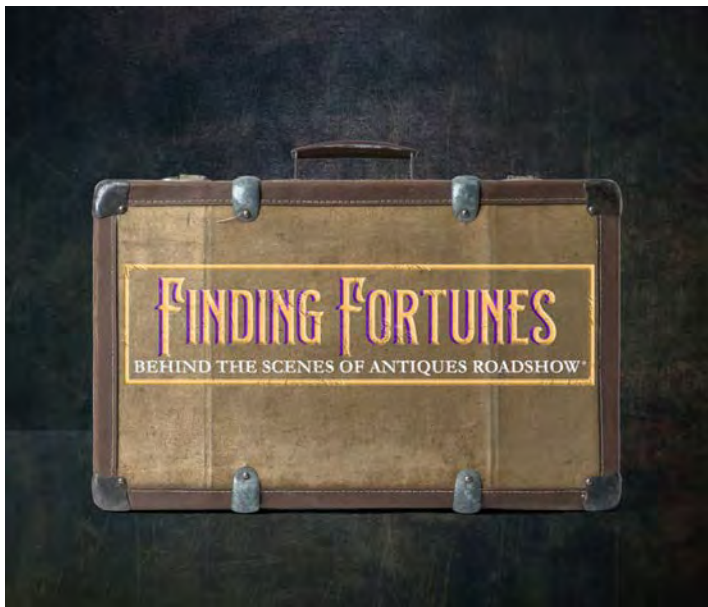
Carl and his friends got a warm Louisiana welcome from families in November. LPB hosted two family screening and activity sessions, one sensory-friendly and one for general audiences, featuring the new PBS KIDS series **Carl the Collector**. After watching an episode of the show, the 70+ families got a chance to create their own argyle sweater vest (just like Carl's!) using their choice of different textured diamond-shaped cutouts to glue to their vest. The LPB Education team used a variety of tactile materials, including sandpaper, felt, glitter, and bubble wrap! Each attendee also got their very own jar so they could start their own collection. **Carl the Collector** is the first PBS KIDS series to feature a central character on the autism spectrum. East Baton Rouge Parish Library, the Louisiana Art & Science Museum, Families Helping Families, the Capital Area Autism Network, the Autism Society of Greater Baton Rouge, and the Our Lady of the Lake Children's Health Pediatric Development & Behavioral Medicine Clinics all supported the LPB event. They provided resources for families and provided many hands-on materials for the children to take and explore.



Carl the Collector is proudly underwritten by the East Baton Rouge Parish Library.



SNEAK PEEKS OF FAVORITE PBS SHOWS



Antiques Roadshow is a very popular program on LPB, but did you know you don't have to get on the show to find more information about your treasures? It's all in your local library! LPB teamed up with the East Baton Rouge Parish Library for a screening of this LPB documentary detailing the AR episodes shot in Louisiana while sharing details about all of the FREE resources available at the library that can help you learn more about your treasures!

Roadshow fans also got a sneak preview of the AR episodes shot at the LSU Rural Life Museum during the Friends of LPB Antiques Roadshow Preview Party! AR producer Sam Farrell answered lots of questions from the curious crowd and showed exclusive excerpts from locally shot episodes.



GRANTCHESTER COMES TO LOUISIANA

LPB was excited to join The Oaks of Louisiana in Shreveport to host a sneak peek screening of the Masterpiece show Grantchester.



Are we in beautiful Grantchester? Well, not actually, but it sure felt special! The team at The Oaks created a Grantchester-like chapel for the event!

What could make the setting feel more like an English village? How about a vicar! Dr. Derrick Stevenson, pastor for the Willis Knighton Health System, joined us for the screening.



MORE SNEAK PEEKS OF FAVORITE SHOWS

LPB was pleased to team up with the Louisiana Art & Science Museum for a special preview screening of the Ken Burns documentary, *Leonardo da Vinci*. After the screening, LSU professor Darius Spieth discussed an

art history perspective of da Vinci’s work and shared the story of a Louisiana family that unknowingly owned an original da Vinci painting for nearly 50 years.



LOUISIANA LAGNIAPPE SCHOLARSHIP IN ACTION!

LPB continued our Louisiana Lagniappe teacher scholarship initiative. This scholarship program was developed in conjunction with the LPB documentary series, *Why Louisiana Ain’t Mississippi...or Any Place Else!* The scholarship was designed to help Louisiana

teachers offset the costs of classroom supplies. LPB committed to funding the initiative by earmarking 10% of membership revenues raised by WLAM during the school year toward the project.



Heather Semien of St. Landry Parish used the scholarship to help purchase Algebra and Geometry supplies for her students.

Heather Wilson teaches Family and Consumer Science in Bossier Parish. “I plan to use the money to update some items in my kitchen and purchase some clothes/diapers for our “real babies.” My students will be excited when I tell them this wonderful news. Thank you for supporting teachers and education.”

**ENSURING EVERYONE HAS ACCESS TO CRITICAL COMMUNICATIONS:
A LITTLE-KNOWN ROLE**

LPB plays a critical role in connecting Louisiana in times of emergency or disaster. Many people don't realize that LPB isn't just one station located in Baton Rouge, but a network with broadcast transmitters covering Louisiana from Shreveport, Monroe, Lake Charles, Lafayette, to Alexandria. Through our partnership with WLAE-TV in New Orleans, we effectively cover the entire state. What this means is that LPB is the only broadcast entity that can reach a near statewide audience. That's important when minutes count. We are constantly working to strengthen our broadcast capabilities, improving and updating infrastructure to increase signal strength and reach. Louisiana viewers can watch LPB with a simple antenna – no cable or satellite provider is required. When it comes to statewide emergency communications like hurricane alerts, LPB is the dedicated pool feed for the entire state. We



have a direct line at the Governor's Office of Homeland Security and Emergency Preparedness, a critical point of contact for disseminating vital information to residents statewide. We share that signal with all broadcast entities across the state in order to make these vital communications accessible to all. LPB even plays a role in the National

Emergency Alert System (EAS), serving as a state relay and incoming secondary source. This year, LPB took critical steps to increase our coverage areas, installing new antennas at our KLPB and WLPB sites, greatly improving and increasing our signal strength and coverage areas in Acadiana and the Capital City region. These are public safety measures that LPB maintains but hope to never use. It's good to know that when nature takes a turn, and the drama hits close to home you can count on LPB to be there for Louisiana. We can do all this thanks to the support we receive from viewers like you.

SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS**LPB Facebook 75,290 Followers****LPB YouTube 41,334 Followers****LPB Instagram 6,846 Followers****LPB.ORG 589,261 Visitors****LPB X 6,268 Followers****LPB App 1,084 Users**



In August of 2021, LPB took a bold step to bring “out of this world” art education to Louisiana audiences with a new digital-first initiative, **Ziggy’s Arts Adventure**. In 2024, we not only wrapped a second season

of this fun-filled show, LPB developed educational tools in partnership with the Louisiana Department of Education for their use in a program working with underserved families.

WHAT IS ZIGGY’S ARTS ADVENTURE?

This live action puppet series follows the adventures of 9-year-old Ziggy, a creature from another planet who crashes in a Louisiana junkyard where he meets a group of artistic friends. Together they meet all kinds of artists and creatives from Louisiana and beyond while learning about art, community, friendship, and the importance of working together.

Ziggy’s Arts Adventure is meant to be shown as part of a larger learning experience about art, culture, and real challenges in the arts world. Educators can show scenes by themselves as an explanation or demonstration of arts concepts, techniques, and forms. Printable arts activities for each episode are also available for download on the show website. All Ziggy art activities support a deeper understanding of specific national arts standards.



The live action puppet series uses the power of the arts and storytelling to activate neural pathways and engage young minds to make learning fun. Season 2 began in late Fall 2023 and continued into 2024, covering concepts such as persistence and exploration. The episodes featured a diverse range of artists including New Orleans singer/songwriter Tank Ball, community artist and muralist Geeta Davé, and multi-Grammy nominated musician Kenny Neal.



ZIGGY'S
 ARTS ADVENTURE

Act Like a Character

Directions to Develop a Character through Acting

- Select a book you have read and make a list of the characters.
- Go through the list and explore how each one would stand, walk, look for something, and talk
- Find the character you enjoy playing the most
- Spend time making more choices like what kind of animal they are like, where they are from, what happened to them before the story began

🎭 For extra fun: Get a cup or other prop and a chair and explore how the character would hold the prop and how they would sit

Key details about my character...

LPB PBS

Each episode of Season 2 also featured an easy, downloadable art activity that ties into each episode. Two examples: “Act Like a Character” and “Brainstorm Like an Author.”



ZIGGY'S
 ARTS ADVENTURE

Brainstorm like an Author

Directions to Write a Story

- Gather paper and a pencil or pen, then sit somewhere quiet.
- Take a moment to reflect on what you have been doing today and how it made you feel.
- Think about where you were and what happened.
- Finally, write a story about your experience

🎭 For extra fun: Imagine the same things happening somewhere different, then write a new story using these new details and send it to Ziggy at ziggy@lpb.org

Write down your ideas...

LPB PBS

ZIGGY MAKES AN IMPACT IN EDUCATION



The LPB Education team put the power of Ziggy’s Arts Adventure to work helping underserved families facing homelessness or struggling with other barriers to learning. In June 2024, LPB teamed up with the Louisiana Department of Education (LDOE) to provide hands-on-learning experiences featuring Ziggy, designing a Family & Community Learning (FCL) Workshop series that utilizes episodes from Season 2.

The FCL kits were distributed to homelessness liaisons throughout Louisiana that work with public schools. The liaisons received a full day of training from LPB on how to use these resources in their communities. These sessions, based in Jefferson, Natchitoches, and East Baton Rouge Parishes, used creative play and exploration based on the series to help introduce children to the power of observation, practice, reflection, and taking chances.



The LPB Education team worked with up to 28 facilitators, putting them through the training. The facilitators then shared the lessons with the in-need families they work with across Louisiana for an anticipated impact of nearly 750 underserved families.

HOMELESSNESS: A GROWING CRISIS IN LOUISIANA

LPB worked with the Louisiana Department of Education to develop two special episodes that address a scary problem on a child-centered level. With thousands of children classified as homeless in our state, the hope is that these episodes will help remove negative social stigmas and reduce feelings of isolation.



*In the episode **THEME**, Ziggy explores how he was homeless when he left his home planet and came to Earth and he didn't know where he would live.*



*In the episode **PLOT**, it's revealed that character Thimble the Clown became homeless when her circus closed.*

“Louisiana has over 17,000 children it classifies as homeless,” according to Dr. Antiqua Hunter of the Louisiana Department of Education, who served as a consultant on the content of these episodes. “It is our hope these Ziggy stories will help destigmatize the idea of homelessness and the many forms it takes. Furthermore, we hope Ziggy and his friends help raise awareness of the services out there to assist homeless families and students.”



“Our families had an absolute blast at the event! We cannot thank you all enough for allowing them to experience normalcy. I was blessed to see them off to the event and even transported some of them. It was just terrific!”
Verni Howard, The Providence House - Shreveport

LPB also provided Ziggy-themed comfort packs for distribution at homeless shelters around the state. Those packs included comfort items like blankets and socks, personal care items such as toothbrushes and hairbrushes, along with art supplies. In all, more than 750 bags were delivered to shelters around the state, from Caddo to Calcasieu Parishes and many places in between. Finally, families experiencing homelessness from around the state were also treated to art experiences that included trips to see plays, concerts, and musicals. Normalcy is important.

“We are grateful for your generosity and commitment in supporting our community. Events like these not only provide entertainment but also foster a sense of belonging and joy among the children we serve. It is through partnerships like ours that we can create enriching experiences that inspire and uplift those in need.”
Rodger McFarland, Jr., Director of Social Services, Salvation Army – New Orleans