

ANNUAL **LPB**  REPORT



A MESSAGE FROM LPB PRESIDENT/CEO BETH COURTNEY

For 39 years, LPB has served the citizens of Louisiana. We have seen dramatic changes in the way we communicate and in the way we receive information. Technology is now pervasive — in our homes, businesses, classrooms, and daily lives. But what is the quality, the educational value of the content we receive on big screens or on mobile devices?

I am proud to tell you that viewers across the state value what LPB does. We are a safe haven for children — a place where youngsters from 2 to 8 develop essential reading and number skills needed to be successful in school, a place where PBSKIDS.org provides safe, appropriate videos and educational games for children, a place where teachers can receive thousands of classroom-ready resources and take children on virtual field trips to locations such as Louisiana's coast, Williamsburg, of the Old State Capitol.

We are pleased to lead the nation in developing intensive literacy, math, science, and technology camps for 4 and 5 year olds. And I hope we can play a major role as the state ramps up its Early Childhood learning efforts because not every child is in Head Start or LA4 or a highly rated daycare center, but nearly every child, parent, and grandparent is familiar with **Curious George**, **Dinosaur Train**, **Super WHY!**, and, most especially, **Sesame Street**. This ability to open a line of communication to adults who want only the best for children is an incredibly powerful tool.

So what about the adults? Well, this was the year that viewers flocked to **Downton Abbey** and searched for clues with **Sherlock Holmes**. It was also the year that LPB commemorated the 300th birthday of Natchitoches. We produced more than 200 hours of local productions including **Louisiana: The State We're In**, **Louisiana's Public Square**, and **Art Rocks!** LPB currently has about ten shows that are in national distribution.

Throughout our history, LPB has remained committed to excellence in broadcasting and content creation. I am reminded of a story about Newt Minow, who helped create public TV when he cited the "vast wasteland" on television in the 1950's. As related by Paula Kerger, the president of PBS, at our annual meeting, while touring the space facilities in Florida with President Kennedy, Minow told the president that the launch of the first communications satellite would be more important than sending a man into space. The President asked why. Minow replied, "Because this satellite will send ideas into space, and ideas last longer than men."

LPB is a home for ideas, learning, creativity, and enthusiasm. Here's to our future.



A MESSAGE FROM FRIENDS BOARD CHAIRMAN ROBIN MERRICK

It has been an exciting year for Friends of LPB! Although 2014 presented LPB with challenges, we remained optimistic as we prepared to celebrate LPB's 40th anniversary of service in providing quality, educational programming to Louisiana. There is no doubt that our commitment to the goal to further the educational and cultural enrichment of all citizens is as strong as ever. This year, through our special events, pledge drives and planned giving, we have raised more than \$2.3 million in support of Louisiana Public Broadcasting which resulted in an 8% increase from the previous year.

Our signature event in May, the Louisiana Legends Gala, generated a record-setting amount in excess of \$170,000. At that event, we have the distinction of honoring 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. The 2014 honorees were: former LSU Men's Basketball Coach Dale Brown, civic activist Mary Frey Eaton, former Governor Murphy "Mike" Foster, legendary blues artist Buddy Guy and businessman W. Elton Kennedy. Our Fall special event, the Art and Travel Auction, featured 242 artists with 352 art and travel items available for auction. The event raised more than \$84,000, setting another record for revenue raised and auction items.

We could not have achieved such success if it weren't for the members of Friends of LPB and their unwavering support, both in the present and those who have remembered LPB through their planned gifts. In addition to the tax, financial and estate planning advantages of planned giving, there is also the opportunity to leave a legacy by becoming a part of the LPB Legacy Society. Membership in the Society has grown in the last year and we hope to continue to attract members to this easy and important way to continue supporting LPB.

Finally, I would like to give huge thanks to the Friends Board of Directors, the Friends staff and all of the LPB employees for their hard work throughout the year. We are grateful for the way that they are united in their efforts to ensure that LPB remains a vital resource for the people of Louisiana.



A MESSAGE FROM CHRISTIAN GOUDEAU, CHAIRMAN,
LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD

As we celebrate 40 years of Louisiana Public Broadcasting, it is perhaps a good time to reflect on the many wonderful aspects of this organization. We are charged with educating our young people, which we do through a variety of programming that is entertaining and enlightening. **Sesame Street**, **Dinosaur Train**, and **Daniel Tiger's Neighborhood** are just a few of the many programs we offer to help our younger audience as they begin their discovery of learning possibilities.

LPB has promoted Louisiana's diverse culture with exceptional programming such as **Atchafalaya Houseboat**, **Louisiana's National Treasures: Our National Sites**, and **Alive! In America's Delta**. Our local political coverage with **Louisiana: The State We're In** and **Louisiana Public Square** provides excellent coverage of current events.

2015 will provide us with many challenges and many rewards as well. Louisiana Public Broadcasting looks forward to what lies ahead.

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MESSAGE FROM CHAIRMAN CHARLES L. SPENCER OF THE FOUNDATION FOR
EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING

The financial support provided to LPB by the Foundation for Excellence in Louisiana Public Broadcasting in 2014 was vital to LPB's ability to carry out its mission. Funding from the Foundation allowed LPB to acquire and create exception television programming for children and adults; to further its significant role in distance learning; to continue its outreach into our diverse communities; and to showcase Louisiana's unique culture.

Another of the Foundation's key contributions was to help offset the severe budget cuts suffered by LPB due to Louisiana's ongoing financial crises. The vigilance of the Foundation's dedicated Trustees, and the excellent performance of its professional investment advisor, keep it well positioned to provide LPB with similar financial support in the future.

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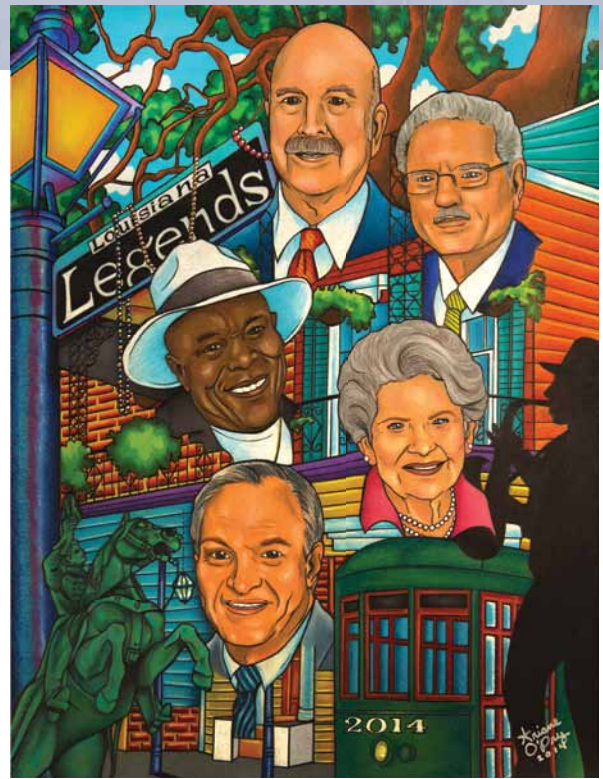
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EVENTS

Friends of LPB honored five distinguished Louisiana citizens at the 2014 Louisiana Legends Gala and Auction on May 8 at the Old State Capitol and the Governor's Mansion.

This year's honorees were former LSU Basketball coach Dale Brown, two-term Governor Mike Foster, Rock n' Roll Hall of Famer Buddy Guy, civic activist Mary Frey Eaton, and businessman and philanthropist W. Elton Kennedy. Guy was unable to attend the event because he was on tour but did send a taped message thanking Friends for the recognition.

Rose Long of Natchitoches was the chair for this year's event working with Legends Committee members Carole Martin Baxter, Bill Blackwood, Donna Ewing, Dan Hare, Phillip Juban and Robyn Merrick. Jane Kirkpatrick and Laura Lindsey served on the Silent Auction Committee.





2014 Young Hero honorees (left to right): Kamryn Chauncey, Carolyn Beard, Morgan Gautreau, Andrew Matthews, Cody Crews, Isaac McFarland, Joshua Castille, Elizabeth Kasongo.

The accomplishments of six high school and two middle school students were celebrated at the 19th annual Louisiana Young Heroes Banquet on Wednesday, April 16. Louisiana Public Broadcasting and the Rotary Club of Baton Rouge sponsored the event which included a luncheon at the Governor's Mansion and the banquet at Renaissance Hotel in Baton Rouge.

The Young Heroes program honors Louisiana students who have distinguished themselves in the classroom, served their communities, overcome adversity and inspired others around them. The program will celebrate its 20th anniversary in 2015.



Pictured Left to right: Joshua Castille, Caroline Beard, Isaac McFarland, Morgan Gautreau, Lt. Governor Jay Dardenne, Andrew Matthews, Elizabeth Kasongo, Kamryn "Kami" Chauncy and Cody Crews.



A record number of paintings by Louisiana artists were up for bid at the annual Art & Travel Auction on October 24. Pictured are hosts: Front Row: Left to Right: Friends Chair Robyn Merrick, LPB President Beth Courtney. Back Row: James Fox Smith, John Dennison, Kim Zabbia and Martin McConnell.

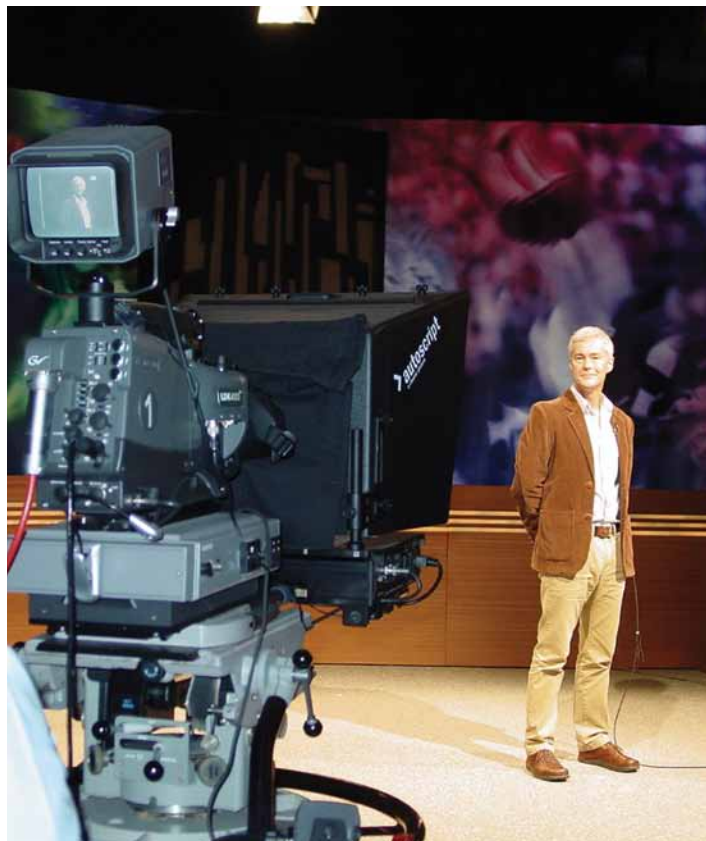
PRODUCTIONS

Telling Louisiana's story has always been a major part of LPB's mission and 2014 was no exception. The year started with the creation and premiere of four episodes of the award-winning **Alive! In America's Delta** series that looked at efforts to protect and replenish the state's endangered species. The Louisiana Department of Wildlife and Fisheries was the underwriter for the series.

A new weekly show called **Art Rocks!** premiered in April. Produced by LPB's Donna LaFleur and hosted by *Country Roads Magazine* Executive Editor James Fox-Smith, the program spotlighted the work of both Louisiana artists and artists from around the country in addition to providing information about the arts in the state.

McNeese University in Lake Charles was the site for the annual McLeod Lecture in March. The topic was the future of Louisiana's military bases in the wake of military downsizing and base closures around the country and the efforts at Barksdale Air Force Base and Fort Polk to save those installations. The show premiered in June.

In July, LPB travelled to New Orleans to shoot **The Great American Seafood Cook-Off** where 19 chefs from around the country battled to see who is the best seafood chef in the land using the seafood indigenous to their states. The show premiered in November and will be distributed to public television stations around the country in 2015.



U.S. Senate candidates incumbent Mary Landrieu, Congressman Bill Cassidy, and Rob Maness squared off on October 14 as CABL and LPB hosted the first statewide televised debate of the campaign. In addition to the six-station LPB network, the hour-long debate also aired on WYES and WLAE-TV in New Orleans.

The debate at Centenary College in Shreveport was moderated by LPB President/CEO Beth Courtney and CABL President Barry Erwin. The candidates were questioned by a panel of reporters that included **Louisiana: The State We're In's** Anchor/Producer Shauna Sanford, *LaPolitics.com* and *LaPolitics Weekly* publisher and editor Jeremy Alford, columnist Stephanie Grace from *The Advocate* and Alan English, the Executive Editor and General Manager of *The Times* in Shreveport and The Times Media Network. Questions were also sent in from citizens around the state.

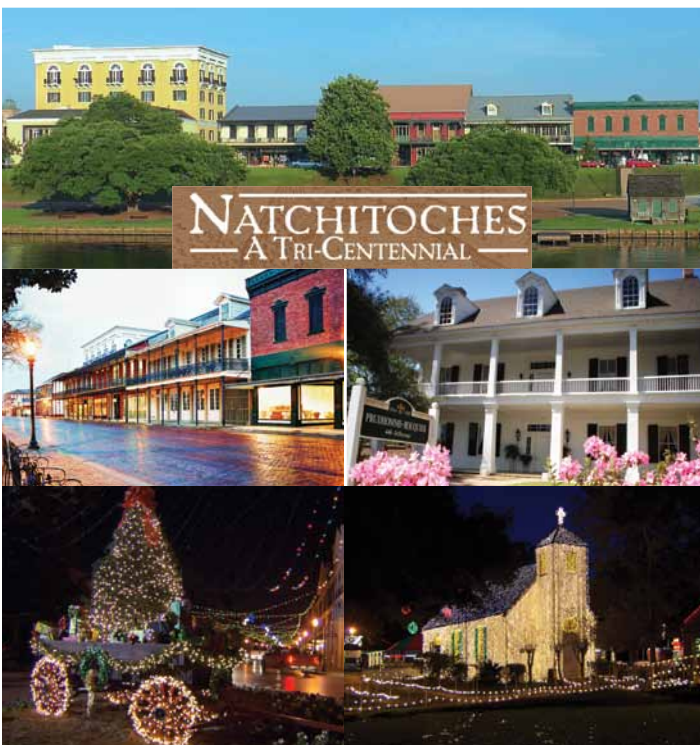
Additional support for the debate was provided by AARP and the Shreveport Chamber of Commerce.





The 13th series of **A Taste of Louisiana with Chef John Folse & Company** was also shot in 2014. **Hooks, Lies and Alibis** will feature fish and seafood recipes from around the state and travel from Toledo Bend to the Gulf of Mexico to show some of the great locations for fishing in the state.

In December, LPB joined in the celebration of the 300th anniversary of the founding of the state's oldest permanent settlement with the premiere of **Natchitoches: A Tri-Centennial**. Charlie Whinham and videographer Rex Q. Fortenberry explored the history and current activities in the North Louisiana community.



Louisiana: The State We're In began its 38th year on the air in September. Charlie Whinham and Shauna Sanford anchor and produce the only state-wide newsmagazine in Louisiana with its mix of the important news in the state, interviews with newsmakers and features about the interesting people and places in the state. When the Legislature went into session March, the **State We're In** team kept viewers informed about what was happening through the weekday **Capitol Beat** reports.

Louisiana Public Square is in its 10th season of providing a forum for discussions about the important issues facing the state. Topics this year included Common Core, Gay in Louisiana and the debate over the decriminalization of marijuana. A special **Louisiana Public Square** aired after the **FRONTLINE** premiere of **Breaking Away**, the story of the efforts to create the new city of St. George in East Baton Rouge Parish. It was the first face to face meeting between the proponents and opponents of the annexation effort.

EDUCATION

Providing resources for teachers and helping preschoolers develop the literacy skills they need to succeed in school remain major parts of LPB's mission.

LPB was chosen as one of the 33 television and radio stations to participate in the American Graduate: Let's make It Happen program. American Graduate is supported by the Corporation for Public Broadcasting and will LPB identify community programs that are helping decrease the dropout rate in Louisiana. Through American Graduate, LPB will also hold a series of town meetings to discover what the public would like to see done to solve the high school dropout crisis. LPB held the first of these town meetings in November with another scheduled in April, 2015.



LPB and Stine Home & Yard in Walker had "Bob the Builder Day" on September 27 at Stine. The free event featured a Bob the Builder look-a-like contest with all of the entrants receiving a prize. Stine demonstrated equipment such as mini-excavators, backhoes and skid-steer loaders. The kids saw the machines actually working to move dirt and other tasks just like Bob's friends. Plus, Stine employees guided the children through simple, age-appropriate craft activities, such as building a bird feeder.

LPB Learning Media provided digital media such as video clips, games, and more to over 40,000 Louisiana educators in 2014, helping them augment their lesson plans for their students.

LPB continued the very successful technology camps underwritten by the Baton Rouge Rotary Club in 2014, holding two at LPB, two at the J.K. Haynes Charter School and one at the New Horizon Head Start Center. These week-long camps teach children how to use computers and enhance their literacy skills through a wide range of entertaining and educational activities. LPB Outreach professionals also trained 28 Iberville Parish educators to conduct their own Super WHY! camps. In 2015, Super WHY! Camps will be held in West Baton Rouge Parish for the first time.

In New Orleans, LPB and Entergy continued their partnership with eight childcare centers and two elementary charter schools by providing books, teacher training and other outreach activities to prepare preschoolers to learn how to read and increase their interest in science and math.



AWARDS



Louisiana Public Square
Gay in Louisiana
Telly Award

Alive! In America's Delta
Black Bear Comeback
Silver Telly Award
Suncoast Emmy Finalist

Whooping Crane's Majestic Comeback
Telly Award



Catch A Career
Suncoast Emmy Finalist



Peg + Cat made a special appearance at LPB in November to preview their new Christmas special and help collect cat and dog food, collars leashes and other pet items to help two local pet rescue groups. **Dinosaur Train: Classic in the Jurassic** gave kids a chance to preview the new Dinosaur Train special and use the series computer apps.

LPB, with help from The Verizon Foundation, also continued its Library Corners partnership with the Calcasieu Parish Libraries. One of our favorite activities of the year was the "Fun with Fideaux" event at the Lake Charles Main Library where children read their books to service dogs.



2014 UNDERWRITERS

SHOWS SUPPORTED BY
THE FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING

LOUISIANA: THE STATE WE'RE IN
LOUISIANA PUBLIC SQUARE
NATCHITOCHE: A TRI-CENTENNIAL
ATCHAFALAYA HOUSEBOAT
SUMMER OF BIRDS

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 Gregory Frost
 Myrtle Fuller
 William Fullerton
 Marilyn Fullton
 Karl Fuselier
 Edgar Gaddis
 John Gajda
 Mrs Patti Galey
 Sissy Galloway
 Joan Garber
 Henry Garner
 Darlene Gary
 Anne Gautreaux
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 Nancy Gay
 Elizabeth Gayle
 Virginia Gayle
 Barbara Geesey
 Earl George
 Keith Gibson
 Ray Glasgow
 Stowe Glasscock
 Carole Gloger
 John Godwin
 Barbara Goebel
 W. Roland Goetzman
 Raymond Goodrich
 Florence Gordon
 Stewart Gordon
 Gerald Goss
 Warren Gottsegen
 Gilbert Gragg
 William Graham
 Nestor Granelli
 Beverly Granniss
 F Grant
 Peter Gray
 Charles Green
 Catherine Gregorio
 Thomas Gresham
 Mrs. Lowry Griffon

Lee Guarisco
 Frances Guenter
 D Gueymard
 John Guice
 Peggy Guidroz
 Charline Guidry
 Genevieve Guidry
 Jaret Guidry
 Leslie Guidry
 Roberta Guillory
 Charles Gunn
 John and Garland Guth
 Pat Hair
 Orlando Hamilton
 Scott Hamilton
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 Mr Jim Hanna Jr
 Donna Hanson
 Quintin Hardtner
 Ben Hardy
 Dan Hare
 Beatrice Harris
 Jerri Harris
 Douglas Harrison
 Claudia Hathorn
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 Kenneth Haydell
 Mary Hayes
 Cordell Haymon
 William Haynes
 Maureen Hays
 Patricia Hays
 Robert Heard
 Cheryl Hebert
 Richard Hebert
 Richard Hebert
 Helen Hedgemon
 John Hedrick
 Robert Helm
 Donald Henley
 Darrell Henry
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 Derrill Heurtin
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 Candace Higginbotham
 Katherine Hill
 Kenneth Hill
 Richard Hill
 Edward Hiller
 Paul and Madlyn Hilliard
 John Hillman
 Daniel Hillmann
 Lilla Himel
 Anzella Hines
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 Donald Hinton
 W Hodges
 Mary Hodgkins
 Georgia Hodgson
 Paula Hoffman
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 Madeline Holder
 Elizabeth Holloway
 Joseph Holmes
 Joe Holyfield
 Jane Honeycutt
 William Hopwood
 Sherry Horton
 Wayne Howard
 Mr Harvey Howington
 Venida Hudson
 Frank Hughes
 Michael Hughes
 Alex Hunt
 Randolph Hunter
 Glenda Huval
 Margaret Huval
 Kay Immel
 R Jackson
 Linda Jahnke
 Anne James
 Anne James
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 Lisa Jaubert
 's Jayasinghe
 Ruth Jenkins
 Clyde Johnson
 Dean Johnson
 Margaret Johnson
 Norbert Johnson
 Eva Jones
 Ms A Lynne Jones
 Paul Jones
 Robert Jones
 Susanne Jones
 Ron Juneau
 Patricia Kahle
 Charles Kantrow
 Lee Kantrow

Stuart Kay
Frank Kean
Craig Kees
Howard Keese
Elizabeth Keith
Brenda Kelley
Don Kelly
Neil Kestner
Toni Ketchell
Margaret Killingsworth
Ann King
Bob King
Brian King
William Kintzing
Edith Kirkpatrick
Marilyn Klam
Debbie & Jeff Kleinpeter
Leonard Knapp
Philip Knowles
Jeri Kouns
Larry & Alice Kronenberger
Rebecca Krouse
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Elayne Kuehler
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Timothy Larkin
John Lastrapes
Nick Lattimore
Ginger Laurent
Lewis Lauve
Leander Lavergne
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Janet Leblanc
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Roslyn Maranto
Linda Marchand
Paula Marchand
Harvey Marcus
Joan Martin
Melinda Martin

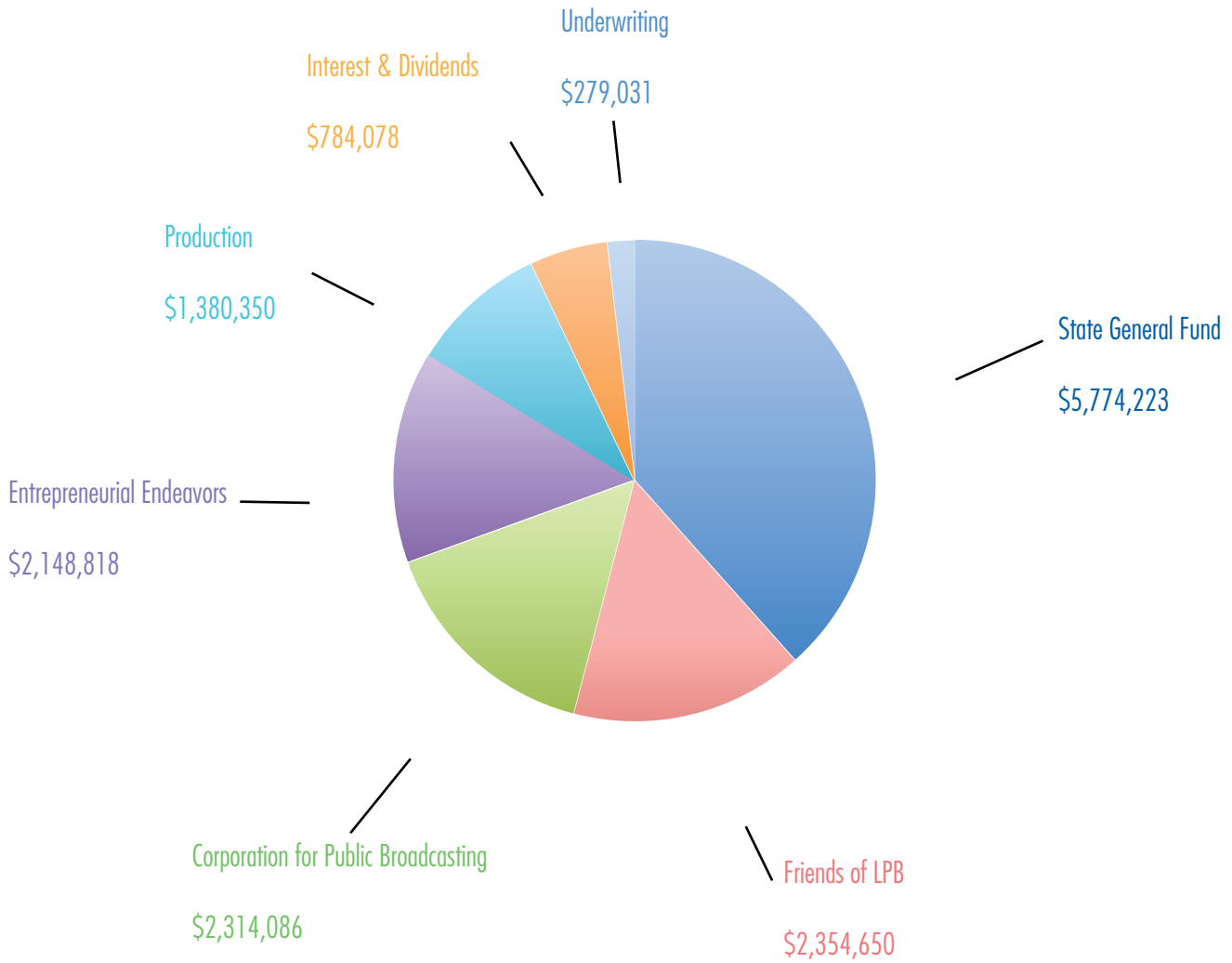
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O Thompson
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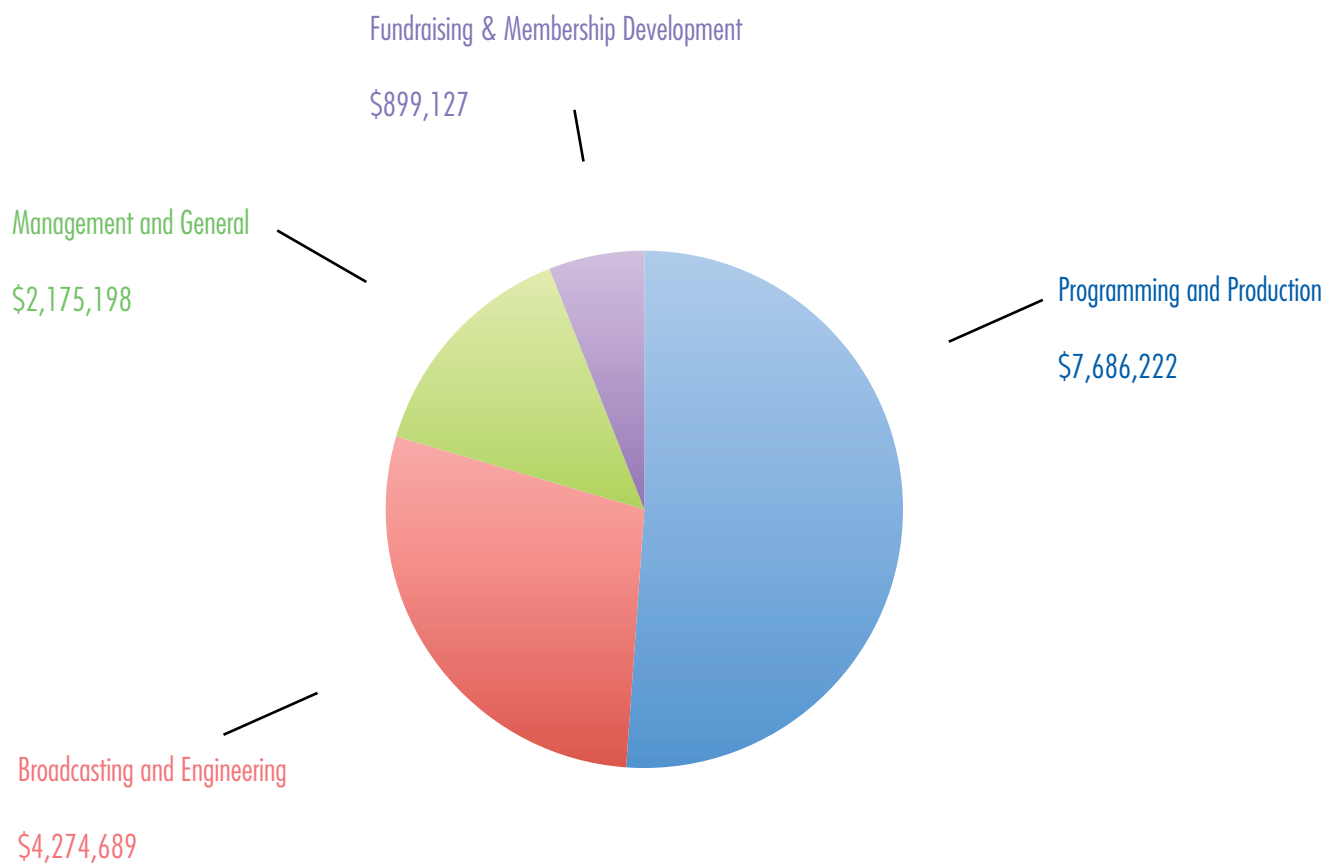


LPB FISCAL YEAR 2014

REVENUE

State General Fund	\$5,774,223
Friends of LPB	\$2,354,650
Corporation for Public Broadcasting	\$2,314,086
Entrepreneurial Endeavors	\$2,148,818
Production	\$1,380,350
Interest & Dividends	\$784,078
Underwriting	\$279,031

Total \$15,035,236



LPB FISCAL YEAR 2014


EXPENDITURES

Programming and Production	\$7,686,222
Broadcasting and Engineering	\$4,274,689
Management and General	\$2,175,198
Fundraising & Membership Development	\$899,127
Total	\$15,035,236



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.



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