

ANNUAL REPORT 2016

### A LETTER FROM LPB PRESIDENT & CEO BETH COURTNEY



A LETTER FROM FRIENDS OF LPB 2016 BOARD CHAIR DAN HARE



This year the people of Louisiana turned to LPB as a trusted voice in a time of turbulence. Together we weathered the flood waters in both North and South Louisiana. LPB shared stories of courage, collected items and delivered aid to those in need. More than 80 public television stations across the country sent materials and supplies for us to distribute. Our on-air pledge drive included appeals for the teachers and classrooms that were flooded. We distributed over 2,000 books and we continue to work with early childhood centers in the areas of most critical need. Once again LPB continues its mission of being a safe haven for families while also serving as the state's largest classroom.

In addition to our role in public safety, we remain a place for the public to have civil discourse. We provide ongoing coverage of the legislature on **Louisiana: the State We're In** and defended in court our responsibility to broadcast statewide debates for public office. Our debate for the United States Senate took place in Ruston and was widely viewed on air and online. Citizens participated in our continuing series, **Louisiana Public Square**, debating topics such as the display of Civil War monuments and the latest resources available to properly train police officers. We take seriously the notion that democracy relies on an educated populace.

We celebrated this year with an outstanding group of Louisiana Young Heroes who inspire us all with their academic achievements, commitment to their local communities, often in the face of adversity. Our signature event for the 26th year was the Louisiana Legends Gala and with gratitude we thank the Friends of LPB for their leadership in this extraordinary evening. This year, we began a new tradition with an **Evening Concert at the Governor's Mansion**. Zachary Richard shared his musical talents as we celebrated a Christmas concert at the mansion that highlighted our Cajun heritage. He was joined by a talented group of French immersion students whose carols captured the spirit of hope for the New Year. Resilience is a trait shared by many of us in Louisiana and this year, we thank all who helped us weather the challenges as we look forward to a bright future.

Friends of Louisiana Public Broadcasting is a nonprofit corporation operating solely to support the Louisiana Educational Television Authority (LPB). Friends of LPB is organized to advance the educational and cultural enrichment of all citizens and to assist in making the benefits of quality public television available to all the people of Louisiana. The organization is governed by a volunteer board of directors consisting of 28 individuals from across the state, with the tremendous support of an amazing staff of four employees who perform the day-to-day and often evening operations.

At the 2016 PBS Annual Meeting, Rose Long, one of our long-time board members, was honored with the Public Broadcasting System's Grassroots Advocacy National Volunteer of the Year Award for her ongoing support of LPB. Rose never missed an opportunity to promote the valuable services of LPB. Long served on the Friends board from 2010–2016, and was Chair of the Legends Gala from 2012-2015. She recently passed away after an incredibly courageous battle with cancer. The world is a much better place because of Rose, and the people she has touched during her life.

In 2016, over 13,500 viewers like you made contributions to the Friends of LPB through a variety of gift opportunities throughout the course of the year. Each and every gift we receive makes a difference, now more than ever. We thank you for your continued support and ask that you encourage others to support LPB as well.

One of the highlights of the year was the Louisiana Legends Gala, which since its inception has recognized 128 outstanding Louisianans for their achievements. Through sponsorships, ticket sales and a wonderful silent auction, this year's event showcased the finest examples of our great state's most valuable resource – our people. Other ways that supporters have contributed to Friends of LPB included a raffle for a car and a raffle for first class airfare tickets to Barcelona. In addition, a generous gift estate gift was bequeathed to us by one of our viewers.

It has been quite a year. Whether it was welcoming families to our Daniel Tiger event at Acadian Village in Lafayette, driving a van full of UL alumni volunteers to the LPB studio to man the phones during the premiere of Zachary Richard's **Attakapas: The Cajun Story**, or greeting guests at the Governor's Mansion for the Louisiana Legends reception, I have done it with pride in the organization that I serve, the many great Friends of LPB and viewers like you.

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



A LETTER FROM LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD CHAIR GWEN CARTER



The Foundation for Excellence in Louisiana Public Broadcasting began its 25th year of existence in 2016 for the exclusive purposes of promoting, developing, enhancing and assisting public television in the State of Louisiana. All of its efforts are directed to financially support Louisiana Public Broadcasting through an endowment which the Foundation created and administers.

Challenges to LPB's ability to stay on air continue to arise at the state and federal levels. Without funding for public television, LPB would not have sufficient funds to acquire much of the award-winning programming which Louisiana viewers love to watch nor the transmitters and other equipment to broadcast it. Funds available from endowment earnings play a vital role in this difficult environment to assist LPB in carrying out its mission of providing outstanding educational programs throughout Louisiana.

The individuals who compose the Foundation's Board of Trustees are dedicated to providing strong financial support for LPB's present and future operations. They are ably assisted by its investment advisor, The J.K. Meek Group at Graystone Consulting, which was selected in 2010 through a highly-competitive national search and has performed well during these challenging economic times.

We encourage each viewer who enjoys LPB's excellent programming to financially contribute through annual giving, as well as planned giving, to help make this 25th year of the Foundation truly meaningful. Let's all work together for the good of LPB, and that of our state!

### FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING BOARD

Charles Spencer, Chair Mary Joseph, Secretary Dudley Coates, Treasurer Sally Clausen Rose Hudson H. Alston Johnson III Frank McArthur Darrel Papillion As Chair of the Louisiana Educational Television Authority Board, I see the legacy of the past 40 years as a prelude to the next 40 and more years. We will strive to keep our commitment of broadcasting the highest quality programs and educational outreach our viewers expect from Louisiana Public Broadcasting.

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## OUTREACH

At Louisiana Public Broadcasting we love to venture out into the community and meet our viewers! Throughout the year, LPB hosts film screenings, events for parents and children, and information fairs that serve to inform the public. Here are some our outreach activities in 2016:

In March, former LSU Baseball Coach Skip Bertman, Southern University Baseball Coach Roger Cador, and LPB's Charlie Whinham discussed the social impact of Jackie Robinson's life and career. The next week, Whinham headed north to the Eddie Robinson Museum where he and retired Grambling Baseball coach Wilbert Ellis hosted a screening and discussion at Grambling State University. Panelists included former major leaguers Ralph Garr, George Stone, and Mackie Freeze, and former sports writer Paul Letlow. Everyone in attendance enjoyed an exclusive first look at the powerful documentary, Jackie Robinson, received door prizes, and participated in a discussion about Jackie Robinson's legacy. Not only did we preview this important documentary, but our panelists at both screenings provided insight into the world of baseball, and the climate of race relations during Robinson's career.



The 21st annual Louisiana Young Heroes Awards took place in April of 2016. LPB and partner Rotary Club of Baton Rouge honored eight amazing students in grades 7 through 12 from all across the state. And for the first time, the ceremony was live-streamed on LPB's homepage and through Facebook.



LPB CEO & President Beth Courtney (left), Governor and Mrs. John Bel Edwards (center) and the Louisiana Young Heroes 2016 honorees.

In July and September, LPB Senior Producer Kevin Gautreaux talked to the Louisiana Legislative Youth Advisory Council (LYAC) at the State Capitol about our monthly LPB "town talk" series, **Louisiana Public Square**, with approximately 45 in attendance. We feel it is important to connect with young adults who are engaged in their communities.

In May, the **Louisiana Public Square** topic of discussion was **Louisiana Veterans Coming Home**. The show brought together panelists and audience members that included veterans from different branches of the armed forces, as well as civilians and sought to provide outreach and support for returning post-9/11 soldiers. LPB hosted a screening event of the show's broadcast with 16 exhibiting organizations including "Team Red, White & Blue" and the Natural Resources Conservation Service with its "Homegrown by Heroes" program. Over 60 area veterans attended the event. The town hall and screening events were part of LPB's production work associated with the "Veterans Coming Home" grant.



In August, following the floods that devastated parts of the Greater Baton Rouge area, LPB donated 10% of the money raised in the August/September membership campaign towards flood relief. In addition, we also produced a 90-minute special, **Education and Recovery: LPB Gives Back**. This program introduced viewers to principals and teachers impacted by the flooding, as they shared personal stories of the destruction. 100% of funds raised on the statewide broadcast and live streaming event, went to the replacement of school supplies lost during the flood. Louisiana's First Lady Donna Edwards also appeared on air, encouraging viewers to help schools that were dealing with such overwhelming loss. The response from our viewers was heartwarming.



In response to the floods, donations were sent to LPB from more than 80 generous public television stations across the country and through a Corporation for Public Broadcasting grant. An auditorium full of flood relief supplies including clothes, cleaning supplies, pillows, blankets, diapers, household items, etc., were distributed to affected citizens in shelters, churches and other civic organizations. Over 100 thankful and enthusiastic teachers picked up school supplies to restock classrooms for both themselves and their colleagues. Over 2,000 books were given to East Baton Rouge and Livingston Parish school libraries and to Livingston teachers who came to LPB for help in rebuilding their classroom libraries. Two hundred Playtime Pads were donated to preschool classrooms in Livingston and to Glen Oaks Park pre-K classrooms in East Baton Rouge. Professional development for teachers was provided by LPB to help them effectively use the devices in their classrooms.



As part of the "Chasing the Dream" grant, LPB produced timely content that focused on low to moderate income families in Louisiana. Three **Louisiana: The State We're In** segments explored Medicaid expansion for the state's impoverished citizens; how the public defender shortage impacts the indigent, and the two sides of the minimum wage increase debate.

LPB also enjoys premiering new PBS programs and memorable series. In October, over 100 guests attended a VIP Champagne Reception at the Robinson Film Center in Shreveport, LA, for the premiere of **Soundbreaking**, an eight part series that examined the history of recorded music. LPB hosted a preview of **Hamilton's America** at the Columbia Theatre in Hammond, LA and gave the thrilled audience a peek at the PBS Fall Arts Film Festival. Special guests from Center Stage Performing Arts Academy in Gonzales, LA, performed musical numbers inspired by the PBS Fall Arts Festival. The free event included a photo corner with hats, props, and frames, offering wonderful moments to connect with LPB viewers and preserve a lasting memory of the night.

Also in October, LPB and Alexis de Tocqueville Project at the University of New Orleans hosted a screening and panel discussion that explored issues of economic and political inequality. The event was held in the Liberal Arts Building on UNO's campus. A preview of the documentary **Dream On** was shown. The program featured political comedian John Fugelsang as he retraced the 1831 journey of Alexis de Tocqueville, who popularized the idea of the American Dream, to

find out whether that dream is still alive. Following the screening, Chris Surprenant, Associate Professor of Philosophy and Director of the Alexis de Tocqueville Project at UNO, moderated the panel discussion.

LPB works to promote literacy at every age. On Halloween, LPB participated in the annual Louisiana Book Festival in downtown Baton Rouge. Staff members and volunteers handed out flyers for upcoming events and talked to attendees about LPB programming.

In November, LPB partnered with Southern University for a preview screening of **Black America Since MLK: And Still I Rise** followed by an engaging panel discussion. Also partnering in presenting this event were the La Capitale Chapter of The Links, Inc. and the 100 Black Men of Metro Baton Rouge, LTD. The panel discussion was moderated by Dr. Robyn Merrick, with the Southern University System and past Board Chair of Friends of LPB.



LPB emjoys planning events for children and families. In November, LPB welcomed PBS Kids star Bob the Builder for a special event at Stine Home & Yard in Walker, LA. Kids were delighted to meet Bob, and made fun crafts to take home while parents registered for door prizes! Some kids came dressed like Bob and participated in a Bob the Builder lookalike parade with all of the participants receiving a gift!

LPB's Educational Services Department started a parent e-newsletter in 2016. Mothers and fathers can learn about useful parenting tips, tools for early childhood learning and information on crafts, games, and activities. This is in addition to the monthly educational newsletter that goes out to 46,000 educators and school administrators in the state, alerting teachers to e-programs, resources, and services provided by PBS and LPB that can be used in the classroom.

LPB continues to partner with the Louisiana State Archives to expand the Louisiana Digital Media Archive (LDMA) which currently has over 3,500 videos available for online viewing. These resources are important for teachers and students, and are available to the general public, as well.

In 2017 LPB has plans for even more local productions, entertaining community and kid events, and of course, great programming all year round!

## PRODUCTION

Each year, Louisiana Public Broadcasting produces timely news coverage, as well as original documentaries and programs. We strive to create content that is engaging, informative, and entertaining for our viewers.

### LPB's News Coverage:

In addition to national news offerings such as **Nightly Business Report**, **PBS NewsHour**, **Charlie Rose** and **Washington Week**, we also produce signature local news and public affair programming that are important to Louisiana residents through **Louisiana: The State Were In** and **Louisiana Public Square**.

**Louisiana: The State Were In**, LPB's weekly newsmagazine, hit a milestone in September – its 40th year on the air! It showcases the people, places, and events that make our state unique. The series presents news that Louisianans want to know more about: the Alton Sterling and police shootings in Baton Rouge, flooding and recovery in several areas of the state, the difficult challenges that veterans face upon their return home, President Obama's visit, Medicaid expansion and health care, plus more general topics like politics, community events and cultural activities.

**Louisiana Public Square**, LPB's monthly "roundtable" discussion program, brings together experts and viewers to deliberate and address topics that affect our citizens. The series had a year of timely, and sometimes contentious, subjects including:

- Police POV: Body Cameras in Louisiana looked at policing procedures in minority communities.
- Effects of Expansion: Medicaid in Louisiana explored stories of those who now have access to health care, as well as how insurance premiums and hospitals were affected.
- Justice on Hold addressed the state's public defender shortage, which leaves those who are accused and indigent without representation.
- Opiates & the Bayou State highlighted the overdose epidemic in Louisiana.
- Louisiana Veterans Coming Home provided information and support to returning soldiers in order to bridge the military/civilian divide.
- Symbol or Statement? History in Public Spaces asked if the display of Civil War statues in public is justified or whether they belong in museums instead.
- Regular & Extraordinary: Louisiana Legislative Review looked at whether the state's tax structure could be reformed to avoid a future budget crisis.

- Louisiana Post-Katrina: A Decade of Difference examined the economic effects of the massive storm and how demographics, public services and preparedness has changed.
- Pass or Fail, Louisiana's Education System addressed the performance of the state's public school system and what the new federal "Every Student Succeeds Act" means for education in Louisiana.
- Election 2016 explored what national and statewide concerns were on citizens' minds as they headed to the polls.
- Beyond the Flood brought together flood-affected homeowners, representatives from FEMA, the agency disbursing federal aid, members of the business community, and the state's workforce commission.

In addition to these recurring news and information programs, LPB covers important and sometimes unexpected occurrences as they happen and that often involve issues of public safety, such as natural disasters. Our extensive work during and after the 2016 floods is noted on pages 4-5. What you may not know is that during this time, we also served as a resource for other national news media outlets, as we are the only station with uplink technology allowing emergency officials and community leaders to be interviewed remotely.

Another example of our timely news coverage is during election cycles. LPB helps viewers make informed decisions at the polls. In 2016, political candidates vied for retiring U.S. Senator David Vitter's vacant seat. On October 18, LPB and the Council for A Better Louisiana hosted Decision 2016: The Race for the Senate, a candidate forum featuring the major candidates in the 2016 U. S. Senate race. The debate was aired live from the campus of Louisiana Tech University in Ruston, and included questions from the university's students. The program was hosted by CABL President Barry Erwin and LPB President and CEO Beth Courtney. In additional to the statewide broadcast, the debate was picked up by CSPAN and a number of other major news outlets.

### LPB's Original Documentaries and Programs:

LPB loves to tell stories from every corner of the state and share them with our viewers in their living rooms! In 2016, our original content included:

• Burden Museum & Gardens: A Family's Gift premiered in August and was a partnership with the Burden Foundation, LSU and the LSU AgCenter to commemorate the 50th anniversary of this state treasure. The documentary took us on a journey that began in the 1800's where we meet a family whose heirs would make an extraordinary gift to future generations.

• Louisiana Travels with Charlie Whinham: LPB premiered a new episode in September and this time Charlie took us to the historic Hotel Bentley in Alexandria, revealing the role this hotel played in World War II. He also cast his line at the Toledo Bend Reservoir, rated the #1 bass fishing lake in the nation.



### **Deeply Rooted: Saving Our Seeds & Stories** premiere





• Deeply Rooted: Saving Our Seeds & Stories: In December, LPB premiered a documentary about renowned seed saver, Master Gardener, and classically trained artist John Coykendall. John as spent the past 40 years travelling to Washington Parish, saving the heirloom seeds and illustrating and documenting more than 80 volumes of oral histories, foodways and farming traditions of this rural Louisiana Parish.

### An Evening at the Governor's Mansion: A Christmas Celebration





• An Evening at the Governor's Mansion: A Christmas Celebration also made its debut in December. This special performance by singer/songwriter Zachary Richard, featured the Myrtle Place French Immersion Children's Choir and was recorded live. The setting and the music truly captured the Louisiana Christmas spirit.

## **EDUCATION**

Louisiana Public Broadcasting loves to join with partners on our mission of education. In 2016, LPB partnered with the Catholic Charities of the Diocese of Baton Rouge (CCDBR) on a Walmart Foundation grant. This partnership provided instructional content and trained personnel to provide employment services to adults. In a state with many economic challenges, nearly 300 adults received services that taught them technology and work skills, helped them build online resumes, and assisted them with job placement. In addition to the training materials, the Employment Services of CCDBR received laptop computers to create a mobile training lab for offsite employment training. Because of this project, CCDBR has the equipment, instructional content, and trained personnel to continue providing employment services to a nine parish area.

Through a grant from Entergy, LPB early childhood educators provided monthly workshops to teachers at ten childcare centers in New Orleans. The training focused on how to effectively use the curriculum and resources from the popular **Sid the Science Kid** series. Quarterly workshops for parents focused on instructing them on how to use the resources to continue their children's learning at home. Children at two centers created their own science activities, based on **Sid the Science Kid**, for their centers' science fairs. LPB also hosted a fun celebration for all ten centers at Storyland in City Park in New Orleans.

Again this year, LPB hosted three week-long summer camps. The first week in June was a Literacy Camp for 4-year-olds. The next two weeks were Math, Science, and Technology Camps, first for 4-year-olds, and the second for 5-year-olds. LPB believes that early learning in reading, math, science and technology is vital for our youngsters.









## FRIENDS

Friends of LPB hosted some spectacular events for their members. Over 60 guests attended LPB's Champagne and Chocolate event hosted by Friends of LPB on Sunday, March 6. Guests had an opportunity to be the first to see the season finale of **Downton Abbey**. Everyone enjoyed a fun afternoon of sipping champagne and dining on chocolates provided by Chocollage and desserts provided by Les Amis Bakery.

LPB's Louisiana Legends, for the 26th year, spotlighted some of 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 2016 honorees at the gala in May were Hollis Conway, two-time Olympic Medalist, National Track and Field Hall Of Fame Inductee; Charlie Cook, political analyst, Editor and Publisher of the Cook Political Report; William Doré, leader in the marine construction industry, 2000 Horatio Alger Award Winner; Sylvia Goodman, philanthropist and community leader, Shreveport's Citizen of the Year; W. Henson Moore, Louisiana Congressman, George Bush Deputy Chief of Staff; and Charlie Weems, community Leader and philanthropist, LSU Law Center Hall of Fame Honoree.

At the end of December, Friends of LPB hosted a Holiday Tea inspired by **Victoria on Masterpiece**. A group that spanned several generations enjoyed delectable pasties and other tasty treats while seeing a preview of the premiere episode of **Victoria on Masterpiece**.









## AWARDS

### **TELLY AWARDS**

Louisiana Public Broadcasting won three Tellys in the 37th Annual Telly Awards:

## Louisiana Public Square: Symbol or Statement? History in Public Spaces

Silver

Category: TV Programs (News/News Program)

### Katrina Ten Years After: A Second Life, A Second Chance

Silver

Category: Documentary Film

### Louisiana Travels with Charlie Whinham

Bronze

Category: Travel/Tourism

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films.





### LAB PRESTIGE AWARDS

### **Clarence Copeland**

Category: Engineer of the Year

LPB's C.C. Copeland (pictured with his wife Angela) was presented with this year's Broadcast Engineer of the Year Award at the Louisiana Association of Broadcasters 2016 Prestige Awards for Excellence in Broadcasting at the annual luncheon.



## 2016 UNDERWRITERS

SHOWS SUPPORTED BY THE FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING

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

LPB would like to thank all the companies and individuals who supported public television in Louisiana by underwriting LPB programs and events.

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## MAJOR DONORS

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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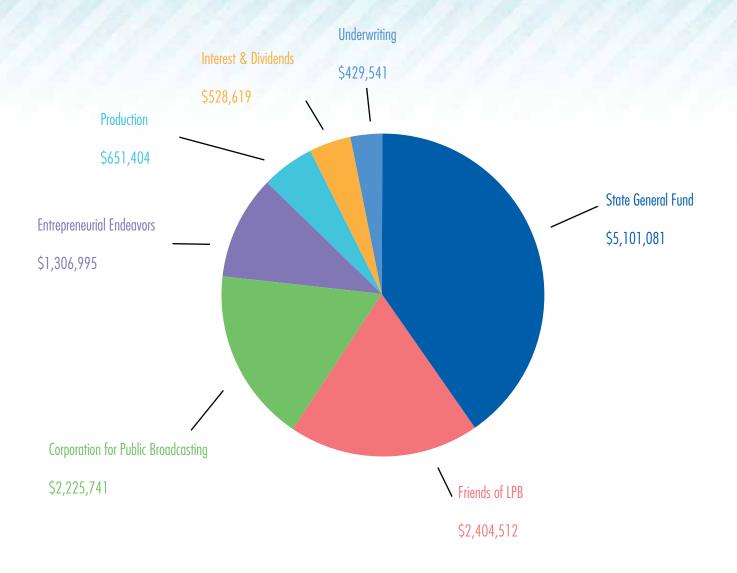
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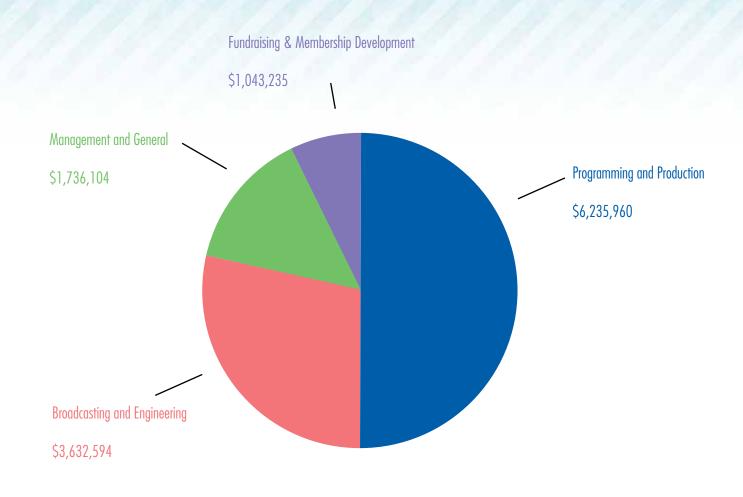
### LPB FISCAL YEAR 2016

### REVENUE

State General Fund
Friends of LPB
Corporation for Public Broadcasting
Entrepreneurial Endeavors
Production
Interest & Dividends
Underwriting

\$5,101,081 \$2,404,512 \$2,225,741 \$1,306,995 \$651,404 \$528,619 \$429,541

Total \$12,647,893



### LPB FISCAL YEAR 2016

### **EXPENDITURES**

Programming and Production
Broadcasting and Engineering
Management and General
Fundraising & Membership Development

\$6,235,960 \$3,632,594 \$1,736,104 \$1,043,235

Total \$12,647,893

