

ANNUAL REPORT 2017

A LETTER FROM LPB  
PRESIDENT & CEO  
BETH COURTNEY



2017 has been another eventful year for Louisiana Public Broadcasting. We remain dedicated to education and cultural enrichment using the powerful tools of communication delivered through our statewide technical infrastructure. Whether on-air, in print or through social media and streaming services, LPB is here for you. In fact, we are considered by many as the state's largest classroom. Every week 376,000 people age two and up are watching at least one of our three channels. The LPB PBS Kids channel airs children's programming 24 hours a day, seven days a week. In Louisiana, we have also enhanced that lineup with 14 hours a week of French immersion programs, part of our ongoing commitment to support the Council for the Development of French in Louisiana (CODOFIL). We also have a robust online and digital service for some 30,000 teachers across the state. We bring the best well-researched and effective learning content to children and educators every day. The line-up of educational programs includes **Mister Rogers' Neighborhood**, **Daniel Tiger's Neighborhood**, **Wild Kratts**, **Super WHY!**, **Dinosaur Train**, and **Curious George**. Your children and grandchildren watch us and now they use our apps! We take pride in serving as the connector between parents and the classroom and each year, we look for ways to increase our ability to make Louisiana children ready to learn so they may achieve their highest potential when they begin kindergarten.

We are equally committed to telling Louisiana's stories, and this year our work garnered three Emmys. **Attakapas: The Cajun Story** was awarded an Emmy for singer-songwriter Zachary Richard's musical telling of the history and journey of the Cajun people. The second program was **Deeply Rooted: John Coykendall's Journey to Save Our Seeds & Stories**. It tells the tale of renowned seed saver, Master Gardener, and classically trained artist John Coykendall, who is preserving heirloom seeds and recording stories from families and farmers in Washington Parish. Lastly, we were recognized for our town hall community meeting as part of LPB's monthly series **Louisiana Public Square**. In this episode entitled **Black & the Blue**, attendees discussed the relationship between the police and a deeply concerned community. These three awards reflect the excellent work of the wonderful independent filmmakers with whom we collaborate and of our dedicated staff.

In order to produce these programs and others, we are deeply grateful to our viewers for their ongoing support. These contributions combined with grant and underwriting support that we actively seek, allow us to continue to initiate important projects such as **Veterans Coming Home**, in which we help to tell the stories of Louisiana veterans as they return to civilian life. These profiles are a part of the more than 70 recollections of Vietnam Era veterans added to our digital media archives this year alone.

From the news and public affairs that we deliver to you each week, to history, culture, and wonders of the natural world that we bring year-round, LPB is worth preserving and a state asset that delivers educational value to Louisianans of all ages. Thank you for being with us in 2017, and with your help, we look forward to more shared experiences in 2018.

A LETTER FROM  
FRIENDS OF LPB  
2017 BOARD CHAIR  
BILL BLACKWOOD



Friends of Louisiana Public Broadcasting is a nonprofit corporation operating solely to support the Louisiana Educational Television Authority (dba LPB). The organization is governed by a volunteer board of directors consisting of 30 individuals from across the state, supported by an amazing staff of three who work diligently to provide needed revenue for LPB.

During the 2017 fiscal year, Friends of LPB transferred \$1,223,511 to LPB. The revenue is generated from fund raising activities held throughout the year. The majority of these funds are donations from our viewers, whose generous support helps to make educational, inspirational, and entertaining television available to citizens of all ages in our state. In addition to our board of directors, over 150 people volunteered their time to help with programs and membership drives. We thank you for sharing your time and treasure to help make LPB the gem that it is!

The 27th Annual Louisiana Legends Gala was a very special event honoring the best and brightest of Louisiana's sons and daughters. Over 400 people came to celebrate the lives of our latest honorees: Julian E. Bailes, Jr. M.D., James Moncus, Juan Pierre, Dee Dee Reilly, and Toni and Emmet Stephenson. Since the Gala's inception in 1990, Friends of LPB has recognized 134 outstanding Louisianans for their achievements. We thank our sponsors, guests, auction patrons and volunteers for helping to spread the good news of our state and raising \$240,000 in the process.

Friends of LPB continues to look for opportunities to partner with other organizations to effectively and efficiently provide our award winning programs. Last year, we enjoyed a great collaboration with Quota International of Baton Rouge. The Quota Club hosted the event, "Eyes on the Ties," that provided \$43,000 to support children's educational initiatives while raising public awareness for LPB. We thank the Quota Club for their wonderful contribution! Another fun collaboration occurred with the Cortana Kiwanis Club. The group helped to sponsor our event, "A Very Monkey Christmas Breakfast." The event featured Curious George and lots of Christmas cheer for the kids. The following week, Curious George was featured as the Children's Grand Marshall in the Cortana Kiwanis 65th Annual Christmas Parade.

Together, we have supported and enjoyed great programs on LPB over the past 42 years. We are very optimistic about the future and look forward to meeting the expectations of our viewers. On behalf of our directors and employees, thank you for your investment in and continued support of LPB.

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



The Foundation for Excellence in Louisiana Public Broadcasting ("FELPB" or "Foundation") continues to provide strong financial support to Louisiana Public Broadcasting ("LPB"). The result is such extraordinary programming as this year's state-wide television premiere of **Attakapas: The Cajun Story**, featuring the music of legendary Louisiana singer-songwriter, Zachary Richard and his story of the history of the Cajun people.

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. This globally-diversified, balanced portfolio delivered attractive results during fiscal year 2017. Exploiting strong results in global equity markets, the portfolio appreciated by over 12%. Over the past 5 years, while navigating a variety of market conditions, the portfolio appreciated in excess of 7% annually.

Today, FELPB's portfolio remains diversified across a number of asset classes and investment styles. The portfolio continues to perform well in the face of higher levels of market volatility.

Individuals dedicated to sustaining LPB's great success compose the Foundation's Board. The Board is guided in its decision-making by our investment advisor, The J.K. Meek Group at Graystone Consulting.

We look forward to a prosperous 2018, as well as your continued support and viewership.

A LETTER FROM  
LOUISIANA EDUCATIONAL  
TELEVISION AUTHORITY  
BOARD CHAIR  
GWENDOLYN CARTER



Louisiana Public Broadcasting continues its tradition of excellence in education outreach by forging partnerships with schools, individuals, and businesses that understand the importance of covering every corner of Louisiana with the best possible programming for children and adults. We utilize all social platforms available to reach all age groups and all media devices. As the outgoing chair of the Louisiana Educational Television Authority, I am pleased to be able to say that Louisiana Public Broadcasting is the finest resource for quality educational, news, drama, nature, arts, and Louisiana programming for all citizens of our state.

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# OUTREACH



*The Vietnam War screening event, Baton Rouge, LA*



*The Vietnam War screening event and story recordings, Alexandria, LA*

In 2017, Louisiana Public Broadcasting informed, educated, and connected with Louisianians through a wide variety of social and cultural events, fun family gatherings, and enriching educational activities.

One of LPB's most important statewide initiatives was the recording of oral histories from Louisiana Vietnam War veterans, family members, and those affected by the war. This year-long initiative was done in conjunction with the premiere of Ken Burns' and Lynn Novick's landmark series **The Vietnam War**. Over 70 oral histories were recorded and archived. LPB hosted three film screenings around the state and participated in the City of Lake Charles Mayor's Armed Forces Commission Veterans Day activities at the Lake Charles Civic Center on Veterans Day. Lamar Advertising donated a large-scale vinyl map of the Vietnam War Theatre and LPB invited Vietnam vets or family members to sign the map to mark where they served.

This year marked the 22nd anniversary of the Louisiana Young Heroes Awards. Nine exceptional and inspirational students from around the state were honored by LPB and the Rotary Club of Baton Rouge. Louisiana Young Heroes are students in grades 7 through 12 who have overcome obstacles while doing well academically, and have



*2017 Louisiana Young Heroes with Louisiana's first lady, Donna Edwards*

given back to their schools, churches and/or communities. The award recipients enjoyed a daylong celebration that included stops at the Governor's Mansion, a guided tour of LSU's Tiger Stadium and an awards banquet later that night where their video profiles debuted.



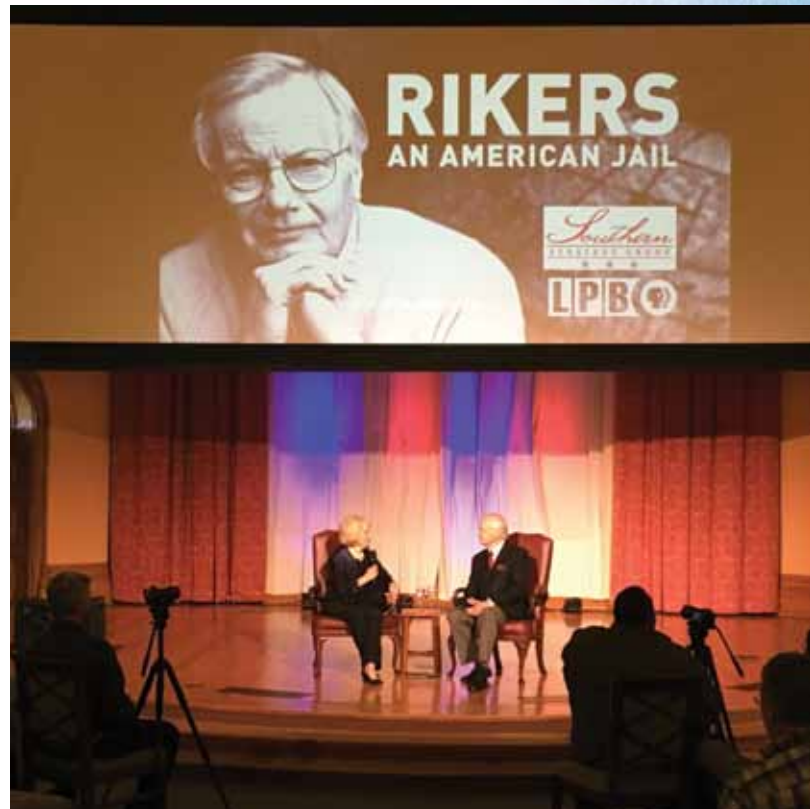
*Daniel Tiger's "Be My Neighbor Day" in Lafayette*

LPB hosted Daniel Tiger's "Be My Neighbor Day" at LARC's Acadian Village in Lafayette. During the event, LPB demonstrated simple ways parents can be "Brain Builders" with their kids and shared free brain-boosting tips and resources from Vroom, an early learning initiative that turns shared moments like singing and dancing into brain building moments. Families enjoyed a petting zoo and other entertainment, and even got to ride the local trolley car. In addition, local Acadiana non-profit agencies had booths with activities for the children.

LPB provides a number of opportunities, free to the public, about history and culture through programs and film. This year, our screenings included:

- **Mercy Street** – Based on true stories, this historical drama series took viewers beyond the battlefield and into the lives of Americans on the Civil War home front as they faced the unprecedented challenges of one of the most turbulent times in our nation's history. The Capitol Park Museum in downtown Baton Rouge hosted the screening, and attendees had the opportunity to visit the Civil War exhibits on display.

- **The Great War: American Experience** – This historical series showed how WWI transformed America. Taking place at Hill Memorial Library on LSU's campus in Baton Rouge, the screening coincided with the library's World War I exhibit.
- **An Enduring Legacy: Louisiana's Croatian-Americans** – Produced by LSU professor James Catano and presented nationally by LPB as part of the film series **Reel South**, the film featured a group of Croatian immigrants in Lower Plaquemines Parish who have used grit and determination to help build Louisiana's famous oyster industry. Taking place at LPB Studios in Baton Rouge, attendees dined on charbroiled oysters from Drago's Seafood and were able to meet the film's director and subjects from the film.



- **Rikers: An American Jail** – This documentary, from award-winning journalist Bill Moyers, brought viewers face-to-face with the men and women who have been incarcerated at Rikers Island. The screening took place at Louisiana's Old State Capitol and was followed by a question and answer session with Moyers.

- The annual March on Washington Film Festival hosted a special screening of LPB's documentary **Signpost to Freedom: The 1953 Baton Rouge Bus Boycott**. Following the screening, a panel discussion took place at Google's offices in Washington, D.C. A simultaneous screening occurred at LSU's Paul M. Hebert Law Center in Baton Rouge.

The Knock Knock Children's Museum opened in Baton Rouge this year, and LPB is the proud sponsor of their captivating Butterfly Mobile. This colorful installation hangs prominently in a large glassed-in display and museum-goers can write notes and send them up to "fly" with the butterflies!

LPB participated in the annual Louisiana Book Festival in downtown Baton Rouge. The annual festival draws thousands of people from around Louisiana and other states. LPB interviewed festival-goers about their favorite books in anticipation of PBS' upcoming series **The Great American Read**, premiering in 2018.

Just before Thanksgiving, LPB hosted two back-to-back premiere screenings of **Once Upon a Sesame Street Christmas**. Partnering with the Greater Baton Rouge Food Bank, approximately 150 guests in attendance helped LPB collect over 573 pounds of food, equaling 477 meals to help those in need during the holiday season.



*The Art of Food at LPB Studios*

LPB collaborated with *Country Roads Magazine* for "The Art of Food," which took place at LPB studios. Chef Phillip Lopez of Root NOLA Restaurant interpreted the works of contemporary Louisiana artist Jacqueline Bishop for a unique dining and art experience. This event was an offshoot of LPB's weekly arts series: **Art Rocks!**



# EDUCATION

One of LPB's ongoing commitments is providing educational resources and content to parents, teachers and children.

Each month LPB's Educational Services Department distributes an informative e-newsletter with helpful parenting tips, early childhood learning resources, along with crafts, games, and printable activities. In addition, a monthly e-newsletter is sent to 46,000 educators in the state, alerting them about available e-programs, resources, and services through PBS and LPB that can be used in the classroom.

In 2017, LPB and PBS launched a new children's channel, LPB PBS Kids. Available on LPB's secondary channel, it offers children's programming 24 hours a day/7 days a week and a digital livestream, making it easy for children to watch their favorite series during primetime and other after-school hours.



## *LPB's Summer Kids camps*

LPB's support of early education is highlighted through its annual summer camps. The camps focus on literacy for 4-year-olds and math, science, and technology for 4 and 5-year-olds. These creative and interactive camps are a hit each and every summer!

We are also maintaining our commitment to French language immersion programming, in partnership with CODOFIL (Council for the Development of French in Louisiana) and Télévision Française de l'Ontario (TFO), for Francophones and future Francophones in Louisiana. LPB broadcasts 14 hours-a-week (weekdays from 3-5pm and weekends from 8-9am and 2-3pm) of French language children's content on LPB PBS Kids.

## PBS Digital Innovators

Desiree Alexander, Technology Supervisor for Caddo Parish Public Schools, became one of 52 educators from across the country selected in May for the 5th annual PBS Digital Innovators Program. The program recognizes classroom change-makers who integrate digital media and resources into their classrooms in a way that sparks a love of learning in their students.

In support of teachers, parents and students, LPB's Educational division launched an Education and Recovery initiative to aid schools recovering from the 2016 floods. In January, 70 PBS Playtime Pads were distributed and device teacher training was provided to Southside Elementary and Denham Springs Elementary. In April, an additional 45 Playtime Pads and training were provided to pre-school teachers at Galvez Primary, St. Amant Primary, and Lake Elementary Schools. The initiative was made possible through funds from the Corporation for Public Broadcasting and donations from LPB viewers.

LPB and the Barataria-Terrebonne National Estuary Program hosted a Splash and Bubbles celebration for winners of a recycled art contest in September. Children and their parents attended the party at the Aquarium of the Americas in New Orleans, and were able to meet and take photos with the PBS Kids characters, Splash and Bubbles.

The Quota International of Baton Rouge chose LPB's educational children's programs and outreach as the beneficiary of its "Eyes on the Ties" fundraiser in September at L'Auberge Casino in Baton Rouge. Ticket sales and live and silent auction items raised \$43,000 to support LPB's ongoing mission to help educate and assist the children of Louisiana.

# PRODUCTION

**L**PB continues to inform and entertain viewers with timely news and public affairs programs, and award-winning local productions about the people and places in our state.

The program **Attakapas: The Cajun Story** is singer-songwriter Zachary Richard's multi-media stage show that chronicles the plight of the Acadian people during their expulsion from Nova Scotia, and their epic journey to the swamps of Louisiana. This award winning co-production was filmed live at the Manship Theatre in Baton Rouge and premiered statewide. The program will launch nationally through American Public Television in early 2018.

*tion: The Next Wave; Reforming Criminal Justice; Industrial Tax Matters; Studying TOPS; Louisiana Veterans Coming Home; HIV/AIDS in Louisiana; and Louisiana: Sportsman's Paradise or Problem?* This award winning program brings together experts and citizens to discuss important topics and issues about our state.

**Louisiana: The State We're In**, LPB's weekly newsmagazine, continues to tell the stories about the people and places of our state. Now in its 41st season, the program is one of the longest-running and respected public television programs in the country. This year, veteran award-winning newsman André Moreau became the program's new



*Zachary Richard performs in Attakapas: The Cajun Story*

In association with the PBS series **The Vietnam War**, LPB premiered two original productions about the war as it related to Louisiana. **The Vietnam War: Louisiana Remembers** highlighted the role that Louisiana and its people played in the war, from the training of troops at Fort Polk, to personal stories of combat and their experiences in POW camps and Mai Lai. **The Vietnam War: Louisiana Stories** pulled from the selection of nearly 80 oral histories LPB collected from Vietnam Veterans and family members, as they shared their experiences and stories from the war.

**Louisiana Public Square**, LPB's monthly "town hall" discussion program, had a banner year with powerful, and timely subjects including: *Black & The Blue; Fiscal Reform 2017; Coastal Restora-*

*Managing Editor and Anchor.* Some of the stories featured include: updates on some of the victims affected by the Great Flood of 2016; the decision by federal prosecutors in the Alton Sterling civil rights case; how the Cajun Navy came to the rescue of thousands fighting for their lives during Hurricane Harvey; an exclusive one-on-one year-end interview with Governor John Bel Edwards; and in-depth weekly coverage of all happenings at the State Capitol during the Special and Legislative Sessions.

Now in its fifth season, LPB's **Art Rocks!** profiles visual and performing artists, as well as arts and cultural events from around our state. This past year, a number of profiles and stories produced for the program aired nationally.



# FRIENDS OF LPB

Throughout the year, Friends of LPB supports the ongoing mission of Louisiana Public Broadcasting, honors the best and brightest of Louisiana's sons and daughters who have distinguished themselves in a variety of disciplines, and plans numerous family-friendly events.

The 27th annual Louisiana Legends Gala took place this year at the historic Old State Capitol in Baton Rouge. Honorees were neurosurgeon Dr. Julian E. Bailes, businessman and philanthropist James Moncus, baseball star Juan Pierre, philanthropist and community leader Dee Dee Reilly, and leaders in portfolio management and internet publishing Toni and Emmet Stephenson.

affected by the disaster. In addition, Mrs. Edwards' Louisiana First Foundation helps ensure that students have the needed resources to pursue their passion for the arts.

Friends of LPB hosted the LPB Kids Summer of Adventure screenings in June, July and August. In June, families enjoyed **Nature Cat: Ocean Commotion** at LPB. Next was **Wild Kratts Alaska: Hero's Journey** in July, also at LPB's studios. In addition to the screening, children interacted with small animals from BREC's Baton Rouge Zoo. Finally, in August at the Louisiana Art & Science Museum in downtown Baton Rouge, kids and parents got a sneak peek at **Ready Jet Go!: Back to Bortron 7**



*2017 Louisiana Legends with Governor and Mrs. John Bel Edwards*

Louisiana's First Lady Donna Edwards was given the President's Award at the Friends of LPB annual meeting at LPB Studios in Baton Rouge. After the floods of 2016 devastated dozens of schools and child care facilities, Mrs. Edwards joined forces with LPB to help raise money and awareness to aid schools, teachers, students, and families

and got a chance to meet Jet.

Friends of LPB got into the holiday spirit with their annual "Very Monkey Christmas Breakfast" at Boudreaux's in Baton Rouge in early December. Families enjoyed a delicious hot breakfast and had the opportunity to take photos with Santa Claus and Curious George.

# AWARDS

This year, LPB local productions were awarded three Suncoast Emmy and three national Telly Awards.

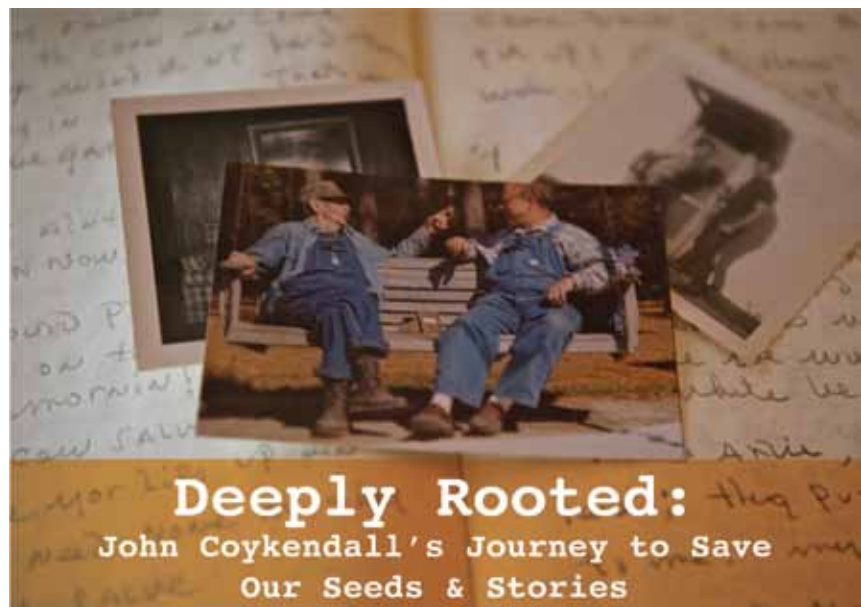
## THE SUNCOAST EMMY AWARDS:

- **Attakapas: The Cajun Story**  
Documentary-Cultural category
- **Louisiana Public Square:  
Black & The Blue**  
Interview/Discussion category
- **Deeply Rooted: John Coykendall's  
Journey to Save Our Seeds & Stories**  
Composer Mike Esnault -  
Musical/Composition/Arrangement



## TELLY AWARDS:

- **Louisiana Public Square:  
Louisiana Veterans Coming Home**  
Silver Telly
- **Deeply Rooted: John Coykendall's  
Journey to Save Our Seeds & Stories**  
Bronze Telly
- **Christmastime in New Orleans**  
Bronze Telly



# 2017 UNDERWRITERS

SHOWS SUPPORTED BY  
THE FOUNDATION FOR EXCELLENCE IN LOUISIANA PUBLIC BROADCASTING

**ATTAKAPAS: THE CAJUN STORY**

**LOUISIANA: THE STATE WE'RE IN**

**LOUISIANA PUBLIC SQUARE**

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

35 Concerts

89.3 WRKF Public Radio

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Baton Rouge River Center Theatre

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Louisiana Companies

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Development

Louisiana Office of Tourism

Louisiana Tourism Coastal Coalition

Manship Theatre

Merrill Lynch (Clark-Kreamer-Cox Group)

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# MAJOR DONORS

## LOUISIANA *Legends* SOCIETY



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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### **PRODUCER (\$1,000 - \$2,499)**

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Richard Allen

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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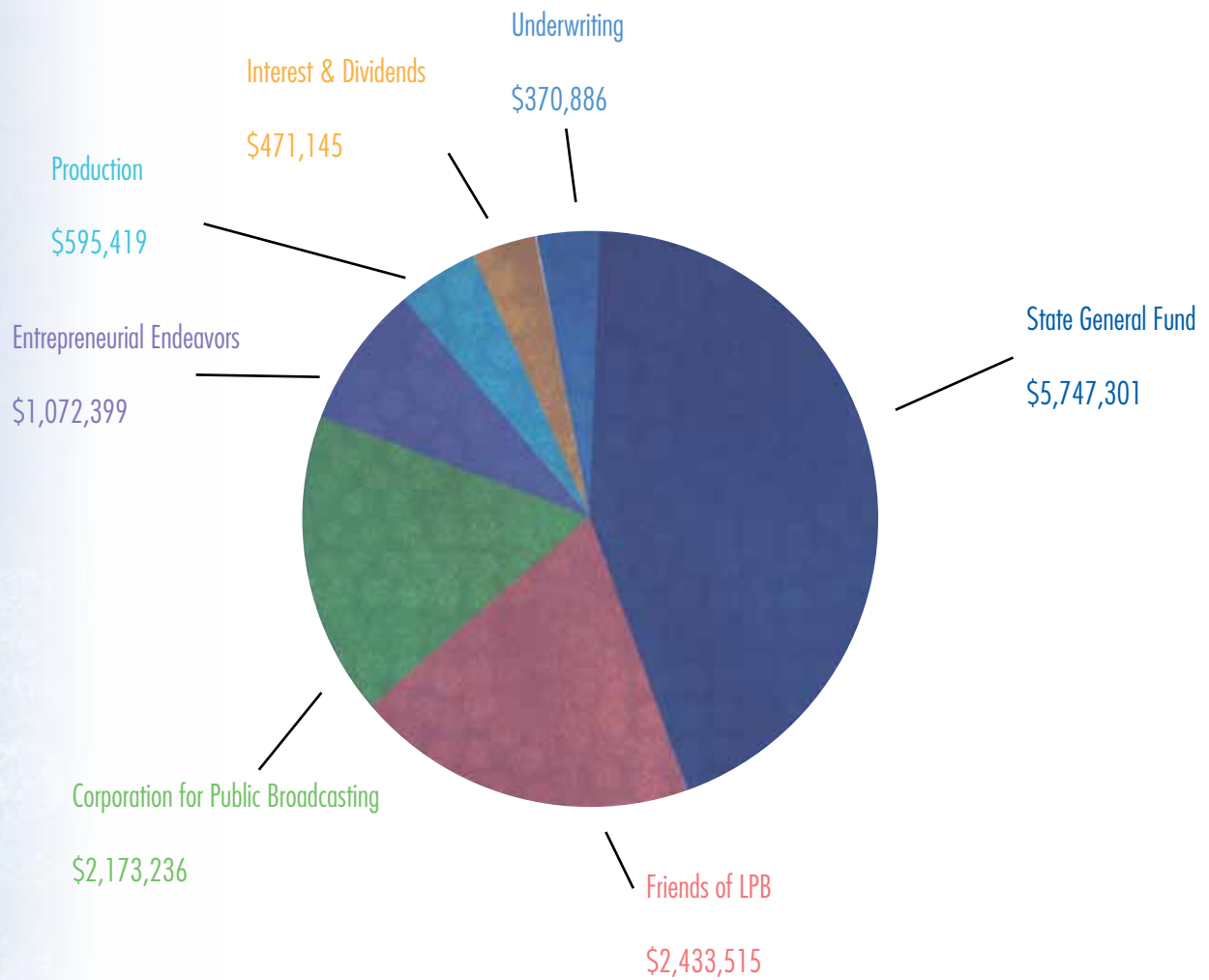
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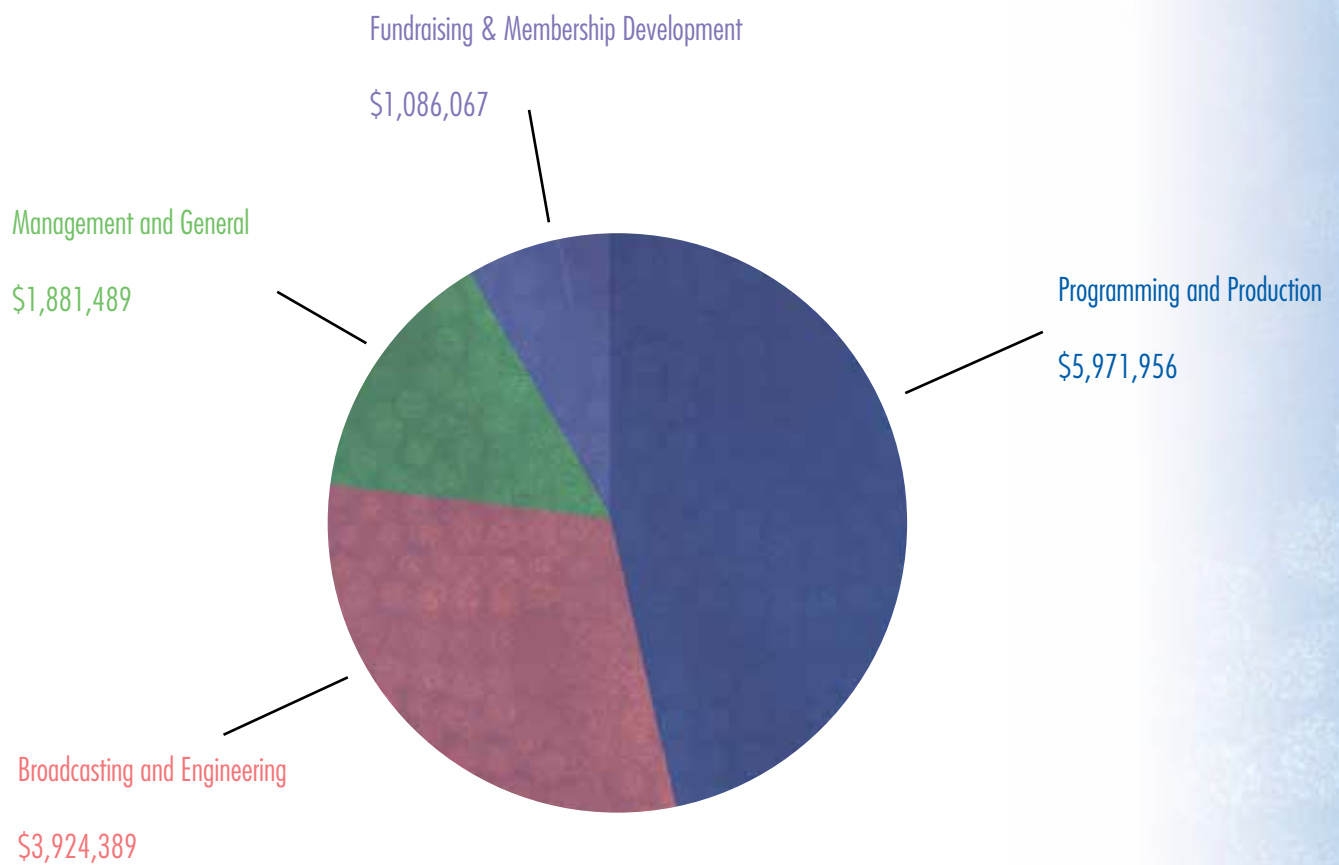
# FINANCIALS



## LPB FISCAL YEAR 2016 - 2017

### REVENUE

State General Fund	\$5,747,301
Friends of LPB	\$2,433,515
Corporation for Public Broadcasting	\$2,173,236
Entrepreneurial Endeavors	\$1,072,399
Production	\$595,419
Interest & Dividends	\$471,145
Underwriting	\$370,886
<b>Total</b>	<b>\$12,863,901</b>



**LPB FISCAL YEAR 2016 - 2017**

**EXPENDITURES**

Programming and Production	\$5,971,956
Broadcasting and Engineering	\$3,924,389
Management and General	\$1,881,489
Fundraising & Membership Development	\$1,086,067
<b>Total</b>	<b>\$12,863,901</b>

## **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.

Funding for this document was provided by  
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