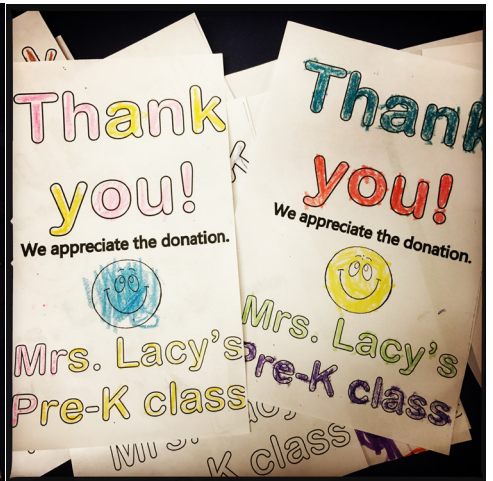


LPB LOUISIANA PUBLIC BROADCASTING

2017 LOCAL CONTENT AND SERVICE REPORT

Since 1975, Louisiana Public Broadcasting (LPB) has been Louisiana's public television state network with stations in Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe and Shreveport. LPB also owns 50% of WLAE-TV, a hyper-local (and former PDP) public television station in New Orleans. In addition to our award-winning documentaries about the history, culture, music, and people of Louisiana, timely news and public affairs programming, LPB is also dedicated to helping children throughout the state develop their literacy, math and science skills through our many educational outreach activities, teacher workshops, summer camps and fun station and community program related events.



Throughout 2017, Louisiana Public Broadcasting informed, educated, and entertained the people of Louisiana.

On Monday, January 16, LPB2 launched LPB PBS Kids, airing PBS Kids programming 24 hours a day, seven days a week! LPB is also maintaining its commitment to French language immersion programming, in partnership with CODOFIL (Council for the Development of French in Louisiana), for Francophones and future Francophones with Télévision Française de l'Ontario (TFO) kids content weekdays from 3 to 5PM and weekends from 8 to 9AM and 2 to 3PM.

On Thursday, January 19, LPB presented a free screening

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.

Gwendolyn "Gigi" Carter
Chair
Louisiana Educational Television
Authority Board

of Season 2 of **Mercy Street** at Capitol Park Museum in downtown Baton Rouge. The museum has Civil War exhibits among its displays and kiosks. The screening was made possible by a grant from PBS.

LPB and Super WHY! visited 140 Pre-K students at Southside Elementary and Denham Springs Elementary on January 25. Each classroom received 10 PBS Playtime Pads, and teachers received training to use the Pads from LPB's Educational Services team. A total of 70 Playtime Pads were distributed in January as part of LPB's Education and Recovery initiative, helping students, parents, and teachers recover from the 2016 floods, made possible by funds from the Corporation of Public Broadcasting and donations from viewers.

On Sunday, January 29, LPB hosted a Daniel Tiger's "Be My Neighbor Day" at LARC's Acadian Village in Lafayette. Daniel took photos with his fans! Acadiana non-profit agencies had booths with activities and/or giveaways for the children.



Daniel Tiger's "Be My Neighbor Day"



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

Families enjoyed the petting zoo and other provided entertainment, and even got to ride the local trolley car. LPB demonstrated simple ways that parents can be “Brain Builders” with their kids and shared Vroom’s free tips and resources that are based on the latest neuroscience research. This event was made possible by the Fred Rogers Company and Vroom — an initiative of the Bezos Family Foundation.

While in Louisiana, Daniel Tiger also visited the young patients at Our Lady of the Lake Children’s Hospital in Baton Rouge.

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. Co-produced by LPB and filmed live at the Manship Theatre in Baton Rouge. **Attakapas: The Cajun Story** will launch nationally through American Public Television in 2018.

The 27th annual Louisiana Legends Awards Gala took place on Thursday, March 30 at the historic Old State Capitol in Baton Rouge. This year’s 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.

On Monday April 3, nine inspirational students from around the state were honored by LPB and the Rotary Club of Baton Rouge. These students were bestowed with Louisiana Young Heroes Awards. These exceptional students enjoyed a daylong celebration which culminated with the awards banquet later that night. The 22nd annual awards ceremony was livestreamed on LPB.org, broadcast on LPB, and shown on LPB’s Louisiana Young Heroes Facebook page.

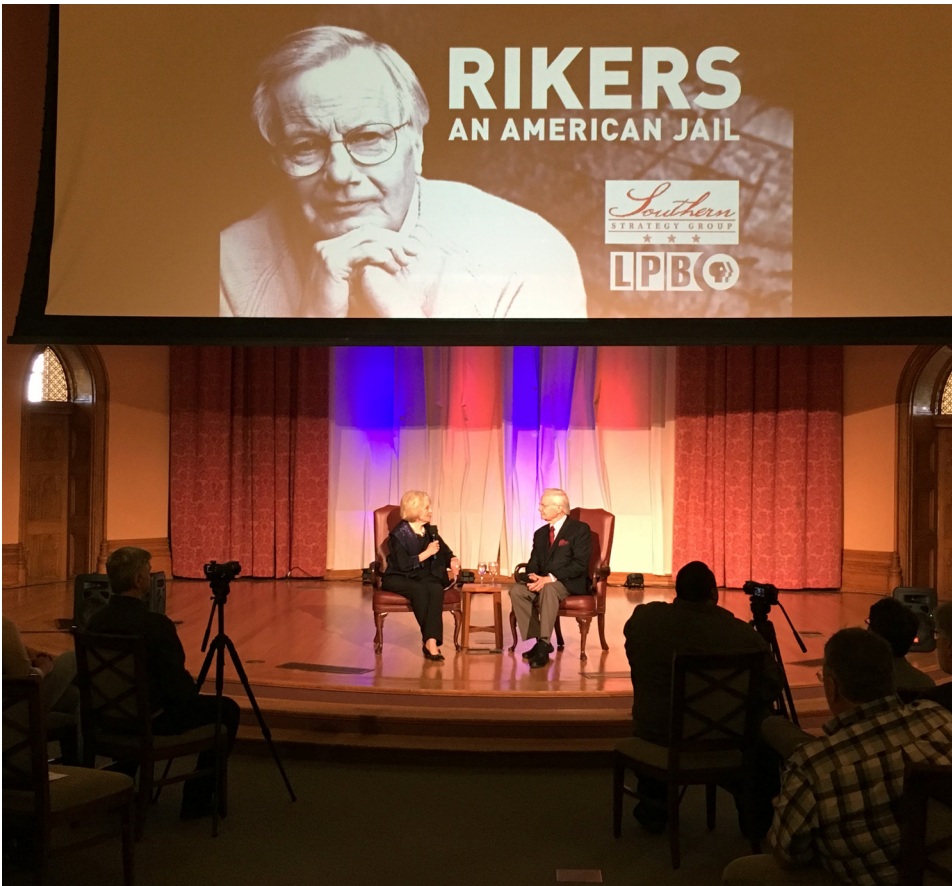
On Thursday, April 6, LPB and Louisiana State University Libraries hosted a free preview screening event of **The Great War: American Experience** at Hill Memorial Library on LSU’s campus. The screening coincided with the library’s World War I exhibit.



Zachary Richard performs in Attakapas: The Cajun Story.



Enduring Legacy: Louisiana's Croatian-Americans screening.



LPB distributed an additional 45 PBS Playtime Pads and trained preschool teachers from Galvez Primary, St. Amant Primary, and Lake Elementary Schools on Friday, April 7. These schools were displaced by the Great Flood of 2016.

On Saturday, April 8, Friends of LPB presented “Daniel Tiger Extravaganza” at LSU’s Lod Cook Alumni Center. Children enjoyed breakfast, storytime, and taking photos with Daniel Tiger and the Easter Bunny.

LPB hosted a screening of **An Enduring Legacy: Louisiana’s Croatian-Americans**, part of Season Two of **Reel South**, on Tuesday, April 18 at LPB’s studios. In addition to dining on charbroiled oysters, attendees met the film’s director/producer James V. Catano and heard from some of the program’s participants.

In May, Three Telly Awards were presented to Louisiana Public Broadcasting. **Louisiana Public Square: Louisiana Veterans Coming Home** won a Silver Telly. And **Deeply Rooted: John Coykendall’s Journey to Save Our Seeds & Stories** and **Christmastime in New Orleans** each received a Bronze Telly.

LPB invited award-winning jour-

nalist Bill Moyers to come to Louisiana to preview his new documentary, **Rikers: An American Jail**. The free screening was held on Tuesday, May 2 at Louisiana’s Old State Capitol. The screening was followed by a question and answer session with Moyers. Moyers also contributed to LPB’s **May Louisiana Public Square; Reforming Criminal Justice**.

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 changemakers who integrate digital media and resources into their classrooms in a way that sparks a love of learning in their students.

During the month of June, LPB participated in Our Lady of the Lake Children’s Hospital’s “Mommy & Me (& Daddy, Too)” weekly camps at the

Mall of Louisiana in Baton Rouge. Our Lady of the Lake is a longtime supporter of LPB and the LPB Kids Club.

On June 8, outgoing Louisiana Educational Television Authority board members and longtime LPB advocates Barbara DeCuir and Dr. William Weldon were presented recognition awards by LPB CEO Beth Courtney and LETA Chair Gwendolyn “Gigi” Carter.

The LPB studios were the setting for LPB’s annual summer camps. The first camp on June 12-16 was a Literacy Camp for 4-year-olds. The next two weeks were Math, Science, and Technology Camps – the first for 4-year-olds, and the second for 5-year-olds.

On Wednesday, July 5, LPB started recording oral histories from Vietnam War veterans, family members of veterans, and those affected by the war. LPB also took submissions of videos, photographs, and written stories via the website. These recordings of remembrances were part of a lead-up to the premiere of Ken Burns’ and Lynn Novick’s **The Vietnam War** in September. Additionally, Lamar Advertising contributed a large-scale map of the Vietnam War Theatre that Vietnam vets or family members were invited to sign. To date, over 80 oral histories have been recorded.

In mid-July, LPB’s production **Deeply Rooted: John Coykendall’s Journey to Save Our Seeds & Stories**, about Master Gardener & heirloom seed saver John Coykendall premiered nationally at Slow Food



Deeply Rooted: John Coykendall’s Journey to Save Our Seeds & Stories

Nations in Denver. In October, the program was distributed nationally through American Public Television and The World Channel.

The March on Washington Film Festival included a screening of LPB's documentary **Signpost to Freedom: The 1952 Baton Rouge Bus Boycott** on July 17 followed by a panel discussion from Google's offices in Washington, D.C. A simultaneous screening occurred at LSU's Paul M. Hebert Law Center.

Friends of LPB hosted Summer of Adventure screenings in June, July and August. On Tuesday, June 27, families enjoyed **Nature Cat: Ocean Commotion** at LPB. Next was **Wild Kratts Alaska: Hero's Journey** on Saturday, July 15 also at LPB's studios. In addition to the screening, children interacted with small animals from BREC's Baton Rouge Zoo. Finally, on Saturday, August 5 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** and got a chance to meet Jet.

On August 11, LPB previewed **The Vietnam War** at the Vietnam Veterans of American National Conference in New Orleans. LPB also hosted preview screenings on Sunday, September 10 at LPB and Tuesday, September 12 at the Alexandria VA Health Care System in Pineville, LA. LPB recorded oral histories and had attendees sign the large-scale map.

The Knock Knock Children's Museum opened in Baton Rouge on Monday, August 21 in Baton Rouge. LPB is a proud supporter of the museum's Butterfly Mobile. The colorful installation hangs prominently in a large glassed-in display. Museum-goers can write notes and send them up to "fly" with the butterflies.

In September and concurrent with the premiere on **The Vietnam War: A Film by Ken Burns & Lynn Novick**, LPB premiered **The Vietnam War: Louisiana Remembers**, a documentary highlighting Louisiana's role in the Vietnam War, beginning with the training of troops at Fort Polk and featuring the personal stories of Louisianans in combat, experiences in POW

camps and Mai Lai. **The Vietnam War: Louisiana Remembers** was selected to be a part of the new PBS Stories of Service Wavelength Series December 22-28, 2017. A system wide collaboration with WNET, the series presents veterans' stories from across the country on a weekly basis. The selected programs can also be seen on PBS' OTT apps on Apple TV and Roku. The series was accompanied by a social media campaign on PBS' social channels.

Honors were awarded at the Friends of LPB Annual Meeting at LPB on Tuesday, September 19. Louisiana's First Lady Donna Edwards was given the President's Award. 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 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.

The Friends of LPB Volunteers



The Vietnam War screening event, Baton Rouge, LA.



The Vietnam War screening event and Story recordings, Alexandria, LA.

of the Year Award was given to Jane Honeycutt for her continued time and dedication to many projects that support LPB. Camellia Brand Beans was bestowed the Underwriters Award for their enthusiastic support of LPB's documentary **Deeply Rooted: John Coykendall's Journey to Save Our Seeds & Stories**.

On Saturday, September 23, LPB and the Barataria-Terrebonne National Estuary Program hosted a Splash and Bubbles celebration for winners of a recycled art contest. 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.

Quota International of Baton Rouge chose LPB's educational children's programs and outreach as the beneficiary of its "Eyes on the Ties" fundraiser on Thursday, September 28 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.

LPB collaborated with Country Roads Magazine for "The Art of Food," which took place at LPB's studios on Sunday, October 22. 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!

On Saturday, October 28, LPB participated in the annual Louisiana Book Festival in downtown Baton Rouge. The festival draws thousands of people from around Louisiana and other states. LPB interviewed festival-goers about their favorite books in anticipation of **The Great American Read** in 2018.

LPB's **Deeply Rooted: John Coykendall's Journey to Save Our Seeds & Stories** and the life work of Master Gardener & heirloom seed saver John Coykendall was a national feature story on NPR's Weekend Edition on Saturday, November 4 and in the November issue of *Garden & Gun Magazine*.

LPB took part in the City of Lake Charles Mayor's Armed Forces Commission Veterans Day activities at the Lake Charles Civic Center on Veterans Day, Saturday, November 11. LPB collected more oral histories from area Vietnam veterans, and gathered over 50 signatures on the traveling Vietnam War theater map.

On Monday, November 20 LPB hosted two back-to-back premiere screenings of **Once Upon a Sesame Street Christmas**. The price of admission for approximately 150 guests in attendance was a non-perishable food item for the Greater Baton Rouge Food Bank. Chenoa Farrell of Feel Good Mama joined us to demonstrate a healthy snack that everyone got to sample and Whole Foods Market donated all of the ingredients. The Greater Baton Rouge Food Bank received 573 pounds of food collected during the event equaling 477 meals to help those in need during the holiday season.

The Vietnam War: Louisiana Stories features 14 veterans and family members who relay, in their own



The Art of Food event at LPB Studios.

words, how the war impacted their lives. The program premiered Tuesday, November 28, and spotlights some of the 80 plus stories recorded in our Baton Rouge studios, around the state, and online.

Friends of LPB got into the holiday spirit with their annual “Very Monkey Christmas Breakfast” at Boudreaux’s in Baton Rouge on Saturday, December 2. Families enjoyed a delicious hot breakfast and had the opportunity to take photos with Santa Claus and Curious George.

Also on Saturday, December 2, LPB productions were awarded three Suncoast Emmy Awards at the ceremony in Orlando, Florida. **Attakapas: The Cajun Story** was awarded in the Documentary-Cultural category. **Louisiana Public Square: Black & The Blue** won in the Interview/Discussion category. Louisiana composer Mike Esnault won in the Musical/Composition/Arrangement category for his work on **Deeply Rooted: John Coykendall’s Journey to Save Our Seeds & Stories**.

On December 14, Gwendolyn “Gigi” Carter was presented a recognition award for her service as Chairwoman for 2016 and 2017 by LPB President and CEO Beth Courtney.

In December, at the Louisiana Governor’s Mansion, LPB recorded live and produced **An Evening at the Governor’s Mansion: A Christmas Celebration** with a special performance by world-renowned tenor and Lake Charles, Louisiana native Paul Groves.

Airing each Friday night and Saturday afternoon, LPB’s **Art Rocks!** series began its fifth season in 2017 with all new episodes, each featuring a visual or performing artist, or arts and cultural organization from around the state, as well as a Louisiana Treasures segment each week of a historical landmark. A number of the artist profiles have been nationally syndicated via the MMG Arts Initiative. Francis X. Pavy, a Lafayette, Louisiana, artist, graciously allowed LPB to use one of his paintings, “Tears of a Small Sun,” for the annual Christmas card. Pavy was one of the artists featured in Art Rocks!

Louisiana Public Square, LPB’s monthly “roundtable” discussion



LPB’s 2017 PBS Digital Innovator Desiree Alexander with Nancy Tooraen, LPB’s Education Manager, at the Summit in San Antonio, TX.



Big Buddy day at LPB Studios.

program, had a year full of timely, and sometimes controversial, subjects including: **Black & The Blue; Fiscal Reform 2017; Coastal Restoration: 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?** The program brings together experts and viewers to debate the topic in a town hall setting.

Louisiana: The State Were In, LPB’s weekly newsmagazine, hit a milestone in September 2017 – its 41st year on the air! Veteran award-winning newsman André Moreau joined LPB to become the Managing Editor and Anchor of the broadcast that continues

to showcase the people, places, and events that make our state unique, as well as the news concerning our citizens. Stories included: an update on some of the victims of the August 2016 flood; a remarkable 101-year old Baton Rouge woman athlete; 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; a program giving life to those trying to rebuild their lives after time behind bars; an exclusive one-on-one interview with Governor John Bel Edwards; plus, a fond farewell to music legend Fats Domino. **Louisiana: The State Were In** also provided in-depth coverage of happenings at



Curious George' Very Monkey Christmas Breakfast, visit to Our Lady of The Lake Children's Hospital, and appearance as Kid's Grand Marshal in Baton Rouge Christmas Parade.

the State Capitol during the State Legislative Session.

As part of the "Chasing the Dream" grant, LPB produced content that focused on whether the American dream is still alive in Louisiana. **Louisiana: The State We're In** segments profiled 1) the New Orleans non-profits, Rising Foundations and The First 72+, that are helping formerly incarcerated people get back on their feet by providing guidance and resources and 2) the state of the oil sector in Louisiana and growing poverty.

LPB continues to partner with the LA State Archives to expand the LA Digital Media Archive (LDMA) which now has over 5,500 videos available for viewing online. The LDMA continues to be a participating station in the American Archive of Public Broadcasting. Our Archivist, Leslie Bourgeois, presented on both the LDMA and the AAPB projects at the Association of Moving Images conference in New Orleans in 2017.

LPB's Educational Services Department sends an e-newsletter with helpful parenting tips, early childhood learning help, along with crafts, games, and printable activities. This is in addition to the newsletter that goes out to 46,000 educators in the state, alerting teachers to e-programs, resources, and services provided by PBS and LPB that can be used in the classroom.

LPB has plans for more engaging productions and educational opportunities in 2018. We will continue to support our local communities, provide entertaining events for all age groups, and offer great programming each and every day of the year!



Daniel Tiger visit to Our Lady of The Lake Children's Hospital.



Our Lady of the Lake's Mommy and Me event at the Mall of Louisiana.



Ready Jet Go!: Back to Bortron 7 screening.