

LPB LOUISIANA PUBLIC BROADCASTING

2018 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.



Victoria on Masterpiece tea and screening



EdCamp nLA

Throughout 2018, Louisiana Public Broadcasting informed, educated, and entertained the people of Louisiana.

On January 7, LPB hosted a Victorian Tea to preview the Season 2 premiere of **Victoria on Masterpiece**. Guests enjoyed pastries and English tea and learned about upcoming programs and activities.

On January 14, the East Baton Rouge Parish Library and LPB hosted a free screening and panel discussion for **I Am Not Your Negro**, a documentary film based on James Baldwin's unfinished manuscript *Remember This House*.

LPB in partnership with PBS, LACUE Region 7, Edcamp, and Educator Alexander Consulting, hosted EdCamp nLA 2018 on January 27 at Bossier Parish Com-

I am proud to say that Louisiana Public Broadcasting (LPB) continues to develop and expand partnerships with elementary and high schools, universities, individuals and businesses that work to promote the best in educational programming and quality entertainment for both children and adults.

I believe Louisiana Public Broadcasting provides the best platform for quality arts, news, drama, culture and learning opportunities for Louisiana citizens. In addition to traditional media formats, LPB has expanded utilization of social media and internet capabilities to expand its outreach. I consider LPB one of the greatest natural resources Louisiana has to offer.

Kathy Kliebert
Chair
Louisiana Educational Television Authority Board

munity College. EdCamp nLA is in step with the most forward-thinking national trends when it comes to peer-to-peer education and professional development for teachers. Over 70 Pre-K – 3rd grade teachers participated to explore the latest trends in education.

Also in January, LPB was presented a check for \$43,000 from Quota International of Baton Rouge to support educational programs and outreach. This generous gift was made possible thanks to proceeds from Quota Club's Eyes on the Ties event at which attendees could bid on celebrity-autographed items including ties, trips, and memorabilia.

On February 1, in a history-making first and in partnership with LPB, Southern University and Grambling State University hosted a live remote town hall discussion between the two historically black universities in Louisiana for **Tell Them We Are Rising: The Story of Black Colleges & Universities**. Approximately 250 guests including students, faculty, alumni, and community members attended. Topics during the town hall discussion included the past, present, and future of Historically Black Colleges and Universities (HBCUs)



Quota Club of Baton Rouge presents a check to LPB CEO Beth Courtney

and important contributions they've made to local communities in Louisiana. Dr. Robyn Merrick, Vice President for External Affairs, Southern University System and Jovan Hackley, Interim Associate Vice President of Strategic Initiatives & Marketing at Grambling State University moderated the discussion with student leaders from both schools.

Participants included: Senator Regina Barrow, Senate Finance Committee, Louisiana Senate; Dr. Ray Belton, President, Southern University; Dr. Joseph Rallo, Louisiana Commissioner of Higher Education; Mr. Rick Gallot, President, Grambling State University; Dr. Robbie Morganfield, Dept. Chair, Mass Communication and Professor, Grambling State University; and Ms. Stacey Holman, **Tell Them We Are Rising** film producer and an HBCU alum (Dillard University).

On February 12, nearly 100 children, parents, and grandparents enjoyed a sneak peek at the new PBS Kids animated series **Pinkalicious & Peterrific** at LPB's studios.

LPB was one of four stations nationwide awarded the opportunity to present a film screening and community engagement initiative about the life and work of late playwright Lorraine Hansberry. On February 26, over 200 guests attended the film screening of the **American Masters** documentary **Lorraine Hansberry: Sighted Eyes/**



Tell Them We Are Rising
screening and discussion



Lorraine Hansberry
documentary screening



Feeling Heart and panel discussion that followed. The audience was welcomed by Baton Rouge Community College Chancellor Littleton-Steib and LPB CEO Beth Courtney. The post-screening panel was moderated by Gerri Hobby, Director of Community Relations in the Office of Institutional Advancement. Panelists were Greg Williams, Jr. Artistic Director of New Venture Theatre and BRCC Faculty: Bea Gyimah, Assistant Professor, English and Dr. Tony Medlin, Assistant Professor, Theatre. Prior to the screening, an acting workshop was held featuring readings by BRCC theater students, led by Greg Williams, Jr. and professional actor Roger Ferrier. The readings were from *A Raisin in the Sun* and Bruce Norris' *Clybourne Park* (2010), a continuation of Hansberry's play and 2012 Tony Award recipient for Best Play. After the screening, attendees also had the opportunity to share their personal stories about the women who inspired them most, as part of the #InspirationalWomanPBS initiative.

Throughout March, over 100 vol-

unteers, guests, member challenge donors, and businesses supported LPB's pledge drive.

In March, LPB produced a documentary, **A Louisiana French Renaissance**, in celebration of CODOFIL's (Council for the Development of French in Louisiana) 50th anniversary. This program premiered as part of LPB's French night on Thursday, March 15. The night highlighted LPB productions, over the past 40 years, which have helped CODIFIL to advance and grow Louisiana's franco-phone communities through education, French immersion and other community and language skill-building programs. The documentary was also included as part of the Louisiana's Old State Capitol program La Fête Louisiane on Sunday, November 4, 2018. La Fête Louisiane is an educational event designed to celebrate French diversity in our state, as a tribute to the 50th year of CODOFIL and their efforts to support French language and culture, and to mark the 300th anniversary of the founding of the City of New Orleans.

Also in March, LPB conducted two

2018 Louisiana Young Heroes



Family Creative Learning Workshops for 5-8 year olds and their families at Shiloh Baptist Church, as part of LPB's participation in the City of Baton Rouge's Cradle-to-K Early Learning initiative. The purpose of the workshops is to introduce children to early science and literacy skills using the Ready to Learn digital media content that includes videos, games, the PBS KIDS: Play & Learn Science app, and hands-on activities. Programs such as **The Ruff Ruffman Show**, **The Cat in the Hat Knows a Lot About That!**, **Ready Jet Go!**, and **Odd Squad** are incorporated into the workshops.

LPB and the Rotary Club of Baton Rouge honored eight new recipients of the 2018 Louisiana Young Heroes Awards in ceremonies at Louisiana's Old Governor's Mansion and the Renaissance Hotel in Baton Rouge on April 16. The 23rd annual Louisiana Young Heroes Awards, honored students in grades 7-12 who have overcome obstacles in their lives, done well academically despite those obstacles, and served their communities, schools, and/or charitable ventures. East Baton Rouge Parish Mayor-President Sharon Weston Broome proclaimed April 16 "Louisiana Young Heroes Day." The honorees and their families traveled to Tiger Stadium at LSU where they toured and met LSU Head Football Coach Ed Orgeron. During lunch at the Old Governor's Mansion, the students received Certificates of Recognition drafted

by Governor John Bel Edwards. The group was honored at a banquet later that night at the Renaissance Hotel where they watched their video profiles for the first time on the big screen. The awards ceremony was also livestreamed on lpb.org. The video remains archived at lpb.org/heroes. A program featuring the Young Heroes bios and highlights from the day was broadcast statewide.

On April 18 at the Robert D. Sidman Theater at Cité des Arts in Lafayette, Indie Lens Pop-Up, presented by ITVS, Independent Lens and LPB presented a screening of, **Look & See: Wendell Berry's Kentucky**. The film is a cinematic portrait of the changing landscapes and shifting values of rural

America in an era of industrial agriculture, as seen through the mind's eye of writer, farmer, and activist Wendell Berry.

On April 28, LPB hosted a **Little Women on Masterpiece** screening at The Oaks of Louisiana in Shreveport. Guests were treated to tea and ginger cookies (Louisa May Alcott's favorite!). The event was made possible by The Willis-Knighton Health System, a long-time supporter of LPB and **Masterpiece**.

On May 3, over 400 guests attended the 28th Annual Louisiana Legends Awards Gala at Louisiana's Old State Capitol and presented by Friends of LPB. The 2018 honorees were D-D Breaux, LSU Gymnastics Coach and 2014 & 2017 National Coach of the Year, Thomas Chance, Technology Entrepreneur, James Elrod, CEO of Willis-Knighton Health System, Ted Jones, former Chief Lobbyist for the State of Louisiana and Sybil Morial, Advocate, Author and Community Leader. To honor the Legends, Governor John Bel Edwards proclaimed May 3 as Louisiana Legends Day in the State of Louisiana. Begun in 1990, the Louisiana Legends Awards Gala is a fundraising and public awareness project that helps fund the many fine instructional, educational and cultural programs that LPB provides throughout the year.

In May, LPB offered two STEM workshops at Shiloh Baptist Church for 5-10 year olds as part of Baton



2018 Louisiana Legends

Rouge Mayor-President Sharon Weston Broome's Cradle to K Family Engagement Nights initiative. Thanks to PBS KIDS and **The Ruff Ruffman Show**, the children learned about engineering structures and using force and motion to test tall towers and chairs made out of newspapers that they could actually sit and stand on. They learned how different textures can affect the way objects move on ramps and how different materials can be wearable science. Ruff taught them some very important core science ideas such as matter, force, motion, and speed by using video, hands-on experiences and technology to practice what they learned.

On June 5, LPB and ITVS hosted a special live chat and online screening of **Served Like a Girl**, with filmmaker Lysa Heslov and film protagonists MA1 Hope Garcia and MSgt Denyse Gordon. Online attendees had the opportunity ask questions about the experiences of these veterans and Ms. Veteran America competitors who returned to civilian life after serving tours of duty in Iraq and Afghanistan.

In June, the LPB studios were the setting for LPB's annual summer camps. Literacy & Technology Camps took place the first two weeks for 4 and 5-year-olds. The next two weeks were focused on Science, Technology, Engineering, and Math (STEM) Camps for 5 and 6-year-olds.

Also in June, the New Orleans Jazz Museum hosted Celebrating the Jazz Photography of Herman Leonard where LPB's documentary, **Frame After Frame: The Images of Herman Leonard** was shown.



LPB's Literacy & Technology Summer Camps

On June 20, LPB & the Louisiana Film Society hosted a free screening of **Won't You Be My Neighbor?** at Cinemark Perkins Rowe in Baton Rouge.

From June 1 – July 31, in anticipation of **The Great American Read**, LPB developed a "Shelfie" contest and asked our social media followers to go to their local libraries and take of photo with any of the 100 "America's Best Loved Books." They were asked to share their "Shelfies" on Instagram, tag @lpb_org and hashtag #GreatReadPBS. On August 3, LPB drew five "Shelfies" at random and each contestant won an LPB mug, an LPB t-shirt, and an LPB booklight.

On July 10, LPB hosted a FIX IT+Transcript-a-Thon. Approximately 20 volunteers helped fix transcripts of LPB's longest running series **Louisiana: The State We're In** episodes from the late 1970s and early 1980s. These shows included a variety of segments on: Louisiana's colorful political history, including former Governors Edwin Edwards and Dave Treen; interviews with former LSU band director Castro Carazo and former LSU basketball coach Dale Brown; coverage of news stories of the day, including the Livingston Train Derailment and the 1983 Special Olympics in Baton Rouge; and even an alligator hunt. LPB is participating in the American Archive of Public Broadcasting's Transcribe to Digitize Challenge. The goal is to fix 100 computer-generated transcripts from historic LPB programming by the end of 2019. If achieved, LPB will be able to digitize 100 additional vintage programs and make



Transcribe to Digitize Challenge



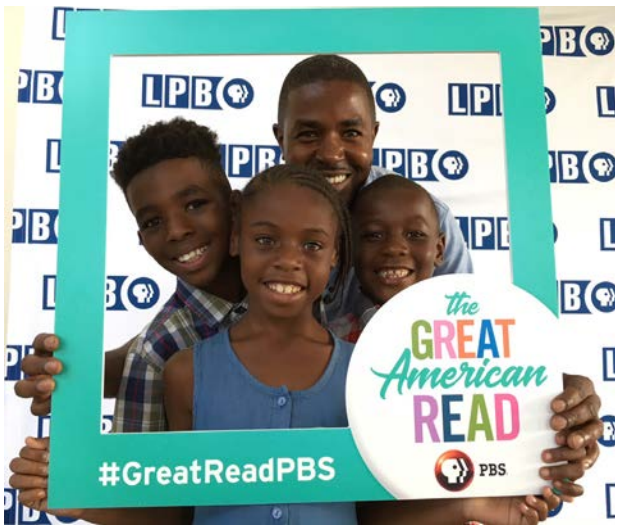
them available to the public for free.

Curious George visited Louisiana in July! On July 27, Curious George was the host of the LPB Kids Club Ice Cream Social. LPB Kids Club members took photos with George, heard a story about him, and then watched the mischievous monkey on the big screen. On July 28, George had a wonderful time meeting and taking pictures with all of his fans at Summer Fun Kids Day at the Houma-Terrebonne Civic Center in Houma.

On August 14, Baton Rouge Community College hosted the taping of LPB's **Louisiana Public Square: The Power of Reading**. This episode explored the importance of life-long learning through the lens of **The Great American Read**. Participants included: BRCC, Community Coffee, the Louisiana Forestry Association, LSU Press, Authors Round the South, Cavalier House Books, Conundrum, Walls of Books, Tubby & Coo's Mid-City Book Shop, Blue Cypress Books, and Garden District Book Shop.

On August 19, LPB and *Country Roads Magazine* celebrated The Art of Food with 100 guests at Ann Connelly Fine Art. The Art of Food is an extension of LPB's weekly **Art Rocks!** series. The scrumptious menu by Chef Michael Gulotta of MoPho and Maypop in New Orleans, was inspired by the artwork of Billy Solitario, Demond Matsuo, and Mia Kaplan.

Throughout August, over 100



volunteers, guests, member challenge donors, and businesses supported LPB's pledge drive.

LPB had extra reason to celebrate at the Friends of LPB Annual Meeting. September 6 marked LPB's 43rd anniversary on the air. Outgoing and incoming board members were recognized and guests were treated to a fall preview of the great things in store on PBS and LPB. It was also an occasion to celebrate the 2018 Honorees of the LPB President's Awards: Chef John Folse, Dr. Robyn Merrick and the Underwriter of the Year: The Louisiana Forestry Association.

In September, LPB presented two preview screenings of the Season 4 premiere of **Poldark**. The September 20 screening in Shreveport took place at the Tower at The Oaks Ballroom at The Oaks of Louisiana, and the September 27 Poldark, Popcorn, & Punch screening in Baton Rouge was at the LPB Studios, where guests took photos with a life-size cut-out of Ross Poldark.

The Friends of LPB Meet & Greet with Lucia Micarelli took place on September 23. Violinist Lucia Micarelli, whose PBS concert special aired on LPB graced the stage at Manship Theatre at Shaw Center for the Arts in Baton Rouge. After her incredible show, she greeted Friends of LPB members.

LPB's Great American Read Reveal Party took place on October 23 at the East Baton Rouge Main Library. As part of the national PBS initiative designed to get people excited about reading books, **The Great American**

Read started with 100 books at the start of the summer and the top selection - *To Kill a Mockingbird* - was picked by PBS viewers from all over the country - with more than 4 million votes cast through October. At the event, we had food, games and prizes, plus attendees could vote for the novel they thought would be selected as America's most loved book. One lucky person won a \$100 gift card from Cavalier House Books in Denham Springs. Attendees were also encouraged to come dressed as their favorite book character.

In October, LPB hosted two preview screenings of the PBS series **Native America**. The first screening took place in partnership with the Tunica-Biloxi Tribe of Louisiana at the Tunica-Biloxi Cultural & Educational Resources Center in Marksville on October 17. Through a partnership with the Chitimacha Tribe of Louisiana, LPB presented a preview screening of *Native America* during The 5th Annual

Chitimacha Powwow at The Pavilion at Cypress Bayou Casino in Charenton on October 20. That was preceded with a special clip from LPB's program, **Native Waters: A Chitimacha Recollection**.

Congratulations went to a new member of Friends of LPB Nicole Veillon of Ragley, LA who won a VIP experience at The Austin City Limits Hall of Fame Induction Ceremony & Celebration in October, thanks to Friends of LPB & Via Airlines.

A hands-on STEM Academy Workshop was held at LPB on November 8, helping 38 teachers learn how to transform their classrooms and schools for the 21st century. The Academy helped expand their thinking to embrace STEM beyond subject areas, and beyond classrooms walls.

On November 10, LPB collaborated with the Louisiana Book Festival to present The Great American Read Debate at the Louisiana State Capitol. The distinguished panel discussed the



Tunica-Biloxi screening of Native America

relevance of *To Kill a Mockingbird*, chosen as the most loved American novel as part of PBS' **The Great American Read**.

Thanks to **The Great American Read** and First Books, LPB was able to donate 250 books to Progress Elementary School. EBRPSS Library Services Department and Progress Elementary celebrated The Great American Read Day on November 13 by having volunteers read to the kindergarten, first grade and second grade students. LPB's Nancy Tooraen and LETA Board member Tina Holland were among the volunteers. All of the students received one of the donated books so they may continue reading at home.

LPB was one of 14 PBS stations to receive a Ready-To-Learn Grant in November to support science and literacy learning for children, families and caregivers in low-income communities. This two-year grant is part of the Ready To Learn Initiative, funded by the U.S. Department of Education to support early learning for underserved children.

On November 15, LPB announced



PBS KIDS Early Learning Champion Robbie Rose

Robbie Rose, Exceptional Student Services Instructional Support Specialist for East Baton Rouge Parish Schools, as a PBS KIDS Early Learning Champion. This new awards program recognizes committed educators who work with young children, from infants to second-graders, and will offer a variety of community building, leadership

and professional learning opportunities provided by PBS and member stations over the next two years.

On November 19, LPB treated families to two free preview screenings of the new PBS KIDS series **Let's Go Luna**. Everyone snacked on popcorn and juice and wore glow-in-the-dark necklaces while watching Luna and her friends. A special thanks to our volunteers from RSVP who assisted in the event. Those attending brought new and gently-used shoes for LPB's Mister Rogers Shoe Drive – Soles 4 Soles will now be able to distribute another 87 pairs of shoes to those in need. All LPB Kids Club and Junior Kids Club members who attended were entered into a drawing for a PBS Playtime Pad, which was won by Emerson Chandler.

In November and December, over 100 volunteers, guests, member challenge donors, and businesses supported LPB's pledge drive.

Airing each Friday night and Saturday afternoon, LPB's **Art Rocks!** series began its sixth season in 2018 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. Leah Morace of Central Louisiana, graciously allowed LPB to use one of her paintings, "Kaleidoscope Pelican," for LPB's annual Christmas card. Morace was one of the artists featured in **Art Rocks!**

Louisiana Public Square is LPB's

monthly public affairs program. It provides citizens a forum to voice their opinions and concerns about issues affecting Louisiana to leading experts and key decision makers. The goal is to encourage civic engagement and civil discourse – the foundation of a strong democracy. Subjects this year included: **An Eye on Admissions; Louisiana Veterans Back Home; Revisiting Reform; Power of Reading; Preventing Suicide; News About The News; Balancing Eldercare; Making Schools Safe; Drawing the Line: Sexual Harassment in Louisiana and Early Education Matters.**

Louisiana: The State We're In, LPB's weekly newsmagazine, hit a milestone in September 2018 – its 42nd year on the air! Veteran award-winning reporter André Moreau is the Managing Editor and Anchor of the broadcast that continues to highlight the people, places, and events that make our state unique. It also provides in-depth coverage of the State Capitol during the State Legislative Session.

Stories this year included: The Fiscal Cliff, Steps to Avoid Another School Shooting, Reducing Recidivism, Louisiana & the Opioid Epidemic, Steel Tariffs in Louisiana, LSU Admission Standards, Flood Recovery, Water Quality, Louisiana, Suicide Rates in Louisiana, and an exclusive one-on-one year in review interview with Governor John Bel Edwards.

LPB continues to collaborate with the LA State Archives to expand the LA Digital Media Archive (LDMA), which now has over 5,500 videos available for viewing online. LPB is a participating station in the American

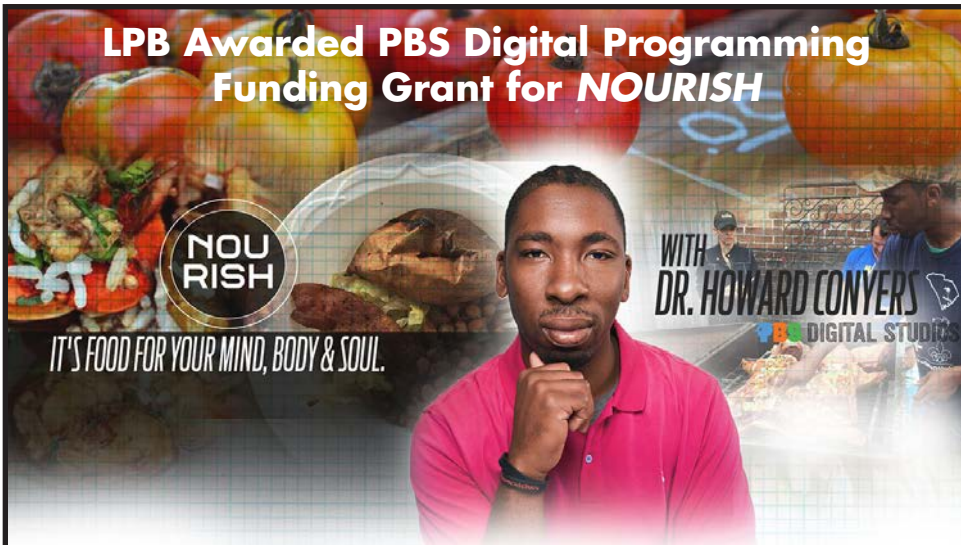


Archive of Public Broadcasting.

LPB's Educational Services Department sends a monthly e-newsletter with helpful parenting tips, early childhood learning help, along with crafts, games, and printable activities. This is in addition to the monthly 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 2019. 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!



NOURISH, hosted by rocket scientist, Dr. Howard Conyers is a show about food – what it says about who we are, where we're from and the ties that connect us. It explores the people, culture and science behind what we eat - from farm to table.

PBS Digital Studios and Loui-

siana Public Broadcasting teamed up to create this new original 10 episode digital series. PBS Digital Studios created the grant with support from CPB in order to help strengthen stations' digital-first production capabilities and develop capacity to create and distribute compelling digital content.



2018 AWARDS

Telly Awards

Bronze Telly

The Vietnam War: Louisiana Remembers

[Documentary – Single]

Suncoast Emmys

Program Nominee

A Louisiana French Renaissance

[Documentary - Cultural]

LPB's **Attatkapas: The Cajun Story** received the Louisiana Association of Broadcasters "Uniquely Louisiana" Award. The program, based on the stage show by Zachary Richard, combined music and narrative to tell the story of the Acadians, following their expulsion from Nova Scotia and eventual migration to Louisiana.

LPB's **Louisiana Public Square** episode **Coastal Restoration: The Next Wave** was named conservation communicator of the year at the Annual Governor's State Conservation Achievement Recognition Program conducted by the Louisiana Wildlife Federation. The program highlighted Louisiana's battle against devastating land loss and explored the state's updated coast restoration Master Plan that was presented to the Legislature.

LPB's Nancy Tooraen was recognized for improving classroom instruction through professional learning community, and was awarded the coveted DENny Award by the Discovery Educator Network (DEN). This is a global community of education professionals supported by Discovery Education. The Discovery Educator Network connects members across school systems and around the world through social media, virtual conferences, and in-person events, fostering valuable networking, idea sharing, and inspiration.