



ANNUAL REPORT

2019

A LETTER FROM LPB
PRESIDENT & CEO
BETH COURTNEY



A LETTER FROM
LOUISIANA
EDUCATIONAL
TELEVISION
AUTHORITY
BOARD CHAIR
VALENCIA BURTON



Dear Friends,

The year 2019 will be forever remembered by the worldwide pandemic that followed it. Looking back on what we now see as normal times, LPB produced outstanding new documentaries in 2019 including **In the Blind**, a story of duck hunting and environmental stewardship, and **Seize & Secure: The Battle for La Fièrè**, the dramatic story of a little known battle for a bridge serving as a critical route for allies on D-Day, produced in partnership with the National World War II Museum.

We continued our tradition of presenting timely news and public affairs stories and discussions important to the citizens of our state on **Louisiana: The State We're In** and **Louisiana Public Square**, and we celebrated our Louisiana Young Heroes and Louisiana Legends.

Shifting technologies saw an increase in digital delivery of programs. PBS Digital Studios sponsored **Good Gumbo**, as a sequel to our popular **Nourish**, our first digital series. Excellence is what remains our defining goal, no matter the platform of delivery.

We hope you agree that this 44th year on air was a high point for Louisiana Public Broadcasting, and that it is followed by many more years of excellence in a post-COVID environment!

It has been my pleasure to serve as Chairman of the Louisiana Educational Television Authority this year! Working alongside my fellow board members and the staff of Louisiana Public Broadcasting has allowed me to grow in the mist of compassionate, generous stewards. I have seen first-hand the tremendous good that LPB's Education Services Department does leveling the playing field by providing free resources to communities statewide. This year LPB, thanks to a grant from the Corporation for Public Broadcasting, was able to conduct Ready to Learn workshops in the 70802 zip code, an area of Baton Rouge that has struggled economically. The interactive camps for students and parents, and professional development opportunities for teachers are helping participants learn new skills in a fun way, especially STEM skills through both hands-on activities and PBS KIDS playpad games.

This year, LPB has also charted a course to stay in step with the digital revolution and is actively investing in technology advancements. A leader in election coverage, LPB presented important forums with the Governor's debates to help the citizens of Louisiana choose our next leader. The broadcast of former Governor Kathleen Babineaux Blanco's funeral services reminded Louisianans of the lifetime of public service of our first female Governor.

As we begin 2020 and navigate uncertainties together, I trust that LPB will continue to provide new ways to inspire children eager to learn and prepare them to conquer any challenge, equip parents and teachers with proven content that builds abilities and relationships, as well as entertain and inform all of us with innovative programs and timely important news to keep our citizens safe.

LPB broadcasts on the following television stations.

Baton Rouge
WLPB-DT 27.1, 27.2, 27.3

Monroe
KLTM-DT 13.1, 13.2, 13.3

Lake Charles
KLTL-DT 18.1, 18.2, 18.3

Lafayette
KLPB-DT 24.1, 24.2, 24.3

Shreveport
KLTS-DT 24.1, 24.2, 24.3

Alexandria
KLPA-DT 33.1, 33.2, 33.3

New Orleans
WLAE-DT 32.1, 32.2, 32.3
Local cable channels may vary.

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**A LETTER FROM
2019 FLPB BOARD
CHAIRMAN
BOB EMMERT**



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



Friends of LPB is made up of thousands of members from across the state of Louisiana who support and advance the mission of Louisiana Public Broadcasting (Louisiana Educational Television Authority) to provide excellent television and educational programming. The majority of contributions come directly from viewers, and in 2019, resulted in \$1,145,280 being transferred to LPB. Our ambitious “20,000 Friends for 2020” campaign that was begun in 2018 saw us get closer to our goal in 2019 with the addition of 2,182 new members for a total of 16,544.

Throughout 2019, the staff, along with the 200 dedicated volunteers of Friends of LPB, produced on-air pledge drives, implemented new fundraising efforts, and produced the signature annual event - the Louisiana Legends Gala & Auction. With the support of the Friends of LPB Board of Directors, we launched the Chairman’s Challenge to increase revenue by \$200,000 each year through 2023 and this goal is well underway with the introduction of our quarterly raffles. Thanks to our dedicated sponsors, RoyOMartin, Optimize EGS, Generac and Ryan Honda, we generated over \$175,000. Members were excited about the chance to win a new car, a \$10,000 Delta Air Lines gift card, a whole-house generator and a \$5,000 Amazon gift card! The positive response from our members and viewers was overwhelming.

Over 450 guests attended the 29th Annual Louisiana Legends Awards Gala on May 9 at Louisiana’s Old State Capitol. The honorees were Todd Graves, American entrepreneur and founder and CEO of Raising Cane’s Chicken Fingers; Denise Lewis Patrick, writer and editor of children’s books; Roy O. Martin III, CEO, President and CFO of RoyOMartin; Newton Thomas, founder of the Newtron Group, a leader in industrial electric and instrumentation; and Rebecca Vizard, internationally renowned textile artist. Since the Gala’s inception in 1990, Friends of LPB has recognized 144 outstanding Louisianans for their achievements and contributions to the state. Through the generous support of 2019 Gala sponsors, guests, and auction patrons, \$225,000 was raised to support LPB.

Our mission is to cultivate members, funds, and resources to maximize the benefits of LPB’s programming for all citizens in our state and beyond. LPB remains a leader in public broadcasting with a focus on making a meaningful impact in communities large and small, especially now. As we look ahead to our 45th year, Friends of LPB is fiercely committed to our loyal viewers and will continue to provide vital news and information as we face the year together.

The members of the Foundation Board continued during the 2019 fiscal year to monitor the performance of the endowment investment portfolio and to ensure that it adhered to the guidelines detailed in the FELPB Investment Policy Statement. Specifically, that Policy mandates the portfolio to be broadly diversified across global equity, fixed income and alternative asset classes, with the objective of capital growth in excess of inflation and desired spending. Our portfolio advisor, who is charged with strategy development and daily oversight of the mix of investment strategies, performed well during this period. The portfolio continues to benefit from fiscal year 2019 initiatives to drive investment costs lower over time.

With regard to fiscal 2019 investment performance, the endowment continued its positive trajectory. Despite a recession scare at the tail end of calendar 2018, the endowment participated nicely in the capital markets recovery in the first half of 2019 and at the conclusion of the 2019 fiscal year, reached a high water mark for the portfolio.

The work of the FELPB Board has become more vital than ever due to the ongoing economic consequences of the coronavirus pandemic which recently arose. As we entered calendar 2020, we could not have imagined the forces that have shaped our society and the associated impact to the global capital markets. However, against a backdrop of tremendous uncertainty, the Foundation continues to grow and remains in a strong financial position.

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Production



Louisiana Public Broadcasting, once again, established itself as an industry leader in creating nationally recognized, award-winning, multi-platform content across a broad array of genres, including news and public affairs, history, food, arts and culture. Whether it was mainstay LPB programs, such as **Louisiana: The State We're In**, now in its 43rd year of production; **Louisiana Public Square**, a public forum for civil dialogue and debate; **Art Rocks!**, highlighting Louisiana's unique arts and culture; or original productions co-produced in collaboration with independent producers and respected national entities, LPB's projects continue to stand out.

2019 was a pivotal election year for Louisiana and LPB covered the elections in several significant ways. Voters went to the polls to decide on a number of issues and offices including Governor. LPB used its many resources and statewide partnerships to accomplish two goals: increase voter turnout and provide forums that allowed voters to hear from the candidates themselves. **Louisiana Public Square: Engaging Louisiana** looked at ways to encourage more residents to be active in the political process and vote. **Louisiana Public Square: Resetting Louisiana** explored which issues were most critical to the future of our state. **Louisiana: The State We're**

In profiled many of those running for offices including those seeking election to the Louisiana State Board of Elementary and Secondary Education. LPB's Press Club and Newsmakers featured candidates, political consultants and pollsters.

LPB and the Council for a Better Louisiana (CABL) hosted two live gubernatorial debates. **The Louisiana Governor's Debate – 2019** allowed voters statewide the chance to hear all three candidates. Broadcast live from the University of Louisiana at Lafayette, the event was also live-streamed on our website, Facebook page, YouTube page and our App. In the weeks leading up to the debate, residents were invited to submit questions for the candidates to answer during the debates. **The Louisiana Governor's Debate – 2019: The Runoff** was held in the LPB Studios and the event was widely watched across all of LPB's platforms. After John Bel Edwards won re-election, LPB teamed up with the Reilly Center for Media & Public Affairs at LSU Manship School of Mass Communication for a public forum looking back at the lessons learned during the election cycle. Representatives from each of the three campaigns took part. The event was also taped for December's **Louisiana Public Square: Election Reflection**.



LPB's timely news and public affairs programs, present in-depth coverage of issues facing the citizens and communities of our state. **Louisiana Public Square** is LPB's monthly public affairs program, providing citizens a forum to voice their opinions and concerns about issues affecting Louisiana, and to pose questions 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: *The Value of Teachers*; *Beyond the Minimum Wage*; *What are the Odds? Sports Betting in Louisiana*; *The Penalty of Death*; *Sinking Louisiana*; *Legislative Wrap 2019*; *Youth & Guns*; *Engaging Louisiana*; *Resetting Louisiana*; *Tariff Tensions*; *Cultivating Food Security*; and *Election Reflection 2019*. The episode, *Tariff Tensions*, was recorded remotely, at the Coughlin-Saunders Performing Arts Center in Alexandria, and was free and open to the public. The program presented a discussion between residents from the Alexandria area and experts from Louisiana's economic sectors, who examined the challenges of the trade war with China.

Louisiana: The State We're In (SWI), LPB's long-running weekly, award-winning newsmagazine, combines in-depth coverage about the important issues in the state along with expert analysis of those issues. Veteran award-winning reporter André Moreau, Managing Editor and Co-Anchor of the broadcast, was joined by another veteran award-winning reporter, Natasha Williams, who began as Co-Anchor in January. **SWI** stories tackled critical issues on healthcare, education, the state budget and more. Since its inception in 1976, **SWI** has been a leader in coverage of the Louisiana Legislature. Its goal has always been to explain how legislation will affect the lives of the people of the state. The program also features stories on the art, culture, people and places that make Louisiana so unique.

In celebration of Louisiana's internationally renowned opera talent, LPB produced, **A Starry Night** featuring famed soprano Lisette Oropesa in March of 2019. Oropesa, joined celebrated tenor Paul Groves, baritone Brandon Hendrickson, and the LSU Symphony Orchestra with The Metropolitan Opera Maestro Joseph Colaneri for the performance that was recorded live by LPB in January at the LSU Union Theater. This impressive performance premiered as a pledge event in March on LPB and on Facebook. Paul Groves not only performed in the program, but he also joined the performance's producer and Professor Emeritus of the LSU School of Music, Robert Grayson, along with LPB President and CEO Beth Courtney in the LPB Studios to present this special broadcast event.

LPB continued its music productions with **An Evening at the Governor's Mansion**, which has become an LPB Christmas tradition featuring Louisiana entertainers performing at the Louisiana's Governor's Mansion in Baton Rouge. In 2019, LPB was delighted to record Shreveport native Kix Brooks of Brooks & Dunn fame. This special evening was presented to statewide audiences on Christmas Day and complemented the focus on country music thanks to Ken Burns' new documentary.

LPB's **Art Rocks!** series began its seventh season in 2019 with all new episodes, each featuring a visual or performing artist, or an arts and cultural organization from around the state. Profiles included: Lake Charles artist Heather Ryan Kelley, who uses symbolism in her paintings; Baton Rouge artist Dr. Hye Yeon Nam, who creates interactive and kinetic art with environmental and social inferences; Shreveport-based 'minimalist painter' Joshua Chambers; Eddie Mormon, a self-taught artist from Lake Charles whose improvisational brushstrokes are his trademark; Baton Rouge artist Rosemary Goodell, who is inspired by the asymmetrical balance of Japanese art; fiber artist Sherry Tamburo of Shreveport; Ascension Parish painter Alvin Batiste who recreates the rural life and music of the past through his folk art; and Ghada Henagan, a ceramicist in Baton Rouge who grew up in a small village in Lebanon. A number of these artist profiles have been syndicated nationally via the MMG



Arts Initiative.

LPB also upheld its strong legacy of creating award-winning documentaries and other original productions. In commemoration of the 75th anniversary of D-Day, LPB collaborated with the National World War II Museum in New Orleans to produce the Suncoast Emmy award-winning documentary, **Seize & Secure: The Battle for La Fièrè**. Capturing the La Fièrè story for the first time in documentary form, the LPB production relies on first-hand accounts of paratroopers and glidermen who battled their way across the Norman countryside to secure the small, stone La Fièrè bridge and causeway - even returning to Normandy to walk the battlefields with the heroic men who fought there. The fight for the La Fièrè causeway and bridge is regarded as one of the bloodiest small arms battles in U.S. military history. The National World War II Museum recorded interviews more than a decade ago as part of its effort to document oral history from war veterans while they were still living. Mark Harmon (*NCIS*, *The West Wing*, *Chicago Hope*) narrates, with an original music score by Lauren Buchter, an ASCAP (American Society of Composers, Authors, and Publishers) Composer to Watch. The score was recorded by a live orchestra in Budapest, Hungary. **Seize & Secure: The Battle for La Fièrè** was produced thanks to the generous support of Madlyn and Paul Hillard. The documentary broadcast nationally on PBS on D-Day and was ranked in the top ten of all PBS-system programs for 2019.

LPB also teamed up with independent filmmaker and producer Emma Reid to tell the story of Louisiana's rich duck hunting heritage and culture, with the award-winning documentary, **In the Blind**. The film traces the unique traditions of waterfowl hunting in Louisiana's Sportsman's Paradise and explores the sport's relevance in a global conservation effort to preserve and restore waterfowl populations, migratory flyways and the fragile habitat of this imperiled region.



LPB CEO Beth Courtney, Editor Matt Hathcox, Screenwriter/Writer, Charles E. Richard, Executive Producer/Director Christina Melton, and Post-Production Supervisor, Donald D.Ray! Washington

Outreach



The hunting community embraced the project and, through the generosity of donors, the documentary premiered in December to wide appeal.

LPB, in partnership with WLAE in New Orleans, told the story of how Community Coffee grew to become one of the top selling family-owned retail coffee brands in America in the documentary, **Community Coffee: Cheers to 100 Years**.

Inspired by the PBS series **No Passport Required**, which focuses on about diversity of immigrant traditions and cuisine woven into American food and culture, LPB produced and premiered its second nationally distributed, digital series, **Good Gumbo**, for PBS Digital Studios and PBS Zest through a grant from the Corporation for Public Broadcasting. The project is part of an ongoing effort to help strengthen public broadcasting stations' digital-first production capabilities and develop capacity to create and distribute compelling digital content. Hosted by Chef Phillip Lopez of Galatoire's Restaurant in New Orleans, **Good Gumbo** is an exploration of historical and cultural roots of some of the most popular dishes in the Deep South, like gumbo, beignets, and Banana's Foster.

LPB continues to collaborate with the Louisiana State Archives to preserve Louisiana's historic media recordings and to expand the **Louisiana Digital Media Archive (LDMA)**, which now has over 8,000 videos available for viewing online through ladigitalmedia.org. LPB's Louisiana Digital Media Archive is affiliated with the American Archive of Public Broadcasting. Each month the LDMA highlights items in its collection with special curated content. This year's monthly highlights were:

- January - Healthy New Year
- February - Black History Month
- March - Women's History Month
- April - Environment
- May - 35th Anniversary of the World's Fair in New Orleans
- June - 75th Anniversary of D-Day (June 6, 1944)
- July - Space Program
- August - Louisiana's Hurricane History
- September - Country Music
- October - Gubernatorial Debates
- November - Food
- December - Louisiana Christmas Celebrations

The LDMA also highlighted a Louisiana governor each month leading up to the gubernatorial election, among them: Huey P. Long, Earl K. Long, Jimmie Davis, John McKeithen, Edwin Edwards, Dave Treen, Buddy Roemer, Mike Foster, Kathleen Blanco and Bobby Jindal.

In 2019, Louisiana Public Broadcasting expanded the way it engages with the public, through community partnerships, cultural events, enriching educational activities, broadcasts and across multiple digital platforms.

This year marked the 24th anniversary of the **Louisiana Young Heroes Awards**. Eight exceptional and inspirational students from around the state were honored by LPB and the Rotary Club of Baton Rouge. The annual event celebrates students in grades 7 through 12 who have overcome personal obstacles, excelled academically, and have given back to their schools, churches and/or communities. The **2019 Louisiana Young Heroes** are Deondrais Boxley of Vidalia, Cade Canepa of Watson, William Gaspard of Moreauville, Arianna Hannum of Metairie, Sydney Lewis of Pineville, Ryan Smith of Baton Rouge, Nalon Soileau of Zachary and Jamone Williams of Baton Rouge. Generous sponsors of the program included: Southern Lifestyle Development and Acadian Companies.

These students enjoyed a daylong celebration in Louisiana's capital city that included a breakfast at LPB in which East Baton Rouge Parish Mayor-President Sharon Broome presented each Young Hero with a Certificate of Celebration; lunch at the Old Governor's Mansion where each received a proclamation from Governor John Bel Edwards and heard from guest speaker Matt Saurage, Chairman of Community Coffee, who spoke about the importance of serving others; a tour of LSU's Tiger Stadium and The Water Institute of the Gulf; and an awards banquet that night where videos about their life stories were shared with over 300 guests. The 2019 Young Heroes also participated in a service project the evening before their big day and assembled Baskets of Hope - baskets filled with toys, games, craft items, stuffed animals, gift cards and other items for children diagnosed with cancer or other serious illnesses.

LPB was able to showcase original documentary and public affairs productions and nationally produced PBS content with free screening events around the state through grants and community partnerships.

As part of the PBS Summer of Space programming, LPB partnered with the Louisiana Space Grant Consortium and the East Baton Rouge Parish Main Library to commemorate of the 50th anniversary of the Apollo 11 mission to the moon with a special preview of the new documentary **Chasing the Moon** from **PBS American Experience**. **Chasing the Moon**, a film by Robert



The Chasing the Moon screening at the East Baton Rouge Parish Library



2019 Louisiana Young Heroes with Mayor-President Sharon Weston Broome and LPB CEO Beth Courtney



The screening for Country Music

Stone, reimagined the race to the moon for a new generation. The series recast the Space Age as a fascinating stew of scientific innovation, political calculation, media spectacle, visionary impulses and personal drama. Utilizing a visual feast of previously overlooked and lost archival material — much of which had never before been seen — the film featured a diverse cast of characters who played key roles in these historic events. Among those included are astronauts Buzz Aldrin, Frank Borman and Bill Anders; Sergei Khrushchev, son of the former Soviet premier and a leading Soviet rocket engineer; Poppy Northcutt, a 25-year old “mathematics whiz” who gained worldwide attention as the first woman to serve in the all-male bastion of NASA’s Mission Control; and Ed Dwight, the Air Force pilot selected by the Kennedy administration to train as America’s first Black astronaut. Following the screening, the audience heard from a panel of experts who discussed Louisiana’s role in new space research.

LPB also presented special previews in Baton Rouge and Shreveport of **Country Music**, the 8-part, 16-hour documentary film series directed by Ken Burns, written by Dayton Duncan and produced by Duncan, Julie Dunfey and Burns. The preview featured highlights from the series, which explored the remarkable stories of the people and places behind this original American art form. Following the preview at Manship Theatre in Baton Rouge, approximately 100 guests heard from Joey Kent, an author, historian and music archivist. The Louisiana Hayride Archives he established and maintains has been labelled by Rolling Stone magazine as “the most important collection of country music history still in private hands.” Following the preview at the Robinson Film Center in Shreveport, approximately 125 guests heard from Joey Kent, as well as Country Music Superstar and 2005 Louisiana Legend, Kix Brooks, best known for being one half of Brooks & Dunn, the highest selling duo in the history of Country Music, and Johnny Wessler, who was instrumental in having Shreveport’s Municipal Memorial Auditorium recognized as a National Landmark. Oral histories about the Louisiana Hayride and country music in Louisiana were recorded in Shreveport as well, thanks to a collaboration with the All Y’all Podcast. These histories are archived on LPB’s YouTube page.

In commemoration of the 75th anniversary of D-Day on June 6, LPB, collaborated with The National World War II Museum in New Orleans, to screen the LPB documentary **Seize & Secure: The Battle for La Fièrè** as part of the its anniversary observance. The screening was held in the museum’s Solomon Victory Theater before 200 guests. A second screening at Robinson Film Center in Shreveport was part of the Regional Filmmaker’s Spotlight. A question and answer session followed with Tessa Jagger and Seth Paridon of The National WWII Museum in New Orleans and LPB Deputy Director, Christina Melton, who was the film’s Executive Producer and Director. This event was presented by Louisiana Entertainment, a

division of Louisiana Economic Development, in partnership with The National WWII Museum and LPB.

LPB celebrated Louisiana’s duck hunting heritage with two screenings of **In the Blind** at the Robinson Film Center in Shreveport and the Acadiana Center for the Arts in Lafayette, each before enthusiastic, capacity crowds. Following each screening, independent filmmaker Emma Reid discussed the making of the documentary and answered questions from the audience.

LPB collaborated with Country Roads Magazine and Ann Connelly Fine Art for the 3rd annual **The Art of Food**, which took place at Lamar Advertising Corporate Headquarters in Baton Rouge. Over 80 guests attended this 3rd installment that featured Chef Jeffery Hansell of Restaurant OxLot 9 at Covington’s Southern Hotel, who interpreted the works of internationally renowned muralist Francisco Diaz, creating a one-of-a-kind menu for a unique dining-meets-art experience. This event is an extension of LPB’s weekly arts series: **Art Rocks!**

As part of PBS preview opportunities, LPB offered a free public screening of **Les Misérables on Masterpiece** at the LSU Roger Hadfield Ogden Honors College. Baton Rouge residents got a first look at the six-part drama (non-musical) adaptation of Victor Hugo’s classic novel starring Dominic West as Jean Valjean, David Oyelowo as Javert and Lily Collins in the role of Fantine. Dr. William Arce-neaux, Director of the Foundation for Excellence in Louisiana Public Broadcasting, provided a historical overview for the audience prior to the screening.

LPB presented a screening for children and families of the new PBS KIDS series, **Molly of Denali**, at the LPB Studios. **Molly of Denali** is an animated action-adventure comedy that follows the adventures of resourceful 10-year-old Molly Mabray, an Alaska Native girl. LPB Kids Club members were treated to a complimentary breakfast. The filled-to-capacity screening was free and open to the public.



The screening for Les Misérables

Education



LPB's Educational Services Department continues to serve parents, children, educators and caregivers across Louisiana using existing and emerging technology to complement the award-winning children's programming on LPB and LPB2 (PBS KIDS), and to amplify the resources available at lpb.org/education. Additionally, each year, LPB offers many educational community events and activities for children and families, professional development opportunities to educators and summer camps for 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 28,000 educators in the state, alerting them about available e-programs, resources and services available through PBS and LPB that can be used in the classroom.

This year, LPB launched a new free, national service, called **Bright by Text**, designed to deliver research-based childhood health and wellness tips, resources promoting child development, and information about local resources and events, direct to parents and caregivers mobile phones. The service is funded by a grant from the Corporation for Public Broadcasting and is part of LPB's commitment to the federally funded **Ready to Learn** initiative that works to prepare children for success in school.

LPB's secondary channel, **LPB PBS KIDS** 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 continues its commitment to French language immersion programming on LPB-2, with our ongoing partnership with the Council for the Development of French in Louisiana, (CODOFIL), and Télévision Française de l'Ontario (TFO), for Francophones and future Francophones in Louisiana.

LPB is on the forefront of supporting Louisiana educators with innovative professional development opportunities. Through a grant from the Corporation for Public Broadcasting, LPB helped coordinate statewide **EdCamps**, a national grassroots professional development movement organized and operated by educators, for educators. LPB helped expand EdCamps to focus on early childhood education from Bossier to Baton Rouge. Early childhood specialists

came together to share information and innovations they then took back to their classrooms and students. The **PBS KIDS Playful Learning for Educators** grant project teamed LPB with the East Baton Rouge Parish Early Childhood Community Network for informative and fun workshops designed to offer ideas on how to incorporate more play into students' educational experience. LPB also partnered with Discovery Education for **Discovery Education Experience**, providing teachers with 180,000 multimedia assets to share with students. LPB hosted several developmental workshops designed to show educators how to maximize this valuable asset. LPB users logged in over 294,000 times to access content!

LPB's support of early childhood education is highlighted each summer through its annual summer camps for four and five-year-olds. In 2019, the Ruff Ruffman Camp, held at LPB headquarters focused on STEM skills for young learners. These creative and interactive camps are a hit every summer!

This year LPB's Educational Services Department took its resources out into the community through several Ready to Learn partnerships! The **Ready Jet Go! Family and Community Learning Workshops** were a fun way to bring families together to problem solve. Families were challenged to design projects using everyday recycled materials. At the **Ready Jet Go! Space Exploration Camps**, LPB used the PBS Summer of Space theme to advance the STEM skills of 5 – 8 year-olds with fun activities including engineering space crafts and playing space-themed games. Partner agencies included Carver Library and Freeman Matthew's Head Start Center. Other **Family and Community Learning Workshops** focused on STEM skills with the help of Cat in the Hat and building digital content through code creation with the help of ScratchJr. Partner agencies included the EBR Early Childhood Community Network and Knock Knock Children's Museum.

To celebrate the 50th birthday of **Sesame Street**, LPB was excited to receive a visit from the one and only Cookie Monster who came to West Baton Rouge to be a part of the annual **Sugar Fest**, a free, fun, family event presented by the West Baton Rouge Museum. Kids got their picture taken with Cookie Monster and enjoyed hands-on history, folk art demonstrations and more!

Friends of LPB



The 2019 Louisiana Legends with LPB CEO Beth Courtney.

Friends of Louisiana Public Broadcasting, a nonprofit corporation operating to support the Louisiana Educational Television Authority, is organized to further the educational and cultural enrichment of all citizens and to assist in making the benefits of educational and public television programming available to all the people of Louisiana.

Through a robust marketing campaign to expand its circle of friends, Friends of LPB continued efforts to increase membership support, launching an ambitious new campaign, called 20K for 2020 to reach its goal of having 20,000 members by the end of the year 2020, an increase of more than 5,000 members in 18 months. This campaign was designed to reach all Louisiana citizens and grow support for LPB in a rapidly evolving media environment, in its ability to provide free, high-quality programs and services that educate, inspire and entertain audiences of every age.

Throughout the year, Friends of LPB supports the mission of LPB through numerous activities and family-friendly events. More than 400 guests attended the **29th Annual Louisiana Legends Awards Gala** at Louisiana's Old State Capitol. The 2019 honorees were Todd Graves, American entrepreneur and founder and CEO of Raising Cane's Chicken Fingers; Roy O. Martin III, CEO, President and CFO of RoyOMartin; Denise Lewis Patrick, writer and editor of children's books; Newton Thomas, founder of the Newtron Group, leader in industrial electric and instrumentation; and Rebecca Watson Vizard, internationally renowned textile artist. 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. Each of the honorees was also profiled in a special broadcast on LPB and are viewable, along with past honorees, on LPB's YouTube channel and the Louisiana Digital Media Archive.

The Friends of LPB annual meeting on September 5 marked LPB's 44th 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 2019 Honorees of the LPB President's Awards: Lee Kantrow and Senator Eric Lafleur, and Underwriter of the Year: Willis-Knighton Health System.

Congratulations went to Marsha Reed of Alexandria, who won a \$10,000 Delta Air Lines gift card to fly anywhere in the world; Shirley Hunter of Alexandria, the Season of Smiles winner of a \$5,000 Amazon gift card; Patricia Adams of Baton Rouge, winner of a 2019 Honda Civic; and congratulations also went to Mary Durusau of Baton Rouge, winner of a Generac Generator.

Other events sponsored by the Friends of LPB included:

- **Victoria on Masterpiece** - LPB hosted a Victorian Tea to preview the Season 3 premiere of **Victoria on Masterpiece**. Guests enjoyed pastries and English tea and learned about the upcoming series.
- **Ready Jet Go!** - In celebration of the Summer in Space, LPB hosted a screening party for the movie **Ready Jet Go! One Small Step**. During the film, Jet Propulsion and his friends Sean and Sydney take an adventure to the moon. Attendees also enjoyed snacks and hands-on activities. The Louisiana Art & Science Museum brought their Discovery Dome, an immersive planetarium show experience, which was set up in the LPB Studios. Discovery Dome is a state-of-the-art, full-dome, HD theater.
- **Pinkalicious Birthday Party** - Children, parents, and grandparents enjoyed a sneak peek at this new PBS KIDS animated special at LPB's studios.
- **Downton Abbey Movie Premieres!** - Among the first to see the new Downton Abbey movie before its national release were approximately 300 guests at Cinemark Perkins Rowe in Baton Rouge and 125 guests at Cinemark Tinseltown in Shreveport. Guests were encouraged to dress in period costumes and did not disappoint! Attendees had their photos taken with images of all of their favorite characters on a Downton Abbey step-and-repeat and were treated to champagne and delectable treats in Baton Rouge and complimentary movie treats in Shreveport.



The **Downton Abbey** movie preview screening in Baton Rouge

Awards

This year, LPB local productions were awarded a Suncoast Emmy and a national Telly Award.



Seize & Secure: The Battle for La Fièvre

Best Historical Documentary Emmy Award from The National Academy of Television Arts and Sciences, Suncoast Chapter



Nourish

International Webby Award Nominee for Best Food & Drink Digital Video Series

Bronze Telly: Social Video Series Food & Beverage



Louisiana Book Festival



- **Poldark & Pinot** - LPB presented a sneak peek at the LPB Studios of the premiere of the fifth and final season of **Poldark**. Guests took photos with a life-size cut-out of Ross Poldark, and enjoyed their choice of Pinot Noir or Pinot Grigio and assorted cheeses.

- **Louisiana Book Festival** – In celebration of the 50th birthday of **Sesame Street**, we asked kids and kids at heart to tell us who their favorite characters are and recorded their answers to share with viewers and social media followers.

- **LPB's Very Merry Christmas Breakfast** - Approximately 200 guests attended LPB's Very Merry Christmas Breakfast at the Raising Cane's River Center in Baton Rouge. In a winter wonderland, parents and children took photos with Santa, enjoyed a delicious breakfast buffet, heard carolers and Christmas stories from Mrs. Claus, played in Santa's sleigh under sprinkles of snow and were delighted by special appearances from Daniel Tiger, Curious George, Luna, Super Why and Princess Presto.



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LOUISIANA: THE STATE WE'RE IN



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ART ROCKS! THE SERIES

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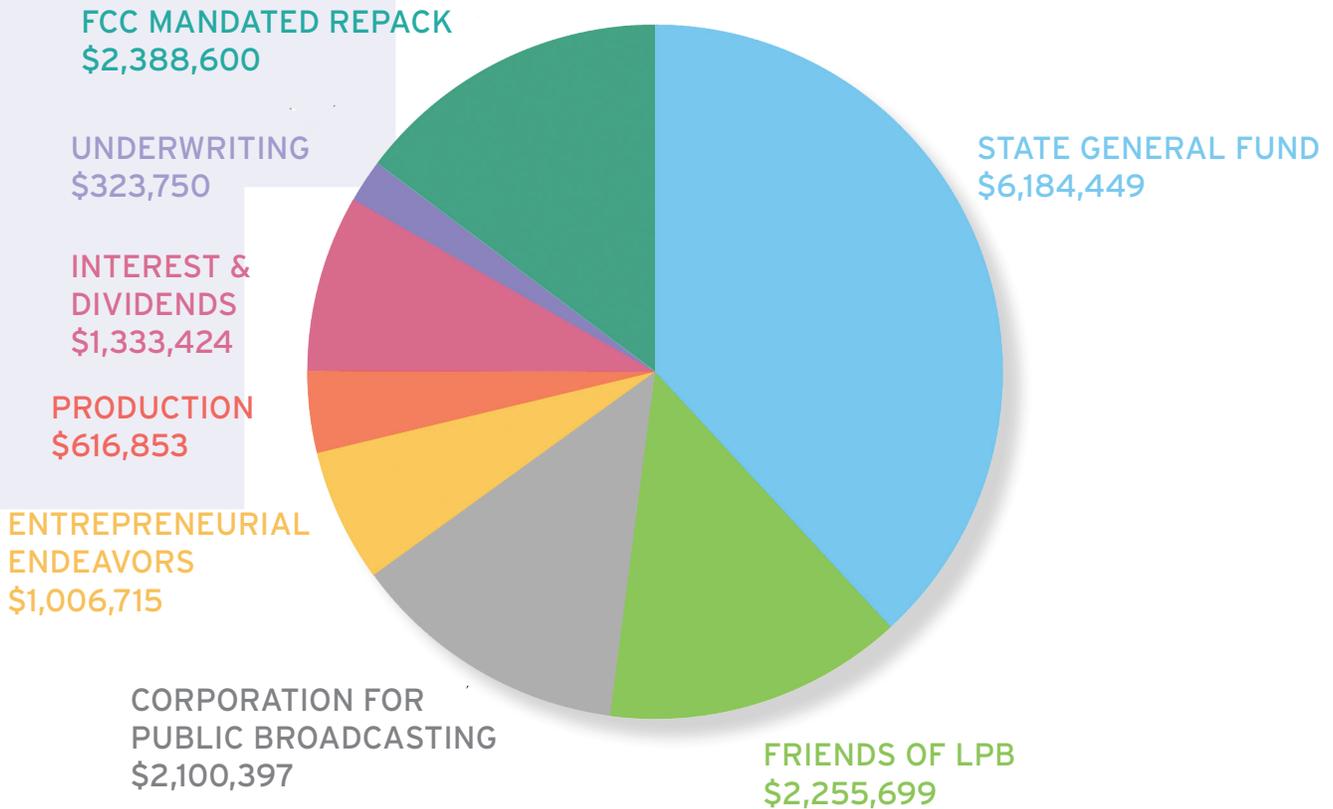
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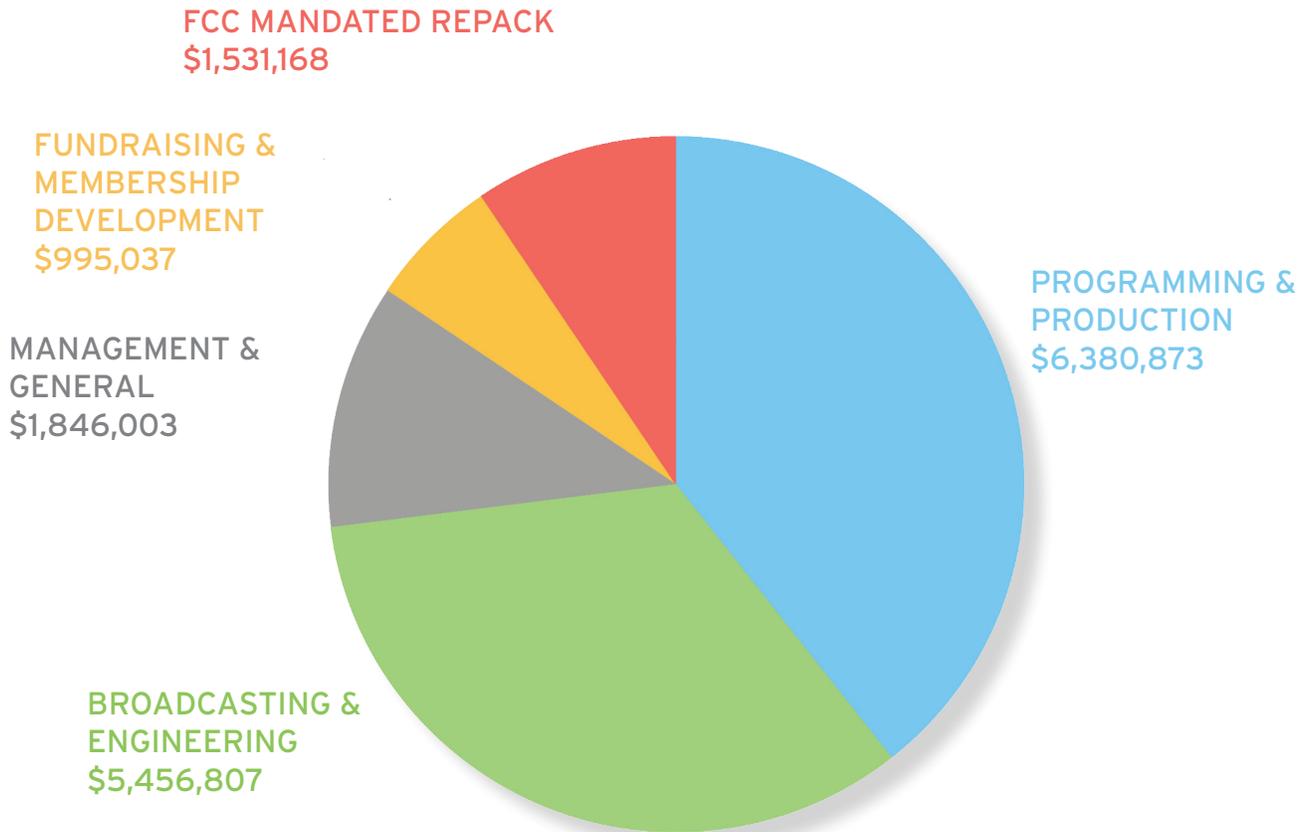
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LPB FISCAL YEAR 2018-2019 REVENUE

STATE GENERAL FUND	\$6,184,449
FRIENDS OF LPB	\$2,255,699
CORPORATION FOR PUBLIC BROADCASTING	\$2,100,397
ENTREPRENEURIAL ENDEAVORS	\$1,006,715
PRODUCTION	\$616,853
INTEREST & DIVIDENDS	\$1,333,424
UNDERWRITING	\$323,750
FCC MANDATED REPACK	\$2,388,600
TOTAL	\$16,209,888



**LPB FISCAL YEAR 2018-2019
EXPENDITURES**

PROGRAMMING & PRODUCTION	\$6,380,873
BROADCASTING & ENGINEERING	\$5,456,807
MANAGEMENT & GENERAL	\$1,846,003
FUNDRAISING & MEMBERSHIP DEVELOPMENT	\$995,037
FCC MANDATED REPACK	\$1,531,168
TOTAL	\$16,209,888

FCC Mandated Repack In March of 2016, the Federal Communications Commission (FCC) started an auction designed to repurpose television airwaves for new uses by wireless companies. At the conclusion of the auction in March of 2017, the FCC announced that nearly 1,000 local television stations must move to new frequencies between 2018-2020.

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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