

**LPB**



**PBS**

**ANNUAL REPORT 2020**

**1975 - 2020**

A LETTER FROM  
LOUISIANA PUBLIC  
BROADCASTING  
PRESIDENT & CEO  
**BETH COURTNEY**



A LETTER FROM  
LOUISIANA  
EDUCATIONAL  
TELEVISION  
AUTHORITY  
BOARD CHAIR  
**VALENCIA BURTON**



Dear Friends,

As we return to what has been labeled, “the new normal,” LPB has learned many lessons from this pandemic. We are committed to sharing vital information statewide on multiple platforms. This follows our more than 180 press conferences produced and shared with all media across the state. We provided information by broadcasting, streaming and making available resources that you may need in an emergency, be it hurricanes, viruses, freezes or floods. We learned that families and teachers need and appreciate our educational materials during school closures, and educators also accessed training opportunities available through our online library that includes all of the national PBS LearningMedia resources.

We have learned that you enjoy Louisiana stories and that you value our commitment to programs that enlighten and enrich your daily lives. We love to connect with you and hear what your feedback about our multiple offerings on LPB1, LPB2, and LPB3.

This past year, many of our longtime employees retired and we value their years of dedication. We have recruited some outstanding new members of our team who bring fresh and diverse perspectives to LPB. It seems that the most often used adjective to describe our television environment is change. We must learn new technology and keep track of all of those darn pass words.

Some things don't change. We still look forward to drama on **Masterpiece** on Sunday nights and Passport whenever and wherever we want to stream PBS classics and new favorites. We share excitement with the participants of **Antiques Roadshow**. We celebrate the accomplishments of Louisiana Legends and Louisiana Young Heroes, but most importantly, we thank our members of Friends of LPB who are part of our family and we cherish our time together, whether that be virtually or in person.

In spite of the tremendous challenges, 2020 has proven to be another meaningful year for LPB. As the Louisiana Educational Television Authority, LPB instituted new ways to engage students and educators by providing distance and at-home learning resources, as well as special on-air educational content, particularly helpful to families with limited access to digital technology. By working with the Louisiana Department of Education, LPB was able to “bridge the gap” in education and technology for so many in need.

LPB was able to institute new safety protocols that allowed employees to continue to serve the citizens of Louisiana, east Texas, southern Arkansas, and southwestern Mississippi, while keeping them safe. In doing so, LPB has been a life-line of information about the pandemic and during hurricane season by providing coverage of all of the Governor's press conferences, and hosting discussions with authorities on health and safety. By sharing and practicing these health and safety measures put forth by Governor John Bel Edwards, the Louisiana Department of Health and the CDC, LPB worked to keep our local communities moving in the right direction to overcome the pandemic.

LPB, through its unbiased and trusted news programs, has covered the other consequential events of this past year, including the nation's social reckoning, in reaction to unjust actions against African Americans, as well as crimes against the Asian American community.

Louisianans also turned to LPB for its entertaining and inspiring programs, like **Masterpiece** and **Finding Your Roots**, for a much needed respite from daily stresses.

I would like to thank my fellow Board members for their creativity and invaluable contributions as we continued our dedication to LPB, meeting virtually instead of in-person. It has been a pleasure to work with each of them.

As we look to a brighter future, I am confident that LPB will successfully continue its mission in 2021 to serve the needs of the people of Louisiana and beyond. We hope that you and your families continue to remain healthy and safe, and never hesitate to share your ideas with us, as you are the true spirit and treasure of Louisiana.

**A LETTER FROM  
2020 FRIENDS OF  
LOUISIANA PUBLIC  
BROADCASTING  
BOARD CHAIR  
BO HARRIS**



Friends of Louisiana Public Broadcasting is a nonprofit corporation operating solely to support the Louisiana Educational Television Authority (dba LPB). FLPB is governed by a volunteer board of directors consisting of 30 individuals from across the state, with the support of the staff who perform the day to day operations.

This has been a year none of us could have anticipated. Despite the uncertainty, Friends of LPB was able to continue our fundraising efforts providing our members a window to the world and programs offering of hope during these challenging times.

In 2019, LPB initiated an ambitious campaign with a goal to increase membership to 20,000 by the end of 2020. The campaign has seen tremendous success through multiple appeals including the quarterly raffles, membership drives and LPB's most popular member benefit, LPB Passport. Through these efforts, membership revenue saw an increase of 10%, resulting in \$1,171,383 being transferred to the Foundation for Excellence in Louisiana Public Broadcasting. I am also proud to report that the Friends of LPB membership has increased to 19,400 and we are well on our way to reaching our goal of 20,000 members!

The 30th Annual Louisiana Legends Gala was re-scheduled due to the ongoing threat of the coronavirus. This year's honorees are: Dr. Carolyn Leach Huntoon, scientist and the first woman to serve as Director of NASA's Johnson Space Center; Dr. Terry King, world-renowned Pediatric Cardiologist, co-inventor of the "King Mills Cardiac Umbrella;" Terry C. Landry, Sr., the first African American Superintendent of the Louisiana State Police; Johnny Robinson, LSU football great and 2019 NFL Hall of Fame Inductee; and Donna Saurage, philanthropist and Manager of CCC Holding L.L.C., the parent company of Community Coffee.

As you can see, Friends of LPB continues to pivot successfully, rising to the occasion to creatively find additional revenue streams. One thing is certain, LPB resonates in a very special way to our viewers, more and more of whom are becoming faithful members.

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



The Foundation portfolio has been constructed to produce a return that can support the spending required for LPB's continuing operations now and in the future, and to do so without taking undue risk. With this mandate in mind, the investments have been allocated to achieve broad diversification and risk/return characteristics that are durable across different phases of the economic cycle.

The fiscal year 2020 will long be remembered as one unlike any other in recent history. The global pandemic was felt in many ways, not the least of which was the impact to the economy and capital markets. It could be argued that we did in fact witness a full economic cycle in less than twelve months.

Through it all, the Foundation Board met (Zoomed) regularly with our excellent investment advisor, The J.K. Meek Group at Graystone Consulting, and worked tirelessly to understand the implications for the Foundation and the steps that were being taken in response to significant market volatility. By the end of the fiscal year, the portfolio had grown modestly despite the market tumult. Importantly, decisions throughout the period to reposition the portfolio have contributed to the enviable position that we now enjoy entering the summer months.



**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.**

## LOUISIANA EDUCATIONAL TELEVISION AUTHORITY BOARD

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 Beth Courtney

*Chairperson, LETA*  
 Valencia Burton

*Chairperson, Friends of LPB*  
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 Jennifer Maggio  
 Justin Marocco

Sondra Mott-Long  
 Jim McCrery  
 Adrienne Moore  
 Dr. Peggy Murphy  
 Jimmy Oustalet  
 Denage Piper

Jodi Penn Rives  
 Walter Rudd  
 Carol Shadoin  
 Howard White  
 Lela Mae Wilkes  
 Ann Wilkinson

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

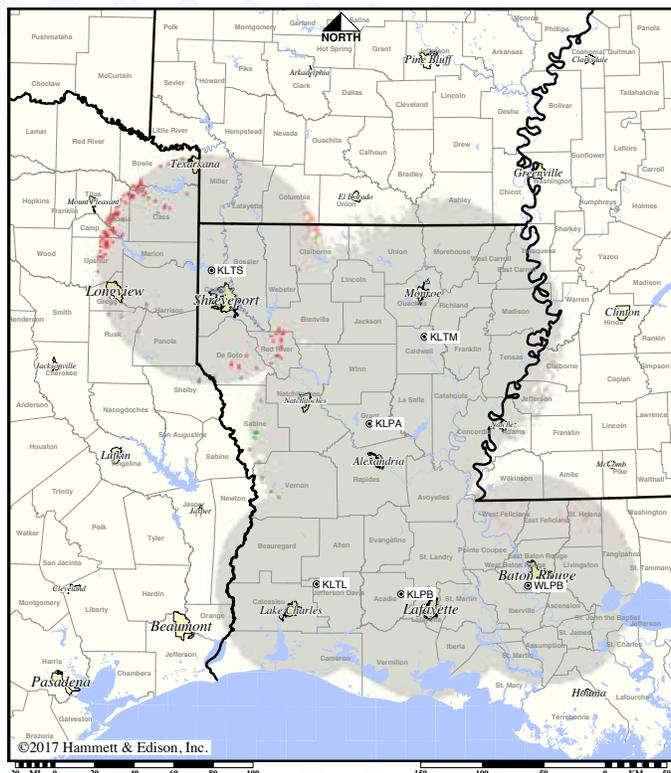
**Shreveport**  
 KLTS-DT 24.1, 24.2, 24.3

**Alexandria**  
 KLPA-DT 25.1, 25.2, 25.3

**New Orleans**  
 WLAE-DT 32.1, 32.2, 32.3

Local cable channels may vary.

Louisiana Public Broadcasting Network • ID 1777 • Baton Rouge, LA • State  
 Coverage Change • FCC Methodology



PBS

Before	System gain	Entity gain	No change	Entity loss	System loss	After
3,707,355	223	46	3,699,624	1,984	5,747	3,699,893 prs
1,407,720	90	19	1,404,687	791	2,242	1,404,796 hse

May 30, 2017

# PROUDLY

September 6, 2020 marked Louisiana Public Broadcasting's 45th anniversary on the air. In 2020, more than any other year previously, LPB proved to be a trusted and vital source for information to the citizens of Louisiana. From the COVID pandemic to multiple hurricane landings, LPB fulfilled its mission... and more.

LPB continues to be uniquely prepared to serve the entire state during this unprecedented emergency thanks to its statewide network of six public television stations in Baton Rouge, Alexandria, Lafayette, Monroe, Shreveport, and Lake Charles, as well as LPB's public television affiliate in New Orleans (WLAE TV) and our well established digital platforms.

As COVID-19 made its way into Louisiana, LPB took action with LPB.org becoming a trusted one-stop resource for citizens looking for information. A dedicated COVID-19 resource page provided information about topics ranging from CDC Guidelines to statewide school lunch program locations.

LPB began providing the live pool feed for all of the daily emergency briefings and press conferences from Louisiana Governor John Bel Edwards. LPB made that feed available to all television and radio stations – both public and commercial – across the state. These press conferences were available across all LPB digital platforms. Of an estimated 181 press conferences covered in 2020, there were 361,681 views with 72,385 hours watched on lpb.org. Nearly 6,500 viewers used the free LPB App to watch.

In March, with a statewide "Stay At Home Order" ahead, LPB produced and broadcast statewide the program **COVID-19: Louisiana's Response**. This program brought together Gov-



Governor Edwards speaks at an emergency briefing.

ernor Edwards, as well as state health, education and business leaders to help answer viewer questions. LPB received 3,000 viewer questions.

The LPB news and production departments remained steadfast in delivering up-to-date advisories from the Louisiana Department of Health and CDC. Viewers saw multiple stories on the Covid-19 topic covered on LPB's weekly news program **Louisiana: The State We're In**, in its 44th year of production. Stories ranged from updates on the state's response, to the courage of frontline workers, to the first-hand experiences of COVID survivors, and medical research being conducted on a local level.



Our monthly public affairs program, **Louisiana Public Square** allowed us to delve even deeper into the pandemic. In April, **Pulse of a Pandemic** once again brought the Governor and state health, education, and economic officials together to answer viewer questions and interact. In July, with the topic, **Reopening Education**, LPS brought together state education officials to address concerns about what the coming school year would look like, as well as questions about online instruction. October's **Delay of Game: Football and COVID-19** looked at all the aspects of the pandemic's effect on the college football season – a major economic driver for Louisiana.

State health, education, and business leaders join Governor Edwards for COVID-19: Louisiana's Response.



In December, the focus shifted to the upcoming launch of the COVID-19 vaccine. Once again working with Governor Edwards and state public health officials, LPB brought viewers **Covid-19 Vaccine in Louisiana: What You Need to Know**.



CABL's Barry Erwin, LPB CEO Beth Courtney, and LPB's Andre' Moreau cover Governor Edwards' inauguration.

While the COVID-19 pandemic and record hurricane season were front and center, LPB continued to provide the public with the coverage, events and stories they have come to expect.

- During election season, LPB kept Louisiana citizens informed beginning with the broadcast of the Governor's inauguration, the East Baton Rouge mayoral debate, and subsequent election night coverage.
- **Louisiana Public Square** continued to provide 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. In 2020, with scenes of social unrest and calls for racial justice, LPB explored these issues through reports on **Louisiana: The State We're In** and with **Louisiana Public Square: Dialogue on Disparity**.
- Other subjects discussed on **Louisiana Public Square** this year included: *Vaping in Louisiana; Hacked; Cultivating Food Security; Youth & Guns; Engaging Louisiana; Election 2020;* and *Children's Health Matters*.
- **Louisiana: The State We're In (SWI)**, LPB's long-running weekly, award-winning newsmagazine, combined in-depth coverage about the important issues in 2020 along with expert analysis of those issues. Through October, **SWI** was co-anchored by veteran award-winning reporters, André Moreau (Managing Editor), and Natasha Williams. In December, LPB welcomed reporter, Kara St. Cyr as new co-anchor. She joined André Moreau to produce stories for **SWI** tackling critical issues on the pandemic, healthcare, education, 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.



Andre' Moreau interviews a resident after Hurricane Laura.

## LPB IS HERE FOR YOU DURING A RECORD-SETTING HURRICANE SEASON

The 2020 Atlantic hurricane season holds the record for the most named storms in a season. Louisiana found itself in the "cone of uncertainty" eight times, with five storms making landfall in Louisiana, breaking the state record for the most strikes in a single season.

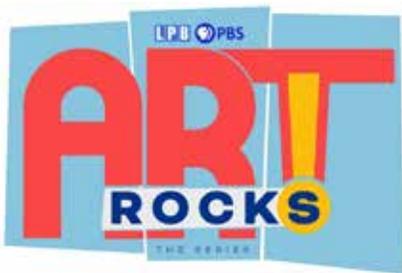
The citizens of Louisiana depended on LPB more than ever.

- LPB served as an important link between critical communications from the Governor and citizens statewide.
- LPB covered **46 Tropical Update press conferences** both by broadcast & online with more than 50,000 watching online alone.
- **Louisiana: The State We're In** provided in-depth, continuing coverage on preparations & recovery efforts.
- **LPB.org** provided a dedicated hurricane resource page with links to resources for food assistance, disaster benefits, & housing information.
- Hurricane Laura is considered the most destructive of the five storms to hit Louisiana. **LPB developed a partnership with KPLC – TV** in Lake Charles that allowed daily broadcasts (Mon-Fri) of reports from the station, whose broadcast tower toppled during the hurricane. This partnership was beneficial in multiple ways: With LPB's tower standing strong, residents of the hard hit areas could still get news of what was happening in the area by simply using an antennae – no cable or satellite was needed to receive the signal. LPB's statewide network proved helpful as many residents of the area were displaced in shelters across the state. This partnership provided a daily glimpse of what was happening in their hometown and helped spread vital information about resources and recovery.



Frederick Kalmbach, Managing Editor of *The Advocate* and Beth Courtney, LPB CEO at the East Baton Rouge Parish Mayoral Forum.

- LPB completed the critical federally mandated **FCC Television Spectrum Repack project**, as well as installation of a new ATSC 3.0 Antenna and transmitter in Shreveport. The FCC also granted LPB a power increase to 550 KW, allowing a coverage area that reaches well into East Texas to Gladewater, which is 82.5 miles from the KLTS transmitter.
- In 2020, audiences were able to access LPB in more ways than ever before with **YouTube TV** and with **live streaming capabilities on lpb.org and with the LPB App**.
- LPB continued to produce and promote programs that speak to Louisiana's uniqueness. In particular, the LPB produced digital series, **Good Gumbo**, in addition to **LPB Cooks! 40 Years of Flavor, A Living History: LSU Rural Life Museum Turns 50, Louisiana Travels, and Art Rocks! The Series: Holiday Special**.



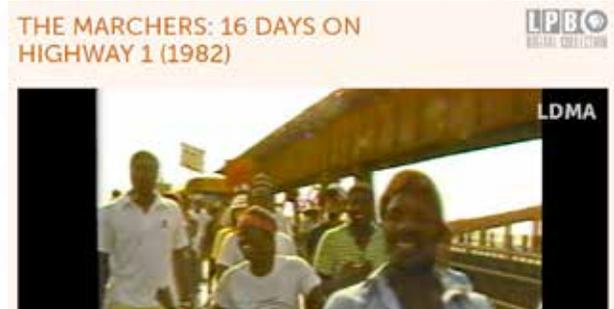
- LPB's **Art Rocks!** series began its eighth season in 2020 with all new episodes highlighting Louisiana's unique arts and culture, each featuring a visual or performing artist, or an arts and cultural organization from around the state. 2020 pro-

files from seasons 7 and 8 included: Monroe woodworker, Kyle Snellenberger; The Frescoes of Conrad Albrizio; Argentinian muralist, Francisco "Pastel" Diaz; conservator Elise Grenier; woodworker Audie Maxie of Linville; mixed media artist Malaika Favorite; New Orleans photographers Richard Sexton and Tina Freeman; the exhibition *Acadia: Painting and Place* at the New Orleans Museum of Art; painter Isoko Onodera of Baton Rouge; muralist Robert Dafford; the public art installation, *Hérons on the Bayou* in Monroe; Baton Rouge Gallery artists' works on protective face coverings; violinist Lin He of Baton Rouge; mixed media artist Veretta Garrison-Moller of Alexandria; Shreveport artists producing work during COVID-19; the legacy of Baton Rouge sculptor Frank Hayden; Louisiana milliner Mimi Holaday; painter Elizabeth Morgan of Alexandria; vocalists, the Foto Sisters of Clinton; and the photographic quilts of Letitia Huckaby. A number of these artist profiles have been syndicated nationally via the MMG Arts Initiative.

- In February, nearly 100 people attended the LPB in the Community Event – **The GU272 & The Louisiana Connection**. The event included a screening of the upcoming season of **Finding Your Roots with Henry Louis Gates, Jr.**, along with a panel discussion about ancestral connections to the Georgetown University 272 and the opportunities now available for their ancestors. 272 refers to the number of enslaved men, women, and children who were sold by the university to Louisiana plantation owners. This kicked off a mini-series exploring the history and the topic on our weekly news program **Louisiana: The State We're In**.

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 9,000 videos available for viewing online through [ladigitalmedia.org](http://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. The monthly highlights for 2020 were: Louisiana Inaugurations (Jan.); Black History Month and the LPB series *Folks, 1981-1990* (Feb.); Women's History Month: Trailblazers (Mar.); 10th Anniversary of the BP Oil Spill (Apr.); Music: *Folks* (May); Louisiana Road Trip (June); Louisiana Chefs (July); Fight for Women's Rights: 100th Anniversary of Women's Suffrage (Aug.); LPB's 45th Anniversary (September 6th); Presidential Elections: Election Day – November 3, 2020 (Oct.); Native American Heritage Month (Nov.); and Holiday Cooking in Louisiana (Dec.)

LPB's LDMA rediscovered a documentary not seen in decades about voter registration efforts in Louisiana on the eve of the historic 2020 election. A recording of this 1982 documentary nearly lost to history, ***The Marchers: 16 Days on Highway 1***, was digitized and preserved through the work of the LDMA with support from a grant award from the American Archive of Public Broadcasting (AAPB) through its Transcribe to Digitize Challenge by vendor George Blood L.P., a digitization service provider. For every speech-to-text transcript that LPB corrected, George Blood digitized one of LPB's programs free-of-charge.



***The Marchers: 16 Days on Highway 1*** was first broadcast on LPB on August 18, 1982. The documentary chronicles the 16-day, 246-mile Black voter registration march from Shreveport to Baton Rouge that took place in June 1982. The march was sponsored by the Louisiana NAACP and the Louisiana Legislative Black Caucus. The program includes highlights of the speeches made by several civil rights activists, including A.Z. Young, the organizer of the 1967 Bogalusa Civil Rights March; Reverend T.J. Jemison, one of the organizers of the 1953 Baton Rouge Bus Boycott; State Representative Joe Delpit; Rupert Richardson, the President of the Louisiana NAACP; Ben Jeffers, the march organizer; State Representative Richard Turnley; and future State Senator Cleo Fields.

The LDMA also highlighted, through bonus blog posts, LSU Football (in honor of LSU winning the National Championship), Remembering Ellis Marsalis, Back to School (LPB's educational programming), and Remembering Mike Foster.

# OUTREACH

## KEEPING OUR COMMUNITY ENGAGED DURING QUARANTINE

When the COVID-19 virus arrived in Louisiana in March, the outbreak spread at a rapid rate. In less than a month, the Governor issued a stay-at-home order. By mid-April, it was clear there was not going to be a quick resolution. For many, the battle against COVID-19 was more than fending off the virus itself; it was also dealing with the emotional impact a pandemic brings. The isolation necessary for proper social distancing can increase loneliness, leading to feelings of hopelessness and depression. How could LPB pivot quickly in a crisis to best serve citizens across our state and still practice safe social distancing?



## PROGRAMS WITH A PURPOSE

LPB began working on **The Helpers**, an online digital series. The idea was born from the words of PBS icon and everyone's favorite neighbor, Fred Rogers: "When I was a boy and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.'" If LPB could showcase short videos of people coming together to help during this time of crisis, perhaps we could lessen the feelings of fear, anxiety, hopelessness, and loneliness and maybe they could even serve to inspire others to help in these challenging times. LPB Digital Studios produced 15 episodes that live on LPB's YouTube Channel (2,551 views), website, and social media platforms (12,000+ views).

2020 marked the 25th anniversary of the **Louisiana Young Heroes Awards**. While the pandemic necessitated a cancellation of Louisiana Young Heroes Day activities, LPB nonetheless was able to celebrate the achievements of six exceptional and inspirational high school students from around the state, including in new ways that introduced each student to viewers across the state. Each Young Hero was featured in a story on LPB's **Louisiana: The State We're In**. The stories were then presented in a half hour special that aired statewide in primetime. A Young Hero is defined as someone who may have overcome personal obstacles, excelled academically, and served as a role model giving back to their schools, churches and/or communities. **The 2020 Louisiana Young Heroes** are: Anthony Chiasson, 10th grader at Catholic High School in Baton Rouge; Lillian DeJean, 12th grader, homeschooled in

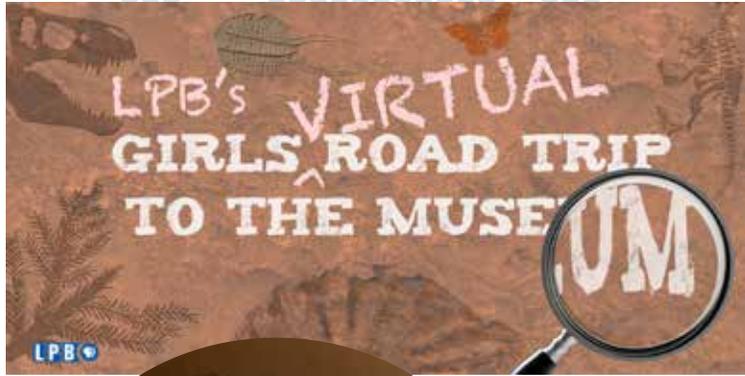


Lafayette; Claire Holder, 12th grader at St. Joseph's Academy in Baton Rouge; Caleb Lewis, 12th grader at Northlake Christian School in Covington; Riley Marze, 10th grader at Leesville High School in Leesville; and Garrett Sanders, 12th grader at Hammond High Magnet School in Hammond. The Louisiana Young Heroes Program was presented in 2020 with the generous support of the Propane Dealers of Louisiana with the additional sponsorship of Hancock Whitney Bank, Community Coffee, DEMCO and Hotel Indigo. Their support allowed each Young Hero to receive a new laptop computer and other gifts of appreciation. Governor and First Lady Edwards recorded a special video message for the Young Heroes and East Baton Rouge Parish Mayor-President Sharon Weston Broome provided each Young Hero with a *Certificate of Celebration*.

LPB presented more safe, socially distanced online options that were both entertaining and educational: Two LPB nominated films were featured in the **PBS Online Film Festival**. LPB also took part in the *All Y'All* podcast series called **Louisiana Hayride Stories**. More uplifting viewing included LPB's broadcast of the Blue Cross and Blue Shield of Louisiana Foundation **2020 Angel Award** program, honoring everyday citizens doing extraordinary things to help Louisiana children.

In April, LPB partnered with Independent Television Service (ITVS) and **Independent Lens** to present **Bedlam**, a documentary examining the national mental health crisis. During the broadcast, viewers had the opportunity to join LPB in a nationwide experiment – a live survey and text conversation with other viewers across the country sharing thoughts and ideas for addressing mental health issues.

In October, LPB premiered **The Power of We: A Sesame Street Special**. Designed as a co-viewing experience for children and families, the special addressed racism – and modeled how children can stand up to it. The special re-aired throughout October and November on LPB and the LPB PBS KIDS 24/7 channel. Tips and resources to help families and caregivers discuss race, racism, and being anti-racist with their children are available on [pbskidsforparents.org](http://pbskidsforparents.org).



## VIRTUAL OPPORTUNITIES TO INTERACT & LEARN

LPB continued to engage the community with virtual events, as well. **The Gene and the Acadians: A Discussion About Genetics** was our first ever online screening and panel discussion which was initially planned as an in-person event. That was followed by another virtual event a few months later: **LPB's Girls Virtual Road Trip to the Museum**. LPB partnered with the LSU College of Science to bring this interactive and hands-on virtual event to seventy girls across the state, allowing them to explore careers in science. Each attendee received a science kit filled with three activities designed to spark curiosity of the natural world.



*The GU272 & The Louisiana Connection Event*



From April through August, LPB participated in the initiative, **PBS American Portrait**, working with leaders of arts and cultural non-profit organizations, community agencies, and regional publications who served as LPB/PBS American Portrait Community Ambassadors. This national storytelling project asked people all over the country to submit their stories by responding to thought-provoking prompts, stories made all the more poignant because of the pandemic and concurrent societal unrest. Thanks to our Community Ambassadors, at least 100 story submissions from Louisiana were uploaded directly to the **PBS American Portrait** website.

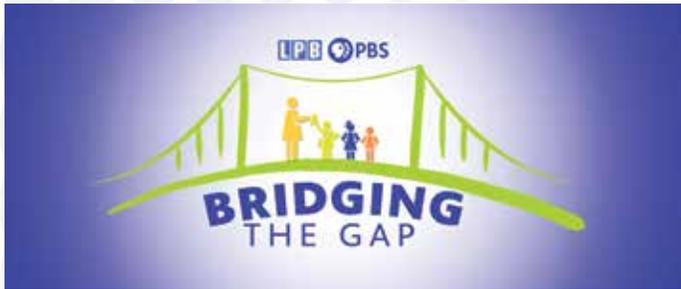
LPB's LearningMedia conducted several virtual hands-on learning experiences including a **Molly of Denali Pop-Up Museum** event, which taught attendees basic research skills, biography writing, and map-making. Sixteen families and 25 kids enjoyed LPB's virtual **Molly of Denali-Holiday Camp** over Christmas. Attendees created snow scenes with Molly, made totems, and talked about cultural traditions, specifically family recipes. Approximately 250 families took part in the **Cradle to K – Baton Rouge Community Celebration** and LPB was there signing families up for our free **Bright By Text** program and helping children make fun **Ready Jet Go!** Space helmets.

Viewing options expanded beginning in March, when **LPB began streaming live on YouTube TV**. Dedicated live channels for LPB and LPB KIDS, as well as on-demand programming, started being available to YouTube TV subscribers, expanding PBS's digital footprint and offering viewers additional ways to stream PBS and LPB content. In addition to YouTube TV, LPB content is available on all LPB-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS Video app and PBS KIDS Video app available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Samsung TV and Chromecast. LPB members are also able to view an extended library of quality public television programming via **LPB Passport**.

In August, LPB expanded its digital frontiers further when **LPB-HD began streaming live online at lpb.org/livetv** with no subscription nor cost associated. Other ways to access the LPB-HD live stream are through [video.lpb.org/livestream](https://video.lpb.org/livestream) or [pbs.org/livestream](https://pbs.org/livestream).

As public media with the power of a statewide network, LPB remains uniquely qualified to serve Louisiana during times of crisis. As we continue to make our way through this pandemic, LPB will continue to execute our mission to inform, educate, and entertain while ensuring that ALL of Louisiana's children are served.

# EDUCATION



## BRIDGING THE GAP SCHOOLS SHUT-DOWN; PUBLIC TELEVISION STEPS-UP WITH LEARNING OPPORTUNITIES FOR ALL

Louisiana parents, teachers and caregivers were already aware of the tremendous educational resource available through LPB/PBS KIDS programs, but with schools shutdown, LPB took action. Working to make quarantine time quality time, in March, LPB launched the initiative “At-Home Learning” in partnership with the Louisiana Department of Education. Featuring broadcast programming and multiple digital resources, LPB worked to provide educational continuity during a chaotic time for most Louisiana families and school districts.

By June, the school year may have ended, but LPB continued our partnership with the Louisiana Department of Education and launched **Bridging the Gap**, a comprehensive and enhanced distance learning education plan designed to support educators, students, and their families. By mid-year, state education leaders realized how widespread the “digital divide” was in Louisiana. LPB kicked off the initiative with an informational webinar for school superintendents across the state, designed to introduce them to all the free resources available from LPB.

## Learning@Home

[lpb.org/athome](http://lpb.org/athome)

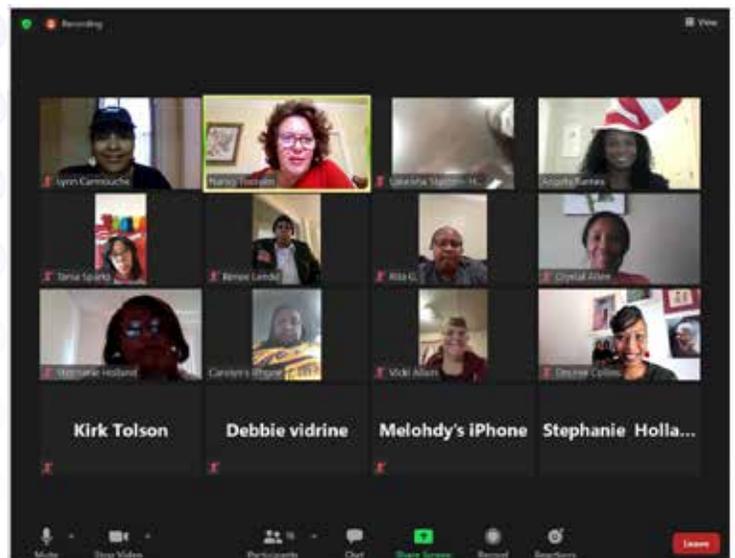


## THE IMPORTANCE OF EDUCATIONAL BROADCASTING

A survey by the Louisiana Department of Education showed that more than half of the students in 27 of 69 of Louisiana’s school districts lacked access to a school-issued or personal

laptop computer or tablet – more than 200,000 students. The tremendous reach of LPB’s six-station network, presented the opportunity to serve those students and their families.

In an effort to reach all students regardless of access to technology and help make up for lost instructional time, LPB developed “Curriculum-Based Programming” – airing Monday –Friday from 6am until 5pm. The morning hours were dedicated to the award-winning PreK – 3rd grade PBS KIDS programming upon which viewers have historically depended. Supplementing this, LPB developed an easy-to-use guide showing parents the alignment of programs to curriculum. Further, LPB dedicated a portion of our summer daytime broadcast schedule to even more educational programming – in particular math instruction for grades 6-12. LPB’s **Summer Sessions** included grade specific math instructional videos broadcast from noon until 3:30PM, followed by an hour and a-half of local/national programs on world, American, and Louisiana history, as well as science, and Louisiana and American literature.



## LPB LEARNINGMEDIA: TRAINING FOR DISTRICTS, EDUCATORS, PARENTS & CAREGIVERS

In order to facilitate easy access for parents and teachers facing a new world of learning at-home, LPB responded with an **At-Home Learning** dedicated webpage with vast resources from LPB LearningMedia. From free educational videos, apps and games for children to access to Discovery Education and links to Department of Education resources, this website was one place where parents and teachers could go to find educational content, sorted by grade and subject, to help continue learning at-home.

With 74,000 page views, parents, teachers and caregivers found the resource invaluable. LPB LearningMedia answered the call to serve as a resource and answer questions by hosting weekly training webinars via Zoom. By year-end, approxi-



mately 200 participants learned how to get started using all the resources with first-hand training by LPB staff. LPB’s initiative “**Getting Children Ready to Learn with LPB**” was presented during a statewide virtual Teacher Leader Summit. LPB also offered the option to work directly with representatives from Louisiana school districts to create customized, shareable lesson plans geared toward their needs and standards.

**LPB LearningMedia** continued to support educators throughout the year with virtual EdCamps, Discovery Education webinars, and an LSU Early Childhood Playful Learning virtual session. LPB offered **LPB Bright by Text** webinars to share information about this free localized, customized, direct-to-parent texting service for use by local school districts to contact parents and caregivers directly with local resources and age appropriate information. **Bright by Text** 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.

As an uncertain and modified school year got underway in the fall, LPB LearningMedia continued serving the distance learning needs of Louisiana families and teachers by offering printable weekly activity packets suitable for children PreK – K and grades 1-2. LPB also developed a **weekly Top 5 Educa-**

**tional Resource** list, broken down by grade that was shared in LPB’s Educational Services Department e-newsletters sent to 28,000 educators throughout the state, on LPB’s social media platforms with approximately 80,000 followers and in partnership with *The Advocate*, Louisiana’s largest newspaper.

## LPB RENEWS COMMITMENT TO FRENCH LANGUAGE PROGRAMMING

LPB renewed its efforts to preserve Louisiana’s French language heritage with an ongoing partnership with the Council for the Development of French in Louisiana, (CODOFIL), and the announcement to extend its distribution agreement with Groupe Média TFO (Télévision Française de l’Ontario), the leader in French educational content in North America. LPB committed to providing an additional two years of award-winning TFO educational content to French-speakers and future French-speakers throughout Louisiana on its 24-hour children’s channel, LPB PBS KIDS.

LPB provides 14 hours of French-language children’s programming weekly, content designed for children ages 2-8. In addition to TFO content, this block also includes French-language versions of some PBS favorites like **Peg + Chat (Peg + Cat)** and **Le Village de Dany (Daniel Tiger’s Neighborhood)**.



# FRONTLINE

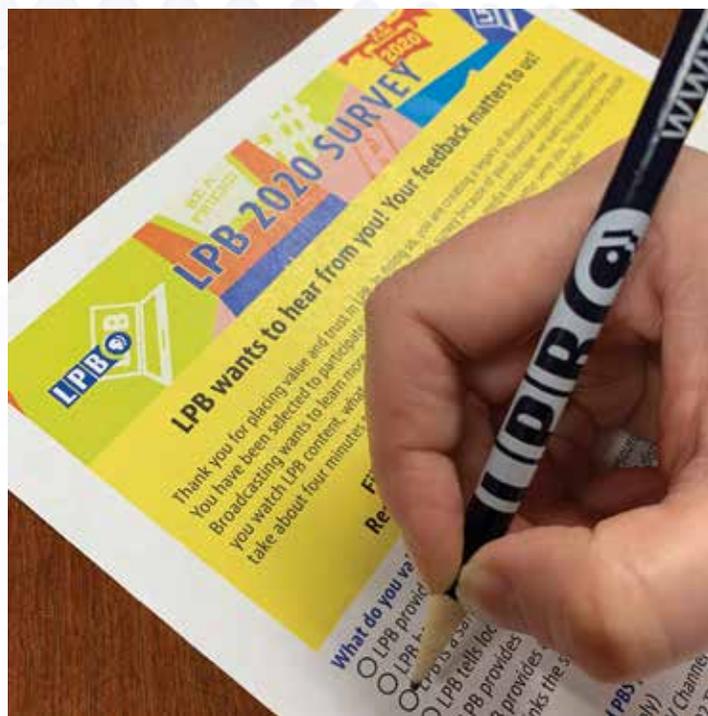
**Friends of Louisiana Public Broadcasting (FLPB)**, a nonprofit corporation operating to support the Louisiana Educational Television Authority, is organized to further the educational and cultural enrichment of all citizens and to assist in making the benefits of educational and public television programming available to all the people of Louisiana. Increasing evident throughout the pandemic, was the importance of public television as a resource and also a respite from daily stresses to members and viewers.

In February, FLPB and LPB partnered to launch the **2020 Viewer Survey** to gather public input and information about how viewers watch LPB content, what LPB programs are valued most, and how LPB can better serve the citizens of Louisiana. With media content available on a wide array of devices and platforms, the goal was to ensure LPB creates and presents content that enhances the lives of all Louisianans and that viewers are able to watch public television programs when they want and where they are. The survey also served to support fundraising efforts and cultivate new members. The survey was completed by 2,880 people, five times more respondents than the previous survey effort 10 years earlier. Survey results were reported in early summer and included that 75% of respondents said they'd be most willing to financially contribute to LPB for the purpose of supporting its mission of improving the lives of all Louisianans. Highest on the list for reasons respondents valued LPB was "high-quality" national PBS programs at 92%, followed by commercial-free viewing at 70%, and LPB's dominance as Louisiana's storyteller at 67%. The majority of survey respondents valued LPB as a "safe-haven" for children and as a valued source for educational resources, indicating a dedication to "a mission of serving children." Also valued was LPB's role in news and public affairs as a forum for public discourse (47%) and critical emergency information (37% - although this was pre-COVID)

One main objective of the viewer survey was to increase the number of members to 20,000 by the end of 2020. This ambitious 18-month campaign, called **20K for 2020**. Current membership is 19,400, up 31%, and just 600 members shy of our goal of 20,000 members!

PBS's premier subscriber video streaming service, **Passport**, has been a powerful tool in generating new members. Since its inception in January 2016, Passport has brought in over 4,200 new members. Since January 2020, Passport activation has increased 45%, generating \$112K in revenue and 1,869 new members. In the age of COVID and social quarantining, Passport is a major draw for LPB fundraising and membership.

**On-Air Pledge Drives** remain a central method of fundraising and reaching potential new members. LPB's on-air drives (three full 2-week drives in March, August, December and two, short 2-7 day drives in January and June) played a key role in donor acquisition with an average of 1,300 new members annually. Working together, FLPB and LPB were able to pivot during



the pandemic from in-studio live pledge events with much volunteer and staff interaction to virtual and socially-distanced taped pledge messaging that made use of Skype by on-air talent and LPB's Production and Digital teams. FLPB and LPB continue to develop updated messaging, pledge programs, and customized pledge gifts, in addition to offering new ways for viewers to contribute including **Text to Donate**, a text-based donation service piloted by public media's Contributor Development Partnership (CPD) with positive results, nationally. The new multi-platform service allows users to text a keyword to a phone number that then connects them with FLPB's donation platform. This is exceptionally

important, because according to digital viewing data, much of LPB's digital viewing and engagement is taking place through mobile devices. Another upgrade in 2020 was the development of **Pledge Cart**, offering viewers an online, digital menu of membership offers and incentives in a format designed to increase giving.

**Planned Giving/Major Donors:** FLPB is continually evaluating giving levels and donor benefits and has instituted a national planned giving initiative, the "Ducks In A Row Campaign," featuring an estate planning guide and on-air spots. FLPB is also expanding its base of support through new **Acquisition Lists**, **Direct Mail**, and **AmazonSmile**.



2020 Louisiana Legends honorees: Dr. Carolyn Leach Huntoon, Dr. Terry King, Terry Landry, Johnny Robinson, and Donna Saurage

The Louisiana Legends Awards Gala and Auction is a very special annual event hosted by Friends of Louisiana Public Broadcasting and by Governor and First Lady Edwards, serving as honorary co-chairs. The event honors the best and brightest of Louisiana’s sons and daughters who have distinguished themselves in a variety of disciplines and have brought honor to the state. While the pandemic necessitated a postponement of the awards gala, FLPB proudly announced the Louisiana Legends honorees: Dr. Carolyn Leach Huntoon, scientist and the first woman to serve as Director of NASA’s Johnson Space Center; Dr. Terry King, world-renowned Pediatric Cardiologist, co-inventor of the “King Mills Cardiac Umbrella;” Terry Landry, the first African American Superintendent of the Louisiana State Police; Johnny Robinson, LSU football great and 2019 NFL Hall of Fame Inductee; and Donna Saurage, philanthropist and Manager of CCC Holding L.L.C., the parent company of Community Coffee Company. They join a prestigious list of 144 past Louisiana Legends that includes Academy and Grammy Award winners, star athletes, a Presidential Medal of Freedom recipient, Pulitzer Prize winners, and esteemed dignitaries including Louisiana governors and the U.N. Ambassador to the United Nations. Begun in 1990 the Louisiana Legends Gala is a fundraising and public awareness project that draws support and participation from LPB supporters across the state who appreciate the many outstanding educational and cultural programs LPB provides.

In September, Friends of LPB honored distinguished supporters and champions of Louisiana Public Broadcasting during its 2020 Annual Meeting. The virtual gathering was also an occasion to celebrate the 2020 Honorees of LPB President’s Awards presented by LPB President, Beth Courtney. The recipients are long-time supporters and advocates of LPB: Richard

Lipsey, owner of Lipsey’s, one of the nation’s largest sporting goods distributors; W. Clinton “Bubba” Rasberry, Jr., managing partner for Crestview Woods and Rasberry Commercial Properties; and Richard Zuschlag, CEO of Acadian Companies and a 2012 Louisiana Legend. The three award recipients were major underwriters of the award-winning 2019 LPB documentary, *In the Blind*, about the duck hunting culture in Louisiana.

Outgoing board members Anne Kennedy, Robert Levy and Rae Vasquez were recognized and the Chairman’s Award was presented to outgoing Board Chair Bob Emmert. During Emmert’s tenure, revenue streams were diversified and membership revenue increased by 9.5%.

This increase in revenue was thanks in large part to Quarterly Raffles. In 2020, raffle revenues totaled \$322,230! Congratulations went to Dr. Louis Bienvenu of Baton Rouge, who won a \$10,000 Delta Airlines gift card to fly anywhere in the world; James Wilkins of Baton Rouge of Baton Rouge, winner of the PowerOn Raffle and a Generac Generator from Optimize EGS valued at \$10,000 including installation; and congratulations also went to Tricia Johnson of Arnaudville, winner of the Win The Wheels Raffle and a new Tesla, valued at approximately \$38,800.



In December, FLPB launched the LPB Kids Club Birthday Box. For just \$5 per month, families could start a membership for their child that would include a birthday box, the newest Kids Club member benefit. With the idea of the excitement of a child receiving a birthday package in the mail, each Kids Club member will open the box to discover books, stickers, coloring sheets and more surprises, as well a week long birthday announcement on-air and online.

As we look hopefully to a post-pandemic future, the FLPB looks forward to supporting the mission of LPB through resumed in-person activities and family-friendly events.

# NEWS

This year, LPB President Beth Courtney was awarded two prestigious awards for her lifetime of public service through public media.

## LOUISIANA ASSOCIATION OF BROADCASTERS: 2020 BROADCASTER OF THE YEAR

Beth Courtney, President and CEO of Louisiana Public Broadcasting



*Julia George Moore accepts the 2020 Broadcaster of the Year Award on behalf of her mother, LPB President and CEO, Beth Courtney.*

A Louisiana native born in Shreveport, Beth Courtney joined LPB in 1976 where her interests in politics and her belief in the public's right to know were put to good use. She reported on state government and moderated multiple political forums. She began anchoring what is now the state's longest running broadcast program, **Louisiana: The State We're In**.

Beth Courtney became President and General Manager of LPB's six-station network in 1985, becoming one of the first women in the nation to do so. Bringing together her passions for history and documentaries, she turned LPB into the epicenter for award-winning Louisiana-themed documentaries that include: **Sunshine By the Stars: Celebrating Louisiana Music**, the six-part **Louisiana: A History**, **Uncle Earl**, **Atchafalaya Houseboat**, **Katrina's Smallest Victims**, **Cradle of the Stars – The Story of the Louisiana Hayride**, **Seize & Secure: The Battle for La Fièrè**, and **In The Blind**, just to name a few. Courtney also helped launch and still co-hosts **Louisiana Public Square**, LPB's monthly public affairs program.

## UNIQUELY LOUISIANA IN THE BLIND

The LPB produced documentary **In The Blind** was recognized "the best program highlighting the diversity of the people, places and things of Louisiana." **In The Blind** traces the unique traditions and rich culture of waterfowl hunting in Louisiana and was produced, written, and directed by New Orleans based filmmaker Emma Lou Reid.



*Beth Courtney is joined by her family and presented the 2020 National Mortar Board Alumni Achievement Award. Pictured L-R: Governor John Bel and First Lady Donna Edwards, Julia George Moore, Virginia Moore and Andrew Moore, Beth and Bob Courtney, and John Hardy.*



*Governor John Bel and First Lady Donna Edwards and Beth Courtney.*

## 2020 ALUMNI ACHIEVEMENT AWARD NATIONAL MORTAR BOARD NATIONAL COLLEGE SENIOR HONOR SOCIETY:

Beth Courtney, President and CEO of Louisiana Public Broadcasting

## 2020 NETA AWARDS FINALISTS:

**Prehistoric Virtual Girls Road Trip** (Category: Education - Virtual Learning Events)

**The Helpers** (Category: Content - Short Form)

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



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# LOUISIANA *Legends* SOCIETY

Named in honor of our Louisiana Legends honorees past and present, the Louisiana Legends Society hosts a very special and a very generous group of donors, who in their own right, have become the Legends of public television in Louisiana. This prestigious group of Friends supports Louisiana Public Broadcasting (LPB) at the \$10,000 level and above.

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The Visionary Society is a very generous group of Friends who support LPB by contributing funds between **\$1,000** and **\$9,999**. This generous support helps to make educational, inspirational and entertaining television programming available to citizens of all ages in our state.

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Jill & Frank Bihm  
Dr. & Mrs. Frederic Billings III  
Mary S. Bird  
Mr. & Mrs. Robert Bissett  
Marcia Blanchard  
Rusty Blanchard  
Susan Blanchard  
Robert Blue  
Dr. Joseph Bocchini Jr.  
Martha Bostian  
Eldine Boudreaux  
John Boulet  
Mr. & Mrs. Michael Bowman  
Mr. & Mrs. John Boyce  
Leona Boyd  
Connie & Ayres Bradford  
Phil & Paula Brantley  
Marilyn Braymer  
Carolyn Brian  
Martie Brooks  
Brenda Broussard  
Mayo J. Broussard  
Charles E. Brown  
Claire Brown  
James Brown  
Jerry Brown  
Joseph Brown  
Kate & Tee Brown

Mary & Phil Brown  
Nettie Brown  
Mr. & Mrs. Terrell Brown  
Judge & Mrs. Gene Bryson  
Mary Buffington  
Dr. & Mrs. William Bundrick  
Business First Bank  
Col. & Mrs. Hugh Butterfield  
Taylor Cafery  
Karrie Jo Cairns  
Carol Caraway  
Mary Carroll  
C.R. Carstens  
Gloria Carter  
John Carville  
Bea Castricone  
Lou Cavanaugh  
Renae Chandler  
Bubba Chaney  
Robert & Marie Chaney  
Mary Chisolm  
Alonzo Chappell  
Jane Christensen  
Kenton Clark  
Mary Clark  
Mrs. Carol & David Clemons  
Raymond Coghlan  
Raphael Colar  
Patricia Cole  
Mr. & Mrs. James Coleman  
Mr. & Mrs. Leon Comeaux  
Conrad Comeaux  
Kelly Comeaux  
Mr. & Mrs. William Comegys III  
Constance Conine  
John Coon  
Bayou State Oil Corporation  
Camille Coates  
Libby Cory  
Heather Cousson  
Mr. & Mrs. Edward Crawford  
Mr. & Mrs. William Crays  
James Crout  
Linda Cummings  
Suzanne Curle  
Bland Currie  
Docia Dalby  
Mr. & Mrs. Harold Daniel  
Betty Davidson  
Marie Davidson  
Bonnie Davis  
Clayton Davis  
Mary Davis  
Rosemary Day  
Diane Allen & Associates  
Paul Dean  
Joanne Deangelis  
Leslie Delatte  
Mr. & Mrs. Gerald Delaunay  
Julie Despino  
Diane Allen & Associates  
Markham Dickson, Jr.  
John E. Dilworth  
Mary Divincenti  
Joseph Donchess  
Ruth Doreck  
Annette and John Douthat  
Mr. & Mrs. Jim Dowling  
Jane Dry  
Andrea Ducros  
Sylvia Dugas  
Roxie Dunn  
Herbert Dyer  
Ellen Eade  
Patricia M. Edens  
Ann M. Eisen  
Emergent Method  
Neil & Glenda Erwin  
Donna & Terry Ewing  
Bebe Facundus  
Alison & Scott Fin  
John E. Firestone  
Frances Fish  
Mr. & Mrs. Robert W Fitzgerald  
Gerard Fontenot  
Claribel Fontenot  
Kathleen Fontenot  
Peggy & Gene Fortier  
Marjorie R. Fowler  
Alice & John Frazier  
Mr. & Mrs. Gregory D. Frost  
Dr. & Mrs. Butler Fuller III

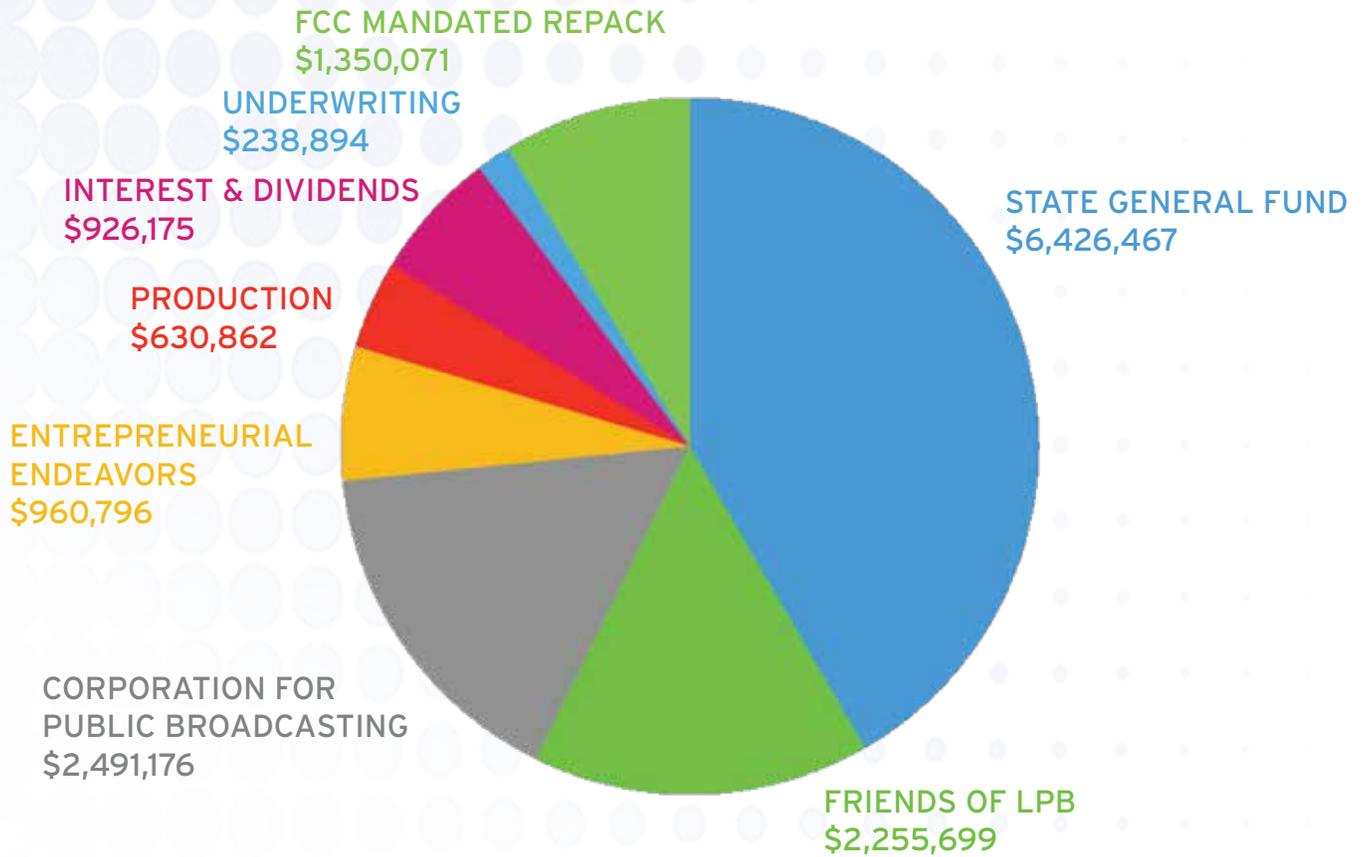
Harvest Fund  
Lyndahl Fuselier  
Ildiko Gajda  
James Gardner  
Marjorie Garrison  
Mr. & Mrs. E. Clark Gaudin  
Earl George Jr.  
James & Marsha Giessler  
Chris Glibbery  
Nina Glorioso  
John Gondol  
Lois H. Goodwind  
Clarence Gordon  
Warren Gottsegen  
Morgan Goudeau  
Arlene Gould  
Charles H Green  
Marjorie Ann Green  
Mr. & Mrs. John Green, Jr.  
Beverly Greer-Simpson  
Mr. & Mrs. Lester Griffon  
Mrs. Lowry Griffon  
Matilda & Michael Groves  
Mrs. Lee Guarisco  
Mr. & Mrs. Charles Gunn  
Tim & Marshall Gunn  
Padmini Gupta  
Supriya Ghanta  
Rodney Hamilton  
Dr. & Mrs. Thomas Hansbrough  
Karolyn Hardaway  
Elisabeth Harden  
Florent Hardy Jr.  
Karen & John Hardy  
Carolyn Hargrave  
Delton Harrison  
Mr. & Mrs. Robert Hawthorne  
J. Brent Haydell  
Kenneth Haydell  
Mary Sue Hayes  
Mr. & Mrs. Cordell Haymon  
Haynie Family Foundation  
Leon Head  
Healthcare Pharmacy LLC  
Nancy Hebert  
George Helmer  
Helen Hemingway  
Emily Erickson Hendrick  
Betty Jean Henry  
Rita Herrington  
Mr. & Mrs. Thomas Hertwig  
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Mr. & Mrs. Frank Hillyard  
Madeleine Holder  
Joe Holyfield  
Jane Honeycutt  
John & Suzanne Horan  
Rose Johnson Hudson  
Frank & Mary Hughes  
Joanne Hummer  
Alex Hunt  
Sandy Ingram  
Lisa Jaubert  
Dr.'s Mahinda & Indra Jayasinghe  
Greg & Stephanie Jester  
Lynda & Norwyn Johnson  
Sondra Johnson  
Susan Johnson  
Fatie Johnston  
Suzanne Johnston  
Bert Jones  
George Jones  
Nastassia Jones  
Susanne Jones  
Patricia Jordan  
Scott Joseph & Alison Silva Fin  
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Patricia Kahle  
Manny Kaiser  
Reta Kaspar  
Mr. & Mrs. Ronald Kaspar  
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Betty Kolb  
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William Lachaussee  
Elnora Lafontaine  
Ginny & Rich Lamb  
Tina & Bob Lamb  
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Karen Laughlin  
Ginger Laurent  
Anne Laville  
Esther M. Lazarus  
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William H Lee, II  
Shirley Leggett  
Conville Lemoine  
Clyde C. Lester Jr  
Dorothea Levenhagen  
Judith & Robert Levy  
Mary Jean Lewis  
Patricia & David Lewis  
Margot Lingold  
Mr. & Mrs. Joe Lipsey Jr  
Henry Llorens  
Lynn Lomax  
Mary Long  
Lorenzi & Barnett LLP  
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Peggy Lucky  
Dr. & Mrs. James Lusk  
Donald Lyle  
Julia Mac Nicholl  
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Dr. & Mrs. Michael Madden  
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Claire Herthum Major  
Johnny Mann  
Denise Marceaux  
Linda Marchand  
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Gayle Martien  
Claude Martin  
Carmel Mask  
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Marshall Moore  
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Gregory Morrison  
David Murphy  
William Murphy  
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Pamela Niessingh  
Josephine Nixon  
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Gloria Nossier  
Anna Nunez  
Faye Nunn  
Malise O'Banion  
Patricia O'Brien  
Roy H. Odum Jr  
Diann Oliver  
Brian & Joy Ortego  
Loretta Shadow Owens  
Lawrence Paddock  
Anne Padgett

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Patricia Pate  
John & Judy Paul  
Donald Payne  
Mark Paxton  
Mark Pearce  
Genia Pearson  
Joan Penniman  
Terry Person  
Sharon Perez  
Joanne Peterson  
Ann Pettit  
Doyle Philippe  
Robert Phillippe Jr.  
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Mr. & Mrs. Lloyd Ponder  
Hilman Popillion  
Mayor Lee Posey  
Jacqueline Pousson  
Perry Prestholdt  
Melinda Prevost  
H.G. Prophit, IV  
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Victor Ramirez  
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Paulette Rawdon  
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Marsha Barr Reed  
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Ashley Rhodes  
Paul & Christine Rhorer  
Stella & Joe Rice  
Barry Richard  
Albert & Gay Richert  
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Glen Robinson  
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Mac Sandel  
Ted Sanderlin  
Olive Moss Sartor  
Beverly Sater  
Ashley Saucier  
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Ruth Schimpf  
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Dorothy Schabee  
Amanda Searle  
Shirley Sellers  
Annette Seng  
Warren Sensat  
Ellen Sessions  
SGS Petroleum Service Corp  
Lucy Shackelford  
Rob & Carol Shadoin  
Jack Sharp  
Sue Shearman  
Mary Shermwell  
Jacqueline Shingle  
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Louise & John Simon  
Aimee Sims  
Betty Simmons  
Michael Simms  
Diane Sistrunk  
Keith Skeen  
Sherri Skrivanos  
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Linda Martin Smith  
Lynne Smith  
Sam & Billy Beth Smith  
Pat Snow

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Steven Spainhower  
Dr. David Spence  
Ann Spikes  
Myrtis Springer  
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Klara Stantiz  
Erich Sternberg  
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Caroline Stewart  
Dana Stinson  
Harriet L. Stiteler  
Janet Stoma  
Judy & Craig Storer  
Mary Story  
Barbara Strawitz  
David Strick  
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Carole Tabor  
Virginia Talucci  
Gabe Tarr  
Dr. James Tarver  
Claire Tauzin  
Dianne Taylor  
Judy Taylor  
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William Temple  
Jeanine Tessmer  
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Kathy Thompson  
Mary Thompson  
Jo Ann Thurston  
Marilyn Tisdale  
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Linda H. Trichel  
James Trimble, Jr.  
Dawn Trotter  
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Pat & Charlotte Turnley  
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Martha Vaughan  
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Joanna Vincent  
Alison Walker  
Mr. & Mrs. C.B. Walker  
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Maud Walsh  
Judge & Mrs. Donald Walter  
Dr. & Mrs. Dan Ward  
Diane Wassom  
Martha Watson  
Sue & Justice Watson  
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Sue & Burton Weaver  
Elizabeth Weggeman  
Nancy Weggeman  
Frederick Weinstein  
Morris Weinstein  
Marion Weiss  
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Richard F. Westrop  
Karen Wetzel  
Dixie White  
Doris White  
Mr. & Mrs. Howard White  
R.D. White  
Ronald White  
William Wilcox  
Rebecca Williams  
Debra Willis  
Russell Willmon Jr  
Brenda Wilson  
Doris Wingate  
Milton J. Womack Foundation  
Steven & Carla Wooley  
Sharon Work  
Tokesha Collins Wright  
Madhuri Yadlapati  
Henrietta Colley Yoder Fund  
Janet Young  
Paul Young  
Thomas Zimmer  
David & Melinda Zolzer

# FINANCIALS



## LPB FISCAL YEAR 2019-2020 REVENUE

STATE GENERAL FUND	\$6,426,467
FRIENDS OF LPB	\$2,255,699
CORPORATION FOR PUBLIC BROADCASTING	\$2,491,176
ENTREPRENEURIAL ENDEAVORS	\$960,796
PRODUCTION	\$630,862
INTEREST & DIVIDENDS	\$926,175
UNDERWRITING	\$238,894
FCC MANDATED REPACK	\$1,350,071
<b>TOTAL</b>	<b>\$15,441,744</b>

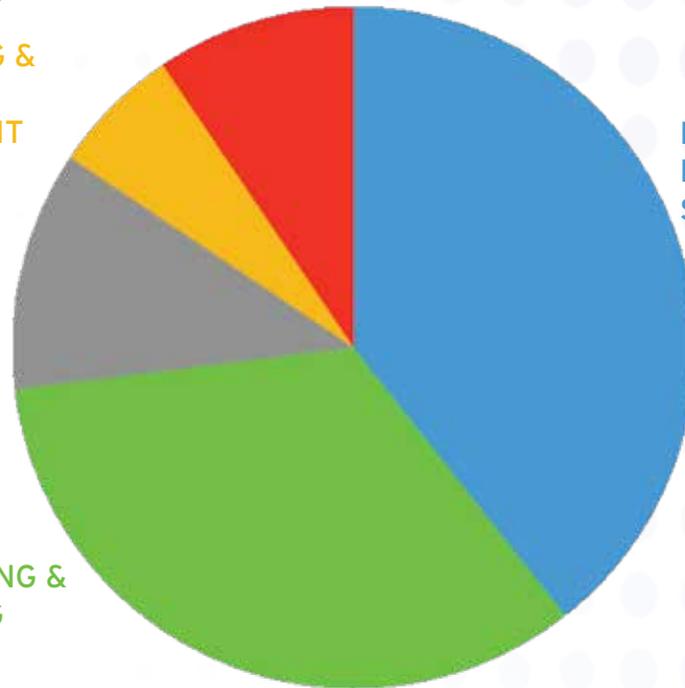
**FCC MANDATED REPACK**  
\$943,714

**FUNDRAISING & MEMBERSHIP DEVELOPMENT**  
\$1,089,919

**MANAGEMENT & GENERAL**  
\$1,916,264

**BROADCASTING & ENGINEERING**  
\$5,599,964

**PROGRAMMING & PRODUCTION**  
\$5,891,883



**LPB FISCAL YEAR 2019-2020  
EXPENDITURES**

<b>PROGRAMMING &amp; PRODUCTION</b>	<b>\$5,891,883</b>
<b>BROADCASTING &amp; ENGINEERING</b>	<b>\$5,599,964</b>
<b>MANAGEMENT &amp; GENERAL</b>	<b>\$1,916,264</b>
<b>FUNDRAISING &amp; MEMBERSHIP DEVELOPMENT</b>	<b>\$1,089,919</b>
<b>FCC MANDATED REPACK</b>	<b>\$943,714</b>
<b>TOTAL</b>	<b>\$15,441,744</b>

**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.



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