



LPB is connecting the people of Louisiana through thought-provoking, enriching, and entertaining programs and events. LPB approached 2022 reinvigorated and ready to fill the year exploring the history, people, places, and culture of Louisiana in new ways. Our goal is to help Louisianans connect by sharing our different perspectives, but also by highlighting our shared histories.



Louisiana Public Broadcasting (LPB) isn't just one station, but a network of public television stations that cover Louisiana from Shreveport and Monroe, to Lake Charles and Lafayette, and from Alexandria to Baton Rouge. It is through this network that we are able to address the needs and explore the stories of the entire state.

LPB also owns 50% of WLAE-TV, a hyper local public television station in New Orleans, sharing much of our locally produced programs, thereby effectively covering the entire state.

As the platforms audiences use to consume media continues to diversify, LPB works hard to reach viewers where they are. In 2022, LPB provided more content - in more ways - than ever before.

* LPB reaches 629,000+ viewers weekly providing 26,208 hours of FREE programs across three channels.

* LPB Digital Studios and the LPB YouTube Channel reach more than 24,000 people with more than 300,000 hours of FREE programs streamed.

* 74,716 live streams through www.lpb.org.

Viewers young and old experience the impact of LPB programming. Consider the worlds and viewpoints expanded through programs like **NOVA & FRONTLINE** or the children inspired through programs like **Sesame Street** or **Alma's Way**. With a small but dedicated staff, LPB works hard to meet the needs of Louisiana.

* 70 hours of local news, arts and educational programming, documentaries, and local biographies, both broadcast and digital.

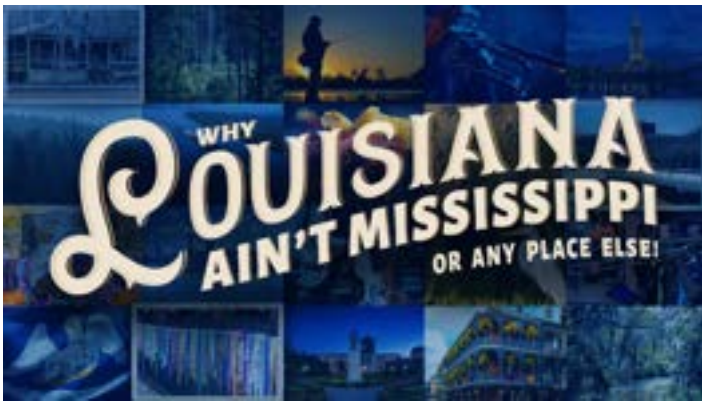
* 482 hours of French language programming across both broadcast and digital, including children's educational programs.

In 2022, Louisiana Public Broadcasting renewed its commitment to telling Louisiana’s stories. From the debut of a new documentary style public affairs program to a look at our state’s history told in a unique way – through storytelling!

LPB BROADCAST & DIGITAL PRODUCTIONS -2022

LPB takes a multi-platform approach in our efforts to provide viewers with options both broadcast and digital, so we can serve them no matter where they prefer watching.

BROADCAST PRODUCTIONS



WHY LOUISIANA AIN’T MISSISSIPPI... OR ANY PLACE ELSE! This 4-hour docuseries was an LPB keystone for 2022. Broadcast over two nights, the series explores Louisiana’s rich & diverse history, taking viewers from New Orleans to Natchitoches, exploring all of the ways our state is unique and special. There is more to come in 2023, with anticipated educational resources designed to help classroom teachers across the state.

ANGELA GREGORY: A LEGACY CHISELED IN STONE Audiences learned about the life and legacy of this trailblazing turn-of-the-century female artist who used her talent and tenacity to become “The Doyenne of Louisiana Sculpture” and an inspiration for women everywhere. Audiences were able to watch/stream the documentary, then explore Gregory’s work first hand with a companion exhibit at the WBRP museum.



Angela Gregory bust of a young African American woman.



Angela Gregory sculpting a relief at the St. Landry Courthouse.

BROADCAST PRODUCTIONS



LOUISIANA YOUNG HEROES AWARDS

This program celebrates the achievements of students nominated from across Louisiana who have devoted their time and energy to making their communities better and inspired those around them. In 2022 we honored students from Baton Rouge, Lafayette, Deville, Pleasant Hill, Natchitoches, and Vivian. Each student was profiled weekly on **Louisiana: The State We're In**, then recognized in a half hour broadcast special.



2022 LOUISIANA LEGENDS PROGRAM

This program celebrates a diverse group of Louisiana natives, representing some of the best and brightest from our state. In 2022, the honorees included: Beth Courtney, retired president of LPB; Arthur Favre, CEO and Founder of Performance Contractors and philanthropist; Dr. Sandra Yancy McGuire, Professor Emerita of Chemistry at LSU and recipient of the Presidential Award for Excellence in Science, Mathematics, and Engineering mentoring; Dr. Stephen McGuire, Principal investigator to the LIGO Scientific Collaboration, awarded the 2017 Nobel Prize in Physics; Coach Paul Mainieri, retired championship-winning coach of the LSU Men's Baseball team; Valsin Marmillion, CEO & Founder of Marmillion & Co. and former Managing Director of America's WETLAND Foundation; and Thomas Whitehead, Professor Emeritus at Northwestern State University and expert and preservationist of the Clementine Hunter Collection.

BROADCAST PRODUCTIONS



ART ROCKS! THE SERIES It was a milestone year for this LPB signature series, celebrating its tenth broadcast season. This weekly half-hour series spotlights artists, performance, culture, literature, history, and the impact of art in our world. LPB Director of Programming, Jason Viso adds, “Being able to feature Louisiana’s talented artists on LPB and share these stories with other PBS stations means Louisiana artists not only have their stories told statewide on Art Rocks!, but in other states across the country, leading to nationwide exposure.”

LOUISIANA FOCUSED – INDEPENDENT PRODUCTIONS

LPB works to develop partnerships with independent filmmakers and organizations from across the state to share their work with broader audiences with a focus on stories centered on Louisiana and the greater Gulf Coast region. It’s an opportunity to expose audiences to programs they might otherwise not see. A few we debuted in 2022:

IRMA: MY LIFE IN MUSIC The iconic singer tells her own story in this documentary from WYES, The New Orleans Jazz & Heritage Foundation, and Michael Murphy Productions. The program went on to win a Sun-coast Regional Emmy Award for best Documentary – Cultural.

WALTER ANDERSON: THE EXTRAORDINARY LIFE AND ART OF THE ISLANDER Profiles the life and work of this Louisiana native artist.

THE ANGEL AWARD 2022 This program is in partnership with the Blue Cross and Blue Shield of Louisiana Foundation and features profiles of nine, everyday Louisianans who are doing extraordinary work for our state’s children.

FOUNDED ON FRIENDSHIP AND FREEDOM: THE NATIONAL WWII MUSEUM Tells the story of how two historians sought to salute the spirit of Americans who fought to preserve our freedom.

BATTLEGROUND: THE LOST COMMUNITY OF FAZENDEVILLE The story of a thriving African American community that was torn down to expand a National Park.



LPB continues to highlight the works of Louisiana filmmakers on a national level with the PBS Short Film Festival. 2022 marked the tenth straight year that an LPB nominated film made the national festival. Two LPB films were selected this year: **The Piñata** from Stevie Cavalier of Metairie and **The 17 Year Locust** from Logan LeBlanc, Allison Bohl DeHart & Peter DeHart of Lafayette.

DIGITAL FIRST PRODUCTIONS



SAFE HAVEN: LOUISIANA'S GREEN BOOK

This LPB digital-first series exploring the Louisiana businesses and places that were found in the famous African American booklet, *The Green Book*, returned in 2022 with an additional two episodes. One explored the history of Baton Rouge's Hotel Lincoln where many greats from the golden-era of soul music performed and stayed. The second new episode looked at black-owned taxi companies in New Orleans, which safely navigated African Americans to their destinations. The series was developed into a one-hour broadcast special, which went on to win the prestigious Suncoast Regional Emmy Award® for Best Long Form Historical/Cultural Program.

LOUISIANA HARVEST OF THE MONTH

This digital-first series is a monthly celebration of foods grown in Louisiana – from sweet strawberries to savory mushrooms. The series also includes planting and growing tips, along with recipes and fun facts about each plant. Working with the LSU Ag Center, resources are also provided to schools. The series was also developed into an hour-long broadcast special.



ONE TO GROW ON LPB concluded our partnership with Our Lady of the Lake Children's Health to develop a series of 52 digital shorts designed to help parents and caregivers in four key areas: prenatal health, mental wellness, safety, and nutrition. The series is available for streaming on LPB's YouTube channel.

REEL SOUTH SEASON 7 LPB continues its partnership in support of the PBS anthology series, which supports filmmakers telling stories that explore the South's proud, yet complicated heritage. This season the topics covered the life and legacy of Louisiana jazz icon Louis Armstrong, the creation of a natural burial ground in Tennessee, and the love and care the community of Hot Springs, Arkansas, shows a one-winged black vulture. LPB is not only committed to airing the series, we provide production support and play a role in film curation. The series was nominated as the Best Curated Series by the IDA Documentary Awards in 2022.



NEWS AND PUBLIC AFFAIRS -2022



LOUISIANA THE STATE WE'RE IN For 46 years, LPB has been reporting news that matters most to Louisiana: from hot button issues like redistricting and Louisiana’s controversial abortion ruling, to the economy, the climate, the entirety of the political spectrum and much more. Every week André Moreau & Kara St. Cyr take you further beyond the headlines than the typical newscast, taking time to explore issues on a deeper level.



Louisiana The State We're In often features special series, like *Safe Haven: Louisiana’s Green Book*, *Louisiana’s Young Heroes*, and *CROSSING OVER: BLACK GREEK LIFE*. This four-part micro-series explored the history and legacy of Louisiana’s Black Greek Organizations, and included issues of colorism within the organizations, their role in promoting Black entrepreneurship and in preserving Black culture.



Newsmakers is a streaming program featuring speakers who cover a wide variety of topics including politics, sports and entertainment. LPB provides a live stream on YouTube and Facebook.



Press Club is another streaming program in partnership with the Baton Rouge Press Club. Examples of topics covered in 2022 include a Senate candidate debate, redistricting, and an exploration of plans for a new Mississippi River Bridge.



LOUISIANA SPOTLIGHT

LPB debuted a new quarterly public affairs program in 2022, **Louisiana Spotlight**, which allows viewers to explore complex issues in a deeper, more personal way, with stories told by the very people facing the challenges head-on. See more in Stories of Impact!

EN FRANÇAIS

LPB leads the charge to not just preserve Louisiana’s French language heritage, but actively promote it. In 2022, we provided 482 hours of French programming with our continuing broadcast of animated children’s educational programs, the return of **LPB Presents Cinéma Français** (a late-night exploration of classic French cinema), and the debut of **La Veillée**.



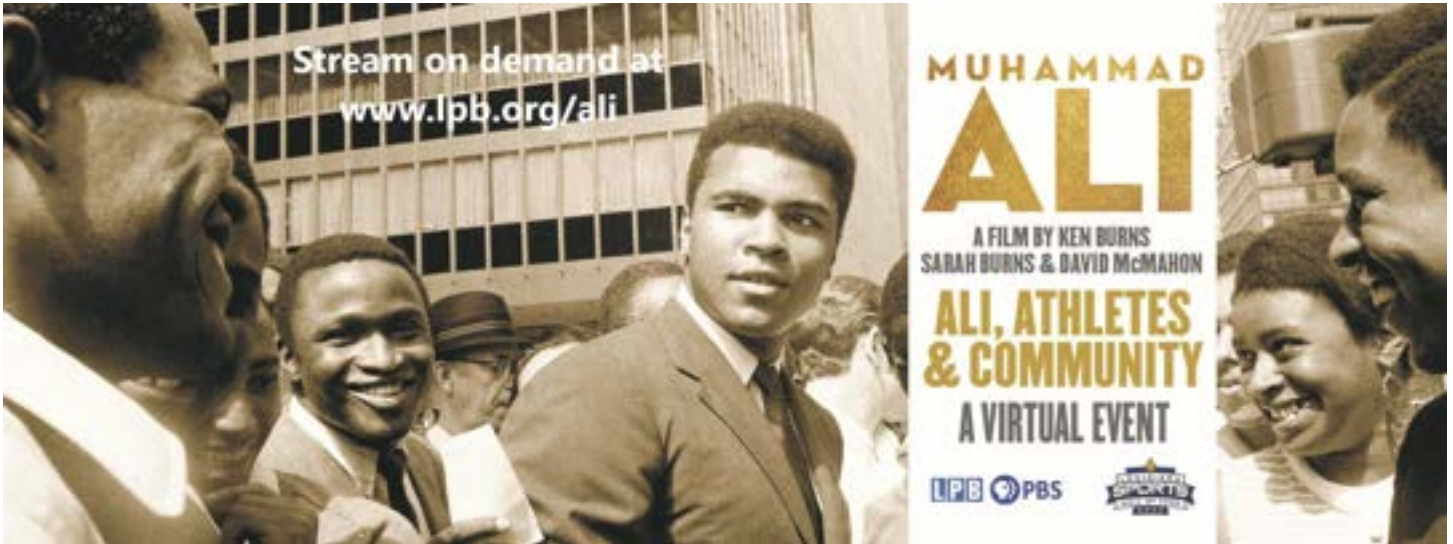
In particular, **La Veillée** (a partnership with Tele-Louisiane) seems to have resonated with a younger audience, who stream the program on the LPB YouTube channel. The program is a short look at the happenings, culture, and people of Louisiana’s French speaking population. It will return in 2023 for an all- new season.

LOUISIANA DIGITAL MEDIA ARCHIVE

This free historical archive is the online home of the LPB Digital Collection and the Louisiana State Archives Multimedia Collection. In 2022, the collection expanded to include digitized and cataloged episodes of **Louisiana Public Square** from 2005–2009. This would include important historical perspectives post Hurricane Katrina. The addition is thanks in large part to the American Archive of Public Broadcasting’s Public Broadcasting Preservation Fellowship program. The shows will be added to a special collection on the American Archive website in 2023.

COMMUNITY ENGAGEMENT: AMPLIFYING THE IMPACT - 2022

At the start of 2022, COVID was still very much a part of daily life, but as vaccination rates went up and infection numbers went down, many Louisianans found themselves eager to get back out and learn new things. LPB provided a mix of opportunities, both in person and virtual, to meet the need.



ALI, ATHLETES & COMMUNITY

Approximately 30 people took part in this virtual screening and discussion in celebration of what would have been legendary boxer Muhammad Ali’s 80th birthday. Host Ro Brown led a panel that included; Ivan Blumberg – Founding CEO of the organization, Athletes for Hope; Jeremy Fontenot – Head Women’s Soccer Coach, Southern University; Paul Mainieri – Retired Head Baseball Coach, LSU; and Jeanie Kahnke – Senior Director of Public Relations & External Affairs, Muhammad Ali Center in a discussion about athletes and philanthropy.



LITTLE SATCHMO

Hundreds of people nationwide joined LPB in this collaborative virtual effort, featuring the premiere of this documentary looking at the life and legacy of Louisiana jazz icon, Louis Armstrong



TRY HARDER

Approximately 30 people virtually joined host Robyn Merrick, Vice President of External Affairs for the Southern University System along with Dr. Ariel Encalade Mitchell, a counselor and Assistant Professor at Xavier University of Louisiana, Lucas Spielfogel, Executive Director of Baton Rouge Youth Coalition, and documentary producer Lou Nakasako, producer of *Try Harder!* and explored the triumphs and disappointments as well as the stresses and celebrations surrounding college admissions in Louisiana.

LPB LOVES OUR LIBRARIES

We love opportunities to connect with our audiences through events in partnership with our state’s libraries.



The “One Book, One Community” kickoff at East Baton Rouge Parish Library. We answered questions about LPB programs and provided information about free educational resources.



LPB provided a free screening and discussion about our documentary “Atchafalaya Houseboat” based on the “One Book, One Community” book selection at the East Baton Rouge Parish Library.



Two excited attendees with Cookie Monster and Elmo at the Louisiana Book Festival.



At the Louisiana Book Festival, LPB provided information about all of the free educational resources available and distributed packets full of fun Louisiana themed educational activities.

LPB also attended the Livingston Parish Book Festival for the first time! We were able to provide a free advance screening of **Masterpiece Mystery** series **Magpie Murders** to the library’s Mystery Book Club members as well as members of the public and also hand out information about free educational resources.

LPB EDUCATIONAL SERVICES – 2022

Louisiana’s educational challenges are many. LPB is committed to helping educators statewide with resources that will help them meet their goals. We expanded our staff to include a grades 6-12 Educational Technology Specialist, recognizing a need for additional help for teachers beyond those preschool and elementary years.



READY, SET, READ! LPB debuted a new partnership with the East Baton Rouge Parish Library, providing free resources for their new early literacy program. The monthly program is geared toward children ages 2 to 4 and is designed for families to do together at home. More than 400 children have signed up for the program and it will continue through 2023.

EARLY CHILDHOOD COMMUNITY NETWORK

LPB was pleased to partner with the East Baton Rouge Parish School District, the second largest district in the state, to offer a series of virtual sessions designed to educate teachers about all of the valuable free resources available to them through LPB and PBS. This included training on how to maximize PBS Learning Media and an overview of the award-winning Sesame Street in Communities, a program addressing early learning basics. 124 teachers participated in these easy to access virtual sessions.



LPB DELIVERS KINETICS IN A KIT



LPB Education teamed up with CenterPoint Energy to deliver 30 Science Box Kits to schools in Bienville, Desoto, and Webster Parishes. The boxes were full of hands-on STEM activities designed for first-grade teachers to share with their students. The activities ranged from experiments that encourage everything from observation skills to scientific thinking and engineering. LPB is providing virtual on-demand teacher instructions on how to use the kits that educators will be able to access anytime.

750 UNDERSERVED FAMILIES GET A LITTLE EXTRA SUPPORT WITH THE HELP OF A FEW FAMILIAR FACES



Homelessness. Immigrant families. English language learners. Children who fall into these categories are often the most underserved and in need of learning assistance. That’s why the Louisiana Department of Education turned to LPB. With their support, LPB’s Education Team worked to bring these underserved families an active, hands-on learning experience with the help of some familiar

faces from the PBS KIDS series

Molly of Denali. Traveling to Baton Rouge, Natchitoches, and New Orleans, LPB trained

44 Family Engagement

Coordinators from school

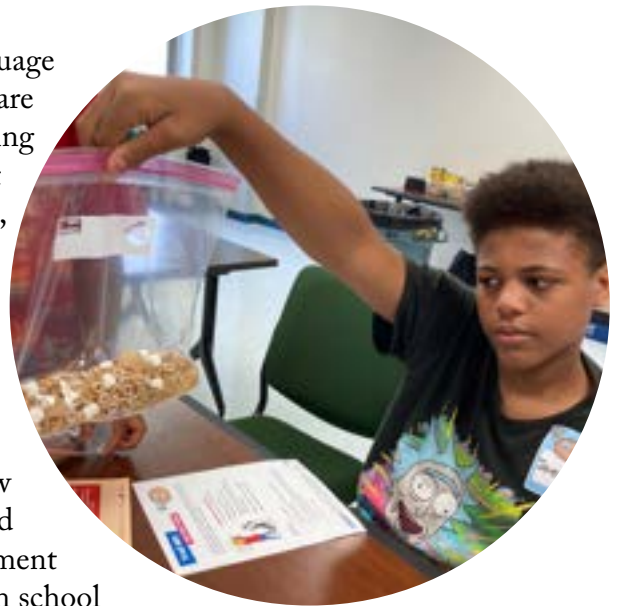
districts across Louisiana in how

to conduct their very own **Molly of Denali Family & Community Learning Workshops**

by letting them experience the workshops for themselves! The hands-on experience allowed for deeper understanding of the material and

helped the coordinators better understand how

to present the program to the estimated 750 Louisiana families they serve.



CAMPS - BOTH VIRTUAL & IN PERSON – WHERE LEARNING MEETS FUN

Not everyone can travel to Baton Rouge to take part in LPB Education’s Holiday Camps, so the team started bringing all the fun – and all of the learning - to them!



7 CAMPS = 1,526 CHILDREN SERVED



**MORE EDUCATION
BY THE NUMBERS!**



Bright by Text
1,240 Caregivers Signed On



LPB PBS KIDS
(users across all platforms)
2,861,441

SOCIAL MEDIA: CONNECTING ON ALL PLATFORMS 2022

Social media is more than just a fun way to stay connected to friends and family – it’s a way to get important information in front of people. As people increasingly find their time fractured, LPB is always looking for ways to connect with viewers, providing them with information and ways to stream programs anytime, anywhere.

LPB Facebook – 67,996 followers

LPB Twitter – 6,187 followers

LPB Instagram – 4,381 followers

LPB YouTube – 24,159 followers

LPB Ed Facebook – 1,317 followers

LPB App – 7,242 users

LPB.org – 865,765 visitors

LPB PBS Kids – 2,861,441 users

COMMENTS FROM THE COMMUNITY

“This was an awesome program. Very informative.”

Christine Normand Mayeau,

from Facebook about **Why Louisiana Ain’t Mississippi... or Any Place Else!**

“Wow!!! I learned a lot watching that. Thanks for keeping on me about making sure to watch it. Really neat to hear about her connections to Frank Hayden and Caroline Durieux, who were both among BRG’s earliest artist members. And the stories about her father sending postcards to her from France were really cool as well. Kudos to you on yet another amazing job done.”

Jason Andreasen,

from Facebook about **Angela Gregory: A Legacy Chiseled in Stone**

“Thank you ALL!!! Truly appreciate your passion and dedication. We need to build our communities.”

Anonymous Attendee, from **Ali, Athletes, and Community** virtual event.

“As one of the only stations in the country that has partnered with your department of education to provide Family & Community Learning Workshops to 750 families in Louisiana, we want to learn how you cultivated the relationship and executed.”

PBS Peer

“This light and shadows activity with puppets makes my heart smile!”

Jackie, camper

“Now that 49 of our family engagement facilitators have been trained in the RTL Molly of Denali workshops, other regional coordinators have heard about the workshops and want to be a part of it.”

Antiqua Hunter, Louisiana Department of Education

“This is a great program and we’re honored to partner with you!!”

Theresa, CenterPoint Energy

“My family has the best time together watching the Play & Learns! We love the craft activities and it’s so easy to find the materials around our house.”

Patty R, parent

LOUISIANA SPOTLIGHT

LPB debuted a new quarterly public affairs program in 2022, **Louisiana Spotlight**, which allows viewers to explore complex issues in a deeper, more personal way, with stories told by the very people facing the challenges head-on. The series allows LPB to respond to timely topics, of statewide interest, engage in civil discussion, and search for solutions. Topics covered in 2022: climate change, redistricting, population loss, and a historic teacher shortage in Louisiana.



THE PLIGHT OF POINTE-AU-CHIEN

Explored the challenges facing the people and the place, from climate change to the fight for federal recognition.



THE HARD LINE: REDISTRICTING

With redistricting making headlines, we looked at the difficult process of drawing congressional voting maps.



LEAVING LOUISIANA

Unpacking population loss in Louisiana.



THE VALUE OF A TEACHER

Exploring causes & solutions to a historic teacher shortage.

AMPLIFYING THE IMPACT: Each episode premieres simultaneously on both broadcast and the LPB YouTube channel. To date, the four episodes have been streamed a total of 4,275 times.

“LPB has a long history of providing great educational and entertainment programming for and about our great state. Whether you’re young or young at heart, you will find any number of shows to enjoy. There’s no place like Louisiana, from our people to our culture, food, and heritage. It just doesn’t get any better, and this latest documentary featuring Jay Dardenne does a wonderful job of showcasing the richness of our diversity. I’m so proud of what he and the LPB team have done. It is another example of why I love our state and why my family and I love LPB.”

– Louisiana Governor John Bel Edwards



The mission of Louisiana Public Broadcasting is to “provide programming that is intelligent, informative, educational, and entertaining.” This 4-hour long documentary manages to do all of those things and more! Despite our challenges, there’s a lot to love about Louisiana – and LPB believes this documentary will make you love our state that much more. This two-part series explores Louisiana’s rich and diverse history, taking viewers from New Orleans to Natchitoches, exploring all the ways our state is unique and special.



THE DOCUMENTARY - Starting from our earliest beginnings, and moving forward through time, WLAM explains all of the ways Louisiana is just a little bit different than any place else... and more importantly, explains WHY!

“So enjoyed both parts! As a retired teacher, I can see where this would be a great lesson for Louisiana’s schools and community libraries to share! Louisiana residents need to see this! Job well done to all who labored with this project!”

Cathy McCartney,
 from Facebook about **Why Louisiana Ain’t Mississippi... or Any Place Else!**

EDUCATION

LPB Education is in the process of developing film-based educational resources for students in grades 6-8 and 9-12, designed to build connections between the past and present and broaden perspectives.



PARTNERSHIPS

A documentary of this scope could not be done without the help of many. Who better to help LPB tell the story of our state than fellow Louisianans?



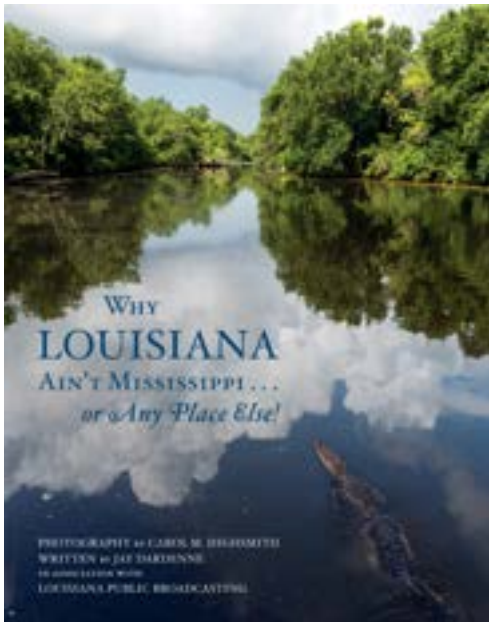
Jay Dardenne
Host & Creator

The documentary was developed from a slide show presentation that Dardenne has presented to audiences for years.



William Joyce
Animator

LPB turned to this Academy & Emmy Award winning author, illustrator and pioneer in digital and animation industries for visual help telling parts of the story.



LPB also produced a companion book of photography featuring scenes from across the state. For that, we turned to Carol M. Highsmith, who has been visually documenting America for more than 40 years. She donates her life's work documenting America (including her images shot in Louisiana) to the Library of Congress, where it is preserved in the most historic photo collection for the ages.

"The most important thing about working with Louisiana Public Broadcasting is that you're right down my line. I am donating every image I take to the Library of Congress. And what is LPB doing? You give us programming that really, basically, is for the people. It's a gift."

- Carol M. Highsmith, photographer