

MINUTES
LETA Full Board Meeting

LETA BOARD ROOM ☞ 7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, 2/10/2011

LETA Board Present

Glenn Kinsey • T. O. Perry • Gigi Carter
Wayne Berry • Carl Crowe • Dr. Sally Clausen
Joe Salter • Fr. James Carter • Linda Johnson
Dr. Bill Weldon • Barbara DeCuir

LPB Staff Present

Steve Graziano • Joanne Gaudet
Barbara Williams
Lenora Brown
Clay Fourrier

1. **CALL TO ORDER:** Glenn Kinsey called the meeting to order.
2. **MINUTES APPROVAL:** Gigi Carter presented minutes from the previous meeting. *Motion:* Gigi Carter moved and Joe Salter seconded on approval of minutes. *Action:* Motion carried.
3. **FINANCIAL REPORT:** Joanne Gaudet – We are 58% through the fiscal year as of 1/31/11. We are drawn down \$4,499,832 (67% of our general fund budget) and we've collected \$413,797 (25% of self generated budget). Expenditures total \$5,606,615 (60% of budgeted expenditures) and on target. Current estimate of Due To LETA funds that will be needed total \$964,000. Preliminary FY12 budget received from the Division of Administration budget office totals \$9,512,468, which includes: \$7,436,180 general fund, \$40,000 IAT revenue and \$2,036,288 self generated revenue. *Motion:* Carl Crowe moved and Sally Clausen seconded the approval of the financial report. *Action:* Motion carried.

FLPB REPORT: T. O. Perry – The LPB Board Retreat was held Tuesday, January 25th from 11:30 am – 1:30 pm. Special thanks went to Sally Clausen for serving as moderator for this very important meeting. Representatives from all three boards (Friends, LETA and Foundation) were in attendance. The primary focus was to brainstorm and strategize how to increase membership and support for LPB. *Financial Statement:* For the month of December, membership revenue was slightly over \$325,000, with year-to-date totaling over \$954,000. We are ahead of last year due to renewals, direct mail – Additional Gift, Telemarketing renewals and Web. Our annual budget for Sweepstakes Revenue is \$50,000. We are currently seeking a car donation in order to make this program happen before the end of this fiscal year (June 2011). Overall revenue was over \$338,000, with year-to-date at over \$1 million. Through the first half of the year, we're about half way of our annual goal of \$2.1 million. Expenditures for the month of December totaled almost \$92,000, with \$30,000 of this being attributed to Thank You gifts and Telemarketing. Year-to-date expenditures were over \$465,000. Through the first half of the year we've spent less than half of our annual budget of \$993,000. Friends of LPB made its 2nd quarter transfer in support of LPB in the amount of \$364,500.45. To date we have transferred \$566,792.66. This is \$16,277.66 more than last year's amount of \$550,515. A *Special Events Newsletter* was provided to the board. ***Elmo's Healthy Heroes Concert*** performances have been scheduled for **March 19th at the Baton Rouge River Center** and **April 5th at the CenturyTel Center in Bossier City**. Tickets are \$35 each and this includes a Meet & Greet pass. Tickets are still available for the **Celtic Woman Songs from the Heart** concert in **Bossier City on May 14th**. Tickets are available to board members for \$75 each. Meet and Greet tickets are \$250 each.

CHAIRMAN'S REPORT: *Evaluation Committee Report of Executive Director.* Glenn Kinsey – the committee met on January 13, 2010. The purpose was to evaluation the performance of LETA Executive Director, during the past year. The committee submitted this report to the full LETA board for approval. (Please see attachment of the report). *Motion:* Linda Johnson moved and Dr. Weldon seconded that the ratification of the report be accepted for approval. *Action:* Motion carried.

DEPUTY DIRECTOR'S REPORT: Steve Graziano briefed the board on potential funding issues for public broadcasting. The House of Representatives will vote in the next few days to eliminate all federal support for public broadcasting. Currently, we receive \$1.9 million in CPB funds. We are asking our boards, and the public to contact their Representatives and voice their opinion. The cuts will be wide-ranging, from the EPA to housing, the weather service, food safety and inspection and the U.S. Army Corps of Engineers. The Community Development Block Grant, which provides funding for municipalities, would also be cut – guaranteeing that Congress will be contacted by millions of Americans on a wide variety of topics. The total recommended cuts range from \$35 billion to \$100 billion, of which CPB accounts for \$431 million. The House Appropriations Committee is preparing to debate a Continuing Resolution that would fund the government after the current CR expires next month, and CPB is among many federally-funded entities that could be zeroed out. The bill is expected to come to the floor during the week of Feb. 14. House

leaders have said it will be debated under open rules that allow lawmakers to offer amendments targeting specific programs, according to APTS. Mr. Graziano outlined a number of steps that could be taken, ranging from sending e-mails, using social media, having key LPB supporters and board members contact our delegation personally, and using on-air messages to alert the public. Following discussion, the board recommended that all the above steps be taken with the exception of using LPB's broadcast services. The consensus was that such a step should be held in reserve for future cuts on the federal or state level. In other news, Beth Courtney, Steve Graziano and Joanne Gaudet met with Paul Rainwater and Ray Stockstill last month to review our budget. The Division of Administration is aware of our current state budget situation and appears to be willing to work with us to prevent additional, serious cuts. The deadline for Young Heroes is this Friday. As of today, we have received 92 nominations. We have accepted the bid from Stainless LLC bid to demolish the now-unused KLTL analog TV tower. Their bid was \$120,139. Because our land lease has expired, it is essential that we remove the tower and building. Bids for demolition of the building will go out this week. Work on installing the new generator for the LPB building will begin in March. The project includes a new transformer, breakers and power distribution system as well as a new generator and a building-wide UPS. The contract was awarded to J & J Electrical in the amount of \$1,210,000. The project is slated to end on Nov. 12th

Ready to Learn Update: Lenora Brown – ***LPB & The Louisiana Association Of Educators will READ ACROSS LOUISIANA – AND AMERICA!*** On Saturday, February 26th from 10 a.m. to 3 p.m., LPB and LAE present “Read Across Louisiana” at the Mall of Louisiana in Baton Rouge. Bring the kids out to hear wonderful stories read to them by local celebrities and others. There will also be literacy-related hands-on activities and giveaways. Similar events will be taking place at these locations around the state: Prien Lake Mall - 496 West Prien Lake Road, Lake Charles Mall of Acadiana - 5725 Johnston Street, Lafayette The Louisiana Boardwalk, 540 Boardwalk Blvd., Bossier City Alexandria Mall, 3437 Masonic Drive, Alexandria Pecanland Mall, 4700 Milhaven Road #200, Monroe. On Wednesday, March 2nd, LPB and LAE are asking celebrities, teachers, librarians, parents, grandparents – anyone and everyone – to read “The Cat in the Hat” to a class at a school, Head Start, daycare, or at a library. March 2nd is Dr. Seuss’s birthday, and we have chosen “The Cat in the Hat” in honor of the new PBS kids’ series The Cat in the Hat Knows a Lot About That! We have a special Facebook page at www.lpb.org/readacrossla. Please fill out your pledge to ready today! We hope you will upload pictures to this page. Remember – “You’re never too old, too wacky, too wild, to pick up a book and read with a child!”

Production Update: Clay Fourrier – Louisiana Public Square –“**Redistricting Louisiana**” – *How will Redistricting affect you?* The state legislature has called a special session in March to determine how to reconfigure congressional as well as state election districts. Which areas of Louisiana will be most affected? And how will redrawn boundaries for both local and congressional districts? “Louisiana Public Square” explores these issues and more on “Redistricting Louisiana” airing Wednesday, February 23rd at 7 p.m. on LPB-HD. Panelists for the program will include: Rep. Rick Gallot, Jr. (D); House & Governmental Affairs Committee Chair, - Sen. Jack Donahue (R); Senate & Governmental Affairs Committee Member, Alison Neustrom, Ph.D., Public Affairs Research Council of Louisiana, and Dr. Pearson Cross, Political Science Dept. Chair, University of Louisiana at Lafayette. Currently, LPB is shooting and editing three new LPB programs for the March Pledge Drive: *The Treasures of LSU*, a program highlighting some of the rare, precious and fascinating items housed in various collections, museums and libraries of Louisiana State University in Baton Rouge. The concept is based on the book “Treasures of LSU”, published by the LSU Press. Host Shauna Sanford will lead a behind-the-scenes tour that takes the viewer from public galleries with great art, to limited-access areas filled with exquisite rarities hidden from sight. *Louisiana Baseball Stories* (Airdate 3/16/11): Back in the early 20th century baseball was king across Louisiana’s rural towns and communities. Join Emmy award winning producer Charlie Whinham as he explores the rich baseball history of Louisiana. Stories include: Ron Guidry, who won two World Series championships, The Evangeline League of the 1930s, a professional Negro baseball team called the Monroe Monarchs. New York Giants right fielder and Hall of Famer Mel Ott and LSU’s Warren Morris two-out shot in the 1996 College World Series. Promoted before pledge with *Legends’* Skip Bertman & *Ken Burns’* “The Tenth Ending Special”. Native Waters: A Recollection of Chitimacha Tradition. This program features author Roger Stouff, the son of the last chief of the Chitimacha Indians and a keeper of his family’s oral tradition as he journeys into sacred places of the Basin and tells the native stories, beliefs and perspectives about this important and often overlooked people. Also producing news stories on the Oil Spill for both Louisiana The State We’re In and for regional distribution via the GulfWatch project. We have brought on two new reporters to work on our two Local Journalism Grants – Jeremy Alford will be reporting on oilspill stories for GulfWatch and Sue Lincoln will cover Education for the Southern Regional Education Desk project.