

MINUTES
LETA Full Board Meeting

LETA BOARD ROOM ☞ 7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, 4/14/2011

LETA Board Present

Glenn Kinsey • T. O. Perry • Gigi Carter
Wayne Berry • Carl Crowe • Dr. Sally Clausen (via phone)
Joe Salter • Fr. James Carter • Dorothy Brown
Dr. Bill Weldon • Barbara DeCuir • George Sirven

LPB Staff Present

Beth Courtney • Steve Graziano
Joanne Gaudet • Barbara Williams
Dorothy Kendrick • Clay Fourrier
Jeanne Smith • Bob Neese

1. **CALL TO ORDER:** Glenn Kinsey called the meeting to order. The Board welcomed Kathy Hawkins Kliebert, Deputy Secretary of DHH as the newest board member. After 29 years of service on the LETA Board, Carl Crowe has decided it was time to step down from the Board, but never from LETA or LPB. He, along with his wife, was presented a plaque and resolution for years of service well done! *Motion:* Barbara DeCuir moved and Joe Salter seconded that the Resolution be received and adopted. *Action:* Motion carried.
2. **MINUTES APPROVAL:** Gigi Carter presented minutes from the previous meeting. *Motion:* Dorothy Brown moved and Dr. Weldon seconded on approval of minutes. *Action:* Motion carried.
3. **FINANCIAL REPORT:** Joanne Gaudet reported that as of March 31, 2011, which is 75% of the fiscal year, LETA has drawn down \$5,589,792 in general fund (84% of the general fund budget). \$535,071 in self generated revenue (33% of the self generated budget) has been collected. The self generated revenue projection for FY11 as of 3/31/11 was \$679,192. Expenditures to date total \$7,112,052 (76% of budgeted expenditures). Current estimate of Due To LETA funds that will be needed is \$949,096. We project that LETA will run out of cash in mid-May. At that time, approximately \$675,000 in additional cash will be needed to fund the remaining FY11 payrolls. *Motion:* Gigi Carter moved and Joe Salter seconded the approval of the financial report. *Action:* Motion carried.

FLPB REPORT: T. O. Perry – *Festival 2011* goal was \$275,000 and 1,770 pledges. I'm pleased to announce that we surpassed our goal and received \$323,997 with 2,043 pledges (a 2% increase compared to *Festival 2010*). The average pledge was \$158 and our rate of pledge fulfillment is at 81%. *Revenue* as of February 2011: Membership was over \$110,000, with year-to-date totaling over \$1.16 Million. Overall revenue for February was approximately \$121,000, with year-to-date over \$1.26M. *Expenses* totaled over \$68,000. Year-to-date expenditures were at \$610,000. *LPB Quarterly Support:* Friends will be making the 3rd quarter transfer in support of LPB next week. We anticipate the transfer being approximately \$380,000. *Louisiana Legends:* The Louisiana Legends Gala will be held Thursday, May 5th at the Old State Capitol, with a pre-reception at the Governor's Mansion. You may purchase tickets by contacting the Friends Office or visiting online at www.lpb.org. Thus far we have received \$74,075 in sponsorships. We anticipate making \$10,000 through tickets and have the potential to bring in \$20,000 through the Legends Silent Auction. *Special Events:* A *Special Events Newsletter* was issued to each board member. *LPB's Easter Eggstravaganza with Super Why!* will be held this Saturday, April 16th at Barnes & Noble Citiplace in Baton Rouge. Kids will have fun with the Easter Bunny, and SuperWhy! This event coincides with our Spring Book Fair at Barnes and Noble locations statewide on April 16th and 17th. For this weekend only, we will receive a percentage of the sales. In addition, for purchases of \$25 or more, individuals can enter to win a Nook Color. Great seats are available for the Celtic Woman *Songs from the Heart* concert in Bossier City on May 14th and for the Tommy Emmanuel concert which will be held May 23rd in Baton Rouge.

CHAIRMAN'S REPORT: Glenn Kinsey reminded the board that the Personal Financial Disclosures "Tier 2.1" is due on May 15th.

PRESIDENT'S REPORT: *Federal Funding Update:* Beth stated that according to CPB, Congress is expected to pass legislation to fund the federal government through the remainder of the fiscal year. Through this bill, Congress has again affirmed the importance of the American people's investment in public media and the service that stations provide every day in communities across this country. Beth moderated The *2011 McLeod Lecture on Louisiana Politics series* which was held on the McNeese State University campus with "The Role of Louisiana's Lt. Governor: Past, Present and Future" as its focus, featuring four former lieutenant governors on stage and one via videotape at 7 p.m. Thursday, April 7, in Ralph Squires Auditorium in the Shearman Fine Arts Center. This free event - which is entering its eighth

year of bringing historical perspectives of Louisiana politics to Southwest Louisiana - was sponsored by the McNeese Banners Cultural Series and the McLeod Lecture Series Committee. Those on stage include former Lt. Governors Bobby Freeman, Paul Hardy, Melinda Schwegmann and Kathleen Blanco, and via videotape Jimmy Fitzmorris.

GulfWatch Project Update: LPB producer Dorothy Kendrick reported that our partnership of 10 public broadcasters has resulted in more than 250 stories so far, 43 of which are from LPB. One example of how we use other organizations to help promote the project is our posting the National Audubon Society's teleconference on birds after the Oil Spill. The Audubon Society quickly linked to our site on its Facebook page, increasing traffic to the GulfWatch site. Reporter Richard Ziglar of partner station KRVS-FM in Lafayette is scheduled to be interviewed on the NPR Program, THE STORY on April 20th. This program is broadcast by more than 100 NPR stations. LPB attended the LUMCON (Louisiana Universities Marine Science Consortium) in Cocodrie last week. Dozens of top oil spill scientists nationwide came to speak to Dozens of reporters and science educators about the science behind the oil spill.

DEPUTY DIRECTOR'S REPORT: Steve Graziano reported that on March 31, LPB connected Louisiana students with the producer of a recent episode of NOVA, "Secrets Beneath The Ice". The program demonstrated the latest science related to ice core drilling in Antarctica. Using popular webinar technology, over 800 students from 21 schools across the state interacted with producer Gary Hochman about science and filmmaking. This successful test of the concept encouraged LPB to do more webinars with schools in the future.

Underwriting Update: Jeanne Smith reported that for FY 2010-2011 she has received 43% of her goal. Proposals are Cortana Mall (Kids Club renewal), Chase Educational Foundation, Entergy Charitable Foundation (no project), Entergy Charitable Foundation (Kids Dish), Louisiana Organ Procurement Agency, Center for Adult Learning LA, Our Lady of the Lake, Kleinpeter Farms Dairy, and National World War II Museum.

Programming Update: Bob Neese – This month we have the final two parts of the *Upstairs, Downstairs* sequel on Masterpiece for the next two Sundays at 8 p.m. and the premiere of *South Riding* on May 1. Professor Henry Louis Gates has a new series entitled *Black in Latin America* which airs the next two Tuesdays at 8 pm. The series looks at the influence of people of African descent in Central and South America. On Monday, May 16 at 8 p.m., American Experience premieres *Freedom Riders*, a look at the ill-fated 1961 bus trip through the South that was a major turning point in the Civil Rights movement. We will be honoring the eight winners of the Louisiana Young Heroes on Wednesday, April 21 with ceremonies at the Governor's Mansion and the Baton Rouge Marriott. Special thanks to Wayne Berry for helping with the final selection.

Production Update: Clay Fourrier reported that on *SWI Special Report: One Year After The Oil Spill* Shauna Sanford takes a look at how the survivors of the spill are making it and where they will go from here. Charlie Whinham talks with Vietnamese community leaders and fishermen dealing with Ken Fienberg and compensation issues, language barriers, as well as an uncertain future. Jeremy Alford will look at the after effects of the oil spill on the oil and gas industry. Jill Hubbs of WSRE in Pensacola, Florida, who is part of the GulfWatch consortium, looks at whether the beaches have bounced back from the spill for this vacation season. *Coming up Monday, April 15th: Address to the Legislature* – The Governor speaks at 1 p.m. Shauna Sanford will again host from the studio. *Capitol Beat* begins that afternoon and every weekday until the end of the session. LA tv – We begin again with our pass-through coverage of the legislature – 2-6 p.m. weekdays. On Tuesday, April 26th we will tape live, Louisiana Public Square ("Lights, cameras, Action - the movie business in Louisiana") in the studio that evening. It will air Wednesday, April 27th at 7:00 p.m. On Wednesday morning – we shoot and air and stream live The Governor's prayer breakfast from 7:30 a.m. until 9:00 a.m. on LPB2. Also this month both *Great Seafood Cook-off* and *Chef John Folse After the Hunt* are being distributed nationally.