

MINUTES – LETA Full Board Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, February 14, 2013

LETA Present

Wayne Berry • Kathy Kliebert
Gigi Carter • Chris Goudeau
Barbara DeCuir • Glenn Kinsey
Dr. Bill Weldon • Melissa Kyle
Katara Williams (Regents)

LPB Staff Present

Beth Courtney • Bill Belsom
Bob Neese • Joanne Gaudet
Barbara Williams • Jeanne Smith
Ellen Wydra • Clay Fourrier

1. **CALL TO ORDER:** LETA chairman Chris Goudeau called the meeting to order.
2. **MINUTES APPROVAL:** Kathy Kliebert presented minutes from the previous meeting for approval.
Motion: Barbara DeCuir moved and Gigi Carter seconded that the minutes be accepted and adopted.
Action: Motion carried.
3. **LETA/FOUNDATION FINANCE REPORTS:** Joanne Gaudet presented the financial reports. We are 58% through the fiscal year and 56% through our annual expenditure budget. Expenditures remain in line and on track with the current fiscal year budget. Total revenue to date is \$5,428,778, which is 61% of our overall budgeted revenue, and is comprised largely of general fund revenue from the State. We have received 83% of our general fund revenue, which is \$5,035,293 of our projected \$6,042,353 general fund budget. Self-generated revenue is \$377,556, and is 18% of the total projected self-generated budget of \$2,061,451. This includes the usual (1) Lottery (2) Foundation rent, (3) truck uplinks, and others – all which are on track with budget projections. Total expenditures to date are \$5,012,602. The largest expenses to date are personal services, salaries and related benefits in the amount of \$3,767,562. This is approximately 58% of the projected annual personal services budget of \$6,535,854. Other major year-to-date expenses include \$854,985 for operating services, which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc., and \$334,595 in interagency transfers that consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$416,176. *Motion:* Kathy Kliebert moved and Barbara DeCuir seconded that the financial reports be accepted. *Action:* Motion carried.

FLPB REPORT: *Louisiana Legends Honorees for 2013 are:* Delton Harrison, Paul Hilliard, Kitty Kimball, Ellis Marsalis and Glen Post. The current revenue is \$45,500. The sponsors are Blue Cross Blue Shield of Louisiana, Greg & Karin Barro, Roy O. Martin Foundation, Paragon Casino Resort, Louisiana Pharmaceutical Association and Harper & Winters Strategies. Our next Legends sponsorship committee meeting will be held on Tuesday, February 19th at 10:00 a.m. here at LPB. All board members are invited. *FLPB December 2012 Financial Statement:* For the month of December, membership revenue was \$371,131.70. Through December, overall revenue totaled \$1,113,283.69 and expenditures of December totaled \$70,818.10. Friends of LPB second-quarter transfer will be \$427,844.71, bringing our total support for the year to \$651,559.98. This will leave us with a remainder of \$608,726.82 for the remaining two quarters. *Special Events:* Antiques Roadshow here in Baton Rouge is Saturday, July 27th at the River Center. *Tour Tickets:* Appraisal - \$200 per ticket, includes membership and allows two appraisals per ticket. The Antiques Roadshow Gala is Friday, July 26 and \$150 per ticket.

Chairman's Report: Downton Abbey ratings during Super Bowl weekend was up.

President's Report: *Bill: FCC License Review:* Every eight years we renew our licenses with FCC. There are three phases we must go through – pre-filing announcements, which we did in December, submission of actual application was filed January 31, and we are in the middle of post filing announcements to say that we have applied. We submitted EEO report, technical information about the stations report, and owners report which in this case is the board members information. Once we finish the post-filing announcements we will file certifications that everything has been completed. *Beth:* PBS did footage on *NRT (non-real time)* shows for air featuring CC Copeland, Beth and Daja Thomas. It was previewed by the board.

Educational Services Report: Ellen Wydra: *Ready to Learn:* LPB was awarded a CPB Grant to immerse low-income children ages 2-8 in transmedia from PBS. The grant will study the effects of transmedia in the following area—Ryan Elementary, Progress Elementary, Crestworth Elementary, JK Haynes Charter School, Progress 1 and 2 Head Starts and New Horizon Head Start. LPB will access the technology needs of each school and provide the necessary technology needed to access the transmedia suites. The community will be blanketed with at-home, at-school, aftercare programs and summer school opportunities to engage in literacy, math and science using the transmedia suites. Lenora Brown and Gail Nettles will work with the teachers to help them integrate the transmedia suites into the classrooms. *Read Across Louisiana* is March 1st at 10 a.m. featuring *Cat in Hat*. Please email Lenora Brown at lbrown@lpb.org to let her know where you will be reading or if you need help selecting a school. We will provide a *Cat in the Hat* hat, a book and an activity packet to be left with the teacher as a follow-up activity to the reading. We are also asking that you take pictures and email them to Nancy Tooraen at ntooraen@lpb.org so they can be posted on the Raising Readers Facebook (<http://www.facebook.com/lpbraisingreaders>) page. *Course Choice:* LPB has been approved to offer six online courses through the Louisiana Department of Education's Course Choice. LPB will be offering Environmental Science, Fine Arts Survey, Spanish I and II, and French I and II to high school students. Registration begins March 7th through the summer for the fall 2013 term. LPB is currently interviewing teachers and finalizing the course descriptions for the registration system. We will be starting our PR campaign by contacting principals, technology coordinators and school guidance counselors.

Underwriting Report Jeanne Smith stated that for FY 2013-2014 goal is \$500,000. Booked business as of February 14th is \$263,667 which is 53% of the goal.

Programming Update: Bob Neese reported that PBS is airing a series of shows called *After Newtown* that looks at the History of Guns in America. Adam Lanza, NOVA examines the mind of rampage Killers and *The Path of Violence* looks at efforts to predict problem behavior in students. The programs air Tuesday February 19 and Wednesday February 20 starting at 8:00 p.m. We will also have an encore showing of our Louisiana Public Square at 7:00 p.m. on Tuesday called *After Newtown* that discusses school safety, guns and mental health. On Tuesday, February 26 at 7:00 p.m., *Makers: Women Who Make America* will tell the story of the women's movement during the last half century and will include interviews with Hillary Clinton, Ellen DeGeneres, Supreme Court Justice Ruth Bader Ginsberg and former Justice Sandra Day O'Connor and many others. Louisiana Legend Aaron Neville will be in the LPB studios on March 14 for the premiere of his new show *Doo Wop My True Story*. The 60's Flashback Hullabaloo will air March 2 at 7:00 p.m. Andrea Bocelli *Love in Portofino* will air on Sunday, March 3 at 8:00 p.m. If anyone wants to get in the lottery for Antiques Roadshow tickets, they can visit the LPB website at lpb.org/antiques or call 1-888-762-3749. They can also be guaranteed tickets to taping or the special reception on July 26th at the Old State Capitol by pledging during the Antiques Roadshow programs on March 4 and 18th.

Production Update: Clay Fourrier: *Public Square:* Thursday, February 20 at 7:00 p.m. is "Preventable: HIV/AIDS in Louisiana." Our current panelist status is: Dr. Mark Alain Déry, a physician specializing in HIV/AIDS at Tulane University, co-authored a study which was featured at the International Aids Conference in Washington, D.C. A DHH representative, Dr. Joyce Turner Keller, an HIV+ female who runs Aspirations, an HIV/AIDS awareness outreach organization in Baton Rouge, and Reverend Fred Luter, Southern Baptist Convention President or a church representative is invited.

Minutes submitted by Barbara A. Williams – bawilliams@lpb.org – 225-767-4200