

Thursday, April 10, 2014 ♦ 12:Noon ♦ LPB Board Room



Members Present: Chairman Chris Goudeau, Fr. Carter, Wayne Berry, Barbara DeCuir, Carolyn Hill, Katara Williams, Kathy Kliebert, Melissa Kyle, GiGi Carter, Glenn Kinsey, Barry Landry, Deano Thornton

Members Absent: David Bondy, Paul Sawyer, Dot Brown, Felicia Harry, Julie Cherry,

Dr. Billy Weldon, FLPB Chairman Phillip Juban **Staff Members:** Beth Courtney, Bill Belsom, Clay Fourrier, Joanne Gaudet, Bob Neese, and Sissy Sharpe

- The LETA Full Board met on Thursday, April 10, 2014 in the Board Room of Louisiana Public Broadcasting. A quorum of the membership was in attendance.

Call to Order: Chairman Chris Goudeau called the meeting to order at 12:12 PM.

Approval of Minutes: Chairman Goudeau called on Board for any changes to Minutes of previous LETA Full Board Meeting of February 13, 2014. No changes were suggested and a motion was made by GiGi Carter and seconded by Glenn Kinsey to approve the minutes. *MOTION CARRIED.*

LETA/Foundation Finance Reports: Joanne Gaudet presented the board with an update of finances as of March 31, 2014 for LETA and the Foundation.

LETA: We are 75% through the fiscal year and 72% through our expenditure budget. As of March 31st, LETA has received 89% of the General Fund budget of \$5.8 million dollars. Self-Generated Revenue totals \$951,022 which is 46% of our self generated revenue budget. Total expenditures to date are \$6,248,820. The largest expenses to date are for salaries and related benefits of \$4.5 million. Joanne stated that expenditures are on track. The current projection is that LETA will need to request support of \$800,000 to \$900,000 from the Foundation.

FOUNDATION: Joanne Gaudet updated the Board on the Foundation Finances. The production revenue includes \$700,000 attributable to the production of "*Sunshine by the Stars*" which is a one-time project income. We received our 3rd Quarter transfer from Friends of LPB which is up due to Planned Giving of \$132,000 from Leland Majors and George Daniel. Chairman Goudeau asked if the money requested from the Foundation will be less than the income that the Foundation earns this year. Joanne confirmed that it should be. Beth confirmed to the Board that the projected request from the Foundation is what was anticipated and that none of the investment principle will be used. .

Friend's Update: Beth Courtney presented the Friends Financial and Events update due to the absence of Friend's Chairman, Phillip Juban. We have good news due to our March Pledge Drive.

Revenue: Membership Revenue in February was way up at \$154,765.17; and through February Overall Revenue was \$1,513,438.51.

Expenses: Totaled \$77,088.80 as of end of February.

Item of Note: The 3rd quarter transfer is approximately \$440,000 – a 5% increase from last year. Beth reported to the Board that the March Pledge Drive exceeded the goal. Beth explained that shifting our Pledge Drives from *sustaining membership drives* instead of *one-time offerings* with a "Thank You" gift was very beneficial; and there was an increase due to Planned Giving. Money was deposited into Friends from "*Sprout*", which was a children's cable channel from PBS. Due to their dis-association; member stations were sent a share of the proceeds.

Bill Belsom's INFO Regarding Friends' Drives: Regarding *sustaining memberships*; a national inquiry of pledge drives was held. It showed that a quarter of your pledge members should be *sustaining memberships*; and we are around 23%. So we are right at the national mark. This is important for 2 reasons; 1) - Save money on premiums AND 2) - Renewal rate jumps between from 20-40% to 86%. Beth added that our financial investor, Jim Meek with Graystone Consulting reported a 16% increase in our Investments; everything is going very well.

LOUISIANA LEGENDS GALA EVENT: Beth updated the Board on the LEGENDS scheduled May 8th, 2014 at the Old State Capitol. Invitations have been mailed. Board Members were invited to a pre-reception at the Governor's Mansion from 5-6:30pm; then a cocktail reception to be held at the Old State Capitol at 6:30pm and the Awards ceremony at 8:00pm followed by a dessert reception.

Current Revenue for Gala: Legends' Gala current revenue as of today is \$124,000. Rose Long is the Chairman of the Legends Gala Event and has done a wonderful job. 2014 Legends Inductees were: Mary Frey Eaton, who was on this Board, Governor Mike Foster, Elton Kennedy of North Louisiana's Rice Farm, Dale Brown, LSU Basketball Coach/Motivational Speaker who will be providing one of Shaquille O'Neal's shoes as one of our Silent Auction Items, and Buddy Guy, a Blues Musician, who is currently out of the country and may not make it physically, but we are looking to interview Chris Thomas King regarding Blues Music and Buddy Guy. Profile/Interviews are presently being done.

President's Update: Beth Courtney, President of LPB updated the board on the current events and budget.

EVENTS: Beth announced the 19th Young Heroes Awards was held on April 16th. Nominees from throughout the State were chosen by those who have overcome great difficulty, helped their community and are shining examples of what we think the next generation should be. The 8 Young Heroes chosen were honored all day beginning with breakfast at the LPB Auditorium. The Rotary Club of Baton Rouge is in partnership with us and they provided gifts such as tablets and savings bonds. Applicants were received from across the state. Beth spoke to the Rotary Club on April 9th and encouraged their attendance to the Banquet held in their honor. Beth also invited each of our Board Members to hear their incredible stories. Beth put together a video clip for the Board to view on some of the Young Heroes 19 years later in their life to show what they are doing now. Next year will be the 20th Year of the Program.

PBS's TECHNOLOGY OF EDUCATION: PBS announced their re-commitment to Education; and we are so pleased. The new generation has progressed and we at LPB have kept up with the business of new technology in the classroom with our projects and outreach programs.

SURVEY: Beth updated the Board on a poll done with over 1,000 people on the question of "*How much do you value educational children's television programming that is commercial free?*" Across the Board, over 75% of Louisiana's population values it. The area of Louisiana with the highest percentage approval rate was Southwest Louisiana with almost 80% New Orleans was a little low; but HIGH for everywhere else. Fr. Carter asked that this data be shared with WYES-TV in New Orleans.

LEGISLATIVE BUDGET/APPROPRIATION MEETING: Beth testified before the Appropriation Committee and presented this survey to them. She was asked only one question by the committee, "Do you work with the Department of Education?" We have a small pilot contract for Early Childhood for a very small amount. Committee Chairman, Representative Fannin replied "We value what you do Mrs. Courtney". That was the conclusion of the hearing. She will continue to check to make sure they re-instate the \$325,000 in general fund that was cut. After Amendments, it then goes to the Senate Finance Committee. She will keep the board up-to-date.

RESOLUTION FROM BOARD: Beth thanked the Board for their Resolution. She sent it to the Secretary of the Division of Administration, Kristy Nichols and it was very effective. She has had good responses, but no changes have been made yet. If Board Members know anyone on the Appropriations Committee, please inform them of our concern.

BUDGETARY PROBLEM DISCUSSION: Chairman Goudeau asked Ms. Hill what would it take for LPB to become a recipient of MFP Funding. Carolyn said you would have to be a full-time course provider and follow the student for 180 day. Carolyn added that if you are not a full-time course provider we have other funding sources like 8G. Carolyn suggested that Beth should attend a BESE Board Meeting and detail what LPB is doing and how it helps the community and how LPB educational services are helping children; giving BESE a clear understanding of the value of what we have in place.

LEGISLATIVE STRUCTURE DISCUSSION: Beth stated that we are The State's Educational Technology Resource Center. Whether you are at home, school or charter school; we are actively used over 2 million times a year along with over 38 thousand educators who access our on-line material and video clips.

OUR FUNDING STRUCTURE IS NOT IN ORDER.

We are a resource, not a full-course provider. We have addressed the Early Childhood and Pre-K issue, gone to endless meetings at schools, and they have written us into their plans, but nothing substantial has come out of it. We're doing a website for EBR schools for a small grant and some communication for Iberville Parish, but both are small. Even with all our resources; Beth keeps hearing from the districts that they are not aware of what we are doing. Barbara DeCuir inquired on how to get Statewide Funding for Pre-K 4. Beth stated that the Federal Government is continuing talking about this very topic. They also talked about a movement of more money, but it will go into the Department of Education. We are a natural collaborator for many if the early education providers. One of our big problems is with these yearly cuts of money and staff from 95 to 75; we have lost a many of our Education Outreach staff.

Louisiana Teachers Recognized by PBS: Beth updated the Board on two of Louisiana teachers from Louisiana: PBS has recognized two (2) Louisiana teachers for their use of "**Digital Media**" in the classroom. (1) Susan Gauthier of Sherwood Middle Magnet in Baton Rouge, and (2) Theresa Stewart of Amite Elementary Magnet School in Tangipahoa Parish. They were 2 out of 100 winners and will receive yearlong professional development and training opportunities. Susan Gauthier was selected as one of the top 15 "**Lead Digital Innovators**". Susan Gauthier and a representative from LPB will be invited to Washington, D.C. to participate in a two-day digital education summit hosted at PBS on June 19-20, 2014. This is a great example of teachers using our materials.

PROGRAMMING FEEDBACK: Beth updated the Board on concerns of a program from FRONTLINE entitled “Secrets of the Vatican” regarding the Catholic Church. Father Carter said it was a group called “Legionnaires of Christ” Beth said she wanted the Board to be aware of this in case they receive negative feedback. Also, we have very good news regarding the Neilson Ratings for “*The Antiques Roadshow*”. Jason Viso said the numbers were 4.3 and a 17 share, which is very good. The show will be repeated, which gives us a very high profile

Production: Clay Fourrier updated the Board on upcoming shows:

”*Louisiana Public Square’s*” topic entitled “*State Contracts 101*” regarding ethics and efficiency which will be taped on April 22nd and air the next night on April 23rd at 7:00 PM.

Two new episodes of the ALIVE! Series have been completed and they are:

1-“*Life on the Edge*”: It’s about animals that were on the edge of extinction but are now coming back. The premiere is on April 30th. We will be offering the entire series, all 6 episodes, Wednesday, April 30th at 7:00 PM; May 8th and again on May 13th.

2-Al Goudoy is producing and adding another Alive! Episode entitled “*The Alligators – King of the Bayou*” premiering on Wednesday May 7th.

SPECIAL LPB AWARDS: Clay filled the Board Room with numerous Awards:

- 1 Silver Telly Award for “*The Whooping Crane’s Majestic Return*”.
- 2 Silver Telly Awards for Alive! “*Black Bear Comeback*”
- 1 Bronze Telly Award for “*Louisiana – 200 Years of Statehood*”
- 1 Bronze Telly Award for “*Sunshine by the Stars*” celebrating Louisiana Music and finally
- The Louisiana Association of Broadcasters Award for “*Sunshine by the Stars*”.

Programming: Bob Neese updated the Board on upcoming programs:

-1 The Address (produced by Ken Burns) will air Tuesday, April 15th.at 8:00 PM. Students at a school in Connecticut with special needs learn and recite the Gettysburg Address. This is a new Ken Burns documentary celebrating the 150th anniversary of The Address. We have at last count 74 Louisiana people reciting the Address on our Website, including Beth.

-2. New episodes of “*Pioneers of Television*” about medical programs airing April 22nd and “*People of Color*” on April 29th.

-3 Two very important anniversaries are coming up that we will be celebrating:

1-The signing of the Civil Rights Act in 1964 with three (3) programs that will be airing in June. Re-running “*The March in Washington*”; along with “*The Freedom Writers*”, which is on American Experience about Freedom writers in the South. Lastly, a new show entitled “*Freedom Summer*” which tells the story of the movement airing June 24th. We are working right now on setting up a screening of “*Freedom Summer*” this summer.

2-70th anniversary of the D-Day Invasion. We will be airing specials on the largest amphibious invasion in world history. “*D-Day Uncovered*” will air on Tuesday, May 27th at 8:00 PM, which recreates the battle while “*D-Day’s Sunken Secrets*” on Wednesday, May 28th at 9:00 PM will look at the amazing amount of wreckage in the North Sea after the invasion.

Underwriting: Jeanne reported 61% goal reached in booked business as of April 10th. We have a lot of possibilities and she’ll know more when our grant cycle ends on May 1st. She feels very encouraged and great things being said at PBS.

Special Announcement: Board Member, Kathy Kliebert, Secretary of DHH discussed their New Program planned for announcement at a Press Conference Monday, April 14th at Dufrocq Elementary School regarding her department’s “**Well-Ahead Louisiana**” statewide campaign. LETA is helping with the website and campaign to help people change their lifestyles.

Adjournment: With no further business, The LETA Full Board adjourned at 1:08 PM.
The next Full Board Meeting will be held on June 12, 2014

.Submitted by Sissy Sharpe ~ ssharpe@lpb.org ~ 225-767-4200