

## MINUTES

### **LETA Full Board Meeting**

BOARD ROOM ☞ 7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Wednesday, 2/15/2012

#### LETA Board Present

Glenn Kinsey • Payton John • Joe Salter  
Meg Casper (Dr. Purcell's office) • Melissa Kyle  
Felicia Harry • George Sirven • Christian Goudeau  
Paul Sawyer • Fr. James Carter • Dr. Bill Weldon • Barbara DeCuir

#### LPB Staff Present

Beth Courtney • Joanne Gaudet  
Barbara Williams • Jeanne Smith  
Lenora Brown • Bob Neese  
Clay Fourrier

#### **Melissa Kyle was sworn in at 11:45 a.m.**

1. **CALL TO ORDER:** Glenn Kinsey called the meeting to order at 12:00 p.m. After extending a warm welcome to Melissa Kyle, the LETA board and LPB staff introduced themselves.
2. **MINUTES APPROVAL:** Joe Salter presented minutes from the previous meeting. *Motion:* Dr. Weldon moved and Barbara Decuir seconded the approval of minutes. *Action:* Motion carried.
3. **LETA/FOUNDATION FINANCE REPORT:** Paul Sawyer and Joanne Gaudet: We are now 58% through the fiscal year and 58.6% through our annual budget. LETA remains on track with the current fiscal year budget. Total revenue to date is \$5,657,811, which is 60% of our overall budgeted revenue, and which is comprised largely of general fund revenue from the State. We've received 67% of our general fund revenue, which is \$4,817,080 of our projected \$7,225,623 general fund budget. Self-generated revenue is \$840,731, which is 41% of the total projected self-generated budget of \$2,036,451. This includes \$325,995 received from the Foundation in the form of our final "Due to LETA" payment. Total expenditures to date are \$5,541,578. The largest expenses to date are personal services in the amount of \$3,940,713, which is about 58% of the projected annual personal services budget of \$6,780,515. Other major year-to-date expenses include \$888,679 for operating services which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc. and \$630,371 in interagency transfers which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$116,233. The production truck net revenue in the current fiscal year is nearly \$100,000. *Motion:* Chris Goudeau moved and Fr. Carter seconded the acceptance of the financial reports. *Action:* Motion carried.

**FLPB REPORT:** Payton John – The Legends Gala is only 85 days away and current revenue is \$23,600. LETA board members were asked to support the Legends Gala by recruiting corporate and individual sponsors and by purchasing tickets (*Tickets are \$150 each or \$275 per couple.*) The goal this year is \$120,000. *Honorees for 2012 include: Dr. James Andrews, world-renowned Orthopedic Surgeon, Mickey Gilley, six-time Academy of Country Music Award winner, Gayle Hatch, US Olympic Weightlifting Coach, Ambassador Linda Thomas-Greenfield, United States Ambassador to Liberia, Richard Zuschlag, CEO of Acadian Companies and Community Leader.* Current Sponsors: Blue Cross Blue Shield of LA, Roy O. Martin, Chesapeake, Entergy, Paragon Casino and Senator Mike Michot. FLPB December, 2011 Financial Statement: Membership revenue was \$413,946.75. Through the month of December, overall revenue was \$1,147,434.91. Expenditures for the month of December totaled \$76,933.30. 2<sup>nd</sup> quarter transfer was \$395,852.36 bringing LPB support to \$658,171.63.

**CHAIRMAN'S REPORT:** Glenn Kinsey stated that he and Beth will be attending the Sunset hearing on Thursday, March 15<sup>th</sup>. The purpose is to review and evaluate the functions of LETA.

**PRESIDENT'S REPORT:** Beth reported that *Turning the Tide* was selected by the Louisiana Wildlife Federation to receive their Governor's Award – Conservationist of the Year for 2011. *Turning the Tide* presents an in-depth and up-to-date examination of Louisiana's ongoing coastal land loss and the solutions proposed. Released in 2011, the documentary features more than fifty scientists, policymakers, and citizen leaders providing a comprehensive view of the problem and strategies and includes recent research from the Mississippi River flood of 2011. The award will be presented on March 10, 2012 at the Clarion Inn and Suites Convention Center in Covington. *McCleod Lecture Series* is Thursday, March 1<sup>st</sup> in Lake Charles. The ninth annual McCleod Lecture will explore the pivotal role the Speaker of the Louisiana House of Representatives plays. Former House Speakers have been invited to join in a panel discussion to share their unique views and first hand experiences. This program is free and open to the public. It will be taped by Louisiana Public Broadcasting (LPB) and aired statewide at a later date. *The Association of Public Television Stations* today praised President Obama for his recommendation of \$445

million for the Corporation for Public Broadcasting (CPB) in his fiscal year 2013 budget submission. *Louisiana Public Broadcasting Production Services*: Beth received a memo from the Commissioner of Administration, Paul Rainwater, stating that prior to the release of any Request for Proposals seeking to procure film/video production or advertising services, the using agency must contact LPB to inquire whether the services can be provided by LPB. This memo was distributed to all state agencies and contracting offices.

**Ready to Learn Update:** Lenora Brown stated that Friday, March 2<sup>nd</sup> is **Read Across Louisiana Day** and Dr. Seuss' Birthday. Lenora asked for volunteers from the board to read at a school of their choice. "Cat In The Hat" books and hats would be provided. Pictures could be taken to post on the LPB website and Facebook page at <http://www.facebook.com/lpbraisingreaders>.

**Production Update:** Clay Fourrier – *Louisiana Public Square*: Weighty Matters: Louisiana's Obesity Problem taping is Thursday, February 16<sup>th</sup> at 7:00 p.m. and will air Wednesday, February 22<sup>nd</sup> at 7:00 p.m. on LPB HD. Guest panelists are: Secretary Bruce Greenstein, Louisiana Department of Health and Hospitals, Karen Elkind-Hirsh, MSc., Ph.D., Woman's Hospital, Scientific Director of Research, Dr. Peter Katzmarzyk, Associate Executive Director of Population Science, Pennington Biomedical Research Center and Dr. Kenneth Phenow, Chief Medical Officer for Blue Cross and Blue Shield of Louisiana. Coming up is another season of Capitol Beat which is our nightly wrap-up of the day's activities at the Louisiana Legislature. We're coordinating with NPR radio stations around the state who will also broadcast our wrap-up giving us more exposure and coverage. Stations included are: KEDM-FM in Monroe, Red River Radio of Shreveport and Alexandria, KRVS in Lafayette and Lake Charles, WWNO-FM in New Orleans, and WRKF in Baton Rouge. We are scheduling *LA Legends* biographies and interviews. *Bicentennial Projects: Louisiana: Then and Now* are 18 one-minute spots about various subjects such as education, fashion, and transportation which contrasts how these subjects were two hundred years ago when we became a state with how they are today. *Louisiana: 200 Years of Statehood* is LPB's hour-long documentary which highlights two hundred years of Louisiana history.

**Programming Update:** The final episode of Downton Abbey will air Sunday, February 12<sup>th</sup> at 8 p.m. The two part biography of Bill Clinton will air on American Experience on Monday and Tuesday. Our membership campaign starts on March 1 with the premiere of Season Five of Doc Martin at 8 p.m. and a documentary about former LSU Basketball Coach Dale Brown at 7 p.m. Other highlights include the 25<sup>th</sup> anniversary performance of Phantom of the Opera on Sunday, March 4 at 6 p.m., and Tony Bennett Duets on Sunday, March 11 at 7 p.m. We received more than 125 nominations for Young Heroes. The names of the winners will be announced on-air and online on Friday, March 2.

**Underwriting Update:** Jeanne Smith stated that Bicentennial kick-off is April 27<sup>th</sup> although April 30<sup>th</sup> is the actual date of the Bicentennial. Jeanne stated that we have reached our goal of procuring \$150,000 in underwriting contracts for the Bicentennial project.