

LETA FULL BOARD MEETING

◆ October 14, 2021 ◆ 12:00 PM ◆

LPB Board Room/Zoom ◆ 7733 Perkins Road ◆ Baton Rouge, LA

Members Present: Valencia Burton, Julie Cherry, Conrad Comeaux, Sonny Cranch, Eartha Cross, Dan Hare, Dr. Tina Holland, Robert King III, Kathy Kliebert, Laura Lindsay, Cathy Seymour, Chris Wegmann, and Tracie Woods

Members Absent: Ted Beasley, Nancy Harrelson, Richard Hartley, and David Tatman

Guests Present: Dr. William Arceneaux and Charles Spencer

Employees Present: C.C Copeland, Terri Crockett, Kim Ducote, Clay Fourrier, Linda Midgett, Marlesha Ross, Kathy Scherer, John Tooraen and Nancy Tooraen.

Call to Order: Valencia Burton, Chair, called the meeting to order at 12:06 PM.

Approve minutes: Valencia Burton asked for the minutes from the LETA Executive and Finance meeting on 9-9-21 to be approved. The motion was made by Laura Lindsay and seconded by Chris Wegmann. Motion carried.

Financial Report: Chris Wegmann, Treasurer, presented the Financial Reports for LETA and FELPB. Valencia Burton asked for a motion to approve the Financial Report. A motion was made by Julie Cherry and seconded by Laura Lindsay. Motion carried.

Friends Report: Cathy Seymour, FLPB Chair, gave the Friends of LPB report that included financial highlights for the month.

Win The Wheels Raffle

- October 1 – January 16
- Ticket price: \$50, Buy 2 and get the 3rd ticket FREE!
- Current revenue: \$26,250, 163% increase year over year.
- Yesterday's e-blast was the largest raffle e-blast to date - \$5800!
- D Ray! is on a shoot in Arnaudville this morning with last year's winner, Tricia Johnson. The current spot will be revised to include the winner's video.
- Tickets have been purchased from around the country, including the following states: Alabama, Arkansas, California, Iowa, Louisiana, Michigan, Pennsylvania, South Carolina, Texas and Washington.

The most recent raffle for the Generac Generator raised \$142,680.

Major Donor Recognition Wall

- Met with Matt Dardenne with Red Six Media to discuss the major donor recognition wall in the lobby. We have 300 major donors and their lifetime giving is valued from \$25,000 - \$1,000,000. There are an additional 600 donors, as well.

End of Year Giving

- 225 Gives – We would like to repurpose the local segment from the Annual Meeting sizzle reel to use on our 225 Gives web page.
- On-Air Spots will feature the following talent, and our goal is to have Barbara Decuir's spot on air by November 1.
 - Barbara Decuir – Foundation Board Member
 - C.C Copeland – Deputy Director
 - Clay Fourrier – 2021 LPB President's Award Recipient & Executive Consultant

Holiday Party

- We discussed combining all three boards for a joint holiday party on Thursday, December 9. Board meeting will start at 5PM, with the cocktail party to immediately follow from 6 – 8PM. It will not include a live pledge component.

1st Quarter Transfer

The first quarter transfer to the Foundation will be \$357,151.77, a 41% increase over last year. This is in addition to the substantial planned gift received in July in the amount of \$882,281.16, which was transferred upon receipt.

President's Report: Deputy Director C.C Copeland reported that we are working on the budget and capital outlay requests for FY2022. There are some infrastructure items that we are seeking funding for, including the chiller and boiler, and new transmitter for Baton Rouge. We have reached out to Facility Planning on next steps for roof repair. The roof leak is causing water damage in the auditorium. We also must purchase vehicles, since there are two vehicles approaching 300k miles. The FCC Repack filings have been submitted. For KLPA and we are continuing to receive reimbursements and recently received a reimbursement of \$46,220. The close out for the Shreveport site will begin in the next couple of weeks and conclude in March of 2022. We received the license renewals for KLTS-Shreveport and KLTM-Monroe. They are up for renewal again in 2029. The archive replacement for the Tech Center was pushed back again due to the supply chain slowdown. There is an issue with getting the hard drives for the system. Panasonic will be here next week on Tuesday and Wednesday to commission and train the staff on the new 4K studio cameras. The KLPB-Lafayette transmitter public bid is scheduled to open Tuesday Oct. 19; this project is worth \$873,000. The KLPA water project has been completed.

Education Manager Nancy Tooraen gave an Educational Department update on the Virtual Play & Learn with LPB. We will also be doing a virtual Christmas Play & Learn session, "Christmas Around the World" on December 20-22 at 10AM, more details and registration information coming soon.



Linda Midgett, Executive Producer, gave a Production Department update. The production team is working on a refresh of Louisiana Public Square. We did our last program in its current format a few weeks ago. Starting in January, we will have a new logo and updated set and format. We are going to do more in-depth storytelling with longer packages and an updated style of shooting. Our plan is to turn some of those stories into long-form documentaries. The first story we've been filming is about the Pointe-au-Chien Tribe, whose land was decimated by Hurricane Ida. Our producer Ben Johnson has been filming with them for several months, documenting how their lack of federal recognition as a tribe is contributing to the destruction they are experiencing from climate change. Frontline is considering supporting us with the production. It's a timely and provocative story that we hope will get national broadcast play.

EMERGENCY GRANT FROM CPB (CORPORATION FOR PUBLIC BROADCASTING) TO SUPPORT VACCINES

LPB produced a special Louisiana Public Square to encourage vaccines, "Freedom, Fear and Facts." We had a live audience (masked) of students from LYAC (LA Youth Advisory Council), and guests included Dr. Joseph Kantor, Dr. Nelson Perrett from LSU and Rev. Katie Simpson from University United Methodist. We are also launching a social media campaign that we hope will go viral. We wanted to create a fun, positive campaign that would speak to young people's need to be social. So, we created the hashtag #SaveMardiGras2022. Today we are filming a short, fun song that we will build the campaign around. Musician John Gray is one of the participants. Our goal is to partner with musicians, Krewes, the Mayors of New Orleans and Baton Rouge, athletes, students, social media influencers, and others, to take part.

ZIGGY'S ARTS ADVENTURE

We are wrapping up the first season of Ziggy's Arts Adventure. It's been a challenge because of all of the special effects, but our digital team has done a terrific job. CPB is very excited about the series, and is considering providing funding for a second season. We've been in talks with them and hope to get an answer soon.

NEW DIGITAL-FIRST GREEN BOOK SERIES SPONSORED BY EXXONMOBIL

The Smithsonian has a traveling exhibit on the Green Book, which is the guide that African Americans used to travel safely during the Jim Crow era. The exhibit is currently at the Capitol Park Museum. The Museum and ExxonMobil Baton Rouge, which is a sponsor of the exhibit, reached out to us to create some additional content centered on Louisiana. We've created a digital-first series called "Safe Haven" that premiered last Friday. The first three episodes are airing each week on Louisiana: The State We're In. The rest are being released each Friday through early November, when the exhibit ends. Linda shared the first episode with the Board.

Kathy Scherer, Public Information Officer and Pledge Producer, reported that LPB and the LSU AgCenter are partnering to present *Louisiana Harvest of the Month*, a series of video shorts showcasing locally-grown crops throughout Louisiana. Each month, a new video will introduce the farmers and growers who share information about different seasonal crops. Louisiana Harvest of the Month provides a way to grow a farm to school program, with easy-to-follow and ready-to-use materials. Look for the Louisiana Harvest of the Month playlist on LPB's YouTube Channel.

Other Business:

Valencia introduced Julia George Moore, Beth Courtney's daughter, who read this statement on behalf of Beth:

"I was a young mother and a freelance radio reporter covering state government nearly 46 years ago when I was given the challenge of developing news and public affairs programming for the state's new public television network. Trained as a teacher, armed with a Master's Degree from LSU and filled with a passion for story-telling and communications, I quickly moved to create, produce and deliver shows like "Louisiana, the State We're In" as well as educational forums, political debates, and documentaries which educated, informed and enriched the lives of the people of Louisiana. A few short years later I was chosen by the board of the Louisiana Educational Television Authority to serve as Executive Director of this wonderful thing we call Louisiana Public Broadcasting. LPB has grown from a single station here in Baton Rouge to a statewide network of seven broadcast stations and affiliates. Over the past half century, we have accomplished so much that it would take far too long to enumerate or even highlight, as LPB has grown into a nationally recognized public broadcasting organization, that ranks near the top of the entire public television system. Frankly, as far as I am concerned it is number one. Along the way, LPB has been greatly recognized and praised by its peers. I personally have been honored to serve several terms on the Board of PBS, as well as a Presidential appointment to the Corporation for Public Broadcasting, serving as Vice Chair. But perhaps the thing that I am most proud of is the great team we have built here. Superbly talented men and women, who work each day to keep pushing the envelope, to keep LPB moving forward into the future. I wish I could take the time now to personally recognize each and everyone one of them, both past and present. Without them, none of this would have been possible. Because of them, I have enjoyed a great and rewarding career here at LPB.

45 years is a long time. My daughter is now a grown woman with a great career of her own. When Julia started talking about her own retirement recently, I realized that it was probably time for me to do so as well. I have filed the paperwork to take official retirement on January 2022. Effective immediately I wish to take leave, so that my incredibly talented and competent Deputy Director C.C Copeland may be moved into the position of Acting Director. During the past year

and a half, C.C has proven his ability to run this organization, as he has taken on more and more duties and responsibilities, guiding us through several hurricanes, the pandemic and much more. C.C stands ready, willing and able to fill my shoes and as this board ultimately seeks a permanent replacement, I fervently hope that he will formally apply for the position. In the meantime, I am not going away. I plan to continue to assist, in every way that I am able, without financial compensation, to continue to support the mission of Louisiana Public Broadcasting. Thank you for granting me the opportunity to serve you and the people of Louisiana for so many years. It has been an honor.”

The Board expressed their tremendous appreciation for Beth and her many years of service and thanked Julia for sharing Beth’s message with them.

Conrad Comeaux made a motion to add an item to the agenda: The Naming of the LPB Auditorium. Valencia seconded. Motion carried. Conrad read the resolution.

The resolution will be signed by Board Chair, Valencia Burton and Board Secretary, Dr. Tina Holland. Conrad made a motion to accept the resolution and naming of the LPB Auditorium. Sonny Cranch seconded. Motion carried. The auditorium is now named Elizabeth “Beth” Hardy Courtney Auditorium.

Conrad Comeaux made a motion to add an item to the agenda: Forming a Nominating Committee for the next term of the LETA Board. Julie Cherry seconded. Motion carried. Chris Wegmann motioned to form a Nominating Committee. Laura Lindsay seconded. Motion carried.

Conrad Comeaux made a motion to add an item to the agenda: Name C.C Copeland as Acting Director to include check signing ability for LPB. Julie Cherry seconded. Motion carried. Conrad motioned to name C.C Copeland as Acting Director to include check signing ability for LPB. Dr. Tina Holland seconded. Motion carried.

Conrad Comeaux made a motion to add an item to the agenda: Form a Search Committee for the new President and CEO of LPB. Sonny Cranch seconded. Motion carried. This committee will consist of the LETA Executive Committee of the Board along with two LETA Board members elected by the Executive Committee. They will work with Foundation to hire a search firm to conduct a national search. The Search Committee will present the top three candidates to the full LETA Board for vetting and selection by this Board. Conrad made a motion to form a Search Committee. Chris Wegmann seconded. Motion carried.

Charles Spencer, Chair of the Foundation for Excellence in Louisiana Public Broadcasting (FELPB) and Dr. William Arceneaux, Director of FELPB, offered LETA their support during the search process.

Adjournment: Valencia Burton asked for a motion to adjourn the meeting at 1:05PM. Chris Wegmann made the motion and Conrad Comeaux seconded. Motion carried.