

LOUISIANA EDUCATIONAL TELEVISION AUTHORITY FULL BOARD MEETING

June 8, 2023 ♦ 12:00 PM ♦ LPB Boardroom & Zoom
7733 Perkins Road ♦ Baton Rouge, LA

Members Present: Conrad Comeaux, Sonny Cranch, Eartha Cross, Dr. Tina Holland, Dr. Laura Lindsay, Dr. Courtney Phillips, Sharon Reine, David Tatman, Jeffery Thomas, Ted Beasley, and Tracie Woods

Members via Teleconference: Christopher Wegmann and Newt Dorsett

Members Absent: Irene Robinson, William Bradford, Dan Hare, Dr. Sandra McGuire, Shauna Sanford, Dr. Belinda Davis

Employees Present: Clarence "C.C" Copeland, Terri Crockett, Kimberly Ducote, Kathy Scherer, and Matt Tessier.

Call to Order: Conrad Comeaux, Chairman, called the meeting to order at 12:03 PM.

SWEARING IN OF NEW BOARD MEMBERS: Matt Tessier, LPB Deputy Director, administered the oath of office to Ted Beasley, representing the Louisiana Department of Education, to serve as a new board member of the Louisiana Educational Television Authority (LETA). The LETA Board welcomed Ted Beasley as a new member.

PUBLIC COMMENT: Conrad Comeaux, Chairman, asked if there was any public comment and there was none.

MINUTES: Conrad Comeaux asked for the approval of the full board meeting minutes from April 11, 2023, on behalf of Shauna Sanford, Secretary. A motion to approve was made by David Tatman and seconded by Dr. Tina Holland. With all in favor, the motion passed.

FINANCIAL REPORT: Dr. Tina Holland, Treasurer, presented the financial reports for LETA and the Foundation for Excellence in Louisiana Public Broadcasting. Conrad Comeaux asked for a motion to approve the financial reports. A motion was made by Eartha Cross and was seconded by Dr. Laura Lindsay. With all in favor, the motion passed.

FRIENDS OF LPB REPORT: Newt Dorsett, Friends of LPB (FLPB) Chairman, gave the FLPB report:

Legends Gala and Silent Auction - Thursday, April 27, 2023

- This year's gala was a tremendous success.
- Final revenue: \$300,500
- With regard to the pre-reception at the Governor's Mansion, moving forward, FLPB staff will create an email invitation that will be distributed to all LETA Board Members, FELPB board members, and FLPB board members to ensure they are aware of their invitation to the pre-reception.

PowerOn Raffle

- The PowerOn Raffle kicked off last Thursday with the official start of hurricane season.
- Grand prize is a whole house 22kW Generac Generator donated by Optimize Generator People valued at \$13,000.
- Raffle dates are June 1 – October 1
- Drawing will be held on Tuesday October 3.
- Current revenue: \$8,100 (ticket revenue \$4,600 and sponsorships of \$3,500)

June Pledge Drive (June 2 – June 11)

- Current revenue: \$30,355
- Pledges: 171

April 2023 Financials

- Revenue: At the end of April, membership revenue for the month was \$127,160.98. Overall revenue as of April 30th was \$2,541,247.71.
- Expenditures: \$183,526.16
- Items of note: membership revenue is up 3%; membership acquisition is up 37%; Passport revenue is up 25%.

REPORT ON LEGISLATION: Matt Tessier, LPB Deputy Director, provided an update on Senate Bill 201, which would allow for remote participation by Board members of public bodies. The bill has been through a number of changes, picking up some amendments on the House side, which the Senate has decided to reject, to work out some differences. The bill, as it left the House, would allow a statewide public body to meet remotely for up to one third of its meetings. One notable difference is that the House added language to require state agencies implementing this proposed law to pass an administrative rule through the Administrative Procedure Act.

Matt gave an update on HB 412, which deals with the Dolly Parton Imagination Library (DPIL). The bill provides that the LETA board will be the statewide administrator of the Imagination Library of Louisiana to provide books to children 0-5. LETA's role would be to receive the funds from the state to run the program and serving as fiscal agent for the money that will be provided to a 501(C)(3) corporation for the purpose of interfacing with the local charitable organizations that are administering the programs on the ground level in the different parishes. It has wide support in the House and Senate, and awaits the governor's signature. The only remaining question is how much funding LETA will receive. Right now, \$2.5 million has been set aside in a special fund for this purpose.

Matt informed the board of House Concurrent Resolution 93, a legislative resolution honoring our former board member, Julie Cherry, for her service to the state.

PRESIDENT'S REPORT: C.C Copeland, LPB President and CEO, updated the board on the status of LETA's FY 24 budget requests as follows:

- WLPB antenna Replacement and Tower Crew: \$294,639
- KLPB antenna replacement and tower crew: \$400,000
- Server replacement and disaster recovery in the tech center: \$800,000
- Production vehicles: \$150,000
- Production intercom replacement: \$65,000
- Building rewiring to Cat 6 cable specifications: \$75,000
- Parking lot repaving: \$250,000
- Transmitter satellite receivers: \$35,000
- Computers: \$50,000
- NextGen system: \$300,000
- Security camera system upgrade: \$13,000

C.C explained that the \$400,000 in funding for the KLPB (Lafayette) antenna is pending. The antenna has sustained damage through several hurricanes and also needs to be upgraded to take advantage of the increased power of the new KLPB transmitter. If the KLPB antenna funds are approved it will bring LETA's budget request for repairs/acquisitions to \$2,432,639.

C.C gave an update on the guywire replacement project at the WLPB tower. All 18 guywires have been replaced and the crew is now going to plumb the tower and tension the guywires. C.C gave a presentation on the guywire replacement process.

C.C gave an update on the LPB lobby refresh project, pointing out enhanced security and cosmetic features.

C.C gave an update on the studio light replacement project. C.C explained that the current incandescent lights were installed in 1987 and require a lot of electricity. The lighting will be replaced with more efficient LED lighting.

C.C gave the board a presentation on popular broadcast acronyms, including Designated Market Area (DMA), and provided further information on the leading DMA market shares nationally and statewide. LPB's six DMAs' national rankings and TV Household Reach are as follows:

- #89 Shreveport (373,520 TV homes)
- #95 Baton Rouge (353,500 TV homes)
- #125 Lafayette (240,150 TV homes)
- #140 Monroe / El Dorado (173,940 TV homes)
- #173 Lake Charles (99,930 TV homes)
- #181 Alexandria (89,150 TV homes)

C.C explained that if these six DMAs were combined, LPB's TV Household Reach would rank #21 nationally.

Conrad Comeaux enquired as to what projects are underway in the Production Department. C.C highlighted several projects including the completion of filming for Season 2 of *Ziggy's Arts Adventure*, as well as the continuation of production for *La Veillée* and the *Colfax Massacre* documentary.

C.C then informed the board of recent LPB personnel developments, including the hiring of the following new employees: Julianne Falls in Accounting, James Stuart in Engineering, Skyler Duhe in IT, and Karen LeBlanc who joins LPB as the co-anchor for *Louisiana: The State We're In*. C.C also announced the pending retirement of production manager Ken Miller on July 31st as well as the posting two job openings: an administrative assistant and an accountant manager in the Accounting Department.

Dr. Laura Lindsay enquired into the success of the filming of *Antiques Roadshow* in Baton Rouge on May 2nd. Sonny Cranch congratulated and thanked the LPB and FLPB staff on the tremendous job in making the taping a success. Kathy Scherer, Public Information Officer, informed the board of an *Antiques Roadshow* pledge event airing tonight at 8:30 pm, hosted by LPB's Clay Fourrier and Country Roads Magazine's James Fox-Smith, following the pledge event for the WLAE documentary *George Dunbar: Mining the Surfaces*.

CHAIRMAN'S REPORT: Conrad Comeaux noted the vacancy in the public school teacher board position.

Adjournment: Conrad Comeaux adjourned the meeting at 12:55 PM.

Minutes submitted by Matthew Tessier and Kathy Scherer