

MINUTES – LETA Full Board Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, April 11, 2013

LETA Present

Wayne Berry • Kathy Kliebert
Sandy Breland • Chris Goudeau
Barbara DeCuir • Glenn Kinsey
Dr. Bill Weldon • Melissa Kyle
Phillip Juban • Barry Landry • Katara Williams (Regents)

LPB Staff Present

Beth Courtney • Bill Belsom
Bob Neese • Joanne Gaudet
Barbara Williams • Jeanne Smith
Lenora Brown • Janet Brown
Jason Viso

1. **CALL TO ORDER: 11:45 a.m.** *Swearing-In of new board members* Sandy Breland, representing LA Association of Broadcasters and Barry Landry, representing LA Department of Education. LETA chairman Chris Goudeau called the meeting to order at 12:00 noon. After welcoming the newest board members, Chris asked everyone to introduce themselves.
2. **MINUTES APPROVAL:** Kathy Kliebert presented minutes from the previous meeting for approval. *Motion:* Barbara DeCuir moved and Dr. Weldon seconded that the minutes be accepted and adopted. *Action:* Motion carried.
3. **LETA/FOUNDATION FINANCE REPORTS:** Paul Sawyer and Joanne Gaudet presented the financial reports. We are 75% through the fiscal year and 70.6% through our annual expenditure budget. Expenditures remain in line and on track with the current fiscal year budget. Total revenue to date is \$6,360,503 which is 71% of our overall budgeted revenue, and is comprised largely of general fund revenue from the State. We received 91.7% of our general fund revenue, which is \$5,538,823 of our projected \$6,042,353 general fund budget. Self-generated revenue is \$754,718, 36.6% of the total projected self-generated budget of \$2,061,451. This includes the usual (1) Lottery (2) Foundation rent, (3) uplinks, (4) production truck and others, all which are on track with budget projections. Total expenditures to date are \$6,294,164. The largest expenses are personal services, salaries and related benefits in the amount of \$4,760,252. This is approximately 73% of the projected annual personal services budget of \$6,535,854. Other major year-to-date expenses include \$1,132,244 for operating services which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc. and \$338,799 in interagency transfers which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$66,340. *Motion:* Melissa Kyle moved and Barbara DeCuir seconded that the financial reports be accepted. *Action:* Motion carried.

FLPB REPORT: Phillip Juban reported that *Louisiana Legends* invitations are going out today and tomorrow. If you would like to purchase tickets or assist with sponsorship, please contact the Friends' office. Our focus for the next month is the silent auction. Legends Gala Chair, Rose Long, is asking for all board members to look for additional items to be included such as: jewelry, hunting or fishing excursions, golf trips, sporting event tickets (LSU, U.S. Open, Saints, Masters, etc.), concert tickets and getaways to private vacation homes. *FLPB February 2013 Financial Statement:* Membership revenue was \$92,914.85 through February, Overall Revenue was \$1,355,481.53. Expenditures for the month totaled \$74,154.03. *Special Events:* Antiques Roadshow appraisal tickets are \$200 per ticket. It includes membership and allows two appraisals per ticket. (100 % tax deductible). Antiques Roadshow Summer Social - \$150 per ticket and is on Friday, July 26th at the Old State Capitol from 7–10 p.m. The Audra McDonald Concert is at the Baton Rouge River Center Theatre on Friday, May 17th.

President's Report: *Course Choice Policies* – Bill Belsom presented handouts of these policies to the board for review and approval. The policies are pertaining to computer and internet use and dishonesty, copyright, plagiarism and online behavior. Louisiana Public Broadcasting is committed to maintaining the highest ethical standards possible in its online courses. Bill also requested the board's approval to allow Beth Courtney to have the authority to make amendments to the policies. After lengthy discussions of the contents, the board approved. *Motion:* Dr. Weldon moved and Barbara DeCuir seconded that the policies be accepted and also authorized Beth Courtney to make amendments when necessary. *Action:* Motion carried. Beth Courtney: "*Louisiana Coastal Concerns: BP and Beyond*" – *Louisiana Public Square* explores these issues and more on Wednesday, April 24th at 7 p.m. on LPB HD. (Taping

Tuesday, April 23rd.) The current panel for this month's "Coastal Concerns: BP and Beyond" LPS are: Garrett Graves, Chair of the Coastal Protection and Restoration Authority, Christopher D'Elia, Ph.D., Dean, LSU School of the Coast and Environment, and Mark Schleifstein, Pulitzer Prize-winning reporter for the Times-Picayune. *McCleod Lecture Series* that was held in Lake Charles on March 21 will air on May 5 at 7:00 p.m. *Complete College America Institute*: Beth and Katara Williams shared their experiences from their travel to Denver, CO on April 9 during which they participated in the 15-50-Finish institution. Overall, it was a successful meeting. Beth will attend the Organization of State Broadcasting Executives (OSBE) conference in New Orleans April 22 – 24.

Educational Services Report: Lenora Brown reported that the "*Ready-To Learn: Neighborhood*" project press conference was held April 4th at LPB. Along with Beth Courtney, Mayor Skip Holden was present to make the announcement. Teachers, supervisors and administrators from East Baton Rouge Parish were also present. *Technology Training* – this training was held at LPB on Tuesday, April 9 to introduce teachers, administrators and supervisors to the content of the program. We are anticipating 70 participants. *Super Why Camps* will be held here at LPB on June 3-7 and June 10-14 and two will be scheduled in North Baton Rouge at Charter school (dates to be announced). *Summer Reading /Math Program* to be scheduled at EXXONMOBIL YMCA (dates to be announced).

Underwriting Report: Jeanne Smith stated that the FY12-13 goal is \$500,000. Booked business as of April 11th is \$297,656 which is 60% of the goal. *LPB Underwriting Opportunities*: Jeanne Smith and Jason Viso presented information on LPB underwriting opportunities for the upcoming months of May – July 2013 such as Capitol Beat ongoing coverage of all the news from the 2013 session through June 6; prime time PBS Americana package which would include Ken Burns's the Dust Bowl, etc., PBS Kids package, LA Lagniappe as well as British Comedy.

Programming Update: Bob Neese reported that the Louisiana Young Heroes Awards are next Wednesday, April 17th with ceremonies at the Governor's Mansion and the Crowne Plaza. We want to give a special thank you to Wayne Berry for once again being a judge for the awards. Tomorrow at 9:00 p.m., there will be a special *Live From Lincoln Center* featuring international singing star Josh Groban. The premiere of *Central Park Five* will air on Tuesday April 16 at 8 p.m. Ken Burns tells the story of the five young men who were wrongly convicted of raping a woman in Central Park in 1989. Louisiana Public Square takes a look at the environmental damage and other concerns the state is still facing three years after the BP Oil Spill in the Gulf.

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