



EMERGENCY BROADCAST EDUCATIONAL RESOURCES

Louisiana Public Broadcasting is providing the citizens of Louisiana with critical emergency information and resources during this uncertain time.



LPB is providing the live pool feed for all daily emergency briefings and press conferences from the Louisiana Governor's Department of Homeland Security and Preparedness (GOHSEP) for all television and radio broadcasters, commercial and public, across the state and nation. LPB is carrying the briefings live on our network of six-public television stations Alexandria, Baton Rouge, Lafayette, Lake Charles, Shreveport, Monroe, as well as our public television affiliates in New Orleans, the LPB YouTubeTV channel and LPB's digital platforms.

LPB is producing and broadcasting statewide, in-depth coverage on Louisiana's response to the COVID crisis including hour-long *COVID-19: Louisiana's Response*, with Governor John Bel Edwards and state health, business and education officials, which was simulcast by public radio and commercial broadcasters across Louisiana in March, and on all LPB stations and digital platforms; and *Pulse of a Pandemic: a Louisiana Public Square Special* featuring Governor Edwards, Senator Bill Cassidy, Congressman Garret Graves, economist Loren Scott and other experts and officials, broadcast statewide on public radio and TV stations.



LPB is partnering with the Louisiana Department of Education to deliver educational content to teachers and families around the state, many of whom have limited or no internet access.

LPB Broadcast Programming:

- Weekday programming between 12-5pm; focused on history, science/nature for middle and high schoolers
- LPB/PBSKids programming from 5am-12pm on LPB's main channel and 24/7 on LPB2 PBS KIDS channel
- Broadcast schedule lpb.org/schedule



LPB Digital Resources:

- Free digital resources at lpb.org/athome
- Free *Bright by Text* parenting tip messaging service
- LPB *LearningMedia* and *Discovery Education* for educators
- Award-winning PBS Digital Studios

LEARNING RESOURCES



Building an early learning ecosystem for families and educators

BY THE NUMBERS



113,700 Active Users
337,000 Page Views

PBS Kids (On LPB-1 from 5am-12pm M-F, on LPB-2 24/7)

PBS KIDS is committed to making a positive impact on the lives of children through award-winning, curriculum-based entertainment, leveraging the full spectrum of media and technology to build knowledge, critical thinking, imagination and curiosity. By involving parents, teachers, caregivers and communities as learning partners, **PBS KIDS** helps to empower children for success in school and in life, as the only children's media recommended by name by the **American Academy of Pediatrics** for measurable impact.



Curriculum Based Program Schedule

LPB is broadcasting educational programs on its main channel each weekday from **5am-5pm** for students with no computer or internet access. **PBS KIDS** award-winning educational children's programming airs from **5am-12pm**, and middle/high school educational programming airs from **12pm-5pm**, and classroom instructional content on LPB's secondary channels.



Online Resources By Grade and Subject

Through lpb.org/athome, teachers and parents can easily find quality educational online resources, **searchable by grade level for each subject**. Subjects include history, math, science, English, arts, and more. Resources include hands-on activities, apps, and videos, that support literacy development and explore science in everyday lives. They nurture curiosity and encourage learners to explore, notice, investigate, make predictions, and ask questions to help them learn about their world.



Bright by Text

Bright by Text is a **free, direct texting services** that provides free tips, information, and local resources to help all parents and caregivers to give every child a bright beginning.



PBS Digital Studios

A network of 20 YouTube channels with 22+ million subscribers, and over 2.2 billion lifetime views, with educational videos like **Crash Course**, **Deep Look**, **Physics Girl** and **It's OK to Be Smart** at <https://www.youtube.com/pbsdigitalstudios>.



885 New Accounts
1,044 Active Children
11% Click through rate to resources