

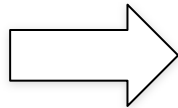


Greatest station in the world!
- Norman Barrios
Harahan, Louisiana

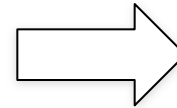
WYES encourages lifelong learning, fostering the vitality and spirit of our region. It brings knowledge, wonder, enlightenment and culture to us and to our children, into our homes, our minds and our hearts.

At WYES, we inspire people to explore, dream, and grow.

LOCAL VALUE



2011 KEY SERVICES



LOCAL IMPACT

WYES is a valuable part of the New Orleans and Gulf Coast area.

WYES leads in the exploration and understanding of our vast world of knowledge, culture and entertainment. It does this by uniquely combining elements of a library, school, museum, concert hall, and theatre to become a local cultural and educational resource without walls. We strive to provide the finest programs available—both on and off the screen—for our community. WYES offers a unique blend of excellent award-winning national and local programming which enlightens, entertains and educates. We also serve as an important catalyst in our community off-air as well, spearheading a number of ongoing local outreach and community initiatives.

In 2011, WYES provided several key local services to our community.

This report will highlight many of the key local services WYES provides to our community which includes Emmy winning local cultural documentaries, top educational, public affairs and arts offerings as well as several important community initiatives created by WYES.

Some include:

- *THE FREEDOM RIDERS "FINISH THE RIDE"
- *WYES EDUCATIONAL OUTREACH SERVICES
- *RESHAPING A GREATER NEW ORLEANS
- *NEW ORLEANS IN THE 50'S
- *INFORMED SOURCES
- *CHEF JOHN BESH'S NEW ORLEANS
- *STEPPIN' OUT
- *THE REX BALL AND MEETING OF THE COURTS OF REX AND COMUS
- *CONVERSATIONS

WYES' local services has deep impact in the Greater New Orleans area.

WYES was founded in 1953 on one fundamental idea: that education could be enhanced and made available to all through technology. It is the oldest public television station serving Louisiana and Mississippi, the 12th oldest in the nation, and the most utilized non-profit organization in our two states with as many as a half-million people using our broadcasts, outreach activities and web site each week. It charges no fees, constructs no barriers as it strives to be the most accessible educational, artistic and cultural resource in southeast Louisiana and the Mississippi Gulf Coast. Off the screen, WYES increases its community impact by using social media, wyes.org website, email blasts to members and viewers. We also partner with local print, radio and television media to increase awareness of all that WYES has to offer.

WYES EDUCATIONAL OUTREACH SERVICES

Studies show that an early education curriculum linked to “smart television” produces gains in literacy. Second only to parents, television is the young child’s most influential teacher. Given the power of television - young children need adults to help them become wise television users. Selective viewing of television with a literacy framework grounded in research can contribute to enhanced learning in the home and classroom. WYES Educational Services is an initiative that uses PBS curriculum-based television entertainment to encourage emerging literacy in children.

Along with a daily schedule of PBS Kids programming, WYES offers workshop training, print materials and a guide to online resources, as well as a myriad of recommended activities that can be used as early literacy teaching tools. The parents and teachers who include watching WYES



Pictured at right: Monica Turner, WYES Outreach Manager working with St. Charles Planetarium coordinator

children’s programs, and use the compatible PBS educational resources in their home or school setting, encourage early learning and language skills that make a lifelong difference to the children in their care.

WYES Educational Services also hosts several community engagement

activities with PBS character appearances that reinforce our commitment to early literacy in our area libraries, schools, community fairs and mall events.

The impact of WYES’ Educational Outreach Services has been enriched over the years through the meaningful partnerships we have made. With local support from schools and community businesses and organizations, WYES has increased the access of books and literacy resources to low income families. And these win-win collaborations, around PBS children’s programs and their engaging content for kids, have helped us achieve our goal by increasing the odds that all the young children in our area succeed in school - and in life.



FINISH THE RIDE

In May 2011, the PBS series *American Experience* broadcast FREEDOM RIDERS, the harrowing story of the more than 400 black and white Americans from across the nation who risked their lives by deliberately violating Jim Crow segregation laws in a form of protest. Traveling together through the Deep South for some six months, the Freedom Riders were met with bitter racism and mob violence all along the way. Many endured savage beatings and imprisonment. The violence got so out of control that the 1961 ride had to be stopped short in Jackson, Mississippi—three hours away from its final destination of New Orleans, Louisiana.



Until fifty years later.

“When I first saw a screening copy of this film I went a little crazy with excitement,” says Monica Turner, WYES Outreach Director. Pouring over historical accounts, she found that the city of New Orleans was only mentioned as a side note in the 1961 plans for the uncompleted ride. “I knew we had to do something here to connect the 2011 story to New Orleans. When WYES got the invitation from WGBH and *American Experience* to be a part of the FREEDOM RIDERS documentary national outreach, I assumed they’d come here to finish the ride.”



Top Photo: Freedom Rider Mae Frances Moultrie Howard stands outside the burning Greyhound bus in Anniston, Alabama on May 14, 1961. **Bottom Photo:** Original Freedom Rider Charles Person and New Orleans Mayor Mitch Landrieu.

But, New Orleans was not on the itinerary. Staying true to history and the route of the original 1961 ride, a commemorative Student Freedom Ride bus carrying 40 college students and five surviving Freedom Riders was scheduled to end in Jackson.

“The original ride met with an unfortunate end in Jackson, and it seemed so sad that the reenactment ride would end with that memory as well.” Turner says. “I saw an opportunity to make civil rights history in 2011. So I picked up the phone, called my friends at WGBH in Boston and presented the case that they *finish the ride* as it was originally intended.”

Then she brought the idea to the WYES’ Community Advisory Board. Before long she had two additional community partners identified—*The Louisiana Weekly* and The Ashé Cultural Arts Center. She even wrote a grant to be submitted to Greyhound Lines, operators of the 1961 buses, to get a surviving group of New Orleans CORE Freedom Riders to the Mississippi event. “I was so committed to this idea that I was willing to get my own bus, meet the riders in Jackson, and take them from the event - back to New Orleans - to come and *finish* that ride.” Turner adds. “The Greater New Orleans community deserved this and WYES Public Television was in a unique position to make that happen.”

In the end, the Student Freedom Ride made it to New Orleans. On May 16, on the 50th anniversary of the ride, the bus carrying FREEDOM RIDERS documentary creators - Ray Arsenault (author), Stanley Nelson (director) and Mark Samels (executive producer) - along with the 1961 original Freedom Riders and the 2011 student riders, pulled up to the Ashe' Cultural Arts Center on Oretha Castle Haley Boulevard. They were greeted with a warm "New Orleans" welcome, not only from the remaining New Orleans CORE group of Freedom Riders, but by crowds of young and old, of all races and faiths, to witness and celebrate the completion of a hard fought and inspirational ride.

It was history in the making.

WHAT PEOPLE HAD TO SAY ABOUT THE "FINISH THE RIDE" EVENT:

"Finishing the ride wasn't simply symbolic. It really meant more than you can imagine to the original Freedom Riders and the students. WYES has made a great contribution to all of our lives."

- Lauren Prestilo, WGBH American Experience

Thank you for inviting us to work with WYES and you on the Freedom Riders Project. Monica you worked so hard and untiringly to make this project a reality, and despite the difficulties, the Freedom Riders so appreciated the opportunity to be front and center again and to have people realize the path over which they led us, but we all have come.You made this happen. I will always count you among the list of quiet heroes. These are the ones who do their part and then disappear into the unnoticed landscape so happy that they were a contribution... you are a partner extraordinaire.

***- Carol Bebelle, Co-Founder & Executive Director
Efforts of Grace, Inc. /Ashe' Cultural Arts Center***

People who dared to stand up against such seemingly unbreakable systems of exploitation, and who maintained faith in the power of transformation, are truly inspiring to me. As a young person coated with white skin, I take heart in their triumphs and tribulations...It is high time that justice reigns true, and stories from the heroes of the past give me hope that more people who look like me will challenge the system and become heroes for future generations, bringing them hope and pride that we can rise above and destroy oppression. The movement lives on and I take courage in the tales of the past and strength in their legacy.

***-Jason McGaughey, Student Freedom Rider,
(WGBH Freedom Rider website Day 10 essay)***

"There's a certain kind of learning that you can't accomplish in the classroom. It was a once-in-a-lifetime opportunity to learn about a movement in history.

***- Anna Nutter, a junior studying American history
at Bowdoin College in Maine, told the Times-Picayune was the
reason she applied for the Student Freedom Ride***

I've learned that this is a continuing struggle, because even though I have been with and heard from upstanding African Americans, there are still young people who do not know their history. I want to teach younger students about the past and inspire them to make a change in their community today.

- Benjameen Quarless, Student Freedom Rider, (WGBH Freedom Rider website Day 10 video)

RESHAPING A GREATER NEW ORLEANS

The ongoing WYES Local Initiative, RESHAPING A GREATER NEW ORLEANS, continues its focus on the rebuilding of the Greater New Orleans area post Hurricane Katrina.

The first two RESHAPING programs broadcast within the immediate years following the devastating storm looked into the rebuilding of neighborhoods wrecked by Hurricane Katrina. Local, state and federal representatives along with community activists updated the community about the progress of recovery and protection from future storms.

The project then continued with RESHAPING A GREATER NEW ORLEANS: CRIMINAL JUSTICE, a multi-platform approach dealing with the reinvention of the Orleans Parish Criminal Justice system. A partnership was forged with the unified effort, Project Justice NOLA, which involved several community and neighborhood-based organizations striving to improve efficiency and fairness within the criminal justice system. Interviews with Orleans Parish District Attorney and Criminal Court judgeship candidates were posted on a web section within the WYES website and cross-linked to the PJ NOLA site. In conjunction with the website, an hour program was produced and broadcast featuring discussion about proposed criminal justice system reforms.

RESHAPING A GREATER NEW ORLEANS: CRIMINAL JUSTICE will follow-up on the reinvention of the Orleans Parish Criminal Justice System with a nearly two year project involving on-air, online and social media beginning in the Fall of September 2012. The project continues the partnership with

Project Justice NOLA and will look into advances made in the criminal justice reform effort and work that remains to be done. Project Producer is Marcia Kavanaugh.



The next area of focus within the RESHAPING A GREATER NEW ORLEANS initiative turned to one of the most pressing issues facing south Louisiana...its disappearing coastline. REBUILDING OUR COAST is reaching out to the community through both on-air and online platforms and has forged partnerships in this effort with non-profit organizations involved in

coastal restoration as well as local, state and federal agencies that are planning and implementing coastal protection and restoration projects.

The REBUILDING OUR COAST project involves a comprehensive website featuring informative interviews about the coastal crisis; restoration plans and projects; animated maps and graphics; up-to-date studies; a calendar of meetings and events; and feature reports. On-air reports are also part of this project as is an hour long special program to be broadcast in the Spring of 2012. REBUILDING OUR COAST is an ongoing WYES project.

As part of the community observance of the fifth anniversary of Hurricane Katrina, RESHAPING A GREATER NEW ORLEANS looked into the recovery of the region with the project 5 YEARS FORWARD. This project includes numerous reports featuring various areas of recovery ranging from specific neighborhoods to parishes within the Greater New Orleans area to major industries such as tourism, the port and navigation, restaurants and music to sports and the amazing restoration of the Louisiana(now Mercedes-Benz) Superdome and the World Champion New Orleans Saints. The reports continue to air as stand-alone interstitials and also were compiled into a half hour program.

AMERICAN GRADUATE: LET'S MAKE IT HAPPEN TEACHING THAT WORKS

WYES was selected to participate in the Corporation for Public Broadcasting school dropout awareness initiative AMERICAN GRADUATE: Let's Make It Happen. The WYES project profiles a local charter school, the Jefferson Chamber Foundation Academy, which offers at-risk students and dropouts the chance to earn their high school diploma. New Orleans public radio WWNO 89.9FM partnered in this project and produced and aired three reports focusing on the social and economic impacts of high dropout rates. Also as part of the project, a community forum involving local stakeholders in the education, civic and business communities was taped at the WYES studio. All of the broadcast reports and the community forum are posted on the web section dedicated to AMERICAN GRADUATE on the WYES website. Links to resources and programs that help students stay in school are also posted on the website. The community forum will be broadcast on WYES in the Spring of 2012. WYES will continue to expand the AMERICAN GRADUATE project with feature report and special program production.



Another education initiative offered to the community by WYES is TEACHING THAT WORKS, an on-line educational professional development project. Classroom teaching demonstrations centering around middle school math instruction are posted on the WYES website and available for teachers and parents to use.

NEW ORLEANS RESTAURANTS WITH A PAST

NEW ORLEANS RESTAURANTS WITH A PAST won the only regional Emmy in the historical documentary category in 2011. The documentary, produced by Peggy Scott Laborde, looks back at some of New Orleans' most historic present-day restaurants and also chronicles a few that are part of the city's collective memory. This is just one of the many in-depth cultural documentaries that WYES produces each year. Past projects have included: THE FRENCH QUARTER THAT WAS, NEW ORLEANS THAT WAS, WHERE NEW ORLEANS SHOPPED, JEWISH NEW ORLEANS, GULF COAST MEMORIES and more!



NEW ORLEANS IN THE '50s

This documentary is WYES' most recent, produced by Emmy Award winner Peggy Scott Laborde.

With the development of suburbs and new communities in New Orleans, as well as the burgeoning of television stations, the Fifties proved to be one of the city's most significant decades. Program highlights include the early days of local television; the career of New Orleans Mayor Chep Morrison, whose time in office spanned the decade; the development of the Lakeview and Pontchartrain Park neighborhoods; Canal Street as a regional shopping and entertainment mecca plus much more!



New Orleans Mayor Chep Morrison and wife

2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY
STORIES OF IMPACT continue for WYES

INFORMED SOURCES



In March 2012, INFORMED SOURCES will celebrate its 28th anniversary on WYES. Produced by Errol Laborde and hosted by Larry Lorenz, this award-winning weekly roundtable includes local reporters discussing the stories behind the week's headlines.

INFORMED SOURCES has brought our region's top print and broadcast journalists together to examine the stories behind the headlines. The half-hour program examines the issues facing our area — from politics and politicians, to education, business, the environment, local events and history. Media panelists discuss the news and offer their opinions.

CHEF JOHN BESH'S NEW ORLEANS



CHEF JOHN BESH'S NEW ORLEANS is a 26-part cooking series featuring celebrity Chef John Besh. Shot in high definition, the series premiered nationwide in spring 2011. Each half-hour episode, shot at WYES' New Orleans studios, draws from Chef Besh's cookbook, "My New Orleans: 200 of My Favorite Recipes and Stories from My Hometown," which was nominated for a 2010 James Beard Foundation Award. CHEF JOHN BESH'S NEW ORLEANS offers New Orleans classics along with contemporary dishes for a rich gumbo of cooking technique, food history, and personal memories from the chef's childhood in and around his beloved New Orleans. Executive Producers are Jim Moriarty and Beth Arroyo Utterback.



STEPPIN' OUT

Hosted and produced by Peggy Scott Laborde (pictured in center of photo), this weekly program highlights our area's arts and entertainment scene, local music, restaurants, theatre, books, and visual and performing arts.

"We have been so fortunate to be able to cover the area's arts and entertainment scene for over a quarter of a century! Even with the challenges of funding these days, the visual and performing arts remain vibrant." said Laborde. " We'll continue to cover the visual and performing arts scene and, in addition to our local writers, feature folks who are involved in the visual and performing arts. We'll also be presenting a series of features on some local museums and on how they are adapting to today's New Orleans."



THE REX BALL AND THE MEETING OF THE COURTS OF REX AND COMUS



WYES' most highly anticipated live broadcast provides coverage and background information on one of the highlights of the Mardi Gras season. Host Peggy Scott Laborde and Mardi Gras historian Errol Laborde provide commentary, along with Henri Schindler, Carnival historian and artistic designer for the Rex parade.

WYES CONVERSATIONS



A recently launched initiative, WYES CONVERSATIONS, offers an in-depth question and answer session with area leaders in the political, business, cultural and sports arenas. The first WYES CONVERSATIONS featured Louisiana Congressmen Steve Scalise who represents the 1st Congressional District and Jeff Landry, representing the state's 3rd Congressional District.

Measuring Impact through WYES Outreach & Social Media

WYES Education and Outreach initiative is a vibrant, on-going project which moves beyond our television broadcast to engage individuals and foster community by addressing areas of concern.

In 2011 alone, our service evaluations indicated a reach of over 10,000 people touched directly by WYES outreach!

This important program extends our impact with various community engagement activities including workshops, screenings, meetings, forums and distribution of educational materials. WYES is having a proven positive impact on the Greater New Orleans area and is a trusted source of information, empowerment and education.



WYES is committed to engaging our audience through creative use of social media. We enthusiastically use wyes.org, Facebook, Twitter and email blasts to provide important station information to our members and viewers. With close to **4,300 Facebook friends and over 5,500 active contacts** in our email blasts, utilizing social media provides the WYES viewer with the latest programming and event updates, allowing for a closer connection with our audience.

WYES' *DIAL12* program guide is included monthly within *New Orleans Magazine* which **reaches 40,000 homes including 8,000 WYES members each month.**

We have also forged many important media partnerships which help us continue to get the word out about our programming, services and special station events. Some of these partnerships include *New Orleans Magazine*, WWNO Radio, *Louisiana Cookin'*, *Offbeat*, *Southern Jewish Life*, NOLA Parent newsletter, *NOLA Baby & Family Magazine* and more.

WYES continues to strive to use all means possible to continue to engage and inform our audience of all we have to offer!

