

# 2021 LOCAL CONTENT AND SERVICE REPORT FOR WYES



## LOCAL VALUE

### WYES is the oldest PBS station in Louisiana!

In 2022, WYES will celebrate its 65th year! Since 1953, WYES has supported its mission of providing Louisiana and the Mississippi Gulf Coast with thought-provoking educational television.

WYES uniquely combines elements of a library, school, museum, concert hall and theatre to become a local cultural and educational resource without walls.

WYES is committed to producing award-winning programs that showcase our distinct local culture, along with the excellent national PBS service.

In the wake of the COVID-19 pandemic and the impact of Hurricane Ida, WYES pivoted to virtual events to continue its presence in the community.

## 2021 KEY SERVICES

### In 2021, WYES provided several key local services to our community.

As challenges continued for the entire community, WYES staff pulled together and continued to work hard to proudly serve and fulfill the station's mission of keeping viewers informed, connected and entertained.

2021 Highlights Include:

National Cooking Series  
**KEVIN BELTON'S COOKIN' LOUISIANA**

New Weekly Series  
**WALL \$TREET WRAP-UP WITH ANDRÉ LABORDE**

Continuing Series About the Local Impact of COVID-19  
**LIVING IN THE NEW NORMAL**

Ongoing Weekly Series  
**INFORMED SOURCES STEPPIN' OUT**

**OUTREACH INITIATIVES**

## LOCAL IMPACT

### WYES is proud to partner with community-minded businesses & corporations.

As a PBS member station, WYES serves the community with the highest quality programming and educational services.

The **LIVING IN THE NEW NORMAL** series, which produced a total of 12 episodes from 2020 to 2021, continued to bring viewers a closer look at the pandemic's effect regionally.

Continuing a positive impact in the community helps strengthen WYES' social media presence, which increases yearly due to consistent messaging on all programming, events and community/media partnerships.

The new WYES Education webpage provided digital content and outreach for parents, teachers and the children in their care. The webpage proved to be a valuable tool for educators and our community partners.





## CHEF KEVIN BELTON RETURNS FOR A FOURTH COOKING SERIES



The series offers a companion cookbook and DVD.

All recipes from the series can be found in the cookbook.

*Photo Credit: Photography by Denny Culbert. Reprinted by permission of Gibbs Smith.*

In **KEVIN BELTON'S COOKIN' LOUISIANA**, his fourth public television series with WYES-TV, Chef Belton explores the rich and multi-faceted foodways of Louisiana in a 26-part cooking expedition.

The award-winning chef visited locations across the state for a look at the authentic food traditions of Louisiana cuisine.

In his travels, the chef created dishes that reflect Louisiana's complex blending of cultures, preparing Filipino-style Beef Tapa with Sinangag (Garlic Fried Rice), Hungarian Stuffed Cabbage Rolls and traditional Czech Kolaches.

Chef dips into the bounty of Louisiana's food culture with dishes that reflect its prolific fisheries, its citrus harvest and its thriving family friendly "you pick" farm experiences.

From Chicken and Dumplings, one of the Delta Delights from Northeast Louisiana, to Cracklin Cornbread from Evangeline Parish in the Cajun Heartland, **KEVIN BELTON'S COOKIN' LOUISIANA** takes viewers on a fun-filled food odyssey with the 6'9" gregarious chef.

Sponsored by **L.E. Phillips Family Foundation & Louisiana Entertainment**

Nationally Distributed By:





## NEW ORLEANS PARADES FROM THE PAST



**NEW ORLEANS PARADES FROM THE PAST** was nominated for a Suncoast Regional Emmy Award.



While the coronavirus pandemic kept Mardi Gras parades off the streets in 2021, WYES-TV gave viewers a front row seat during **NEW ORLEANS PARADES FROM THE PAST**.

In this one-hour program, rare home movies and archival footage offered a glimpse at past parades of Rex, Comus, Zulu, Endymion, Bacchus and nearly a dozen other krewes.

Providing commentary throughout the program were Carnival historians Arthur Hardy and Errol Laborde. Peggy Scott Laborde served as host. Dominic Massa was producer.

*Photo Credits: Courtesy of The Times-Picayune, Arthur Hardy, Rex Organization and Krewe of Bacchus*



## NEW DOCUMENTARY CHRONICLES THE LIFE AND MUSIC OF GRAMMY AWARD WINNER IRMA THOMAS

The 90-minute documentary included archival performance and interview footage culled from decades of performances filmed by Michael Murphy Productions.

The footage is now part of The New Orleans Jazz & Heritage Foundation Archive.



### SONGS FEATURED IN IRMA: MY LIFE IN MUSIC:

- Precious Lord
- (You Can Have My Husband) But Please Don't Mess With My Man
- Breakaway
- Hip Shakin' Mama
- Ruler of My Heart
- I'm Gonna Cry Until My Tears Run Dry
- Old Records
- It's Raining
- Time Is On My Side
- I Wish Someone Would Care
- If You Want It Come & Get It
- Stone Survivor
- Smoke Filled Room
- Simply The Best
- I Done Got Over It
- Come On
- In the Middle Of It All
- That's All Right
- Down By The Riverside



Viewers enjoyed extensive interviews with Irma Thomas herself, as well as archival and new interviews from many of her colleagues including record producer **Scott Billington**; producer and director of the New Orleans Jazz & Heritage Festival **Quint Davis**; former GRAMMY Awards telecast producer **Ken Ehrlich**; recording artist **Erica Falls**; recording artist and actress **Ledisi**; singer and songwriter **Bonnie Raitt**; creative director of Preservation Hall **Ben Jaffe**; pastor of the Nazareth Baptist Church Reverend **Marc A. Napoleon**; musician, songwriter and record producer, the late **Allen Toussaint**, and his children **Alison Toussaint-LeBeaux** and **Reginald Toussaint**; and Recording Academy Membership & Industry Relations representative **Reid Wick**.

”  
Contemporary New Orleans singer Erica Falls notes that Thomas “paved the way. She did a lot of the groundwork, she did a lot of the grind work, in entering new territories and opening doors for someone like me to come along later in life, to where I didn’t have to face the adversities that she did.”  
“

thank you

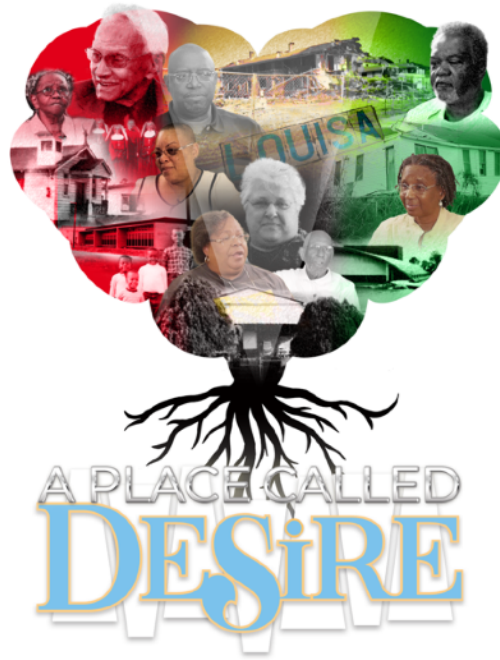
NEW ORLEANS  
JAZZ  
MUSEUM

THE  
HELIS  
FOUNDATION





**THE 90-MINUTE DOCUMENTARY  
SHARES THE STORIES OF THE  
NEW ORLEANS UPPER 9TH WARD  
DESIRE COMMUNITY**



**Produced and Directed by Leonard Smith III | Narrated by Kalam Ali**

Producer and director Leonard Smith III recreates the historical memory of a community and documents the legacy of pride by those who lived in this post-World War II development.

Since 2008, Smith interviewed over 60 individuals telling the stories of their lives in the Desire Community. They speak of a place that is not the same story that the press often portrayed. There were struggles, many struggles, but there were also strengths and positives in this tight-knit community of thousands.

Smith enables the viewer to look beyond unfair stereotypes and see the thriving, loving community of Desire.







# WALL \$TREET WRAP-UP

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WITH ANDRÉ LABORDE

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**AIRS EVERY FRIDAY AT 8:30PM & SUNDAY AT 8AM**

## Marc Morial

**President & CEO  
National Urban League**



National  
Urban League



During his weekly program, filmed in the WYES Jock Cenac Studio, host André Laborde welcomes local and national guests virtually.

The 30-minute program looks at the past week's market trends on Wall Street and shares local and national news from investment professionals.

Viewers are encouraged to send in their financial related questions to [andre@wallstreetwrapup.info](mailto:andre@wallstreetwrapup.info).

## Thomas Hoenig

**Federal Reserve governor  
and Vice Chairman of  
the Federal Reserve**



**WALL \$TREET WRAP-UP  
WITH ANDRÉ LABORDE**  
can be seen weekly on  
WYES-TV,  
[wyes.org/live](http://wyes.org/live) and  
on the WYES  
and PBS apps.

## Steve Sadove

**Mastercard Senior Advisor  
and former CEO of  
Saks Fifth Avenue**



**THIS PROGRAM IS MADE POSSIBLE  
THROUGH THE SUPPORT OF:**

+ SINCE 2015 +  
*New Orleans*  
**DISTILLERS**  
CLASSICALLY SOUTHERN



# LIVING **IN THE** **NEW** NORMAL

In July 2020, WYES launched an ongoing series about the local impact of COVID-19.

WYES continued the series in 2021 covering topics ranging from vaccine availability to how major economic engines in our region, the port, the airport and tourism went back to business.



Host and Producer Marcia Kavanaugh

In 2021, WYES produced another six 30-minute programs. In all, the series ended with a total of 12 episodes. In keeping with social distancing protocol, in-person panelists participated in different studio locations at WYES. The programs brought together local experts in the medical and education fields, hospitality industry and leaders in the nonprofit sector.

## VACCINE TIMELINE Good Neighbors The Metro Economy FESTIVALS! KIDS and SUMMER BACK TO BUSINESS

### PANELISTS INCLUDED:

**Kevin Dolliole**, Director of Aviation, Louis Armstrong New Orleans International Airport  
**Mark Romig**, Chief Marketing Officer, New Orleans & Company  
**Brandy Christian**, President and CEO, Port of New Orleans and CEO of the New Orleans Public Belt Railroad  
**Patrick Dobard**, CEO, New Schools for New Orleans  
**Kenneth Francis**, Director, Child Advocacy and Policy Center, Agenda for Children  
**Benjamin Springgate MD, MPH, FACP** Associate Professor of Clinical Medicine; Section Chief, Community and Population Medicine; Director, MD/MPH Dual Degree Program; Director, Center for Health Care Value and Equity LSU Health  
**Don Marshall**, Executive Director, New Orleans Jazz & Heritage Festival and Foundation  
**Lisa Alexis**, Director, Mayor's Office of Cultural Economy  
**Emily Madero**, President & CEO, French Quarter Festivals  
**LaVerne Toomb**, Executive Director, New Orleans Regional Black Chamber of Commerce  
**Michael Hecht**, President & CEO, GNO, Inc.  
**Devin De Wulf**, Krewe of Red Beans  
**Howie Kaplan**, The Howlin' Wolf  
**Erica Chomsky-Adelson**, Culture Aid NOLA  
**Dr. Joseph Kanter**, Louisiana State Health Officer  
**Dr. Eric Griggs**, Community Medicine Health Educator/LSU Health Assistant Professor

The series was available on WYES-TV, [wyes.org/live](http://wyes.org/live) and on the WYES and PBS apps. All episodes can be viewed at [wyes.org/newnormal](http://wyes.org/newnormal).





## WYES PROGRAMS CONTINUE TO MAKE A LOCAL IMPACT

**In spring 2020 COVID-19 pushed WYES productions and events into a virtual format. Continuing to focus on the health of panelists and WYES staff members in 2021 — productions remained virtual by filming in different parts of the WYES building or from a guest's home or office via Zoom.**

All WYES programming can be viewed on WYES-TV, [wyes.org/live](http://wyes.org/live) and on the WYES and PBS apps.

Weekly programming is archived on the WYES YouTube channel.

### STEPPIN' OUT



Since 1987, Steppin' Out has been New Orleans' only weekly arts and entertainment review. Host and producer Peggy Scott Laborde is joined by regulars such as radio host Poppy Tooker and theater critic Alan Smason as they discuss the latest happenings around the Crescent City.

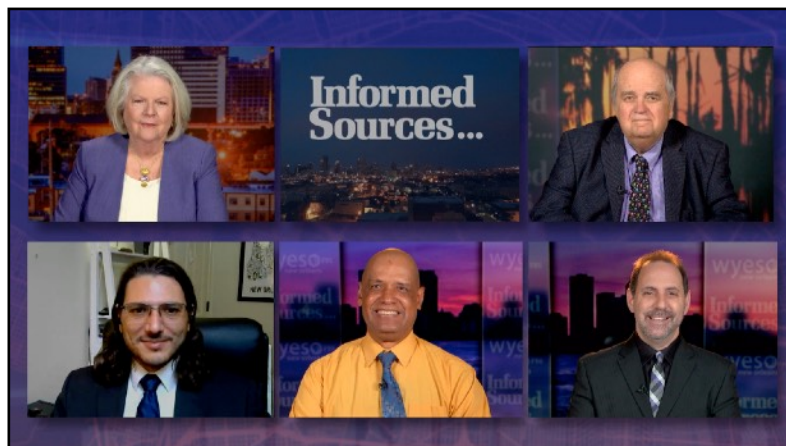
Other guests include local authors, chefs, musicians and representatives from local arts organizations and non-profit groups.

The program airs weekly on WYES on Thursdays at 7pm and Fridays at 11pm.

### INFORMED SOURCES

Now in its 37th season, this weekly roundtable features news analysis through the perspective of local journalists. The half-hour program examines the issues facing our area with discussion on education, business, the economy, politics and public safety, with an emphasis on the impact of the COVID-19 pandemic and Hurricane Ida on the community.

The program is hosted by Marcia Kavanaugh and produced by Errol Laborde. It airs Fridays at 7pm and repeats on Sundays at 9:30am



### PRELUDE TO THE REX BALL & 2021 KREWE REVIEW

With the cancellation of Mardi Gras and the Carnival balls of both Rex and Comus, hosts Peggy Scott Laborde and Errol Laborde along with Rex historian Will French kept the tradition alive. The trio provided viewers with a special look at the Rex Organization's activities for the past year, plus shared the way this Carnival was unique — including Floats in the Oaks and the Krewe of House Floats. Other highlights discussed were the annual meeting of Rex, King of Zulu and Mayor LaToya Cantrell and an interview with Joseph Boudreaux, Jr., second chief of the Golden Eagles Tribe. The program was followed by a rebroadcast of the 2020 Rex Ball and Meeting of the Courts.



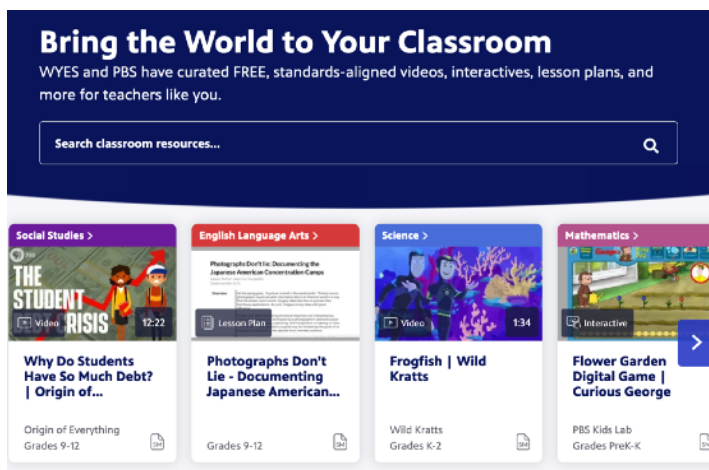


## WYES IN THE COMMUNITY

**THE OUTREACH DEPARTMENT IS A TEAM OF ONE, SUPPLEMENTED BY VOLUNTEERS AND COMMUNITY MEMBERS DEDICATED TO THE MISSION OF WYES. THE STATION'S COMMUNITY OUTREACH EFFORTS HAVE BEEN LED BY MONICA TURNER FOR OVER 24 YEARS.**

The goal of WYES Outreach is to extend the impact of public broadcasting through media services, educational materials, and collaborative projects designed to engage individuals by providing educational experiences for young people in classrooms, libraries, after-school programs, community-based organizations, museums and more.

Monica's love for her job does not go unnoticed. Whether engaging in virtual workshops, leading food drives, or distributing books, anyone who has encountered Monica speaks volumes of her contagious enthusiasm and spirit that she brings to her job. She has a true love for, and dedication to, the children that she encounters each and every day. At WYES, we appreciate her as an invaluable resource in the community we serve.



In 2021 WYES took its cue from the ever-increasing use of the internet for opportunities to keep young students on the road to educational achievement.

The **WYES EDUCATION WEBPAGE** ([wyes.org/education](http://wyes.org/education)) provided digital content and outreach for parents, teachers and the children in their care. Highlighting PBS links and resources, the WYES Education page became a valuable tool with its information and training on national curriculum targets, engaging activities and games, and PBS articles and tips to help children to thrive.

**THROUGHOUT THE YEAR WYES PARTNERED WITH MANY LOCAL ORGANIZATIONS IN THE COMMUNITY. 2021 DIDN'T SLOW US DOWN!**



Our partnership with the **CHILDREN'S BUREAU** helped WYES continue its Sesame Street In Communities workshops.

These are free professional development sessions for parents, teachers and clinicians that provide strategies and meaningful conversation around sometimes difficult topics - ranging from Learning Through Play and Helping Children Handle Emotions to Dealing with Divorce or parent incarceration - all using *Sesame Street In Communities* materials and resources.

## WYES IN THE COMMUNITY

WYES partnered with **BLUE CROSS BLUE SHIELD/HEALTHY BLUE** on Celebration of the Young Child Drive-Thru Book Giveaway.

Delgado Community College's Department of Care and Development of Young Children (CDYC), The Joey Child Care Development Center, and the LCMC Parenting Center also participated.



**BE LOUD STUDIOS** fills a need for responsible online engagement in K-8 schools in New Orleans.

Despite the amount of time youth spend online, there are few programs that discuss how to be safe.

Be Loud Studios partnered with WYES on outreach activities related to the Muhammad Ali series by Ken Burns filming their thoughtful insight on the famous boxer and activist's quotes.





## WYES IN THE COMMUNITY



WYES tapped local authors during **SPRING BOOK WEEK**, uniting kids and adults with books, authors and illustrators, in order to foster a love for reading.

Dr. Renee Horton, Space Launch System Quality Engineer in the NASA Residential Management Office and author of *Dr. H Explores the Moon*, and Adriene J. Gill, author of *Little Gems Tugging at Your Heart Strings*, were invited to WYES where they were filmed reading their stories. Their videos were posted to the WYES Education webpage.



One donation can save up to three lives!

WYES was pleased to partner once again with **THE BLOOD CENTER** for a blood drive in the WYES Collins C. Diboll Pavilion. The Blood Center's mobile blood drive program helped make hosting an event for the community easy.



WYES partnered with **THE LAKEVIEW CIVIC IMPROVEMENT ASSOCIATION** and **SECOND HARVEST FOOD BANK** to provide food and much needed supplies to those hardest hit by Hurricane Ida.



We were grateful for our viewing community's participation with resources like clean water, sanitizing supplies and canned goods. Their donations helped bring assistance and relief to our Louisiana neighbors in need.

**SECOND HARVEST FOOD BANK**  
FEEDING SOUTH LOUISIANA



The Lakeview Civic Improvement Association, or LCIA, is the neighborhood association for the Lakeview 70124 area of New Orleans, Louisiana.



**“A leader is one who knows the way, goes the way, and shows the way.” - author John Maxwell**

In 2021, WYES welcomed new leadership in station executives with strong ties to WYES and to the greater New Orleans and Mississippi Gulf Coast communities.

Robin Cooper, a 32-year veteran of WYES, was appointed President & Chief Executive Officer.

**WYES President and Chief Executive Officer Allan Pizzato had this to say about Cooper, “Over the past eight years, I have witnessed her dedication to the mission and success of the station, along with her commitment to excellence and ability to quickly adapt to a changing media and work environment.**

**She will be an outstanding President and CEO for WYES.”**

Dominic Massa, a local broadcasting veteran and longtime freelance producer for WYES, was named Executive Vice President & Chief Operating Officer.

Both are natives of the New Orleans area who began their careers at WYES many decades ago and are dedicated to the station's mission of serving the local community.

Cooper, who was previously the station's Executive VP and COO, has extensive experience in all areas of station operations and within the PBS system, including production, programming, development, strategic planning and overall management.

Massa comes to WYES after 27 years at WWL-TV, where he served as executive producer. He has produced or contributed to dozens of WYES' historical and cultural documentaries and local productions as a freelancer and volunteer since 1992.

**“Dominic has been a valued asset to WYES through the years and has demonstrated his dedication, passion and support for the station,” said Cooper. “His unique perspective of both public and commercial broadcasting, his leadership abilities and strong local community connections will make him an invaluable member of the WYES team.”**



## MEASURING WYES' IMPACT

### CONGRATULATIONS TO KITCHEN QUEENS: NEW ORLEANS

Silver Telly Award in Television Series in the  
Food & Beverage Category

National Educational Telecommunications  
Association (NETA) Public Media Award in  
Content in the Arts & Entertainment Category

### 2021 WAS A YEAR OF CONTINUED GROWTH FOR WYES' SOCIAL MEDIA.

WYES is committed to  
engaging our audience through creative use of social media.  
WYES enthusiastically uses Facebook, Instagram, YouTube  
and Twitter.



14,869



3,067



4,440



2,185

### WE LOVE HEARING FROM OUR VIEWERS!

"WYES is always our first channel of choice to when watching television. Thank you for all the amazing programs from NATURE, POV, all the fascinating documentaries and most recently the medical shows such as the history of vaccines. I hope this small monthly contribution helps to bolster this program for months to come. A huge thank you from our family to your family for all that you do."

—Debbie, Harvey, LA

"So many choices out there, but we always come back to PBS at WYES-TV for the most informative and entertaining programming."

— Peter, Metairie, LA



**WYES IS PROUD TO HAVE A MONTHLY PROGRAM GUIDE LOCATED INSIDE NEW ORLEANS MAGAZINE.** *DIAL12* is another medium where WYES can reach the community. In the 11-page, full-color layout, WYES highlights upcoming events and programs our viewers and potential new members won't want to miss. It reaches 20,000 homes and newsstands.

### WYES CONTINUES TO FORGE MANY IMPORTANT MEDIA PARTNERSHIPS.

WYES appreciates all of our local media partnerships. By partnering with other professional, community-minded businesses, WYES is able to reach an even larger audience.

WYES is grateful to partner with: *New Orleans* magazine, *Offbeat* magazine, *Southern Jewish Life* magazine, *NOLA Family & NOLA Boomer* magazines, *Inside New Orleans* magazine, *Inside Northside* magazine, WWNO-AM and WGSO-AM.

