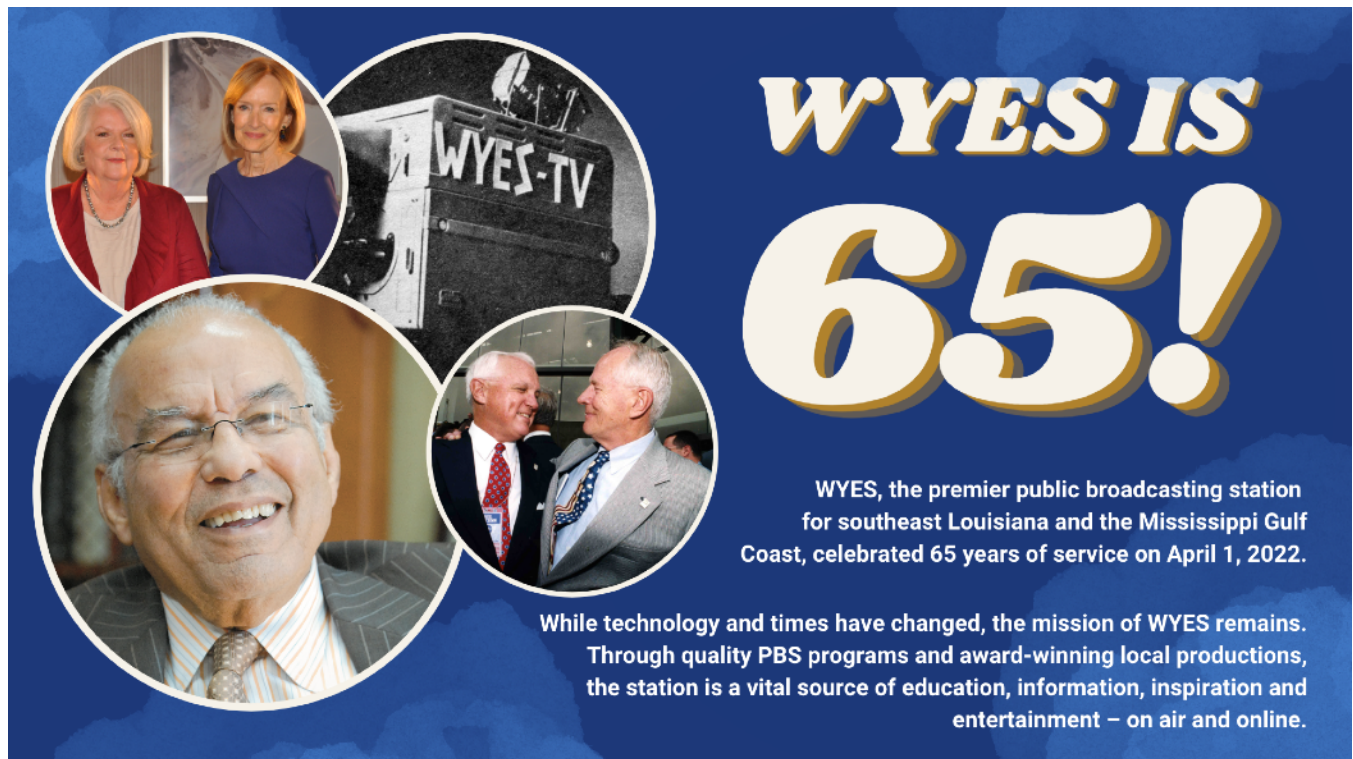


2022 LOCAL CONTENT AND SERVICE REPORT FOR WYES



The graphic features a blue background with a large, stylized 'WYES IS 65!' in white and yellow. To the left, there are four circular images: two women in the top left, a vintage WYES-TV camera in the top right, and a man in the bottom left. Below the camera image is a circular photo of two men in suits. To the right of the '65!' text, there is a paragraph about WYES's mission and a paragraph about its 65th anniversary.

WYES IS 65!

WYES, the premier public broadcasting station for southeast Louisiana and the Mississippi Gulf Coast, celebrated 65 years of service on April 1, 2022.

While technology and times have changed, the mission of WYES remains. Through quality PBS programs and award-winning local productions, the station is a vital source of education, information, inspiration and entertainment – on air and online.

LOCAL VALUE

WYES celebrates 65 years!

When WYES began broadcasting in 1957, television was still new to New Orleans.

WYES fulfilled the dream of a group of community leaders who believed in the power of the new medium as an educational tool. In fact, the letters Y, E and S in the station's name stood for "Your Educational Station."

WYES continues to support its mission of providing Louisiana and the Mississippi Gulf Coast with thought-provoking educational television.

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

2022 KEY SERVICES

WYES provides educational and engaging programs.

While technology and times have changed, the mission of WYES remains. Through quality PBS programs and award-winning local productions, the station is a vital source of education, information, inspiration and entertainment – on air and online.

2022 Highlights Include:

FOUNDED ON FRIENDSHIP & FREEDOM: THE NATIONAL WWII MUSEUM

DR. NORMAN C. FRANCIS: A LEGACY OF LEADERSHIP

JUDY WOODRUFF: WOMAN OF THE HOUR

Ongoing Weekly Series
INFORMED SOURCES
STEPPIN' OUT
WALL STREET WRAP-UP WITH ANDRÉ LABORDE

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.

WYES initiatives extend the impact of public broadcasting through media services, educational materials and collaborative projects.

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 monthly newsletter, Front Row with WYES, shares vital information online and on WYES-TV with over 26,000 subscribers. This allows WYES to share a better understanding and knowledge of all programming and services offered to the community.



Blaine Kern:
**THEY CALL HIM
MR. MARDI GRAS**

**Enjoy the story of the
legendary float builder
BLAINE KERN**

WYES-TV shared the spirit and traditions of Carnival with its viewers with new and nostalgic Mardi Gras programs throughout the month of February.

Included in the special programming was the new local documentary, **BLAINE KERN: THEY CALL HIM MR. MARDI GRAS**, produced and narrated by Dennis Woltering (pictured with Blaine Kern).

The program chronicles the life story of the legendary float builder Blaine Kern, who died in 2020. Kern almost single-handedly transferred Mardi Gras from a series of small exclusive parades into a billion dollar a year tourism juggernaut. He did so by reimagining and reshaping Carnival parades into eye-popping, animated extravaganzas that draw millions of people to witness the spectacle.

The float-building business he established 75 years ago opened Carnival to people of all races and backgrounds and continues to build spectacular parades for krewes and clients in New Orleans and around the world.



LOCAL PROGRAMMING THAT MADE AN IMPACT



FOUNDED ON
FRIENDSHIP & FREEDOM
THE NATIONAL WWII MUSEUM

FOUNDED ON FRIENDSHIP & FREEDOM: THE NATIONAL WWII MUSEUM focuses on the legacy of two University of New Orleans historians and friends—Dr. Gordon “Nick” Mueller, the National WWII Museum President and CEO Emeritus, and Dr. Stephen Ambrose, the best-selling author and historian who died in 2002—who sought to salute the spirit of Americans who fought to preserve our freedom.

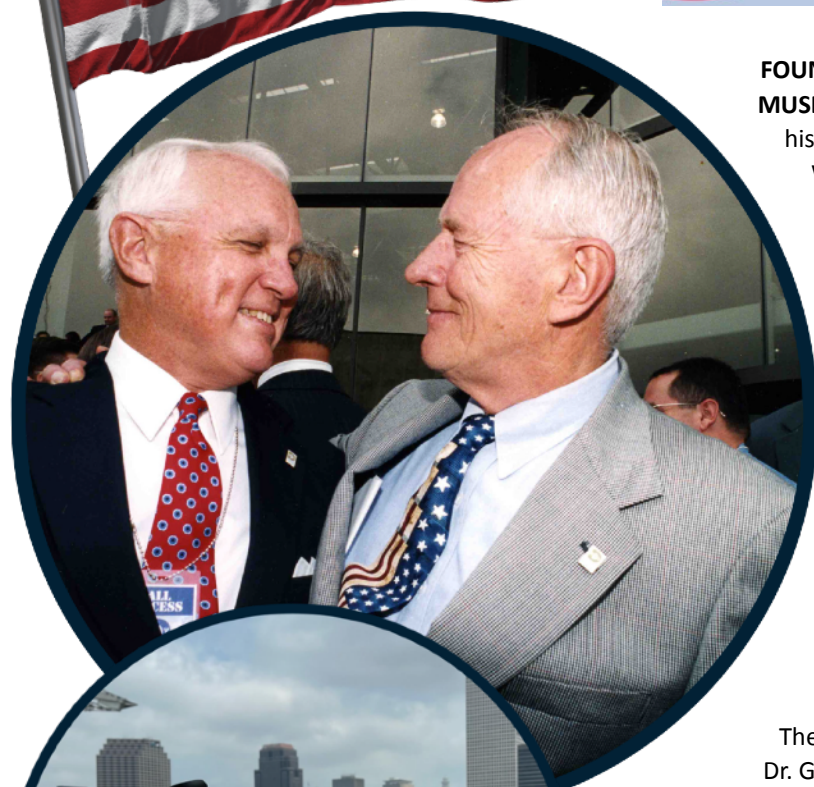
Neither gentleman would realize at the time how their idea would expand into one of the world’s most recognized, respected and visited museums.

The dream of these colleagues exists today as The National WWII Museum in downtown New Orleans. Since its opening on June 6, 2000, the museum has drawn more than nine million visitors and expanded into an internationally-recognized attraction which serves to remind us of the price and legacy of war.

The documentary features archival and new interviews with: Dr. Gordon “Nick” Mueller, Dr. Stephen Ambrose, Diana Bajoie, Günther Bischof, Gregory O’Brien, Donald “Boysie” Bollinger, Bill Detweiler, Malcolm Ehrhardt, Mary Landrieu, Donald Miller, Frank Stewart, Stephen Watson and Grace Ambrose Zaken.

The documentary was produced by Marcia Kavanaugh.

Special thanks
to the program’s
generous sponsors:



LOCAL PROGRAMMING THAT MADE AN IMPACT

DR. NORMAN C. FRANCIS: A LEGACY OF LEADERSHIP chronicles the career of a true Louisiana legend and one of America's longest-serving university presidents. Archival photos, footage and interviews with Dr. Norman C. Francis, his children and colleagues document a remarkable life devoted to education and public service.

DR. NORMAN C. FRANCIS: A LEGACY OF LEADERSHIP documents his journey from humble beginnings in Lafayette to a 47-year career as Xavier University president. Raised in a household that stressed the importance of education and the pursuit of excellence, Dr. Francis would spend his life pursuing both.

As Xavier's president, he tripled the school's enrollment, broadened its curriculum and advised eight U.S. presidents. As a civic leader, he co-founded Liberty Bank and co-chaired the Louisiana Recovery Authority after Hurricane Katrina. President George W. Bush called Dr. Francis "a man of deep intellect, compassion and character" when he presented him the Presidential Medal of Freedom.

He showed his moral courage and vision by housing the Freedom Riders at Xavier and representing civil rights activists as a young lawyer and the first Black graduate of Loyola University School of Law.

When the New Orleans City Council voted to rename Jefferson Davis Parkway to Norman C. Francis Parkway, it confirmed that Dr. Francis is an icon worthy of every tribute he has earned during his 91 years.



DR. NORMAN C. FRANCIS: • *A Legacy of Leadership* •



Pictured: Producer Thanh Truong, narrator Sally-Ann Roberts & associate producer Dionne Butler.

Photographer/Editor is Lenny Delbert. Additional photography by Tom Moore.

Special thanks to the program's generous sponsors:

Just Films | The Ford Foundation
Blue Cross Blue Shield of Louisiana
Liberty Bank
Mr. & Mrs. Charles W. Goodyear
Angela Vallot Charitable Trust
Operation Restoration
Xavier University of Louisiana
Loyola University New Orleans

Delgado Community College
University of Holy Cross
Lori & Bobby Savoie
New South Parking
Laurie Guimont &
Warmoth Guillaume
Sheila & Ronnie Burns
Tulane University
Dillard University
WYES Producers Circle

LOCAL PROGRAMMING THAT MADE AN IMPACT

Judy Woodruff WOMAN OF THE HOUR



PBS NEWSHOUR anchor and managing editor Judy Woodruff has covered politics in Washington for five decades.

In December 2022, as she prepared to step down from the nightly PBS NEWSHOUR anchor desk, she joined WYES' Marcia Kavanagh to reflect on her legendary career covering the national and world issues of our times.

In a 30-minute special, the legendary journalist shared her thoughts on the changes in media and politics during her time in Washington, as well as the divided nature of modern political discourse.

She also talked about her plans for the future, which will include contributing reports to PBS NewsHour and other special projects.



For the 25th year, WYES presented the Rex Ball and the Meeting of the Courts.

The broadcast airs on Mardi Gras night. This year marked the 150th anniversary of Rex, also known as the School of Design.

Historical vignettes included a visit to the Louisiana State Museum's exhibit on the Rex Sesquicentennial as well as segment highlighting the work of Rex's Pro Bono Publico Foundation, which has donated more than \$13 million to local charter schools and educational organizations since 2006.



Congratulations

Program made possible by:

NEW
ORLEANS
JAZZ
MUSEUM

THF
THE HELIX
FOUNDATION

PRODUCED BY
WYES
CIRCLE

JAZZ & HERITAGE
ARCHIVE

NEW ORLEANS
JAZZ & HERITAGE
FOUNDATION, INC.

WYES
CIRCLE

IRMA:
MY LIFE
IN MUSIC



2022 Suncoast Regional Emmy® Award-winner in the cultural documentary category.
Congratulations to producers Michael Murphy, Cilista Eberle, Rachel Lyons and Jim Moriarty.

The program also won a 2022 Silver Telly in the in the documentary category.



KEVIN
BELTON'S
COOKIN'
LOUISIANA

2022 Louisiana Association of
Broadcasters Prestige
Award-winner in the uniquely
Louisiana category.

The 26-part cooking series also received a 2022 Bronze Telly
in the Food & Beverage in category.

**Informed
Sources...**

2022 Press Club of New Orleans Excellence in Journalism Award-winner in
Television Talk Show category. Pictured: INFORMED SOURCES
host Marcia Kavanaugh and producer Errol Laborde.

STEPPIN' OUT was also honored in the same category.



WYES HOSTS FIRST DISCUSSIONS ON DEPLOYMENT OF EMERGENCY INFORMATION



In November 2022, WYES hosted the AWARN (Advanced Warning and Response Network) Roundtable. WYES along with the Louisiana Association of Broadcasters (LAB), the Offices of Homeland Security and Emergency Preparedness for the Governor (GOHSEP) and New Orleans (NOHSEP) hosted the first regional roundtable discussions in the Gulf on the deployment of Advanced Emergency Information services (AEI).

Television stations, both commercial and public media, and Emergency Managers from the Gulf Coast in Texas, Mississippi and Alabama, were on hand to discuss the deployment of Advanced Emergency Information Services (AEI).



All WYES programming can be viewed on WYES-TV and streamed on wyes.org/live and on the free WYES and PBS apps. Weekly programming is archived on the WYES YouTube channel.



INFORMED SOURCES

Now in its 38th season, this weekly roundtable features news analysis through the perspective of local journalists. The half-hour program gives an in-depth look into the important news of metro New Orleans and Louisiana.

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



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.



WALL \$TREET WRAP-UP WITH ANDRÉ LABORDE

Heading into its second year on air, the weekly program gives an overview of the past week's market and brings local and national investment professionals to viewers.

Viewers are encouraged to send their financial related questions to andre@wallstreetwrapup.info.

The program airs weekly on WYES on Fridays at 8:30pm and Sundays at 8:30am.



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 25 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.



SUMMER CAMP

WYES is proud of its role as New Orleans' storyteller and in the summer of 2022, we helped local students learn to better help tell their stories. In July, WYES staff members organized and co-hosted a free, one-month digital media summer camp for local high school students, partnering with **New Orleans Video Access Center (NOVAC)**. Sessions were hosted in-person at WYES each Wednesday in July.

Members of the WYES production and outreach departments participated by speaking to the students about broadcast production, social media and media ethics.

WYES also invited local news reporters/anchors to attend the sessions to discuss their work and careers in broadcast journalism and production.

WYES also hosted a **Youth Force NOLA** Intern for career path experience.



Community Screenings

WYES partnered with **WWNO Public Radio** and the **New Orleans Association of Black Journalists** to host a free community screening of the four-part PBS series **MAKING BLACK AMERICA** hosted by Henry Louis Gates, Jr.

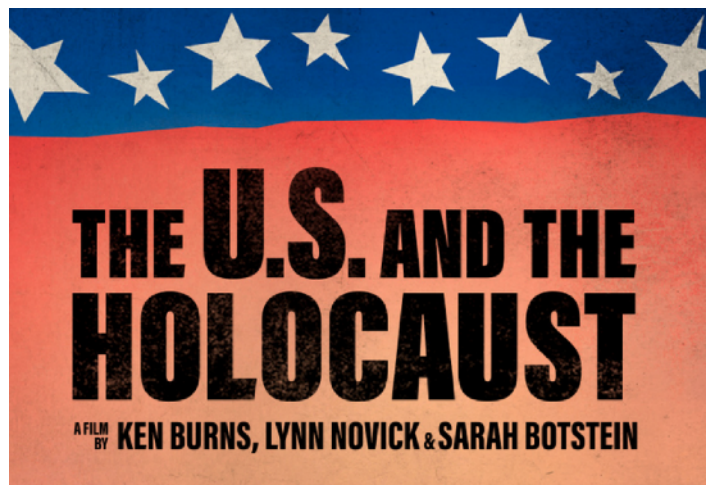
The screening followed with panel discussion featuring local journalists discussing the history and impact of Black media in New Orleans.

Media panelists included: Warren Bell, Norman Robinson and Renette Dejoie Hall. WWL TV's Charisse Gibson hosted the event.



WYES partnered with **The National WWII Museum** for a preview of **THE U.S. AND THE HOLOCAUST**, a three-part film series directed and produced by Ken Burns, Lynn Novick, and Sarah Botstein. The film explores America's response to one of the greatest humanitarian crises in history.

Following the preview screening, there was an expert panel discussion of the film series topics.





FREE EVENT

Celebration of the Young Child

Saturday, April 2nd

11am-1pm

WYES-TV Campus

916 Navarre Avenue,
New Orleans

Games, Crafts, Snacks, Book Giveaway &
Meet Curious George



**Fun
for
ages
1-8**



Healthy Blue

wyes PBS

Family Fun!

The community enjoyed a family-friendly day of games, arts and crafts, music, story time and more during the Celebration of the Young Child, presented by **Healthy Blue**, **WYES**, **Delgado Community College's Care and Development of Young Children Department**, and **The Parenting Center at Children's Hospital**.

Librarians Christine McCourtney — head of early literacy at the New Orleans Public Library — and Aimé Lohmeyer were on hand for activities and to help families sign up for library cards.



PBS Kids Fun in the Community

- Annual reading of the book *Martin's Big Words* at the Louisiana Children's Museum celebrating Martin Luther King Jr. Day
- Celebrated Read Across America Day with a reading of *Brown Bear, Brown Bear* and a Book Parade at the Joey Childcare Center on Delgado Community College Campus
- NOMA Family Fun Day with Curious George appearance to the arts, crafts, games and music of the day.



Our partnership with the **Children's Bureau** helps WYES continue its Sesame Street In Communities workshops.

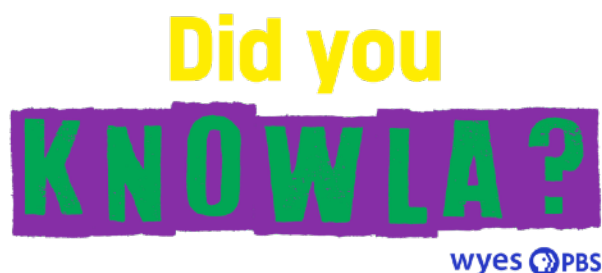
These are free professional development sessions for parents, teachers and clinicians that provide strategies and meaningful conversation around sometimes difficult topics - ranging from Learning Through Play and Helping Children Handle Emotions to Dealing with Divorce or parent incarceration - all using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



A couple of times a year WYES partners with **The Blood Center** for a blood drive in the WYES Collins C. Diboll Pavilion.

WYES also partners annually with **The Lakeview Civic Improvement Association** and **Second Harvest Food Bank** to provide food and much needed supplies to those in need.





Digital Transformation Program

WYES was among 75 public media stations selected to participate in the Digital Transformation Program, a virtual program developed by the Poynter Institute to educate, assist, and coach public media senior leaders and their staff on the best strategies and tactics to transform their organization's digital operations and culture. The training is funded by the Corporation for Public Broadcasting (CPB).

In order to reach a broader audience WYES produced a new web series featured on WYES' YouTube channel—

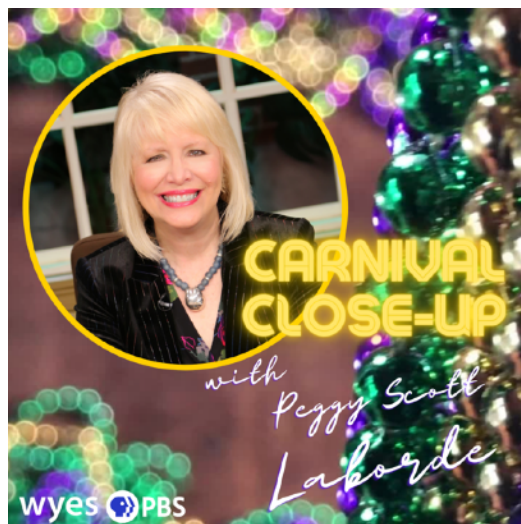
"Did You KnowLa?"

These short, fun and informative video shorts take a different view of the people and places that make New Orleans special. The series of videos feature host Nia Woodside, one of our summer interns, and Jonathan Evans is the videographer/editor. Dominic Massa produced the video shorts.

WYES Continues to Build Digital Strategies that will Lead to Greater Connection To Our Community

The way viewers are watching our content is rapidly changing. WYES has made it a priority to create new ways to respond to these changes. WYES ongoing digital shorts include "Peggy's Piece of the Past" and "Carnival Close-Up with Peggy Scott Laborde."

WYES will continue to offer our new documentaries for a limited time on our YouTube channel and continue to find new ways to add digital content for future projects helping to engage a broader audience.



MEASURING WYES' IMPACT

2022 was a year of continued growth for WYES' social media.

WYES is committed to engaging our audience through creative use of social media.



2021	14,869	3,067	4,440	2,185
2022	16,039	3,487	5,980	2,195

We love hearing from our viewers!

"Thank you WYES for the many hours of first-rate television that I have enjoyed throughout the years. WYES/PBS — just a place to leave you asking for more good TV viewing!"

— Florence, Kenner, LA

"Programming at WYES has been getting better and better, keep it up!"

— Vivian, New Orleans, 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, *St. Charles Avenue* magazine, *Inside New Orleans* magazine, *Inside Northside* magazine, *WWNO-AM* and *WGSO-AM*.

