

2023 LOCAL CONTENT & SERVICE REPORT

wyes PBS

**BROADCAST
PRINT
ONLINE
EVENTS**



WYES' MISSION

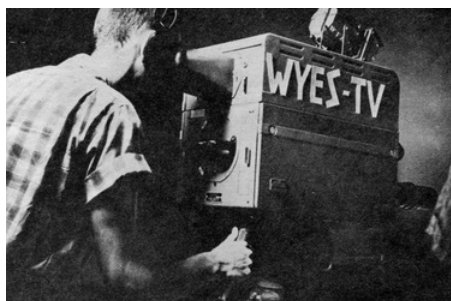
WYES strives to be the storyteller for New Orleans, southeast Louisiana and the Mississippi Gulf Coast. For 66 years, WYES has earned a reputation for quality PBS programming, award-winning local documentaries and cooking series. WYES is a vital source of education, information and entertainment — on air and online.

LOCAL VALUE

WYES in New Orleans is the oldest PBS station in Louisiana and the 12th oldest in the nation.

Since 1953, WYES has continued to provide Louisiana and the Mississippi Gulf Coast with thought-provoking educational television for all ages through PBS programming and local content.

While technology and times have changed, WYES continues to produce award-winning programs that showcase our distinct local history and culture.



KEY SERVICES

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.

2023 Highlights Include:

The national cooking series —
**THE DOOKY CHASE KITCHEN:
LEAH'S LEGACY**

**TURNING THE TIDE: A STORY OF
HELL, HEALING AND HOPE**

LITERARY NEW ORLEANS

LOCAL IMPACT

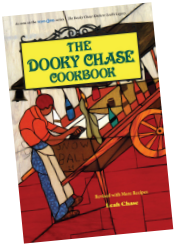
As a PBS member station, WYES serves the community with the highest quality programming and educational services. WYES initiatives extend the impact of public broadcasting through media services, educational materials and collaborative projects.

In the past year WYES has held two new events on the Northshore in St. Tammany Parish. Partnering with new local businesses and families has generated new WYES viewers and members. We look forward to the WYES SPRING FLING presented by LCI Workers' Comp, another new event this spring.



the
Dooky Chase Kitchen

Leah's Legacy



The 26-part cooking series, **THE DOOKY CHASE KITCHEN: LEAH'S LEGACY**, premiered in April 2023. This series is distributed nationally by American Public Television (APT). A companion cookbook to the series is available for purchase through the WYES store. All copies are signed by Leah's grandson Edgar "Dook" Chase IV. With the national popularity of the series, WYES has currently sold over 3,700 cookbooks across the nation.



Chef Leah Chase,
The "Queen of Creole Cuisine"



IT'S ALL IN THE FAMILY

The cooking series was shot on location in Dooky Chase's Restaurant located in the Tremé neighborhood. Throughout the series viewers meet and learn family recipes from the younger generations of the Chase family, who have led the restaurant since Leah's 2019 death.

Included are Leah's grandson Edgar "Dook" Chase IV, who now oversees the restaurant's kitchen; her niece Cleo Robinson, who joined Leah in the kitchen in 1980; and the restaurant's newest chef, Leah's great-granddaughter Zoe Chase.

Paired with some of the menus are specialty cocktails crafted by Leah's granddaughter Eve Marie Haydel, the restaurant's beverage manager who has updated drink recipes from the restaurant's earlier days. Granddaughter Chase Kamata narrates.

Each 30-minute episode also explores a different chapter of the restaurant's history.





LIGHT & LIFE: THE PHOTOGRAPHIC JOURNEY OF DAVE MCNAMARA

Premiered January 2023

Local TV viewers know Dave McNamara as an award-winning reporter on Fox 8. What most of them don't know is his passion for photography. In this WYES special, TV legend Angela Hill talks to McNamara about his talent for capturing breathtaking images of the night sky, not just in Louisiana but across the country.



Panelists include:



Mark Schleifstein
Environment Reporter
The Times-Picayune /
New Orleans Advocate / NOLA.com



Bob Marshall
Environment Columnist
The Times-Picayune /
New Orleans Advocate / NOLA.com



Halle Parker
Environment Reporter
WWNO and WRKF
Coastal Desk



Premiered June 2023



WYES launched a multi-part series delving into the challenges and opportunities facing the coastal communities of south Louisiana. The combination of climate change, land erosion and subsidence, sea level rise and more frequent and ferocious storms has created an existential threat to communities along the Gulf Coast. Louisiana is confronting the problem with strategic planning involving land building and community relocation while nurturing the development of industries focused on coastal preservation, resilience, sustainability and alternative energy resources.

In **CHALLENGES & OPPORTUNITIES: THE LOUISIANA COAST** environmental reporters Mark Schleifstein, Bob Marshall and Halle Parker join host and producer Marcia Kavanaugh. The special explores this important issue with a focus on the state's coastal master plan to protect and preserve the coast, the economic impact caused by the challenges facing the coast and the education efforts underway to inform and involve future generations about the coastal challenges and the opportunities that are presented by them.

"It's a lot easier to sell a human and make money than (to sell) drugs."

—TROOPER AMY JUNEAU

TURNING THE TIDE: A STORY OF HELL, HEALING AND HOPE



Premiered October 2023



WYES exposes the horror of the sex trafficking trade in Louisiana and identifies a growing team of perhaps unlikely warriors that has mobilized to fight in **TURNING THE TIDE: A STORY OF HELL, HEALING AND HOPE**.

Leading the fight is First Lady Donna Edwards, a group of Catholic nuns running a secret healing center, and three heroic survivors turned advocates. The 30-minute program is produced, written and narrated by Emmy Award-winning journalist Karen Swensen (pictured at right) and directed, photographed and edited by Peabody Award-winning photojournalist Aaron Brownlee.



THEY SWUNG THEIR PICKS: THE IRISH AND THE NEW BASIN CANAL

Premiered November 2023

The documentary tells the story of a six-mile waterway linking Uptown New Orleans and Lake Pontchartrain that was built by Irish canal diggers beginning in December 1831 and is considered the greatest public works project of 19th century New Orleans.

Among those interviewed are: Tulane University professors Richard Campanella, Terrence Fitzmorris and Laura Kelley; Carnival historian Arthur Hardy and former Orleans Parish District Attorney Harry Connick, Sr. and jazz musician Dr. Michael White.



Produced by Emmy Award-winner Terri Landry.



WYES Senior Producer & Narrator
Peggy Scott Laborde



LITERARY NEW ORLEANS

Premiered November 2023

Bibliophiles will enjoy a close-up look at New Orleans' most famous authors, poets and the locally written word over a more than three-century history.

Rare archival interviews with Anne Rice, Thelma Toole, the mother of John Kennedy Toole, and Tennessee Williams are included. Among the authors and literary experts interviewed are Edwin Blair, Douglas Brinkley, Dr. Mona Lisa Saloy, Nancy Dixon, Rien Fertel, Kalamu Ya Salaam, Dr. Kenneth Holditch, Walter Isaacson, Susan Larson, T. R. Johnson and Maurice Carlos Ruffin.

The program spotlights today's literary scene, which includes treasured bookshops and the almost 40- year-old Tennessee Williams & New Orleans Literary Festival. More recent literary celebrations covered are the Louisiana Book Festival and the New Orleans Book Festival.





STEPPIN' OUT

Thursdays at 7pm; Fridays at 11pm

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

Pictured:(l-r): WWNO's Gwen Thompkins, Tenor Robert Wagner, host and producer Peggy Scott Laborde, WWNO's Poppy Tooker and Crescent City Jewish News' Alan Smason

INFORMED SOURCES

Fridays at 7pm; Sundays at 9:30am

Since 1984, **INFORMED SOURCES** continues as a trusted and vital source for analysis of the week's top news stories with insights from local journalists covering the major stories of the week.

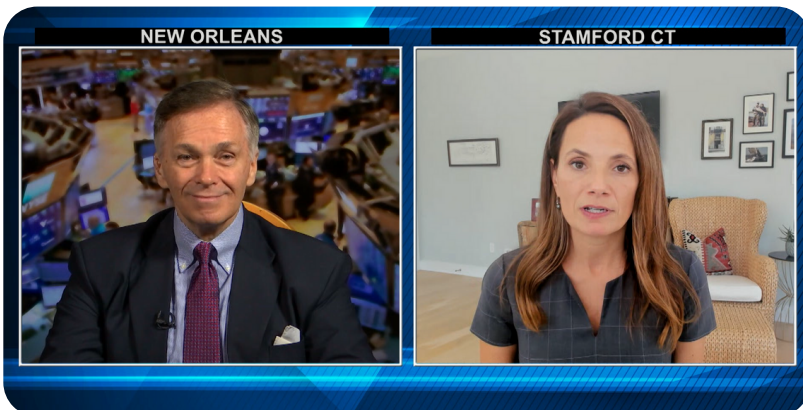


Pictured: (l-r): LeBron Joseph, WGNO-TV; Sophie Kasakove, The Times-Picayune/New Orleans Advocate; Marcia Kavanaugh, Moderator; Errol Laborde, INFORMED SOURCES Producer; Chelsea Brasted, Axios

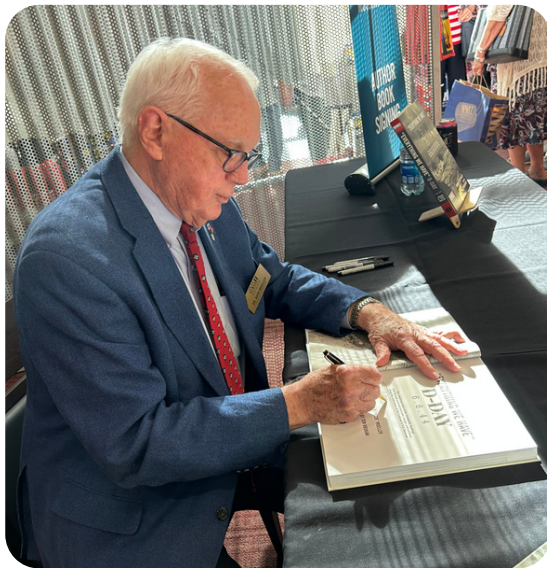
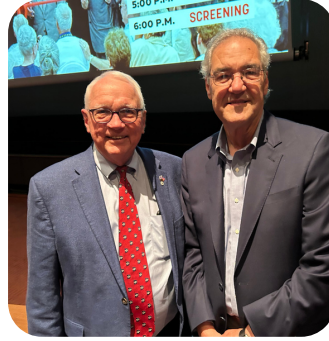
WALL \$TREET WRAP-UP WITH ANDRÉ LABORDE

Fridays at 8:30pm; Sundays at 8am

Even though the stock market closes, money never sleeps! Every week, André Laborde welcomes local and national investment professionals to discuss the past week's drops and climbs in the market.



Pictured: (l-r): Host André Laborde and Katie Stockton, Founder & Managing Partner of Fairlead Strategies



SCREENING & PANEL DISCUSSION AT THE NATIONAL WWII MUSEUM

June 2023

In July 2022, WYES debuted the documentary **FOUNDED ON FRIENDSHIP & FREEDOM: THE NATIONAL WWII MUSEUM**. And in June 2023, in commemoration of the Museum's 23rd birthday and 79th anniversary of D-Day, WYES was invited back for a screening of the film and panel discussion with producer Marcia Kavanaugh and Museum President and CEO Emeritus Dr. Gordon "Nick" Mueller who is also featured in the film.

Pictured:(top l-r): Editor Lenny Delbert Sr. and Marcia Kavanaugh; Dr. Gordon "Nick" Mueller

COLLEGE INTERN & JOB FAIRS

Tulane University - September 27
Dillard University - October 19
Loyola University - November 2



WYES staff members, Executive Vice President & Chief Operating Officer Dominic Massa and Vice President of Communications Aislinn Hinyup, participated in campus visits to several colleges in fall 2023. During these visits students stop by the WYES table and submit their resumes for future internships. It also provides the opportunity for us to share the value of WYES and its place in the community.





WE VALUE OUR INTERNS



SPRING 2023

- Braxton Turk, Dillard University

SUMMER 2023

- Parker Peyronnin, Texas Christian University
- D.J. Ducorbier, Benjamin Franklin High School

FALL 2023

- Angel Martinez, Loyola University New Orleans
- Vincent Granito, Loyola University New Orleans
- Kate Phillips, Tulane University

Vice-President of Media Production & Technology George Matulik and WYES Engineer Mike Kailer work one-on-one with each intern helping to develop their individual skill set. As WYES continues to produce its weekly productions and events it is vital to have the assistance of interns with a willingness to learn.

DAY CARE & ELEMENTARY SCHOOL VISITS

In March & April 2023, WYES, along with Daniel Tiger, visited the following schools:

- Morris Jeff Community School, Orleans Parish
- Carlie Care Kids, Jefferson Parish Ready Start Network
- Delgado Community College Joey Georgusis Center for Children, Orleans Parish
- St. Catherine of Siena School, Jefferson Parish





Beyond WYES' broadcast running 24/7, WYES also has a YouTube channel (since 2012). This online media source provides an archive for weekly programs, which include: STEPPIN' OUT, INFORMED SOURCES and WALL \$TREET WRAP-UP WITH ANDRÉ LABORDE. The live annual event, THE REX BALL AND THE MEETING OF THE COURTS OF REX AND COMUS, is also streamed live on WYES' YouTube channel with over 10,000 viewers from New Orleans to Los Angeles to New York and even in Brazil. In most recent years, WYES has added digital shorts, which include: "Pieces of the Past with Peggy Scott Laborde," "Carnival Close-Up with Peggy Scott Laborde" and "Did You Know La?" hosted by Nia Woodside. WYES also shares new local documentaries on YouTube before they are moved to WYES Passport. Most recently LITERARY NEW ORLEANS gained over 1,000 views on WYES' YouTube channel. All these additions to WYES' YouTube channel has helped WYES reach a wider audience with now over 8,000 subscribers.

Informed Sources...



Did you

KNOW LA?

wyes 



WALL \$TREET WRAP-UP

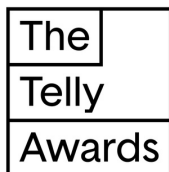
WITH ANDRÉ LABORDE



NATIONAL & LOCAL AWARDS



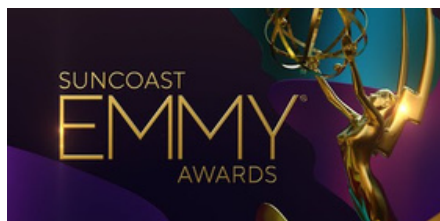
WYES continues to earn local, regional and national recognition for its locally-produced programming. This past year, WYES productions were honored nearly a dozen times, continuing a legacy of the station's award-winning local documentaries, talk shows and special productions. This is important recognition for the work of WYES' staff and independent producers, photographers and editors, which is made possible through the generous support of underwriters and WYES members.



The Telly Awards annually showcase the best work created within television and across video, for all screens.

FOUNDED ON FRIENDSHIP & FREEDOM:
THE NATIONAL WWII MUSEUM

DR. NORMAN C. FRANCIS: A LEGACY OF
LEADERSHIP



The Suncoast Regional EMMY® Awards is the National Academy of Television Arts & Sciences' southern chapter dedicated to excellence in television.

FOUNDED ON FRIENDSHIP & FREEDOM:
THE NATIONAL WWII MUSEUM
Historical Documentary category

JUDY WOODRUFF: WOMAN OF THE HOUR
Interview/Discussion category



The Public Media Awards Presented by National Educational Telecommunications Association (NETA) honors members' work in the highest caliber content, education, marketing, and engagement.

FOUNDED ON FRIENDSHIP & FREEDOM:
THE NATIONAL WWII MUSEUM
Military Chronicles category

DR. NORMAN C. FRANCIS: A LEGACY OF
LEADERSHIP
Historical Feature category

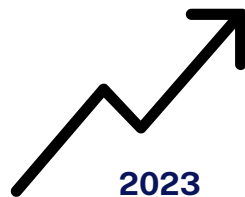


The Press Club of New Orleans Excellence in Journalism Awards rewards excellence in the print, online and broadcast media, as well as public relations in the New Orleans area.

STEPPIN' OUT
Best Talk Show category

ANOTHER YEAR OF CONTINUED GROWTH ON WYES' SOCIAL MEDIA

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



2023
2022
2021

17,381
16,039
14,860

3,966
3,487
3,067

8,130
5,980
4,440

HAPPY VOICES...MEAN HAPPY WYES VIEWERS



We are excited to share positive feedback from WYES viewers, event-goers, members and more!

"Loved the Literary New Orleans documentary.
Peggy Scott Laborde strikes again! Thanks for all you do."
—Elisa, New Orleans, LA

"I love your cooking shows."
—Edward, Edgewater, FL

"I love this station WYES and its great shows and the locals who keep it going with their hard work and joyful hearts, souls and visions. A Huge Thank You."
—Dobré, New Orleans, LA

"You are a national treasure."
—Dennis & Marilyn, Mandeville, LA

"Glad to be the Public in Public TV."
—Michael, Abita Springs, LA

"Thank you for excellent local programming like the one on Lake Pontchartrain."
—Alida & Bill, Magnolia Springs, AL

"I enjoy watching PBS (WYES), it's my go to station when watching TV."
—Deborah, Slidell, LA

"Thank you WYES. This is going to be a great gift to my grandkids. Schools are trying to erase Black history. I want to make sure my kids keep our history alive in their minds. If we know where we come from, we'll better understand where we're headed."
— Robert & Tiffany, New Orleans, LA

LOCAL & NATIONAL BUSINESS SPONSORSHIPS

Business and corporation sponsorships are a vital reason WYES is able to continue to provide quality programming and events.

The below sponsors are featured in *Dial12, WYES* program guide located in *New Orleans Magazine*. It's one of the many benefits in becoming a WYES sponsor.

