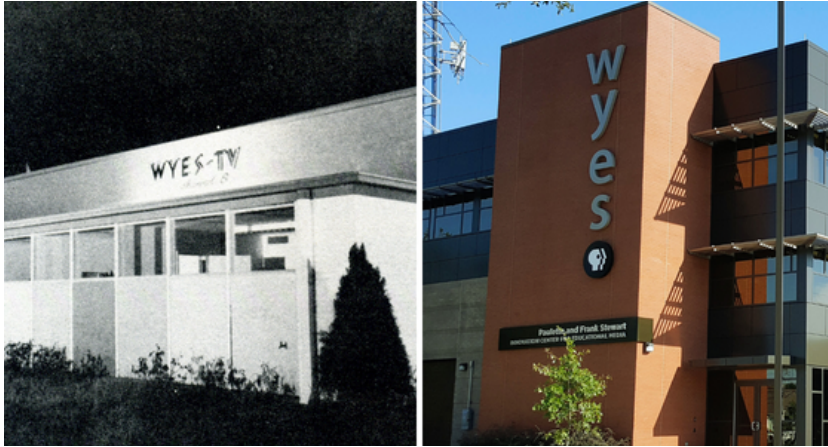


2024 LOCAL CONTENT & SERVICE REPORT



**BROADCAST
PRINT
ONLINE
EVENTS**



WYES' MISSION

WYES strives to be the storyteller for New Orleans, southeast Louisiana and the Mississippi Gulf Coast. For 67 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.

2024 Highlights Include:

INFORMED SOURCES “40th Anniversary Special”

LOUISIANA INVENTORS AND INNOVATORS

**CHALLENGES & OPPORTUNITIES:
RESTORING THE LOUISIANA COAST
and the follow-up THE FUTURE FOR
THE LOUISIANA COAST**

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.

WYES continually makes an effort to reach out to its entire viewing area. Newer events and outreach on the Northshore in St. Tammany Parish have allowed us to partner with new local businesses and families generating new WYES viewers and members.



Louisiana

**INVENTORS
& INNOVATORS**

Premiered January 2024

Producer and narrator **Dennis Woltering** profiles six Louisiana inventors and innovators: Alden “Doc” Laborde, who built a revolutionary rig that led to modern, international offshore drilling; Jerome Goldman, who created designs that led to faster, safer worldwide shipping; and Ruth Fertel, who forged a global fine dining enterprise by focusing on excellence and the sizzle.

Also profiled are David Oreck, who used charm and humor to build a household name in vacuum cleaners; J.M. Lapeyre, inventor of machines that revolutionized the shrimp industry and other fields; and Louisiana native Madam C.J. Walker, who overcame poverty and Jim Crow era discrimination to become America’s first self-made female millionaire.



Program made possible through support from — Laitram, MECO, The Alden & Margaret Laborde Foundation, Laborde Marine Management, LLC and the WYES Producers Circle.

A Place of Hope
THE NATIONAL SHRINE OF
OUR LADY OF PROMPT SUCCOR

Premiered April 2024



In 1924, Ursuline nuns dedicated a place for New Orleanians and visitors from around the world to pray: the National Votive Shrine of Our Lady of Prompt Succor. As this sacred space on State Street in Uptown New Orleans commemorates its centennial, this new documentary explores its history and the devotion to this place that is shared by so many. The film features archival photos and interviews with Ursuline nuns who have served this community and preserved the shrine’s place in the city, along with some of the many people who have found solace, inspiration and hope there.

Karen Swensen is producer and narrator.

Program made possible through support from — Craig Mundie in loving memory of his wife of 52 years, Marie Carr Mundie; The Valentino Family in memory of Mary Ann Glorioso Valentino; and the WYES Producers Circle.



A WORLD'S FAIR TO REMEMBER —40th Anniversary—

Premiered May 2024

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This half-hour discussion program looks back at the legacy of the 1984 Louisiana World Exposition, known locally as the World's Fair. Guests share memories of how the centennial fair transformed the Mississippi Riverfront and discuss the highs and lows of this New Orleans celebration providing memories that are cherished to this day.

Host and producer **Peggy Scott Laborde** reminisces with guests including Petr Spurney, the President and CEO of the 1984 Louisiana World's Exposition, Mark Romig, who served as Director of Protocol and Guest Relations at the Fair, and Deacon John Moore, who performed regularly.

*Program made possible through support from —
New Orleans Ernest N. Morial Convention Center and Phelps Dunbar LLP.*

CHALLENGES & OPPORTUNITIES Restoring the Louisiana Coast

Premiered July 2024

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The latest installment of the WYES series **CHALLENGES & OPPORTUNITIES** explores how efforts to restore and protect the state's coastline range from the projects in the multimillion-dollar coastal master plan to volunteer efforts to help bring back our coastal forests. Also featured are a growing local recycling business turning glass into sand to use in coastal rebuilding projects and a state coastal advocacy group working with local restaurants to reuse oyster shells to build reefs that combat storm surge.

Produced and hosted by **Marcia Kavanaugh**.



CHALLENGES & OPPORTUNITIES

THE FUTURE FOR THE LOUISIANA COAST

Premiered August 2024

Restoring and protecting the Louisiana coast is an ongoing task.

Now is the time to educate and train the coastal workforce of tomorrow. In the next episode of the WYES series CHALLENGES & OPPORTUNITIES, learn about the different programs offered in south Louisiana to ready the next generation of coastal scientists, engineers, designers and builders. The future for the Louisiana coast falls to them.

Produced and hosted by **Marcia Kavanaugh**.



WYES HOSTED A FREE COMMUNITY EVENT

WYES held its first Coastal Expo on August 17 at WYES. The event featured screenings from the CHALLENGES & OPPORTUNITIES series, panel discussion and showcased numerous coastal organizations from across the state. The event was free and open to the public. The event's goal was to establish greater community awareness about coastal restoration efforts and the work being done by the various organizations and agencies involved in this important but monumental task.





Steppin' Out

Thursdays at 7pm; Fridays at 11pm

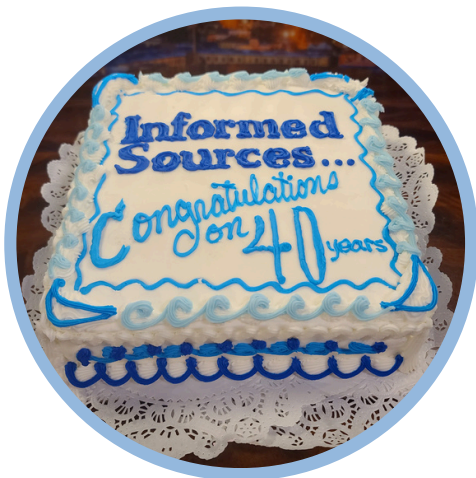
Since 1987, STEPPIN' OUT has been New Orleans' only weekly arts and entertainment review. Peggy Scott Laborde is joined weekly by new guests and regulars such as radio host Poppy Tooker and theater critic Alan Smason as they discuss the latest happenings around the Crescent City.

Pictured:(l-r): Divine Prince Ty Emmecca, a Voodoo Priest; Brandon V. Lewis, executive director of the Helis Foundation John Scott Center; host and producer Peggy Scott Laborde; WWNO's Poppy Tooker; and Crescent City Jewish News' Alan Smason

Fridays at 7pm; Sundays at 9:30am

Informed Sources...

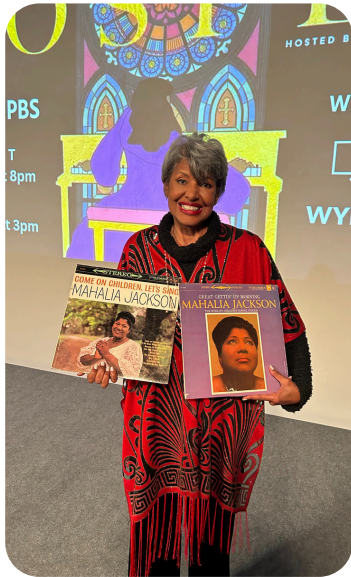
In honor of 40 years on the air, WYES broadcast a special retrospective of INFORMED SOURCES reflecting on the top news stories the weekly series has shared in the past four decades in politics, the economy, education and the media. Highlights included the 1984 World's Fair, New Orleans Mayor Dutch Morial and Edwin Edwards was just starting the second of three terms as Governor of Louisiana.



Pictured: (l-r): Dave Cohen, news director of WWL Radio; Stephanie Riegel, reporter, The Times-Picayune/New Orleans Advocate; host Marcia Kavanaugh; producer Errol Laborde; and Norman Robinson, retired WDSU-TV news anchor.

COMMUNITY SCREENINGS

Throughout the year WYES partners with different community groups with free screenings of WYES and PBS programming. These screenings engage the community in dialogue and shine a light on important social issues.



GOSPEL

From Executive Producer, Host, and Writer Professor Henry Louis Gates, Jr.,

From the blues to hip hop, African Americans have been the driving force of sonic innovation for over a century. Musical styles come and go, but there's one sound that has been a constant source of strength, courage and wisdom on any given Sunday.

GOSPEL digs deep into the origin story of Black spirituality through sermon and song.

The screening was followed by a Q&A with members of the local gospel music community moderated by **Sally-Ann Roberts**.



VIETNAMERICA

Forty years after the U.S. pulled out of South Vietnam, a Vietnamese martial arts master returns to the waters that claimed his wife and children during their escape in hopes of finding their grave.

WYES hosted an event organized by the **Vietnamese American Heritage Foundation** and **New Orleans' Vietnam Planning Commission** as part of their commemoration of the 50th anniversary of the fall of Saigon in 2025.

Two screenings were held of the documentary followed by a panel discussion.

Thanks to WYES Board of Trustees member **Cyndi Nguyen** for bringing this event to WYES.

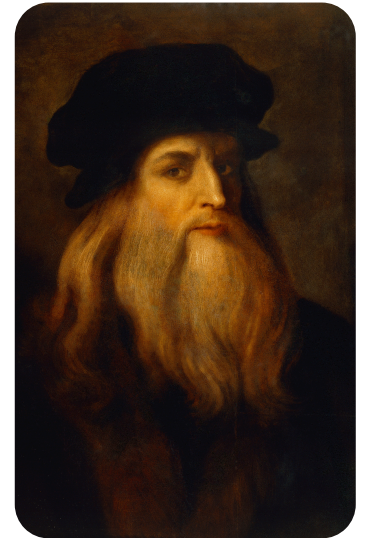


TRUSTWORTHY

WYES partnered with the **New Orleans Association of Black Journalists** and the **Press Club of New Orleans**.

The film TRUSTWORTHY is proof that one person can make a difference.

On January 6th, 2021, Stephany Zamora sat transfixed as she watched events unfolding in real time at the United States Capitol. Troubled by how misinformation has fueled the country's growing polarization, she woke up the next morning committed to do something. She decided to produce a documentary that explores our media, trust, democracy and whether we can find common ground.



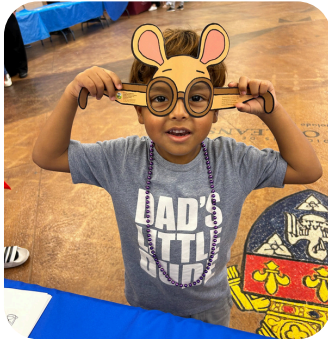
LEONARDO DA VINCI

From Filmmakers Ken Burns, Sarah Burns and David McMahon

Hosted by the **American Italian Cultural Center** in partnership with WYES the screening shared the story of the 15th century polymath of soaring imagination and profound intellect, Leonardo da Vinci.

The Renaissance man created some of the most revered works of art of all time, but his artistic endeavors often seemed peripheral to his pursuits in science and engineering.

Through his paintings and thousands of pages of drawings and writings, Leonardo da Vinci explores one of humankind's most curious and innovative minds.



BACK-TO-SCHOOL SUPPLY GIVEAWAY

WYES is proud to partner with:



WYES participated in a back-to-school supply giveaway event that provided to families in need.

The supplies gave children the tools they need to learn and achieve academic success in the upcoming school year.

Giveaway sponsored by — Healthy Blue.

SCHOOL VISITS

Curious George had a busy school year. He had the best time meeting some of his WYES and PBS KIDS friends.

Thanks to Jefferson Parish Public Schools for hosting him for visits at Schneckenburger Elementary and C.T. Janet Elementary.

He also visited The Good Shepherd School, Joey Georgusis Center for Children, Delgado Community College and Benjamin Franklin Elementary/Middle Mathematics & Science School.



CELEBRATION OF THE YOUNG CHILD

WYES partnered with Delgado Community College once again for CELEBRATION OF THE YOUNG CHILD. The event was held on Saturday, April 6 at WYES and was geared to families with children ages 1-8.

Families joined WYES for a fun-filled afternoon of arts and crafts, story time, games, a visit from Curious George, giveaways and more.

The event is made possible through the support of – Healthy Blue, Total Community Action, Inc. and PBS KIDS.



CULTURE COLLISION

WYES participated in the free community event Culture Collision in August. The event celebrates the city's arts and culture, and invites nonprofits to showcase their organization. Guests enjoy happy hour, networking, live performances and more. WYES staff members were on hand to share news on upcoming WYES events and programs. The WYES membership team sold DVDs, cookbooks and more and were able to sign up anyone wanting to become a WYES member or volunteer. Plus, we had lots of WYES goodies to give away.



wyes  PBS
**DIGITAL MEDIA
SUMMER CAMP**

FREE

**CALLING ALL
HIGH SCHOOL STUDENTS
GRADES 9TH-12TH!**

**SESSION: JULY 8-19, 2024
WEEKDAYS 9AM-NOON**

 WYES Paulette & Frank Stewart Innovation Center for Educational Media | 916 Navarre Avenue | New Orleans

Students will gain hands-on experience in broadcasting and digital media while producing "Did You KnowLa?" local history segments for WYES' YouTube channel.

APPLY NOW summercamp@wyes.org

Email your name and contact details, along with a short paragraph (150 words max.) on what you hope to learn from this camp. Include a link to a video sample of your work, if possible.

 **Deadline to apply: Friday, May 17**
Maximum of 20 students will be selected and notified by June 3

Funding provided by:
New Orleans Recreation & Culture Fund



FREE

DIGITAL MEDIA SUMMER CAMP

WYES hosted its first Digital Media Summer Camp over the summer. The application process began in April through WYES social media and outreach to local schools. The free camp was open to any interested local high school student and was held for two weeks in July.

During the sessions, led by local educator and broadcasting veteran Mary Jackson, students gained hands-on experience in broadcasting and digital media and helped produce "Did You KnowLa?" segments for WYES' YouTube channel. WYES staff members and WWL-TV anchor Brandon Walker also gave their time sharing their experience in journalism and public media.

WYES was pleased to welcome students from St. Augustine High School, Benjamin Franklin High School, The Willow School New Orleans, Morris Jeff Community School and Academy of Our Lady.

Funding provided by— New Orleans Recreation & Culture Fund.





COLLEGE INTERNS

During this past year, WYES welcomed college interns, from Loyola University New Orleans and the University of Mississippi (Ole Miss). WYES continues to run a robust internship program year-round, introducing local college students to all areas of production including scripting, producing, electronic graphics, camera, floor directing, graphic arts, post-production and social media and promotion.

Our interns can receive college or university course credit for their work on our weekly shows INFORMED SOURCES and STEPPIN' OUT as well as our local documentaries and productions. They work directly with seasoned WYES producers, editors, photographers, engineers and other professionals. Many of the permanent staff started out as interns at WYES.

COLLEGE JOB FAIRS

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 2024. 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. This year, WYES participated in job fairs at Loyola University and Dillard University.



SCHOOL TOURS

WYES hosted students from the Advanced TV Broadcasting course at the St. Charles Parish Public Schools Satellite Center. Several WYES staff members gave them a tour of our studios and spoke to them about what it takes to produce our local shows and documentaries and specials, as well as showing them some of the latest technology in our studios and master control facility. We are always glad to welcome school groups for tours.

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

TURNING THE TIDE: A STORY OF HELL, HEALING & HOPE
Societal Concerns



The Prestige Awards is sponsored annually by the Louisiana Association of Broadcasters to recognize outstanding achievements by Louisiana radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service and production creativity.

TURNING THE TIDE: A STORY OF HELL, HEALING & HOPE
Best Series or Documentary Category

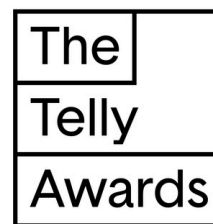


The Press Club of New Orleans Excellence in Journalism Awards rewards excellence in the print, online and broadcast media, as well as public relations in the New Orleans area.

TURNING THE TIDE: A STORY OF HELL, HEALING & HOPE
Best Documentary
2nd Place

CHALLENGES & OPPORTUNITIES: THE LOUISIANA COAST
Public Affairs
3rd Place

STEPPIN' OUT
Best Talk Show
2nd Place



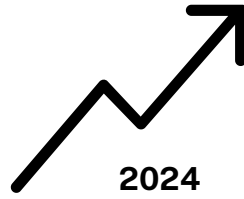
The Telly Awards annually showcase the best work created within television and across video, for all screens.

TURNING THE TIDE: A STORY OF HELL, HEALING & HOPE
Gold Award

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

ANOTHER YEAR OF CONTINUED GROWTH ON WYES' SOCIAL MEDIA

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



	2024	18,912	4,335	10,020
	2023	17,381	3,966	8,130
	2022	16,039	3,487	5,980



WE LOVE HEARING FROM OUR VIEWERS!

With a small group of staff members, it takes a team effort at WYES to collaboratively work together to achieve the station's goals of providing service to the community.

"Keep up the great programming and work!"
— **Christa, Covington**

"I've started watching PBS News Hour and appreciate world coverage. Masterpiece Theater rocks as always! Keep up the good work. Thank you."
— **Laura, New Orleans**

"I enjoy Masterpiece Theater, Nova, Nature, Secrets of the Dead and many others. Also like to watch mysteries and documentaries on WYES Passport."
— **Shelley, Lacombe**

"I'm so happy to finally become a member of WYES! (And also apologize for procrastinating for so long) I enjoy many programs, specials, and news programming. I appreciate the various and creative ways WYES contributes to and is involved in our community."
— **Erin, New Orleans**

"Love love love, the station!"
— **Priscilla, River Ridge**

"I love PBS and WYES, especially Masterpiece and all of the mysteries. The British series are all so well done, from cast, script, settings, etc. And All Creatures Great & Small is the BEST! The educational programs are interesting and informative. Keep up the great work. Thanks."
— **Melanie, Metairie**

"Informed Sources is my favorite program! So well done! I am already a member but wanted to show support."
— **Carol, New Orleans**

"Best programming on television!"
— **Martha, Mandeville**

"I just watched the New Orleans 100 year restaurant episode. I think you have one of the best PBS stations in the United States, and I've lived in a lot of the big cities! I've seen wonderful historical episodes on Mardi Gras, the World's Fair, and several more."
— **Brian, New Orleans**

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 of becoming a WYES sponsor.

