WYES is New Orleans’ Storyteller!

WYES is proud to serve the community for over 62 years. This report will highlight many of the key local services WYES provides to our community, which includes award-winning local cultural documentaries and educational, public affairs and community initiatives created by WYES.

Programming highlights include:

RESHAPING A GREATER NEW ORLEANS: SEEKING SAFETY AND JUSTICE

CHASING THE MOON: THE CRESCENT CITY CONNECTION

DR. JOHN OCHSNER: KING OF HEARTS

INFORMED SOURCES: 35TH ANNIVERSARY SPECIAL

STEPPIN’ OUT

OUTREACH INITIATIVES

WYES, the oldest PBS station in Louisiana, serves the community with the highest quality programming and educational services.

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

CONGRATULATIONS!

INFORMED SOURCES received first place for Best Television/Talk Show at this year’s Press Club of New Orleans Excellence in Journalism Awards.

From southeast Louisiana to the Mississippi Gulf Coast WYES engages one million viewers weekly.

Founded in April 1957, WYES continues its mission of providing locals with thought-provoking educational television for all ages.

WYES inspires, enlightens, strengthens and connects the community with engaging programming. Most recently, WYES brought together a panel of special guests in front of a live audience to discuss the impact our area had on getting a man to the moon.

WYES’ social media presence increases yearly due to consistent messaging on all programming, events and community/media partnerships.

WYES is proud to partner with community-minded businesses and corporations.
The new 26-part cooking series produced in the WYES Charlie & Janette Kornman Performance Studio is a smorgasbord of delicious creations inspired by the vibrant festivals of the city and surrounding region.

Following the success of 2015’s NEW ORLEANS COOKING WITH KEVIN BELTON and the release in 2018 of KEVIN BELTON’S NEW ORLEANS KITCHEN Chef Belton has become a popular host on public television stations nationwide and on CreateTV.

Recognized in 2018 as one of the Best Chefs of Louisiana by the American Culinary Federation and winner of a 2018 Suncoast Regional Emmy Award, Belton continues to explore the distinctive cuisine of his hometown in his new series.

Pictured: Companion series cookbook and Favorites DVD
WYES-TV tells the true story of the New Orleans surgeon who pioneered modern open heart surgery and became world famous for his innovations and expertise.

The late Dr. John Lockwood Ochsner, Sr., son of medical legend Dr. Alton Ochsner, grew beyond the shadow of his father’s accomplishments by inventing surgical techniques that medical schools now teach to aspiring surgeons. He began with surgery on babies who would die unless he could fix congenital defects in hearts as tiny as a walnut.

“We didn’t have anybody to teach us. It was a brand new field. Lord knows, I had to take a lot of antacids in the early days, but we had to do them. Somebody had to start somewhere.”

- Dr. John Lockwood Ochsner, Sr.

Produced and narrated by Dennis Woltering, the documentary tells how Dr. Ochsner was more than a big fan of Mardi Gras. Like his father in 1948, Ochsner was Rex, King of Carnival, in 1990.

His beloved family, colleagues and past patients are interviewed in the hour-long documentary. Dr. Ochsner appears in clips from interviews done over the years by Ochsner Clinic’s Creative Media Services team.

The program aired May 2019.
The founder of INFORMED SOURCES, moderator Marcia Kavanaugh, reminisces about the program’s beginnings and early years.

She and longtime INFORMED SOURCES producer and panelist Errol Laborde look back on 35 years of news stories that local print and broadcast journalists have analyzed on the show during its history.

WWL-TV executive producer and local broadcast historian Dominic Massa also joins the discussion of the show’s history with archival clips from previous shows.

Since Hurricane Katrina, a “Future Watch” segment with reporter Dawn Ostrom has highlighted recovery-related issues, trends and new projects on the horizon.

The special aired May 2019.
In CHASING THE MOON: THE CRESCENT CITY CONNECTION, space program retirees offered their stories about the camaraderie felt among the Michoud Assembly team, the opportunity the work presented, the exhilaration they felt with mission success and the crushing sadness experienced when there was a tragic failure.

The program took viewers on a rocket test at the Stennis Space Center and a tour of the Infinity Science Center which showed the future generation a glimpse at a career in space exploration.

NASA Space Launch System Quality Engineer Dr. K. Renee Horton, Executive Director of STEM NOLA Dr. Calvin Mackie and author and historian Cindy Manto joined moderator WYES Director of Community Projects Marcia Kavanaugh to discuss the past, present and future of the nation’s space program.

The program was taped in June 2019 at the WYES Paulette and Frank Stewart Innovation Center for Education Media inside the WYES Charlie & Janette Kornman Performance Studio.

Also included in the program were past and present workers at the Michoud Assembly Facility in New Orleans East and The Stennis Space Center in Mississippi. They recount how they all pulled together to meet the challenge of getting a man on the moon by the end of the 1960s and the pride they felt when astronauts Neil Armstrong and Buzz Aldrin took those first steps on July 20, 1969.
WYES updates its ongoing series, RESHAPING A GREATER NEW ORLEANS. Since 2007, the series has studied the rebuilding of a safer, smarter, more equitable city post-Katrina.

WYES UPDATES PUBLIC SAFETY AND LOOKS AT CRIMINAL JUSTICE REFORM PROGRESS IN A NEW EDITION OF ‘RESHAPING A GREATER NEW ORLEANS’

RESHAPING A GREATER NEW ORLEANS: SEEKING SAFETY & JUSTICE’s premiere included a two-hour block beginning with an hour-long program examining the status of the police and jail consent decrees in New Orleans, efforts to combat juvenile crime and initiatives on the state and local level to reduce incarceration and promote successful re-entry of formerly incarcerated people.

A WYES Community Forum with a live audience followed the new special which included a panel of criminal justice leaders and stakeholders who discussed what’s next in safety and justice reform.

Panelists featured in the Community Forum:

DR. JENNIFER AVENGO  
Health Director, City of New Orleans

AARON CLARK-RIZZO  
Executive Director, Louisiana Center for Children’s Rights

FLOZELL DANIELS, JR.  
President & CEO, Foundation for Louisiana

DANIEL ERSPAMER  
CEO, Pelican Institute for Public Policy

SHAUN FERGUSON  
New Orleans Police Superintendent

WYES Community Projects Producer Marcia Kavanaugh (pictured) hosted both programs. Paula Pendarvis, a former television news director and veteran of the WYES RESHAPING A GREATER NEW ORLEANS series, produced.

Both programs aired June 2019.
INFORMED SOURCES
Now in its 35th season, this award-winning weekly roundtable features news analysis through the perspective of local journalists. The half-hour program examines the issues facing our area — from politics and politicians, to education, business, the environment, local events and history.

The program is hosted by Marcia Kavanaugh and produced by Errol Laborde.

The program airs Fridays at 7 p.m. and repeats at its new time Sundays at 9:30 a.m.

STEPPIN’ OUT
Each week, producer and host Peggy Scott Laborde is joined weekly by guests and program regulars, radio host Poppy Tooker and theater critic Alan Smason, as they discuss the latest happenings around the Crescent City.

This year, STEPPIN’ OUT made its move to the third floor to the Development Studio, a gift from Arlen B Cenac, Jr. Foundation in honor of Jock Cenac.

The program airs weekly on WYES on Fridays at 7:30 p.m. and 10:30 p.m.

LIVE from the Sheraton and Marriott Hotels in downtown New Orleans, WYES presents...

THE 2019 REX BALL AND THE MEETING OF THE COURTS OF REX AND COMUS
Hosts Peggy Scott Laborde and Errol Laborde, along with Dr. Stephen Hales, a Rex Organization official and krewe archivist, provide coverage of the ball on Mardi Gras live from the Sheraton and Marriott Hotels in downtown New Orleans.
Along with local partners, WYES Outreach provides services to our entire viewing area!

WYES Participates in Many Community Events Throughout the Year Thanks to WYES Outreach Manager Monica Turner

- **January 22**: PBS KIDS ScratchJr Coding Event with Tech Talent South; kids enjoyed creative coding stories and games with favorite PBS characters

- **February 18**: Beyond Parental Control; expert advice for parents focused on media literacy for their children in the 21st century

- **March 14**: Won't You Be My Neighbor Community Screening

- **April 6**: Celebration of Play with Blue Cross Blue Shield, LCMC; The Parenting Center at Delgado Community College

- **April 8**: 12th Financial Literacy Week; Curious George visited schools; event series titled: Curious George Saves His Pennies with Hancock Whitney Bank

- **April 13**: New Orleans Museum of Art (NOMA) Family Fest

- **April 23**: BOSS: The Black Experience In Business screening with students from St. Augustine High School

- **May 21**: Care and Connect Conference partnership with The Children's Bureau. Conference for practical tools, research findings, and case scenarios to help meet clinical challenges and emerging regulations.

- **June 22**: BOSS: The Black Experience In Business screening with the Omicron Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc.

- **June 25**: Breakthrough New Orleans Career Day

- **June 26th & June 29**: Chasing The Moon Town Hall and Screening with Dr. Rene Horton

- **July 17**: City Park Friends Fest

  **July 17**: PEEP and The Big Wide World Workshops with Mad Science Southeast LA at the Joey Center Delgado Community College

- **August 17 & October 22 & November 5**: CDYC and Agenda For Children; “Cookie” meet and greet networking with students preparing for or already in workforce careers with young children

- **October 18**: Ken Burns Country Music Screening with Ozone Songwriters Festival

- **November 16**: Urban League School Expo 2019 Social Media Partner

- **December 5**: Clifford the Big Red Dog visited the Joey Center at Delgado Community College
Forming strong partnerships among a diverse group of organizations is key to WYES’ Outreach success. One of WYES’ most enduring relationships is with the Louisiana Children’s Museum. WYES Outreach Manager Monica Turner was there to say goodbye to their downtown location which was there for over 30 years and then a few months later welcomed guests along with Daniel Tiger to their new location in New Orleans City Park which includes 8.5 acres of in-and-outdoor activities.

Outreach begins where our programming ends — increasing the community’s awareness of what WYES has to offer.

WYES partnered with Healthy Blue Louisiana, The Parenting Center and Delgado Community College (CDYC) for the annual Celebration of the Young Child with an appearance by Curious George, hands-on activities, food and fun!
“African Americans have played a central role in the history of American business, but their stories are often left untold.”
— Director and award-winning filmmaker Stanley Nelson.

In April, WYES/PBS aired Stanley’s new documentary — BOSS: THE BLACK EXPERIENCE IN BUSINESS. The documentary brings the largely unknown stories of enterprising African Americans to the forefront.

Above photo from left to right: Aulston Taylor, Chief Development Officer of St. Augustine High School; Jason Burns, Partner and Business Development Manager of QCS Logistics; WYES’ Monica Turner; DeMarco Morgan, Broadcast Journalist at CBSN Los Angeles

In April, WYES was pleased to host students from the all-boys parochial high school St. Augustine (pictured left) for a private screening of the film in the WYES Charlie & Janette Kornman Performance Studio.

In June, women from the Omicron Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc. in partnership with WYES held a screening of BOSS in the WYES Charlie & Janette Kornman Performance Studio.

The sorority invited a panel of guests who discussed the documentary along with a Q&A segment.

The event was free and open to the public.
WYES along with Healthy Blue Louisiana and The Parenting Center partners sponsored Beyond Parental Control(s) Session by Media Literacy Project founders, Mimi Ryan and Michael Simon.

The seminar, held in the WYES Charlie & Janette Kornman Performance Studio, took a meaningful dive into why Media literacy is one of the most important survival skills we can teach our children.

The New Orleans Children's Advocacy Center (NOCAC) Care Sessions addressed the needs of special populations in mental health and child maltreatment. Special considerations were discussed in regarding the LGBTQ Youth and Hispanic/Latino Youth.

WYES distributed Sesame Street In Communities information on Trauma Informed Care with a Sesame Street In Communities ‘Cookie Break.’

Sessions were held in in the WYES Charlie & Janette Kornman Performance Studio.

Pictured are training partners and professionals from the Children's Bureau of New Orleans, New Orleans Children's Advocacy Center and Children's Hospital of New Orleans.

WYES and Mad Science of Southeast Louisiana (SELA) held PEEP and the Big Wide World teacher/student workshops.

Fostering students love for science, technology, engineering and math at a young age gives children the confidence they need to excel in those fields.
MEASURING IMPACT

WYES is committed to engaging our audience through creative use of social media. We enthusiastically use wyes.org, Facebook, Instagram, Twitter, and YouTube! With over 11,000 Facebook friends and over 20,000 active contacts in our email blasts – WYES is able to update viewers with the latest programming and event information.

WYES continues to forge many important media partnerships which help us spread the word about our programming, services and special station events. Some of these partnerships include New Orleans Magazine, WWNO Radio, Offbeat magazine, Southern Jewish Life, NOLA Family Magazine, Inside Northside magazine, Inside New Orleans magazine and more.

WYES strives to use all means possible to continually engage and inform our audience of all that we have to offer!

I find myself more and more turning to PBS more than any other channel for quality programming. THANK YOU! — Jeanne, Slidell

“Thank you for the great work that you do. PBS Kids is really important to our family, as is all the work you do to report REAL news.” — Amanda, Mandeville

WYES continues to reach its growing audience using social media.