



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“WLAE has worked tirelessly with my company to ensure that we deliver the best and most informative information regarding health, wellness and community spirit to our viewers. WLAE is a trusted brand and I look forward to developing more wonderful projects with them for years to come.”

Maria Muro

President, New Orleans Living Magazine

WLAE – “More Than Television”, is a trusted multi-media resource offering quality, values based content and outreach increasing awareness of inspirational, cultural and educational services that positively impact the lives of the people in Southeast Louisiana.



WLAE is a valuable part of New Orleans and Southeast Louisiana.

WLAE utilizes strategic relationships to position itself as a leading producer of local public broadcasting programming in Greater New Orleans. For over 28 years, WLAE has built a reputation for quality content that is both wholesome and trustworthy. The high level of need for accurate, unbiased, community-based programming in our region is critical. WLAE uses its production strengths in the areas of public affairs, health and education to affirm its value to the community.

In 2011, WLAE provided these key local services:

Last year, WLAE produced almost 400 hours of local programming. Many of these programs addressed the community priorities listed in our strategic plan. From live “call in” shows about healthcare to informative panel discussions with government and civic leaders, WLAE strives to serve the region with content that viewers can use to better their lives

WLAE’s local services impact the New Orleans area.

“The *Hello Health* partnership between WLAE and Ochsner Hospital has proved very beneficial for our patients and physicians. Not only are we able to reach the public with valuable medical information on television, but also via website streaming and at our community outreach seminars.”

Susan M. Piglia
Director, Corporate Wellness at Ochsner



WLAE – More Than Television

Southeast Louisiana is arguably one of the world's most unique regions, in terms of its colorful culture, history, people, customs and practices. Many of these qualities have gained worldwide positive attention in the recent past while many others have generated worldwide criticism.

WLAE, as one of four major public broadcasting entities in the Greater New Orleans region, has sustained itself and its audiences for almost 28 years. WLAE has leveraged the strengths of its unique geographic and community resources, while withstanding innumerable economic, environmental and financial storms, including the BP Oil Spill of 2010 and the devastation of Hurricane Katrina in 2005.

While many small organizations left the region entirely after the hurricane, WLAE was able to take on a prominent role among local broadcasters in the weeks immediately following the tragedy – despite the fact that both of its transmitters were destroyed and not operable until January of 2007. Through a combination of resourcefulness and strategic ingenuity among its loyal staff, the station overcame this adversity and enacted a plan to actively rebuild the station better than before.

In the wake of the storm, a new commitment to quality local programming was born. As the city worked to recover and rebuild, WLAE was there to provide citizens with valuable information from local and state agencies, government agencies such as FEMA and The Army Corps of Engineers and service organizations such as The Red Cross. Started as a daily program, *Greater New Orleans: Road To Recovery* was the forum used to reach citizens desperate for in-depth information concerning storm related issues. Many months later, the program was re-tooled into *Greater New Orleans* and shifted away from recovery and on to topics of rebuilding and moving the area forward. *GNO* is still on our schedule today and is the signature news and personality profile program for the station.

Key Local Services

After Hurricane Katrina, WLAE has aggressively focused on creating quality local content that makes a difference in our community. In 2011, WLAE produced and broadcast almost 400 hours of local programming. Keeping with our mission to educate, inform and inspire, our local productions cover many of the community priorities identified in our strategic plan and by the WLAE Community Advisory Board. Some of these priorities include: Healthcare, Education, Crime and Economic Development. WLAE addresses these priorities with a variety of productions deemed most important for our viewing audience.

WLAE provides access to local and national public broadcast offerings on three multi-cast channels. Our High Definition channel is 32.1 and features locally produced content and national programming from PBS and other distributors. 32.2 is a Standard Definition channel and offers programs from our partner, Louisiana Public Broadcasting and content from international distributor, MHz. 32.3 is a Standard Definition channel and features the all-Spanish programming of V-me. WLAE also reaches audiences with the streaming of local and national content on our website wlae.com and through social media connections via Facebook and Twitter. Additionally, WLAE touches the public at events, such as the LPO in City Park and the Family Tuition Auction.



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Key Initiatives

WLAE partners with organizations and area businesses to produce quality local programming addressing community priorities. Here are a few examples:

Hello Health – A bi-monthly, one-hour live call-in program and speaker series addressing health concerns, medical information and education. Partner: Ochsner Hospital

Doctors of New Orleans – A bi-monthly, one-hour program with news feature stories about doctors and experts in the field of medicine, along with a live-call in segment. Partner: New Orleans Living Magazine & Muro Media

Airport Alive – A quarterly, half-hour news magazine that highlights the activities and events at the Louis Armstrong International Airport. Partner: New Orleans Aviation Board

Money Talks – A monthly, half-hour program that features area bankers and financial experts as they educate and inform viewers on money matters ranging from savings accounts and school loans to 401k's and home mortgages. Partner: EM Productions

Greater New Orleans – A bi-monthly, half-hour news and personality profile program featuring leaders from local government, law enforcement, education and business. Partners: Entergy and The Historic New Orleans Collection

Issues & Faith – A weekly, half-hour magazine program that highlights news, activities and events within the global and local Catholic Church. Partner: The Archdiocese of New Orleans

The Daily Mass – A daily, 30-minute Mass on TV and the Internet for shut-ins, the sick and those in prison. Partner: The Archdiocese of New Orleans

LAE Community Matters – A series of half-hour programs that highlight the good works of local non-profit organizations. Partner: Non-Profit Organizations

Gulf Coast USA – A twelve-part series of half-hour programs featuring Louisiana coastal parishes recreational and cultural activities & events for tourists and residents. Partner: State of Louisiana Office of Tourism & Louisiana Tourism Coastal Coalition

Family Tuition Auction – An annual, five-hour live event offering private elementary, high school and college tuitions auctioned to the viewing public. Partner: Office of Catholic Schools

Ringside Politics - A weekly, half-hour program that features interviews and discussion with politicians and community activists. Partner: WGSO 990 AM Radio

Coming in 2012

Conexiones – A monthly, half-hour all Spanish program highlighting the beneficial influence of Latinos in Louisiana and their cultural and economic influences on the region. This program will

Greater New Orleans

Since its premiere in 2005, *GNO* has been a signature public affairs program for WLAE that addresses local community issues and profiles the people and personalities that make up our region. Over the years, the show has featured a wide variety of guests that range from the Mayor of New Orleans and Louisiana Commissioner of Insurance to a visit from Elmo and the cast of *Sesame Street*.



Gulf Coast USA

Devastated by the oil spill of 2010, the Louisiana coastline is now recovering. *Gulf Coast USA* takes viewers on a journey throughout the state's ten coastal parishes for an exciting look at the fishing, food, festivities and fun that this region has to offer. Working with the Louisiana Tourism Coastal Coalition, this series is filled with valuable information on recreational and leisure activities not only for locals, but also for out-of-state visitors to the coast.



LAE Community Matters

WLAE has a history of helping local non-profit organizations. *LAE Community Matters* offers these groups a multi-media platform to help promote and highlight their good works within the community. The program has recently featured Jefferson Dollars for Scholars, Big Brothers Big Sisters, Malta Park and Rebuilding Together.





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Hello Health

Lack of adequate healthcare is still a problem for many New Orleans residents. Six years after Hurricane Katrina, the eastern part of the city still does not have a functioning hospital. To help provide vital medical information to the viewing public, especially those in these un-served and underserved areas, WLAE and Ochsner Hospital have partnered on the television and speaker series, *Hello Health*.



Reach in the Community:

WLAE produces a bi-monthly television series, promotional announcements on TV and radio, as well as print advertising, to support the program. In addition, the television shows are available on the WLAE and Ochsner websites. Ochsner hosts speaker presentations around the New Orleans community where doctors and medical professionals present topics of interest. At these seminars, WLAE is represented with our logo on signage and on printed materials, as well as cross promotion opportunities for the television program.

Impact and Community Feedback:

Ochsner sponsored over 50 “Hello Health” seminars in 2010 which were conducted throughout the Greater New Orleans area and Baton Rouge. Over 1,200 participants attended the “Hello Health” seminars and were informed about many health-related topics, such as heart disease, cancer prevention and others. Participants at these seminars completed satisfaction surveys. Ninety-five percent of the respondents rated these seminars as excellent to good. Community response to these seminars as well as *Hello Health* on TV, has been extremely positive. In fact, one physician has received five new patients from the program, resulting in three of those patients needing surgery.

“The *Hello Health* television program on WLAE is averaging 12-15 phone calls an episode, with most callers thanking us for providing this free health education to the community. Ochsner is very pleased with the partnership and looking forward to continuing our relationship with WLAE.”

Susan M. Piglia
Director, Corporate Wellness
Ochsner Hospital



New Orleans Saints
Quarterback Drew Brees & crew
after a taping in the WLAE studio.



“Working with WLAE has been an enlightening and gratifying experience. Their professionalism is evident on every level, but so is their enthusiasm for the culture and beauty of Louisiana.”

– *Renee Kientz – V.P., Communications
St. Tammany Parish Tourist Commission*

Thank You To Our Partners

Ochsner
Humana
New Orleans Living Magazine
Catapult Learning
Our Lady of Holy Cross College
The Smile Design Center
Anatomical Works
Chet Pourciau Designs
First NBC Bank
AT&T
Domino's Piazza
River Region Hospice
The Clarion Herald
The Archdiocese of New Orleans
Hall Piano
Louisiana Public Broadcasting
The Willwoods Community
WGSO Radio
Entergy
The Historic N.O. Collection



Gulf Coast USA production crew and Host Tom Gregory tape a cooking segment in the kitchen with Chef John Besh.

“From providing daily Mass to area shut-ins to helping bring back Louisiana’s coast to addressing community concerns with quality television programming...WLAE is the trusted public media resource in Greater New Orleans and a station on the move for a region on the move.”

***Ron Yager
WLAE – General Manager***