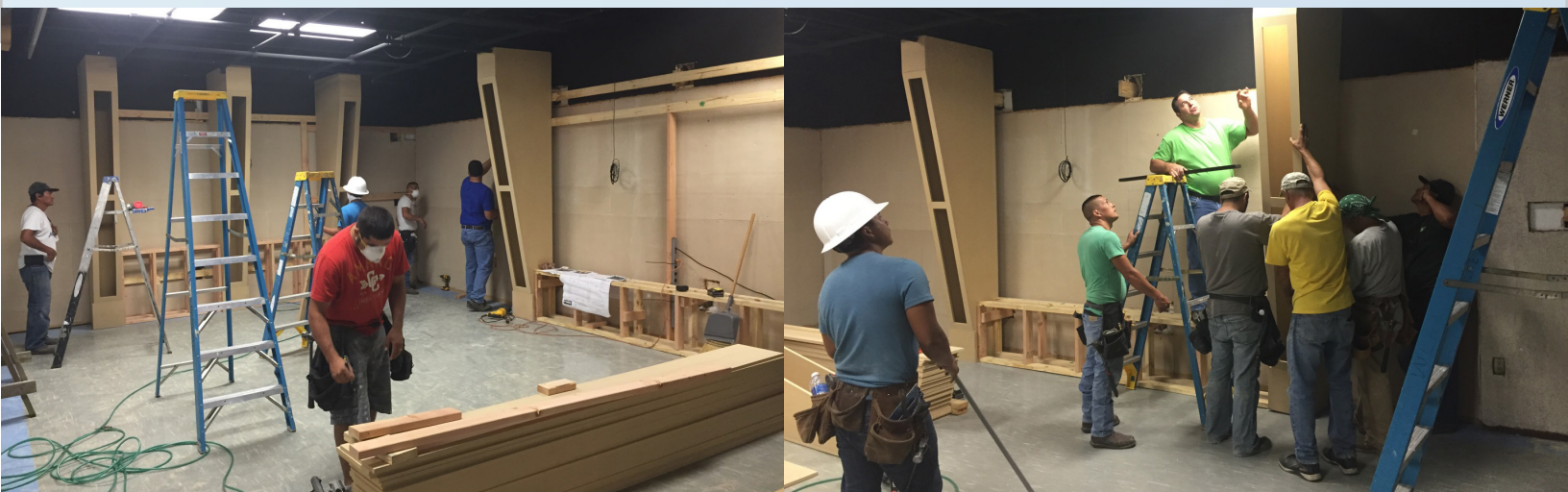




New Orleans Public Television
2016 Annual Report

WLAE-TV 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 of Southeast Louisiana.



The Titan Group handled the build-out for the new WLAE studio

WLAE Opens New Studio

In 2016, WLAE moved our entire broadcast operations to New Orleans and opened a new television studio in Elmwood. Using state of the art fiber connectivity, the WLAE studio, master control and transmitter are all linked together seamlessly to bring quality production and programming to viewers across the region.



Host Tom Bagwill and Dr. Andrew Lawton on the new set of Hello Health

WLAE was honored to receive a Gabriel Award presented by the Catholic Academy of Communication Professionals for the documentary film *Ordinary People, Extraordinary Gifts: The Road to Sainthood*. This historical film celebrates the lives of seven “ordinary people” who lived “extraordinary lives” that left a lasting legacy in New Orleans. All of the featured individuals, six women and one man, are people who overcame various challenges of their times and are now either recognized saints of the Catholic Church or on the road to sainthood.



*Executive Producer Jim Dotson, Editor Ted Ochoa,
Writer & Producer Janet Gross and Executive Producer Ron Yager*



We're Local

In 2016, WLAE once again produced and broadcast over 400 hours of locally produced programming. Our programs adhere to our mission to educate, inform and inspire. Many of our local productions cover the community priorities identified in our strategic plan and by the WLAE Community Advisory Board. Some of these priorities include: Healthcare, Education, Crime, Culture and Economic Development.

WLAE addresses these priorities with a variety of productions deemed most important for our viewing audience in the Greater New Orleans community.

We're Local And Enlightening

WLAE premiered the documentary film *A Legacy of Love –Henriette Delille and The Sisters of the Holy Family* on the Sunday after Thanksgiving. Over 175 years ago in New Orleans – years before the Civil War, three young free women of color stood up. It was not for freedom, not for prosperity and not for themselves. They stood up to kneel down – to serve at the feet of Jesus and become nuns.

“This was one of the most powerful and inspiring programs that I have watched on TV in a long time. Thanks to WLAE for bringing this compelling story to the screen.”

Ella Bradshaw

WLAE Viewer - New Orleans



We're Local And Educational

WLAE was one of only 20 public television stations from across the nation awarded an American Graduate Day grant. The program spotlights local champions who help youth in their community achieve high school graduation. WLAE recognized Yvette Endom of the Please Foundation, Chef Emeril Lagasse for his work with St. Michael Special School and Sister Paulette Tiefenbrunn, SSND, former principal of Holy Rosary. A video feature was produced on each of these champions highlighting their achievements in aiding young adults and their path to graduation. In addition, WLAE also held a recognition event and awarded the honoree's with certificates of appreciation. The video feature produced for Sister Paulette aired on the American Graduate Day national public television telecast on September 17, 2016.

“Education is so important. It is a way to end the circle of poverty. We're changing lives and generations.”

Yvette Endom

The Please Foundation



*American Graduate Day Champions
Tina Dixon-Williams of the Emeril Lagasse Foundation,
Sister Paulette Tiefenbrunn, SSND, and Yvette Endom*

WLAE partnered with St. Tammany Parish and District Attorney Warren Montgomery for a Crime Summit in the summer of 2016. The event was held to promote racial harmony and better understanding and respect for law enforcement in African American communities. The forum featured discussion from several leaders in law enforcement, religious and civic organizations and was recorded and broadcast throughout the month of July.



*St. Tammany Parish District Attorney
Warren Montgomery*



*Rev. Lawrence Weatherly – Pastor
Living Word International Church*

We're Local And Entertaining

WLAE premiered three new episodes of the Emmy award-winning **Go Coast Louisiana** series in September. The episodes featured host Tom Gregory visiting and experiencing the vibrant culinary scene, music, great outdoors and numerous attractions on the Northshore in St. Tammany Parish.

“It was a great experience getting to know the members of the WLAE/Go Coast team. Everyone has been awesome and professional and it shows in the production quality of the series.”

Renée Kientz

*Vice President, Communications, Marketing and PR
St. Tammany Tourist and Convention Commission*



*Host Tom Gregory samples a
“Taste of Tammany”*



*Chef Frank Wong of Trey Yuen
prepares an Asian specialty dish.*

WLAE partners with organizations and area businesses to produce quality local programming

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

Partner: Ochsner Hospital and Humana

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 401(k)s and home mortgages.

Partner: EM Productions

Affordable Housing Matters – A monthly, half-hour educational series that invites experts in the fields of real estate, banking, insurance, finance and community organizations to discuss home ownership and renting opportunities.

Partner: Louisiana Mortgage Lenders Association, Louisiana Affordable Housing Management Association, First NBC Bank and The Willwoods Community

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

New Orleans Living – A bi-monthly series that highlights the good works of local non-profit organizations.

Partner: Muro Media & New Orleans Living Magazine

Ringside Politics – A weekly half-hour program that features interviews and discussion with politicians and community organizations.

Partner: WGSO 990 AM Radio

Our Schools, Our Future – A monthly look at the elementary and high schools in our city and how they incorporate technology and advanced placement curriculums into the classroom.

Partner: Archdiocese of New Orleans Office of Catholic Schools and Catapult Learning

Awesome Wildlife Effort – A monthly program featuring community and religious leaders, artists, water zone specialists, involved citizens, and wildlife sanctuary operators focusing on their Awesome Wildlife Efforts to save vanishing species.

Partner: Krewe of AWE

Inside New Orleans Sports – A live weekly call-in program with local sports reporters discussing the hot topics from the Saints, Pelicans, LSU Tigers, Tulane Green Wave and high school athletic events.

Partner: WGSO 990 AM Radio

Go Coast: Louisiana – One of the top-rated programs produced by WLAE. The multiple Emmy award-winning series continues with new episodes featuring the culinary trail in St. Tammany Parish.

Partner: Louisiana Tourism Coastal Coalition

The Spudcast – New Orleans actor and media personality John “Spud” McConnell uses his unique brand of humor for a weekly one-hour get-together of interesting locals from the business, civic and arts communities.

Partner: Local Businesses

Primetime Sports – Radio personality Scott Alexander brings on guests from local and national sports scene to discuss the teams and games fans like to follow in this weekly one-hour program.

Partner: Local Businesses

Appetite for Life – Host Tim McNally sips and samples his way around the culinary, wine and spirits scene in New Orleans in this twice monthly program.

Partner: Local Businesses

Thanks To Our Partners

Louisiana Public Broadcasting

First NBC Bank

University of Holy Cross

The Willwoods Community

Historic New Orleans Collection

Notre Dame Hospice

Domino's Pizza

Catapult Learning

WGSO Radio

The Clarion Herald

Catholic Cemeteries

AT&T

Entergy

The Archdiocese of New Orleans

The Smile Design Center

Humana

Catholic Journeys

New Orleans Living Magazine

The Catholic Cultural Heritage Center

John Redmann, Attorney at Law

Ochsner

Louisiana Tourism Coastal Coalition

Muro Media

The Catholic Foundation

Krewe of AWE

Catholic Community Radio

Mrs. Phyllis Taylor Foundation

Iberia Bank

Patio Drugs

The Crusto, Jupiter, Saulney, Prevost and Wilson families

“2016 marked a year of change for WLAE with new facilities and equipment that will enhance our programming and production capabilities as well as services for our viewers both now and into the future.”

Ron Yager

Vice President and General Manager

WLAE-TV