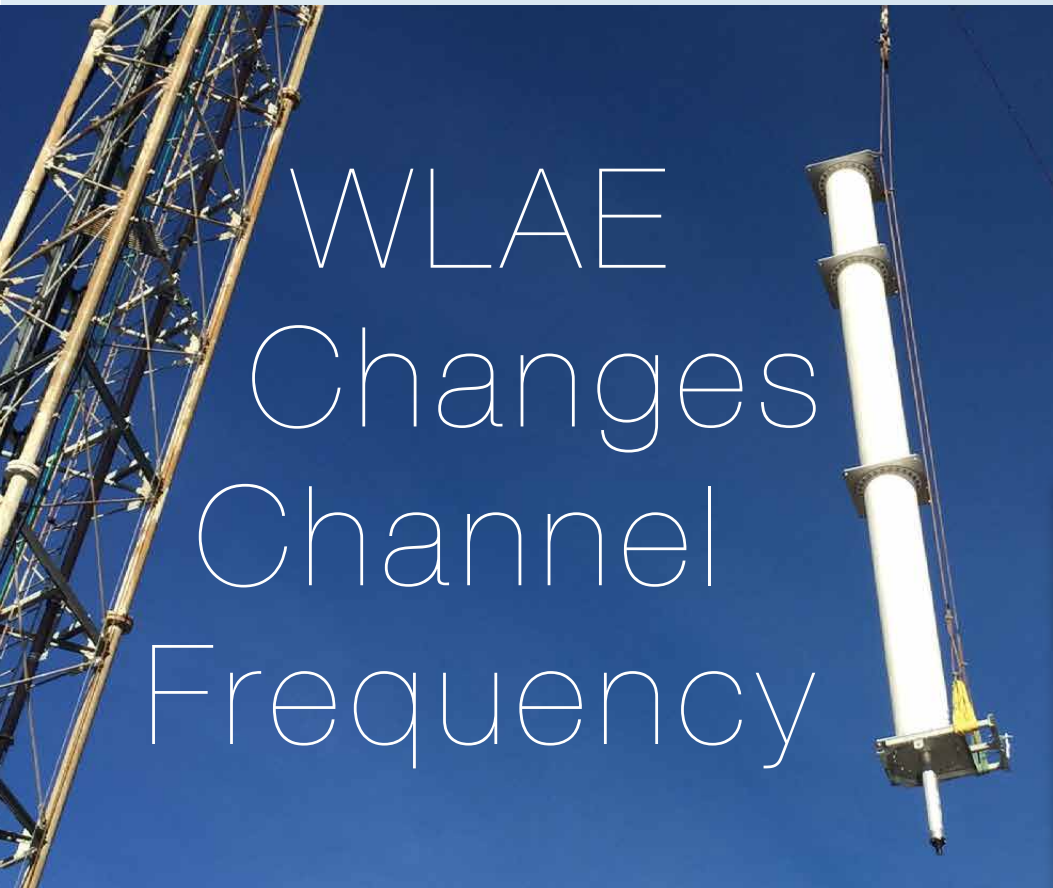




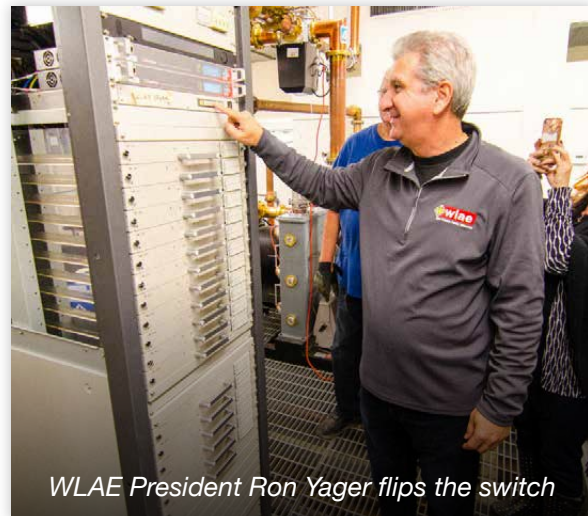
New Orleans Public Television  
2019 Annual Report

**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.



# WLAE Changes Channel Frequency

As part of the broadcast spectrum incentive auction, the Federal Communications Commission (FCC) has authorized the repacking of the television band by assigning stations to new channels. WLAE was a part of this mandate and on October 19, 2019 at 1:00am, WLAE president, Ron Yager, flipped the switch for the new channel 23 frequency. This conversion project took over two years to complete and resulted in WLAE receiving a new and more powerful broadcast antenna and transmitter to better serve the viewers in Southeast Louisiana.



## Celebrating a Milestone

In February of 2019, WLAE hosted a 20th Anniversary Celebration for the weekly public affairs program, ***Ringside – Politics with a Punch***. Over this timespan, host Jeff Crouere has interviewed thousands of civic, political and community leaders on the topics of local, regional and national interest. Congratulations to ***Ringside***!



*Secretary of State Kyle Ardoin, Senator John Kennedy, Jeff Crouere, Lt. Governor Billy Nungesser and District Attorney Leon Cannizzaro*

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## WLAE Welcomes Congressman Steve Scalise

WLAE invited Louisiana Congressman Steve Scalise to be the featured speaker at our organizations annual prayer breakfast fundraiser. Since 2008, Congressman Scalise has served Louisiana with strong conservative values and is currently the Minority Whip in Congress.

On June 14, 2017, Steve was gunned down and critically wounded during a practice session for the annual Congressional Baseball Game. Through great medical care and an abundance of prayer, Steve survived this tragedy. Today, over 2 years later, he has come a long way, but is still on the road to recovery. Steve gave a very moving and inspirational talk about his ordeal and left all attendees with a powerful message.



*Congressman Steve Scalise*

“It’s easy to harp on the negative things that happen to us every day. Each of us have struggles in our life. If you just tune that out and you look around at all of the wonderful things that God presents to us, He is sending us signals every day, and He is sending us signs.”

**Congressman Steve Scalise**



*Dr. Frank Schmidt, Jane Nalty, Steve Scalise and Blanche McCloskey*



*Award Winners Amanda Santos De Oliveira and Ashton Stephens IV*

## Fr. Tom Chambers Scholastic Awards

At the 2019 Willwoods Community Gala, two students from New Orleans area high schools were honored with the inaugural Fr. Tom Chambers Scholastic Awards. The award was created to honor the memory and spirit of our friend and past president of WLAE and the Willwoods Community. Students were nominated by their schools and interviewed by our awards committee. The criteria for the award focused on students who possessed leadership, self-confidence, positive thinking and strong Christian values. Each of the recipients received a crystal plaque and a \$1,000 cash award.

Representing Cabrini High School, the winner was Amanda Santos De Oliveira. She is a graduating senior, active in campus ministry and will be attending Loyola University to major in

International Studies. The winner from Holy Cross High School was Ashton Stephens IV. He is also a graduating senior, student council member and will be attending LSU to major in vocal Performance and Psychology.

Congratulations to Amanda and Ashton!



*Awards Committee Ron Yager, Wayne Mayeux, Tammy Cardinale and Jason Angelette*

## We're Local And Educational



**Community Coffee – Cheers to 100 Years** tells the story of a century old Louisiana coffee company that grew alongside the people it served. Its founder Henry Norman Saurage named the family owned business Community Coffee, after the numerous friends and neighbors who first supported it.

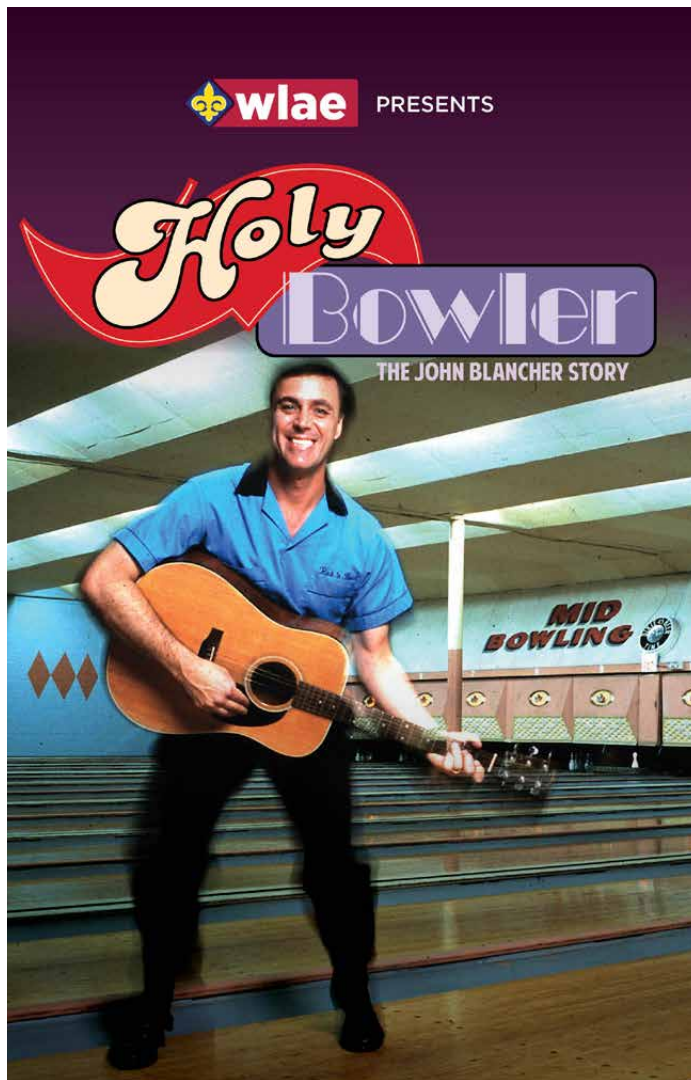
The 30-minute documentary takes a historical look at the company and its growth into one of the top selling family-owned retail coffee brands in America today. This is a homegrown Louisiana success story that WLAE was proud to produce and present to our viewers in New Orleans and across the state on Louisiana Public Broadcasting.

“Community Coffee is a compelling story about the entrepreneurial spirit and vision of a man, Henry or “Cap” as he was known, and the Saurage family. The opportunity to tell stories about the people, places and history of our state is what we do at LPB. This program gives us another opportunity to tell one of these remarkable stories.”

**Jason Viso**

*Director of Programming & Content at LPB*



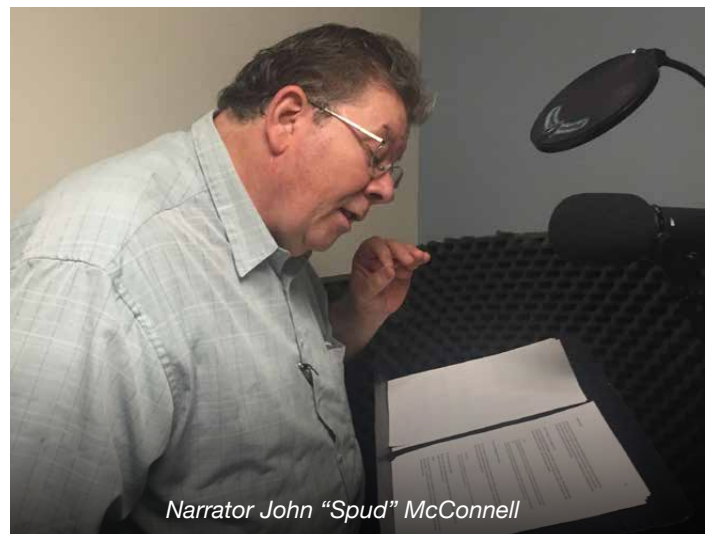


WLAE-TV premiered its newest documentary ***Holy Bowler – The John Blancher Story*** on Sunday, October 13.

***Holy Bowler*** tells the story of how one New Orleans man’s faith restored his family and created an iconic cultural/music institution known around the world.

John Blancher had a dream – to play ball in the majors. A boyhood spent on fields of dreams won him the last baseball scholarship ever awarded by Loyola University in his hometown of New Orleans. But fate had other ideas including a wife, children and a very different kind of ball.

Seeking a way to support his family, John turned to his strong Roman Catholic faith, imploring the



Narrator John “Spud” McConnell



**The Production Team**

Ron Yager, Ted Ochoa, Deborah and John Blancher, Maureen Brennan McConnell, CJ Jumonville and Jim Dotson

Blessed Mother to show him the way. A pilgrimage to Medjugorje produced no visible miracles. It was a journey around the world looking for an answer – but his miracle was waiting just down the lane.

***Holy Bowler*** is the story of one man’s amazing faith journey to become the kingpin of New Orleans bowling and music. With the Blessed Mother leading the way, his “path less-traveled” is a bowling lane – and this Rock ‘n Bowl has a special kind of soul.

“This was a fantastic story. Well done WLAE-TV!”

**Jan Matherne Lantrip**

Viewer

## We're Local And Entertaining



*Soprano Amy Owens sings selections from "Candide"*



*The Louisiana Philharmonic Orchestra*

In March of 2019, WLAE partnered with the Historic New Orleans Collection and the Louisiana Philharmonic Orchestra to live stream and later broadcast **"Direct From New Orleans,"** a classical musical concert staged and performed at St. Louis Cathedral. Leading up to the concert, video promo spots were placed on-air and on social media to engage audiences to watch online. During the live stream of the concert, the program received over 5,100 organic views with two-way interaction with the online audience. WLAE edited and enhanced the program for the television premiere in May with added interviews and contextual graphics.



"I simply do not know how you did this and made it look so easy. Thank you WLAE-TV."

**Alfred Lemmon**

*The Historic New Orleans Collection*

DIRECT FROM  
NEW ORLEANS!

A FREE CONCERT PRESENTED BY

The Historic New Orleans Collection &  
the Louisiana Philharmonic Orchestra



## We're Local And Enlightening

In June, WLAE was asked by the Chase family to stream and broadcast live the funeral mass of Chef Leah Chase from St. Peter Claver Church. In 2017, WLAE produced the documentary film, ***“Leah Chase – The Queen of Creole Cuisine”*** and has remained close friends with the family. The live stream attracted over 20,000 organic views online with multiple comments from viewers watching around the country. In addition to the live broadcast on WLAE, the program was also carried by WDSU, WGNO and WWL-TV.

“We are so thankful to WLAE for covering the funeral Mass for our mother and making it available to the public. You are truly a blessing to our family and the community”

**Stella Reese**

*Daughter of Leah Chase*

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

**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*

**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: NOLA Lending Group, Louisiana Affordable Housing Management Association, Whitney Bank and Willwoods Community Management*

**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*

**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*

**Inside MSY** — This quarterly program takes a look inside the newly constructed Louis Armstrong International Airport.

*Partner: Moisant Airport*

**Talk of Glory** — — Hosted by TV sports anchor Ken Berthelot, this weekly program spotlights the New Orleans Catholic League and its rich history of prep football over the past 50 years.

*Partner: Local Businesses*

**Faith and Marriage Today** — Jason Angelette and Dr. Mario Sacasa discuss with guests the struggles of marriage, raising children and family life in today’s society.

*Partner: The Willwoods Community*

## Thanks To Our Partners

The Willwoods Community  
Louisiana Public Broadcasting  
The Gayle and Tom Benson  
Charitable Foundation  
Ray Brandt Auto Group  
Joe and Sue Ellen Canizaro  
First Bank and Trust  
NOLA Lending Group  
Fidelity Bank  
Historic New Orleans Collection  
Notre Dame Hospice  
St. Anthony's Garden  
Domino's Pizza  
WGSO Radio  
The Clarion Herald  
Catholic Cemeteries  
AT&T  
Entergy  
The Archdiocese of New Orleans

The Smile Design Center  
Catholic Journeys  
Mitch Crusto Foundation  
New Orleans Living Magazine  
The Catholic Cultural Heritage Center  
John Redmann, Attorney at Law  
Louisiana Tourism Coastal Coalition  
Fr. Cedric Pisegna  
Muro Media  
The Catholic Foundation  
Catholic Community Radio  
Phyllis M. Taylor Foundation  
Iberia Bank  
Eric Asher  
Ed Marshall  
St. Tammany Parish Tourist Commission

“From providing daily Mass to area shut-ins to helping bring back Louisiana’s coast to highlighting local culture with quality educational 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**

*President*

*WLAE-TV*