

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.



In the midst of what can only be called surreal times and with our world still in the grip of the COVID-19 pandemic, 2020 was a strange and challenging year to say the least. New vocabulary phrases such as Flattening the Curve, Social Distancing, Personal Protective Equipment (PPE), Payroll Protection Program (PPP), Zoom and Inside the Bubble are all now the words that we seem to hear and speak every day. Due to the COVID-19 pandemic, the world that we knew as normal is forever changed.

Through it all, WLAE has remained mission driven and focused on the programs and projects that educate, inform and inspire viewers across our broadcast and social media platforms. None are more important and needed than the Daily Mass, encouraging spiritual comfort to those who cannot attend services at their own church. Thousands of worshipers have benefitted and been helped from this outreach experience on television and on-line.

Assisting with the mental health issues associated with the pandemic, WLAE, in partnership with the University of Holy Cross, created Coping During the Covid Crisis, a weekly program offering viewers assistance and advice to deal with depression, addiction and the isolation of quarantine.

And WLAE has helped to uplift spirits of audiences with new episodes of our Emmy Award winning travel series Go Coast: Louisiana, the completion of the Glory Days documentary trilogy and musical concerts from the Louisiana Philharmonic Orchestra.

Three Hurricanes and the COVID-19 Crisis

During a year where timely information from city and state officials was vitally important, WLAE was on-air and on social media with critical information for the citizens in our viewing area. As an affiliate of Louisiana Public Broadcasting (LPB), WLAE carried all daily press conferences from Baton Rouge with Governor John Bel Edwards relating to shutdowns, quarantines and health advisories due to the Coronavirus. As hurricane season ramped up, WLAE once again carried live weather updates and emergency preparedness briefings from state officials. Five storms made landfall in Louisiana this hurricane season, breaking the state record for the most strikes in a single season. Three of these storms, Laura, Delta and Zeta, rose to hurricane strength and did significant damage western Louisiana and the metro New Orleans area.



Governor John Bel Edwards



VIVA NOLA Expands to Public Television

As the COVID-19 pandemic affected schools, businesses and organizations in the New Orleans viewing area, the Hispanic community reached out to WLAE for assistance in reaching the Spanish speaking population. Viva NOLA, a bilingual magazine and digital media platform, partnered with WLAE to connect cultures and communities through entertainment, inspiration, and information. WLAE airs the weekly Viva NOLA program on Tuesday nights and highlights the positive contributions of Latino individuals, organizations and businesses to our society.

“As the creator and publisher of Viva Nola, partnerships are an important part of my distribution and reach. I’m very grateful that WLAE-TV has provided an incredible platform for me to reach the Hispanic Community and all of metro New Orleans on a weekly basis.”

AnaMaria Bech

Publisher - Viva NOLA Magazine

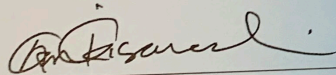
52ND ANNUAL PUBLIC MEDIA AWARDS 2020 FINALIST

WLAE

Vienna, Leipzig and New Orleans

Arts & Entertainment

Division 2



Ron Pisaneschi - NETA Board Chair

PMA52
**PUBLIC
MEDIA
AWARDS**
PRESENTED BY NETA

The Emmy Goes To...

WLAE garnered 5 nominations from the Suncoast Regional Emmys and was awarded a gold statue for the Driven series produced in conjunction with Cox Television and YurView. The station also received citations from the Press Club of New Orleans annual awards for live event production and was named a finalist in the 2020 Public Media Awards in the Arts & Entertainment programming and promotion categories.





We're Local And Educational

"When I was a boy and I would see scary things in the news, my mother would say to me, look for the helpers. You will always find people who are helping."

Mister Rogers

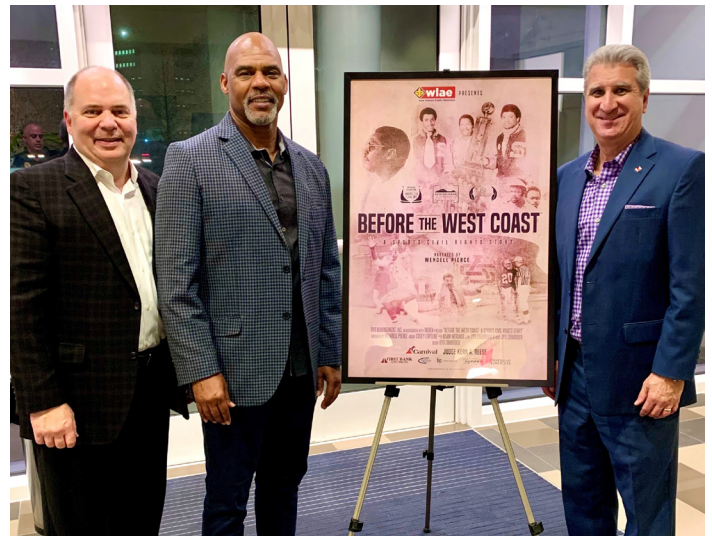
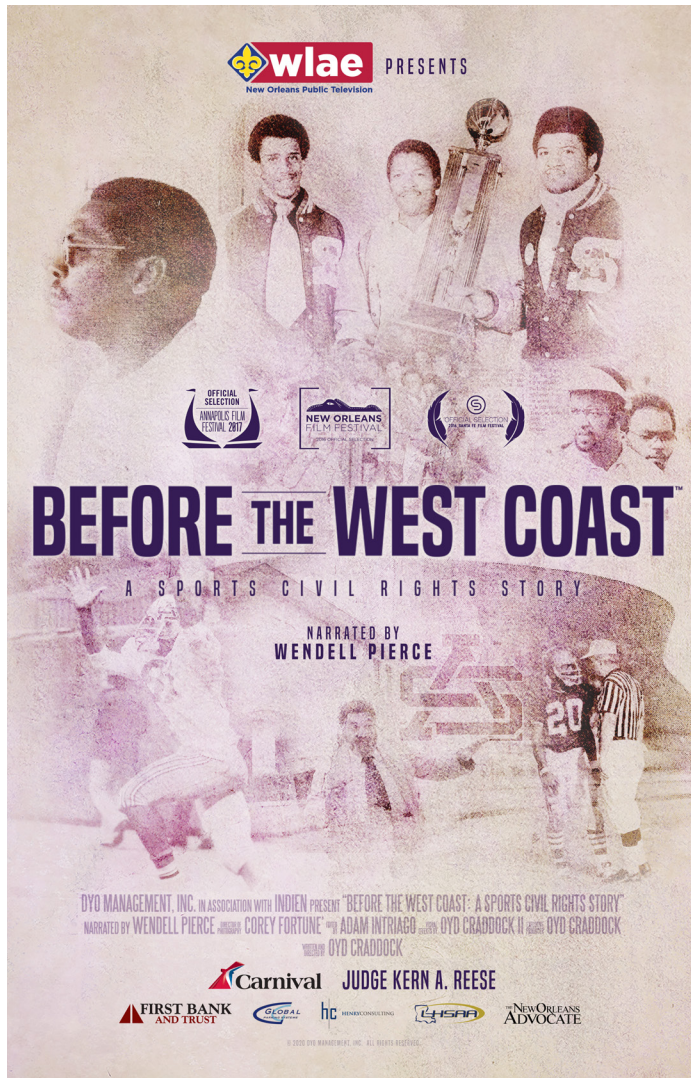
Beginning this past April, shortly after the government mandated quarantine, WLAE-TV began airing a mental health television series aimed at helping people who are struggling with the effects of the Coronavirus pandemic. The program, entitled "**Coping During the COVID Crisis**," is produced with the University of Holy Cross Mental Health Counseling Department and LAE Productions. Each episode airs weekly on Friday nights at 8pm on WLAE-TV. Hosted weekly by veteran New Orleans journalist Jan Gross and University of Holy Cross Counselor Dr. Roy Salgado, each episode offers viewers weekly coping tips for a variety of mental health issues confronting people during the ongoing crisis and features interviews with various University of Holy Cross counseling experts across a wide scope of mental health issues.

To date, nearly 30 episodes have been produced and viewer response has been overwhelmingly positive. It's gratifying to know that WLAE is doing our part to help inform the public of this very necessary and important service that's being offered by the University of Holy Cross and we are truly grateful for this partnership.

"We don't have control over the pandemic, but there are some things over which we do have control, and counselors can help bring them to light."

Roy Salgado

University of Holy Cross Counselor



Before the pandemic shut down in person events, WLAE screened and broadcast the documentary film ***Before The West Coast*** for Black History Month. This documentary tells the civil rights leadership story of St. Augustine High School, New Orleans, LA and its football program during the thirteen years following a 1967 federal court ruling that approved St. Augustine's competition in Louisiana's all-White high school sports association. The school's role in the community and public competition inspired African Americans and helped to integrate and transform the City of New Orleans.

Adversity was faced by St. Augustine through discriminatory officiating on the field and unfavorable rulings from the High School Association off the

field. This story tells how the school responded to these challenges and ultimately achieved excellence through winning three state championships and developing young men for life success.

"Partnering with WLAE helped me solidify my distribution and fundraising efforts into a manageable and concise marketing plan that got results. Thanks, WLAE, for being a great media partner!"

Oyd Craddock

Executive Producer - Before The West Coast



We're Local And Entertaining

Back in March of 2020, the production team at WLAE was preparing to produce ***Vienna, Leipzig and New Orleans***, a live concert stream of the Louisiana Philharmonic Orchestra from St. Louis Cathedral. Due to the early stages of the COVID-19 pandemic, the event was going to happen, but without an audience. The concert and production went quite well and was one of the first events in the country to produce a live streaming event in this manner. Little did we know at the time that this was going to be the new normal for events and television production on the airwaves and on-line. Shortly thereafter guidelines were put into place to restrict crowds and audiences at all live events.





In the fall of 2020, WLAE produced and broadcast two new episodes of the Emmy Award Winning series ***Go Coast: Louisiana***. Host Tom Gregory explores the cultural treasures, the scenic beauty and the bountiful world-class fishing of New Orleans' most historic neighbor-St. Bernard Parish. The new episodes highlight festivals and events in St. Bernard Parish including the Jackson Day race, the Blues, Brews and BBQ festival, the Tour da Parish and the cultural arts program at Chalmette High School.



Glory Days – The Catholic League of New Orleans Part III, the long awaited final installment of this documentary series aired on the final Sunday of December. The film tells the story of the traditions and legacy of prep football in New Orleans from the late 1970's through modern today. WLAE used this program as a pledge opportunity to connect with fans of the league through the decades.

"God bless this production and God bless WLAE for telling this great story."

Lenny Quick

Jesuit High School – Class of 1979



We're Local And Enlightening

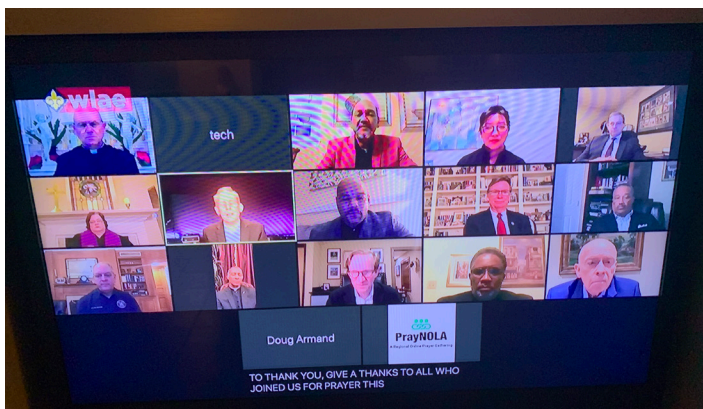
As churches were affected by lockdowns due to the Coronavirus pandemic, WLAE was there to assist the Archdiocese of New Orleans with live streaming and broadcasts. This was extremely important during Holy Week and Easter services for those in the community who were homebound and in self-quarantine. The Facebook streaming numbers for Holy Week programming were quite impressive with over 42,000 unique views for the one week period

"I am extraordinarily grateful for all the cooperation and hard work the WLAE staff has been doing to make all of this programming possible! This is a true blessing for the community in this crazy time."

Sarah McDonald

Archdiocese of New Orleans

Since the pandemic began there has been a great need for content creation on all media platforms for schools and churches. WLAE has assisted many throughout the city in getting programs produced, broadcast and streamed including: St. Stephens Church, Ursuline Academy live graduation ceremony, Pray NOLA Regional Prayer Gathering and Touro Synagogue Rosh Hashanah and Yom Kippur services.



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: Local Business Underwriters

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 Business Underwriters

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

Coping During the COVID Crisis — Offers viewers weekly coping tips for a variety of mental health issues confronting people during the ongoing pandemic and features interviews with various experts across a wide scope of mental health issues.

Partner: University of Holy Cross

Thanks To Our Partners

The Willwoods Community
Louisiana Public Broadcasting

University of Holy Cross

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

Louisiana Philharmonic Orchestra

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

“In this past year of dealing with the COVID-19 pandemic, public television has played a vital role in educating, informing and inspiring viewers with programming that really can make a difference in their lives. I am proud that WLAE continues to do our part to assist wherever we can.”

Ron Yager

President

WLAE-TV