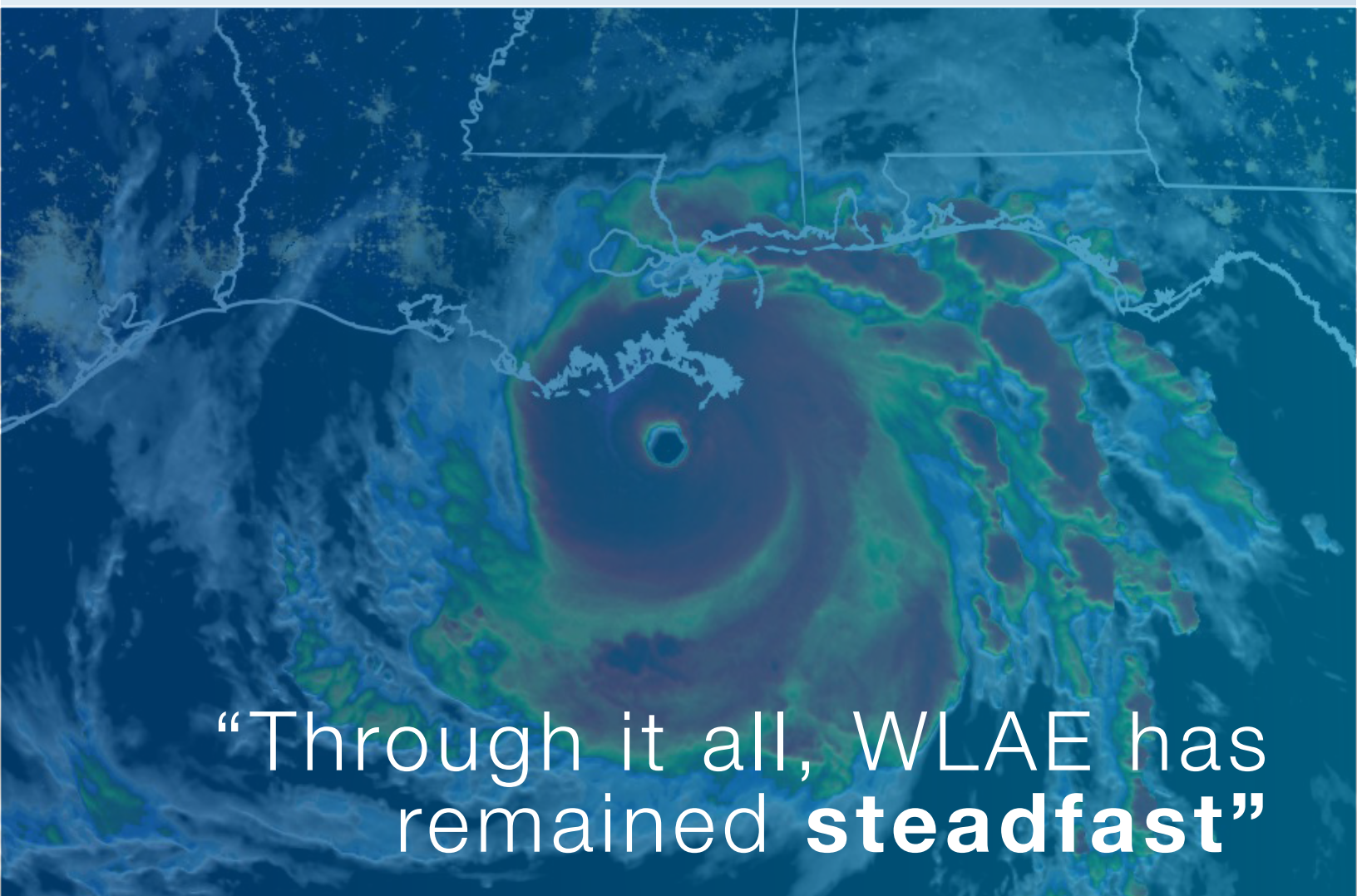




New Orleans Public Television
2021 Annual Report

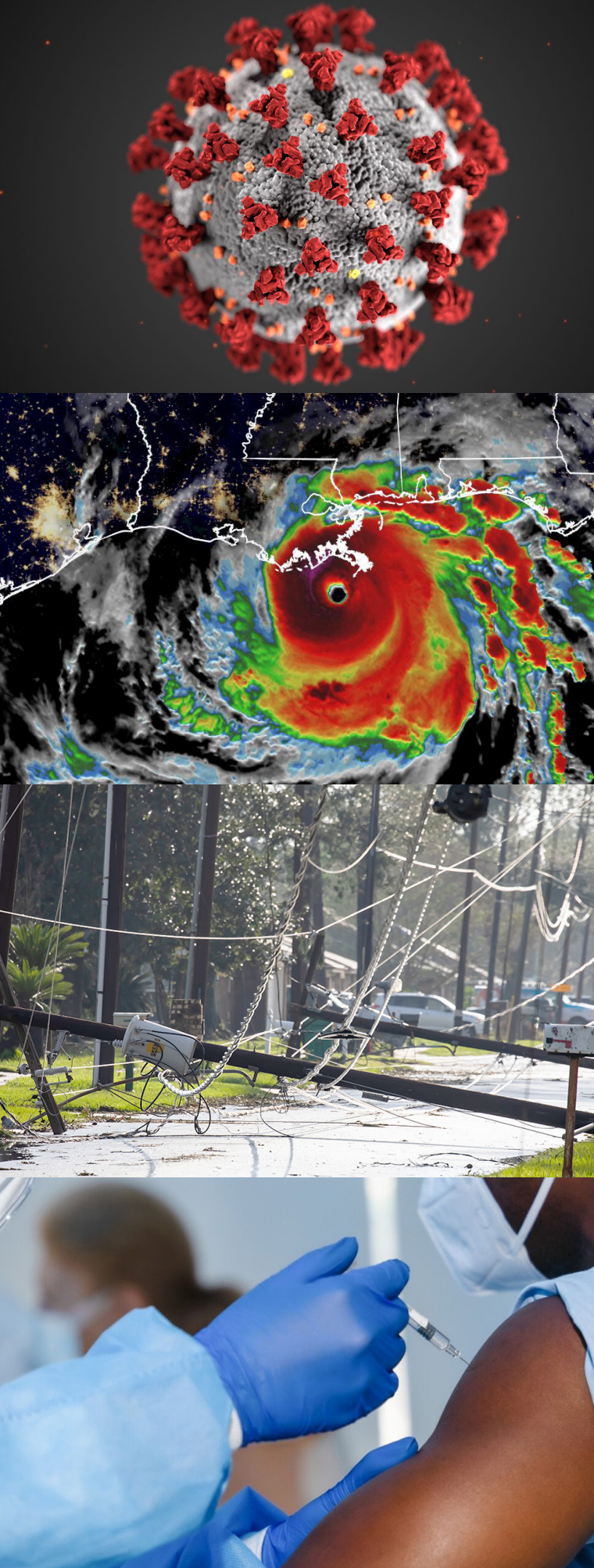
WLAE-TV is a trusted multi-media resource offering quality, values-based content and outreach increasing awareness of inspirational, cultural and educational services that positively impact the lives of the people of Southeast Louisiana.



“Through it all, WLAE has remained **steadfast**”

2021 was certainly another year filled with challenges with the ongoing COVID-19 pandemic and devastation to our community from Hurricane Ida.

Through it all, WLAE has remained steadfast, mission driven and focused on the programs and projects that educate, inform and inspire viewers across our broadcast and social media platforms.



Highlighting the year was the premiere of our concert documentary film, ***Irma Thomas – The Soul Queen of New Orleans***, a program several years in the making that will soon be added to our portfolio of nationally distributed public television programs.



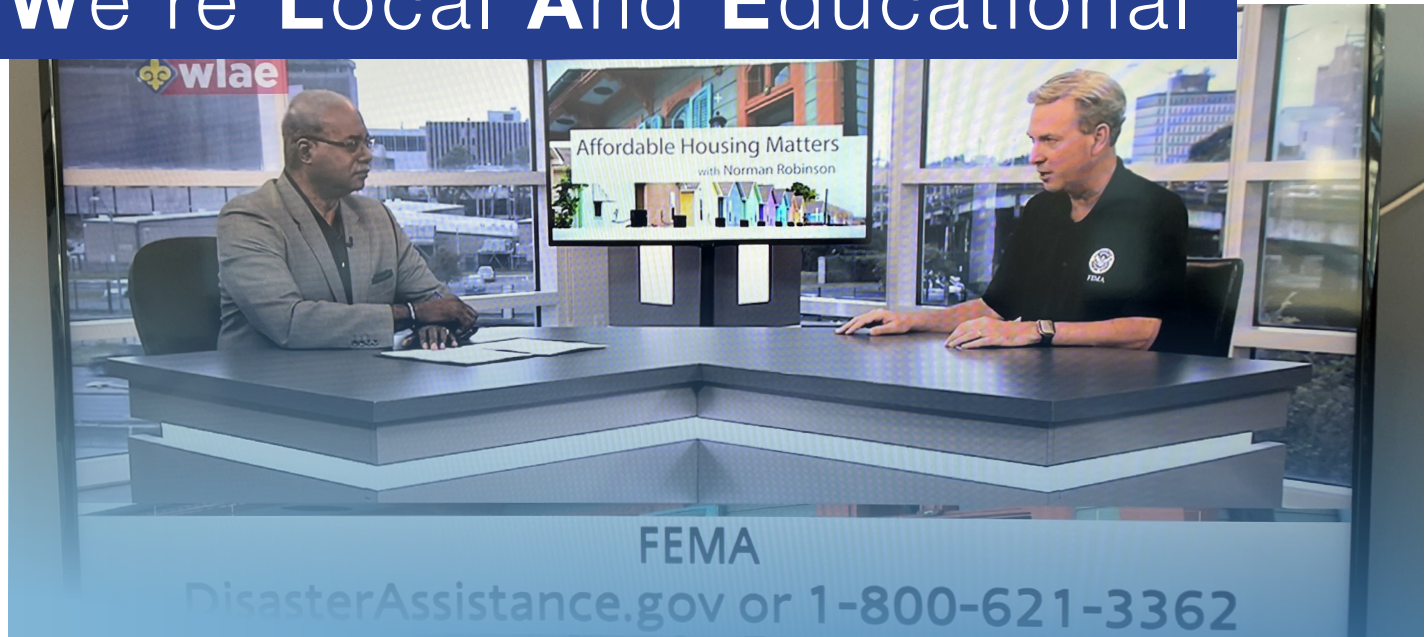
The station also addressed the needs of the community with vital programming information needed for the recovery from Hurricane Ida and surges from the Delta and Omicron variants linked to the pandemic.

In addition, WLAE was recognized by our peers for quality and outstanding television programming with numerous awards from local, regional and national organizations.

None of our success stories would have been possible without the unwavering support from our boards, volunteers, stakeholders and viewers.

From the WLAE family we say...
Thank You!

We're Local And Educational



Affordable Housing Matters

On August 29, 2021, Hurricane Ida, one of the most powerful and rapidly intensifying storms to hit the United States, delivered days of misery and destruction from the time it made landfall in Louisiana on the 16th anniversary of Hurricane Katrina.

Ida was an extremely dangerous Category 4 storm with sustained winds clocked at 150 mph. In the city of New Orleans winds in excess of 100 mph did catastrophic damage to property and the electrical power grid.

Many of the hardest hit by the storm were those living in low-income housing units. WLAE addressed the needs of the community with several episodes of the **Affordable Housing Matters** show delivering guidance and resources from local agencies and the Federal Emergency Management Association (FEMA).

“WLAE was on the air with timely and comprehensive housing information for the residents of our region affected by the hurricane. The station delivered critical messaging for those who needed it most.”

Wayne Mayeux

Director, Willwoods Community Affordable Housing



Coping During The Covid Crisis

As the COVID-19 pandemic entered its second year, WLAE continued producing the weekly program ***Coping During The Covid Crisis***. In partnership with the University of Holy Cross, the goal of the show has been to provide mass therapy for a range of emotional issues people have during the pandemic — from anxiety to concerns over socializing again.

Each episode welcomes a variety of guests from the mental health field to offer insight and resources available to help viewers cope with the many stresses caused by the pandemic.

Last fall, the mental health program was recognized as New Orleans' Best TV Talk Show by the Press Club of New Orleans. To date, the station has produced 70 episodes and has expanded the reach to streaming on social media and statewide airings on Louisiana Public Broadcasting.

"Every mental health provider that I know has a waiting list... This television show offers people an opportunity to acquire coping skills that perhaps goes out to more people instead of touching one individual, one couple or one family at a time."

Roy Salgado

Counselor, University of Holy Cross



We're Local And Entertaining

Irma Thomas: The Soul Queen of New Orleans

In November of 2021, WLAE premiered the long-awaited documentary film, ***Irma Thomas: The Soul Queen of New Orleans***. The program featured a candid interview with one of New Orleans' most celebrated musical icons as well as never before seen footage of Irma in concert in her early days through her 80th birthday celebration.

At the start of her music career, Irma worked as a waitress and occasionally sang with R&B bandleader Tommy Ridgley. With his help, she landed her first record deal and released the single *"Don't Mess With My Man"* in 1959. The song reached as high as 22 on the Billboard charts. In 2007, Irma won a Grammy Award for album *After the Rain*.

Along with Irma Thomas in the film are Quint Davis, Trombone Shorty, Reggie Toussaint and Marcia Ball. The focus of the film is not only on her musical career,



but a life filled with both hardship and triumph. Through the years Irma has performed with renowned musicians including James Taylor, Bonnie Raitt and Paul Simon and her 1964 rendition of “Time Is On My Side” inspired the Rolling Stones.

“In New Orleans Irma Thomas has achieved single name status. If you are in South Louisiana and say Irma, people know exactly who you are talking about.”

Keith Spera

Music Writer, Nola.com/The Times Picayune



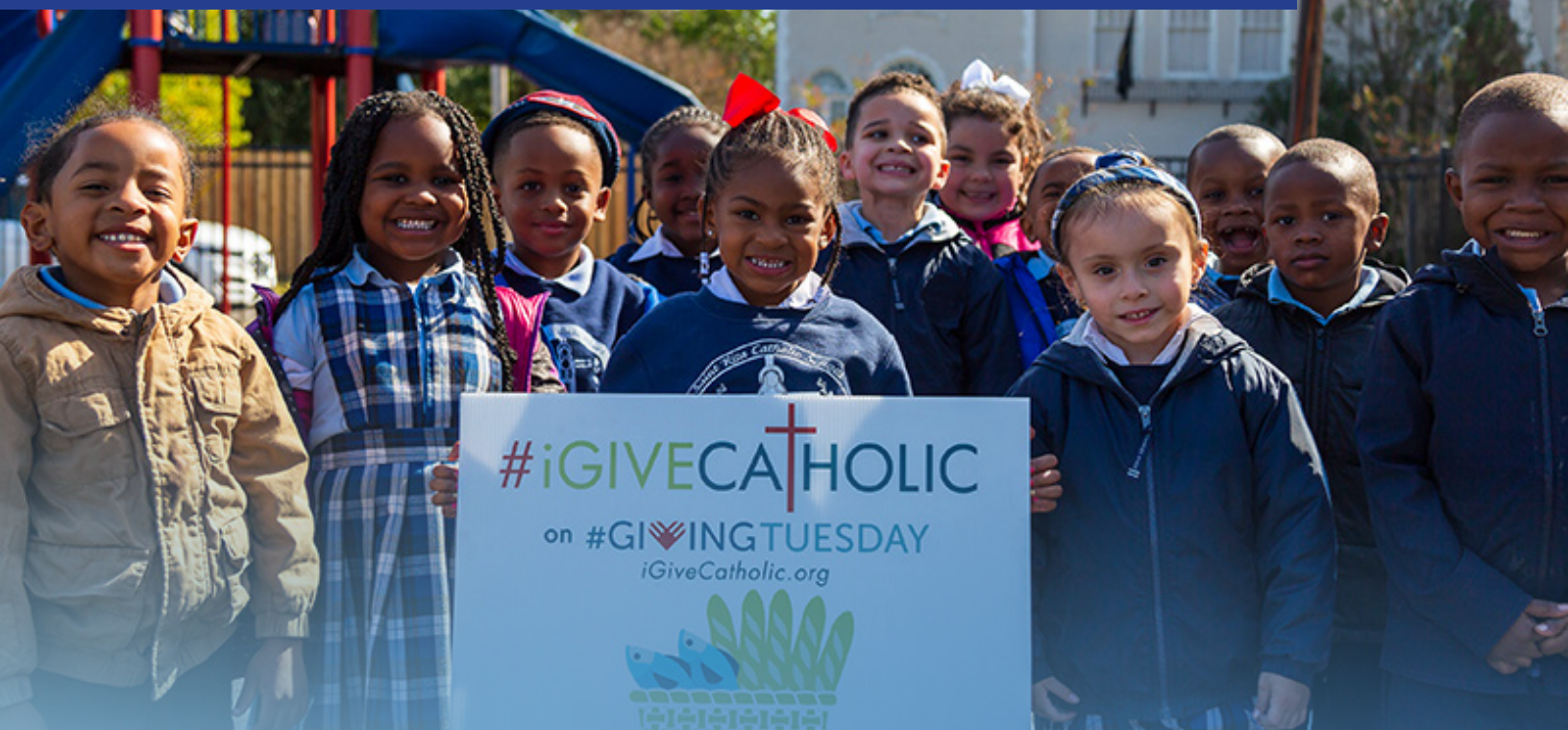
Celebrating Culture with Charles Marsala

In 2021, WLAE launched the program *Celebrating Culture with Charles Marsala* into our line-up of travel programming on Sunday nights.

This weekly program showcases what makes Louisiana unique and explores the history, culture and traditions of the state. Episodes feature topics including: The Battle of New Orleans, Mardi Gras, St. Joseph's Day, Route 66, Gulf of Mexico Coastline, The World War II Museum among others.



We're Local And Enlightening



WLAE continued the trend started in 2020 of broadcasting and live streaming events due to limited audience participation caused by the pandemic. In October of 2021, the station partnered with Catholic Community Foundation celebrating generosity by bringing together the Catholic community for an evening of fellowship on television and social media platforms.

During the televised event, Archbishop Gregory Aymond and the foundation presented the Saint John Paul II Award. The award, established in 1996, recognizes the generosity and Christian stewardship exhibited by a Catholic layperson(s) of high moral character and exemplary values, who has rendered unselfish volunteer service to the institutions and programs of the Archdiocese of New Orleans.





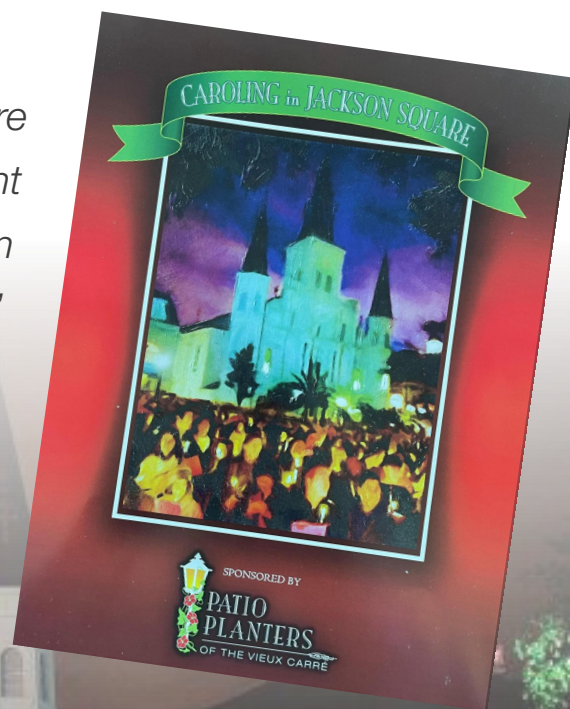
Since 1946, Patio Planters of the Vieux Carré has been presenting Caroling in Jackson Square, a free community singalong for visitors and locals alike. Complimentary candles and songbooks were provided to attendees upon entry into the Square. Guest singers included Mayor Latoya Cantrell, Lt. Governor Billy Nungesser and Archbishop Gregory Aymond.

The holiday tradition continued in 2021 with a live audience and virtually on the Sunday before Christmas with a live broadcast on WLAE and streaming on several social media platforms.

"Thanks to WLAE for bringing Caroling in Jackson Square into homes of your viewers. I received a call after the event saying how wonderful it was to be able to participate in Caroling once again — especially for those homebound."

Sandra Dartus

Patio Planters



WLAE Wins Awards

In 2021 **WLAE** was recognized for quality achievements in television programming with awards from these organizations.

National Public Media Awards – Best Station Promotion

Glory Days: The Catholic League of New Orleans Part III

Press Club of New Orleans – Best Talk Show

Coping During the Covid Crisis

Press Club of New Orleans – Best Public Affairs Show

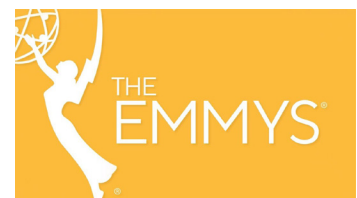
Go Coast: Louisiana

Press Club of New Orleans – Best Sports Show

Driven

Emmy Award Nomination – Television Nostalgia

Glory Days: The Catholic League of New Orleans Part III



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

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

Conversations with Ed Marshall — A monthly, half-hour program that features interviews and discussion with community leaders and organizations.

Partner: EM Productions

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

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

Viva NOLA — A weekly program that highlights the positive contributions of Latino individuals, organizations and businesses to our society.

Partner: Local Business Underwriters

Celebrating Culture — This weekly program showcases what makes Louisiana unique and explores the history, culture and traditions of the state.

Partner: AWE News

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

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

Arlene & Joseph Meraux Foundation

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

Whitney bank

The Clarion Herald

AT&T

Entergy

The Archdiocese of New Orleans

The Smile Design Center

Catholic Journeys

Mitch Crusto Foundation

John Redmann, Attorney at Law

Fr. Cedric Pisegna

The Catholic Foundation

Catholic Community Radio

Phyllis M. Taylor Foundation

Iberia/First Horizon Bank

Eric Asher

Ed Marshall

St. Tammany Parish Tourist Commission

Viva NOLA

AWE News

New Orleans Jazz & Heritage Foundation

“Through pandemics and hurricanes, WLAE has been a trusted local broadcaster and digital media organization for the past 38 years that continues to educate, inform and inspire viewers of all ages across Southeast Louisiana.”

Ron Yager

President

WLAE-TV