



Often 30-second TV spots are too brief to convey all the important information you want your viewers to know and understand.

Community Matters is designed to capture the viewer's attention with a 3-minute (3:00) feature of your organization in a relaxed format.

Community Matters engages viewers by putting your organization in the spotlight while you tell its story.

Viewers who feel connected to you and your organization are more likely to call you, or visit your organization and its website because through **Community Matters** they feel they already know you.

Community Matters is open to all kinds of organizations, profits and nonprofits... almost any business.



Functional Restoration

Recognition that standard treatments fail for some patients

De-emphasis on "pain relief"

Focus on "improving function" despite pain

Patient Centered Approach

The diagram is a circular flow chart with eight segments, each containing an icon and a label: Physical (person with a checkmark), Psychological (person with a brain), Social (two people), Spiritual (person with a cross), Cultural (person with a globe), Environmental (person with a tree), Functional (person with a checkmark), and Pain Management (person with a checkmark).

If your organization qualifies* WLAE-TV will produce and broadcast a 3:00 feature about it and its services.

This feature can be produced in WLAE-TV's studio or at your organization (on location) and will be broadcast on WLAE-TV, New Orleans Public Television.

Community Matters will also be provided to you as a digital download for use in marketing your organization on your website and social media. You own the video.

Packages start at \$2,720* of airtime for features produced in our studio, and \$3,175* for features shot on location. Production is included for your 3:00 feature with a minimum purchase of \$2,720* of airtime. Additional airtime may be purchased when completing the form on this document.



If **Community Matters** to you, contact Ric by phone or text at 504-888-5900 or email ric@wlae.com.

*Restrictions apply



Choose a Community Matters Package: Studio: \$2,720 or On Location: \$3,175

Both levels include one 3:00 video feature (the length of the intro & close combined is approximately 30 seconds), WLAE airtime and digital download. Initial Package preference and sign below.

_____ **STUDIO PACKAGE: \$2,720 = 20 @ \$75 + 28 @ \$40 + 5 @ \$20**

_____ **ON LOCATION PACKAGE: \$3,175 = 25 @ \$75 + 30 @ \$40 + 5 @ \$20**

To purchase additional airtime, please complete the section below.

| | | | | | |
|---|------------------|------|---|-------|-----------------|
| M-F | 8:55AM-5:05PM | \$40 | x | _____ | = \$ _____ |
| M-F | 5:25PM-Midnight | \$75 | x | _____ | = \$ _____ |
| M-Sun | 12:25AM-9:05AM | \$20 | x | _____ | = \$ _____ |
| Sat-Sun | 9:25AM- Midnight | \$40 | x | _____ | = \$ _____ |
| TOTAL | | | | | \$ _____ |
| TOTAL Purchase, Package plus additional airtime: | | | | | \$ _____ |

Signature Accepted for Client by Authorized Representative Date
Because production is included, this agreement is non-cancellable.

Name

_____ Phone Fax

Email

Billing address

City/State/Zip

Accepted for WLAE-TV by Authorized Representative Date