



Legal Action



Legal Action is a 26-minute program (including the open and close and your underwriter announcements) which runs every Tuesday at 8pm. We provide an interviewer and you provide one or two interviewees to discuss your practice at length. WLAE-TV will broadcast thirty 20-second promotional announcements prior to the taping of your program allowing people to text, email or use social media to submit questions to you and/or your guest(s). You can even appear in these announcements. WLAE will assign a producer for you to arrange for video to be used in the program: slides, graphics, patient testimonials, PowerPoint presentations, etc. You can even record more than one program during a session. Record 2 programs and have one new program to broadcast this month and one next month, so you only have to come to the studio every other month. Further, your program will be re-broadcast the following Sunday at 5pm. We'll broadcast one 30-second promotional underwriter announcement before and after each program. We'll have your program on our web site, WLAE.com, for people to watch at any time, and since you'll own a digital download, you can put your program on your web site or use in social media, in the office, any way you choose. (Broadcast on another television station requires written authorization from WLAE and will result in a fee.) And you'll receive an additional fifteen 30-second promotional underwriter announcements to run during the month.

Here's **Legal Action**, your program and promotion:

1. Production of your program. **Value \$1,000**
2. A 26-minute program one Tuesday per month at 8pm. **Value: \$750**
3. A re-broadcast of that program one Sunday per month at 5pm. **Value: \$750**
4. A 30 second underwriter announcement promoting your practice before and after each Tuesday and Sunday program. Total: 4 per month. **Value: \$200**
5. Thirty 20-second promotional announcements one week each month about your upcoming Monday program. Total: 30 per month. **Value: \$900**
6. An additional fifteen 30-second promotional underwriter announcements each month.
7. Total: 15 **Value: \$750**
8. Your current program on WLAE.com continuously through the month. **Value: \$1,000**
9. A digital download which you own to use any way you wish.
10. 12 consecutive months: price \$2,375 net per month

Signature Accepted for Client by Authorized Representative _____
Date

Name

Phone Fax

Email

Billing address

City/State/Zip

Accepted for WLAE-TV by Authorized Representative _____
Date