



Public Television remains a corporate image-maker's paradise. No other medium can deliver its kind of programming and audience as effectively.

-Advertising Age

WLAE-TV Advantage

Source: The Media Audit

- **WLAE reaches over 1.5 million people** in Southeast Louisiana and Mississippi.
Parishes in LA: Orleans, Jefferson, St. Bernard, Plaquemines, Terrebonne, Lafourche, St. Charles, St. John, St. James, Livingston, Tangipahoa, Washington, St. Tammany, and
Counties in MS: Pearl River, Hancock, and Harrison, to Pass Christian.
- 39% of WLAE viewers have an **annual income over \$50,000**.
- 67% of WLAE viewers have **attended college** or have at least one college degree.
- 75% of WLAE viewers are **25-64** years old.
- Gender: Male 54% Female 46%.
- 80% of public television viewers own a **home with a median value of \$245,000**

The Public Television Advantage

Source: Total Research Corp.

- Public TV is the **#1 most recognized brand** in America.
- **71%** of public television viewers are able to **recall** sponsoring companies.
- WLAE-TV has **less clutter** than broadcast or cable television.
- The compelling programs on WLAE-TV air **without commercial interruption**
- **Messages stand out:** Only 90 seconds of every hour on WLAE-TV are spent on sponsorship versus up to 20 minutes on commercial television.
- **One of a select few:** At most, yours is one of only six messages in a given hour on WLAE-TV versus one of up to 24 advertisers on commercial TV.

PUBLIC TELEVISION IS THE MOST TRUSTED SOURCE OF NEWS AND PUBLIC AFFAIRS PROGRAMMING ON TELEVISION. 41% of Americans trust PUBLIC TV a great deal ahead of CNN with 30% and Fox News Channel at 27%

– GfK Roper Public Affairs & Media poll

How Our Viewers Compare To Broadcast/Cable Viewers

- 100% more likely to own tax-exempt funds
- 60% more likely to own money market funds
- 84% more likely to invest in mutual funds
- 42% more likely to own stock
- 60% more likely to have addressed a public meeting

WLAE-TV Can Be Viewed:

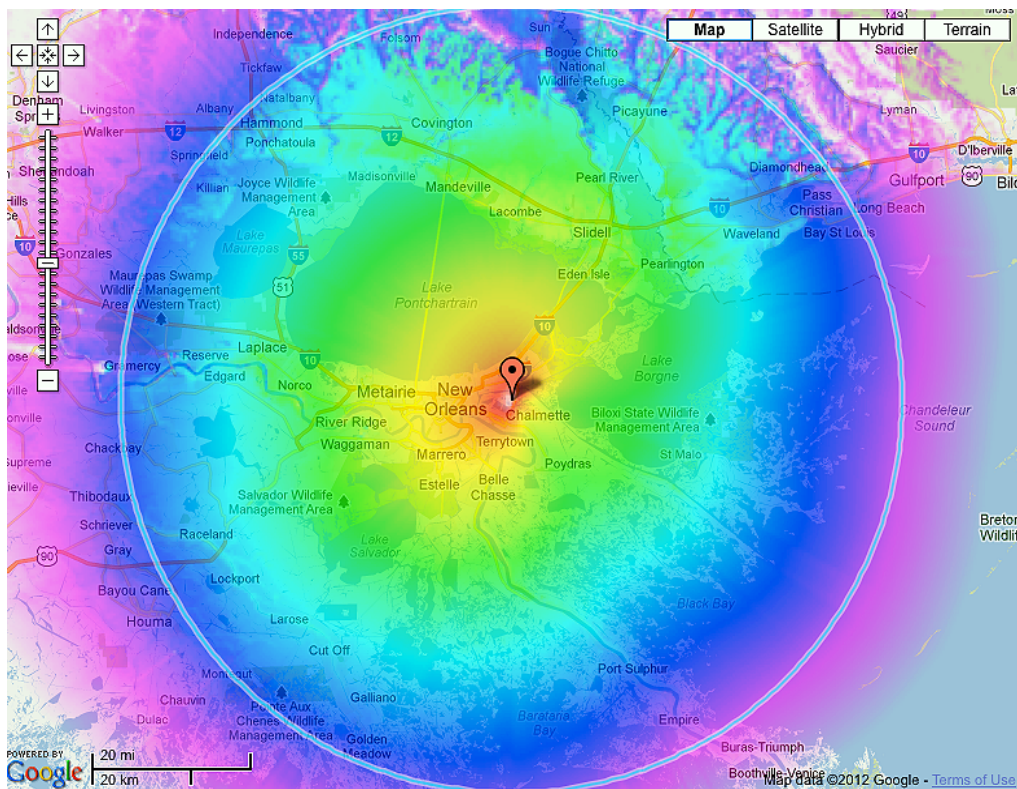
- Over the Air on Channel 32 (HD 32.1, 32.2, 32.3)
- On Cox New Orleans/Jefferson–Channel 14 & 1014
- On Spectrum North Shore – Channel 11 & 711
- On Dish – Channel 32
- On AT&T – Channel 32 & 1032
- On RTC– Channel 2 (Reserve Telecommunications)
- On Comcast – Channel 1032 (Houma)
- Vision Communications – Channel 32 (Larose, Lockport, Golden Meadow, Raceland, Matthews, Cutoff, Galliano, Leesville & Grand Isle)

Multicast Channels: 32.2 WLAE Encore & 32.3 CatholicTV

Cox – 130 (WLAE Encore), 131 (Catholic TV)

Spectrum – 189 (WLAE Encore), 191 (Catholic TV)

WLAE-TV COVERAGE MAP



WLAE-TV's Mission Statement

Since 1984, WLAE-TV has been 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 is a 501c3 non-profit and is listed
Educational Broadcasting Foundation, Inc.

Educational Broadcasting Foundation, Inc. dba WLAE-TV

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EIN# 72-0920100

SAM # FFLDMYBWG7T4