

 **wlae**
PRESENTS



BLUE

**THE LIFE AND ART
OF GEORGE RODRIGUE**

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From the award-winning team and executive producers of *George Dunbar: Mining the Surfaces*, *Fats Domino—Walking Back to New Orleans*, *A Tribute to Toussaint*, and *Irma Thomas: The Soul Queen of New Orleans* comes the latest documentary by WLAE-TV and LAE Productions: *Blue: The Life and Art of George Rodrigue*.

George Rodrigue, his story, his artistic contribution, his entire life, are a vivid part of the Louisiana landscape, and continue to be an important part of the art world in America and beyond.

A man of his surroundings and culture, a man of his times, a vigorously collected and admired figure, the “Blue Dog” painter has a legacy that endures.

From his bayou-inspired Louisiana cultural works, literally putting the Cajuns on the map, to his world-renowned Blue Dog catalogue, Rodrigue’s work is full of life, a deep ethos, color, narrative, and joyous storytelling. WLAE is on a new film journey telling this remarkable tale.

His life in the studio “down the bayou”, his study on the West Coast, his return home, the explosion of fame across the globe, and parts in between, form an art journey for the ages.

Struck with polio as a young boy, inspired to paint, the canvas took George Rodrigue from New Iberia to Los Angeles, and from Paris to Asia. He has been sought by major worldwide brands, as well as politicians, celebrities, and collectors too vast to count. From 1984 World’s Fair artist to world renown, he remains an important figure in contemporary art, and has ever-remained, “The Cajun Man”. As an astoundingly prolific artist, his connections to people, and his abiding friendships are the fabric of his storied journey.

An ambitious project, a bold and beautiful film, we sincerely hope you will join us on this journey. The cinematic telling of this gorgeous story unfolds in 2024.

WLAE-TV and LAE Productions are honored to present this film to the world.





Executive Producers Jim Dotson and Ron Yager are the power team responsible for dozens of award-winning films and series for WLAE. Their individual and collaborative careers include extensive experience and expertise producing entertaining and informative content for television audiences.

Their Telly award-winning films, *Fats Domino – Walkin’ Back to New Orleans*, *Leah Chase: The Queen of Creole Cuisine* and the Emmy-Award winning *A Tribute to Toussaint and Irma Thomas: The Soul Queen of New Orleans* have enjoyed national distribution through American Public Television and NETA (National Educational Telecommunications Association), and *George Dunbar: Mining the Surfaces* and *Battlegrounds: The Lost Community of*

Fazendeville are receiving statewide distribution through all Louisiana Public Broadcasting affiliate stations. Most of these films are also available worldwide on WLAE’s YouTube Channel, @WLAETV.

Other highly acclaimed releases include *Fitz! The Life and Political Legacy of Jimmy Fitzmorris* and their multi-E Emmy Award-winning travel series *Go Coast: Louisiana* which celebrates Louisiana music, food and culture and runs locally on WLAE and statewide on LPB. Ron and Jim invite you to be a supporting partner in this tribute celebrating George Rodrigue’s illustrious career.



Executive Producer and Director of Legacy Projects Bruce Lee Smith has a 25 year career in art, collectible assets, TV and radio, and funding enterprises. His most recent credits include Executive Producer for *George Dunbar: Mining the Surfaces*, and Coordinating Producer for the Season 4 episodes of *Driven*, LAE Productions’ Emmy Award-winning series on YurView. As a business owner and director of high profile institutions within the world of fine art and world class rare objects, published author and storyteller, radio host, frequent commentator and guest on nationally recognized shows, Bruce is passionate about the mission of education and service through public television and is a great fit for our legacy projects at WLAE.



Producer, Writer, and Director Sean O’Malley established O’Malley Productions in 2005 in Los Angeles, California. He has written, directed, and produced series and specials for Food Network, Cooking Channel, Animal Planet, Travel Channel, Univision’s streaming platform ViX, and Discovery+, including over 175 hours of Food Paradise, one of Discovery’s longest running food series. Sean served as Executive Producer and Producer for LAE Productions’ nationally distributed, award-winning, PBS documentary, *Fats Domino: Walkin’ Back to New Orleans*.

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Our highest-funding partner will receive "Presented by" credit with logo/name and optional tagline, premiere signage with step and repeat wall inclusion, photos at premiere, tickets to premiere, framed documentary poster, social media tags and more.



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\$50,000

Icon level credit with logo/name and optional tagline, premiere signage with step and repeat wall inclusion, photos at premiere, tickets to premiere, framed documentary poster, social media tags and more.



DIAMOND
\$25,000

Diamond level credit with logo/name and optional tagline, premiere signage with step and repeat wall inclusion, photos at premiere, tickets to premiere, framed documentary poster, social media tags and more.



PLATINUM
\$10,000

Platinum level credit (logo or donor name), premiere signage, photos at premiere, tickets to premiere, framed documentary poster, social media tags and more.

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\$5,000

Gold level credit (business or personal name), premiere signage, photos at premiere, 2 tickets to premiere, and documentary poster.

SILVER
\$1,000

Listing in closing rolling credits; 1-2 tickets to premiere, and documentary poster.



FRIEND
\$500

Listing in the closing rolling credits, 1 ticket to premiere.

**For more information,
please contact:**

Bruce Lee Smith, Executive Producer
WLAE-TV Director of Legacy Projects
985.502.4071 or
bruce@wlae.com

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