



COPING TODAY

Coping Today, our award-winning mental health show, offers viewers weekly tips on how to cope in this ever-changing world. The 30-minute show features interviews with various University of Holy Cross counseling experts and guests across a wide scope of mental health issues. We invite you to join us in offering hope to those struggling in our community by becoming an underwriter today.

Winner of ***Best TV Talk Show*** by the Press Club of New Orleans

Coping Today airs weekly on Fridays at 8 pm on WLAE-TV: Antenna Channel 32, COX Ch. 14 and 1014, Charter Ch. 11 and 711 and AT&T & Satellite Ch. 32 and statewide on LPB3 TV at 8 am on Fridays, and on YouTube @WLAETV

SEASON 6 PARTNERSHIP OPPORTUNITIES

WLAE and 6th Street Studios are proud to present **Coping Today**, providing hope, coping strategies and resources to viewers struggling with mental health issues in our community and our ever-changing world. Each episode of Coping Today refers people in need, many who have no access to other resources, to the University of Holy Cross hotline.

Since its premiere in 2020 when the show was titled **Coping During the Covid Crisis**, the free telecounseling hotline for Louisiana residents sponsored by the University of Holy Cross and staffed by licensed professionals, has consistently handled more than 6,000 calls each year. The number of callers to the hotline since the program debuted has doubled. The mental health series is one of WLAE-TV's most critically needed programs, and as public television faces the loss of federal funding, we urgently need underwriting partners like you to ensure its continuation. Your business will be recognized as a supporter of this outreach to those struggling to cope in the world today. We invite you to join us in our effort to make Louisiana healthier and happier.

Season 6 began with a two-episode special devoted to coping with all the myriad of emotions stirred up by the New Year's Day 2025 terrorist attack in the French Quarter.

Become a partner in providing this unique and critical lifeline to WLAE and LPB viewers throughout Louisiana for Season 6 and beyond.



Executive Producer and Co-Host Dr. Roy A. Salgado, Jr. is an award-winning Professor of Counseling and Behavioral Sciences at the University of Holy Cross where he has taught at the graduate and undergraduate levels

since 2006 and was named Outstanding Professor of the Year for 2021.

In addition to teaching, Dr. Roy serves the community through his private practice, providing clinical mental health counseling services to the English and Spanish-speaking communities through his work with the New Orleans Family Justice Center, the Hispanic Apostolate and as a mental health contributor for several radio and TV stations. He is a board member of Catholic Charities of New Orleans, and was appointed by the Governor of Louisiana to serve on the LPC Board of Examiners (the state licensing board for licensed professional counselors and licensed marriage and family therapists) for 2018-26, where he currently serves as their chair. He is happily married and is the proud father of a son and daughter.



Co-Host Janet Gross is an award-winning television journalist, writer and producer. She has spent her career talking to people, learning about them and telling their stories. In addition to covering TV news in several states,

she has hosted television and radio talk shows in New Orleans.

Jan also writes and narrates award-winning documentaries for WLAE-TV including the Emmy and Telly Award-winning **Battlegrounds: The Lost Community of Fazendeville; The Story of Covington: A 200-Year Journey; Catholics in the Crescent City: The First 300 Years, Parts I, II and III;** and WLAE's three Gabriel award-winning films: **A Legacy of Love: Henriette Delille** and the **Sisters of the Holy Family; Ordinary People: Extraordinary Gifts: The Road to Sainthood;** and **Formed: Notre Dame Seminary and the Path to Priesthood.**

Dr. Roy and Jan were honored with the Press Club of New Orleans' Best Talk Show Award in 2021.



Executive Producers Jim Dotson and Ron Yager are the power team responsible for dozens of award-winning films and series for WLAE-TV and 6th Street Studios, formerly known as LAE Productions.

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 Emmy Award-winning *A Tribute to Toussaint*, *Irma Thomas: The Soul Queen of New Orleans* and *Battlegrounds: The Lost Community of Fazendeville* have all received national distribution, and air statewide on WLAE and LPB.

Blue: The Life and Legacy of George Rodrigue, is sweeping Best Documentary awards at film festivals worldwide. It premiered on WLAE and LPB in December 2024 and will air nationwide by Summer, 2025.

Since its first broadcast in 1984, WLAE has also produced popular television series celebrating Louisiana music, food and culture, including *Let's Talk with Keith Spera* and the multi-E Emmy Award-winning travel series *Go Coast: Louisiana*. Some of our sports and civic programs include *Inside New Orleans Sports with Eric Asher*, *Affordable Housing Matters*, *NOLA Crime Crisis*, and health and mental health programs such as *Hello Health*, *Doctors of New Orleans* and *Coping Today*, which is now in its sixth season and approaching 200 episodes.

The generosity of our underwriters enables WLAE to produce films and series that inform, uplift and even change or save lives worldwide, including *Coping Today*, on **YouTube @WLAETV**. We invite you to become a partner today.



Producer Steve Schulkens has built a reputation as an award-winning professional in all facets of the communication industry from television producer, reporter and managing news editor to marketing, advertising and public relations executive.

In early 2020, Steve realized that fear, illness, grief and anxiety were spreading quickly, and coping strategies were needed to help our community navigate the global pandemic. His vision and experience made it possible for *Coping During the Covid Crisis* to premiere in March 2020, and the series was awarded the Press Club of New Orleans' Best Talk Show Award in 2021. In 2022, after the crisis had passed, the show was rebranded as *Coping Today*, and the series celebrated its

100th episode in the Fall of 2023.

Schulkens served as producer of WLAE's double Emmy award-winning concert documentary, *Irma Thomas: Soul Queen of New Orleans*, and our Summer 2024 documentary, *Al Scramuzza: The Crawfish King*, which traces the New Orleans seafood icon's tumultuous life journey from rags to riches, to rock bottom to redemption, and helping others heal from gambling and alcohol addictions. Steve has also won Press Club of New Orleans awards for Best Business News story and Best TV Spot news coverage, and Addy awards for numerous projects, in addition to serving as keynote speaker for the Louisiana Broadcasters Association, and the American Marketing Association.

SEASON 6 PARTNERSHIP OPPORTUNITIES

THIRTY 30-MINUTE
SHOWS REACH NEARLY
HALF A MILLION
VIEWERS WEEKLY

MONTHLY OR
QUARTERLY
INSTALLMENT PAYMENT
OPTIONS AVAILABLE

Viewers in need of mental health counseling are urged to call the University of Holy Cross Mental Health Tele-counseling line for no charge at 504-398-2168.

The counseling line held 6,851 tele-health sessions in 2024, and more than 30,000 since 2020.

**For more information,
please contact:**
CJ Jumonville
WLAE-TV and 6th Street Studios
504-390-4782 or **cj@wlae.com**

SCAN FOR
MORE INFO



WLAE.COM/COPING

ICON
\$30,000

\$1,000 per episode

DIAMOND
\$22,500

\$750 per episode

GOLD
\$15,000

\$500 per episode

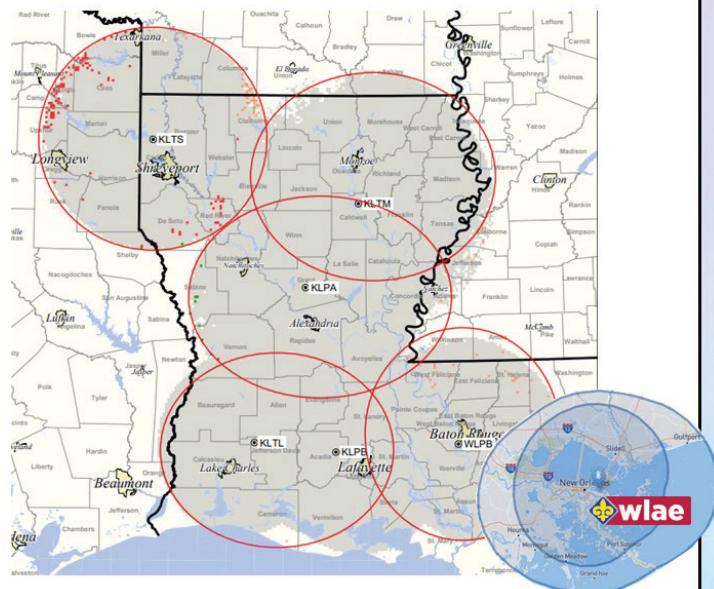
SILVER
\$7,500

\$250 per episode

BRONZE
\$3,000

\$100 per episode

LPB Coverage Map



454,302 TV DMA CUME
households tune to LPB
monthly...reaching nearly half
of the available households in
Louisiana

WLAE's coverage area
expanded in 2024 in
preparation for
NextGen TV

DMA CUME 2+: 628,250 monthly
DMA CUME 18+: 545,130 monthly