



LET'S TALK

A stylized black and white illustration of a person's head and shoulders. The person has short, dark hair and is wearing glasses. They are holding a vintage-style microphone in front of their mouth. The illustration is centered within the large text 'LET'S TALK'.

with
Keith Spera



Welcome to a new kind of New Orleans talk show.

Veteran journalist Keith Spera has conducted thousands of interviews with everyone from Jerry Seinfeld to Janet Jackson to Billy Joel. Those interviews inform his award-winning work for The Times-Picayune newspaper and its affiliated website, NOLA.com.

In the summer of 2023, WLAE-TV and 6th Street Studios premiered a unique weekly talk show that has since become a viewer favorite. In each episode of ***Let's Talk With Keith Spera***, Keith invites us to sit in on an in-depth conversation with a guest selected from a cross-section of New Orleanians who are influential, interesting or both. Viewers enjoy the personal chats with prominent musicians and entertainers, media personalities, business and religious leaders, athletes, actors, attorneys, politicians, chefs, and more.

Spera functions as a stand-in for viewers by asking the sorts of always-wanted-to-know questions that might come up during a chance encounter in a bar. His more casual approach – you'll never see him in a coat and tie – is substantive but not stuffy, which allows subjects to relax and open up about themselves, what they do and why. Avoiding the typical questions also avoids the usual sound bites and policy positions.

As a result, viewers see a fresh, more personal side of each interviewee and his or her insights, attributes and anecdotes – who they are as people, not just who they are in public. ***Let's Talk*** turns down the temperature on oft-overheated public discourse while having a little fun and providing a new lens through which to view New Orleans and its denizens.

So please join us, and ***Let's Talk***.



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 most recent film, ***Blue: The Life and Art of George Rodrigue***, has won more than a half-dozen Best Documentary awards at film festivals worldwide. ***Blue***, and WLAE's Telly and Emmy award-winning films celebrating ***Fats Domino***, ***Leah Chase***, ***Allen Toussaint***, and ***Irma Thomas*** have enjoyed national distribution through American

Public Television and NETA (National Educational Telecommunications Association). ***Battlegrounds: The Lost Community of Fazendeville*** and ***George Dunbar: Mining the Surfaces*** receive statewide distribution through all Louisiana Public Broadcasting affiliate stations. Many of their films and series are also available worldwide on WLAE's YouTube Channel, @WLAETV

Some of LAE's most highly acclaimed television series include their multi-Emmy Award-winning travel series ***Go Coast: Louisiana*** which celebrates Louisiana music, food and culture and runs locally on WLAE and statewide on LPB, ***Affordable Housing Matters with Norman Robinson***, ***Inside New Orleans Sports with Eric Asher***, and ***Coping Today***, a mental health program presented by the University of Holy Cross. Ron and Jim invite you to be a supporting partner in WLAE's newest weekly entertainment series, ***Let's Talk with Keith Spera***.

A New Orleans native, **Host and Producer Keith Spera** has spent his entire career telling the stories of his hometown, especially its musical community. In addition to numerous national feature-writing awards, he was a member of The Times-Picayune's Pulitzer Prize-winning Hurricane Katrina coverage team. His acclaimed book ***Groove Interrupted: Loss, Renewal and the Music of New Orleans*** (2011, St. Martin's Press) is an intimate portrait of some of the city's most prominent musicians recovering from challenges that threatened to silence them. For years, he appeared each week on WWL-TV's morning show and is a frequent guest on local radio and TV. He's also provided commentary and expertise in numerous documentaries, including WLAE-TV's ***Irma Thomas: The Soul Queen of New Orleans*** and ***Fats Domino: Walkin' Back to New Orleans***. He lives in New Orleans with his wife, three children and a dog named Goose, all of whom occasionally turn up in his stories.



BECOME A PARTNER

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Optional 15 to 30-second spot before and after show, and during program breaks
"Presented by" credit with logo/donor name in opening/closing credits
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Logo with hyperlink on WLAE.com home page and series web page
Social media tags and more

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Social media tags and more.

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COPPER \$2,400

Listing in ending rolling credits.



**For more information,
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