



LET'S TALK

A stylized black and white illustration of a man's head and shoulders. He has short, dark hair and is wearing glasses. A vintage-style microphone is positioned in front of his mouth, as if he is speaking. The illustration is centered within the large letters of the title "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 ***Let's Talk With Keith Spera***, a weekly talk show from WLAE-TV and 6th Street Studios that premiered in summer 2023, Keith invites viewers to sit in on his conversations. He'll chat with a cross-section of New Orleanians who are influential, interesting or both: musicians, media figures, business and religious leaders, athletes, actors, attorneys, politicians, chefs, etc.

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***.



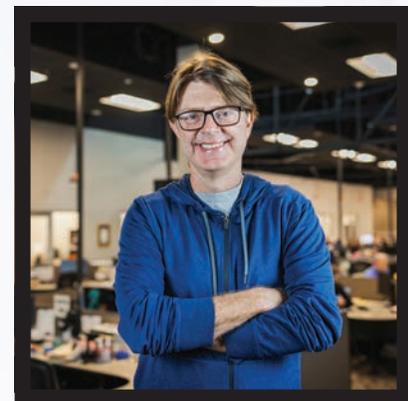
Executive Producers Jim Dotson and Ron Yager are the power team responsible for dozens of award-winning films and series for WLAE. Their individual and collaborative careers include extensive experience and expertise producing entertaining and informative content for television audiences.

Their 2025 film, ***Blue: The Life and Art of George Rodrigue***, won an Emmy award and more than a half-dozen Best Documentary awards at film festivals worldwide. ***Michalopoulos: The Art of Celebration*** was honored to be selected as the opening night film for the 2025 New Orleans Film Festival. ***Blue***, ***Michalopoulos***, 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). Many of their films and series, including ***Let's Talk with Keith Spera*** are available worldwide on WLAE's YouTube Channel @WLAETV.

Some of WLAE's most highly acclaimed and longest-running television series include their multi-Emmy Award-winning travel series ***Go Coast: Louisiana*** which celebrates Louisiana music, food and culture, ***Affordable Housing Matters with Norman Robinson***, and ***Inside New Orleans Sports with Eric Asher***. Ron and Jim invite you to become a supporting partner for ***Let's Talk with Keith Spera***.

A New Orleans native, **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

ICON
\$24,000+

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, Framed show poster, Logo with hyperlink on WLAE.com home page and series web page, Social media tags and more

DIAMOND
\$12,000

Optional 10 to 15-second spot during program breaks, Logo/donor name with optional tagline in opening/closing credits, Framed show poster, Logo with hyperlink on WLAE.com home page and series web page, Social media tags and more.

PLATINUM
\$6,000

Logo/donor name in opening/closing credits, Framed show poster, Logo with hyperlink on WLAE.com home page and series web page, Social media tags and more.

GOLD
\$3,600

Text listing in opening/closing credits, Show poster, Logo with hyperlink on series web page, Social media tags and more.

SILVER
\$2,400

Listing in ending rolling credits, Logo with hyperlink on series web page

BRONZE
\$1,200

Listing in ending rolling credits, Text hyperlink on series web page



**For more information,
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