

LIFELINE: COVID

How the telephone answered Louisiana's call for help



A story Louisiana needs to hear. *Lifeline* tells the remarkable story of how the telephone became a secret weapon during the pandemic, connecting thousands of Louisianans with the services they need — testing, benefits, housing and healthcare. The series mines for workable solutions that could make a difference after the pandemic is over.

***Lifeline* aims for impact.** Join forward thinkers and grassroots innovators in healthcare, a crucial growth industry in the state. Through our media partners — Solutions Journalism Network, WWNO and WRKF — this series will have national reach and strong visibility in major media markets: Lafayette, Baton Rouge and New Orleans.

- Installments begin in October
- Distribution via www.thecurrentla.com, wwno.org, wrkf.org
- Aggressive promotional efforts via social media, e-blasts and radio



BE PART OF THE SOLUTION.

Lifeline is the first series in *Solution Hub*, a collection by The Current and its partners examining workable solutions to common social problems. Each year, the vertical will feature rigorous reporting projects that engage and inspire.

[Take a look at a sample of Solution Hub stories here.](#)

Founder Level..... \$5,000 (3 available)

- Top logo recognition, URL link on *Solution Hub* landing page through 2021
- Ad space on *Lifeline: Covid* content published via www.thecurrentla.com
- 1 month ad space on all www.thecurrentla.com web content
- Footer text recognition on digital stories published via www.thecurrentla.com, WWNO and WRKF
- First option on any events and/or podcast production

Supporter Level..... \$1,000 (5 available)

- Bottom logo recognition, URL link on *Solution Hub* landing page through 2021
- Footer text recognition on digital stories published via www.thecurrentla.com, WWNO and WRKF

Audience Reach — The Current/WWNO/WRKF
Markets Served: Lafayette, Baton Rouge, New Orleans

150,000+ monthly users via thecurrentla.com, wnno.org,
wrkf.org | 200,000+ monthly pageviews

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