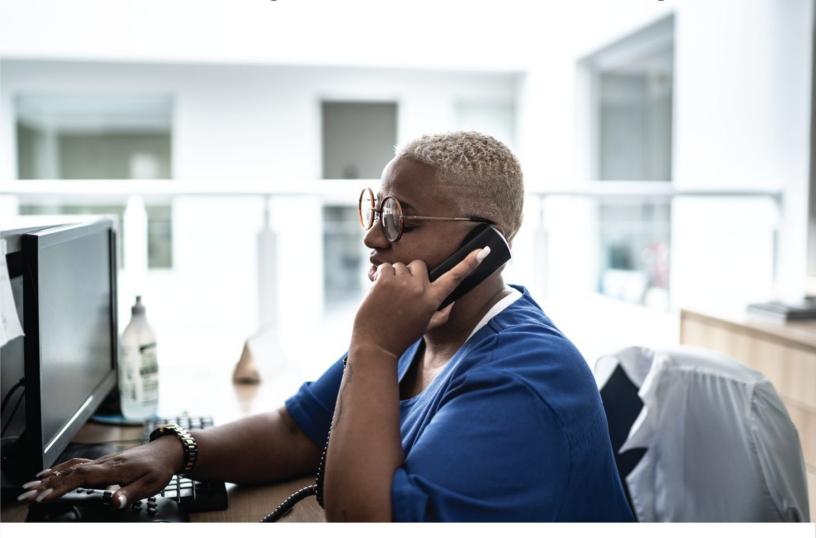
Current

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 <u>www.thecurrentla.com</u>, 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 <u>www.thecurrentla.com</u>
- 1 month ad space on all <u>www.thecurrentla.com</u> web content
- Footer text recognition on digital stories published via <u>www.thecurrentla.com</u>, 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 <u>www.thecurrentla.com</u>, WWNO and WRKF

