



& WBXN-CA

**WUPL-TV & WBXN-CA
NEW ORLEANS, LOUISIANA**

**QUARTERLY ISSUES / PROGRAM LIST
4th QUARTER 2013**

October 1, 2013 – December 31, 2013

WUPL-TV & WBXN-CA

**QUARTERLY LIST OF ISSUES
AND
SIGNIFICANT RESPONSIVE PROGRAMING**

October 1, 2013 – December 31, 2013

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& WBXN-CA

To:	PUBLIC FILE
Re:	Awards
Date:	4th QUARTER - 2013

October 1, 2013 through December 31, 2013

AWARDS

N/A



& WBXN-CA

To: PUBLIC FILE
Re: LOCAL, SYNDICATED, and NETWORK PROGRAMS
Date: 4 th QUARTER - 2013

October 1, 2013 through December 31, 2013

The following is a listing of WUPL-TV & WBXN-CA's local, network, and syndicated programs that, in some of the shows topics and content, serve the needs of the ascertained issues of the New Orleans and surrounding communities. Listed below are the program title, length, air day and time.

LOCAL PROGRAMS:

THE 504 – This locally produced public affairs program is hosted by Sheba Turk, in an effort to address community issues in a more in-depth manner. The program airs M-F 9:00pm. The program features local guests and discussion of news stories and current local, political and social issues in the community. It is produced by the WWL-TV News Department and is closed captioned to meet the needs of the hearing impaired.

4th Down on Four - (Mondays) at 9:30pm. The program features local guests and discussion of weekend sports stories and highlights. It is produced by the WWL-TV News Department and is closed captioned to meet the needs of the hearing impaired.

4th Down Fridays - (Fridays) at 10:30pm - during high school football season). The program features local high school games and a discussion and highlights of the games, coaches, and players. It is produced by the WWL-TV News Department and is closed captioned to meet the needs of the hearing impaired.

NETWORK NEWS/PUBLIC AFFAIRS PROGRAMS:

N/A

WUPL/WBXN-CA: NETWORK NEWS/PUBLIC AFFAIRS PROGRAMS:

CBS THIS MORNING – This is a 2-hour weekly news program airing on Monday - Friday mornings at 7-9:00AM CT.

WUPL-TV & WBXN-CA, New Orleans: Syndicated Programs

TITLE	SYNDICATOR	TIME PERIOD
The New Adventures of Old Christine	Warner Brothers	M-F, 11A, Sat, 7P & 7:30P
The King of Queens	Sony	M-F, 11:30A, Sat, 7P & 7:30P
Til' Death	Sony	M-F, 12 noon, Sat, 4P
Til' Death	Sony	M-F, 12:30P, Sat, 4:30P
America's Funniest Home Videos	Disney Domestic Television	M-F, 1-2P
Cash Cab	MGM	M-F, 2P
Cash Cab	MGM	M-F, 2:30p
The Jeremy Kyle Show	Debmar Mercury	M-F, 3-4P
Last Show with Judge Gunn	Trifecta	M-F, 4P
America's Court with Judge Ross	Entertainment Studios, Inc.	M-F, 4:30P
House of Payne	Debmar Mercury	M-F, 5P, Sat, 5p
House of Payne	Debmar Mercury	M-F, 5:30P, Sat, 5:30P
Meet The Brown's	Debmar Mercury	M-F, 6P, Sat, 6P
Meet The Brown's	Debmar Mercury	M-F, 6:30P, Sat, 6:30P
The Insider	CBS	M @ 3:30A, T-F, 9:30P
Law & Order: CI	NBC Universal	M-F, 10 - 11P
Law & Order: CI	NBC Universal	M-F, 11P-12M
Excused	CBS	M-F, 12M
Excused	CBS	M-F, 12:30A
America's Court with Judge Ross	Entertainment Studios, Inc.	M-F, 1A
King of The Hill	Warner Brothers	M-F, 1:30A
The Cosby Show	Carsey-Werner	M-F, 2A
The Cosby Show	Carsey-Werner	M-F, 2:30A
Comics Unleashed	Entertainment Studios, Inc.	M-F, 3A
Hollyscoop	Genesis International	Sat, 2P
Heartland	Genesis International	Sat & Sun @ 8P
House	NBC Universal	Sat & Sun @ 9P
Law & Order	NBC Universal	Sat & Sun @ 10P
Criminal Minds	Warner Brothers	Sat & Sun @ 11P
Cold Case	Warner Brothers	Sat, 12A
Without A Trace	Warner Brothers	Sat, 1A
Whaddyado	Steve Rothfeld	Sun, 7A
Wild About Animals	Steve Rothfeld	Sun, 7:30A
Elizabeth Stanton's Great Big World	Associate Television Int'l	Sun, 7:30A
Wild America	MG Perin, Inc.	Sun, 8A
Live Life & Win!	Connection III Ent.	Sun, 8:30A
Edgemont	PPI	Sun, 9A & 9:30A



& WBXN-CA

WUPL-TV and WBXN-CA NEW ORLEANS

CHILDREN'S TELEVISION COMMERCIAL LIMITS October 1, 2013 through December 31, 2013

During the above period, WUPL-TV aired the following educational/informational weekly programs produced for an audience of children 16 years of age and under:

***WHADDYADO – SUNDAY @ 7:00AM
WILD ABOUT ANIMALS – SUNDAY @ 7:30AM
ELIZABETH STANTON'S GREAT BIG WORLD @ 7:30AM
WILD AMERICA – SUNDAY @ 8AM
AWESOME ADVENTURES – SUNDAY @ 8:30AM
LIVE LIFE & WIN! - SUNDAY @ 8:30AM
EDGEMONT – SUNDAY @ 9AM
EDGEMONT – SUNDAY @ 9:30AM
THE YOUNG ICONS - SUNDAY @ 10:00AM***

WUPL-TV/WBXN-CA aired all of the above programs on Sunday mornings during the above quarter.

On behalf of WUPL-TV/WBXN-CA, New Orleans, Louisiana, I hereby certify that the above children's programming was formatted to contain no more than the maximum amount of commercial time permitted under the Commissions Act, as amended, 47 U.S.C. Sec. 303a, and 47 C.F.R. Sec. 73.660 and therefore was in compliance with the commercial limits imposed by the Children's Television Act.

Charlene Watkins
Program Coordinator
WUPL-TV, New Orleans, LA.

DATE: January 3, 2014



& WBXN-CA

To: PUBLIC FILE
Re: SPECIFIC AREAS OF COMMUNITY INTEREST
Date: 4th QUARTER - 2013

October 1, 2013 through December 31, 2013

The following addresses **economic issues** by WWL-TV through its local news and public affairs programming in this quarter:

(All programs and newscasts locally produced by WWL-TV are close captioned for the deaf and hearing impaired)

Business/Economy

BUSINESS/FINANCIAL

Each Monday on the Eyewitness Morning News, Tulane University A.B. Freeman School of Business professor Mark Rosa discusses the financial markets and news from Wall Street.

BETTER BUSINESS BUREAU

In monthly appearances, Cynthia Albert, spokeswoman for the New Orleans Better Business Bureau, discusses consumer issues on the Eyewitness Morning News.

11-4-13 Scams targeting military veterans; advice for how to avoid them

12-2-13 Where you can find toy recall information, and other safety info to remember for the holiday gift season

TECHNOLOGY - DIGITAL GUMBO SEGMENTS

Members of the Louisiana Technology Council appear frequently on the Eyewitness Morning News, to discuss computer and tech issues, in the "Digital Gumbo" segment. Segments are archived on wwltv.com.

10-14-13 Occipital Stimulation as a treatment for migraine headaches, local company demonstrates device

11-18-13 Device called True-See which helps with electronic medical records

12-9-13 Local company finds success with engraving technology business

CHILDREN/YOUTH ISSUES

PARENTING CENTER

On the Eyewitness Morning News, guests from The Parenting Center at New Orleans Children's Hospital discuss child and family/parenting issues.

10-15-13 How to connect with your child when they're young

10-29-13 Calming children's Halloween fears

11-11-13 Advice for soothing a crying baby

11-26-13 Low cost or no-cost gift ideas for children to give & receive

12-10-13 How effective communication between parents & teachers can help with educational process

12-24-13 Tips for parents to keep their cool at the holidays

CRIME

CRIMESTOPPERS

In a biweekly segment on the Eyewitness Morning News, representatives of Crimestoppers of Greater New Orleans discuss anti-crime initiatives and their latest campaigns to reduce crime and catch wanted suspects.

10-1-13 Cold Case Update & National Night Out Against Crime

10-14-13 National Night Out Against Crime

10-29-13 Halloween safety tips

11-12-13 Cell Phone Theft Prevention

11-26-13 Holiday shopping safety tips

12-10-13 Protecting your home and property during the holidays

12-24-13 Avoiding becoming a burglary victim at the holidays

COMMUNITY SERVICE

SPCA/AUDUBON ZOO

Each Thursday, a representative from either the Louisiana SPCA or the Audubon Zoo appears on the Eyewitness Morning News to feature an animal that is available for adoption, or to highlight an animal or program from the Audubon Nature Institute or Audubon Zoo.

EYE ON PARISH SEGMENTS

Local Parish Presidents discuss important parish topics.

10-9-13 Terrebonne Parish President Michel Claudet on Tropical Storm Karen, flood protection, hotel/motel tax and convention coming to parish

10-16-13 St. Bernard Parish President Dave Peralta on oyster festival, new museum and other happenings

10-23-13 Plaquemines Parish President Billy Nungesser on new levee system for west bank of parish

10-30-13 Jefferson Parish President John Young on proposal to move railroad tracks

11-6-13 St. Charles Parish President VJ St. Pierre on levee protection project

11-13-13 St. Tammany Parish President Pat Brister on coroner's office investigation, federal loan forgiveness

11-20-13 Terrebonne Parish President Michel Claudet on federal flood insurance rate hikes and levee protection

11-27-13 Plaquemines Parish President Billy Nungesser on Orange Festival and parish historical artifacts

- 12-4-13 Jefferson Parish President John Young discusses ongoing hospital lease negotiations
- 12-11-13 St. Charles Parish discusses federal flood insurance rate increases

ENVIRONMENT

GARDENING

Horticulturist Dan Gill from the LSU Agricultural Center appears on the Eyewitness Morning News to discuss gardening/agricultural issues.

- 10-17-13 Varieties of roses
- 10-30-13 Importance of good landscaping to help prevent crime and thefts at home
- 12-12-13 Poinsettia plants
- 12-26-13 Various Christmas plants (Christmas cactus, potted Christmas trees, poinsettias)

HEALTHCARE/MEDICAL ISSUES

MEDICAL/DR. KEVIN STEPHENS SEGMENTS

Former City of New Orleans Health Director Kevin Stephens appears on the Eyewitness Morning News to discuss health care issues.

- 10-2-13 Things you may not have known about dreams & dreaming
- 10-15-13 Breast lumps & cancer
- 10-30-13 Frequent questions & answers about urination
- 11-12-13 Decreasing the signs of aging
- 11-27-13 Thanksgiving food safety tips
- 12-11-13 Cutting back on salt intake in your diet

HEALTH/MEDICAL – MACKIE SHILSTONE

Each Wednesday, East Jefferson General Hospital fitness and nutrition expert Mackie Shilstone appears on the Eyewitness Morning News to discuss fitness, nutrition and exercise topics. Segments are archived on wwltv.com.

- 10-2-13 Macular degeneration prevention study
- 10-9-13 Bladder cancer prevention study
- 10-16-13 Osteoarthritis & obesity
- 10-23-13 Calcium & Vitamin D and weight loss study
- 10-30-13 Diabetes & magnesium study
- 11-6-13 Five cancer-fighting foods
- 11-13-13 Pilates exercises to strengthen abs & buttocks
- 11-20-13 100-calorie snack food ideas
- 11-27-13 Exercise ideas for toning your backside

HEALTH/MEDICAL – DERMATOLOGIST DR. PATRICIA FARRIS

- 10-7-13 Importance of sleep for good skin care
- 11-1-13 Chemical peels
- 11-29-13 Earlobe rejuvenation

HEALTH/MEDICAL – MEG FARRIS REPORTS

WWL-TV Medical Reporter Meg Farris reports on local medical issues.

10-2-13 As part of continuing coverage of new Affordable Care Act health care, local discussion of incentives offered for healthy habits and disincentives for poor habits (smoking, weight loss, etc.)

10-9-13 Local mental health center helping to ease mental health crisis

10-10-13 Study on CPAP treatment for Asthma

10-11-13 Local study on new treatment for yeast infections

10-16-13 Affordable Care Act coverage: health care insurance navigators, and how they are involved in the signup process

10-17-13 New treatment for rosacea

10-18-13 Study of hyperbaric treatment for veterans

10-22-13 So-called “super foods” for pregnant women to add to their diet for healthy pregnancy

10-23-13 Local cancer center is dedicated

10-28-13 Pain relief treatment

11-1-13 Shriners Burn Center fundraiser and profile

11-4-13 How local artist is working with brain researchers and stroke, seizure patients

11-7-13 Local reaction to proposed ban on trans fats

11-12-13 Study on sugar’s impact on Alzheimer’s disease

11-14-13 Study on heart attack patients, hoping to prevent 2nd attack

11-20-13 Prediabetes clinical trial participants needed

11-25-13 Wrinkle Free Friday: new filler Voluma is profiled

11-26-13 New procedure offers relief for GERD/acid reflux

12-5-13 Children & obesity

12-6-13 Rapid HIV Test

12-9-13 New Hepatitis C treatment

12-19-13 Using Heliocare as treatment for skin disorders

Housing

Not Applicable

Minority Issues

Not Applicable

Religion

Not Applicable



& WBXN-CA

To: PUBLIC FILE Re: NON BROADCAST EFFORTS Date: 4 th QUARTER - 2013

October 1, 2013 through December 31, 2013

WUPL/WBXN-CA's NON-BROADCAST COMMUNITY EFFORTS

WUPL/WBXN-CA sponsored and aired promotional announcements for the following non-broadcast community projects during this quarter:

- **Weather Watch:** WWL-TV's exhibit in the Kenner Rivertown district consisting of an array of weather instruments and charts featured as an interactive program enabling school children various ways to track a hurricane and learn about the weather.
- **Weather Link 4:** A worldwide weather system that connects over 1500 schools by providing a unique and useful combination of information, technology and education. During this quarter WWL-TV added four additional local schools to the *Weather Link 4* system. This system comes with curriculum used by teachers in elementary, middle and high schools. *Weather Link 4* provides an interactive window to math and science education.

OTHER NON-BROADCAST EFFORTS

WWL/WUPL-TV/WBXN-CA on-air reporters, anchors and other employees volunteer their time to interact with the local community by addressing groups, organizations and students at various schools. Employees also participate in school and community activities such as coaching, mentoring, and tutoring. The following are the community activities by various employees during this quarter.

COMMUNITY INTERACTIONS:

➤ Carl Arredondo - Chief Meteorologist

10/09/13	Weather Talk to a group of 4 th graders at Our Lady of Lourdes School in Slidell, LA
10/18/13	Weather Talk to a group of students at Bayou LaCombe Middle School.
11/06/13	Weather Talk to a group of 3 rd graders at Kenner Discovery Health Sciences Academy.
11/12/13	Guest book reader to a class of Pre-K and Kindergarten students at First Baptist School in Slidell, LA
11/17/13	Weather Talk to a group of 1 st graders at Cypress Cove Elementary School.

➤ Alexander Cranford - Meteorologist

10/01/13	Weather Talk to teachers and faculty at St. Dominic School.
10/01/13	Weather Talk to a group of students at Gretna No. 2 Academy.
11/05/13	Weather Talk to a group of students at W. Smith, Jr. Elementary School

➤ Monica Hernandez - Reporter

10/12/13	Emcee at the "Cocktails & Blues with Irma Thomas" event at the Roosevelt Hotel.
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➤ Dominic Massa - Executive Producer/Special Projects

11/05/13	Attended the Night at Loyola event for MAD Internships.
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➤ Ashley Rodriguez - Reporter

10/20/13	Judge at the Halloween costume contest at Rock-N-Bowl for the Vince's next Louisiana Legends Show/
11/16/13	Emceeing the Alzheimer's Walk to Remember event.

➤ **Karen Swensen - Anchor**

10/10/13	Guest Judge at Brother Martin Cook-off.
10/23/13	Emcee for the "St. Elizabeth's Guild Volunteer Activists awards and fashion show.
11/06/13	Guest Speaker at the "Spice of Life" expo at the Convention Center. Represented our tv station-WWL-TV.
09/25/13	Mentoring a new graduate of Southeastern University who has a degree in communications.

➤ **Sheba Turk - Reporter**

10/03/13	Emcee for the Saenger Theater Grand Opening Gala Dinner
10/14/13	Assisted staff at Delgado Community College with Staff Convocation.
11/06/13	Guest Speaker at the Urban League "Women-In-Business Challenge.

➤ **Dennis Woltering - Anchor**

12/07/13	Emcee at the lighting of the Algiers Bonfires.
12/11/13	Guest Speaker at BGR's annual luncheon.



& WBXN-CA

**WUPL-TV & WBXN-CA
NEW ORLEANS, LOUISIANA**

**QUARTERLY ISSUES / PROGRAM LIST
3rd QUARTER 2013**

July 1, 2013 – September 30, 2013

WUPL-TV & WBXN-CA
QUARTERLY LIST OF ISSUES
AND
SIGNIFICANT RESPONSIVE PROGRAMING

July 1, 2013 – September 30, 2013

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& WBXN-CA

To:	PUBLIC FILE
Re:	Awards
Date:	3 rd QUARTER - 2013

July 1, 2013 through September 30, 2013

AWARDS

N/A



& WBXN-CA

To: PUBLIC FILE
Re: LOCAL, SYNDICATED, and NETWORK PROGRAMS
Date: 3 rd QUARTER - 2013

July 1, 2013 through September 30, 2013

The following is a listing of WUPL-TV & WBXN-CA's local, network, and syndicated programs that, in some of the shows topics and content, serve the needs of the ascertained issues of the New Orleans and surrounding communities. Listed below are the program title, length, air day and time.

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THE 504 – This locally produced public affairs program is hosted by Sheba Turk, in an effort to address community issues in a more in-depth manner. The program airs M-F 9:00pm. The program features local guests and discussion of news stories and current local, political and social issues in the community. It is produced by the WWL-TV News Department and is closed captioned to meet the needs of the hearing impaired.

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NETWORK NEWS/PUBLIC AFFAIRS PROGRAMS:

N/A

WUPL/WBXN-CA: NETWORK NEWS/PUBLIC AFFAIRS PROGRAMS:

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WUPL-TV & WBXN-CA, New Orleans: Syndicated Programs

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& WBXN-CA

WUPL-TV and WBXN-CA NEW ORLEANS

CHILDREN'S TELEVISION COMMERCIAL LIMITS July 1, 2013 through September 30, 2013

During the above period, WUPL-TV aired the following educational/informational weekly programs produced for an audience of children 16 years of age and under:

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LIVE LIFE & WIN! - SUNDAY @ 8:30AM
EDGEMONT – SUNDAY @ 9AM
EDGEMONT – SUNDAY @ 9:30AM
THE YOUNG ICONS - SUNDAY @ 10:00AM***

WUPL-TV/WBXN-CA aired all of the above programs on Sunday mornings during the above quarter.

On behalf of WUPL-TV/WBXN-CA, New Orleans, Louisiana, I hereby certify that the above children's programming was formatted to contain no more than the maximum amount of commercial time permitted under the Commissions Act, as amended, 47 U.S.C. Sec. 303a, and 47 C.F.R. Sec. 73.660 and therefore was in compliance with the commercial limits imposed by the Children's Television Act.

Charlene Watkins

Program Coordinator
WUPL-TV, New Orleans, LA.

DATE: October 1, 2013



& WBXN-CA

To: PUBLIC FILE
Re: SPECIFIC AREAS OF COMMUNITY INTEREST
Date: 3rd QUARTER - 2013

July 1, 2013 through September 30, 2013

The following addresses **economic issues** by WWL-TV through its local news and public affairs programming in this quarter:

(All programs and newscasts locally produced by WWL-TV are close captioned for the deaf and hearing impaired)

Business/Economy

BUSINESS/FINANCIAL

Each Monday on the Eyewitness Morning News, Tulane University A.B. Freeman School of Business professor Mark Rosa discusses the financial markets and news from Wall Street.

BETTER BUSINESS BUREAU

In monthly appearances, Cynthia Albert, spokeswoman for the New Orleans Better Business Bureau, discusses consumer issues on the Eyewitness Morning News.

7-1-13 Avoiding scams involving online diplomas and colleges

8-5-13 Tips for choosing the best driving school

9-2-13 Tips for avoiding scams with work-at-home job opportunities

TECHNOLOGY - DIGITAL GUMBO SEGMENTS

Members of the Louisiana Technology Council appear frequently on the Eyewitness Morning News, to discuss computer and tech issues, in the "Digital Gumbo" segment. Segments are archived on wwltv.com.

7-8-13 Louisiana-based online shopping web site Shopperschoice.com

8-12-13 New app called "Tutti Player App" helping train young musicians

9-23-13 One of founders of new local high-tech company Maxwell Worthington

CHILDREN/YOUTH ISSUES

PARENTING CENTER

On the Eyewitness Morning News, guests from The Parenting Center at New Orleans Children's Hospital discuss child and family/parenting issues.

- 7-9-13 Developing strong language skills in children
- 7-23-13 Preparing your children for going back to school
- 8-9-13 The fine line between freedom and discipline for teenagers
- 8-20-13 Teaching children about money
- 9-3-13 Raising children who are enthusiastic learners
- 9-17-13 Teaching children the importance of community service

CRIME

CRIMESTOPPERS

In a biweekly segment on the Eyewitness Morning News, representatives of Crimestoppers of Greater New Orleans discuss anti-crime initiatives and their latest campaigns to reduce crime and catch wanted suspects.

- 7-23-13 Importance of tips in recent child violence and arson cases
- 8-6-13 How to avoid being victim of a crime/ Crimestoppers smart phone app, and its importance in soliciting tips from the public
- 8-20-13 Advice for what you should do if you witness domestic abuse
- 9-16-13 Promoting upcoming Crimestoppers fundraising gala

COMMUNITY SERVICE

SPCA/AUDUBON ZOO

Each Thursday, a representative from either the Louisiana SPCA or the Audubon Zoo appears on the Eyewitness Morning News to feature an animal that is available for adoption, or to highlight an animal or program from the Audubon Nature Institute or Audubon Zoo.

EYE ON PARISH SEGMENTS

Local Parish Presidents discuss important parish topics.

- 7-3-13 St. Charles Parish President V.J. St. Pierre on flood insurance rate hikes
- 7-10-13 St. Tammany Parish President Pat Brister on Coroner's Office Investigation and New Flood Insurance Web Page
- 7-17-13 St. Bernard Parish president David Peralta on Lot Next Door program & Flood insurance rates
- 7-24-13 Terrebonne Parish President Michel Claudet on flood insurance rate changes
- 7-31-13 Plaquemines Parish President Billy Nungesser discusses flood insurance rate hikes
- 8-7-13 Jefferson Parish President John Young on flood insurance rate hikes
- 8-14-13 St. Charles Parish President V.J. St. Pierre on flood insurance rate hikes
- 8-28-13 St. Tammany Parish President Pat Brister on recovery from Hurricane Isaac
- 9-11-13 Plaquemines Parish President Billy Nungesser on new flood maps
- 9-18-13 Jefferson Parish President John Young on important tax millage election in Jefferson
- 9-25-13 St. Charles Parish President V.J. St. Pierre discusses recent concerns about local water supply and deadly amoeba contamination.

ENVIRONMENT

GARDENING

Horticulturist Dan Gill from the LSU Agricultural Center appears on the Eyewitness Morning News to discuss gardening/agricultural issues.

7-11-13 Answers viewers' gardening questions

7-25-13 Dealing with trees that have citrus canker

8-22-13 Answers viewers' gardening questions

9-5-13 Answers viewers' gardening questions

9-19-13 Ornamental peppers

HEALTHCARE/MEDICAL ISSUES

MEDICAL/DR. KEVIN STEPHENS SEGMENTS

Former City of New Orleans Health Director Kevin Stephens appears on the Eyewitness Morning News to discuss health care issues.

7-10-13 Explaining some common body quirks

7-24-13 Toxoplasmosis and dangers of cat dropping for children and pregnant women

8-21-13 Common causes of fatigue and sleeplessness

9-4-13 Benefits of a healthy breakfast

9-18-13 Analyzing some common dreams and what they mean

HEALTH/MEDICAL – MACKIE SHILSTONE

Each Wednesday, East Jefferson General Hospital fitness and nutrition expert Mackie Shilstone appears on the Eyewitness Morning News to discuss fitness, nutrition and exercise topics. Segments are archived on wwltv.com.

HEALTH/MEDICAL – DERMATOLOGIST DR. PATRICIA FARRIS

7-25-13 Sugar detox diet and help for your skin.

8-5-13 Study looks at link between eczema in infants & food allergies

9-2-13 Rosacea

Housing

Not Applicable

Minority Issues

Not Applicable

Religion

Not Applicable



& WBXN-CA

To: PUBLIC FILE
Re: NON BROADCAST EFFORTS
Date: 3rd QUARTER - 2013

July 1, 2013 through September 30, 2013

WUPL/WBXN-CA's NON-BROADCAST COMMUNITY EFFORTS

WUPL/WBXN-CA sponsored and aired promotional announcements for the following non-broadcast community projects during this quarter:

- **Weather Watch:** WWL-TV's exhibit in the Kenner Rivertown district consisting of an array of weather instruments and charts featured as an interactive program enabling school children various ways to track a hurricane and learn about the weather.
- **Weather Link 4:** A worldwide weather system that connects over 1500 schools by providing a unique and useful combination of information, technology and education. During this quarter WWL-TV added four additional local schools to the *Weather Link 4* system. This system comes with curriculum used by teachers in elementary, middle and high schools. *Weather Link 4* provides an interactive window to math and science education.

OTHER NON-BROADCAST EFFORTS

WWL/WUPL-TV/WBXN-CA on-air reporters, anchors and other employees volunteer their time to interact with the local community by addressing groups, organizations and students at various schools. Employees also participate in school and community activities such as coaching, mentoring, and tutoring. The following are the community activities by various employees during this quarter.

COMMUNITY INTERACTIONS:

➤ Carl Arredondo - Chief Meteorologist

08/22/13	Guest speaker at Stennis Space Center on Hurricane Preparations
08/23/13	Weather Talk to a group of Senior citizens at a senior center on the westbank.
08/30/13	Weather Talk to a group of seniors at Summerfield Retirement Center in Slidell, LA
09/13/13	Weather Talk to a group of 4 th graders about weather and hurricanes at Lake Harbor Middle school
09/27/13	Weather Talk to a group of 1 st graders at Cypress Cove Elementary School.

➤ Bill Capo - Special Assignment Reporter

09/27/13	Celebrity Judge at the Roosevelt Hotel's "Stormin of the Sazerac".
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➤ Kevra, Derek - Meteorologist

07/27/13	Guest Judge at "Miss Ponchartrain Beach" competition.
08/22/13	Weather Talk to a group of seniors at the Kiwanis Club of New Orleans.

➤ Monica Hernandez - Reporter

09/28/13	Guest Host at the Bad to the Bone Event Fundraiser.
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➤ Ashley Rodriguez - Reporter

07/29/13	Celebrity Judge at the West St. Tammany Red Beans "N Rice Cook-Off.
09/07/13	Celebrity Judge at the Plaquemines Parish Orange Queen Festival

➤ Karen Swensen - Anchor

09/17/13	Guest speaker at the "Higher Order of Greater New Orleans" luncheon.
09/25/13	Mentoring a new graduate of Southeastern University who has a degree in communications.

➤ **Sheba Turk - Reporter**

07/04/13	Participated in a group panel with the Essence Music Festival that focused on the "Girl Up NOLA" group.
09/13/13	Guest speaker at Higgins High School Pep Rally.
09/21/13	Guest Host of the "Girl Up NOLA" Girls Conference
