

KNOV-CD - New Orleans, LA**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****July 1st, 2023 thru Sept 30, 2023**

KNOV-CD is a member of Destination Network, a chain of Visitor Information stations devoted to communities whose livelihoods depend in large part upon the industries hospitality, travel & tourism. Visitors find themselves in unfamiliar surroundings, often with limited transportation options; they are separated from normal family and friend support systems. Uninformed travelers are vulnerable and less able to respond quickly to threats posed by severe weather, transportation failures, etc. They need information to navigate and to simply enjoy their vacations and make the most of their business travel.

While much of our issues-responsive programming is centered on promotion of the arts, local history, heritage and culture, we also work with local civic and government leaders to address public safety issues for our visitors. People traveling to New Orleans are not always aware of the dangers presented by severe weather conditions; they are often not aware of the laws and proper behavior related to the environment or transportation. We air programming related to these issues year round.

Tourism is the life blood of our market. We coordinate with local tourism experts, civic and business leaders to promote events and festivals. We are a champion of hometown causes, and we encourage a robust year-round tourism business. New Orleans Television is the official Visitor Information Channel of the New Orleans Metropolitan Convention and Visitors Bureau. Much of our programming is produced at their request and under their direction.

The year round population of visitors in New Orleans is significantly larger than the residential population, yet programming directed to visitors is largely underserved by other television stations in this market.

People on vacation exhibit different viewing habits when they are away from home. They watch much less television per day, and they watch for much shorter periods of time. Nielsen research documents that among the primary issues and information important to visitors are: Dining, Overviews of the Local Market, Local Lifestyles, Sports & Activities, Shopping, Nightlife, and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs, Top 5 Restaurant Programs also address these primary issues with constantly changing and rotating content every day, 365 days a year.

Issue	Time	Date	Client	File Name (R&P)	Spot Title	Description	Run Time (00:00:00)	Times Run
Entertainment, Dining Tips, Culture and Heritage, Special Events, Local News, Art Exhibits	Top of the hour	Daily	Local News		Multiple	This show airs at the top of every hour, 24 times each day with timely, topical, locally produced stories related to information Visitors want most	11:00	2028
Culinary Education	12:00 am – 12:00 am	Daily	Community Issues New Orleans	A0040_650.MPG	Ti Martin HOCHI Founder – The Vision	Ti Martin, Founder, explains the origins of this important addition to the New Orleans Culinary landscape. The New Orleans Culinary & Hospitality Institute	02:22	165
History	12:00 am – 12:00 am	Daily	Anchor Intros – NOTV	A0040_375.MPG	Hilario Chalmette Battlefield Battle Footage Stand Alone	Brian Hilario describes the Chalmette Battlefield, the site of the last battle on American soil that occurred between the US and a foreign nation	01:47	550
Community Transportation & Aviation	12:00 am – 12:00 am	Daily	Programming - NOTV	A0047_369.MPG	Kristian Sonnier New Orleans Airport NEW TITLE	Kristian Sonnier welcomes visitors to the New Orleans airport featuring dozens of New Orleans James Beard award winning chefs and cocktail mixologists.	01:20	85

Culinary Education	12:00 am – 12:00 am	Daily	Anchor Intros - NOTV	A0036_609.MPG	NLN Hilario Anchor Gumbo	Brian Hilario talks about the history of Gumbo and all of the different varieties that are out there to try. He explains the rich history and roots behind the dish.	01:42	243
Arts & Culture	12:00 am – 12:00 am	Daily	Local News - NOTV	A0023_781.MPG	NLN New Orleans Museum of Art NEW TITLE	Director of the New Orleans Museum of Art, John Bullard welcomes visitors to New Orleans and to the Museum in City Park. They have over 40,000 works of art covering 4,000 years of history.	00:47	190
Culinary History	12:00 am – 12:00 am	Daily	Bourbon House	V0004_231.MPG	A Note of History Barrels HD	Wesley Janssen explains the history of the Bourbon Street name and shares how the Bourbon we know today is the result of a happy coincidence resulting from a shipping barrel shortage.	01:47	180
History	12:00 am – 12:00 am	Daily	Bevolo	V0007_114.MPG	A Note of History Thomas Edison	Drew Bevolo, owner, describes New Orleans' gas light history and the first electric powered Mardi Gras parade for which Thomas Edison threw the switch.	00:57	908

Significant Community Issues in addition to those addressed in Local News and Top 5 programs and those informing viewers of Public Safety and Environmental issues have been reviewed by our Programming Department and have been updated for the next Quarter.

Steven Sosa

10 10 2023

Signature

Date