

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**October 1st, 2023, thru December 31st, 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 also address these primary issues with constantly changing and rotating content every day, 365 days a year.

Issue	Time	Date	Client	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, 22 times each day with timely, topical, locally produced stories related to information Visitors want most	11:00	2208
American History, World War II	12:00 am – 12:00 am	Daily	National World War II Museum	The National WWII Museum Expressions of America	Stephen Watson, President and CEO, describes the event that is based on letters, diaries and journals of the men and women who served in World War II	01:17	644
Tourism and Urban Development	12:00 am – 12:00 am	Daily	Programming – NOTV	Kristian Sonnier Welcome to New Orleans Improvements	Kristian Sonnier, VP Communications, shares with viewers the recent improvements New Orleans has made all aimed at enhancing the visitor experience.	02:37	128
History and Culture	12:00 am – 12:00 am	Daily	Programming - NOTV	Treme Neighborhood Stand Alone Dabne Whitmore	Dabne describes the Treme as “America before it was America.” Where the free people of color lived. Sharing with visitors the opportunities to explore, all the while indulging in everyone’s favorite pastime, eating and drinking and absorbing Cajun Culture.	01:27	568
History	12:00 am – 12:00 am	Daily	Programming – NOTV	Bayou Road Dianne Honore	Dianne “Gumbo Marie” Honore, Historian, explains the history of Bayou Road, the oldest road in New Orleans. Starting at the Mississippi River, it was originally a foot path the native Americans would use to get from Bayou St. John to the Mississippi	01:17	571

Culinary Education	12:00 am – 12:00 am	Daily	Programming - NOTV	Ti Martin NOCHI The Enthusiasts Cook Your Own Damn Dinner	Ti Martin, Founder, offers viewers a unique opportunity to learn more about the New Orleans cuisine they love. At the New Orleans Culinary & Hospitality institute, you and your friends can go do dinner, but you're going to have to cook it first	01:32	203
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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

01 09 2024

Signature

Date