

## KNOV-CD Community Issues 2023 – 3<sup>rd</sup> quarter REVISED

The original report uploaded on 10/10/23 contained an error related to a scheduling change in programming that was identified in a routine QC of the uploaded reports on 10/11/23. Our Local News show now runs at the top of EVERY hour, 24 times a day. The revised report corrects this mistake.

I

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 encourage a robust year-round tourism business programming is produced at their request and

The year round population of visitors in New Orleans is a large and diverse population, yet programming directed to visitors is largely underserved by other television stations in this market.

People on vacation exhibit different viewing habits than those who live in the area. Nielsen research documents that among the primary issues and concerns of visitors are: Safety, Things to do with Kids. In addition to our regular Visitor Information programming, Top 5 Restaurant Programs also address these primary issues with

Top of the hour

24

2208

Issue	Time	Date	Client	File Name (R&P)	Spot Title	Times Run
Entertainment, Dining Tips, Culture and Heritage, Special Events, Local News, Art Exhibits	Top of the hour, except 7:00 PM and Midnight	Daily	Local News		Multiple	11:00 2024