

**KNOV-CD - New Orleans, LA**  
**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**  
**April 1, 2023 thru June 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, and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs and 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	2184
Restaurant Reviews	11:30 17:30 20:30	Daily	Top 5		Multiple	This show features reviews of local restaurants.	30:00	273
American History, World War II	12:00 am – 12:00 am	Daily	National World War II Museum	A0052_537.MPG	The National World War II Museum Overview	Steven Watson, President and CEO explains the mission of the museum to tell the entire American Experience in World War II	02:15	684
History	12:00 am – 12:00 am	Daily	Programming – NOTV	V0005_263.MPG	ANOH Pontalba Evrg	Claire Jordan Gran, DOCENT of 1850 House, shares with viewers the history of the Pontalba Buildings which frame Jackson Square on either side. Here were some of the first cast iron balconies to be installed in New Orleans	02:37	758

Arts and Culture, Museums and Music	12:00 am – 12:00 am	Daily	Programming – NOTV	A0039_048.MPG	Arts District Treme’s Petite Jazz Museum	Alvin Jackson, Founder, describes New Orleans as the northernmost Caribbean city in America boasting the culture of Haiti, Dominican Republic, Puerto Rico and Cuba. He is committed to telling the history and rich culture of this neighborhood	01:32	764
Sport Fishing	12:00 am – 12:00 am	Daily	Programming – NOTV	V0014_299.MPG	LFLP Story of Grand Isle	Mark Andollina, portrays Grand Isle as a fisherman’s mecca, also known as the Cajun Bahamas. Grand Isle has a colorful history including Carlos Marcello, a big mafia boss, who built a camp on the island	01:37	369
Parks and Recreation, Arts and Museums	12:00 am – 12:00 am	Daily	Programming – NOTV	A0038_688.MPG	New Orleans City Park Overview Dianne Honore	Dianne “Gumbo Marie” Honore, Historian, gives viewers and overview of City Park. Sharing the many museums and eateries to be encountered on the way there. When you arrive, enjoy the Sculpture Garden and the New Orleans Museum of Modern Art	01:17	311

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

Signature

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Date