

KNOV-CD - New Orleans, LA
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
January 1st, 2024, thru March 31st, 2024.

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, with timely, topical, locally produced stories related to information Visitors want most	11:00	2184
Culinary Education	12:00 am – 12:00 am	Daily	Programming – NOTV	NOCHI Dickie Brennan	Dickie Brennan, NOCHI Co-Founder talks about how this culinary school differs from years past. It has shorter programs, with the skills and education needed, to get students employed to a restaurant quickly.	01:52	2051
Community Issues	12:00 am – 12:00 am	Daily	Community Issues – New Orleans	ARNO – Animal Rescue of New Orleans	Volunteer Lesley Forynski gives a brief description of the main services ARNO provides to stray animals.	01:05	989
Community Issues	12:00 am – 12:00 am	Daily	Community Issues – New Orleans	Battle of 1814 Annual Celebration	The National Park Service provides a public recreation of this battle that was fought in New Orleans.	01:37	561
History and Culture	12:00 am – 12:00 am	Daily	Programming - NOTV	Spiritual Rituals Dianne Honore	Dianne “Gumbo Marie” Honore, Historian, shares with viewers the history of Voodoo culture	01:30	552

Special Event	12:00 am – 12:00 am	Daily	Anchor Intro - NOTV	Hilario St. Louis Cathedral STAND ALONE	Brian Hilario talks about the History of the St. Louis Cathedral which is the oldest cathedral in the United States. It was originally built in 1718 as a catholic church. It reached cathedral status after its 3rd construction in 1793.	01:32	570
Outdoor	12:00 am – 12:00 am	Daily	Programming - NOTV	DYK Fishing in Grand Isle	This is a PSA for the public to address the areas of fishing in the Grand Isle. It mentions to the community the safe and clear spaces to fish.	01:45	586

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

_____/_____/_____
Date