

**PUBLIC AFFAIRS REPORT**  
**For**  
**WPXL-TV**  
**NEW ORLEANS, LOUISIANA**  
**For**  
**FOURTH QUARTER ENDING DECEMBER 31, 2014**

In accordance with Section 73.3526(e)(11)(i) of the Federal Communications Commission's rules, the following, in the opinion of WPXL-TV, are the problems and needs of the community for the period noted above. They are not necessarily listed in order of importance. Each is identified by significant public affairs and/or public service programming in response to these needs.

Issues:

1. Regulation of Public Utilities
2. Tourism
3. Community Celebrations – Louisiana Cattle Festival
4. Coastal Protection in Plaquemines Parish
5. Health Insurance
6. Homelessness in New Orleans
7. Legislative Oversight
8. Better Parks – Better Living
9. Insurance Fraud & Auto Theft
10. Constitutional Amendments Impact on Elderly
11. The Partnership between Education & Employment
12. Coastal Restoration
13. Economic Development
14. Celebration of Cultural Heritage – Festival of Lights
15. Celebration of Cultural Heritage – Omelet Celebration
16. Health Care Concerns
17. Literacy Campaign
18. Hunger in Louisiana
19. Education
20. Localized Economic Development
21. Governmental Accountability
22. Community Celebrations – Battle of New Orleans

A detailed summary of each program's content, including guests, affiliations and date of broadcast is included in this report.

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**FOURTH QUARTER ENDING DECEMBER 31, 2014**

Program: Louisiana Hometown News  
Topic/Title: **LHN 100214**  
Air Date: 10/02/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Regulation of Public Utilities: Rural waste water system & ATT line repair issues  
Guests: Commissioners Clyde Holloway and Lambert Boissere III

**Description:** The Louisiana Public Service Commission (LPSC) is an independent regulatory agency dedicated to serving the public interest by assuring safe, reliable, and reasonably priced services for the public utilities and motor carriers. The LPSC consists of five elected Commissioners who serve overlapping terms of six years and a staff of 122, created by Article IV, Section 21 of the 1921 Constitution of the State of Louisiana. It succeeded the Railroad Commission of Louisiana that was created by the 1898 Constitution. The overall goals of the Commission are to ensure a regulatory balance that enables utilities to provide customers with safe, adequate and reliable service, at rates that are just and reasonable, equitable and economically efficient, and that allow utilities an opportunity to earn a fair rate of return on their investment. In addition, the Commission continues to take an active and cautious role in development of a competitive, market-based approach to utility regulation whenever such an approach is in the public interest. Louisiana Public Service Commission Galvez Building, 12th Floor 602 North Fifth Street PO Box 91154 Baton Rouge, LA 70821-9154 225-342-4404 [www.lpsc.louisiana.gov](http://www.lpsc.louisiana.gov)

Program: Louisiana News Magazine  
Topic/Title: **LNM 100714**  
Air Date: 10/07/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Tourism  
Guests: Stephanie Riegel (Host) Lt. Gov. Jay Dardenne, Michael Valentino, and Jill Kidder

**Description:** LTPA is a private, nonprofit, membership trade association with more than 800 members statewide. It strengthens the private sector of Louisiana's tourism economy and provides marketing and educational opportunities to its members, while it serves as the advocate, resource and voice for the tourism industry. Networking opportunities - LTPA connects members with tourism industry professionals from around the state and gives them a forum to discuss relevant topics. Advocacy efforts - LTPA communicates our industry's value as a viable job and revenue-producing industry to legislators. We advocate for the protection of the Louisiana Office of Tourism's budget and Visitor Enterprise Funds to ensure they are used as intended. Discounted cooperative marketing programs - LTPA is able to negotiate the best advertising rates with a variety of publications because our collective membership has tremendous buying power. Educational training - LTPA gives members access to the best of the industry, with expert speakers at the annual Tourism Summit and online learning opportunities at discounted rates. Travel and trade leads - LTPA staff attends travel and trade shows on behalf of its members and provides them with qualified leads. Louisiana Travel Promotion Association 1165 S. Foster Drive Baton Rouge, LA 70806 225-346-1857 [www.ltpa.org](http://www.ltpa.org)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 100914**  
Air Date: 10/09/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Community Celebrations – Louisiana Cattle Festival  
Guests: Francis Plaisance

**Description:** Held every first full weekend in October, cool weather and leaves changing colors mark the beginning of the Annual Louisiana Cattle Festival. The festival originated on September 24, 1949 by Roy R. Theriot, Sr., manager of the Chamber of Commerce and former Mayor of Abbeville. Originally known as the Dairy Festival, the name was changed in 1979 to honor all the Cattle Industry of the state. At this September 1949 gathering, Governor Earl Long addressed the people, which was followed by a parade. In that year, a Dairy Queen was selected to reign over the festivities. A King and Queen have been selected every year since 1949. Since 1949, the Festival has had many prominent visitors travel through Abbeville, one being President Harry Truman who visited on October 22, 1960 while campaigning for future President John F. Kennedy. The Louisiana Cattle Festival is a member of the Louisiana Association of Fairs and Festivals. Each year outstanding people of the state are selected for honors such as Grand Marshall, Citizen of the Year, Outstanding Cattleman, Restaurateur of the Year, and Outstanding 4-H Scholarship Winner. The fun-filled 3-day Festival includes events such as a Baby Show, Cooking Contest, Queen's Pageant, Cattle Livestock Show, Parade, Live Entertainment, Street Dancing "Fais Do Do" and Street Fair. Booths with Food, Drinks, Souvenirs, Arts and Crafts, and Cajun Hospitality are available during the entire Festival. Louisiana Cattle Festival 337-652-0646 [www.louisianacattlefestival.org](http://www.louisianacattlefestival.org)

Program: Louisiana News Magazine  
Topic/Title: **LNM 101414**  
Air Date: 10/14/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Coastal Protection  
Guests: Stephanie Riegel (Host), Sean Duffy Sr., Capt. George Ricks, Billy Nungesser, PJ Hahn, and Various Board Members

**Description:** From 1956 to 2006, Plaquemines Parish sustained a net loss of land area of nearly 250 square miles. From 1932 to 2010, coastal Louisiana has lost approximately 25 percent of its land area. This dramatic loss is due to unrelenting subsidence and erosion caused by numerous natural processes and manmade interventions. While Louisiana's coastal wetlands do not possess the national recognition of the Everglades and Chesapeake Bay, they have undergone about 90 percent of the total coastal wetland loss in the continental United States. Causes of wetland loss in coastal Louisiana include: Subsidence; Levees; Sea level rise; Saltwater Intrusion; Hurricanes & storm events; Canals; Waste of dredged material; Spoil banks; Filling, drainage, and development. The contributing factors to land change in coastal Louisiana are complex, and the attribution of loss to any specific factor is widely debated. What is not debated is that action must be taken to slow further loss of coastal wetlands and protect valuable coastal communities in Plaquemines Parish and all along the Louisiana coast. Plaquemines Parish Government 8056 Highway 23, Suite 200 Belle Chasse, LA 70037 [www.plaqueminesparish.com](http://www.plaqueminesparish.com) 504-274-2460

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Program: Louisiana Hometown News  
Topic/Title: **LHN 101614**  
Air Date: 10/16/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Health Insurance  
Guests: Billy Justice, Lacey Sanchez, Michael Echols, Dr. Gary Jones, and Rebecca Harris

**Description:** In 1994, Vantage Health Plan, Inc., was formed by physicians who wanted to provide quality healthcare coverage through the teamwork of physicians and their patients. That commitment to quality and care is still inherent in Vantage today. Vantage's membership has grown steadily over the past 20 years, now providing health insurance coverage for more than 25,000 members and contracting with over 4,300 Louisiana healthcare providers. Vantage prides itself in offering friendly, excellent customer service and quality healthcare products. Vantage is a visible example of commitment to bettering the lives of our members and community. Nothing, however, is more evident of Vantage's commitment than the ongoing beautification efforts of downtown Monroe. In addition to completely renovating every floor of the Vantage Tower (formerly Ouachita National Bank), Vantage also purchased the former Central Bank Building, located at 300 DeSiard St. Along with the renovations to the Vantage Central Building, the new Central Park was added as a symbol of the rebirth and renewal of downtown Monroe. The park offers employees a place for relaxation and the citizens of Monroe something to admire. Vantage Health Plan, Inc. strives to be a health care innovator by proactively seeking opportunities to improve the quality of health care while balancing the cost of that care. Vantage Health Plan 130 DeSiard Street Suite 300 Monroe, LA 71201 888-823-1910 [www.vhpla.com](http://www.vhpla.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 102114**  
Air Date: 10/21/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Homelessness in New Orleans  
Guests: Stephanie Riegel (Host), Archbishop Gregory Aymond, Pastor John Pierre, Cantor Joel Colman, Natalie Jayroe, Heyward Whetsell, and Biaggio DiGiovanni

**Description:** Faith-based leaders representing all major religions from across the New Orleans region will gather at Gallier Hall to call for "compassionate" solutions to the issue of homelessness. "In the wake of the clearing of camps of homeless people in New Orleans, the city's faith-based leaders will be gathering to shine a light on the plight of the poor, and hear presentations from organizations providing support services to the needy," according to a statement released by the group. The event will feature the following speakers: Martha Kegel, executive director of Unity of Greater New Orleans, Archbishop Gregory Aymond, Rev. Willie Gable, Cantor Joel Colman, Rev. Kevin Kieschnick and Pastor John Pierre. The city cleared out an encampment of more than 140 people who had been living for several months under the Pontchartrain Expressway. The Department of Health declared it a public health hazard and gave the people under the bridge 72 hours-notice to leave. Approximately 84 people were placed in local shelters, according to the city. Many of the homeless men and women, however, relocated to a location under the bridge at the corners of Calliope and Camp streets.

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Program: Louisiana Hometown News  
Topic/Title: **LHN 102314**  
Air Date: 10/23/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Legislative Oversight  
Guests: State Treasurer John Kennedy

**Description:** State Treasurer John Kennedy urged legislators to oversee the Office of Group Benefits' proposed state employee health insurance plan changes triggered by budget ploys and to seek the help of the Legislative Auditor and his actuary in making the plan changes. "The 230,000 state employees, teachers and retirees who are insured under the OGB state health plan understand they have to sacrifice like everyone else, but the reason the plan is in trouble is because the state used the plan's money to balance the budget. That's not just my opinion; it's also the opinion of the Legislative Fiscal Office. The state did the same thing with the money in the Louisiana Medicaid Trust Fund for the Elderly and the Tobacco Settlement Trust Fund. This is worse than the federal government borrowing money from the Social Security Trust Fund because there's not even the promise of replenishing OGB's reserves." OGB health plan premiums have already increased 5%. Deductibles and co-pays are also scheduled to rise under the proposed plan changes, costing the plan members \$190 million a year. Much of the OGB's \$520 million reserves were used to prop up the state budget. OGB is currently spending \$16 million a month more than it takes in. The deficit was caused by a budget ploy to reduce premiums in fiscal year 2013 and fiscal year 2014 so that the state would have to pay less in employer contributions, which freed up money to use elsewhere in the budget. This caused OGB to have to spend down its \$520 million in reserves to pay claims. Louisiana Treasury Main Office 900 North Third Street, 3rd Floor, State Capitol Baton Rouge, Louisiana 70802 225-342-0010 [www.latreasury.com](http://www.latreasury.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 102814**  
Air Date: 10/28/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Better Parks – Better Living  
Guests: Stephanie Riegel (Host), Carolyn McKnight, and Stephen Hammond

**Description:** Nearly a decade ago, BREC implemented the "Imagine Your Parks" strategic plan which was created after a year and a half of surveys, community meetings, brainstorming sessions and public planning meetings. The results transformed the parks system in East Baton Rouge Parish featuring 12 new community parks, five dog parks, Liberty Lagoon Water Park, skateboard parks, fishing ponds, a new conservation area in Central for hikers and nature lovers, improved playgrounds, a growing trails system, a mobile playground unit as well as renovations to our neighborhood parks and special use facilities such as the Realm of the Tiger exhibit at BREC's Baton Rouge Zoo. As part of our accreditation process, BREC creates and implements a strategic plan every ten years to guide the progress of the system. BREC is one of only 106 nationally accredited parks systems in the country and was recently recognized as among the top ten recreational systems in the nation. After nearly after a year of gathering input from the public, BREC has presented a draft of its 10 year strategic plan. Please view the video and documents below and provide us with valuable feedback on how to improve your park system. BREC 6201 Florida Blvd., Baton Rouge, LA 70806 225-272-9200 [www.brec.com/iyp2](http://www.brec.com/iyp2)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 103014**  
Air Date: 10/30/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Insurance Fraud & Auto Theft  
Guests: Jim Donelon and U.S. Attorney Walter Green

**Description:** The Louisiana Department of Insurance (LDI), along with the Louisiana Automobile Theft and Insurance Fraud Prevention Authority (LATIFPA), announced today that registration for the 2014 Conference on Insurance Fraud and Auto Theft is now underway. The conference will feature presentations on combatting vehicle theft, as well as panel discussions on health care fraud, investigating insurance fraud and insurance fraud prosecution. According to the most recent Uniform Crime Reporting data from the Federal Bureau of Investigation, the number of auto thefts statewide dropped from 9,113 vehicles stolen in 2011 to 7,881 vehicles stolen in 2012, representing a decrease of 13.5 percent. The decline in the number of reported auto thefts improved Louisiana's national ranking from 26th in 2011 to 30th in 2012 in the rate of vehicles stolen. Over the five-year period from 2007 through 2012, the number of auto thefts in Louisiana has declined by 48 percent. Nationally, auto thefts dropped by 34 percent over the same time period. Established by the Louisiana Legislature during the 2004 Regular Session, the LATIFPA is a public agency housed within the Department of Insurance with the purpose of combatting motor vehicle theft, insurance fraud, and other criminal acts. Through partnerships with local law enforcement agencies, public awareness campaigns and educational outreach initiatives, the LDI and the LATIFPA work towards reducing the number of fraudulent insurance claims and vehicle thefts. Louisiana Department of Insurance 1702 N. Third Street P.O. Box 94214 Baton Rouge, LA 70802 800-259-5300 [www.lidi.la.gov](http://www.lidi.la.gov)

Program: Louisiana News Magazine  
Topic/Title: **LNM 102814**  
Air Date: 11/04/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Better Parks – Better Living  
Guests: Stephanie Riegel (Host), Carolyn McKnight, and Stephen Hammond

**Description:** Nearly a decade ago, BREC implemented the "Imagine Your Parks" strategic plan which was created after a year and a half of surveys, community meetings, brainstorming sessions and public planning meetings. The results transformed the parks system in East Baton Rouge Parish featuring 12 new community parks, five dog parks, Liberty Lagoon Water Park, skateboard parks, fishing ponds, a new conservation area in Central for hikers and nature lovers, improved playgrounds, a growing trails system, a mobile playground unit as well as renovations to our neighborhood parks and special use facilities such as the Realm of the Tiger exhibit at BREC's Baton Rouge Zoo. As part of our accreditation process, BREC creates and implements a strategic plan every ten years to guide the progress of the system. BREC is one of only 106 nationally accredited parks systems in the country and was recently recognized as among the top ten recreational systems in the nation. After nearly after a year of gathering input from the public, BREC has presented a draft of its 10 year strategic plan. Please view the video and documents below and provide us with valuable feedback on how to improve your park system. BREC 6201 Florida Blvd., Baton Rouge, LA 70806 225-272-9200 [www.brec.com/iyp2](http://www.brec.com/iyp2)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 110614**  
Air Date: 11/06/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Constitutional Amendments Impact on Elderly  
Guests: Joe Donchess

**Description:** The Louisiana Nursing Home Association is a non-profit federation representing more than 250 non-profit and for-profit nursing facilities and assisted living communities that care for approximately 30,000 elderly and disabled individuals each day. On behalf of our members, LNHA advocates for providing quality care and nurturing environments to Louisiana's frail and elderly. LNHA is dedicated to serving the needs of our membership by providing public policy advocacy, education, professional development, quality initiatives and various other services. These tools allow members to offer the highest practicable measure of care to their residents. Amendments 1 and 2 will help protect patient services for community hospitals, nursing facilities, pharmacists and homes for the mentally disabled; will ensure that quality care continues for ALL; and will allow the continuation of the positive economic impact that Louisiana's healthcare sector provides to our communities. Over the past few years, cuts to healthcare have been at the center of every state budget debate. Two Constitutional Amendments, were passed during the 2013 Legislative Session that would greatly improve the ability of Louisiana's hospitals and other providers, including nursing facilities, pharmacists and homes for the mentally disabled, to continue to provide quality care in our communities by allowing them to establish a stable source of funding. If passed, they will strengthen our healthcare system without increasing healthcare costs for patients or businesses. Louisiana Nursing Home Association 7844 Office Park Blvd. Baton Rouge, LA 70809 225-927-5642 [www.lnha.org](http://www.lnha.org)

Program: Louisiana News Magazine  
Topic/Title: **LNM 111114**  
Air Date: 11/11/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: The Partnership between Education & Employment  
Guests: Stephanie Riegel (Host), Monty Sullivan, Woody Oge, and Dale Doty

**Description:** In 1999, Governor Mike Foster led the Legislature to establish the Louisiana Community and Technical College System. At that time, Louisiana had fallen behind other states in developing this sector of post-secondary education and training. But our leaders knew our state needed a strong community and technical college system to boost the power of our workforce and economic development engine. Currently among the most productive and fastest growing two-year college systems in the nation, Louisiana's community and technical colleges have exceeded all expectations and become a highly valued asset for all of Louisiana. As we mark the end of the formative years of our system of colleges, we turn our attention to Louisiana and its future. The economic expansion forecast for Louisiana over the next 5 to 10 years is unprecedented. Billions of dollars are being invested by companies growing their operations and some relocating in our state. The estimated number of skilled employees they will need to hire is in the tens of thousands. We must ensure that all Louisiana citizens have the opportunity to participate fully in this economy. In recent months, we have engaged business and industry leaders, economic and workforce experts, our K-12 and higher education partners, students, and college leadership in a planning process focused on the challenges and opportunities before us. The outcome of this process is a bold plan with six comprehensive goals put forth by the Board of Supervisors and embraced by the leadership of the 13 community and technical colleges. I look forward to working together with you as we begin today building Louisiana's workforce of tomorrow. LCTCS 265 South Foster Drive Baton Rouge, LA 70806 225-922-2800 [www.lctcs.edu/ourlouisiana2020](http://www.lctcs.edu/ourlouisiana2020)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 111314**  
Air Date: 11/13/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Coastal Restoration  
Guests: John Walther, David Cresson, Tim Allen, John Seeger, Cheryl Powell, and Drew Hunger

**Description:** The Coastal Conservation Association of Louisiana, along with partners, Apache Corporation, Fieldwood Energy and the Louisiana Department of Wildlife and Fisheries, began construction today on an artificial reef system in Ship Shoal 26, known by many Louisiana anglers as “the Pickets.” The Pickets Reef is being constructed of roughly 14,000 tons of 4-inch limestone over three specially engineered artificial reefs. The reef is designed to protect depressions in the seafloor that were created by the prevailing current flowing around and through the Pickets. In doing so, the reefs will maintain and enhance these scour holes, while providing additional habitat for marine life. The Pickets Reef is the 10th reef of its kind to be funded through the Louisiana Artificial Reef Trust fund in cooperation with CCA Louisiana and is the 14th reef built by CCA Louisiana since 2004. The construction of the reef should take about three to four weeks to complete. Upon completion, marker buoys will be placed on the site so that anglers can locate the reefs. CCA Louisiana P.O. Box 86458 Baton Rouge, LA 70879 225-952-9200 [www.ccalouisiana.com](http://www.ccalouisiana.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 111814**  
Air Date: 11/18/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Economic Development  
Guests: Stephanie Riegel (Host) and Stephen Moret

**Description:** Louisiana Economic Development is responsible for strengthening the state's business environment and creating a more vibrant Louisiana economy. Louisiana consistently outperforms the South and U.S. for job creation and economic opportunity. Their mission is to cultivate jobs and economic opportunity for the people of Louisiana, LED is aggressively pursuing eight integrated economic development strategies: Improve our state economic competitiveness; Improve the competitiveness of our communities; Identify and cultivate top economic development assets in each region of our state; Place special focus on business retention and expansion; Develop comprehensive national-caliber business recruitment capacity; Cultivate innovation, entrepreneurship, and small business; Develop robust workforce solutions; Aggressively tell our story. With dedicated and knowledgeable professionals committed to Louisiana's economic future, LED strives to help businesses find the resources they need to make relocation and expansion a successful, profitable endeavor. Louisiana Economic Development 1051 North Third Street Baton Rouge, LA 70802 800-450-8115 [www.louisianajobconnection.com](http://www.louisianajobconnection.com)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 112014**  
Air Date: 11/20/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Celebration of Cultural Heritage – Festival of Lights  
Guests: Samantha Bonnette, Lee Waskom, Sandra Dickens, and the Christmas Belles

**Description:** Since its beginnings in 1927, the Festival of Lights has grown into Louisiana's premier community based Christmas Celebration. A family celebration, the festival is held annually on the first Saturday in December. This is the 88<sup>th</sup> year. Over 150,000 visitors flock this historic town and are treated to a gigantic parade, star studded live entertainment throughout the day, dozens of food vendors, carnival rides, river cruises, carriage and trolley tours, and a spectacular fireworks show. After which, over 300,000 brightly colored Christmas lights and 77 huge set pieces light the city along the scenic Cane River Lake. The Christmas Festival of Lights has been listed as a "Top 100 Events in North America" by the American Bus Association for numerous years and has also been honored as one of the "Top 20 Events" for December on six occasions by the Southeast Tourism Society. The Natchitoches Christmas Festival of Lights is a partner with the Holiday Trail of Lights. Natchitoches Area Chamber of Commerce 560 2nd Street P.O. Box 3 Natchitoches, LA 71457 318-352-6894 [www.christmasfestival.com](http://www.christmasfestival.com) [www.natchitocheschamber.com](http://www.natchitocheschamber.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 112514**  
Air Date: 11/25/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Celebration of Cultural Heritage – Omelet Celebration  
Guests: Stephanie Riegel (Host), Arlene Collee, Linda Woodruff, and Dolores Landry

**Description:** According to legend, when Napoleon and his army were traveling through the south of France, they decided to rest for the night near the town of Bessieres. Napoleon feasted on an omelet prepared by a local innkeeper which was such a culinary delight that he ordered the townspeople to gather all the eggs in the village and to prepare a huge omelet for his army the next day. From this beginning, the omelet became a tradition to feed the poor of the village at Easter. It has also become the symbol of a world-wide fraternity, rich in friendship, tradition and cultural exchange, known as the Confrerie. In 1984, three members of the Chamber of Commerce (Emery "Bichon" Toups, Tracy Kays, and Sheri Meaux) attended the Easter Omelet Festival in Bessieres, France and were later knighted the first of Abbeville's Chevaliers. They returned home with the determination to bring Abbeville closer to its French Heritage by hosting an omelet festival and joining the sisterhood of cities who celebrate the omelet - Bessieres, France; Frejus, France; Dumbéa, New Caledonia; and Granby, Quebec in Canada. Malmedy, Belgium and Pigue, Argentina later joined the fraternity, bringing the number making seven locations to celebrate this festival annually. Abbeville's Giant Omelet is truly an international festival. Each year, foreign representatives from each of these cities arrive here to be knighted as chevaliers (chefs) into Abbeville's Confrerie (fraternity). Beneath majestic moss-covered live oak trees in historic Magadalen Square, they help to prepare the 5000 egg Giant Cajun Omelet. They also come to experience the area's joie de vivre, to share its rich culture, to meet and mingle with its people, and to make memories and friendships which last a lifetime. The omelet is then given away freely to all in attendance. Come join in our Celebration and become closer to our French heritage through the cooking of the "Omelet of Friendship". This unique Celebration is unique to Louisiana in the United States! Confrerie d' Abbeville P.O. Box 1272 Abbeville, LA 70511 <http://giantomelette.org>

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Program: Louisiana Hometown News  
Topic/Title: **LHN 112714**  
Air Date: 11/27/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Health Care Concerns  
Guests: Mike Reitz, Dr. David Carmouche, Steve Clemons, Janet Wright, Dr. Peter Katzmarzyk, Warner Thomas, Randy Watson, Clayton Williams, and Dr. Elliott Fisher

**Description:** Healthcare costs more in the United States than anywhere in the world. That would be understandable if it led to greater longevity or superior health outcomes, or both. But, it hasn't. Blue Cross and Blue Shield of Louisiana will join with The Atlantic and Blue Cross Blue Shield Association to convene leaders from across the healthcare industry for a Town Hall program in Louisiana as part of the "Inventing the Future of Health" series. The agenda—healing the healthcare system—will be a lofty one. We're bringing together providers, insurers, medical professionals, hospital systems, public institutions, educators, and other prominent community members to address health barriers, costs, quality improvements and health outcomes. Louisiana's healthcare costs are some of the highest in the nation. The Dartmouth Health Atlas, which publishes reports on Medicare costs and quality, reveals that "higher spending is not correlated with improved outcomes," meaning that just because you pay more, doesn't mean you're getting better care. And in Louisiana, we spend more per Medicare beneficiary than any other state. As for what the numbers say about what we are getting for our money, the story is not great. Louisiana ranked 48 in the 2013 America's Health Rankings and only 21 of 82 hospitals in 2012 met the established quality measures as outlined in the Joint Commission's annual Quality and Safety report. Further, statistics from Medicaid rank Louisiana third nationwide in ER use, and show we have more unnecessary hospitalizations than most states. Blue Cross Blue Shield of Louisiana 5525 Reitz Ave. Baton Rouge, LA 70809 225-295-3307 [www.bcbsla.com](http://www.bcbsla.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 120214**  
Air Date: 12/02/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Literacy Campaign  
Guests: Stephanie Riegel (Host), Lt. Gov. Jay Dardenne, Rebecca Hamilton, Darrell Bourque, and Various Authors & Attendees

**Description:** The Louisiana Center for the Book, State Library of Louisiana, proudly presents the 11th annual Louisiana Book Festival, Louisiana's FREE, world-class literary celebration. The festival takes place at the State Library of Louisiana, Louisiana State Capitol, Louisiana State Museum and in nearby locations. It is expected to draw over 15,000 people to downtown Baton Rouge. The festival offers unique opportunities for booklovers of all ages to interact with more than 150 exceptional writers, poets and storytellers and to enjoy an inspiring variety of book-related activities, exhibitions and demonstrations. There were interviews with various authors and attendees. Louisiana Center for the Book 701 N. Fourth St. Baton Rouge, LA 70802 [www.louisianabookfestival.org](http://www.louisianabookfestival.org)

**PUBLIC AFFAIRS REPORT**  
**For**  
**WPXL-TV**  
**NEW ORLEANS, LOUISIANA**  
**For**  
**FOURTH QUARTER ENDING DECEMBER 31, 2014**

Program: Louisiana Hometown News  
Topic/Title: **LHN 120414**  
Air Date: 12/04/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Hunger in Louisiana  
Guests: Suzanne Whitaker, Natalie Jayroe, Emily Zering, and Richard Nash

**Description:** Peoples Health Is About the Health of People on Medicare. At Peoples Health, providing quality Medicare healthcare is our core business. Only people with Medicare can join a Peoples Health plan because Medicare is all we do. And, according to our many satisfied members, we do it very well. They will tell you about the generous benefits, exceptional care and dedicated member services that they've come to expect from Peoples Health. The mission of Peoples Health is to provide high quality, cost-effective healthcare services to the members we serve. Peoples Health will become the premier, fully integrated healthcare delivery system of choice in the markets we serve. Our goal has never been to be the biggest. It has always been to be the best. Peoples Health is not available nationwide. You have to be a resident of Louisiana to enjoy the benefits of Peoples Health. Peoples Health and Second Harvest Food Bank teamed up with local news personalities to compete in the annual Supermarket Sweep shopping competition to benefit local area seniors. This year's sweep will feed over 2,000 hungry seniors. Peoples Health Three Lakeway Center 3838 N. Causeway Blvd. Suite 2200 Metairie, LA 70002 800-222-8600 [www.peopleshealth.com](http://www.peopleshealth.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 120914**  
Air Date: 12/09/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Education  
Guests: Stephanie Riegel (Host), Carla Parks, Joe Skiles, and Various Teachers & Students

**Description:** Parkview Elementary School was named a National Blue Ribbon School for 2014 today by the U.S. Department of Education based on their academic record. U.S. Secretary of Education Arne Duncan made the announcement this afternoon at a news conference during which 287 public schools across the country were designated National Blue Ribbon Schools for 2014. "These great schools are fulfilling the promise of American education – that all students, no matter their name or zip code – can flourish when schools provide safe, creative and challenging learning environments," Duncan said. "National Blue Ribbon Schools are models of consistent excellence and a resource for other schools and districts." The National Blue Ribbon Schools Program honors public and private elementary, middle and high schools, where students either achieve very high learning standards or are making notable improvements in closing the achievement gap. The award affirms the hard work of students, educators, families and communities in creating safe and welcoming schools where students master challenging content, according to the U.S. Department of Education. Parkview Elementary School will be formally recognized at a special ceremony in Washington, D.C. East Baton Rouge School System 1050 S. Foster Drive, Baton Rouge, LA 70806 225-922-5400 [www.ebrschools.org](http://www.ebrschools.org)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 121114**  
Air Date: 12/11/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Localized Economic Development  
Guests: Natalie Robottom, Rev. Rodney Nicholas, Simmone Williams, Mary Claire Fisher, Wayne Vicknair, Chung Cutno, Tory Holland, Gregg Simon, Craig Carman, and Chassity McComack

**Description:** The Shop Local Shop St. John campaign was launched in December 2012 by the St. John the Baptist Parish Economic Development Department and Economic Development Council (EDC) with input from St. John businesses and merchants. The Shop Local Shop St. John mission is to support locally owned, independent businesses in St. John Parish, to maintain our unique community character, provide continuing opportunities for entrepreneurs, and build community economic strength. Their three focus areas are: Informing citizens of the values provided by community-based businesses and their importance to the local economy, culture and social fabric. Group branding, promotion and advertising to elevate the collective profile of our community-based businesses and bring to them some of the advantages chains enjoy. Creating strong relationships with local government and the media to inform local decision-making and give a voice to the locally owned independent business community. Activities include the Shop Local Shop St. John Campaign, facilitating regular networking and educational events with our members, promoting an annual Holiday campaign, and maintaining an online business directory. To date, over 100 businesses have joined the campaign, displaying Shop Local Shop St. John window decals, posters, countertop thank-you cards, tee-shirts, bumper stickers, and other educational materials in their businesses, as well as incorporating the Shop Local logo in their own marketing and advertising. Shop Local Shop St. John is an affiliate of the American Independent Business Alliance (AMIBA), a 501c3 organization that helps people start and sustain Independent Business Alliances (IBAs). (Shop Local Shop St. John one of over 50 IBAs in the U.S and is proud to be the first government organization that is a member.) St. John the Baptist Parish Economic Development 1801 W. Airline Hwy. LaPlace, LA 70068 985-652-9569 [www.sjbparish.com](http://www.sjbparish.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 121614**  
Air Date: 12/16/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Governmental Accountability  
Guests: Stephanie Riegel (Host), Bruce Starr, Curtis Bramble, Deb Peters, U.S. Sen. Amy Klobuchar, Cindy McCain, Upendra Chivukula, Richard Crandall, Joe Bowen, Barbara Ballard, Michael Schlossberg, and Various other attendees

**Description:** Since 1975, NCSL has been the champion of state legislatures. We've helped states remain strong and independent by giving them the tools, information and resources to craft the best solutions to difficult problems. We've fought against unwarranted actions in Congress and saved states more than \$1 billion. We've conducted workshops to sharpen the skills of lawmakers and legislative staff in every state. And we do it every day. NCSL is committed to the success of all legislators and staff. Our mission is to improve the quality and effectiveness of state legislatures. Promote policy innovation and communication among state legislatures. Ensure state legislatures a strong, cohesive voice in the federal system. The strength of NCSL is our bipartisanship and commitment to serving both Republicans and Democrats. It is recognized in our comprehensive, unbiased research. NCSL serves both legislators and staff. 7700 East First Place Denver, CO 80230 303-364-7700 [www.ncsl.org](http://www.ncsl.org)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 121814**  
Air Date: 12/18/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Children's HealthCare  
Guests: Dr. Edgar Marcuse, Dr. Leslie Rodriguez, and Dr. Robert Belshe

**Description:** Shots for Tots was created in 1992 in response to the low levels of immunizations among preschool children and the epidemic outbreaks of measles in Louisiana. Even though children are required to be fully immunized by the time that they enroll in school, they are most susceptible to vaccine preventable diseases during their infant years. The vision of Louisiana's Infant Immunization Initiative is to see that 90% of all children are immunized with their primary series by age two. Although, the immunization rates in Louisiana for children have progressed, our goal still has not been met and the work will continue toward achieving that goal. Shots for Tots is a network of public and private entities working cooperatively to further educate and update parents and providers to achieve the highest level of immunizations for Louisiana's most valuable assets, its children. Shots for Tots 1450 L&A Road | Metairie, LA 70001 504-838-5300 [www.shotsfortots.com](http://www.shotsfortots.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 122314**  
Air Date: 12/23/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Health Care Concerns  
Guests: Mike Reitz, Dr. David Carmouche, Steve Clemons, Janet Wright, Dr. Peter Katzmarzyk, Warner Thomas, Randy Watson, Clayton Williams, and Dr. Elliott Fisher

**Description:** Healthcare costs more in the United States than anywhere in the world. That would be understandable if it led to greater longevity or superior health outcomes, or both. But, it hasn't. Blue Cross and Blue Shield of Louisiana will join with The Atlantic and Blue Cross Blue Shield Association to convene leaders from across the healthcare industry for a Town Hall program in Louisiana as part of the "Inventing the Future of Health" series. The agenda—healing the healthcare system—will be a lofty one. We're bringing together providers, insurers, medical professionals, hospital systems, public institutions, educators, and other prominent community members to address health barriers, costs, quality improvements and health outcomes. Louisiana's healthcare costs are some of the highest in the nation. The Dartmouth Health Atlas, which publishes reports on Medicare costs and quality, reveals that "higher spending is not correlated with improved outcomes," meaning that just because you pay more, doesn't mean you're getting better care. And in Louisiana, we spend more per Medicare beneficiary than any other state. As for what the numbers say about what we are getting for our money, the story is not great. Louisiana ranked 48 in the 2013 America's Health Rankings and only 21 of 82 hospitals in 2012 met the established quality measures as outlined in the Joint Commission's annual Quality and Safety report. Further, statistics from Medicaid rank Louisiana third nationwide in ER use, and show we have more unnecessary hospitalizations than most states. Blue Cross Blue Shield of Louisiana 5525 Reitz Ave. Baton Rouge, LA 70809 225-295-3307 [www.bcbsla.com](http://www.bcbsla.com)

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Program: Louisiana Hometown News  
Topic/Title: **LHN 122514**  
Air Date: 12/25/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Magazine  
Source: Louisiana Hometown Network  
Issue(s) Addressed: Community Celebrations – Battle of New Orleans  
Guests: Katie Tommasco

**Description:** 200th Anniversary of the Battle of New Orleans/War of 1812 Bicentennial Experience living history, cannon firing, children's activities, and campfire cooking at the Chalmette Battlefield National Park. Special evening events include the battle re-enactments. Visitors will experience the historic events of 1815 through self-guided tours, cannon and musket firings, and a full roster of speakers, music, book signings, and other programs, including Battle of New Orleans University activities. Each year over 150 living history re-enactors come together on the Friday and Saturday closest to the Battle of New Orleans, January 8, to commemorate America's victory over the British in this final major battle of the War of 1812. Events are held at the Jean Lafitte National Historical Park - Chalmette Battlefield and include demonstrations such as cannon and musket firing and campfire cooking. One of the most amazing things about the Battle of New Orleans is the amount of different people and military groups from different races, social classes, languages, and backgrounds who came together to protect their country and their way of life. This is easily seen throughout the encampments set up at the Battlefield during the Commemoration. More information can be found on the National Park Service website which is [www.nps.gov/jela](http://www.nps.gov/jela) St. Bernard Parish Office of Tourism 409 Aycok Street, Arabi, LA 70032 504-278-4242 [www.visitstbernard.com](http://www.visitstbernard.com)

Program: Louisiana News Magazine  
Topic/Title: **LNM 123014**  
Air Date: 12/30/14 – 5:00 am  
Duration: 60 minutes  
Style/Type: Human Interest  
Source: Louisiana News Magazine  
Issue(s) Addressed: Health Care Concerns  
Guests: Mike Reitz, Dr. David Carmouche, Steve Clemons, Janet Wright, Dr. Peter Katzmarzyk, Warner Thomas, Randy Watson, Clayton Williams, and Dr. Elliott Fisher

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