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**ATTACHMENT I**



**EXHIBIT A**

# ShawPittman LLP

A Limited Liability Partnership Including Professional Corporations

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RECEIPT COPY

June 13, 2002

**VIA HAND DELIVER!**

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 Twelfth St., S.W., TW-A325  
Washington, DC 20554

RECEIVED

JUN 13 2002

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

**Re: Applications for Voluntary Assignment of Licenses  
WRNO-FM, New Orleans, LA (FIN: 54890)  
KKND(FM), Port Sulphur, LA (FIN: 58395)  
FCC File Nos. BALH-20020510ABJ, BALH-20020510ABK**

Dear Ms. Dortch:

The above-referenced applications seek the FCC's consent to the voluntary exchange of licenses for the two above-referenced stations between Wilks License Co., LLC ("Wilks"), which is the licensee of WRNO-FM, New Orleans, Louisiana, and Clear Channel Broadcasting Licenses, Inc. ("Clear Channel"), which is the licensee of KKND(FM), Port Sulphur, Louisiana. Wilks is proposing to assign WRNO-FM, which is one of its stations in the New Orleans market, to Clear Channel and, in exchange, Clear Channel is proposing to assign KKND(FM), one of its stations in the market, to Wilks. The applications are fully consistent with the Commission's radio duopoly rule, and both parties are qualified to sell and acquire the stations.

WRNO-FM and KKND(FM) are assigned to the New Orleans Arbitron metro radio market. According to BIA's most recent Radio Market Report, corrections to which were issued earlier today and a copy of which is attached hereto, BIA estimates that for 2001 the Wilks' stations in the market had a combined gross revenue share of 10.3%; Clear Channel's share among its stations was estimated to be 36.25%, and Entercom's station share was an estimated 46.5%. These three radio groups, which will remain in the market after this transaction is consummated, also compete against 16 other radio station owners in the market.

Based on the Commission's 70% "screen," the two exchange applications have been "flagged" for possible further market competition review. However, for the following reasons, it is submitted that any further market competition review is unnecessary for these applications and would therefore result in undue delay. This "one FM station for one FM station" exchange transaction will actually reduce Clear Channel's revenue and audience shares in the market.

Marlene H. Dortch, Secretary  
June 13, 2002  
Page 2

The attached report from BIA, corrected and issued today, shows that the exchange will result in Clear Channel's revenue share decreasing from **36.25%** to 36% and Wilks' share rising from 10.3% to 10.6%.

In addition, the exchange transaction will reduce Clear Channel's audience ratings share in the market. KKND(FM) has consistently outperformed WRNO-FM in the Arbitron ratings(12+ Mon-Sun, 6a-12mid). In fact, KKND(FM) has outperformed WRNO-FM on a ratings basis for the last four Arbitron ratings books through Winter '02 (4.7 to 4.3, 4.5 to 4.4, 5.1 to **3.3**, and **3.9** to **3.6**, respectively). WRNO-FM is a Class C FM station and KKND(FM) is a Class C1 FM station. While the transmitter site for WRNO-FM is closer to the center of the market than KKND(FM)'s transmitter site, both stations cover with reliable 1 mV/m contours the vast majority of the New Orleans radio market as defined by Arbitron and therefore both stations attract listeners from throughout the market. The contours maps for the two stations are also attached hereto. Notwithstanding any signal coverage differences between WRNO-FM and KKND(FM), KKND(FM) has continued to outperform WRNO-FM and therefore, as mentioned, Clear Channel's audience share actually goes down as a result of this transaction.

Based on the foregoing, notwithstanding the fact that the Commission has "flagged" these applications, the Bureau is respectfully requested to act on these applications promptly after the petition to deny deadline which is June 21, without the need for any additional inquiry or information.

Respectfully submitted,

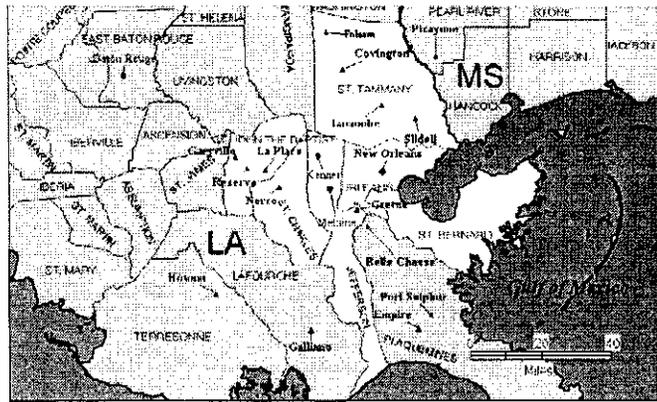
\_\_\_\_\_  
Richard R. Zaragoza  
Amy L. Van de Kerckhove

Enclosures

cc: Peter Doyle, Esq.  
Jean **Ann** McGovern, Esq.  
Christopher L. Robbins, Esq.

Metro Rank: 44  
 Revenue Rank: 40

# New Orleans Market Overview



Market Radio Financials  
 (all figures in '000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96-01
	\$47,200	\$49,800	\$54,400	\$59,400	561,400	560,400	5.1%
REVENUES ***	2002	2003	2004	2005	2006	Δ 01-06	
	-1.6%	562,200	\$65,900	570,200	\$74,400	\$79,300	5.6%
Revenue/Retail Sales	1996	2001	2006	<u>Est. Breakout</u>			
	NA <sup>1/</sup>	\$4.09/1,000	\$4.89/1,000	Local	84%		
Revenue/Capita	537.15	546.69	\$61.25	National	16%		

Demographic and Economic Overview  
 ('000's, except Retail Sales and EBI in '000,000s)

	1996	2001	Growth Rate	2001	2006	Growth Rate
MSA Population	1,270.4	1,293.7	0.4%	1,293.7	1,294.7	0.0%
Households	467.9	487.4	0.8%	487.4	496.9	0.4%
Retail Sales	NA <sup>1/</sup>	14,778.5	NA <sup>1/</sup>	14,778.5	16,207.9	1.9%
EBI <sup>2/</sup>	17,231.6	21,020.6	4.1%	21,020.6	24,989.7	3.5%

**Metro Counties Population ('000)**

Jefferson, LA	456.0
Orleans, LA	483.8
St. Bernard, LA	67.3
St. Charles, LA	48.5
St. John the Baptist	43.3
St. Tammany, LA	194.8
<b>Total</b>	<b>1,293.7</b>

**Demographic Breakdown**

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over55
Men (000)	619.7	124.6	60.3	55.2	86.4	101.5	84.8	106.9
Women (000)	674.0	119.8	59.2	58.5	90.5	108.6	92.6	144.9
Total	1,293.7	244.5	119.4	113.8	176.9	210.0	177.4	251.7
Percentage	100.0%	18.9%	9.2%	8.8%	13.7%	16.2%	13.7%	19.5%
Per Capita	\$ 16,248	Median Household		\$ 33,150	Avg Household		\$ 43,128	
Ethnic Population:	White 58.7%	Black 38.3%	Asian 2.4%	Hispanic 4.5%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
#Stations	2		16	13	18	17	35
Tot 12+	0.3		67.2	64.4	67.5	17.8	85.3
Avg 12+	0.2		4.2	5.0	3.8	1.0	2.4
Tot LCS	0.4		78.8	75.5	79.1	20.9	100.0
Avg LCS	0.2		4.9	5.8	4.4	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

## FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)†	Power Ratio		Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	Summer 2000	Spring 2000	
WCKW	La Place	C	92.3	100.0	1946	d 222 Corp	66				Hat AC	1,800	0.99	3.0	1.5	1.5	2.2	2.7	3.3	2.2	2.9	2.0	
WQJE	New Orleans	C	<b>93.3</b>	100.0	984	c Clear Channel Comm	49	8409		<b>g2</b>	Urban	6,500	0.71	15.1	13.0	13.2	13.1	13.4	13.2	13.1	14.5	14.1	
WTIX	Galliano	C1	94.3	100.0	981	c Fleur de Lis Bcstg	75	9509	800		Oldies	400		0.8	1.0	0.9	0.7	1.0	0.4	0.7	0.6	0.9	
WYLA	Lacombe	A	94.7	5.3	348	e Styles Bcstg Inc	96	9812	1,700	d4	1	Rock		0.1	0.2	0.3	0.0	0.0	0.3	0.0	0.0	0.0	
• WXXM	Reserve	C3	94.9	<b>14.0</b>	440	e Styles Bcstg Inc	92	0002	1,800		1	Rock	350	<b>0.36</b>	1.6	0.9	1.5	1.6	1.1	1.6	1.4	0.7	0.0
WTKL	New Orleans	C	95.7	100.0	984	a Entercom	53	9912		<b>g3</b>	Oldies	3,600	0.95	<b>6.3</b>	5.6	4.7	5.3	5.7	5.5	5.0	5.0	6.6	
WEZB	New Orleans	C	97.1	100.0	984	a Entercom	45	9912		<b>g3</b>	CHR	3,000	0.84	5.9	5.3	4.5	4.8	4.9	6.2	5.0	5.0	4.9	
WYLD	New Orleans	C1	98.5	<b>17.0</b>	902	c Clear Channel Comm	71	9303	7,500	c1	Urban AC	5,200	0.99	8.7	8.2	8.0	8.1	6.7	8.2	7.4	8.7	8.7	
• WRNO	New Orleans	C	99.5	100.0	1004	e Clear Channel Comm	67	0205 p	12,500	sw	Clsc Rock	3,500	1.26	4.6	<b>3.6</b>	<b>3.3</b>	<b>4.4</b>	4.3	3.5	3.7	3.2	<b>3.8</b>	
WNOE	New Orleans	C	101.1	100.0	1004	c Clear Channel Comm	68	9607		<b>g1</b>	country	4,350	1.06	6.8	5.4	5.5	<b>6.0</b>	6.2	5.6	6.0	6.7	5.7	
WLMG	New Orleans	C	101.9	100.0	984	a Entercom	70	9912		<b>g3</b>	Soft AC	4,500	1.05	7.1	6.6	6.5	<b>6.3</b>	5.8	6.0	6.8	5.2	5.9	
KMEZ	Belle Chasse	C3	102.9	4.7	604	e Wilks Bcstg LLC	90	0203		d1	1	Urban/Oldies	2,400	0.64	6.2	6.0	5.7	5.2	5.6	5.3	5.5	5.9	6.6
KFXN	Houma	C	104.1	100.0	1946	c Clear Channel Comm	68	9702	6,750		Clsc Hits	1,350	0.69	2.5	1.1	1.5	1.6	2.3	2.3	2.7	3.0	3.2	
KNOU	Empire	C2	104.5	7.6 cp	850	On Top Comm Inc	01	0201 p	8,500		Urban CHR	100		0.5	1.9	1.7	1.9	0.0	0.0	0.0	0.0	0.0	
WJSH	Folsom	A	104.7	6.0	328	Southwest Bcstg Inc	96	0101	975		70s & 80s			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WKZN	Kenner	C1	105.3	100.0	902	a Entercom	70	9912		<b>g3</b>	Hot AC	3,600	1.27	4.7	3.8	3.2	5.0	4.2	<b>3.4</b>	3.7	<b>4.6</b>	<b>3.6</b>	
WKSY	Picayune	C2	106.1	50.0 cp	492	Guaranty Bcstg Co	73	9705	2,000		Soft AC			0.1	0.4	0.4	<b>0.0</b>	<b>0.0</b>	0.4	0.0	0.4	0.5	
• KKND	Port Sulphur	C1	106.7	100.0	981	c Wilks Bcstg LLC	85	0205 p		sw	1	Modern Rock	3,650	1.18	5.1	3.9	5.1	4.5	4.7	3.9	<b>4.6</b>	4.4	3.7
# FM Stations -					18	# Combos -				14	FMTOTALS			79.1	58.4	67.5	70.5	68.6	69.1	68.3	71.2	70.2	

## AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Sharer (see rights)							
													Revenue (000)†	Power Ratio		Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	Summer 2000	Spring 2000
WVOG	New Orleans	B	600	1.0	0.00		F W Robbert Bcstg	64	7406			Chrst/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIX	New Orleans	B	<b>690</b>	10.0	5.00		GHB Bcstg	48	9202	800		News/Talk	300		0.7	0.5	<b>0.4</b>	0.6	0.6	0.7	0.6	0.6	<b>0.4</b>
WASO	Covington	B	730	0.3	0.03		America First Comm	53	9207	200		News/Talk			0.0	0.0	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0
KKNO	<b>Gretna</b>	B	750	0.3	0.00		Blakes, Robert C. Sr	89	9308	275		Christian	150		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSHO	New Orleans	B	800	<b>1.0</b> cp	0.29		Shadowlands Comm	26	9504	675		Religion			0.0	0.0	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0
WFNO	Norco	B	830	5.0	0.75	b	MC Media LLC	87	9611	700		Spanish	200		<b>0.6</b>	0.4	<b>0.0</b>	0.7	0.8	0.5	0.0	0.0	<b>0.7</b>
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		<b>g3</b>	Nws/Tlk/Spt	12,300	2.10	9.7	7.8	9.8	6.8	8.3	7.4	9.3	7.0	6.7
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	650	0.30	3.6	4.1	<b>3.3</b>	2.7	3.4	3.1	<b>3.4</b>	2.9	4.2
WGSO	New Orleans	B	<b>990</b>	1.0	0.40	b	MC Media LLC	46	9611	575		News	250		0.6	0.5	0.5	<b>0.4</b>	0.6	0.5	0.5	0.7	0.4
WCKW	Garyville	B	1010	0.5	0.00	d	222 Corp	70				Gospel			0.2	0.0	0.0	<b>0.0</b>	<b>0.0</b>	0.4	0.4	0.7	0.0
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion			0.0	0.0	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	0.0	0.0	0.0	0.0
WBOK	New Orleans	C	1230	1.0	1.00		Willis Bcstg Corp	51	8305	<b>450</b>		Gospel	650	0.98	1.1	1.4	1.0	0.9	0.9	1.0	1.0	0.7	1.0
WODT	New Orleans	B	1280	5.0	5.00	e	Clear Channel Comm	23	8409		<b>g2</b>	Rhythm/Blue	200	0.25	1.3	1.4	2.1	1.0	1.1	1.4	1.2	1.1	1.4
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		<b>g3</b>	Talk	1,100	1.52	1.2	1.4	0.7	0.8	0.8	1.2	1.3	1.1	0.9
WBYU	New Orleans	C	1450	0.9 cp	0.85		Beasley Bcst Group	50	0101		<b>g4</b>	Motivatiol	100	0.17	1.0	0.0	<b>0.0</b>	0.0	0.8	1.3	1.4	1.3	1.4
KGLA	Gretna	B	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish AC	200		0.7	0.6	0.0	0.6	0.5	0.7	0.8	0.4	0.4
WLSA	Slidell	B	1560	1.0	0.00		Mapa Bcstg LLC	63	9305		d	Sports			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
# AM Stations.					17	# Combos -				7	AM TOTALS			20.8	18.5	17.8	16.9	17.8	18.2	19.9	16.5	17.5	

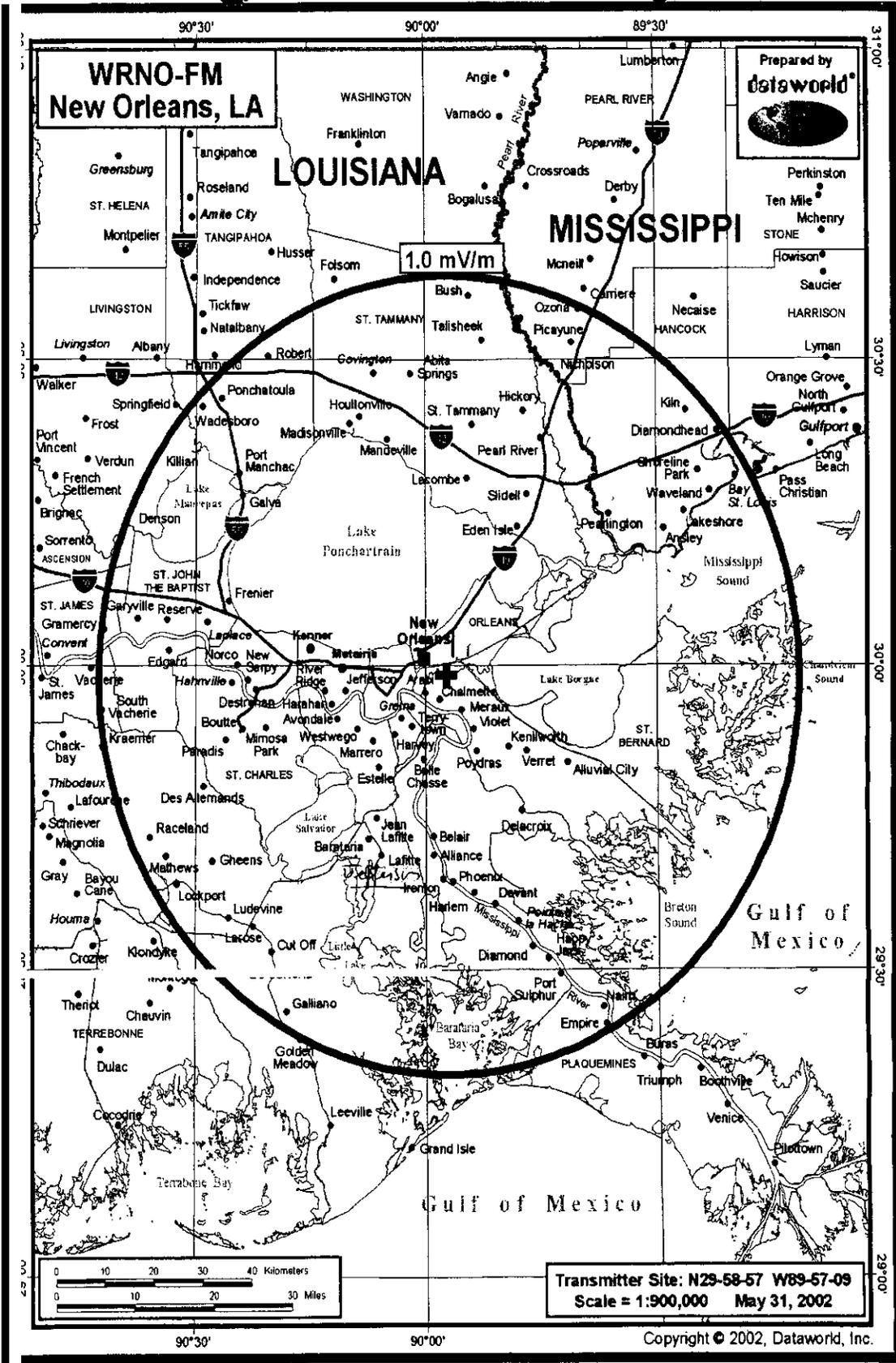
• Indicates a change since last edition

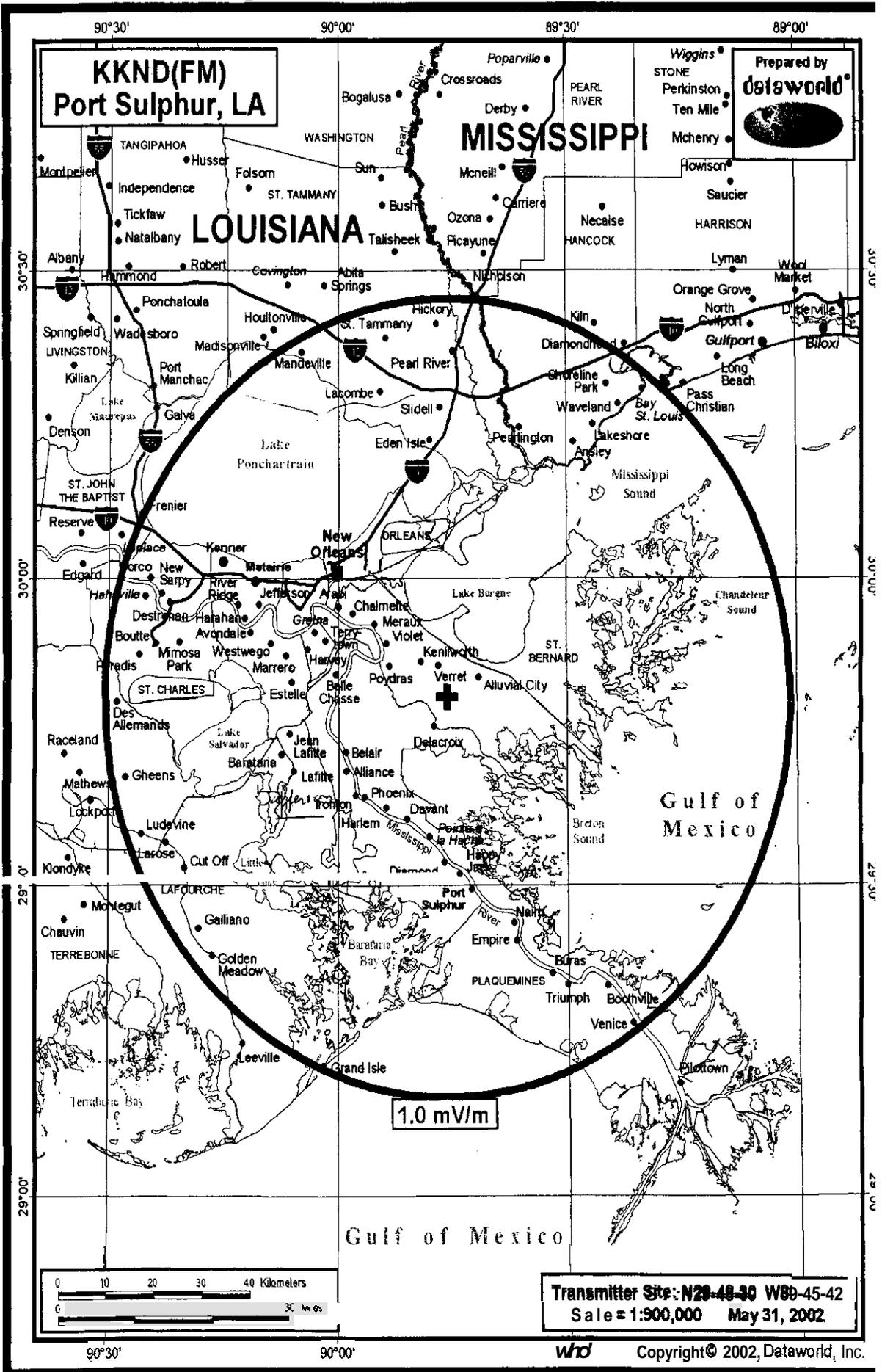
† See introduction section for interpretation of revenue estimates

Stations Profiled - 35 # Duopolies - 9 Total Local Commercial Share

86.9 85.3 87.4 86.4 87.3 88.2 87.7 87.7

1/ See introduction section for interpretation of revenue estimates.





## **EXHIBIT B**



- » Marketplace
- » Coupons
- » Daily Sales
- » E-Stores
- » Yellow Pages
- » RestaurantReserva

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## Westwego Picayune News

Sunday, November 17, 2002

» [Adoptive parents can be a dream for older children](#)  
 As an adoption and foster care recruiter for the Louisiana Department of Social Services, Kerry Ermon is full of heartbreaking stories.

» [Alaiers community gets behind effort to sweep up litter](#)  
 Kathy Gamble doesn't like litter. For years, the Algiers resident would pick up trash along Kabel Drive near her ballet studio.

» **ALUMNI NEWS**  
 The Nunez Community College Alumni Association will meet Thursday at 7 p.m. in the Nunez Cafe. The cafe is in the A Building on the campus at 3700 LaFontaine St. in Chalmette. For information, call Kim Doty at (504) 680-2412 or Thelma Annaloro at (504) 680-2469.

» **ARMED FORCES**  
 Lance Cpl. Travis D. Leonard, a 2002 graduate of Edna Karr Secondary School, recently graduated from the Marine Corps Recruit Depot at Parris Island, S.C. The son of Alisa Leonard and Van Leonard of Algiers, he will serve four years as a legal and administration service specialist.

» [Belle Chasse Cardinals are state champions](#)  
 The Belle Chasse Cardinals won the U.S. Specialty Sports Association's 10-year-oldsfall state baseball championship Nov. 1-3 at Mel Ott Park in Gretna.

» **BUSINESS NOTES**  
 The Jefferson Housing Foundation will hold free classes teaching business development skills Nov. 25-Dec. 16 at the West Bank Regional Library, 2751 Manhattan Blvd., Harvey. Topics include business accounting, how to write a business plan, legal procedures, marketing, business insurance, advertising, financial planning and management. For information, call 340-5809.

» **CALENDAR**  
 Westside Golden Age Club, 1 p.m., Martin Behrman Gymnasium, 2529 Gen. Meyer Ave.

» [Carter's Thanksgiving dinner Saturday](#)

- INSIDE Picayunes**
- » [New Orleans](#)
  - » [St. Tammany](#)
  - » [Midtown](#)
  - » [West Bank](#)
  - » [River Parishes](#)
  - » [St. Bernard](#)

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» **Advertise**

Former New Orleans City Councilman Troy Carter will host his 11th annual community Thanksgiving dinner Saturday from noon to 4 p.m. at Behrman Gym, 2529 Gen. Meyer Ave.

» COMMUNITY REPORT

The Nine Mile Point Community Association will meet Thursday at 7:30 p.m. at the Nine Mile Point Fire Station, 1024 Oak Ave. This will be the last meeting of the year. The next meeting will be Jan. 16. For information, call Melinda Bran at 436-3083.

» FISHER MIDDLE-HIGH HONOR ROLL

The following students at Fisher Middle-High School have been named to the honor roll for the first quarter of the 2002-03 school year:

» Free Friday weird for top prep rusher

The Metro area's high school rushing leader wasn't sure how he would spend his first free Friday of the fall.

» HEALTH NEWS

Mix Family Chiropractic at 7942 Highway 23, Suite B, in Belle Chasse will participate in "Lend a Hand for the Hungry" by providing free spinal screening, chiropractic care and health information to the public in exchange for canned food donations Saturday from noon to 4 p.m. All proceeds will benefit Second Harvesters. For information, call 393-8675.

» HOLY NAME OF MARY HONOR ROLL

The following students at Holy Name of Mary School in Algiers have been named to the honor roll for the first quarter of the 2002-03 school year:

» KNIGHTS OF COLUMBUS

Immaculata Council 4222 and the Ladies Auxiliary will co-host the annual Senior Citizens luncheon today at noon at the council home, 566 Avenue D in Marrero.

» Local teenager wins top honor at meeting

The moment you meet Adrienne François of Harvey, you know she's not your ordinary teen

» PTA NEWS

The Rummel Booster Clubs Project Prom committee will meet Tuesday at 7 p.m. in the Raider Room. All committee members are encouraged to attend. For information, contact Tony Staines at 456-6356.

» REUNIONS

Archbishop Shaw High School is planning a reunion for the classes of 1966, 1967 and 1968. The event will be held in April.

» Scholarships available for military dependents

Applications are available now for the 2003 Scholarships for Military Children college scholarship program.

» SCHOOL MENUS

The following meals will be served at Jefferson Parish schools this week. Menus are subject to change. All meals include milk.

» SCHOOL NEWS

Archbishop Shaw High School will celebrate Foreign Language Week this week. The celebration will include guest speakers and will end on Thursday with a field trip.

» Science, math nights are for the whole family

Young people are often intimidated by math and science lessons, but complex concepts can sometimes be explained through everyday activities.

» SCOREBOARD

On a hot August night, at the first practice the PARD Hawks set a team goal of winning the Minor League West Bank Championship. On a wet November afternoon at Johnny Jacobs Stadium, the Hawks achieved the goal by shutting out the Warriors to cap an undefeated season.

» Self-Help Events

The West Bank Caregivers Foundation creates awareness of Alzheimer's and other related dementia disease, promotes caregiver training and education and assists in the establishment of day care/respite programs on the West Bank. Meetings are held every fourth Tuesday at 7 p.m. at West Jefferson Behavioral Medical Center, 229 Bellemeade Blvd., Gretna. For information, contact Theresa Rodrigue at 341-1469.

» SPORTS ROUNDUP

The Louisiana Soccer Association will hold its seventh annual state coaching symposium Friday and Saturday at the Ramada Inn and South Tangi Youth Soccer Association soccer fields in Hammond. The guest clinician is Jay Hoffman, former head coach of the Boston Breakers. Hoffman is a national staff coach and instructor for U.S. Soccer. He was the U-20 men's national team coach and an assistant coach for the women's national team. The symposium topic is set plays. Registration is \$40 per person. Information and registration forms are available on the LSA Web site at [www.lsa-soccer.org](http://www.lsa-soccer.org) or from the state office. The state office can be reached by e-mail at [coachsnow@lsa-soccer.org](mailto:coachsnow@lsa-soccer.org) or by calling (225) 766-0815.

» Stennis visit invigorates teachers

Nothing gets students more invigorated than an off-campus field trip. So why not use the same motivation for teachers?

» VETERANS NEWS

-- Post 206 and Auxiliary will have a coffee and pastries at Veterans Affairs Medical Center Tuesday at 7 p.m. at 1300 St.

» Work on bike path may start in summer

Construction of a bicycle path linking the city and Algiers Point ferries could be under way as early as the summer, Gretna Mayor Ronnie Harris said.

» Wynhoven has many reasons to be thankful

A Thanksgiving approaches that is filled with joy and safety. In Health Care Center in Marrero, there is much for which to be thankful, and it is the excellent care minister Sister Angela Ashbey.

Thursday, November 14, 2002

» AMES ELEMENTARY HONOR ROLL

The following students at Ames Elementary School in Marrero have been named to the honor roll for the first quarter of the 2002-03 school year:

» Anniversary, conferences are planned

Shiloh Baptist Church of Gretna at 723 Magellan St. will continue its 130th anniversary celebration with a special program Sunday at 7:30 a.m. The Rev. John A. Brooks, pastor of Mount Pilgrim Baptist Church of Harvey, will deliver the message.

» ARCHBISHOP SHAW HONOR ROLL

The following students at Archbishop High School have been named to the honor roll for the first quarter of the 2002-03 school year:

» ARDEN CAHILL HONOR ROLL

The following students at Arden Cahill Academy have been named to the honor roll for the first quarter of the 2002-03 school year.

» Auction to benefit housing program

It is almost like a game. You bid on something you want, then someone else comes behind you and bids a little higher. You raise their bid and so on. The real winner in the game is the organization trying to raise money for a good cause.

» BIRTHS

Terran Joseph-Allan Estell, son of Tai Mia Stewart and Terrance Estell of Avondale, Oct. 9.

» BUSINESS NOTES

The Jefferson Chamber will hold its November business card exchange and networking social today from 5:30 to 7:30 p.m. at 3900 Veterans Memorial Blvd. in Metairie, corner of Cleary Avenue. Bring a lot of business cards. To RSVP, call (504) 835-3880, Ext. 11.

» CALENDAR

Algiers Morning Edition Kiwanis Club, 7 a.m., Aurora Country Club, 5244 Gen. Meyer Ave.

» Carter's dinner will continue

Former New Orleans Councilman Troy Carter will continue with his annual Thanksgiving dinner this year in Algiers. The 11th annual event is Nov. 23 from noon to 4 p.m. at Behrman Gym, 2539 Gen. Meyer Ave. The dinner is free to the public. For more information, call 416-0060.

» CATHERINE STREHLE HONOR ROLL

The following students at Catherine Strehle Elementary School in Avondale have been named to the honor roll for the first quarter of the 2002-03 school year:

» CLUB NEWS

The Jefferson Bar Association Auxiliary will meet Wednesday at 11 a.m. at the Kenner home of a member. For information, call Edie Villarrubia at (504) 888-2152.

» COLLEGE NEWS

Joan C. Rooney of Marrero recently received a bachelor of science degree in health arts from the University of St. Francis in Joliet, Ill.

» COMMUNITY REPORT

The Episcopal Church Women of St. Philip's Church at 3643 Aurora Drive in Algiers will hold a garage sale Saturday from 8 a.m. to noon in the parish hall. Sale items will include furniture, kitchenware, household items, linens, toys and clothing. The parish youth will sell baked goods, drinks and snacks.

» Deadline for shrimp vessel permits near

The Dec. 6 deadline for the purchase of federal water shrimp vessel permits is nearing.

» ESTELLE ELEMENTARY HONOR ROLL

The following students at Estelle Elementary School have been named to the honor roll for the first quarter of the 2002-03 school year:

» Fall festival goes Hawaiian this year

Jean Lafitte Elementary School will hold its annual fall festival with a Hawaiian theme Friday and Saturday on the school grounds

» Find a lifelong friend at Pet Adoption Day

Pet Adoption Day rolls into Jefferson Feed, Pet Supply and Garden Center on Saturday from 10 a.m. to 2 p.m.

» Firefighters learn lifesaving techniques

It may have resembled a demolition derby to anyone who happened upon the corner of 11th and Newton streets in Gretna on Nov. 2.

» Flu shots can save the lives of seniors

It's the time of year to get your flu shot. Flu vaccine is readily available this year, so a call to your doctor or a visit to a local health clinic is all it should take.

» FOOTBALL: Daryl Johnson O. Perry Walker

Johnson, a wide receiver and defensive back, scored two dramatic touchdowns to propel O. Perry Walker to a 20-14 District 10-4A victory against Clark. A 6-foot-2, 200-pound senior, Johnson returned the opening kickoff 85 yards for a touchdown and then scored the game-winning points on a 57-yard touchdown catch in the waning moments. The victory assured Walker of a share of its second straight District 10-4A championship.

» Golden reunion set at Red Maple

Marjorie King called to say her plea in this column had brought results.

» HOME DALE ELEMENTARY HONOR ROLL

The following students at Homedale Elementary School in Harvey have been named to the honor roll for the first quarter of the 2002-03 school year:

» IMMACULATA HONOR ROLL

The following students at Immaculata High School have been named to the honor roll for the first quarter of the 2002-03 school year:

» JEFFERSON BUILDING-PERMITS

The following building permits were issued by the Jefferson Parish Department of Inspection and Code Enforcement Oct. 21-25.

» Library's bookmark contest starts

A bookmark contest, sponsored by the Jefferson Parish Library, is under way for children ages 5 to 13.

» Marrero man opens game for Hornets

There are two things Wilhelm Allen would like you to know about himself: he is a musician, not a minister, and he really does know all the words to the national anthem.

» Plenty of music, food, fun this weekend

This weekend will be a busy one, with three events that are sure to interest everyone. So, come out and support our community.

» PTA NEWS

The Archbishop Hannan High School Parents Club board will meet Tuesday at 7:30 p.m. in the conference room.

» Santa Claus comes to town Saturday

The warm weather well into November may have fooled you into forgetting that Christmas isn't far away, but the sound of jingle bells Saturday should help get you into the spirit.

» Saturday auction helps cancer patient

A benefit for Suzanne Adams Kellogg of Avondale, a cancer patient, will be held Saturday from 7 to 11 p.m. at St. Bonaventure Catholic Church's McMahan Hall, 329 South Jamie Blvd. in Avondale.

» SCHOOL MENUS

The following meals will be served at Orleans Parish Public Schools the week of Nov. 18. Choice of milk is served with meals. Menus are subject to change.

» SCHOOL NEWS

Archbishop Shaw High School will celebrate Mass on Friday at 7 a.m. in its chapel. All students, family and alumni are invited to attend.

» SCOREBOARD

Send typed results for Scoreboard by mail or fax to Johanna Schindler. She can be reached at The Times-Picayune West Bank bureau at 826-3792, or fax her at 826-3790. The address is 2520 Belle Chasse Highway, Gretna, LA 70053. The e-mail address is: [jschindler@timespicayune.com](mailto:jschindler@timespicayune.com) or [slangenhennig@timespicayune.com](mailto:slangenhennig@timespicayune.com).

» Son's art inspires mother's quilts

"Our passions, when well exercised, have wisdom. They guide our thinking, our values, our survival."

» SPORTS ROUNDUP

The Archbishop Shaw High School cross country team competed against 22 of the top teams from around the state. The junior high team placed third, the junior varsity placed second, and the varsity team placed fourth.

» ST. ANTHONY HONOR ROLL

The following students at St. Anthony School have been named to the honor roll for the first quarter of the 2002-03 school year:

» ST. CLETUS HONOR ROLL

The following students at St. Cletus School have been named to the honor roll for the first quarter of the 2002-03 school year:

» TERRYTOWN ELEMENTARY HONOR ROLL

The following students at Terrytown Elementary School School have been named to the honor roll for the first quarter of the 2002-03 school year:

» VOLLEYBALL: Jamie Licciardi Immaculata

In Immaculata's lone match of last week, Licciardi recorded 10 assists and nine aces to lead the Pandas to a season-ending 15-5, 15-5 District 8-II victory against St. Mary's. Licciardi is a 5-foot-3 senior setter.

» WESTWEGO ELEMENTARY HONOR ROLL

The following students at Westwego Elementary School have been named to the honor roll for the first quarter of the 2002-03 school year:

» Westwego Lions Club opens doors to women

For the first time in the club's 52-year history, women will join its ranks. To mark the occasion, the club will hold a candlelight ceremony Tuesday at its hall, 410 Fourth St., to install the 10 new female members.

- » [14-Day Westwego Picayune Archive](#)
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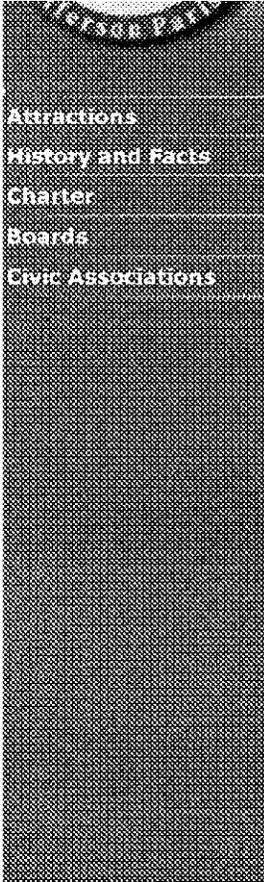
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## About Jefferson Parish

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Jefferson Parish, Louisiana was established in **1825** and was named in honor of Thomas Jefferson, commemorating his role in purchasing the Louisiana territory from France in **1803**. The Parish originally extended from present day Felicite Street in New Orleans, Louisiana, to the St. Charles Parish line. As Orleans Parish grew, it annexed from Jefferson Parish such established areas as the Garden District, Lafayette, Jefferson, and Carrollton. The present boundary was set in **1874**, and in **1884** the seat of Parish government was transferred to the West Bank, Gretna, where it has remained.

Once a largely rural area of farms, dairies and vast tracts of undeveloped land, Jefferson Parish today is New Orleans' first suburb - a bedroom community west of the city that received the first great migration of middle-class families from the 1950's to the **1970's**

The parish's largest community is Metairie, an unincorporated area that comprises almost all of East Jefferson. Smaller unincorporated areas include River Ridge and Jefferson. Jefferson Parish is divided by the Mississippi River into the West Bank and East Bank areas. East Jefferson cities include Kenner and Harahan, while Gretna, Westwego, and Lafitte are in West Jefferson.

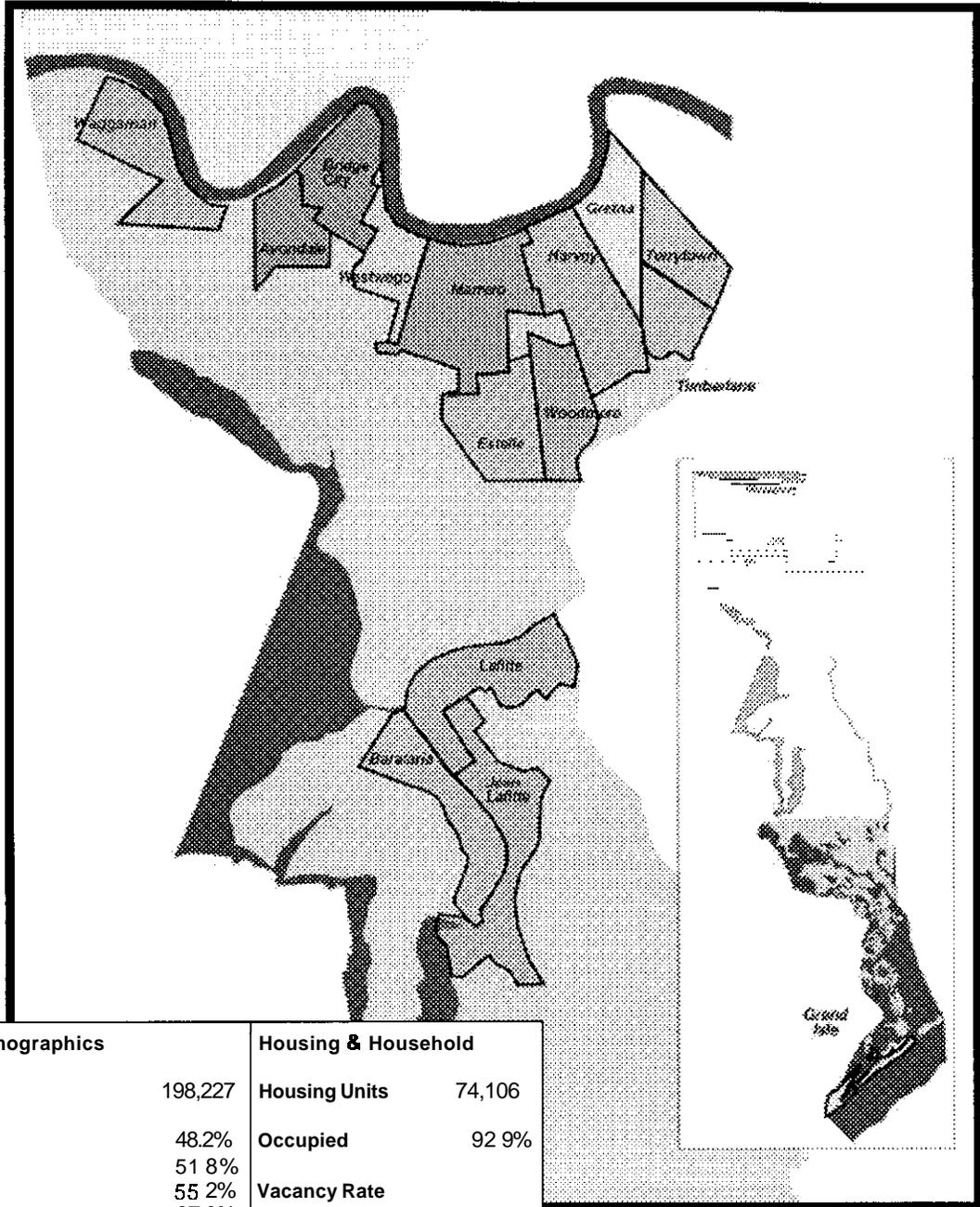
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# Westbank: Census 2000 Demographics

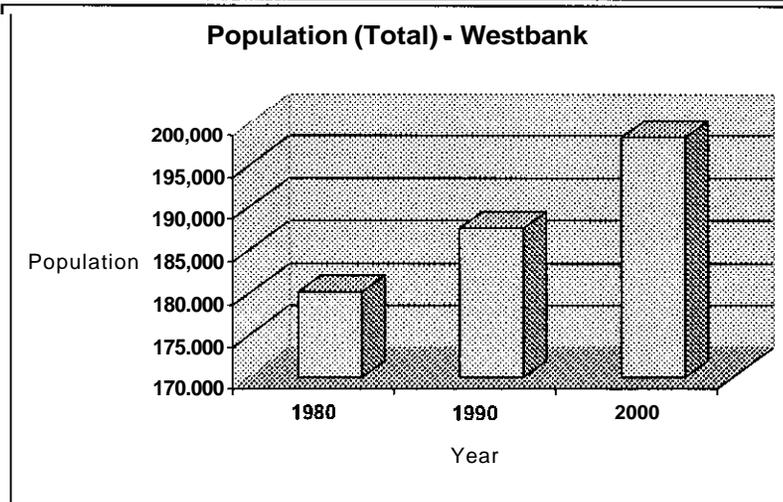


General Demographics		Housing & Household	
Population	198,227	Housing Units	74,106
Male	48.2%	Occupied	92.9%
Female	51.8%	Vacancy Rate	
White	55.2%	Homeowner	N/A
Black	37.0%	Rental	N/A
American Indian	0.6%		
Asian	3.8%		
Pacific Islander	<0.1%		
Other	1.7%		
2+ Races	1.7%		
Hispanic/Latino	5.4%		
18 years and Older	70.8%		

# Westbank: Total Population

## Total Population

The data contained in the 2000 Census reports the total population for the Westbank Region of Jefferson Parish (Avondale, Barataria, Bridge City, Estelle, Grand Isle, Gretna, Harvey, Jean Lafitte, Lafitte, Marrero, Terrytown, Timberlane, Waggaman, Westwego, and Woodmere) to be 198,227 persons. This is an increase of 10,630 persons or 5.7% from the 1990 Census (total population of 187,597 persons) and an increase of 18,257 persons or 10.1% from the 1980 Census (total population of 179,970 persons). The population for the Westbank include persons residing outside of the census designated places enclosed in the parenthetical above.



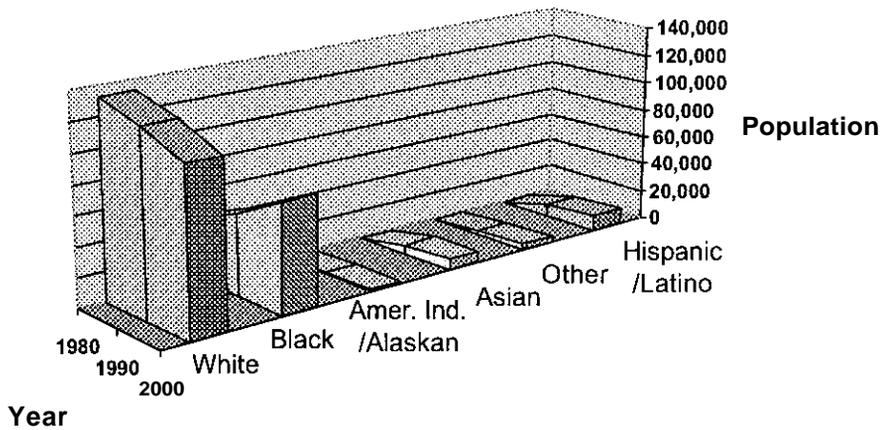
*The total population for the Westbank has experienced a steady increase since 1980.*

## Westbank

Characteristic	1980	1990	2000	1980-2000	1990-2000
Total Population	179,970	187,597	198,227	10.1%	5.7%
<b>RACE/ETHNICITY</b>					
White	132,521	123,706	109,327	-17.5%	-11.6%
Black	41,939	54,758	73,298	74.8%	33.9%
Amer. Ind./Alaskan		1,198	1,235	N/A	3.1%
Other		2,090	3,413	N/A	63.3%
2 or More Races		No Data	3,389	N/A	N/A
Hispanic/Latino		8,780	10,727	N/A	22.2%
<b>AGE</b>					
Under 18 Years		58,729	57,961	N/A	-1.3%
18 to 64 Years		115,112	122,968	N/A	6.8%
65 Years and Over		13,756	17,298	N/A	25.7%
<b>SEX</b>					
Male		91,155	95,567	N/A	4.8%
Female		96,442	102,660	N/A	6.4%

## Westbank: Racial/Ethnic Demographics

Population (Race/Ethnicity) - Westbank



*The Westbank has experienced a declining white population since the 1980 census. However, the minority population has experienced an increase over the same time span.*

### Racial and Ethnic Demographics

The data contained in the 2000 Census reports the racial composition of the Jefferson Parish Westbank Region to be 109,327 persons or 55.2% White, 73,298 persons or 37.0% Black/African American, 1,235 persons or 0.6% American Indian/Alaskan Native, 7,565 persons or 3.8% Asian/Pacific Islander, and 3,413 persons or 1.7% of Some Other Race. The population comprised of Hispanic/Latino ethnicity is reported to be 10,727 persons or 5.4% of the total population. Additionally, the 2000 Census introduces a new category for multiracial identity. The population reporting two or more races includes 3,389 persons or 1.7% of the total population.

The White population (109,327 persons or 55.2% of the 2000 Census total population) shows a decrease of 14,379 persons or -11.6% from the 1990 Census (White population of 123,706 persons or 65.9% of the total population in 1990) and a decrease of 23,194 persons or -17.5% from the 1980 Census (White population of 132,521 persons or 73.6% of the total population in 1980).

The Black/African American population (73,298 persons or 37.0% of the 2000 Census total population) shows an increase of 18,540 persons or 33.9% from the 1990 Census (Black/African American population of 54,758 persons or 29.2% of the total population in 1990) and an increase of

31,359 persons or 74.8% from the 1980 Census (Black/African American population of 41,939 persons or 21.2% of the total population in 1980).

The American Indian/Alaskan Native population (1,235 persons or 0.6% of the 2000 Census total population) shows an increase of 37 persons or 3.1% from the 1990 Census (American Indian/Alaskan Native population of 1,198 persons or 0.6% of the total population in 1990).

The Asian/Pacific Islander population (7,565 persons or 3.8% of the 2000 Census total population) shows an increase of 1,720 persons or 29.4% from the 1990 Census (Asian/Pacific Islander population of 5,845 persons or 2.9% of the total population in 1990).

The population that is categorized as Some Other Race (3,413 persons or 1.7% of the 2000 Census total population) shows an increase of 1,323 persons or 63.3% from the 1990 Census (Some Other Race population of 2,090 persons or 1.1% of the total population in 1990).

The 2000 Census reports that the population of Hispanic/Latino ethnicity is 10,727 persons or 5.4% of the total population. This is an increase of 1,947 persons or 22.2% from the 1990 Census (Hispanic/Latino population of 8,780 persons or 4.7% of the total population in 1990).

## Westbank: Age & Sex Demographics

### Age Demographics

The 2000 Census reports the Age breakdown for the Westbank Region of Jefferson Parish at 57,961 persons or 29.2% of the total population are less than eighteen years of age, 122,968 persons or 62.0% of the total population are eighteen to sixty-four years of age, and 17,298 persons or 8.7% of the total population are sixty-five years and older.

The 1990 Census reported the Age breakdown for the Westbank Region of Jefferson Parish at 58,729 persons or 31.3% of the total population were less than eighteen years of age, 115,112 persons or 61.4% of the total population were eighteen to sixty-four years of age, and 13,756 persons or 7.3% of the total population were sixty-five years and older.

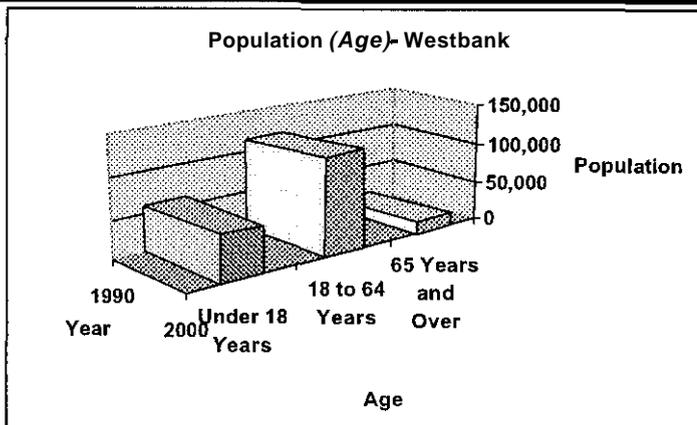
This shows a population decrease from 1990 to 2000 for the population less than eighteen years of age of 768 persons or -1.3%, an increase for the population eighteen to sixty-four years of age of 7,856 persons or 6.8%, and an increase in the population sixty-five years and older at 3,542 persons or 25.7%.

### Sex Demographics

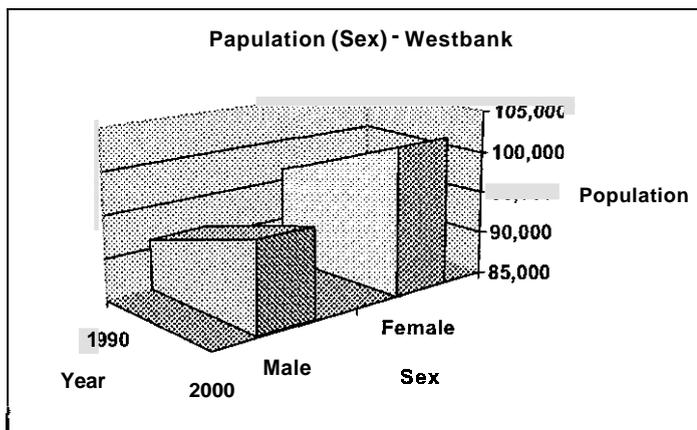
The 2000 Census reported the Sex breakdown for the Westbank Region of Jefferson Parish as 95,567 persons or 48.2% of the total population is Male and 102,660 persons or 51.8% of the total population is Female.

The 1990 Census reported the Sex breakdown for the Westbank Region as 91,155 persons or 48.6% of the total population were Male and 96,442 persons or 51.4% of the total population were Female.

This shows an increase in the Male population from 1990 to 2000 of 4,412 persons or 4.8% and an increase for the Female population of 6,218 persons or 6.4%.



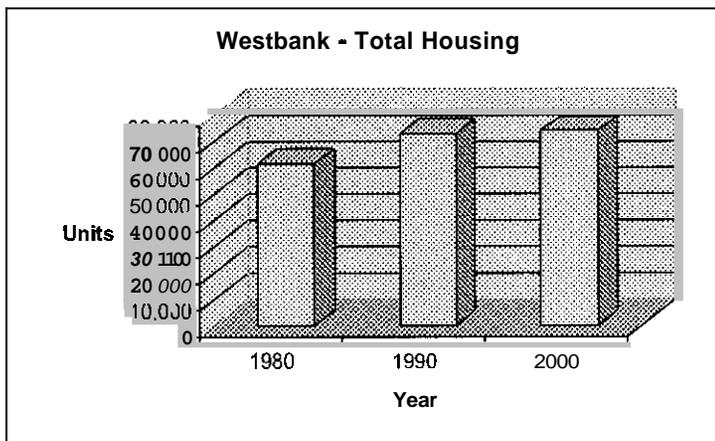
*The Age Breakdown for the Westbank indicates a decrease for the population under 18 years of age since 1990. However, the population aged 18 to 64 years and the population aged 65 and older exhibit an increase over the same period.*



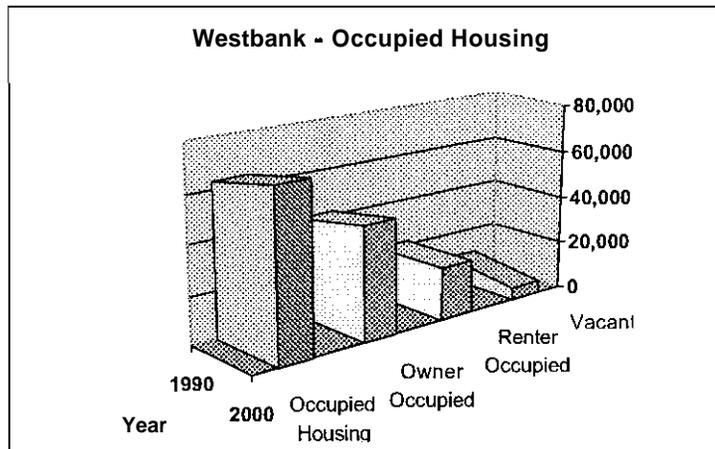
*The Sex Breakdown for the Westbank indicates increases in both the male and female population groups since 1990.*

# Westbank: Housing Characteristics

Year	1980	1990	2000
Total Housing	61,703	72,877	74,106
Occupied Housing		63,088	68,815
Owner Occupied		41,501	46,607
Renter Occupied		21,587	22,208
Vacant		9,789	5,291
Home Owner Vacancy		No Data	No Data
Rental Vacancy		No Data	No Data



Total Housing on the Westbank has increased 1.7% since 1990 and 20.1% since 1980.



Westbank Occupied, Owner Occupied, and Renter Occupied Housing have all increased since 1990. Vacant Housing has decreased since 1990.

## Total Housing

The 2000 Census indicates that the Westbank Region of Jefferson Parish has 74,106 total housing units. This is a 1,229 housing unit increase or a 1.7% gain since the 1990 Census (72,877 total housing units) and a 12,403 housing unit increase or a 20.1% gain since the 1980 Census (61,703 total housing units).

## Housing Occupancy

The 2000 Census indicates that the Westbank Region of Jefferson Parish has 68,815 occupied housing units or 92.9% of the total housing units. This is a 5,727 occupied unit increase or a 9.1% gain since the 1990 Census (63,088 occupied housing units or 86.6% of total housing in 1990).

Owner occupied housing consists of 46,607 occupied units or 67.7% of total occupied housing. This is an increase of 5,106 units or 12.3% in owner occupied housing since the 1990 Census (41,501 owner occupied housing units or 65.8% of the total occupied housing in 1990).

Renter occupied housing consists of 22,208 occupied units or 32.3% of total occupied housing. This is an increase of 621 units or 2.9% in renter occupied housing since the 1990 Census (21,587 renter occupied housing units or 34.2% of the total occupied housing in 1990).

## Westbank: Housing Characteristics

### **Vacant Housing**

Vacant housing consists of 5,291 unoccupied units or 7.1% of total housing, which includes 1,389 units that are classified as seasonal/recreational/occasional use. This is a decrease of 4,498 units or -45.9% in vacant housing since the 1990 Census (9,789 vacant housing units or 13.4% of the total housing in 1990).

### **Vacancy Rate**

The Homeowner Vacancy Rate and the Rental Vacancy Rate is not calculated due to the unavailability of data.

## DEMOGRAPHIC SUMMARY

The Westbank of Jefferson Parish has experienced an increase in total population since the 1980 Census (5.7% since 1990 and 10.1% since 1980). The primary factors for this upward trend is an increasing Black/African American population (33.9% since 1990 and 74.8% since 1980). Additionally, the Asian/Pacific Islander (29.4%), Some Other Race (63.3%), and Hispanic/Latino (22.2%) populations have increased significantly since 1990. The upward trend is moderated by a reduction in the White population (-11.6% since 1990 and -17.5% since 1980).

The population has also seen a significant increase in the senior population defined as sixty-five years and older. The 2000 Census shows a 25.7% increase in the sixty-five years and older demographic since 1990.