

Business school report gets higher profile on morning news show

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The Monday Morning Burkenroad Report on WWL-TV's morning show will get a higher profile when it moves from the 6:00 a.m. hour to the 7:00 a.m. hour beginning on Monday (Sept. 17). This marks an advancement for the report as it will now be seen by more people.

"I'm excited about it because more people will be up and watching the news at that time," says Bill Hydrick, director of business school media services. "It will be great for the Burkenroad program, which highlights local companies that drive the economy in the deep south."

WWL-TV (the New Orleans CBS affiliate) has one of the highest-rated morning shows in the nation, and consistently wins that time slot in New Orleans averaging more viewers than national network shows like "Today" or "Good Morning America."

This move shows the importance of the Burkenroad Report to the station's morning news programming. The report has been a part of the Channel 4 morning show for nine years. Viewers can tune in to catch the segment at approximately 7:15 a.m. every Monday.

[Burkenroad Reports](#) is a credit course at the A. B. Freeman School of Business at Tulane University.