WPCT-CD – Panama City Beach, FL
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
October 1st, 2018 thru December 31st, 2018

WPCT-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 Panama City Beach 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.

The year round population of visitors in Panama City Beach 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, Top 5 Restaurant Programs and Nightlife Programs also address these primary issues with constantly changing and rotating content every day, 365 days a year.

Issue	Time	Date	Client	File Name (R&P)	Spot Title	Description	Run Time (00:00:00)	Times Run
Entertainment, Dining Tips, Culture and Heritage, Special Events, Local News, Art Exhibits	Top of the hour, except 7:00 PM and Midnight	Daily	Local News		Multiple	This show airs at the top of every hour, 22 times each day with timely, topical, locally produced stories related to information Visitors want most	11:00	1914
Restaurant Reviews	11:30 17:30 20:30	Daily	Top 5		Multiple	This show features respected food writer Margit Bisztray's reviews of local restaurants	30:00	261
Entertainment	7:00 PM Midnight	Daily	Nightlife		Multiple	This show airs at 7:00 and Midnight and takes our viewers on a tour of significant players in the nightlife scene for adults featuring clubs, bars, entertainment, dining, etc.	60:00	174
Community PSA	12:00 am – 12:00 am	Daily	Local News - BTV	A0034_992.MPG	BLN FSH Andy's Flour Power Post Hurricane Michael Update	Francesca Sullivan-Hester talks with the Owner of Andy's Flower Power about their recover efforts from Hurricane Michael and how he helped the community.	01:45	53
Marine Conservation	12:00 am – 12:00 am	Daily	Local News - BTV	A0033_531.MPG	BLN Gulf World Marine Institute	Stranding Coordinator, Lauren Albrittain with Gulf World Marine Institute talks about how they respond to stranded Marine Animals along the Florida Panhandle.	01:52	178
Community Fundraising Event	12:00 am – 12:00 am	Daily	Special Events - BTV	A00034_748.MPG	BLN FSH Panama City Beach Marathon	Francesca Sullivan-Hester talks with Christopher McClain and Helen Adami with the Panama City Beach Chamber about their annual event, the Panama City Beach Marathon, that is also a fundraiser and Boston Marathon Qualifier.	02:07	32
Marine Conservation	12:00 am – 12:00 am	Daily	Local News - BTV	A0035_097.MPG	BLN Gulf World Animal Encounters	Sam Tuno, Sales & Marketing Manager at Gulf Worlds talks about the interactive animal encounters they offer and how you can learn about them and learn how to take care of their	01:05	158

						environment.		
Community PSA	12:00 am – 12:00 am	Daily	Special Events - BTV	A0035_277.MPG	BLN Bay Medical Post Hurricane Michael Update	Francesca Sullivan-Hester talks with Medical Director Dr. Scott about Bay Medical's recovery from Hurricane Michael and what services they have been able to provide the community through the storm and after the storm.	02:12	69

Significant Community Issues in addition to those addressed in Local News, Top 5 and Nightlife 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 *01 07 19*

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Signature Date