

**WGSJ-CD - Myrtle Beach, SC****SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****July 1st, 2023 thru September 30th, 2023**

WGSJ-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 Myrtle 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 Myrtle 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 and Things to do with Kids. In addition to our regular Visitor Information programming and Local News, 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	Daily	Local News		Multiple	This show airs at the top of every hour, 24 times each day with timely, topical, locally produced stories related to information Visitors want most	11:00	2208
Visitor Information	12:00 am – 12:00 am	Daily	Destination Travel – MTV	A0034_154.MPG	DT Henry O’Boyle Myrtle Beach in Market	Henry O’Boyle welcomes visitors with a recap of what Myrtle Beach has to offer	01:17	236
Dendrology (study of trees)	12:00 am – 12:00 am	Daily	Programming – Multi	V0007_229.MPG	Live Oaks	Sarra Miller describes the Live Oak, native to the South. Magnificent trees, highly adaptable to the Southern coastal climate, some living as long as 500 years	02:02	452
Local Attractions and Entertainment	12:00 am – 12:00 am	Daily	Broadway at the Beach	A0054_088.MPG	MLN Broadway at the Beach Summer Nights 2023	Melissa Armstrong, Marketing Director, shares information about the Summer entertainment options available at this iconic venue.	01:05	115

Arts & Culture	12:00 am – 12:00 am	Daily	Brookgreen Gardens	V0017_136.MPG	Ever Changing	This beautiful spot introduces viewers to an outdoor museum and zoo where art, nature and history merge.	02:32	488
Local Attractions and Entertainment	12:00 am – 12:00 am	Daily	Special Events – MTV	A0053_865.MPG	MLN Barefoot Landing Summerfest	Kim Kelly informs viewers of the annual Summerfest celebration at Barefoot Landing	00:37	158
History	12:00 am – 12:00 am	Daily	Anchor Intros – MTV MTVGT	A0036_417.MPG	MLN Hilario Anchor Intro Fort McHenry Fort Sumter	Brian Hilario, history buff, explains similarities between Fort McHenry which was built to protect Baltimore Harbor and Fort Sumter which was built to protect Charleston Harbor.	01:47	221

Significant Community Issues in addition to those addressed in Local News and those informing viewers of Public Safety and Environmental issues have been reviewed by our Programming Department and have been updated for the next Quarter.

Steven Sosa

Signature

10 10 2023

Date