

**WGSJ-CD - Myrtle Beach, SC****SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****April 1st, 2023 thru June 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	2184
PSA: Pool Safety	12:00 am – 12:00 am	Daily	Myrtle Beach Area Chamber of Commerce	A0053_209.MPG	Pool Safety PSA 2023	Julie Ellis welcomes visitors to the area and alerts them to the dangers associated with children are left unattended in swimming pools.	01:40	586
Community Events and Attractions	12:00 am – 12:00 am	Daily	Myrtle Beach Area Chamber of Commerce	A0053_307.MPG	Visitor's Guide 2023 – QR Code update	Denielle Van Dkye welcomes visitors to the area and encourages them to enjoy everything the area has to offer by picking up a copy of the Visitor's Guide	01:10	1290
Local Communities	12:00 am – 12:00 am	Daily	Community Issues Myrtle Beach	S0001/114.MPG	Pawleys Island Remastered	This spot introduces viewers to Pawleys Island, referred to as The Grand Strand. Locals are proud of their “arrogantly shabby” appeal.	01:32	766

Parks and Attractions	12:00 am – 12:00 am	Daily	Community Issues Myrtle Beach	A0029_237.MPG	Huntington Beach State Park HD	This spot introduces viewers to the park, an outstanding example of coastal South Carolina whose salt marsh is one of the world's most productive ecological systems	01:12	823
Parks and Attractions	12:00 am – 12:00 am	Daily	Community Issues Myrtle Beach	A0029_235.MPG	Brookgreen Gardens Overview 1 HD	This spot introduces viewer to the oldest and largest sculpture garden in the country. Originally the Broogreen Rice Plantation, it is also a nature and historical preserve.	01:31	931

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

07 07 2023

Date