

WGSJ-CD - Myrtle Beach, SC
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
January 01, 2024 thru March 31, 2024

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, Nightlife, and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs also address these primary issues with constantly changing and rotating content every day, 365 days a year.

Issue	Time	Date	Client	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, with timely, topical, locally produced stories related to information Visitors want most	11:00	2184
Arts & Culture	12:00 am – 12:00 am	Daily	Programming - MTVGT	MLN Brookgreen Gardens Overview Lauren Joseph	Director of Marketing, Lauren Joseph introduces viewers to the history of the Brookgreen Gardens Museum	02:12	570
Community PSA	12:00 am – 12:00 am	Daily	Anchor Intros - MTV	MLN Hilario Anchor Traveling with Pets	Brian Hilario talks about traveling with pets along the pet friendly Grand Strand. Also, the importance of traveling with pets when it is hot outside. Protect their paws from hot asphalt and never leave your pet unattended in a vehicle.	01:15	191
Children's Programs	12:00 am – 12:00 am	Daily	Local News – MTV	MLN Childrens Sensory and Nature Trail	Francesca Sullivan describes the children's nature and sensory trail that allows kids age six and older are able to interact with 12 hands on learning stations.	01:07	563

Visitor Information	12:00 am – 12:00 am	Daily	Anchor Intros – MTV	MLN Hilario Myrtle and Murrals	Brian Hilario offers viewers a quick orientation for viewers who are visiting the area for the first time. He explains “The Grand Strand”	01:22	190
Culinary Education	12:00 am – 12:00 am	Daily	Local News – MTV	MLN How to Eat Crab	Mike Araks demystifies the daunting prospect of eating crab legs.	02:22	309

Significant Community Issues in addition to those addressed in Local News 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

Signature

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Date