

WGSJ-CD - Myrtle Beach, SC**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****October 1st, 2023 thru December 31st, 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, 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, 22 times each day with timely, topical, locally produced stories related to information Visitors want most | 11:00 | 2208 |
| Culinary Education | 12:00 am – 12:00 am | Daily | Duplin Winery | DYK Muscadine Grape | Dave Fussell, President, Duplin Winery, explains the three different types of grapes grown in the world. According to Dave, the good Lord gave the south the Muscadine grape | 01:47 | 375 |
| Museum and History | 12:00 am – 12:00 am | Daily | Programming – MTVGT | MLN SC Maritime Museum Johnny Weaver | Johnny Weaver, President Harbor Historical Association, shares the beginnings of the Maritime Museum. | 02:17 | 408 |
| Local History | 12:00 am – 12:00 am | Daily | Anchor Intros - MTV MTVGT | Hilario Kings Highway Stand Alone | Brian Hilario gives visitors a quick orientation and history of the Grand Strand, stretching from North Myrtle Beach to Georgetown including the main highway Kings Highway or Highway 17. | 01:37 | 428 |
| Local History | 12:00 am – 12:00 am | Daily | Special Events- MTV | Hilario The First Locals Repurposed Stand Alone | Brian Hilario talks about the rich history of the Carolina Coast and the earliest indigenous people that cared for and cultivated the land. | 01:47 | 228 |
| Culture and Entertainment | 12:00 am – 12:00 am | Daily | Special Events – MTV | MLN Barefoot Landing Christmas 2022 | Kim Kelley, Marketing Director, tells viewers what they can expect from Barefoot Landing during the Holidays: Lighting of the Landing, Holiday Golf Cart Parade, Pets Light up our Lives, | 01:17 | 207 |

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