

WCAY-CD – Key West, FL**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****April 1st, 2023 – June 30th, 2023**

WCAY-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 Key West and the Florida Keys 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 Key West 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, our Local News Programs and Top 5 Restaurant 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
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	273
Community Event	12:00 am – 12:00 am	Daily	Special Events - KTV	A0053_018.MPG	KLN Key West Pride 2023	Francesca Sullivan-Hester talks to the president of the Key West Business Guild about Key West Pride which is a five day event, with many different events, including a street fair and parade and is open for all to enjoy!	01:37	206
Local Exploration	12:00 am – 12:00 am	Daily	Destination Travel - KTV	A0049_950.MPG	DT Florida Keys Paul Menta Key West	Local renaissance man Paul Menta shares his advice on what to do while visiting the Florida Keys. On his list, Key Lime Pie tasting, Biking around the island, delicious seafood and great water activities.	02:22	111
PSA: Ecology, Transportation	12:00 am - 12:00 am	Daily	Community Issues Keys	A0052_966.MPG	KLN Duval Loop – Rod Delostrinos Director of Transporttion	Rod explains the purpose and impact of Key West's Duval Loop bus service designed to reduce congestion and reduce Green House Gas	01:30	565
Charity, Community Event	12:00 am – 12:00 am	Daily	Community Issues Keys	A0052_970.MPG	KLN Doggie Day Sail	Tiffany Dunsmore from the Florida Keys SPCA explains this fund-raising event for the local SPCA whose focus is protecting pets in paradise.	01:05	76

Historical Events	12:00 am – 12:00 am	Daily	Programming - KTV	A0049_431.MPG	ANOH Cori Convertito Key West Bicentennial Evergreen	Cori Convertito, PH.D, Curator Key West Art Historical Society talks about how the Island of Key West was purchased in 1822 and how they are now celebrating the rich history of Key West and its Bicentennial.	02:17	344
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Significant Community Issues in addition to those addressed in Local News and Top 5 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

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Signature

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Date