

WCAY-CD – Key West, FL**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****July 1st, 2023 – September 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	2208
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	276
Law Enforcement	12:00 am – 12:00 am	Daily	Community Issues Keys	A0052_994.MPG	KLN Passport Parking App Rebecca Morse-Whitten	Rebecca explains how this new parking app helps visitors and locals navigate the limited parking options in Key West	01:52	786
Healthy Community	12:00 am – 12:00 am	Daily	Community Issues - KTV	A0050_855.MPG	KLN Star of the Sea Foundation	Emily Nixon, Executive director of S.O.S foundation talks about their mission. To provide healthy food to create a healthier community and to provide supplemental food to those in need.	01:47	452
Reef Relief	12:00 am - 12:00 am	Daily	Reef Reliev	A0046_403.MPG	KLN Reef Relief Executive Director Mill-McCleary – Sunscreen Ban	Mill McCleary shares mission of Reef Relief to improve and protect our coral reef ecosystem and how certain types of sunscreens are harmful.	01:42	477
Nature and Conservation	12:00 am – 12:00 am	Daily	Community Issues - KTV	A0050_780.MPG	Florida Keys SPCA with Tiffany Dunsmore	Tiffany Dunsmore, Development Director with the Florida Keys SPCA talks about how they are the center of animal and welfare education an all of the different types of animals they have in their care.	01:47	347

Community youth support	12:00 am – 12:00 am	Daily	Community Issues - KTV	A0049_431.MPG	KLN The Key West Police Athletic League	Capt. Randy Smith, President for Key West Police Athletic League talks about their joint venture for the youth and community. Providing local youth with focus and direction in order to help them become responsible citizens within the community.	01:42	255
Nature and Conservation	12:00 am – 12:00 am	Dail	Community Issues - Keys	A0054_625.MPG	Connect & Protect Lobster Season 2023 – Sheriff Dipre	Captain Depri invites viewers to enjoy Lobster Season but shares the importance of taking care of the fragile ecosysstem	02:02	346

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

Signature

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Date