

WCAY-CD – Key West, FL**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****October 1st, 2023 – December 31st, 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, Nightlife, and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs and Top 5 Restaurant 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
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
Historical Sites and Structures	12:00 am – 12:00 am	Daily	Special Events - KTV	KLN First State Bank Key Largo Bridge Run	The First State Bank Key Largo Bridge Run draws thousands of runners to compete in 4 mile walk/run over the Jewfish Creek Bridge in Key Largo.	00:47	17
Animal Rescue and Prisoner Rehabilitation	12:00 am – 12:00 am	Daily	Programming – KTV	Monroe County Sheriff Office Children's Animal Farm 2023	Farmer Jeanne Selander explains the mission of the Monroe County Sheriff's Office Children's Animal Farm. To give animal rescues a forever home. Staffed by prison inmates as part of their rehabilitation. Serving the community of Key West.	01:47	490
Community Event	12:00 am - 12:00 am	Daily	Marc House	KLN Marc Key West Christmas Tree Lot and Plant Store	Diana Flenard, Executive Director of MARC House talks about their Christmas Tree Lot & Plant Store. You can come and shop for your Christmas Tree and pick up Christmas gifts at their gift shop. The funds go to the MARC house to help the developmentally Disabled.	01:32	398

History/Immigration	12:00 am – 12:00 am	Daily	Programming - KTV	A Note of History Chugs of Cuba	Dink Bruce, Photographer, shares with viewers the remarkable story of Cuban refugees' tenacity, ingenuity and passion to try to find a better life, risking their lives crossing 90 miles of ocean in "Chugs" so named because of the small diesel engines that power the small open crafts.	02:22	566
History/Famous Authors	12:00 am – 12:00 am	Daily	Anchor Intros - KTV	KLN Hilario Anchor Intro Earnest Hemingway House	Brian Hilario, History Buff, shares some of the Florida Keys rich history that has attracted artists who are seeking inspiration, most notably, Earnest Hemingway. His house is one of the island's most popular attractions.	01:32	491
Community Event/Holiday	12:00 am – 12:00 am	Daily	Special Events – KTV	KLN FSH Schooner Wharf Boat Parade Dec 9	Francesca Sullivan-Hester interviews Evalena Worthington to learn about the much beloved annual Schooner Wharf Lighted Boat Parade.	02:37	28
Community Event	12:00 am – 12:00 am	Daily	MARC House	KLN MARC Key West Pumpkin Patch	Diana Flenard, Executive Director, shares the role the annual Pumpkin Patch plays in the community and how it helps supports the MARC House Mission	01:42	100

Significant Community Issues in addition to those addressed in Local News and Top 5 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

01 09 2024

Date