

WPFN-CD – Panama City Beach, FL
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
July 1st, 2023, thru September 30, 2023

WPFN-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 Panama City 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 Panama City 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 and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs, 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
Local History	12:00 am – 12:00 am	Daily	Programming – BTV	A0043_116.MPG	BLN Gideon V. Wainwright Exhibit	Kenny Redd shares with viewers the historic Supreme Court decision which originated in Bay County that guarantees that anyone charged with a crime who cannot afford counsel will be provided a lawyer for his defense at public expense	01:37	112
Local History	12:00 am – 12:00 am	Daily	Local News – BTV	A0034_432_MPG	BLN FSH PC Publishing Museum Walking Tour App	Michelle Price, Museum Director, shares with viewers how the walking app of historic St. Andrews was developed with the help of the Florida Humanities Council's program, "Florida Stories"	01:32	88
State Parks	12:00 am – 12:00 am	Daily	Local News – BTV	A0042_947_MPG	BLN Deer Lake State Park Mouse	Patrick Hartsfield, Assistant Manager, explains that the Sand Dunes are state and federally protected, and explains why visitors are not allowed to trespass on them. They are our first line of defense against hurricanes and are home to endangered species, including the Choctawhatchee Beach Mouse!	01:22	74

Health & Wellness	12:00 am – 12:00 am	Daily	Schooners	A0047_339.MPG	Destination Medicine with Dr. Finkelstein Overview	Dr. Steven Finkelstein talks about the cutting-edge medical technology and new treatment options they offer patients at Florida Cancer Affiliates.	02:00	198
Boating Safety	12:00 am – 12:00 am	Daily	Anchor Intros - DTV	A0047_048.MPG	U.S. Coastguard Captain's License	Master Chief Mark Kannan, Officer in Charge for the U.S. Coast Guard in Panama City talks about the importance of when chartering a vessel to make sure that the Captain of the Vessel is a licensed merchant mariner. Also look to see if the vessel has been inspected by the U.S. Coast Guard.	02.02	255
Local History	12:00 am – 12:00 am	Daily	Programming – BTV	A0043_231_MPG	Bay County History Museum Overview Stand Alone	Glenda Walters, President, shares with viewers what they can expect from a visit. Exhibits of times gone by, highlighting local celebrities, historical events, landmark legal decisions, etc.	01:47	156

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

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Date