

WPFN-CD – Panama City Beach, FL

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

October 1st, 2023 thru December 31st, 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, Nightlife, 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	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
History	12:00 am – 12:00 am	Daily	Capt. Anderson's	Empire Mica Story of the Propeller	Jimmy Patronis recounts the provenance of the huge brass propeller from the Empire Mica that is mounted in front of the entrance to Capt. Anderson's and has been a tourist attraction for more than 50 years.	02:22	336
State Parks	12:00 am – 12:00 am	Daily	Local News – BTV	BLN Grayton Beach State Park Overview	Patrick Hartsfield introduces viewers to the “#1 Beach in the Nation.” The park is a little more than 2200 acres and offers a variety of activities for visitors on its lakes and shoreline.	01:37	404
Community Event	12:00 am – 12:00 am	Daily	Special Events - BTV	BLN Greek Food Festival 2022	Callie Bryant at St. John the Theologian Greek Orthodox Church talks about what Greek Festival means to them, including all of the different Greek cakes and pastries they offer.	01:25	153
Pet Health and Safety	12:00 am – 12:00 am	Daily	Anchor Intros – BTV	BLN Hilario Anchor Intro Traveling with Pets	Brian Hilario, invites visitors AND their pets to the beach and shares information about the pet friendly locations in the area and reminds guests to be mindful of the heat and to keep their pets well hydrated.	01:32	388
Arts & Culture	12L00 am – 12:00 am	Daily	Local News – BTV	BLN PC Center for the Arts Butterfly Mural	Jayson Kretzer, Executive Director of Bay Arts Alliance introduces viewers to the Alliance's Mural Project dedicating to painting beautiful murals throughout historic downtown Panama City.	01:27	227

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