

**WPFN-CD – Panama City Beach, FL**  
**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**  
**January 01, 2024 thru March 31, 2024**

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, 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 Bizstray's reviews of local restaurants	30:00	273
Community Issue	12:00 am – 12:00 am	Daily	Community Issues Panama City	OOH Paddle craft PSA 2024 – 60-sec	The U.S. Coast Guard Auxiliary delivers a message of proper and safe rules and regulations when using a paddle craft. They discuss the importance of life-vest and how to use them.	01:02	312
Community Issue	12:00 am – 12:00 am	Daily	Community Issues Panama City	St. Andrew Bay Watch Water Quality Monitoring Program	The St. Andrew Bay Watch is a local non-profit community resource that monitors the water quality within the county. In this show they show what type of samples they collect.	01:57	438
Community Event	12:00 am – 12:00 am	Daily	Community Issues Panama City	U.S. Coast Guard Boating Safety	Public Affairs Office Daniel Berry represents the U.S. Coast Guard as he talks about rules and regulations about operating a boat on the water.	01:42	191

Health & Wellness	12:00 am – 12:00 am	Daily	Programming - BTV	Destination Medicine with Dr. Finkelstein What's on the Horizon	Dr. Steven Finkelsetin explains the multi-disciplinary approach to treating cancer with cutting edge technology and approaches to treatment that are available in Panama City, to care for you now and into the future.	01:32	215
Culture & Heritage	12:00 am – 12:00 am	Daily	Programming – BTV	BLN Massalina Family Exhibit	Kenny Redd, Exhibit Specialist, describes the exhibit of Jose Massalina and his son Hawk. Jose was a pilot and boat captain that helped pilot Union Ships perform raids on Confederate gun runners. After the Civil war, Hawk provided homes for newly freed slaves.	01:37	154

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*

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Signature

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Date