

WDES-CD - Holley, FL
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
January 01, 2024 thru March 31, 2024.

WDES-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 Destin, Pensacola, Mobile and the Emerald Coast 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 on the Emerald Coast 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 Bisztray's reviews of local restaurants	30:00	273
State Parks	12:00 am – 12:00 am	Daily	Local News – DTV	BDLN Blackwater River David Creamer	David Creamer shares information about the 207,000 acre Blackwater River State Forest that is inundated with creeks and rivers for nature lovers to enjoy, hiking, mountain biking, kayaking.	01:47	89
Community Issue	12:00 am – 12:00 am	Daily	Community Issues	Quint Studer Craft Beer Industry	Local Entrepreneur, Quint Struder, explains the role carefully planned business development has had on the vibrant community of Pensacola. One of the most significant being the Craft Beer Industry.	00:42	213

Arts & Culture	12:00 am – 12:00 am	Daily	Local News – DTV	DLN Storytelling Cottage Appleyard	John Appleyard shares with viewers the origination of the eponymous Storytelling Cottage dedicated to sharing the areas history dating back 450 years.	01:52	307
Environmental Protection	12:00 am – 12:00 am	Daily	Gulfarium Marine Adventure	Turtle Release Info with C.A.R.E	Terra Throgmorton, Senior Aquarist, specializes in Sea Turtle rehabilitation. Sea Turtles are brought to her throughout the year, primarily as the result of negative human impacts; from entanglements with fishing gear, ingestion of hooks and lines, boat strikes, etc. She explains the Gulfarium C.A.R.E. Rehab process designed to get the turtles back out into the ocean as soon as possible.	01:32	299
Historical Sites	12:00 am – 12:00 am	Daily	Anchor Intros - DTV	DLN Hilario Anchor Intro Fort Pickens	Brian Hilario, History Buff, shares with viewers the history of Fort Pickens, completed in 1830, guarding the entrance to Pensacola Bay for over 100 years. Was subsequently used as a prison and as a support facility for more modern defenses. Geronimo spent the first two years of his life sentence at Fort Pickens and was dubbed Florida's first tourist attraction.	01:12	179

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