

WDES-CD - Holley, FL

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

October 1st, 2023 thru December 31st, 2023

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, 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
Tourism and History	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	Quint Struder History of Pensacola	Local Entrepreneur, Quint Struder, shares with viewers the fact that Pensacola was the first settlement in the United states, when the explorer, De Luna, arrived in 1559.	00:52	338
Arts & Culture	12:00 am – 12:00 am	Daily	Matty Kelley Arts Foundation	DLN MKAF Festival of the Arts 2023	Deb Nissley, Director of Operations, introduces viewers to the Festival of the Arts held the last weekend in October. It is a juried show ensuring very fine art exhibits.	01:02	702
Environmental Protection	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	Turtles Flat Clean Dark Lacie	Lacie Wegner explains the sea turtle nesting season from May to October, every year. There is a "leave no trace" ordinance in place to ensure that the sea turtles nesting behavior is not interrupted by discarded human waste. Everything should be "flat, clean and dark." No artificial lighting.	01:27	380

Arts & Culture	12:00 am – 12:00 am	Daily	Programming – DTV	Arts District Coastal Arts Center of Orange Beach	Desiree Blackwell, Director, introduces viewers to the Coast Arts Center in Orange Beach, with fine art exhibits from over 100 local artists.	01:32	2418
Environmental Protection	12:00 am – 12:00 am	Daily	Special Events – DTV	DLN CCA Alabama Where Money Goes	Blakely Ellis, Executive Director of the Coastal Conservation Association introduces viewers to the efforts being made to protect and conserve Alabama’s valuable marine life. CCA has built the world’s largest artificial reef habitat.	01:32	968

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

01 09 2024

Signature

Date