

WAWD-CD - Holley, FL

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

July 1st, 2023, thru September 30th, 2023

WAWD-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, and Things to do with Kids. In addition to our regular Visitor Information programming, our Local News Programs and Top 5 Restaurant Programs 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
Urban Development	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	A0041_208_MPG	Quint Struder Boating Lifestyle	Quint shares with viewers the significance of Pensacola's waterways to enhance the lifestyle of folks who consider boating to be an important part of their lifestyle	01:22	135
Museum	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	A0036_768_MPG	DLN Orange Beach Indian & Sea Museum	Eric Daily, Curator, explains how this museum represents local history. First a school house, then the Orange Beach Baptist Church, then the Community Center an finally the museum. Items come from the tribes that inhabited the area, the Choctaw, the Crete.	01:12	56
Arts and Culture	12:00 am – 12:00 am	Daily	Matty Kelley Arts Foundation	A0054_451_MPG	DLN MKAF Festival of the Arts 2023	Deb Nissley, Director of Operations, shares information and invites viewers to attend this annual event featuring fine arts and music.	01:02	355

Aquaculture	12:00 am – 12:00 am	Daily	Local News - DTV	A0050_426.MPG	DLN Murder Point Oysters MB Dining Tip	Food Writer Margit Bisztray talks with Lane Zirlott and Executive Chef with Fisher's, Bill Briand about Murder Point oysters. How they are hand crafted and grown with care and also the quality and consistency that can be expected every time you eat one.	002:27	111
History	12:00 am – 12:00 am	Daily	Anchor Intros – DTV	A0039_772_MPG	DLN Hilario Anchor Intro Mobile Battleship Mem Park	Brian Hilario, History Buff, explains how the Battleship Memorial Park allows viitors to get up close and personal with the battleship, USS Alabama, the Submarine, USS Drum and more than 25 aircraft	01:12	233
State Parks	12:00 am – 12:00 am	Daily	Programming – DTV	A0043_090_MPG	DLN Eden Gardens Overview	Scarlett Dunn, Park Services Specialist, invites visitors to view the spectacular gardens and historical Butler house.	01:37	210

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

10 10 2023

Signature

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Date