

WAWD-CD - Holley, FL
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
January 01, 2023 thru March 31, 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, 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	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, except 7:00 PM and Midnight	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	2160
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	270
Community Issue	12:00 am - 12:00 am	Daily	Community Issues	A0010_095.M PG	OOH Don't Feed the Dolphins PSA	PSA to help bring awareness to individuals to not feed the dolphins as their dietary intake is different than most marine life and feeding them could potentially be fatal.	:32	180

Community Issue	12:00 am - 12:00 am	Daily	Community Issues	A0041_202	Quint Studer Building a Vibrant Community	Quint Studer, founder of the Studer Community Institute and Vibrant Community Partners, talks about the area's local businesses and how they effectively come together to create a growing community.	01:57	91
Community Event	12:00 am - 12:00 am	Daily	Special Events - DTV	A0055_016.M PG	DLN FSH Fairhope Arts and Crafts Festival	This art and crafts festival takes place in Downtown Fairhope and has been around for over 60-years. It gives local artists including students the opportunity to submit their work. Local musical acts also have the chance to sign up and perform.	01:12	118
Community Event	12:00 am - 12:00 am	Daily	Local News - DTV	A0051_968M PG	DLN Fresh off the Boat MB Dining Tip 2	Margit Bisztray talks about Dining at Fresh off the Boat in Sunroc Cay Marina. A unique feature about this restaurant is you catch your fish in the Gulf of Mexico then bring it to them and they will prepare it just how you like it.	01:17	81
Historical Sites	12:00 am - 12:00 am	Daily	Anchor Intros - DTV	A0046_569.M PG	DLN Hilario Anchor Empire Mica	Brian Hilario talks about one of the most popular dive sites on the Gulf Coast, the HMS Empire Mica and how it was attacked by a German Submarine during World War II.	01:32	133

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

04 07 2023

Date