

WAWD-CD - Holley, FL

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

April 1st, 2023 thru June 30th, 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, 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	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
Environmental Protection	12:00 am – 12:00 am	Daily	Community Issues	A0010_095.MPG	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	182
Community Event	12:00 am – 12:00 am	Daily	Special Events - DTV	A0053_010.MPG	DLN Waterway Village Zydeco & Crawfish Fest Kill April 22	Ryan Beebe, Crawfish Cooker for the Waterway Village Zydeco & Crawfish Festival invites viewers to come and enjoy the crawfish, Kids activities, arts & crafts and live zydeco music.	01:00	168
Community Development and Economics	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	A0040_626.MPG	Quint Struder Pensacola Festival and Events	Local Entrepreneur, Quint Struder, describes the goals of revitalizing downtown Pensacola with a program of Festivals and Events	01:17	242
History and Culture	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	A0031_074.MPG	A Note of History Grand Hotel Update NO CONFEDERATE	Susan Stein, Executive Administrative Assistant, describes the Grand Hotel's daily ceremony paying tribute to our military forces.	01:52	423

Community Event	12:00 am – 12:00 am	Daily	Anchor Intro - DTV	A0052_812.MPG	DLN Anchor Intro Hilario Welcome to Gulf Coast Masters Kill May 28	Brian Hilario talks about the Big Game Fishing Club's Gulf Coast Masters that takes place out of Orange Beach Marina. This multi day sport fishing celebrations welcomes competitors and spectators alike.	00:57	104
History and Culture	12:00 am – 12:00 am	Daily	Community Issues Destin Pensacola Mobile	A0032_255.MPG	Fort Morgan State Historic Site	Dylan Tucker, Cultural Resource Specialist, describes the history of Fort Morgan	01:32	719

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

07 06 2023

Signature

Date