

WGSC-CD - Myrtle Beach, SC**SIGNIFICANT TREATMENT OF COMMUNITY ISSUES****July 1st, 2023 thru September 30th, 2023**

WGSC-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 Myrtle Beach 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 in Myrtle Beach 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 and our Local News 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	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
Local Attractions and Entertainment	12:00 am – 12:00 am	Daily	Barefoot Landing	A0054_935.MPG	MLN BooFest at Barefoot Landing	Kim Kelly, Marketing Manager, informs viewers of the special holiday event for visitors and locals	00:52	126
Visitor Information (geography)	12:00 am – 12:00 am	Daily	Anchor Intros – MTV MTVGT	A0037_231.MPG	MLN Hilario Myrtle and Murrells	Brian Hilario offers a quick orientation for viewers who are visiting the area for the first time. He explains “The Grand Strand”	01:22	236
Culinary Education	12:00 am – 12:00 am	Daily	Local News - MTV	A0024_086.MPG	MLN How to Eat Crab NEW LN GFX	Mike Arakas, owner and operator of Crabby Mikes teaches our viewers how to eat crab legs. He explains the easiest and fastest to do this and how you get the most meat out of the shell.	02:22	188

Wildlife Education	12:00 am – 12:00 am	Daily	Local News - MTV	A0019_948.MPG	MLN Alligator Adventure Hyenas NEW GX	Kristen Forquer – Senior Animal Staff at Alligator Adventure talks to our viewers about their spotted Hyenas. They are originally from Africa and India. She talks about how the spotted coats help them blend into the grasses of their environment. They are a female dominated society and average about 90 – 100 lbs.	01:37	146
Museums and History	12:00 am – 12:00 am	Daily	Programming – MTVGT	A0029_139.MPG	MLN SC Maritime Museum Johnny Weaver	Johnny Weaver, President, Harbor Historical Association, shares the beginnings of the Maritime Museum	02:17	288
Culinary Education	12:00 am – 12:00 am	Daily	Duplin Winery	A0054_833.MPG	DYK Muscadine grape	Dave Fussell, President, Duplin Winery, explains the three different types of grapes grown in the world. According to Dave, the good Lord gave the South the Muscadine grape.	01:47	184

Significant Community Issues in addition to those addressed in Local News 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

10 10 2023

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Date