

WGSC-CD - Myrtle Beach, SC
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES
January 01, 2024 thru March 31, 2024

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, Nightlife, and Things to do with Kids. In addition to our regular Visitor Information programming, 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	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, with timely, topical, locally produced stories related to information Visitors want most	11:00	2184
Culture and History	12:00 am – 12:00 am	Daily	Special Events - MTV	MLN FSH Conway Visitor Center	Executive Director of the Conway Visitors Center, Hillary Howard talks about all the interesting things to experience in Historic Downtown Conway. Including walking tours, oak tree tours and the River Walk.	01:37	556
Local Tourism	12:00 am – 12:00 am	Daily	Destination Travel – MTV	DT Henry Boyle Myrtle Beach in Market	Henry O’Boyle welcomes visitors with a recap of what Myrtle Beach has to offer	01:17	79
Locally Sourced Seafood	12:00 am – 12:00 am	Daily	Harrelson’s	MLN Harrelsons Seafood Market Denny Springs Local Seafood	Denny Springs, Co-Owner of Harrelson’s Seafood talks about the fishing seasons, including shrimp, oysters, Snapper, Grouper, and helpful tips on how to prepare your seafood.	01:42	401

Culture and History	12:00 am – 12:00 am	Daily	Anchor Intros - MTV	Hilario Anchor Atalaya Castle Myrtle Beach STAND ALONE	Beach TV anchor Brian Hilario tour the famous Atalaya Castle in Myrtle Beach. He goes into depth of the history of the castle and shares information about visiting Huntington State Beach park	01:40	192
Community PSA	12:00 am – 12:00 am	Daily	Community Issues Myrtle Beach	OOH Water Safety 2021	Visit Myrtle Beach produced this segment with police officers and beach employees discussing the safety regulations while visiting the beach and entering the waters.	01:30	1293

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

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Date