

WGSC-CD - Myrtle Beach, SC

SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

October 1st, 2023 thru December 31st, 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, 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, 22 times each day with timely, topical, locally produced stories related to information Visitors want most	11:00	2208
Community Event	12:00 am – 12:00 am	Daily	Special Event - MTV	MLN Barefoot Landing Christmas 2023	Kim Kelley, Marketing Director, tells viewers what they can expect from Barefoot Landing during the Holidays: Lighting of the Landing, Holiday Golf Cart Parade, Pets Light up our Lives,	01:17	207
Dendrology	12:00 am – 12:00 am	Daily	Programming – MTV	Live Oaks	Sara Miller describes the live Oak, native to the south. Magnificent trees, highly adaptable to the Southern Coastal climate, some living as long as 500 years	2:02	579
Visitor Information	12:00 am – 12:00 am	Daily	Destination Travel – MTV	DT Henry O’Boyle Myrtle Beach in Market	Henry O’Boyle welcomes visitors with a recap of what Myrtle Beach has to offer	01:17	86
Community PSA	12:00 am – 12:00 am	Daily	Anchor Intros - MTV	MLN Hilario Anchor Traveling with Pets	Brian Hilario talks about traveling with pets along the pet friendly Grand Strand. Also, the importance of traveling with pets when it is hot outside. Protect their paws from hot asphalt and never leave your pet unattended in a vehicle.	01:15	214
Visitor Information (geography)	12:00 am – 12:00 am	Daily	Anchor Intros – MTV MTVGT	Hilario Kings Highway Stand Alone	Brian Hilario shares the layout of the Myrtle Beach/Georgetown corridor, The Grand Strand and the significance the Kings Highway has played for the last 300+ years	01:37	208

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