

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WFGX-TV  
Location: Fort Walton Beach, FL  
Quarter ending: March 31, 2006

Issue/description: 3. HEALTH CARE. Planning, costs, special needs of the elderly and handicapped, indigent care, mental health, medical trends and breakthroughs.

### How Issue was treated (Program, PSA, etc.):

<u>Title</u>	<u>Date</u>	<u>Time/Duration</u>	<u>Program type</u>	<u>Description</u>
1. Channel 3 News at 6PM (airs tape-delayed to 7PM on WFGX-TV)	01/04/06	07:02PM/3 minutes	News	*
* Florida is about to begin providing one of the most comprehensive health screening programs for newborns in the country. The expanded testing program will help identify potentially deadly problems before it's too late. Babies born in Florida will now be tested for 34 different disorders at birth. The disorders the state will now screen for all have names most people wouldn't recognize. Some are inherited conditions known as organic acid disorders, which affect a baby's ability to process protein and fatty acids. The state is providing the expanded genetic testing free to parents. The goal is early detection so babies can get into treatment much sooner. The state says records will only be kept for the patients' information to address parents concerns about privacy.				
2. 3 in the Morning (airs tape-delayed to 8AM on WFGX-TV)	01/06/06	08:32AM/2 minutes	News	**
** WEAR/WFGX held our annual "Vein Drain". This is a full day event where the Northwest Florida Blood Center parks their "Bloodmobile", a mobile blood collection center, at the WEAR-TV studios, and we publicize the event and provide live coverage of the progress throughout the day on all our newscasts. Viewers are encouraged to drive by at anytime during the day and donate blood, which is then used by all hospitals in our area.				
3. 3 in the Morning (airs tape-delayed to 8AM on WFGX-TV)	01/11/06	09:06AM/3 minutes	News	***
*** The cold and flu season is here and what's worse it typically peaks in the next few weeks. Dr. John Lanza, director of the Escambia County Health Department, says vaccinations and flu shots are the first line of defense to protect your family from disease. Beyond that, basic good hygiene is key. The Department has posted billboards throughout Pensacola to remind people of four effective tools this flu season: wash your hands, cover your mouth when you cough or sneeze, immunize your children, and stay home if you are sick. Another serious virus to watch for this time of year is RSV, a respiratory virus that is potentially fatal for newborns, especially pre-mature babies. Finally, Lanza says be proactive. Talk to you doctor about getting a flu shot if you haven't already. A national report card ranks Florida last for the percentage of adults aged 65 or more who have received a flu shot in the last 12 months. Lanza says that's because doctors have historically concentrated on getting flu shots for children and actually the elderly also need the protection.				

(page 2)

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4. Channel 3 News at 6PM (airs tape-delayed to 7PM on WFGX-TV)	01/16/06	07:04PM/2 minutes	News	****

\*\*\*\* We reported on a health concern in the medical community regarding the upcoming sinking of the U.S.S Oriskany off the shores of Pensacola Beach. At issue is adequate facilities to treat divers for decompression illness. The large hyperbaric chamber at the Advanced Wound Management Center on University Parkway is one of a kind in the Pensacola area. It's large enough to comfortably treat six patients for wounds or for decompression sickness which commonly called the "bends" by scuba divers. But the owner of this private facility has been concerned that up until recently no local hospitals were set up to help treat divers in emergency situations. Now Baptist Hospital is reversing its policy to limit the use its hyperbaric chambers for wound care only, because doctors anticipate at least 100 injured divers a year once the Oriskany is sunk to create an artificial reef.

5. 3 in the Morning (airs tape-delayed to 8AM on WFGX-TV)	01/20/06	09:06AM/3 minutes	News	*****
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\*\*\*\*\* Pediatric sickle cell patients are 300 times more likely to have a stroke than a child without the disease. Until very recently it was impossible to tell when one was coming on, much less prevent it. Channel Three's Kathryn Daniel reports on a new technology that is helping local children battling the disorder win a little more often. For the first time ever -- doctors like Pediatric Cardiologist Doctor Mary Mehta can use what they know about viewing heart vessels with ultrasound technology -- and transfer that expertise to brain vessels. Mehta was especially trained this past summer on the new technique, using Doppler ultrasound to detect impending strokes in sickle cell patients. She is able to practice preventative therapies -- not just reactive medicine.

6. Channel 3 News at 10PM (airs tape-delayed to 11PM on WFGX-TV)	02/03/06	11:08PM/2 minutes	News	*****
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\*\*\*\*\* Reporter Dan Thomas visited Century Pharmacy and rode along on emergency deliveries to get first-hand accounts of the problems that seniors are experiencing with the new Medicare part D drug plan. Many seniors are finding they are no longer covered for much-needed drugs, and those on fixed incomes are now going without their medications because they cannot afford to pay for them.

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7. Straughn & Company	02/05/06	11:30AM/30 minutes	Public Affairs	*****

\*\*\*\*\* This week's guests were Charles Milsted, Associate State Director of AARP Florida; and Lori Parham, Associate Manager for State Affairs, AARP Florida. They discussed Federal Medicare Part D prescription drug changes, which have caused a lot of confusion for many seniors. Some are finding themselves no longer covered or are having to pay much more for their medicines. We also discussed Florida's new Medicaid waiver program, which is similar to an HMO, and will be piloted in Escambia County. AARP is against the changes which could leave some seniors without the care that they need or force them to go outside of the local area for treatment that they need.

8. Channel 3 News at 10PM (airs tape-delayed to 11PM on WFGX-TV)	02/13/06	11:07PM/2 minutes	News	*****
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\*\*\*\*\* Pensacola AARP members today took their concerns about state Medicaid reform to a Senate select committee in Tallahassee. They want legislators to know they intend to fight a proposal that requires people sixty and over to join an HMO funded by Medicaid for long term care. They're worried the HMO may determine care based on budgets instead of what's best for the patient. They want the legislature to create a voluntary long-term care system that makes better use of public resources and still provides patients with the freedom to choose what's best for them.

9. Channel 3 News at 6PM (airs tape-delayed to 7PM on WFGX-TV)	02/21/06	07:00PM/5 minutes	News	*****
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\*\*\*\*\* First, we reported that when the new federal prescription drug program rolled out, many people went to the pharmacy counter to find out their insurance was no good. Now it's the pharmacists who are having problems. Many are short tens of thousands of dollars and at least one has closed her doors. Payments from insurance companies have been few and far between. In a business where pharmacists usually get reimbursed every week, some now go 8 weeks with only one check ... and have no idea why. For those pharmacies that do make it, they can plan on lower profit margins. They've learned Medicare Part D doesn't pay as much.

Our second report concerned a proposal being considered in Washington, D.C., that would double the health insurance premiums for military retirees under age 65. That proposal would affect thousands of local military retirees. Luckily, the other proposed hikes to prescription co-pays wouldn't affect those who get their medicines from local bases, because those bases don't require co-pays.

Next, we reported that a federal Medicare mobile office tour made a stop in Milton today, to help people pick the best Medicare part D drug coverage plan. Counselors were available to talk with people one-on-one and instantly access the internet to choose a plan. The bus will be in Pensacola tomorrow, and the Council on Aging is encouraging people to take advantage of the opportunity.

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10. Straughn & Company	02/26/06	11:30AM/30 minutes	Public Affairs	*****

\*\*\*\*\* Our guests were Leslie Estes-Smith, Baptist Health Care Director of Cardiovascular Services; and Gwen King and Grenelle Coleman, both heart patients. Our discussion centered on the warning signs and treatment available for women who suffer heart attacks. We also discussed preventative measures for women susceptible to heart disease.

11. Channel 3 News at 6PM (airs tape-delayed to 7PM on WFGX-TV)	03/14/06	07:00PM/3 minutes	News	*****
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\*\*\*\*\* We reported on progress of the investigation of the case of an Alabama beef cow which tested positive for mad cow disease, the 3<sup>rd</sup> case in the U.S. The government won't identify the area, but says it is quarantined. Local cattlemen in Baldwin County aren't worried about the case. Veterinarians perform routine tests of their cattle, and they've had no problems.

12. Straughn & Company	03/26/06	11:30AM/30 minutes	Public Affairs	*****
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\*\*\*\*\* Guests Ann Richard and Julian Irby, each a parent of an Autistic child, shared their personal stories of raising a child with Autism, and their continued frustration over the debate as to the cause of the condition.

13. Channel 3 News at 10PM (airs tape-delayed to 11PM on WFGX-TV)	03/24/06	10:00PM/2 minutes	News	*****
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\*\*\*\*\* We reported on the Florida Consumer Action Network's news conference today in Tallahassee asking Congress to reconsider the new Medicare Part D Drug Plan. Advocates say the plan prohibits Medicare from negotiating with drug companies to get better prices for seniors. And seniors say they're being forced to enroll in the plan by May 15th even though they don't understand it. They say the plan was written to put drug companies first and not seniors. What seniors did get out of this mess was confusion and corruption. Consumer groups are planning town hall meetings across Florida over the next few months, and rallies in different cities on May 15th.