

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: March 31, 2012

ISSUE/description: 3. EDUCATION: Local availability of higher education; teacher salaries and benefits; crime and violence in schools; curriculum matters; method of handling poorly performing schools and teachers; school vouchers; costs; minority concerns.

### 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 First <sup>t</sup> at Four "Your 3 Cents"	01/09/12	04:20PM/3 minutes	Public Affairs	*

\* This is our regular segment where we present a current issue and solicit viewer input of their opinions on the issue. Today's issue was School Bus Ads: "Do you support or oppose the idea to sell advertisements on Florida school buses?" Advertising could soon be coming to Florida school buses. A divided State Senate committee today narrowly approved a measure allowing some advertising on school buses. But even the bill's sponsor considers the move a drastic response to a sour economy. Committee member Lizbeth Benaquisto opposes the idea, saying she's not willing to push consumerism on our children. Other critics worry that drivers may pay more attention to an ad on a school bus than a red light, and cause accidents. As far as money raised by the ads... lawmakers say the market would determine how much they'd sell for. But one estimate is that medium to large districts could make two million dollars a year. There are some restrictions on who could advertise contained in the legislation, but they are somewhat vague.

2. Channel 3 News at 10PM	01/10/12	10:01PM/2 minutes	News	**
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\*\* Tallahassee correspondent Mike Vasilinda reported on Governor Rick Scott's State of the State address today. He pushed for a billion dollar increase in the state's education budget. Democrats pointed out that even with such an increase, schools would still have less than before Scott took office. Still others noted that Scott's "no new taxes" budget pits seniors on Medicaid against school children for funding.

3. Channel 3 News 1 <sup>st</sup> at Four "Your 3 Cents"	01/13/12	04:20PM/2 minutes	Public Affairs	***
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\*\*\* Today's issue was STEM Tuition: "Do you think science, engineering and math students should pay more tuition than other students?" The presidents of Florida's two leading research universities say science, technology, engineering and math students should pay higher tuition to help strengthen the so-called STEM programs. University of Florida's Bernie Machen and Florida State University's Eric Barron agree, saying 'STEM' courses cost more. Governor Rick Scott, who has made job creation his top priority, has been pushing universities to boost STEM production, saying they lead to more and better jobs. A House committee next week will meet with presidents of the other nine state universities to discuss the matter.

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<u>Title</u>	<u>Date</u>	<u>Time/Duration</u>	<u>Program type</u>	<u>Description</u>
4. Channel 3 News at 6PM	01/17/12	06:02PM/3 minutes	News	****

\*\*\*\* We profiled the University of West Florida's student teachers program, where students are trading their college classroom to go back to elementary school. Reporter Lena DeFlores showed how the program is improving education for students at both levels.

5. Channel 3 News at 5PM	01/26/12	05:04PM/2 minutes	News	*****
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\*\*\*\*\* We reported on the hundreds of college students at the Florida capitol today fighting for funding of higher education. The students are telling lawmakers that between rising costs of tuition and funding for scholarships on the decline, most people cannot afford to attend college.

6. 3 in the Morning	01/30/12	06:01AM/2 minutes	News	*****
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\*\*\*\*\* We reported that Northwest Florida is home to the best high school in the state. The Florida Department of Education released its school-by-school rankings today, and the Collegiate High School at Northwest Florida State College in Okaloosa county came in first. Other top area schools were Niceville High at #18, West Florida Tech in Pensacola at #30, Gulf Breeze H.S. at #31, Fort Walton Beach H.S. at #46, and Pace H.S. at #47.

7. 3 in the Morning	02/14/12	05:33AM/3 minutes	News	*****
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\*\*\*\*\* We reported that Florida's fund for school repairs is facing a crisis that's due in part to our use of cell phones instead of land lines, and schools here in the panhandle are seeing a big impact. On your telephone bill, and electricity and cable TV bills, there's a tax that has traditionally provided a lot of money for school construction and maintenance. But as people cut down their electricity and cable consumption, and cancel their landline phones for wireless smart phones, far less money is flowing into that fund, leaving public schools, colleges and universities on their own to address their repair problems. School administrators say that revenue is not nearly enough.

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8. Channel 3 News 1 <sup>st</sup> at Four "Your 3 Cents"	02/14/12	04:20PM/2 minutes	Public Affairs	*****

\*\*\*\*\* Today's issue was Charter School Funding: "Do you think charter schools in Florida should be guaranteed tax dollars?" A proposal to give Florida charter schools a guaranteed share of public school tax dollars for maintenance, rent and other capital outlay has died in a House Appropriations Subcommittee. But a Senate bill has a similar provision and is now awaiting action in a committee there. Representative Janet Adkins, a Fernandina Beach Republican who sponsored the house bill says she'll try again. Opponents noted Adkins couldn't say how much the funding proposal would cost school districts and objected to taking a piecemeal approach to the issue. Charters are public schools run by third parties including for-profit companies.

9. Channel 3 News at 6PM	02/21/12	06:00PM/4 minutes	News	*****
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\*\*\*\*\* Will Kennedy reported on the surplus properties owned by the Escambia County School District. They range from run-down to recently shuttered, and include school buildings and other properties. These properties must be maintained, and that costs a lot. The District currently leases some of the properties, with the lease fees providing over half the budget for maintaining the surplus properties. Other properties are currently for sale.

10. Channel 3 News First at 4	02/27/12	04:42PM/2 minutes	News	*****
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\*\*\*\*\* We interviewed Escambia School Superintendent Malcolm Thomas about the proposal before the State Board of Education to change the way Florida Public Schools are graded. Thomas said that under the new plan, the F-CAT scores of Special Education students and English Language Learners would be counted toward the school's grade...right now those students' scores are evaluated only for learning gains. He said if the plan is passed, five percent of Florida schools will earn an "F" grade, and many "A" schools could slip to "C" status.

11. 3 in the Morning	03/09/12	06:08AM/2 minutes	News	*****
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\*\*\*\*\* A final vote is expected today in the state Senate on one of the most controversial education bills being debated in Tallahassee. The Parent Empowerment Act, or "Trigger Bill", would allow parents of children at a failing school to possibly turn it into a charter school. We interviewed teachers and parents on both sides of the idea.