

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: March 31, 2006

ISSUE/description: 2. 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 at 5PM	01/18/07	05:07PM/2 minutes	News	*

\* Michael Loff reported from Baldwin County, AL, that their schools are highly overcrowded, forcing some students in Gulf Shores to learn in portable classrooms. Schools spokesperson Terry Wilhite says the county is managing, but the Gulf Shores and Orange Beach Boards of Education have launched a campaign to rally support for a separate school system. County voters will vote on March 13<sup>th</sup> to decide if they should increase their ad valorem tax by 7.5 mills to fund a separate school system.

2. Channel 3 News at 6PM	01/18/07	06:00PM/2 minutes	News	**
--------------------------	----------	-------------------	------	----

\*\* Education Reporter Cynthia Reeves was in Santa Rosa County reporting on the upcoming vote to retain the half-cent sales tax for another 10 years. Proceeds from the tax go to school construction projects. One of the main priorities is to get rid of the 70 portable classrooms that the state's class size amendment has forced Santa Rosa schools to use. The goal is to build new classroom additions in their place. School officials say most of the damages during the past hurricanes were in the older buildings, so more new buildings would mean less vulnerability to future hurricanes and other storms. Santa Rosa voters recently rejected a new road tax, but school administrators believe citizens will continue to support a school tax, because education is the future for the kids.

3. Straughn & Company	02/25/07	09:00AM/30 minutes	Public Affairs	***
-----------------------	----------	--------------------	----------------	-----

\*\*\* Our topic this week was the newly-formed group "ECARE...Every Child A Reader in Escambia". Guests were John Parnham, Retired Circuit Court Judge and ECARE co-chair; and Wayne Odom of the Escambia School District. ECARE is a new public/private initiative to have every child reading at age level by the time they enter school. The project is in the developmental stages with a launch planned within the next year. The group says the first 5 years represents 85% of a person's basic development, and if kids get behind during these years, it's difficult for them to catch up. Poverty is highly correlated with illiteracy in schools. ECARE is a business-led group, and plans to solicit the entire community to be involved in this effort, saying the economic vitality of the county depends on a literate workforce.

(page 2)

ISSUE/description:

2. 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>
4. Channel 3 News at 6PM	03/07/07	06:02PM/3 minutes	News	****

\*\*\*\* Education Reporter Cynthia Reeves reported on Governor Charlie Crist's state of the state address, in which he vowed to support teachers with better pay and give students a voice. His plan includes creating a children's cabinet to oversee child welfare issues, tackling everything from physical education in schools to financial incentives for adoptions. Local students feel it's a good idea that their views will be going to be known to people who can make decisions and changes. Some teachers don't agree with all Crist's ideas, such as performance pay for teachers, but they believe he is listening to their concerns more than Governor Bush did. Crist also wants to pour millions into programs that help children learn to read by hiring more reading coaches who train and support teachers. And he's pledging to increase funding for universities and colleges, without raising tuition.

5. Channel 3 News at 6PM	03/23/07	06:02PM/3 minutes	News	*****
--------------------------	----------	-------------------	------	-------

\*\*\*\*\* Bill Pearson in our Okaloosa County Bureau interviewed Okaloosa Schools Superintendent Alexis Tibbetts about her concerns of providing adequate schools and infrastructure for the expected growth in local enrollment due to increases in the military presence in the area. Last year's BRAC plan indicated 15,000 to 20,000 new people moving into the area in a short period of time, but after seeing the congressional budget and speaking with local military leaders, it looks like the mass influx of military may not happen until 2011 or even 2013.

6. Straughn & Company	03/25/07	09:00AM/30 minutes	Public Affairs	*****
-----------------------	----------	--------------------	----------------	-------

\*\*\*\*\* Our program this week was a roundtable discussion on the state of Education in Florida. Guests included Dr. Cheri Yecke, Florida Chancellor K-12; Paul Fetsko, Escambia School District Assistant Superintendent for Curriculum and Instruction; Tim Wyrosdick, Santa Rosa School District Assistant Superintendent for Curriculum and Instruction; Dr. Alexis Tibbetts, Superintendent of the Okaloosa School District; and Dr. Joe Peters, Chairman of the UWF Education Department. The panel discussed the current status of education at the district and state levels. The future looks to heavy emphasis on technology and choice academics. New state regulations require middle school students to declare a high school major during their 8<sup>th</sup> grade year. Specific topics included teacher pay; funded extension of the school day; local flexibility to accomplish education goals in a different way; and the first revision of the FCATs since their inception 10 years ago.