

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

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

ISSUE/description: 6. MINORITY ISSUES. Employment opportunities, housing, education, recreational facilities, racial harmony, crime.

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. Our World with Black Enterprise	01/14/12	04:30AM/30 minutes	Public Affairs	*

* On today's edition we highlighted the new film "Red Tails", which tells the heroic story of the Tuskegee Airmen. We talked about the historical significance of the Airmen with cast members Terrence Howard, David Oyelowo, Cuba Gooding Jr. and Nate Parker. We also profiled a former Captain of the Tuskegee Airmen, Roscoe Brown.

2. Know Your Heritage: Black College Quiz Show	02/05/12	03:00PM/2 hours	Public Affairs	**
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** This Jeopardy-style program acknowledges contributions of African Americans in an entertaining quiz show format. Competitors are Historic Black College & University students from around the country, who showcase their knowledge of history. Scholarships are awarded to participating teams.

3. Our World with Black Enterprise	02/11/12	04:30AM /10 minutes	Public Affairs	***
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*** From the issues of Race and Class to re-defining how blacks see themselves in the 21st century, we discussed "Race in America" with Princeton University Professors Eddie Glaude and Imani Perry, and author and social commentator Toure.

4. Our World with Black Enterprise	02/18/12	04:30AM/30 minutes	Public Affairs	****
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**** Our "On the Record" segment featured a discussion of the double-standard in media surrounding President Obama's first term in office. Panelists included psychiatrist Janet Taylor, former NBA Player Anfernee Hardaway, and Black Enterprise Social Media expert Patricia Cesaire.

5. Andrew Young Presents: King in Memphis	02/26/12	04:00PM/1 hour	Public Affairs	*****
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***** This production documents Ambassador Young's first return trip to Memphis since his first-hand witnessing of the assassination of Dr. Martin Luther King, Jr. He brought a fresh perspective and unique voice to this historic event.

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6. 3 in the Morning	03/01/12	06:03AM/3 minutes	News	*****

***** We reported on a \$250,000 study by the city of Pensacola to see how much business they do with minority-led companies. Many have criticized the city in the past for not contracting with enough minority-owned businesses, and we interviewed several business owners who are hoping to see things change. Researchers are reviewing city records and using a variety of tactics to complete the study. Once completed, they'll make recommendations to the city.

7. Our World with Black Enterprise	03/03/12	04:30AM/30 minutes	Public Affairs	*****
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***** Our All Access Interview was with author and Brandeis University Professor Anita Hill, who talked about her 1991 testimony during the Clarence Thomas U.S. Supreme Court confirmation hearing, and the controversy that erupted. Our "On the Record" discussion looked at diversity in the workforce – what it will look like in the 21st century. Panelists were Pamela Culpepper, senior vice president of Global Diversity and Inclusion at PepsiCo; Gale King, executive vice president and Chief Administrative Officer at Nationwide; and Jackie Wynn, vice president of Global Residency Practice at EMC.

8. Channel 3 News at 10PM	03/08/12	10:03PM/2 minutes	News	*****
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***** A new study by the Department of Education shows that when disciplined, minority students face harsher punishments than white students. We interviewed some students at a local Technical School who talked about their experiences in the public school system. The Superintendent of the Escambia County School District says race does not play a part in how students are disciplined...that they are punished on a case-by-case basis and that typically a student's track record and the severity of the infraction are the key factors in deciding a student's disciplinary action. But in Escambia County the study found that in 2009, nearly 67 percent of students who faced out-of-school suspensions were African-American, while only 30 percent were white. The district's overall student population is 55 percent white and 38 percent black. The same study found that on average Elementary School teachers at schools with large black and Hispanic populations made nearly \$2300 less per year than teachers in schools with low minority populations.

9. Our World with Black Enterprise	03/10/12	04:30AM/30 minutes	Public Affairs	*****
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***** We discussed the claim that African Americans still lag behind in the Digital Divide. The panel included Sheryl Huggins Salomon, managing editor of TheRoot.com; Stephanie Humphrey, contributor to TheGrio.com and YourBlackWorld.com; and Patricia Cesaire, director of Digital PR and Marketing for Black Enterprise.