

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

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

ISSUE/description: 3. 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. Channel 3 News at 6PM	10/05/06	06:07PM/2 minutes	News	*
<p>* Some parents are complaining about a notice from the school system detailing its plan for meeting the federal standards for "No Child Left Behind". In bold letters the document reads "...BLACK students in this school need improvement in math". Black parents say that just pointing out ethnic groups is a problem within itself. Even though the goal of the program is that all children should have the same opportunities to learn, regardless of race, creed or color ... sending out a form like this sets the stage for discrimination. He feels the school administrators are humiliating blacks by publicizing this. Associate Superintendent Ronnie Arnold says the information comes directly from the Florida Department of Education's website and schools are required by law to send the school report cards home. The reports are designed to show taxpayers how their money is being spent. The Department of Education has received similar complaints statewide.</p>				
2. Our World with Black Enterprise	11/19/06	04:30AM/30 minutes	Public Affairs	**
<p>** Today's program featured a special roundtable of political reporters who covered this month's election, with the discussion focused on what the political change in Washington means for our country today, especially for the black population.</p>				
3. Our World with Black Enterprise	11/26/06	04:30AM/30 minutes	Public Affairs	***

*** Our guest was Marc Morial, CEO and President of the National Urban League. He talked about appealing to younger people and the state of black leadership today. We also featured a roundtable discussion focused on Obesity and the state of Black America. Our panel included Donna Richardson Joyner, a fitness expert; Dr. Ian Smith, author of "The Fat Smash Diet"; and Ms. Green, who struggled with her weight for several years. In the United States, 30% of men and 34% of women between the ages of 20-74 were obese in 2001-2004, according to the U.S. Department of Health and Human Services.

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4. Straughn & Company	11/26/06	09:00AM/30 minutes	Public Affairs	****
**** Our guests today were Paul Fetsko, Assistant Superintendent of the Escambia School District; Tom Delaino, President of Pensacola Junior College; Eugene Franklin, President of the Florida Black Chamber of Commerce; and Evon Emerson, CEO of the Pensacola Bay Area Chamber of Commerce. The guests are members of a coalition of educators, business leaders and human service providers. The coalition is tackling the problems brought to light in an indicator report commissioned through the UWF Haas Center. That report indicated deficits among minorities in early learning, graduation rates, economic development, health care and racial disparity.				
5. Channel 3 News at 10PM	12/01/06	10:07PM/2 minutes	News	*****
***** Pensacola's "Community Information Network" celebrated 25 years of AIDS education and prevention today. Florida has 4,000 new HIV cases every year, and people in Escambia County want to keep the local infected population from growing. The group educates minorities about HIV and AIDS. Owen Neill, who is HIV positive and heads the group, says the African-American community is in denial about HIV and AIDS. He hopes that with education, those infected with the disease will continue to have a chance at a long, full life.				
6. Our World with Black Enterprise	12/10/06	04:30AM/30 minutes	Public Affairs	*****
***** This week's headline interview featured guests Rev. Al Sharpton and Rev. Jesse Jackson addressing the state of black leadership in our community. Both stated there is not a lack of black leadership, for a series of younger people is stepping up to the plate to lead the black community into a new era.				
7. Channel 3 News at 6PM	12/27/06	06:03PM/2 minutes	News	*****
***** Dan Thomas reported on accusations of racism at a local apartment complex. The National Fair Housing Alliance claims that the Governor's Gate complex in Pensacola has discriminated against blacks in the wake of Hurricane Katrina, with white Katrina evacuees favored over blacks.				