

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: September 30, 2009

ISSUE/description: 4. 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. Our World with Black Enterprise	07/12/09	04:30AM/30 minutes	Public Affairs	*

\* The entire program was devoted to an interview with U.S. Secretary of Education Arne Duncan, about the Obama Administration's policy to reform the nation's public schools.

2. Channel 3 News First at 4 "Your 3 Cents"	07/28/09	04:20PM/3 minutes	News/Public Affairs	**
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\*\* This is our regular segment where we present a current issue and solicit viewer input of their opinions on the issue. Today's issue ... "Do you believe teachers in the area make enough money?" The Okaloosa County School Board last night voted to reject a 1-point-8 percent increase in teacher pay. The increase was technically a step increase that teachers say was guaranteed in their contract. But the chairman of the board says the increase would have cost the district two million dollars and that can't be justified right now. Chairman Chuck Kelly also mentioned that Okaloosa teachers are already the fourth highest paid teachers in the state, averaging more than 51-thousand dollars a year. By comparison, teachers in Escambia County earn on average 41-thousand, while Santa Rosa county teachers fall somewhere in the middle.

3. Channel 3 News - Dayside "The Counselor's In"	08/19/09	11:15AM/5 minutes	Public Affairs	***
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\*\*\* This is our bi-weekly series in which Mental Health counselors take viewer calls and answer questions and give advice on mental health topics. In today's segment, Mary Encinias discussed preparing children to go back to school.

4. Straughn & Company	08/23/09	09:00AM/30 minutes	Public Affairs	****
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\*\*\*\* Our guest, Northwest Florida Congressman Jeff Miller, discussed the state of education in the nation and in our district. He feels we need to focus more on the sciences, like other countries, and also take care of the basics first. He does not support the "Head Start" program.

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5. Channel 3 News First at 4 "Your 3 Cents"	09/04/09	04:20PM/3 minutes	News/Public Affairs	*****

\*\*\*\*\* Today's issue ... "Do you think schools should make the President's speech next week available to all students?" Educators across America found themselves at the center of a political storm this week as conservatives exploded in anger over President Obama's plans to give a speech to the country's schoolchildren. A stunned White House insisted the address, planned for Tuesday, and accompanying suggested lesson plans are meant simply to encourage students to study hard and stay in school. But some parents said they aren't buying it. They said they're convinced the president is going to use the opportunity to press a partisan political agenda on impressionable young minds. School administrators are caught in the middle of the controversy. Some have decided to show the president's speech, while others will not. Many are deciding on a class-by-class basis, leaving the decision in the hands of individual teachers. GOP leaders have not shied away from the debate. Florida Republican Party Chairman Jim Greer released a statement Monday accusing Obama of using taxpayer money to "indoctrinate" children. White House officials said that Obama's speech, the text of which will be available on the Web on Monday, is not unprecedented. In 1991, President George H.W. Bush delivered a nationally televised speech to students from a Washington school, encouraging them to say no to drugs and work hard. Charles Saylor, president of the National Parent Teacher Association, said the uproar over the speech is sad. "The president of the United States, regardless of political affiliation, should be able to have a presentation and have a pep talk, if you will, to America's students," The controversy is the latest example of how sharply polarized political debate has become.

6. Channel 3 News First at 4 "Your 3 Cents"	09/14/09	04:20PM/3 minutes	News/Public Affairs	*****
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\*\*\*\*\* Today's issue ... "Do you believe school officials violated the court order forbidding the promotion of religion at a school event?" Hearings will begin Thursday for two Pace High School administrators, both facing federal criminal contempt of court charges. The charges stem from a school sponsored luncheon for staff, boosters, and students, at which Principal Frank Lay supposedly asked Athletic Director Robert Freeman to bless the food. That came less than two weeks after a federal court ordered Santa Rosa school employees from promoting religion in schools or school events. Lay was among the school officials who signed the court papers agreeing to stop proselytizing. Lay and Freeman could face fines, jail time, or both if found guilty of violating the court's order. Last week, hundreds of people rallied in support of the men at the Farmer's Opry in Chumuckla.