

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: September 30, 2005

ISSUE/description: 2. HURRICANE DENNIS. This hurricane made landfall on Pensacola Beach on July 10, 2005. The destruction caused by the storm added to the problems caused by hurricane Ivan in 2004, and caused severe damage in areas that had only light damage from Ivan.

### 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 - eXtra	07/07/05	10:37PM/23 minutes	Public Affairs	*
* Tonight, everyone along the Gulf Coast is watching Hurricane Dennis in the Gulf. We gave the latest information from Emergency officials on how well we're prepared, including information on shelters, possible evacuations, evacuation routes, and the hurricane analysts' predictions for where the storm would make landfall. We invited viewers to log on to our website and e-mail their questions and thoughts about the storm, then discussed it on-the-air with viewers who phoned in to our show.				
2. Channel 3 News Special Report – Hurricane Dennis	07/08/05	01:01PM/53 minutes	News	**
** As Hurricane Dennis moved into the Gulf of Mexico and our viewing area fell within the predicted path of the storm, WEAR began airing updates giving the location of the storm, the predicted path, general information on how the public should prepare for the storm, and interviews with officials of our local Emergency Operations Center regarding evacuations and storm shelters.				
3. Channel 3 News - eXtra	07/08/05	10:37PM/23 minutes	Public Affairs	***
*** Tonight, we once again gave expanded coverage of Hurricane Dennis, with the latest on shelters, evacuations, evacuation routes, traffic, and other information to help prepare for the storm. We again took e-mail questions and discussed the storm on-the-air with viewers who phoned in.				
4. Stormwatch 2005	07/09/05	01:11AM/1 hour	Public Affairs	****

\*\*\*\* We aired an encore presentation of our WEAR-produced hurricane preparedness and safety program. The program was hosted by our Chief Meteorologist, Allen Strum, with reports from our Meteorologists Kathryn Daniel and Christian Garman. The program provided viewers with information on what to do before, during, and after a hurricane strike. We re-aired the program again at 02:31AM and again at 04:05AM. During the normal breaks in the program, we provided live updates from our station Meteorologists giving the latest position, strength and forecast track for the storm, along with tips for last minute storm preparations.

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5. Channel 3 News Special Report – Hurricane Dennis	07/09/05	06:00AM/37 hours	News	*****

\*\*\*\*\* When the National Weather Service issued their first official “hurricane warning” for our area for Hurricane Dennis, WEAR began our continuous coverage of the storm, with no commercial breaks or other interruptions. We gave constant reports on the location, strength and direction of the storm; information on evacuations and shelters in each of our coastal counties in our viewing area; briefings from the Emergency Operations Centers in each county; live reports from Pensacola Beach, Perdido Key, and Okaloosa Island showing the increasing waves and rising water levels; and last-minute preparation and evacuation information. As the storm made a direct landfall on the Pensacola Area, we aired reports of storm damage from both official sources and from phone calls from area viewers. Our coverage was simulcast on a network of area radio stations to provide this emergency information to citizens who had lost electrical power and television service and were relying on battery-powered radios for information. After the eyewall had passed inland, we offered viewers a first look at the damage left by the storm.

6. Channel 3 News at 6PM	07/11/05	06:00PM/10 minutes	News	*****
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\*\*\*\*\* Following Hurricane Dennis, the recovery effort dominated all our News coverage. Tonight’s 6PM newscast was a typical example, with several individual stories related to the hurricane. First, as residents were allowed to return to Pensacola Beach to assess the damage, we gave an aerial tour of the Beach, showing the damage. Some homes, recently repaired from Ivan, were destroyed by Dennis. In a second story, we reported that Santa Rosa County suffered the brunt of Dennis, with damage from Navarre beach all the way to the north end of the county. County commissioners met to extend debris removal contracts from Ivan to include Dennis. Agriculture was hard hit, but most crops were in the early and middle stages...not like Ivan, when they were in the harvesting stage. Third, we reported that beginning tomorrow there will be a central location for getting answers to insurance questions. Officials from the Florida Department of Financial Services have set up “Insurance Villages” in both Pensacola and Milton. We then reported on the extensive damage to the northern areas of Escambia and Santa Rosa counties, where the Florida National Guard is providing water and ice to residents beginning their recovery efforts. We reported the locations of the many food, water and ice distribution sites in the 3-county Florida area. Next, we reported that Highway 98 between Fort Walton Beach and Destin suffered major damage, and road crews are working to get at least two lanes open across Okaloosa Island. Since this road was severely damaged by Dennis, Ivan and Opal, some community leaders are calling for the road to be elevated in the future. We also reported on which bridges in the area were open, and which were still closed. Then, as Escambia County increases generator use during power outages, the County Health Department urged the public to follow generator safety measures to avoid carbon monoxide exposure. We reported that already one person had died from carbon monoxide poisoning after using a portable generator in a closed garage. And in a final story, we reported that Gulf Shores, Alabama, the resort community which had be hit hard by Hurricane Ivan and for days had been in the direct path of Dennis, received only a glancing blow...being on the western side (the far weaker side) of Dennis’ final landfall.

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7. Channel 3 News - eXtra	07/11/05	10:37PM/23 minutes	Public Affairs	*****
***** The topic was Hurricane Dennis and the recovery efforts. Viewers e-mailed questions and comments and phoned-in to discuss the latest updates from the 3 Northwest Florida counties.				
8. Channel 3 News at 6PM	07/12/05	06:00PM/10 minutes	News	*****
***** Again, our newscast was devoted completely to the Hurricane Dennis recovery effort. We reported that FEMA had opened more Disaster Recovery Centers in the area; the availability of Insurance help in Milton, Pensacola and Destin; the long hours and hot work for Gulf Power linemen working to restore electricity; updates on damage to Eglin Air Force Base and Hurlburt Field; gasoline arriving by barge in Pensacola; price gouging for recovery supplies...generators, food and water, and gasoline; a BP oil rig in the Gulf that is listing as a result of Dennis, plus the status of 350 oil rigs and platforms in the Gulf that were evacuated prior to Dennis; the postponement of the BRAC Commission hearings because of the storm; more details on the damage suffered by area farmers; damage to local schools; state regulators approving an average increase of 21% on coverage on homes and 25% for mobile homes for Nationwide Insurance; area curfews still in effect; Gulf Power and Alabama Power updates on restoration of electrical power; profiles of some of the relief workers in the area; locations for Salvation Army centers serving meals, snacks and drinks to hurricane victims and disaster responders; and citizen's information lines available for those wanting to volunteer in the 3-county area.				
9. Channel 3 News - eXtra	07/12/05	10:37PM/23 minutes	Public Affairs	*****
***** We again gave viewers the chance to air their comments and questions about Hurricane Dennis.				
10. Channel 3 News - eXtra	07/21/05	10:37PM/23 minutes	Public Affairs	*****
***** One of the biggest problems now, 11 days after Dennis made landfall, is the continuing shortage of gasoline in the area. The problem has been blamed on a variety of causes...a lack of refineries or pipelines in the state; shipping disruption in the Gulf caused by Dennis; panic buying by consumers; and some analysts say the gasoline industry is keeping supplies down to keep prices up. Tonight, we discussed the issue with our call-in viewers, and read their e-mail comments on the subject.				
11. In Focus	08/07/05	09:00AM/30 minutes	Public Affairs	*****
***** Just less than one month since Dennis hit our area, we interviewed two new County Emergency Managers...Matthew Lopez of the Escambia EOC and Sheryl Bracewell of the Santa Rosa EOC, both of whom were new in their jobs just in time to be initiated by Hurricane Dennis. They spoke of their experiences during that storm, and the plans for future operations of the Emergency Operations Centers. We also showed video of damage caused by the storm, since many viewers had evacuated or had been without electrical power and had been unable to see any coverage of the aftermath of the storm.				