

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: September 30, 2012

ISSUE/description: 6. 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 First at Four "Your 3 Cents"	07/16/12	04:20PM/4 minutes	Public Affairs	*

\* This is our regular segment where we present a current issue and solicit viewer input of their opinions on the issue. Today's issue was College Education: "Do you believe a college education is more or less important than it used to be?" New government data finds the percentage of young adults earning a college degree has increased slightly, but rising tuition costs is one of several reasons why more young adults aren't graduating from college. The U.S. now ranks 16<sup>th</sup> in college degrees, behind countries like South Korea, Canada, Japan and Russia. Tuition costs increased 15% from 2008 to 2010, driven largely by cuts to state funding. Comments from viewers and our on-the-street interviews revealed that most respondents had found that a college degree was essential, but many also said that salaries don't compensate for the cost of a degree.

2. Channel 3 News at 6PM	07/20/12	06:02PM/3 minutes	News	**
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\*\* In today's "Waste Watch" report, we profiled one way that Escambia County is saving money... through education. It costs \$56 per day to house an inmate at the Escambia County jail, but only \$36 per day for an inmate at the County Road Prison. Inmates there are all non-violent offenders, and in addition to working on road crews and other projects, they also have the opportunity to take part in education programs like traditional farming and even fish and bee farming, producing food for the inmates. They can also take technical classes provided through George Stone Technical Center, learning skills that help them transition back into society and paying into society instead of committing more crimes.

3. The Right Side With Armstrong Williams	08/04/12	04:00AM/30 minutes	Public Affairs	***
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\*\*\* Today Armstrong and guests discussed how to prevent juvenile delinquency in America. Topics included what's wrong with the current system and how to fix it.

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4. Channel 3 News at 5PM	08/06/12	05:02PM/2 minutes	News	****

\*\*\*\* We interviewed state Senator Don Gaetz, a former Okaloosa County School Superintendent, about ways to attract high-paying jobs to our area by having a workforce with the education and skills to fill those jobs. One way is by helping high school students earn national job certifications, but that's just the beginning.

We also posted the entire 25-minute interview on our website, weartv.com.

5. Channel 3 News at 6PM	08/09/12	06:00PM/2 minutes	News	*****
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\*\*\*\*\* A new study by Georgetown University says Florida's workforce is a decade behind in technical education, resulting in low-skilled and low-wage jobs for the state. Reporter Amber Southard interviewed T.J. Rollins, Principal of George Stone Technical Center in Pensacola, and state Senator Don Gaetz, about local efforts to provide technical education.

6. 3 in the Morning "Gary Finch Outdoors"	08/15/12	06:40AM/3 minutes	News	*****
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\*\*\*\*\* In today's regular weekly feature, outdoorsman Gary Finch profiled the Mobile Environmental Studies Center, where instructors use animals to teach the future citizens of our coastal area the importance of coastal habitat, the dangers of habitat loss, resiliency, how wildlife cope and adapt, and what to do after a hurricane or tropical storm. The Center sees about 14,000 students each school year and provides environmental education programs for kindergarteners through pre-college.

7. 20/20	09/28/12	09:00PM/1 hour	Public Affairs	*****
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\*\*\*\*\* This week's program was "Classroom Confidential". The pranks, the bullies, the teachers pushed to their limit, and the teachers who take their guidance too far...our program exposed extra-curricular activities taking place between the classroom walls, all caught on tape.