

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV
Location: Pensacola, FL
Quarter ending: June 30, 2011

ISSUE/description: 5. PUBLIC SAFETY. Informing the public about hurricanes, tornadoes, floods, forest fires, or other life-threatening or property-threatening conditions.

How Issue was treated (Program, PSA, etc.):

<u>Title</u> <u>Description</u>	<u>Date</u>	<u>Time/Duration</u>	<u>Program type</u>	
*1 Channel 3 News Weather cut-ins	04/15/11	10:24AM/4 minutes	News	*

* Our Meteorologist cut into regular programming to provide Tornado Warning information specific to Washington County, AL, in our viewing area. We gave information on the location of the storm containing the tornado, and projected path of the storm with estimated times that the tornado would be in the vicinity of communities in its path. As this storm progressed and others developed in the Mississippi and Alabama counties of our viewing area, we cut into regular programming 13 more times throughout the day, with reports averaging around 3 minutes each to provide the same type information, plus reports of damages in the areas affected. We also provided extensive coverage of the Tornadoes and storms during our newscasts at 11AM, 4PM, 5PM, and 6PM. Note: our station policy is to always cut into regular programming whenever Tornado or Hurricane watches or warnings are issued for any part of our coverage area, to provide complete and specific information on these storms.

2. Channel 3 News 1 st at Four	04/25/11	04:00PM/2 minutes	News	**
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** We began today's show with a report on the dangerous surf conditions on local beaches. Lifeguards rescued 65 people from the Gulf over the weekend, and it could be several more days before the surf calms down. Reporter Bill Pearson reported live from Pensacola Beach showing the dangerous surf, and said lifeguards are only letting people get their feet wet, because the waves would overpower most swimmers. We talked with Bob West, Director of Public Safety for Pensacola Beach, who warned that beachgoers who did not heed the lifeguard's warnings could face a civil fine from one of the Sheriff's deputies stationed on the beach.

3. Channel 3 News 1 st at Four "Your 3 Cents"	05/19/11	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 was the Annual Hurricane Forecast: "Do you find the seasonal hurricane forecasts useful?"

U.S. government forecasters are expecting three to six major hurricanes from an above average Atlantic storm season. The National Ocean and Atmospheric Administration released its forecast for the 2011 season Thursday. Scientists say as many as 18 named tropical storms may develop. Six to 10 of those could strengthen into hurricanes with top winds of at least 74 mph. Three to six could become major hurricanes, with maximum winds of 111 mph and up. The six-month Atlantic hurricane season begins June 1 and ends Nov. 30. Last year's hurricane season was one of the busiest on record with 19 named storms, including 12 hurricanes. No major hurricane has made a U.S. landfall in the last five years, but scientists say coastal residents can't expect their luck to hold.

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4. ABC News Nightline	05/23/11	11:01PM/30 minutes	News/Public Affairs	

**** The entire program was devoted to this year's incredibly active and deadly tornado season. FEMA Deputy Administrator Rich Serino offered viewers tips on what to do when a Tornado warning is issued.

5. Stormwatch 2011	05/29/11	06:00PM/1 hour	Public Affairs	
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***** Just days before the official start of the 2011 hurricane season, WEAR produced and aired our annual local hurricane preparedness and safety program. The program was hosted by our Chief Meteorologist Allen Strum, with reports from our Meteorologists Kathryn Daniel, Christian Garman and Jim Carmack. The program provided viewers with information on what to do before, during, and after a hurricane strike.

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6. Get Ready Florida!	06/05/11	03:30PM/30 minutes	Public Affairs	
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The National Hurricane Survival Test

***** The program focused on personal responsibility; what to do before, during and after a hurricane; early preparation, what to have in a hurricane survival kit, storm facts, and a recap of the relatively quiet 2010 hurricane season and the danger of complacency about storm warnings. We heard from scientists on both sides of the debate over global warming and its role in storm development and intensity. We showed viewers what can be done, right now, to protect and harden their home and business. And we reported on that Gulf Coast residents are relying more on Social Media and Texting for information during hurricanes.

7. ABC News Nightline	05/23/11	11:01PM/30 minutes	News/Public Affairs	*****
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***** The entire program was devoted to this year's incredibly active and deadly tornado season. FEMA Deputy Administrator Rich Serino offered viewers tips on what to do when a Tornado warning is issued.

8. Channel 3 News 1 st at Four	06/03/11	04:00PM/2 minutes	News	*****
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***** We reported on Escambia County's plan to increase the fire tax on county homeowners. A few years ago, a federal grant allowed fire-busy Escambia County the chance to add 12 career firefighters to the payroll. That grant is now expiring, but the county says they need to keep those firefighters to keep citizens safe, so they'll be adding five dollars to the yearly fire tax for county residents. We interviewed Mike Weaver, Public Safety Director for the county, and we talked to several county residents to get their reaction to the tax increase.