

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV
Location: Pensacola, FL
Quarter ending: March 31, 2010

ISSUE/description: 2. 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>Date</u>	<u>Time/Duration</u>	<u>Program type</u>	<u>Description</u>
1. Channel 3 News 1 st at Four "Your 3 Cents"	01/04/10	04:20PM/3 minutes	News/Public Affairs	*
<p>* 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 ... "Do you think airport security efforts in the U.S. are effective?" People traveling to the U.S. from 14 countries now face new security regulations, including full body pat-downs. The new rules went into effect today, but reports indicate several European countries are still figuring out how to implement them. The measures are a response to a failed bombing attack on a Christmas day flight from Amsterdam to Detroit. The 14 countries on the list are those considered to be state sponsors of terrorism or "of interest." A transportation security administration official says many passengers who are not from those countries or traveling through them will continue to see additional screening measures. The official says all passengers on U.S.-bound international flights will be subjected to random screening.</p>				
2. Channel 3 News 1 st at Four "Your 3 Cents"	02/03/10	04:20PM/3 minutes	News/Public Affairs	**
<p>** Today's issue was ... "Do you believe childhood vaccines are safe?" The medical journal The Lancet on Tuesday retracted a controversial 1998 paper that linked the measles, mumps and rubella... or MMR... vaccine to autism. The study subsequently had been discredited, and last week, the lead author, Dr. Andrew Wakefield, was found to have acted unethically in conducting the research. Research since 1998 has been unable to duplicate Wakefield's findings. The General Medical Council, which oversees doctors in Britain, said that "There was a biased selection of patients in the Lancet paper" and that his "conduct in this regard was dishonest and irresponsible." In the U.S., the Centers for Disease Control and Prevention praised the Lancet's retraction, saying, "It builds on the overwhelming body of research by the world's leading scientists that concludes there is no link between MMR vaccine and autism." The CDC says the vaccines are very safe and effective and they save lives. Still, many parents are not convinced... and have concerns.</p>				
3. Channel 3 News 1 st at Four "Your 3 Cents"	02/11/10	04:20PM/3 minutes	News/Public Affairs	***

*** Today's issue was ... "Do you think red flag warnings on Pensacola Beach should become enforceable by law enforcement?" Red flag warnings on Pensacola Beach have been largely suggestions. They "strongly advise" swimmers to stay out of rough surf.... but the flags have never had the legal teeth to force people out of the Gulf. That may change. Escambia County Commissioners may adopt an ordinance giving senior lifeguards on Pensacola Beach more power to get people out of the water in red flag conditions. If approved, lifeguards would be allowed to call in a deputy to force people who ignore their warnings, out of the water. The violator would face up to a \$500 fine or 60 days in jail.

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4. In Focus	02/14/10	09:00AM/30 minutes	Public Affairs	****

**** Our guest was Buck Lee, Executive Director of the Santa Rosa Island Authority. The Island Authority has presented to the County Commission an Ordinance that, if approved, would allow law enforcement officials on the Island to enforce lifeguards' orders for beachgoers to stay out of the Gulf waters if red flags are flying, indicating dangerous conditions. Experienced surfers who have lifesaving devices would be allowed access unless told by a senior lifeguard to stay out. We interviewed local surfers, businesses and vacationers for their opinions on the proposed ordinance. Lee stated that the intent of the ordinance was to save lives by keeping inexperienced persons out of dangerous surf conditions.

5. Moore Safe Shores	03/01/10	various/20 & 15 sec.	PSA	*****
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***** This is a series of 4 announcements that are a continuation of an education and awareness campaign created in 2004 by WEAR-TV in cooperation with the Santa Rosa Island Authority and sponsored by local automobile dealer Pete Moore. The announcements offer explanations for the 4 colors of the warning flags used at the beach, and rules to follow when a flag of green, yellow, red or purple is flying at the beach lifeguard stations and other locations on the beach. As another safety measure, during WEAR-TV's "Three In The Morning" and "Dayside" news shows, "Safe Shores" public service announcements and live flag condition reports are aired on a daily basis.

6. Channel 3 News 1 st at Four "Your 3 Cents"	03/02/10	04:20PM/3 minutes	News/Public Affairs	*****
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***** Today's issue was ... "Do you believe states should ban the release of 9-1-1 calls?" Lawmakers in Alabama, Ohio and Wisconsin are deciding whether to bar the public release of 911 calls. Missouri, Pennsylvania, Rhode Island and Wyoming already keep such recordings private. But most states consider emergency calls public records available on request, with exceptions sometimes made for privacy reasons or to protect a police investigation. Legislation now pending in Alabama is based on concerns that release of the calls has a chilling effect on people's willingness to call 9-1-1. Open-government advocates disagree and say that prohibiting the release of the recordings takes away a valuable tool that has exposed botched calls... and can reflect on the performance of public agencies.