

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: March 31, 2013

ISSUE/description: 4. HEALTH and HEALTHCARE. Planning, costs, special needs of the elderly and Handicapped, indigent care, mental health, medical trends and breakthroughs.

### 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 Dayside	01/09/13	11:04AM/2 minutes	News	*

\* We reported that with high unemployment and rising healthcare costs, more Americans are seeking medical advice online. There are several free websites that offer a comprehensive online encyclopedia of medical information. We noted that many of these sites are backed by pharmaceutical companies. Some offer private meetings with a doctor in his or her virtual office ... for a price. Some doctors say the money from a pharmaceutical company does not influence the advice they give to patients, but others admit it does.

2. Our World with Black Enterprise	01/19/13	04:30AM/15 minutes	Public Affairs	**
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\*\* In our "On the Record" segment, the topic discussed was Depression within the African American community with panelists Basseyy Ikpi, director of the Siwe Project; Dr. Jeff Gardere, psychologist and author; and Terrie Williams, author of "Black Pain: It Just Looks Like We're Not Hurting".

3. Our World with Black Enterprise	01/26/13	04:30AM/10 minutes	Public Affairs	***
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\*\*\* Our "Slice of Life" segment profiled Maria Battle, president of AmeriHealth Mercy Foundation, who created the program "Healthy Hoops" to help children and families take control of health issues like asthma and obesity.

4. Channel 3 News 1st at Four	01/30/13	04:30AM/2 minutes	News	****
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\*\*\*\* Following national tragedies committed by people suspected to suffer from mental illness has gotten a lot of people talking about spending more on preventive mental health care. We interviewed Dennis Goodspeed, Vice President of Behavioral Health at the Lakeview Center, who said he doesn't expect patients from Okaloosa County who would have used the Bridgeway Center's inpatient services to now make the journey to Pensacola. But it could be problem for Lakeview because when Lakeview's inpatient services are full, the excess patients would be sent to Bridgeway, which is now closed. Goodspeed doesn't expect a similar reduction of services at Lakeview this year, but it could be a while before mental health care facilities get the government funding they need to make an effective difference in the community. County commissioners said cutting funding for mental health will inevitably mean patients ending up in an emergency room or in a crime. It's more important to fund it than neglect it.

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5. Channel 3 News 1 <sup>st</sup> at Four "Your Three Cents"	02/01/13	04:20PM/3 minutes	Public Affairs	*****

\*\*\*\*\* This is our regular segment where we present a current issue and solicit viewer input of their opinions on that issue. Today's issue was outside smoking ban: "Do you support a ban on smoking outside in public parks and beaches?" Florida state representative Bill Hager (R) from Boca Raton wants to ban smoking in outdoor public areas. Hager was motivated by a Palm Beach County High School senior whose grandfather died from lung cancer. Hager's legislation would allow county and municipal governments to ban outdoor smoking in parks and on beaches. Currently, Florida law prohibits local governments from implementing smoking restrictions. Prospects for the legislation are unclear. Several of Hager's colleagues said this week they didn't have a position on the proposal. We invited viewers to log on to WEARTV.COM and share their thoughts or leave a comment on our Facebook page. We reported some of the responses on Monday's show.

6. Our World with Black Enterprise	02/02/13	04:30AM/15 minutes	Public Affairs	*****
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\*\*\*\*\* In our "On the Record" segment, the topic discussed was the rise of unhealthy eating among the African American community. Our expert guests were Majora Carter, president of the Majora Carter Group; Andre Farnell, a Health & Wellness expert; and Dr. Aletha Maybank, Assistant Commissioner of the New York City Department of Health & Mental Hygiene.

7. Channel 3 News Dayside	02/11/13	11:03AM/2 minutes	News	*****
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\*\*\*\*\* Two bills set to be discussed in the state legislature are aimed at helping Florida's veterans. One bill would waive veterans' initial licensing fees, application fees and "unlicensed activity fee". State Representative Jimmy Patronis says it's important to attract ex-military members in the Health Care field, which could hold down Medicaid and Medicare costs because there would be more providers.

8. Channel 3 News at 10PM "Health Watch"	02/13/13	10:00PM/3 minutes	News	*****
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\*\*\*\*\* It's a growing problem across the country. The Center for Disease Control and Prevention says Childhood Obesity has more than doubled in the past 30 years. Reporter Amber Southard spoke with Dr. Michelle Grier-Hall about the latest medical recommendations to combat the problem. She then interviewed Jaleena Davis, Nutritionist with the Escambia County School System about their efforts to provide students with more nutritious meals, and spoke with several students to find out how they feel about the new food choices.

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9. Channel 3 News 1 <sup>st</sup> at Four "Waste Watch"	02/19/13	04:33PM/2 minutes	News	*****

\*\*\*\*\* The most controversial of the latest Obamacare taxes is the Medical Device Tax that hits businesses making equipment like heart valves and hip replacement parts. They face a tax on gross sales ... a tax they must pay even if they have no profit at all. It's a hit that could have a dangerous impact on these firms, the jobs they create, and our health. Reporter Will Kennedy interviewed Jeff Arnett, President of Actigraph, a medical manufacturer here in Pensacola that makes a device that measures energy expenditure, who discussed the impact the tax is having on his company and others in the field.

10. Channel 3 News at 6PM	02/22/13	06:00PM/2 minutes	News	*****
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\*\*\*\*\* In a move that sent shock waves across the country, Florida Governor Rick Scott became the latest and most prominent Republican critic of President Obama's Health Care Law to put that law into effect. He said our options are either having Floridians pay to fund this program in other states, while denying healthcare to our citizens, or using federal funding to help some of the poorest in our state. Medicaid covers three million people in Florida and costs the state \$21 billion each year. The expansion would extend coverage to another million over a 3-year period, with the federal government paying the full cost of the expansion, before shifting the costs to the states. The program still requires approval from Florida's Republican-dominated legislature, a group that is against expanding Medicaid under the Health Care Law.

11. Facing Florida	02/24/13	03:15AM/10 minutes	Public Affairs	*****
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\*\*\*\*\* Maureen Mann from the Florida Division of the American Cancer Society was here to talk about their agenda for this legislative session, which included money for prevention of cancer, plus a few health tips.

12. Channel 3 News 1 <sup>st</sup> at Four "Your Three Cents"	03/18/13	04:22PM/2 minutes	Public Affairs	*****
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\*\*\*\*\* Today's issue was tobacco products sales: "Do you think tobacco products should be kept out of sight in stores?" New York City Mayor Michael Bloomberg is at it again. He has proposed legislation requiring retailers to keep tobacco products out of sight, in an effort to curb youth smoking. The legislation is the first of its kind in the U.S. It would allow tobacco products to be visible only when an adult is making a purchase or during restocking. It also would increase penalties for the smuggling and illegal sale of cigarettes. Bloomberg will submit the proposal to the city council. Bloomberg says the tobacco legislation is simply aimed at saving lives. We asked our viewers if they felt such legislation was needed or wanted in our community.