

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

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

ISSUE/description: 5. MINORITY ISSUES. Employment opportunities, housing, education, recreational facilities, racial harmony, crime.

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. Our World with Black Enterprise	01/17/10	04:30AM/30 minutes	Public Affairs	*

* Our roundtable guests today were Phillip Banks, President of 100 Black Men of America, the New York chapter; DJ Beverly Bond, Founder of BLACK GIRLS ROCK; and Bill Strickland, President and CEO of Manchester Bidwell Corporation and Founder of the Manchester Craftsmen's Guild and Bidwell Training Center. They discussed mentoring...how it's up to today's black leaders to groom the next generation for success.

2. Our World with Black Enterprise	01/31/10	04:30AM/30 minutes	Public Affairs	**
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** The entire program was devoted to a Reporter's Roundtable examining the one-year anniversary of the election of President Barack Obama. Panelists were Michelle Bernard, President and CEO of the Independent Women's Forum; Joe Watkins, journalist and radio host; and Marcus Marbry, International Business Editor at the New York Times.

3. Andrew Young Presents: "Crossing St. Augustine"	02/06/10	03:00PM/1 hour	Public Affairs	***
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*** In the summer of 1964, Andrew Young was part of a non-violent Civil Rights march in the historic Florida tourist city of St. Augustine. When he started to cross a street, he was brutally beaten as police watched. Now, 45 years later, Young returned to the scene, to find a place where, despite some progress, time in many ways seems to have stood still. This program explores the significance of the march in St. Augustine as one of the most important chapters in the struggle for racial equality in America.

4. Raising the Roof: "Celebrating MLK Jr. in Song"	02/07/10	04:00PM/1 hour	Public Affairs	****
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**** Hosted by Academy Award winning actor Louis Gossett, Jr., this program is a televised Tribute Concert honoring the life and work of Dr. Martin Luther King, Jr.

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5. "Remember the Titans":	02/14/10	12:00PM/2 hours	Entertainment*	*****

***** Although this movie was produced as a theatrical, WEAR-TV chose to air it during Black History Month because it chronicled the early years of racial integration in a southern city, and showed how determined faculty members and coaches, one black and one white, overcame the mistrust and misunderstanding within the newly racially-mixed football team to inspire the team and the community to reach the goals of integration without violence and with purpose.

6. Our World with Black Enterprise	02/21/10	04:30AM/30 minutes	Public Affairs	*****
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***** This edition examined Haiti's rebuilding efforts following the January earthquake, with guest Raymond Joseph, Haiti's Ambassador to the United States. The discussion included Luxene Claircius, a chaplain for the Salvation Army; Joanne Rencher, chief people officer at the American Red Cross of Greater New York; and Dr. Ernst Ducena, an Internist and one of the first responders to Haiti.

7. Know Your Heritage: Black College Quiz Show (pt. 1 and 2)	02/20/10	01:00PM/1 hour	Public Affairs	*****
Know Your Heritage: Black College Quiz Show (pt. 3 and 4)	02/27/10	01:00PM/1 hour		

***** Hosted by Gregory Alan Williams, this "Jeopardy"-style program acknowledged contributions of African-Americans in an entertaining quiz show format. Students from Historic Black College & Universities from around the country showcased their knowledge of Black history, with scholarships awarded to participating teams.

8. Our World with Black Enterprise	02/28/10	04:30AM/30 minutes	Public Affairs	*****
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***** On this special on-location edition of the show, we discussed "Black History Month: Is it still relevant?" Panelists were Howard Dodson, Chief of the Schomburg Center for Research in Black Culture; Ebony Jackson, blogger, "Hello Negro"; and Ellis Cose, author and columnist for Newsweek magazine.

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9. In Focus	03/14/10	09:00AM/30 minutes	Public Affairs	*****

***** Today's topic was Race Relations in northern Santa Rosa County. The issue arose following the death of 18-year-old Tyrone Benjamin at a party about 8 miles outside the city of Jay, FL. Robert Floyd was arrested after he shot into the car in which Benjamin was riding, striking Benjamin, who later died. Floyd claimed he was acting in self defense, after someone in that car shot at him, but investigators have been unable to verify that account. The fact that Floyd is white and Benjamin is black led to rumors that race may have played a part in the shooting, and area residents say that while tensions are high, race is not the cause. Pensacola SCLC President Ellson Bennett met with the mayor of Jay, and afterward both reported that the town of Jay is not discriminatory, and Bennett said he did not believe the shooting was race-related.

10. Straughn & Company	03/21/10	09:00AM/30 minutes	Public Affairs	*****
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***** Our guest today was Thom Gossom, Jr., author of the book "Walk On". Some call it a social history story, a sports story, and a race story, but it basically is an autobiographical look at Tom's life both in sports and in acting. He talked about how the book chronicles his experience at Auburn University as the first "walk-on" black player on their football team and the first black athlete to graduate from the University. He also talked about his acting career as a star on the TV show "In The Heat Of The Night" and his later career as an author and playwright.