

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV  
Location: Pensacola, FL  
Quarter ending: June 30, 2006

Issue/description: 3. THE ECONOMY. Unemployment; a high level of dependency on the Navy and Tourism; development of new industry; lack of career opportunities for young people; and the effect of multiple hurricanes on our local economy.

### 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. In Focus	06/11/06	09:00AM/30 minutes	Public Affairs	*

\* This week's topic was the sinking of the decommissioned aircraft carrier Oriskany as an artificial reef in the Gulf 20 miles south of Pensacola. Gene Ferguson of the Scuba Shop was our guest. He played a role in bringing the ship to the area, and talked about the important safety issues that divers need to know when diving on the site. We discussed the economic impact that this newest tourist attraction will have on the local area.

2. ABC News Nightline	04/14/06	11:01PM/30 minutes	News/Public Affairs	**
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\*\* Tonight's program presented a sobering analysis of millions of American families who are "Debt Heavy, Cash Poor"...families caught in the trap of multiple credit cards all maxed out, "upside-down" auto financing, and "interest-only" mortgages.

3. ABC News Nightline	04/21/06	11:01PM/30 minutes	News/Public Affairs	***
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\*\*\* Tonight's program focused on the steadily rising cost of gasoline, and how the "Pain at the Pump" is forcing individuals and families to alter their spending on all other items just to be able to pay for fuel for their automobiles. The trend is beginning to have a negative impact on several areas of the economy.

4. Channel 3 News at 5PM	05/01/06	05:01PM/2 minutes	News	****
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\*\*\*\* We interviewed Okaloosa Airport Director about plans for expanding the Okaloosa Regional Airport. Passenger demand has created a need for more flights, and Director Jerry Sealy is actively trying to lure at least two new carriers to the facility, to join the six companies already flying from the airport. They are hoping to have the expansion designed by next year, and begin building in 2008.

In a second story, we talked with Greg Kisela, Destin City Manager, about plans to purchase land along Destin Harbor to build a park and relocate the Destin Fishing Museum, and effort which would help boost business along the waterfront.

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5. Channel 3 News at 10PM	05/04/06	10:03PM/2 minutes	News	*****

\*\*\*\*\* Our Baldwin County reporter covered Alabama Governor Bob Riley's appearance in Foley with David Swift of Swift Supply Company, as they announced that Swift would be building a new facility in Baldwin County that would bring about 50 jobs to the area. Baldwin's Economic Development Alliance hoped the high wages offered would lure more families to the area to fill these jobs and jobs generated in the support and services industries.

6. Channel 3 News at 6PM	05/09/06	06:07PM/2 minutes	News	*****
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\*\*\*\*\* In this report from our Fort Walton Beach bureau, reporter Cam Johnson detailed how the Boeing Championship PGA tournament at Sandestin will translate into millions of dollars of economic impact on the area.

7. In Focus	05/14/06	09:00AM/30 minutes	Public Affairs	*****
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\*\*\*\*\* This week's subject was the planned Maritime Park on the Trillium property on the waterfront in downtown Pensacola. Our guests were Mort O'Sullivan, one of the principal planners of the development, and Charles Fairchild, leader of a movement to force a referendum on the issue by voters in the city of Pensacola. The City Council has already approved the plan, but Fairchild's group has already gathered about 6,000 signatures on a petition to put the issue on a ballot. O'Sullivan says the planners are actively working on the details of preparing for construction of the project, and will continue this work unless told by the City Council to stop. His group is convinced the project will be a huge boost to the economy of downtown Pensacola and the area in general, with plans for a Maritime Museum, a sports stadium and a university learning center.

8. Channel 3 News at 6PM	05/15/06	06:00PM/3 minutes	News	*****
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\*\*\*\*\* We reported on the estimated economic impact of the U.S.S. Oriskany being sunk south of Pensacola as an artificial reef and designated scuba diving destination.

9. Channel 3 News	05/17/06	08:26AM/47 minutes	News	*****
Special Report: Sinking	05/17/06	10:00AM/10 minutes		
of the Oriskany	05/17/06	10:24AM/24 minutes		

\*\*\*\*\* WEAR-TV provided live coverage of the final preparation and sinking of the U.S.S. Oriskany by the Navy. The Oriskany is now the world's largest man-made reef. Our coverage included interviews with local officials on the projected economic impact of the project, both as a tourist destination and a marine habitat.

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10. Channel 3 News at 10PM	05/22/06	10:02PM/3 minutes	News	

\*\*\*\*\* We reported on the planned "Rivercane" development in Atmore, AL. The retail, industrial and recreational project will attract several businesses and provide more jobs than currently exist in the entire town of Atmore. That's welcome news in the town where 500 lost their jobs when the Vanity Fair plant closed, and 83 more lost jobs when the local K-Mart closed.

11. Channel 3 News at 6PM	05/24/06	06:02PM/3 minutes	News	*****
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\*\*\*\*\* Reporter Dan Thomas talked with supporters and opponents of Pensacola's Maritime Park, which will now be subject to a vote by city residents, thanks to the opposition group's successful efforts to gather over 5600 signatures on a petition to place the project on the public ballot. Supporters hope the public will support the project – already approved by the City Council – to build a public park, maritime museum, sports stadium and university center on the 27-acre parcel of land on Pensacola Bay. They see it as a means to put our city on par with neighboring coastal cities and with the revitalization of downtowns throughout the south.

12. Channel 3 News at 10PM	05/30/06	10:06PM/1 minute	News	*****
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\*\*\*\*\* We reported from Tallahassee on Governor Jeb Bush's plans to lure more high-paying jobs to Florida by signing of several economic development bills into law today. The legislation provides millions of dollars in financial incentives to encourage new businesses to locate here, plus tax breaks for machinery and equipment used for research, development and manufacturing.

13. Channel 3 News at 6PM	06/02/06	07:02PM/3 minutes	News	*****
(airs tape-delayed to 7PM on WFGX-TV)				

\*\*\*\*\* Tonight's economic news concerned the extensive plans for "Jubilee", a giant development with 583 new homes; a town center with churches, schools and shops; and a championship golf course designed by Pensacola's Jerry Pate. It's the largest development in the history of Santa Rosa County, and will boost the value of nearby property. Both developers and county officials believe the development will be a boon to Milton's economy.

14. Channel 3 News at 6PM	06/13/06	06:00PM/2 minutes	News	*****
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\*\*\*\*\* We reported live from Pensacola Regional Airport about a company called Day-Jet which announced today that they plan to set up flight operations here within the next year, beginning with about a dozen employees but eventually employing hundreds. The Pensacola Bay Area Chamber of Commerce said they expect the company to have an impact of about \$23 million on the local economy over the next three years.