

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV
Location: Pensacola, FL
Quarter ending: March 31, 2008

ISSUE/description: 1. SENIORS ISSUES: Affordable health care; housing; activities; crime targeted at seniors.

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. Embracing Aging: Families Facing Change	01/06/08	12:30PM/1-hour	Public Affairs	*

* In the next 10 to 20 years, the baby boomer generation (born 1946-1964) will be full force in their retirement years. Our society needs new ideas, vision, and practical ways to revolutionize the coming care needs, and learn to embrace the later years in life. In this special, viewers met multiple generations of families confronting the difficult passages they face in again. As viewers see other people dealing with aging and hear experts discuss what happens as we deal with these issues, they will find new insights and become more comfortable and equipped for their own aging.

2. Straughn & Company	02/24/08	09:00AM/30 minutes	Public Affairs	**
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** This week's topic was Hospice and Alzheimer's Support Services. Our guests were Dale Knee, CEO of Covenant Hospice and Kristina Robison, Executive Director of Alzheimer's Family Services, plus Joyce Wilkerson, a caregiver for an Alzheimer's patient. There is a growing need for palliative care as America ages. More people are living longer and opt to age at home whenever possible. Hospice provides end-of-life care with dignity and a focus on pain control. Alzheimer's Services provides support for caregivers who often feel overwhelmed.

3. Straughn & Company	03/23/08	09:00AM/30 minutes	Public Affairs	***
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*** This week's topic was Senior Issues. Guests were John Clark, Executive Director of the Council on Aging of West Florida, and Denice Hair from the Social Security Administration. They discussed issues such as Elder Care...how to provide care for the aging "baby boomer" generation; the growing Medicaid budget, especially in Florida; and nursing home care. The Council on Aging provides a wide range of services to help seniors age in place and remain in their homes as long as possible. While funding cuts are a growing concern, private pay is available. Denice Hair said the Social Security Trust Fund will supposedly go insolvent in 2041. She encouraged seniors and others to save money, saying that Social Security was never intended to fully fund retirement, but only to supplement personal savings and an employer's pension plan. With seniors living longer, they're outliving their retirement funding, and both Clark and Hair feel the problem will get worse due to no personal savings and no job-related retirement plans. Hair also explained the requirement for seniors to fill out an income tax return in order to receive the federal Economic Stimulus Payment.

