

## TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

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

Issue/description: 6. HEALTH CARE. 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 at 10PM | 12/09/08    | 10:03PM/2 minutes    | News                | *                  |

\* <THE LOSS OF JOBS AND HEALTH BENEFITS, IS FORCING MANY PEOPLE TO CUT BACK THEIR EXPENSES... INCLUDING MEDICAL CARE.

PATRICK MADDEN, C-E-O OF SACRED HEART HOSPITAL... SAYS HE HAS \*NOT\* SEEN ANYTHING LIKE THIS IN HIS 40 YEARS IN THE HEALTH BUSINESS.

Patrick Madden said, "I've never seen cut backs on the surgical side like I'm seeing. Doctors not as busy. So, its.. I've never seen this kind of cascading effect."

LOCAL HOSPITAL LEADERS SAY THEIR COMPANIES ARE FINANCIALLY STABLE.... BUT THE RECENT REDUCTION IN INCOME HAS FORCED THEM TO LOOK AT CUTS IN ALMOST EVERY AREA, EXCEPT ACTUAL PATIENT CARE.

Madden said, "We're looking at all kind of expenses. For example, marketing, consulting. We're looking at supplies, making sure all of those things are tight as they possibly can."

MADDEN SAYS HE'S SEEN A LOT OF HOSPITALS PUT A STOP TO EXPANSION PROJECTS... OR CANCEL ORDERS FOR THE NEXT GENERATION OF MEDICAL EQUIPMENT.

Madden said, "This is the first time I've seen construction projects that are being closed down and encapsulated."

Bill Pearson said, "Leaders here at Baptist Hospital tell me they're most concerned that people are putting off their regular treatment, because they can't afford it, and that creates more problems."

Mark Faulkner said, "It's troubling. We want to encourage all people to not put off your health care. Because in the end, its more costly, and it deteriorates their quality of life."

THOSE WHO'VE RECENTLY FOUND THEMSELVES UNEMPLOYED CAN BUY A "COBRA" HEALTH INSURANCE PLAN.

ITS VERY EXPENSIVE...

AND ITS ONLY AVAILABLE FOR 18 MONTHS.

THAT'S WHY LOCAL HOSPITAL LEADERS ADMIT IF THERE ISN'T A REAL REBOUND IN THE ECONOMY SOON, SOME HEALTH CARE COMPANIES MAY BECOME THE NEXT CAUSALITY TO THE FAILING ECONOMY.

Madden said, "If there isn't fundamental change, you will have some larger institutions that may close."

IN ESCAMBIA COUNTY, BILL PEARSON, CHANNEL THREE NEWS.>>

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|--|----------|--------------------|----------------|----|
| 2. This Week with<br>George Stephanopoulos | 10/07/07 | 08:00AM/60 minutes | Public Affairs | ** |
|--|----------|--------------------|----------------|----|

\*\* Our topic was the State Children’s Health Insurance Program (SCHIP). Guests discussing the program were Mike Leavitt, Secretary of Health and Human Services; New Jersey Governor Jon Corzine; and New Mexico Governor Bill Richardson.

3. ABC News Nightline 10/11/07 11:01PM/15 minutes News \*\*\*

\*\*\* Tonight’s topic was “Breast Cancer in the Family”.

4. ABC News Nightline 10/17/07 11:01PM/15 minutes News \*\*\*\*

\*\*\*\* Tonight’s topic was “Fighting Infection: The Drug-Resistant ‘Superbug’”.

5. American Crossroads 10/21/07 11:36PM/30 minutes Public Affairs \*\*\*\*\*

\*\*\*\*\* Our topic was “Critical Condition”. We provided an overview of the nation’s health care system and the most critical concerns facing American’s seeking health care and health care insurance.

6. Channel 3 News - Dayside 11/05/07 11:00AM/2 minutes News \*\*\*\*\*

\*\*\*\*\* We reported on concerns over staph infections at Bellview Elementary School. Administrators said they had taken necessary steps to ease parents’ worries about the two students that were diagnosed with an infectious skin bacterium. The Escambia Health Department inspected the campus and ordered general cleaning and sanitizing throughout the entire school, which was completed this past weekend.

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Issue/description: 3. HEALTH CARE. Planning, costs, special needs of the elderly and handicapped, indigent care, mental health, medical trends and breakthroughs.

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|-----------------------|-------------|----------------------|---------------------|--------------------|
| 7. ABC News Nightline | 11/14/07    | 11:01PM/15 minutes   | News                | *****              |

\*\*\*\*\* Tonight’s topic was “The Effects of Sleep Deprivation”.

8. 3 in the Morning 11/20/07 05:33AM/2 minutes News \*\*\*\*\*

\*\*\*\*\* We reported that Florida Kidcare, the state’s program to give uninsured children health insurance, signed up more than 17,000 children in October, and now serves over 1.4 million children. Program officials say health care is critical at this time of year due to the beginning of flu season.

9. Channel 3 News - Dayside 11/29/07 11:00AM/2 minutes News \*\*\*\*\*



14. Channel 3 News at 10PM 12/20/07 10:07PM/2 minutes News

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\*\*\*\*\* We reported on Governor Crist's planned program to offer discounted prescription drugs to Floridians over 60 without insurance coverage, and to help seniors in the so-called Medicare "donut hole" – where prescription costs aren't covered between \$2200 and \$5100. The savings would also be available to those under 60 who are low-income and whose jobs don't offer prescription drug coverage. Crist said this is only the first piece of the puzzle, and he would unveil a comprehensive plan to help Florida's uninsured during the first months of 2008.

15. Straughn & Company 12/23/07 09:00AM/30 minutes Public Affairs

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\*\*\*\*\* Our topic for the month was AIDS. Our special guest today was Jeanne White-Ginder, who has traveled the world helping spread education about AIDS. But she is best known as the mother of Ryan White, one of the first children diagnosed with the disease, which he contracted via blood transfusions ... Ryan was a hemophiliac. She re-told Ryan's story; his diagnosis in 1984 with a prognosis of only 6 months to live – he lived another 5 ½ years; their efforts to obtain and spread education about the disease; and her continuation of that effort in the years since Ryan's death.