

TELEVISION QUARTERLY ISSUES-PROGRAMS REPORT

Station: WEAR-TV
Location: Pensacola, FL
Quarter ending: June 30, 2014

ISSUE/description: 1. PUBLIC SAFETY. Informing the public about hurricanes, tornadoes, floods, forest fires, or other life-threatening or property-threatening conditions. Government regulations providing personal safety protection.

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 New 1 st at Four	04/04/14	04:04PM/2 minutes	News	*

* We profiled the KlassKids Foundation Child Safety Programs, which are designed to promote awareness and education for parents and children in an effort to protect children against violence.

2. Channel 3 New at 6PM	04/05/14	06:18PM/2 minutes	News	**
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** Okaloosa County reporter Laura Hussey profiled Joe Cayer, a self-defense instructor who is in partnership with the Okaloosa Sheriff's Office to teach seminars on self-defense for people with disabilities.

3. Facing Florida	04/13/14	02:06AM/10 minutes	Public Affairs	***
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*** We interviewed state Representative Irv Slosberg, the leading highway safety advocate in the state legislature. His latest push is to pass legislation that will put you in jail if you kill someone while using your smart phone while driving.

4. Channel 3 New at 5PM	04/17/14	05:02PM/1 minute	News	****
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**** Following the mauling of a Lake Mary woman who came across a bear at her home, the Florida Fish and Wildlife Commission wants everyone to practice safety during potential bear encounters around the state. Bear sightings and encounters have been on the increase in Northwest Florida in the past few years. The FWC recommends visiting their website for more complete information.

5. Channel 3 New 1 st at Four "Your 3 Cents"	04/28/14	04:18PM/2 minutes	News/Public Affairs	*****
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***** 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: "Do you believe Florida should raise the age requirement for car booster seats to five?" Florida has the loosest child booster seat laws in the country. Right now, Florida law requires children up to three years old to have a booster or car seat. That's the lowest age requirement in the country. 31 states mandate booster or car seats for kids up to seven years old. A bill in Tallahassee would boost the state's age requirement to 5 years. It passed its final Senate committee last Thursday. Supporters say a seat belt goes across the neck of younger child, not their chest ... and that could cause injury. The Centers for Disease Control says a booster seat can cut the risk of serious injury for 4 to 8-year-olds nearly in half. The only senator who voted against the bill says it's a choice best left to parents. The House unanimously passed similar legislation Wednesday ... and some believe it's an indication the bill will pass when voted on the full Senate.

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6. Channel 3 News Flood coverage	04/29/14 -04/30/14	12:43PM/15 hr. 50 min. various/various	News/Public Affairs	*****

***** Beginning at 12:43PM, we started running Weather Alert crawls for a severe thunderstorm watch for Baldwin County, AL. At 2PM, we aired a Special Weather Report for 3 minutes, and then continued with the Weather Alert crawls continuously over all programming, changing to a severe thunderstorm warning at 3:02PM. During our 4PM, 5PM and 6PM editions of Channel 3 News, we concentrated coverage on the severe weather now impacting Baldwin County and moving into the Northwest Florida counties. At 8:30PM, we broke into regular programming with a tornado warning for our local area. We continued uninterrupted coverage as a tornado passed through portions of Pensacola and across the bay toward south Santa Rosa County, then continued coverage as a record 26 inches of rain fell within a 24-hour period, causing serious damage throughout our coverage area. We had reporters at the sites of road and bridge washouts, homes and businesses being flooded, the Escambia County Emergency Operations Center, and in various communities experiencing severe flooding. Live coverage continued to 1:25AM. We resumed regular programming with 5-minute cut-ins on the half-hour, then on Wednesday morning, we extended our "3 in the Morning" local newscast to start 30-minutes earlier at 4:00AM, and resumed continuous coverage to 7:17AM, with reporters in several locations in our 3-county main coverage area detailing conditions in those locations, plus reporting on conditions in other counties in our coverage area, reporting on flooding conditions more severe than ever recorded in this area, even surpassing flooding conditions caused by hurricanes. We continued with our coverage from 8:56AM to 10AM, and from 11AM to 1:15PM, then extensive coverage during all newscasts during that day and in the following days as roads were re-opened and communities started rebuilding. The recovery and rebuilding became a major community issue for several weeks.

7. Channel 3 New at 10PM	05/01/14	10:18PM/4 minutes	News	*****
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***** As part of our continuing coverage of the aftermath of this week's flood, we notified viewers of boil water notices for several areas of Pensacola, Crestview, Mary Esther, and various outlying areas of Escambia, Santa Rosa and Okaloosa counties. Residents are asked to boil all water before using it, and until notified that testing confirms no contamination in their area.

In a separate report we notified small businesses in the area that the Small Business Development Center at the University of West Florida could help them concerning bridge loans and other resources, and help with paperwork.

In all our newscasts, we continued to stress safety reminders from the Florida Emergency Response Team: avoid contact with standing water; be on the lookout for downed power lines; use flashlights, not candles; don't eat food that's spoiled because of power outages or flood waters; take care of pets; and if you see water on the road – turn around, don't try to drive through it!

8. Channel 3 News Special Report	05/02/14	03:01PM/35 minutes	News/Public Affairs	*****
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***** We carried live a news conference from the Escambia County Emergency Operations Center detailing plans for repairing the damage caused by this week's flooding.

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9. Channel 3 New at 10PM	05/19/14	11:02AM/3 minutes	News	*****

***** We updated viewers on the status of Scenic Highway, closed since the flood due to a 30-foot-deep crater just south of Summit Boulevard that was washed out by the flood. Workers believe it will take 7,000 dump truck loads of dirt to fill the crater, and estimate the road won't reopen until the end of June.

10. Channel 3 New - Dayside	05/22/14	11:02AM/4 minutes	News	*10
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*10 As part of our continuing coverage of the aftermath of the April 29th flood, we reported that Okaloosa County voters would be asked to vote on a one-cent sales tax to pay for improvements to the county's stormwater system, which county leaders said was at least a \$50 million problem due to flood damage.

We also reported that a newly-formed Storm Water Task Force is meeting today in Gulf Breeze, where more than 300 homes were damaged by the flood. The Task Force will review the storm water infrastructure and maintenance practices, and take input from affected residents, to come up with recommendations to fix the problem.

In a separate report, we gave tips from the Florida Fish and Wildlife Conservation Commission encouraging water safety at local beaches. And we gave date and time for tryouts for the "Junior Lifeguard Program" on Pensacola Beach, giving teens a unique summer camp to prepare them for future lifeguard duties.

11. Channel 3 New at 5PM	05/30/14	05:00PM/3 minutes	News	*11
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*11 We notified viewers that the Florida Hurricane Sales Tax Holiday would be in effect June 1 through June 8, and all Hurricane Preparedness supplies up to \$750 would be tax-free.

We reported that Florida's Citizens Property Insurance fund is now in good financial shape with \$7.3 billion in reserve for hurricane damage repairs.

We also told viewers of the Hurricane Expo on preparedness being held this Saturday at the Community Maritime Park in Pensacola. City and County emergency partners, FEMA and commercial vendors will be there with information on how to prepare your home and family prior to a storm.

And we provided viewers with the Florida Department of Transportation's toll-free 511 traveler information system, which provides updates on major bridge and road closures, toll suspensions, and evacuation routes before and after a hurricane.

12. Stormwatch 2014	05/30/14	07:00PM/30 minutes	Public Affairs	*12
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*12 Again this year, WEAR produced and aired our annual local hurricane preparedness and safety program. The program was hosted by our Chief Meteorologist Allen Strum, with reports from our Meteorologists Kathryn Daniel, Christian Garman and Jim Carmack. The program provided viewers with information on what to do before, during, and after a hurricane or tropical storm makes landfall in our area.

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13. Get Ready Florida! The National Hurricane Survival Test	05/30/14	07:30PM/30 minutes	Public Affairs	*13

*13 The program focused on personal responsibility; what to do before, during and after a hurricane; early preparation, what to have in a hurricane survival kit, storm facts, and a recap of the relatively quiet 2013 hurricane season and the danger of complacency about storm warnings. We heard from scientists on both sides of the debate over global warming and its role in storm development and intensity. We showed viewers what can be done, right now, to protect and harden their home and business. And we reported that Gulf Coast residents are relying more on Social Media and Texting for information during hurricanes.

14. Channel 3 News First at 4	06/12/14	04:03PM/2 minutes	News	*14
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*14 A recent drowning at Navarre Beach has sparked some concerns about water safety. The Santa Rosa County Tourist Development Council wants swimmers to know how serious water conditions can be. Some of their ideas include making a video called, "How to survive rip-tide." They also discussed adding more lifeguards to the west side of the pier, and adding red, yellow and green flags defining the condition of the water, so when visitors come they know the surf before deciding to get in. The Council formed a committee and plan to meet with Pensacola Beach Public Safety to ask how they protect swimmers. But mother of two from Texas, Ellen Wiemers, says knowing when not to get in is common sense. "If it's a red flag, you shouldn't have your kids swimming out there."