3rd Quarter 2010

**QUARTERLY ISSUES/PROGRAMS REPORT**

**KYW-TV, PHILADELPHIA, PENNSYLVANIA**

**CBS BROADCASTING, INC.**

**CERTIFICATION**

***On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on October 12, 2010.***

---

10-13-10

**Jon Hitchcock**
**President/General Manager**
**KYW-TV**
**October 12, 2010**

**KYW-TV 3 – PHILADELPHIA, PA**
**QUARTERLY ISSUES PROGRAMS LIST**
**CBS BROADCASTING, INC.**

**July 1, 2010 – September 30, 2010**

**Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.**

**PROGRAM INDEX**

**KYW-TV Eyewitness News** – weekdays, 5:00am – 7:00am; 12noon – 12:30pm: 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm –7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

**Eyewitness Newsmakers** – A rotation of KYW-TV News Anchors provide an approximately 10-minute segment, including newsmaker interviews which air during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:00am broadcast.

**Talk Philly** – weekdays, 12:00pm – 12:30pm; regularly scheduled lifestyle magazine program looking at a variety of topics that make the Philadelphia area so special. Hosted by Pat Ciarrocchi and Ukee Washington.

**BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on complaints logged against the nation's largest satellite TV service and new regulations being considered designed to revamp tow truck practices.**

**Eyewitness News:** 7/6 – (1:20), If you live in Philadelphia, expect to pay more on your upcoming water bill due to a new price structure being implemented at the Water Revenue Department; 7/16 – (2:15), You can get lots of great produce grown right here in our area at farmers markets, but consumer reporter Jim Donovan breaks down how the prices compare to those at the supermarket; 7/30 – (1:15), More and more employers are looking into your credit reports, and what they find could kill your chances of being hired; 8/12 – (1:15), The nation's largest satellite TV service is getting some static as consumers have now logged more than 40,000 complaints against DirecTV on the Better Business Bureau's website; 8/19 – (1:00), The average for 30-year fixed loan is now 4.42 percent the lowest since mortgage giant Freddie Mac began tracking the rates in 1971; 8/24 – (1:20), By the time kids reach their teens many of them have developed financial habits that can be hard to break, but consumer reporter Jim Donovan offers tips to get them back on the right path; 8/29 – (1:15), Netflix is taking on a new venture, teaming up with Apple to make it easier than ever to watch full feature movies; 9/5 – (1:15), The 2011 Zagat Philadelphia Restaurant Guide hits stands today providing some of the best buys in the area; 9/16 – (1:00), New regulations are being considered in Philadelphia designed to revamp tow truck practices; 9/22 – (2:10), Depending on where you shop, you may be shortchanged on coupons at the register, and consumer reporter Jim Donovan urges shoppers to pay close attention to their receipts; 9/27 – (1:10), It's a deal worth $1.4 billion and involves more than 100 million airline passengers a year; Southwest Airlines announced today that it is buying low cost rival AirTran.

**Talk Philly:** 7/16 – (30:00), Interview/demonstration with individuals from "Philly Homegrown" – a movement to get people to buy fresh and local – about using fresh veggies/fruit/meats; 8/2 – (30:00), Interview with multi-millionaire inventor Lori Grenier. She explained how she took everyday ideas and turned them into a lucrative business and gave tips on how other women can do the same thing; 8/24 – (30:00), Financial expert Erick Strib talked about saving from birth thru high school to help your child pay for college;

**CRIME – Topics in this category include reports on a shooting spree at a local plant and series of robberies & attacks on women in center city Philadelphia.**

**Eyewitness News:** 7/11 – (:20), A suspect remains on the loose after shooting a 16-year-old in the head in the city's Grays Ferry neighborhood overnight; 7/29 – (1:40), A K-9 officer could face serious charges after investigators say a videotape apparently shows the on-duty police officer stealing from a bar in Frankford; 7/30 – (:20), Officers shot and killed a North

Philadelphia man today after they say he lunged at them with a knife; 8/4 – (:15), Two people were shot in Camden early this morning, one of them fatally, and the search for the gunman continues; 8/4 – (1:30), Police in Atlantic County are looking for a man who sexually assaulted, beat and robbed an elderly woman inside her home; 8/8 – (1:40), Two people are rushed to the hospital after shots are fired during a picnic in Wilmington, DE, and one of the injured is a 12 - year-old girl; 8/24 – (1:30), Philadelphia police are issuing a warning to women after a series of robberies and attacks in center city; 8/25 – (:20), Philadelphia police are looking for a man who stripped nude before attempting to sexually assault a woman; 8/31 – (1:25), An alert is out for two vicious gunmen who critically injured a man during a robbery in Upper Darby, and now police are asking for help to identify those suspects; 9/9 – (:20), The search is on for a taxi cab involved in a hit and run in New Castle County, DE that left a woman in critical condition; 9/9 – (4:00), A female suspect goes on a shooting spree at a local plant, opening fire on co-workers and police, leaving two people dead and one person injured; 9/27 – (1:30), Philadelphia police are asking for the help of witnesses to aid in the investigation of two separate hit and run incidents involving children over the weekend.

**CULTURE – Topics in this category include reports on a neighborhood festival in West Philly that helps build the community and a program that pairs Broadway actors as mentors for young actors with Broadway aspirations.**

**Talk Philly:** 7/2 – (30:00), Interview/ice cream tasting with Jeff Kahan, founder of the Joshua Kahan Fund. Proceeds from their event go towards fighting pediatric leukemia at the Children's Hospital of Philadelphia; 7/15 – (30:00), Interview/demo with representatives from "Go Karts for Cancer." They were promoting "Babes Burnin' Rubber Festival" – which raises money for the South Jersey Komen for the Cure; 7/27 – (30:00), Interview with the president of the Mann Center for the performing arts to talk about the season as well as the one-night-only concert with Aretha Franklin and Condoleeza Rice; 8/3 – (30:00), Nutritionist to the stars Lisa De Fazio showed us how to lose fat with 10 fat-fighting foods; 8/5 – (30:00), "Broadway Dreams Foundation" – Broadway actor Nicholas Rodriguez talks about mentoring a young actor with Broadway dreams; 8/11 – (30:00), Yo-Yo Ma interview/performance; 8/13 – "Share a Haircut" – individuals from the Hair Cuttery talks about a program to help underprivileged children get haircuts before school; 9/1 – (30:00), Wally "Famous" Amos – the self-prescribed cookie king – talks about his new book and the importance of reading. He's been a proponent of reading for years and brought his message to the Philadelphia area for the start of the school year; 9/3 – (30:00), Neighbor-to-Neighbor festival: State Senator Anthony Williams and a local youth choir come on Talk Philly to promote a longtime festival in West Philadelphia that helps build the community; 9/8 – (30:00), Representatives from the Sandy Rollman Ovarian Cancer appeared to talk about the fight in ovarian cancer; 9/14 – (30:00), Susan Nethero – 'the Bra whisperer' talks about looking younger, taller, leaner by getting a bra that fits correctly; 9/16 – (30:00), Heidi Hamels, wife of Phillies pitcher Cole Hamels, talks about "Denim & Diamonds" – a fundraiser for the Hamels foundation, which benefits local schools; 9/20 – (30:00), Elaine Grobman,

executive director of Komen for the Cure Philadelphia tells us about the "Pink Tie Ball" – a fundraiser for breast cancer research/treatment; 9/21 – (30:00), Kendra Wilkinson Baskett (reality TV star/wife of Philadelphia Eagle Hank Baskett) and Renee Reese (wife of former Eagle Ike Reece) talk about a charity basketball game between the Eagles wives and wives of the Washington Redskins to benefit several charities; 9/27 – (30:00), Komen for the Cure Breast Cancer 3-day walker Joe Bainbridge explains why he is planning to walk in ten separate 3-day events across the country; 9/28 – (30:00), The new "Top Chef" Kevin Sbraga shows us his skills – and how to make a healthy veggie salad; 9/30 – (30:00), Davis Guggenheim, the director of "Waiting for Superman," talked about his new film about the state of public education in America.

**ENVIRONMENT – Topics in this category include reports on a new Eco-Arts festival and tips to design a green kitchen.**

**Talk Philly:** 9/9 – (30:00), Amy Meade of Teknika Design shows us how to go big – or go little – when it comes to an eco-friendly kitchen; 9/23 – (30:00), Organizers from the Manayunk Eco-Arts festival talk about going green and how this new festival will show people how.

**GOVERNMENT – Topics in this category include reports on the congressional campaign of a former NFL player and a controversial retirement program costing the city of Philadelphia hundreds of millions of dollars.**

**Eyewitness News:** 7/6 – (1:40), Philadelphia's tax amnesty program brought in much more money than expected; 7/12 – (1:40), A bill that will give New Jersey residents property tax relief is headed to Governor Chris Christie's desk, but the legislation could make balancing the budget tough for municipalities; 8/3 – (1:50), According to a new report, Philadelphia's controversial "DROP" retirement program, which allows city employees to leave their jobs with large lump-sum checks, is costing the city hundreds of millions of dollars; 8/9 – (1:30), Camden is trying to keep all of its libraries from closing and officials are unveiling a plan to try keep at least some of the branches open; 8/25 – (1:45), The ongoing shake-up at the Delaware River Port Authority continued today as the agency's board let go two highly paid employees and made a decision about some popular toll discount programs; 9/14 – (2:00), A big upset in Delaware as Christine O'Donnell beats longtime Congressman Mike Castle in the Republican primary for U.S. Senate; 9/21 – (:30), The city of Philadelphia is tracking down tax evaders who owe thousands of dollars to the city.

**Newsmakers:** 7/4 – (12:00), Political Analyst Ed Turzanski, Professor of Government at La Salle University offers insight on General David Petraeus' new role in Afghanistan, the Pennsylvania Budget, and the upcoming mid-term elections; 7/11 – (11:00), Professor David Cohen of Drexel University's Earle Mack School of Law talks about Elena Kagan's potential impact on the U.S. Supreme Court; 7/18 - (10:00), New Castle County Executive Chris Coons (D) talks about his U.S. Senate campaign in Delaware; 7/25 – (10:00), Dale Glading (R) talks

about his congressional campaign in New Jersey's 1st District; 8/1 – (11:00), Former Philadelphia Eagles offensive tackle Jon Runyan (R) talks about his congressional campaign in New Jersey's 3rd District; 8/8 – (11:00), Pennsylvania State Representative Bryan Lentz (D) talks about his congressional campaign in the state's 7th District; 8/15 – (11:00), Christine O'Donnell (R) talks about her U.S. Senate campaign in Delaware; 9/5 – (13:00), Sen. Ted Kaufman, (D) Delaware, discusses his decision not to seek a full term, how the Recovery Act is working, and the prospects for economic job growth; 9/12 – (12:00), Rep. John Adler, (D) New Jersey, talks about his re-election campaign in the 3rd District; 9/19 – (11:00), Former U.S. Attorney Pat Meehan (R) talks about his congressional campaign in Pennsylvania's 7th District; 9/26 – (11:00), Rep. Rob Andrews, (D) New Jersey, talks about his re-election campaign in the 1st District.

**HEALTH – Topics in this category include reports talking on the dangers of concussions and the potential health hazards of excessive heat.**

**Eyewitness News:** 7/5 – (:20), According to a new study, sleep troubles may be a sign of possible weight gain; 7/6 – (:45), The excessive heat can pose potential health dangers, one of the most serious is dehydration; 7/10 – (:20), A new study shows more senior citizens are abusing alcohol, and researchers expect the trend to continue, as more baby boomers become seniors; 7/13 – (1:30), The fate of the diabetes drug Avandia is being decided and its maker Glaxo Smith Kline, which has a headquarters here in Philadelphia, is fighting hard to save it during a two day hearing in Washington, D.C.; 7/23 – (1:30), A national panel is urging cancer patients to stay active but has revised recommendations on how much exercise they should get; 7/27 – (:50), A new and bold message from the National Football League, warning players about the dangers of concussions; 8/2 – (1:30), A new fitness program is just kicking off in Philadelphia, and it's geared towards businesses and individuals who work in Center City; 8/6 – (1:25), 3-D technology is being used in the operating room right here in Philadelphia, providing a revolutionary look inside the brain; 8/20 – (:20), A new study shows exposure to even low-levels of cigarette smoke puts people at risk for lung cancer and other respiratory diseases; 8/22 – (:20), A new study finds New Jersey has one of nation's lowest immunization rates for babies and toddlers; 8/31 – (1:20), The largest study on fighting breast and ovarian cancers was just released today from local doctors; 9/1 – (1:30), A surprising twist in the fight against Alzheimer's Disease as new research says staying mentally active has limited benefits; 9/13 – (:20), The Food and Drug Administration could pull Meridia because a new study shows it increases the risk of heart attack and stroke; 9/20 – (1:30), The Food and Drug Administration has approved the first MS drug that's a pill, which could replace painful injections; 9/28 – (:20), Researchers found 35% of kids with food allergies are teased at some point.

**MINORITY/ETHNIC – Topics in this category include reports on the annual Puerto Rican Day Parade and a homosexual man discharged from the naval academy speaks out.**

**Eyewitness News**: 9/21 – (2:00), The military's "Don't Ask Don't Tell" policy will stay in place, but now a local man who was discharged from the naval academy for being gay is speaking out saying he's disappointed; 9/26 – (:40), The 48th Annual Puerto Rican Day Parade made its way down the Ben Franklin Parkway in center city today.

**PUBLIC HEALTH & SAFETY – Topics in this category include reports on survivors of Hurricane Katrina five years after the disaster and a recall on packages of "Fresh Express" salad products.**

**Eyewitness News:** 7/7 – (9:00), An afternoon tour on the Delaware River turned into a nightmare when a Ride The Ducks tour boat was hit by a barge causing it to sink and passengers were thrown into the water with two people still missing; 7/27 – (1:30), The Philadelphia Fire Department plans to temporarily close some firehouses in a move to help close the city's budget gap, but some say the move could put the safety of neighbors in jeopardy; 8/12 – (:20), "Fresh Express" is voluntarily recalling some of its salad products as a package of the company's veggie lovers salad tested positive for the Bacterium Listeria Monocytogenes; 9/30 – (:20), Facing a budget deficit of nearly $15 million, Atlantic City is laying off 40 police officers and 30 firefighters.

**Newsmakers:** 8/22 – (13:00), Bishop David O'Connell, discusses his new role in Trenton's Catholic Diocese, and reaching out to those in need; 8/29 – (12:00), How are survivors of Hurricane Katrina coping five years after the disaster? Jeanne Schmolze of the National Association of Katrina Evacuees talks about the fresh start many had when they moved to the Philadelphia Region.