

KCNC-TV

Quarterly Issues/Programs Report
Third Quarter
2008

July 1, 2008 – September 30, 2008

KCNC-TV QUARTERLY ISSUES/PROGRAMS LIST

Attached are listings of broadcasts or broadcast segments, which, in the station's judgment, reflect the station's most significant programming treatment of ascertained community issues during the period from July 1, 2008 – September 30, 2008.

KCNC broadcasts both locally produced and network programming. Although we include only local programs herein, KCNC also broadcasts several network programs including Face The Nation, 60 Minutes and 48 Hours, which we believe also serve community needs and interests.

PROGRAM INDEX

CBS4 MORNING - Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: Two hours Monday - Friday 5:00 am - 7:00am. One hour Saturday 7:00am - 8:00am. Two hours Sunday 6:00am – 8:00am.

CBS4 AT NOON - Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: One half-hour Monday - Friday, 12:00pm - 12:30pm

CBS4 AT 5 - Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: One half-hour Monday – Friday, 5:00pm – 5:30pm. One hour Saturday – Sunday, 5:00pm – 6:00pm.

CBS4 AT 6 – Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: One half-hour Monday – Saturday, 6:00pm – 6:30pm.

CBS4 AT 6:30 – Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: One half-hour Monday – Friday, 6:30pm – 7:00pm.

CBS4 AT 10 - Regularly scheduled news broadcast dealing with timely news and other subjects of general interest to viewers in the metropolitan area.

Duration: Thirty five minutes Monday – Sunday, 10:00pm - 10:35pm

CBS4 YOUR HEALTH - Dr. Dave Hnida reports on recent developments in medicine

Duration: One minute and thirty seconds Mondays – Fridays, 4:00pm newscast

WEDNESDAY'S CHILD – Brooke Wagner highlights a child waiting to be adopted from the Adoption Exchange.

Duration: One minute and forty-five seconds. Wednesdays, 12:00pm, 4:00pm and 10:00pm newscasts

COLORADO GETAWAYS - Regularly scheduled half-hour show features places to go and things to see throughout Colorado.

Duration: One half hour – Saturday, 6:30pm

ISSUES

CANCER – Prevention and Treatment

CBS4 MORNING – 07/22/08 “Stand Up To Cancer is a new initiative supported by major league baseball and several major television networks. Their goal is to raise cancer awareness and money to fund ground-breaking cancer research. 07/24/08 The Director of the University of Pittsburgh Cancer Institute and UPMC Cancer Centers warns that excessive use of cell phones could cause brain cancer. 07/28/08 A new survey says not enough Americans are being screened for skin cancer. 09/16/08 Researchers at Karmanos Cancer Institute and Wayne State University are working on a potential vaccine to fight breast cancer. 09/26/08 the American Cancer Society has a Fight Back Against Cancer bus to promote the issue and make the fight against cancer a national priority. 09/30/08 Men for the Cure is a Gentlemen’s Dinner, in Denver, to raise money for Breast Cancer research.

CBS4 AT 5 – 07/08/08 More than 8,000 reports of side-effects have been reported from Gardasil, an immunization given to teenage girls to prevent cervical cancer. 07/10/08 Genetic testing is the newest procedure to prevent breast cancer. 07/11/08 A new study shows an alarming jump in the cases of malignant melanoma in young women. 07/14/08 The percentage of people getting screened for colon cancer is on the rise. 07/23/08 An experimental drug called Abiraterone blocks hormones that fuel prostate cancer, which shrunk tumor size and reduced the PSA level. 08/01/08 Researchers at the University of Colorado Cancer Center have made a breakthrough in target-specific cancer treatments. 08/13/08 A new study has some reassuring news about the risk of breast cancer returning years after treatment. 08/15/08 Heather Janssen’s treatment for Stage 4 breast cancer is more aggressive than most. Her treatments are gauged specifically for her, instead of using a standard treatment for everyone. 08/21/08 Brenda Stevens has a rare and aggressive form of bone and tissue cancer. An experimental drug never before used in humans shrunk her tumors to the point where they could be surgically removed, and now her scans show no cancer. 08/23/08 Chemists at the Monell Research Center say that skin cancer gives off a specific odor, so they have developed a computer program to detect differences in skin odor. 08/29/08 The Brain Tumor Program at Swedish Medical Center treats brain tumors through personalized, aggressive and innovative approaches. 09/02/08 The University of Colorado Cancer Center scientists are studying Resveratrol, a natural compound found in grape skins, which is known to fight cancer in animals. 09/02/08 Presbyterian St. Luke’s Medical Center has now performed 1,500 bone marrow transplants. 09/04/08 The Livestrong Survivorship Center develops dedicated programs to provide services for cancer survivors and to help them research their future treatment. 09/05/08 Brian Everly got a colonoscopy and was able to avoid colon cancer because he had pre-cancerous polyps. 09/15/08 Researchers at the University of Colorado have found massage therapy has physical and psychological benefits for cancer patients. 09/16/08 Prostate cancer is expected to claim the lives of more than 28,000 men. It is the most common non-skin cancer in America, and one of the most curable, if caught early. 09/17/08 A federal study confirms a special X-Ray exam may be as accurate as a traditional colonoscopy, to detect colon cancer. 09/18/08 British and American researchers found that even a little tanning can cause DNA damage, which can lead to skin cancer. 09/22/08 A new study shows that acupuncture may be an answer to ease chemotherapy side effects. 09/23/08 A recent study shows that 3 weeks of radiation is just as effective as the standard 5-6 weeks for treatment of early-stage breast cancer. 09/26/08 The usual way

to monitor cancer treatment is with a biopsy, but now researchers are testing a CTC machine which can determine if cancer is spreading from a simple blood test.

CBS4 AT 6 – 09/05/08 Hundreds of women marched to the state capitol on Friday, wearing teal hats, as part of National Teal Day to raise awareness about ovarian cancer.

CBS4 AT 10 – 08/19/08 Actress Christina Applegate is going public with her breast cancer battle. She decided to have a double mastectomy because of her family history.

NON-PROFITS – Always in need of money, volunteers and business training.

CBS4 MORNING – 07/29/08 An ordinance passed by the Aurora City Council puts both for-profit and non-profit employment agencies under the same restrictions. 08/03/08 Kaiser Permanente is offering free medical care to the community on Sunday. They're trying to reach as many uninsured and under-insured families as possible. 09/20/08 The Dalbey Education Institute hosted its sixth free computer recycling event. 09/28/08 The Colorado Children's Campaign is a non-profit organization that helps to improve the lives of more than one million children in Colorado.

CBS4 AT NOON – 09/22/08 Foundations and non-profit groups that invest in the stock market are getting battered by recent Wall Street volatility. Hardest hit are community groups that rely on both endowments and donations, which are also expected to decline

CBS4 AT 5 – 07/14/08 Two non-profit organizations, Doctors Care and Kids In Need of Dentistry, have teamed up with the City of Littleton and other donors to help kids maintain healthy teeth. 08/06/08 A non-profit organization, called turnabout, helps ex-convicts find a job when they leave prison. 09/13/08 A non-profit called Denver Asset Building Coalition schedules free monthly tax appointments. 09/15/08 The Pink Ribbon Foundation pays for things like childcare, groceries, rent, and other living expenses for breast cancer patients. 09/16/08 Several children's organizations joined state lawmakers at the capitol for the "Step Up For Kids Rally", which is an effort to educate candidates about investing in children this November. 09/24/08 The financial fallout will extend to non-profits and foundations into the next year. Community groups that rely on endowments and donations can expect to see less money.

CBS4 AT 6 – 07/11/08 Mathnauts math and science summer day camp is sponsored by Shades of Blue, a non-profit organization made up of astronauts, pilots and space engineers who want to share their skills with children.

AUTISM - One in 150 toddlers will be diagnosed with autism. Funding for autism ends at age 18.

CBS4 MORNING – 08/22/08 Doctors are seeing a rise in measles cases, but are more concerned about the rising rates of autism. The Centers for Disease Control insist there is no link between vaccines and autism. 09/07/08 The "ING Direct Ride Now Denver is comprised of hundreds of bikers riding to raise funds for autism.

CBS4 AT 5 – 08/06/08 Chelation, which has long been used to treat lead poisoning is being tried to treat autism, based on a theory that metals, including mercury from

vaccines, contribute to the condition. This treatment is not covered by insurance. 09/01/08 Children born to older fathers are more likely to develop bipolar disorder, schizophrenia and autism.

CBS4 AT 6 – 07/10/08 Researchers at Children’s Hospital are working on a new study to better understand exactly how horseback riding can help autistic kids.

CBS4 AT 10 – 09/07/08 A 13-year-old boy spent half a day lost at sea in Florida. He was safely rescued, along with his father. 09/13/08 A Mesa County man murdered his 13-year-old son, who had a form of autism.

YOUTH SUBSTANCE ABUSE – One in ten youths over 12-years-old has had a substance abuse problem.

CBS4 MORNING – 07/09/08 A new report is asking Congress to intervene on internet sites that sell controlled prescription drugs. Eighty-five percent don’t require a physician’s prescription, and they are accessible to children. 07/21/08 Experts say prescribed drugs are a far greater source of abuse in this country than drugs like cocaine and heroin.

CBS4 AT 6:30 – 07/16/08 Twenty-seven Asian Pride gang members are facing federal charges for selling up to 10,000 ecstasy pills in the Denver Metro area, per week. 07/22/08 “PLAY” stands for promoting a lifetime of activity for youth. They had a gathering of 60 kids at Coors Field where national speaker, Don Hooton, urged them to always steer clear of performance enhancing drugs.

ECONOMY – Foreclosures and declining property values.

CBS4 MORNING – 07/01/08 A new survey ranks Aurora as one of the best places in the country to be, if you want to get rich. It’s ranked high due to its booming economy, growing industries, high technology and cost of living. 07/01/08 According to AAA, the national average price for a gallon of unleaded is \$4.09, \$4.01 in Colorado. 07/02/08 Starbucks will start closing down 600 of its stores by the end of the month, partly due to the weak economy. 07/08/08 From April, May and June, foreclosure filings were down 7-1/2% from the same time last year. 07/10/08 Foreclosure rates in the US surged more than 50% in June. One in every 500 households in the US received a foreclosure filing last month. 07/14/08 Treasury Secretary Henry Paulson says that Fannie Mae and Freddie Mac play a central role in our finance system. 07/29/08 Barack Obama says the economy needs another round of stimulus measures from Congress, and he blames the White House and Wall Street for the nation’s economic problems. 08/07/08 Real estate experts in Colorado say they believe the foreclosure crisis may have hit its peak. In the first six months of the year, 22,500 foreclosures were filed in Colorado. 09/03/08 The EPA is calling on the Transportation Department to increase future fuel economy standards for cars and trucks. 09/23/08 Colorado is the country’s third highest for college graduates and 12th highest for household income. 09/25/08 Lawmakers are feeling the pressure from their constituents to act quickly, but they say they want to be careful about the decisions they make. 09/26/08 The US Housing and Urban Development will announce nearly four-billion dollars in grants to help states and local communities deal with the high rate of home foreclosures.

CBS4 AT NOON – 07/01/08 The increase in home foreclosures is not only putting people out of their houses, but more pets are ending up in shelters. Despite a previous veto threat, President Bush signed a massive bail-out plan to relieve the stress in the credit markets and to provide mortgage relief for 400,000 struggling homeowners, allowing them to refinance into cheaper loans. 07/01/08 Mayor John Hickenlooper delivered the State of the City address. His topics included the coming Democratic National Convention, the economy and public safety. 07/16/08 Ben Bernake, Federal Reserve Chairman, says the economy continues to face numerous difficulties, including ongoing strains in financial markets, declining house prices, a softening labor market, and rising prices of oil, food, and other commodities. 08/01/08 The Presidential campaigns focused on the economy, with Barack Obama pitching another tax rebate and John McCain speaking out against plans to raise taxes.

CBS4 AT 5 – 09/07/08 One mortgage broker says that in Denver, the big buyout may mean needing more cash to buy a house. 09/19/08 The bailout is going to be expensive, and every taxpayer will help foot the bill. 09/21/08 The Presidential Debate will be about foreign policy, but the economy is emerging as the dominant campaign issue.

CBS4 AT 6 – 07/10/08 Colorado's foreclosure rate is seventh highest in the nation. 07/15/08 The biggest factors impacting our economy include the foreclosure crisis, the slumping dollar, and the skyrocketing prices of food and fuel. 08/05/08 As drivers pay more for gas, oil companies are reporting higher profits. That emotional sore spot is the center of the campaign to make gas and oil companies pay more taxes in Colorado. 08/07/08 The Bush administration has rejected a plan that would have regulated greenhouse gases blamed for global warming. The White House says the proposal would cause too many job losses at a time when the economy is struggling. 09/15/08 Shock waves went through the Stock Market as a huge investment bank went bankrupt. Lehman Brothers collapsed under the weight of \$60 billion dollars in bad real estate holdings. 09/19/08 On the CBS4 Denver website, there is a timeline dating back to May of 2007. That's when Federal Reserve Chairman Ben Bernanke said the growing number of foreclosures would not seriously hurt the economy. 09/22/08 Members of Congress say they're on board with the idea to spend \$700 billion dollars on bad mortgage debt, but they're proposing several additions. 09/22/08 Every American man, woman and child may wind up paying roughly \$2,000 dollars.

CBS4 AT 10 – 07/02/08 Colorado's Foreclosure Hotline is the most successful in the country. 07/07/08 John McCain talked about his plans to improve the economy at a town hall meeting in Denver. 07/11/08 The US Senate has passed its plan to rescue hundreds of thousands of Americans from foreclosure. 07/14/08 The government has come up with new rules to protect American homebuyers from shady lending practices. 07/15/08 Inflation is the highest it's been since the early 80s, rising 9.2% since last year. 07/22/08 Experts predict the foreclosure rescue measure could take \$25 billion dollars to get the mortgage giants back on track. 07/25/08 The Senate is on track to approve a massive housing bill this weekend. It's designed to keep Americans from losing their homes. 09/08/08 According to the Mortgage Bankers Association, more than 9% of Americans were either behind on their mortgage payments or in foreclosure in June. 09/15/08 The fall of the financial markets is part of the ripple effect from the housing market and the rate of foreclosures. 09/20/08 President Bush wants Congress to write a \$700 billion dollar check to dig the country out of an economic ditch. 09/22/08 Senator Ken Salazar has teamed up with other senators to draft a bill that would strengthen the proposal by minimizing taxpayer liability, and offering help to Main Street.

EDUCATION – Standardized education levels for all children.

CBS4 MORNING – 07/14/08 Colorado leaders have joined a national movement called the Education Equality Project, to reform education. It's focused on teacher accountability. 07/14/08 Denver Public Schools has a new campaign starting in the fall, that encourages parent involvement in their children's' education. The Mile High Parent Campaign is designed to monitor the time parents spend helping their kids learn. 08/14/08 Governor Bill Ritter and two former governors of the state will kick off a program called the Strong American Schools Campaign to help educate students. It urges civic leaders to help with education in the areas of higher learning standards, effective teachers and more support for student learning. 08/23/08 Denver Public Schools and Denver Teachers have reached an agreement on a new three-year-plan. 09/09/08 The Littleton School Board will meet to discuss the possible closure of some schools. A task force put together by the Littleton School District, will seek public input.

CBS4 AT NOON – 07/02/08 Barack Obama has made several stops in Colorado, most recently in Thornton to talk about education.

CBS4 AT 5 – 07/13/08 Colorado is the target of a major push for national education reform, as Denver's highly touted compensation plan for teachers is in trouble. 09/25/08 The Mile High United Way's new scholarship program is offering scholarships to 30 high school graduates who couldn't otherwise pay for college. United Way feels this is a good investment in the future.

CBS4 AT 10 – 07/13/08 The Denver School of Science and Technology, which has only been open for 4 years, is sending 100 percent of its graduating class to college, and more than half are minority students. 07/21/08 The University of Colorado partnered with the Denver Scholarship Foundation to provide scholarships to CU for DPS high school graduates who qualify for need, based on financial aid. The Foundation is a new, privately funded program dedicated to helping students of all income levels move on to higher education. 07/29/08 Students at Denver Public Schools are getting high marks on this year's C-SAP tests. The biggest highlight appears to be in Denver, where student improvement outpaced all other districts in reading, writing and science. 09/15/08 A new rating system identifies 35 Denver Public Schools as performing "poorly", while ten of the 146 DPS schools earned top ratings, and 52 were found to meet district expectations.

EMPLOYMENT – Assist homeless and welfare in getting jobs.

CBS4 MORNING – 07/02/08 The closure of 600 Starbucks will affect about 12,000 jobs. 07/03/08 The Labor Department announced the number of employed workers dropped by 62,000 in June. 07/15/08 General Motors is announcing a major re-structuring that could cut thousands of jobs. 07/16/08 Thirty-nine percent of Americans say jobs and the economy rank as our country's most important problem right now. The cost of gas and the war in Iraq tied for second.

CBS4 AT NOON – 09/05/08 The Labor Department says unemployment reached a five-year-high last month. Employers slashed 84,000 jobs and cut payrolls for the 8th straight month.

CBS4 AT 6 – 07/01/08 Mayor Hickenlooper said that despite the struggling economy, Denver added 30,000 new jobs and 1,500 new businesses in the last year. 07/07/08 Denver's top two airlines are cutting hundreds of jobs in Colorado. Frontier will lay off 456 workers at DIA and United plans to eliminate 150 jobs in Colorado. 07/18/08 Credit card companies say more people are falling behind on their bills as more people are losing their jobs. 09/30/08 Two Denver restaurants closed due to the economy, leaving 100 people without jobs. 09/30/08 Many people in Denver's Financial District are afraid of losing their jobs, if the bailout isn't enough to fix everything.

CBS4 AT 10 – 09/19/09 Colorado's unemployment rate has gone up for the fourth straight month. Twenty-one-thousand five-hundred Coloradans lost their jobs last month.