

## WCBS-TV QUARTERLY ISSUES/PROGRAM REPORT—July 10, 2007

Attached are listings of broadcast segments that reflect Channel 2's significant programming treatment of ascertained community issues during the preceding three-month period.

Time period of day, day of week, source and format descriptions follow the first appearance of the broadcast name. Date references refer to broadcast days. All times given are approximate.

### PROGRAMS

CBS 2 News This Morning, CBS 2 News at Noon, CBS 2 News at 5 PM, CBS 2 News at 6 PM, CBS 2 News at 11 PM. CBS 2 News Saturday, CBS 2 News Sunday—Regularly scheduled news broadcasts focusing on current issues and events.

60 Minutes—Regular scheduled one-hour news broadcast featuring in-depth interviews and reports of various lengths. Sunday, 7-8 PM

Face the Nation—Regularly scheduled one-hour news broadcast featuring reports and interviews with government leaders, politicians, and international figures in the news. Sunday, 10:30-11 AM

48 Hours Mystery—Regularly scheduled news broadcast. Saturday, 10-11 PM

CBS 2 News at 5 PM—"Consumer Watch"—feature of varying lengths focusing on consumer issues.

CBS 2 News at 6 & 11PM—"CBS 2 Investigates"—feature of varying lengths focusing on investigative reporting on city, state, and federal issues.

High School Athlete of the Week—Weekly sports segment throughout the academic school year that highlights a new student athlete who excels in their athletic and academic accomplishments. Friday, 5 PM. Hosted by CBS 2 Sports Anchor Ducis Rodgers.

"CBS 2 Goes Green"—feature of varying lengths focusing on celebrating everyday environmentalism and promoting green living.

"Health Watch"—feature of varying lengths focusing on health related issues and other medical topics.

"Family First"—feature of varying lengths focusing on family issues.

Public Service Announcements—WCBS-TV continues its tradition of airing and sponsoring PSA's. Most recently, WCBS promoted PSA's from the March of Dimes, Autism Speaks, the National Multiple Sclerosis Society, The Children's Health Fund, MPAA Anti-Piracy spots, AD Council "Youth Reckless Driving," Harlem RBI, Children's Miracle Network, and PlaNYC Green spots.

**CHILDREN: Topics included in this category are a new interactive playground in NYC as well as 'Family First' segments.**

**CBS 2 NEWS THIS MORNING:** 4/11 Anchor Maurice DuBois reports that the Consumer Product Safety Commission has issued a recall of 450,000 "Evenflo" Embrace car seats. **"Family First":** 5/5 Reporter Cindy Hsu gives advice to parents on how to keep children away from strangers. 6/18 Anchor Maurice DuBois reports on Miss America Lauren Nelson's teaming up with a software security company to help educate parents and children about dangers on the Internet. **CBS 2 NEWS AT NOON:** 5/2 Anchor Chris Wragge reports on important warnings parents should know about children making fast cash online. **CBS 2 NEWS AT 5:00 PM:** 4/12 Anchor Chris Wragge reports on bill that has been introduced to ban smoking in cars carrying children. 5/9 Anchor Maurice DuBois reports on the risks children face every time they go on the Internet. **"Family First":** 5/16 Reporter Cindy Hsu reports on a warning from government officials about an emergence of street drugs that are designed to lure children into danger. 6/4 Anchor Chris Wragge reports on Heely's sneakers and the possible dangers they may cause. 6/4 Anchor Kristine Johnson reports on ways to protect children from the sun. 6/13 Anchor Kate Sullivan reports on how parents should confront their child's obesity according to experts. **CBS 2 NEWS AT 6:00 PM: "Family First":** 5/25 Reporter Cindy Hsu provides suggestions for parents on how they can look after their children in the wake of National Missing Children's Day. 6/4 Reporter Tanya Rivero reports on children's safety regarding heat strokes, sunburns and dehydration for the summer. 6/13 Anchor Kate Sullivan reports on child obesity and how it affects roughly 17% of children in the U.S. **CBS 2 NEWS AT 11:00 PM:** 6/14 Anchor Jim Rosenfield reports that Kellogg's is changing its practice of marketing sugary cereal to children. **CBS 2 NEWS SATURDAY:** 6/9 Reporter Sean Hennessey reports on dangerous pool toys for small children. **CBS 2 NEWS SUNDAY:** 4/15 Reporter Deborah Garcia reports on effective ways to control children with temper tantrums.

**CONSUMERISM: Topics included in this category are fraudulent email scams and warnings for EBAY users.**

**CBS 2 NEWS THIS MORNING:** 6/2 Reporter Deborah Garcia warns consumers to throw out toothpaste made in China because it potentially contains the poisonous chemical used in antifreeze. **CBS 2 NEWS AT NOON:** 4/7 Consumer Reporter Kirstin Cole reports on the large number of people being misled when reading feedback reports on EBAY. **CBS 2 NEWS AT 5:00 PM:** 4/22 Consumer Reporter Kirstin Cole reports on the cost of college and how families are approaching the financing of education. 4/23 Reporter Magee Hickey reports on the New Jersey Transit price increase effective June

1<sup>st</sup>. 5/3 Consumer Reporter Kirstin Cole reports on the pros and cons of online banking. **CBS 2 NEWS AT 6:00 PM:** 4/5 Consumer Reporter Kirstin Cole reports on misleading medical discount plans. 4/10 Reporter Tanya Rivero talks about car dealership scams that are destroying people's credit. 4/19 Consumer Reporter Kirstin Cole reports on the safest and deadliest cars. 4/26 Consumer Reporter Kirstin Cole reports on how free financial consultations can be beneficial. 5/2 Consumer Reporter Kirstin Cole reports on the greenest cars on the road today. 6/8 Consumer Reporter Kirstin Cole reports on ways top credit card companies could cause bankruptcy for their consumers. **CBS 2 NEWS AT 11:00 PM:** 4/23 Consumer Reporter Kirstin Cole reports on counterfeit lottery ticket scams. 5/18 Consumer Reporter Kirstin Cole reports on shoppers who are making money by buying and reselling online. 5/29 Consumer Reporter Kirstin Cole reports on counterfeit wines. 6/6 Consumer Reporter Kirstin Cole reports on the flaws in the microchips owners use to locate missing dogs. 6/19 Consumer Reporter Kirstin Cole reports on a new study that finds drivers are ignoring the dangers of not using the proper pressure for their tires. **CBS 2 NEWS SATURDAY:** 5/12 Consumer Reporter Kirstin Cole examines and tests certain products seen on infomercials. **CBS 2 NEWS SUNDAY:** 5/27 Consumer Reporter Kirstin Cole reports on the new trend of hip stores playing loud music to attract young shoppers and the potential harm it can cause their ears. 6/3 Consumer Reporter Kirstin Cole reports that there are new ways you can make your hair color last longer for less money. 6/17 Consumer Reporter Kirstin Cole reports on an undercover story concerning the underground world of bargain basement Botox.

**CRIME: Topics included in this category are tactics that gang leaders use to recruit children and that overall crime is down in NYC.**

**CBS 2 NEWS THIS MORNING:** 5/14 Anchor Maurice DuBois reports on Governor Spitzer's new legislation proposal in which DNA would be collected from every person convicted of a crime. **CBS 2 NEWS AT NOON:** 4/10 Reporter John Slattery reports on a sudden increase in robberies in Patterson, New Jersey. 5/2 Anchor Chris Wragge reports that Garden State police are looking for suspects involved in a crime spree in which cars are being stolen right in front of their owners. 6/5 Anchor Kate Sullivan reports that police on Long Island are hunting for a man who is apparently on the prowl for young girls. 6/22 Anchor Chris Wragge reports on police in New Jersey who are trying to crackdown on underage drinking. 7/03 Anchor Jim Rosenfield reports on a crackdown on illegal fireworks in New Jersey. **CBS 2 NEWS AT 5:00 PM:** 4/23 Anchor Chris Wragge reports on three female police officers who were allegedly discriminated against within the NYPD because of gender. 5/2 Reporter Ti-Hua Chang reports on the arrest of 26 immigrant sex offenders. 6/5 Anchor Jim Rosenfield reports on a man who violently attacks Manhattan tourists and whose getaway was caught on tape. 6/7 Anchor Jim Rosenfield reports that police on Long Island have busted a couple of roving burglars who targeted unsuspecting homeowners. **CBS 2 NEWS AT 6:00 PM:** 4/10 Anchor Kate Sullivan reports on a police search for a woman involved in an organized crime ring of people who have been opening fraudulent accounts at popular stores. 4/10 Reporter Sean Hennessey reports on a crackdown on red light runners that

might interfere with people's privacy rights. 6/14 Anchor Jim Rosenfield reports that more than two dozen suspected gang members and drug dealers are off the streets in New Jersey after a crime crackdown in the area. **CBS 2 NEWS AT 11:00 PM:** 4/16 Reporter Jim Rosenfield speaks to two Virginia Tech students from New York who were on campus during the Virginia Tech shootings. 5/30 Anchor Dana Tyler reports that police are warning taxi drivers to be cautious after a taxi cab crook strikes for the eighth time. **CBS 2 NEWS SUNDAY:** 5/13 Reporter Deborah Garcia reports that police now have a suspect in custody in connection with a rash of burglaries in Yonkers.

**EDUCATION: Topics included in this category are new teaching methods that incorporate music and a new strategy to teach Autistic children with therapy dogs.**

**CBS 2 NEWS THIS MORNING:** 5/8 Anchor Maurice DuBois reports that parents are now challenging the city's right to ban students from having cell phones in the classroom. 6/1 Anchor Kate Sullivan reports on the closing of West Brook Middle School in Paramus, NJ due to contaminated soil. 6/19 Reporter Tamsen Fadal reports on a new program that could make New York City students \$3,000 richer for just attending class and doing well on standardized exams. **CBS 2 NEWS AT 5:00 PM:** 4/11 Reporter Deborah Garcia reports on the growing concern that parents have with putting their children on school buses. 5/21 Anchor Jim Rosenfield reports that Senator Hillary Clinton is pushing to make pre-kindergarten education available to all 4-year-olds across the country. 6/20 Anchor Chris Wragge reports on explosive devices that were being placed in student's lockers at Wayne Valley High School. **CBS 2 NEWS AT 6:00 PM:** 6/8 Anchor Dana Tyler reports on a plan that Mayor Bloomberg would like to put into effect under which students who receive good grades would be rewarded with cash. 6/5 Reporter Tanya Rivero reports in Long Island about a hearing impaired child who was denied the help he needed by the Lindenhurst School District for six years. **CBS 2 NEWS AT 11:00 PM:** 5/15 Anchor Dana Tyler reports that activists and residents protested against Hunter College's plan to build a state-of-the-art science center on East 67<sup>th</sup> street. 6/18 Anchor Jim Rosenfield reports that the Duke University Lacrosse players who were wrongly accused of rape have just reached a financial settlement with the school. **CBS 2 NEWS SATURDAY:** 5/5 Reporter Sean Hennessey reports that four staff members at a suburban New York special education program have been removed from their classrooms after being charged with child endangerment. **CBS 2 NEWS SUNDAY:** 4/22 Reporter Kirstin Cole reports how people can save money when sending their kids to college. 5/6 Reporter Sean Hennessey reports that the head of the New York City Teachers Union is taking on the Mayor's education plan.

**HEALTH: Topics included in this category are reports on possible breakthroughs in the treatment of prostate cancer and the most common diseases doctors miss during a yearly physical.**

**CBS 2 NEWS THIS MORNING:** 4/30 Anchor Kate Sullivan reports that thousands of ground zero workers are now reporting health problems. 5/3 Reporter Maurice DuBois reports on the experimental drug "Reclast" that could help fight osteoporosis. 6/18

Anchor Kate Sullivan reports on the possible cause of seizures suffered by Alzheimer's patients. **CBS 2 NEWS AT NOON:** 4/11 Anchor Chris Wragge reports on a new treatment for diabetes that would allow young patients to live their lives without insulin shots. 5/3 Anchor Chris Wragge reports that more than half of Nassau County residents are overweight and do not exercise enough. 6/12 Anchor Kristine Johnson reports that health officials recommended that a park in Woodbridge, NJ be closed after contaminants were found in the soil. 6/18 Anchor Chris Wragge reports on a new study that found that people who had three to ten alcoholic drinks a week cut their risk of developing rheumatoid arthritis in half. **CBS 2 NEWS AT 5:00 PM:** 4/13 Reporter Deborah Garcia reports on a new study that shows that no matter how good a diet and exercise regimen a smoker has, their cigarette habits can still damage their heart. 4/18 Anchor Chris Wragge reports that the Health Department reports that one in four men in New York City regularly binge drink. 5/3 Dr. Holly Phillips reports on how 43% of women have experienced sexual dysfunction. 6/1 Anchor Jim Rosenfield reports on a new simplified procedure for breast reduction that won't leave scars. 6/4 Anchor Chris Wragge reports that doctors are gaining a better understanding of what works in the fight against liver cancer. 6/4 Anchor Kristine Johnson reports on a troubling new study that shows African American women are more likely to die of breast cancer than other women. 6/5 Anchor Chris Wragge reports on a new study that finds high doses of folic acid do not reduce the risk of developing colon polyps and may even increase the risk. 6/8 Health Reporter Dr. Holly Phillips provides some health strategies to help senior citizens. 6/13 Anchor Kristine Johnson reports on what some health experts believe could be warning signs of ovarian cancer. 6/21 Health Reporter Dr. Holly Phillips reports on more controversy regarding women's heart health and hormone therapy. **CBS 2 NEWS AT 6:00 PM:** 4/12 Anchor Chris Wragge reports Listerine is recalling its new children's mouth rinse because of contamination from microorganisms. 5/16 Anchor Chris Wragge reports on how the number of adolescent girls taking medication for diabetes has tripled in the last five years. 5/16 Reporter Kristine Cole reports on the "Healthy Bodega" campaign to promote healthy eating. 5/21 Health Reporter Dr. Holly Phillips reports that the drug Avandia taken by many diabetes patients has a new side effect that leads to a higher risk of heart attacks. 6/14 Anchor Jim Rosenfield reports on a health alert for thousands of New Yorkers who may have been exposed to a dangerous disease during outpatient surgery. 6/18 Anchor Chris Wragge reports that drinking bottled water instead of New York tap water may cause tooth decay. **CBS 2 NEWS AT 11:00 PM:** 4/17 Anchor Jim Rosenfield reports there is a new study that states eating cured meats more than a dozen times a month increases the chance of developing chronic lung diseases. 6/14 Anchor Jim Rosenfield reports that there is a Hepatitis scare for thousands of patients who received intravenous anesthesia from the same anesthesiologist.

**GOVERNMENT AND POLITICS: Topics included in this category are Governor Elliot Spitzer's budget plans and final agreements necessary to build the Freedom Tower.**

**CBS 2 NEWS THIS MORNING:** 6/6 Anchor Kate Sullivan reports on the major topics discussed at the Republican presidential debate. 6/07 Reporter Deborah Garcia reports on some new high-tech equipment the city will use in order to fight terrorism. 6/20 Anchor Maurice DuBois reports that President Bush says he will veto a bill that would have eased restraints on federally funded embryonic stem cell research. **CBS 2 NEWS AT 5:00 PM:** 5/11 Political Reporter Marcia Kramer reports on new problems in Rudy Giuliani's presidential campaign. 6/12 Reporter Andrew Kirtzman reports on the controversy involving the many arrests made during the Puerto Rican Day Parade. **CBS 2 NEWS AT 6:00 PM:** 4/20 Political Reporter Marcia Kramer reports that Democratic presidential front-runner Hillary Clinton demanded that people across the nation pledge to fight discrimination for the Rutgers women basketball players. 4/25 Anchor Kristine Johnson reports that Senator John McCain officially announced he is running for President. 5/15 Political Reporter Marcia Kramer reports on Mayor Bloomberg's involvement in a climate summit. 6/04 Political Reporter Marcia Kramer reports on Mayor Bloomberg's response to the JFK terrorist plot. 6/06 Political Reporter Marcia Kramer reports on the opinions of local elected officials about Mayor Bloomberg's congestion pricing plan. 6/11 Anchor Dana Tyler reports that Mayor Bloomberg has appointed veteran publicist Jeffrey Hon to coordinate the city's policy in relation to ground zero related illnesses. 6/20 Anchor Jim Rosenfield reports that Senator Hillary Clinton criticized the Bush Administration saying the federal government didn't do enough to protect workers at ground zero. **CBS 2 NEWS AT 11:00 PM:** 6/4 Anchor Jim Rosenfield reports that the government has cut two billion dollars from federal crime fighting funds. 6/7 Anchor Jim Rosenfield reports on Mayor Bloomberg's controversial congestion pricing plan for New York City. **CBS 2 NEWS SATURDAY:** 4/ 21 Reporter Deborah Garcia reports that there is a major ruling that could derail lawsuits from ground zero workers and lower Manhattan residents who have suffered from 9/11 related incidents. **CBS 2 NEWS SUNDAY:** 6/3 Anchor Mary Calvi reports that the Iraq war was the main focal point at the Democratic presidential debate.