

## WCBS-TV Quarterly Issues/Program Report –October 10, 2008

Attached are the listings of broadcast segments/stories 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 give are approximate.

### Programs

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

60 Minutes - Regular scheduled one- hour weekly broadcast featuring in-depth interviews and reports of various lengths and topics. Sunday, 7-8pm

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

McLaughlin Group- Regularly scheduled half hour show featuring reports and interviews with government leaders, politicians, and international figures in the news. Sunday 11 AM – 11:30AM

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

CBS 2 News at 5 PM – “Consumer Watch” – features of varying lengths focusing on consumer issues.

CBS 2 News at 6 PM & 11 PM – “CBS 2 Investigates” – features of varying lengths focusing on investigative reporting on city, state, and federal issues.

Eye on the Community- half hour weekly broadcast featuring community events, health, politics, technology, education, and entertainment, and will also touch base on the most talked about news stories of the week.

“CBS 2 Going Green” – features of varying lengths focusing on celebrating everyday environmentalism and promoting green living.

“Health Watch” – features of varying lengths focusing on health related issues, the latest in medical research and treatments, and other health related topics.

“Family First” – features of varying lengths focusing on family issues and education.

“Money Saver Reports” – features of varying lengths focusing on tips and ways to save money.

“What’s worrying you?”- features of varying lengths focusing on the financial meltdown and how New Yorkers feel about the country’s economical status.

Public Service Announcements- WCBS-TV continues its tradition of airing and sponsoring PSAs. PSAs in rotation stem from various organizations such as Ad Council “Financial Help” and “Amber Alerts,” City Harvest, PlaNYC Green, Coalition for the Homeless, Sister to Sister Foundation, Food Bank NYC Virtual Food Drive, The Foundation for a Better Life, Big Brother Big Sister, Drug Free American, Harlem RBI, Big Apple Greeter, Strides Against Breast Cancer, The American Cancer Society, Habitat for Humanity, U.N. Millennium, The Coalition to Salute America’s Heroes, Autism, Women’s Voices Women’s Vote, NYSBA, USO, Meals on Wheels, Komen Greater New York City Race for a Cure, Komen Central and South Jersey Race for a Cure, Juvenile Diabetes Walk to Cure, Tunnel to Towers, NYC Waterfalls, Stand Up to Cancer, CASA Family Day, American Diabetes Association, Ronald McDonald House, New York State Broadcasters Association, and Office of Children and Family Services “Sleeping Baby.”

**CRIME: Topics included in this category are investigations in e-mail death threats as well as a refresher course given to New York City Police officers on how to handle situation involving the mentally disturbed.**

**CBS 2 NEWS THIS MORNING:** 07/28 Anchor Maurice DuBois reports on a string of sexual attacks in Queens. 08/05 Anchor Kate Sullivan reports on the arrest of John Gotti. 09/04 Anchor Maurice DuBois reports an investigation of men impersonating NYPD officers. 09/04 Anchor Kate Sullivan reports on how the city council is cracking down on daredevils that climb skyscrapers in order to gain publicity. **CBS 2 NEWS AT NOON:** 09/10 Anchor Don Dahler reports on how the New York Police Department is cracking down on drivers that block intersections during red lights. **CBS 2 NEWS AT 5:00 PM:** 07/15 Anchor Kristine Johnson reports on a series of hate crimes in Mount Vernon. 08/06 Anchor Kristine Johnson reports on serial bank robberies occurring in Long Island. 09/03 Anchor Chris Wragge reports that city officials are trying to crack down on bus riders that board without paying. **CBS 2 NEWS AT 6:00 PM:** 07/14 Consumer Reporter Kirsten Cole reports on an increase in people attempting to steal gas. 07/30 Anchor Dana Tyler reports on a prostitution bust in a veterinary office in New Jersey. 08/13 Anchor Dana Tyler reports on man sexually assaulting women after impersonating as a gynecologist. 09/26 Anchor Dana Tyler reports on how more than four hundred New York Police Department officers were ordered to take a refresher course on handling the mentally disturbed after the death of a man tasered in Brooklyn. **CBS 2 NEWS SATURDAY:** 08/02 Anchor Kirsten Cole reports on the investigations uncovering the spammers behind e-mail death threats.

**EDUCATION: Topics included in this category are the implementation of a new plan that tests the intelligence of children in from kindergarten through second grade as well as budget cuts that are worrying city parents.**

**CBS 2 NEWS THIS MORNING:** 07/30 Reporter Cindy Hsu reports on budget cuts for the Department of Education and the worries of parents affected by these cuts. 08/01 Reporter Marcia Kramer reports on the budget crisis possibly affecting the spending habits of the city's education system. 08/28 Reporter Deborah Garcia reports on the Department of Education implementing a \$400,000 plan to test kindergarteners' through second graders' level of intelligence. **CBS 2 NEWS AT 5:00 PM:** 07/29 Reporter Marcia Kramer reports on how Governor Patterson will go about cutting the budget for the education system. 09/03 Reporter Cindy Hsu reports on a new brochure given out in schools to inform and monitor students in regards to bias-related harassment. 09/16 Reporter Deborah Garcia reports on the results of the second annual school progress reports. **CBS 2 NEWS AT 6:00 PM:** 08/14 Reporter Sean Hennessey reports on the outrage against school safety agents that according to parents, act more like police officers. 09/10 Reporter Cindy Hsu reports on school bus rides for some students in Queens that take longer than two hours each way. 09/15 Reporter Christine Sloan reports on dozens of school bus drivers in New Jersey with criminal convictions.

**CHILDREN: Topics included in this category are a new plan that protects children from bullies and keeps parents informed as well as advice on how to talk to children about financial hardships.**

**CBS 2 NEWS THIS MORNING:** 07/24 Anchor Kate Sullivan reports on recent studies citing children as most at risk for cancer due to cell phone use because their skulls are not fully developed until age seventeen. **CBS 2 NEWS AT 5:00 PM:** 07/24 Consumer Reporter Kirstin Cole reports on a toy recall for a yo-yo that is extremely dangerous to children with 417 victims reported. 07/25 Consumer Reporter Kirstin Cole reports on granite countertops emitting radiation and possibly having ill effects on pregnant women and children. 08/01 Consumer Reporter Kirstin Cole reports on a parasite known as cryptosporidium that is being found in pools where children are most likely to come across them. 08/04 Anchor Chris Wragge reports on children's fast food menu's being too high in calories, saturated fat, and salt. 08/08 Reporter Cindy Hsu reports on how families can save money on supplies this year as children go back to school. 08/26 Reporter Jennifer McLogan reports on schools being forced to provide information about cost, nutritional content and daily menu selections to parents. 08/28 Consumer Reporter Kirstin Cole reports on the recall of a bassinet that took the life of a 4-month old infant. 09/03 Reporter Cindy Hsu reports on the city's implementation of a new plan that protects children from bullies and keeps parents informed. 09/24 Reporter Cindy Hsu reports on the best ways to talk to children about financial hardships during these economically trying times. **CBS 2 NEWS SATURDAY:** 09/19 Reporter Cindy Hsu reports on the various different factors for parents to consider when choosing a name for their baby. 09/26 Reporter Cindy Hsu reports on how parents can talk to their children about budgeting. **CBS 2 NEWS SUNDAY:** 07/20 Anchor Mary Calvi reports on hot temperatures on playground surfaces resulting in children being treated for burns. **CBS 2 NEWS AT 11:00 PM:** 07/20 Anchor Mary Calvi reports on parents of autistic children being outraged with comments made by radio host Michael Savage.

**CONSUMERISM: Topics included in this category are the effects of rising fuel costs on air travel and ways to save money at the grocery store while eating healthier.**

**CBS 2 NEWS THIS MORNING:** 07/20 Consumer Reporter Kirstin Cole reports on how rising fuel costs are affecting air travel. 07/22 Consumer Reporter Kirstin Cole reports on innovative products on the market that help prevent excessive sweating during the hot summer days. 09/21 Consumer Reporter Kirstin Cole reports on how convenience foods can add hundreds of dollars to the monthly grocery bill. **CBS 2 NEWS AT 5:00 PM:** 08/06 Political Reporter Marcia Kramer reports on the high prices of gas due to an increase in taxes on pumps in New York. 09/04 Consumer Reporter Kirstin Cole reports on expired baby food on the shelves at local grocery stores. 09/16 Consumer Reporter Kirstin Cole reports on ways to save money at the grocery store while eating healthier. 09/25 Consumer Reporter Kirstin Cole reports on the seven best websites that help save money on goods and services. **CBS 2 NEWS AT 6:00 PM:** 07/16 Reporter Jennifer McLogan reports on the new grace periods some credit cards are giving customers going from 30 days to 15 days. 07/22 Consumer Reporter Kirstin Cole reports on the difficulties some people are experiencing over the upcoming transition to Digital Television. 08/13 Consumer Reporter Kirstin Cole reports on banks charging overdraft fees on debit cards resulting in financial woes for some card users. 09/17 Consumer Reporter Kirstin Cole reports on the schemes of computer hackers and how people can arm themselves against identity theft.

**HEALTH: Topics included in this category are the importance of checking the labels on sunscreen bottles and how breastfeeding for a year may cut the risk of breast cancer.**

**CBS 2 NEWS THIS MORNING:** 07/04 Anchor Chris Wragge reports on how sunscreen labels should be read before purchased because some sunscreens have been proven to cause health concerns. 08/04 Medical Reporter Dr. Holly Phillips reports on a new technique that helps women with sensitive skin. 09/02 Medical Reporter Dr. Max Gomez reports on diabetics losing limbs due to lower limb ulcers caused by poor circulation. **CBS 2 NEWS AT NOON:** 07/14 Medical Reporter Dr. Max Gomez reports on skin condition, Rosacea, and the signs to look out for in order to identify it. 07/21 Medical Reporter Dr. Max Gomez reports on elderly people lifting weights and the positive effects it has on preventing them from falling and injuring themselves. 07/21 Medical Reporter Dr. Holly Phillips reports on how adding the right food to one's diet may help lower their cholesterol. 07/30 Medical Dr. Max Gomez reports on growing pains possibly being arthritis. **CBS 2 NEWS AT 5:00 PM:** 07/12 Medical Reporter Dr. Holly Phillips reports on the five healthiest juices currently on the market. 08/05 Medical Reporter Dr. Max Gomez reports on the benefits of plasma injections that help tendonitis. 09/29 Medical Reporter Dr. Holly Phillips reports on how breastfeeding for a year may help cut the risk of breast cancer. **CBS 2 NEWS 11:00PM:** 08/21 Medical Reporter Dr. Holly Phillips reports on how an afternoon nap may increase mental efficiency. **CBS 2**

**NEWS SUNDAY:** 08/16 Reporter Carolyn Costello reports on a rising number of cases of the measles in comparison with normal averages.

**GOVERNMENT AND POLITICS:** Topics included in this category are a possible MTA fare hike and Governor Paterson's address regarding New York's financial stability.

**CBS 2 NEWS AT NOON:** 09/24 Political Reporter Marcia Kramer reports on Mayor Bloomberg announcing \$1.5 billion in budget cuts. **CBS 2 NEWS AT 5:00 PM:** 07/14 Political Reporter Marcia Kramer reports on The New Yorker Magazine's portraying presidential candidate Barack Obama as a radical along with his wife Michelle. 07/23 Political Reporter Marcia Kramer reports on possible MTA fare hike. 07/29 Political Reporter Marcia Kramer reports on Governor Paterson's addressing the issues New York is having concerning financial stability. 09/10 Political Reporter Marcia Kramer reports on Congressman Charles Rangel's calling the Republican Vice Presidential Candidate "disabled." 09/23 Political Reporter Marcia Kramer reports on the Republican Vice Presidential candidate Sarah Palin's visit to New York and attendance at the United Nations General Assembly and how some are calling it an attempt to boost her foreign policy credentials. 09/29 Political Reporter Marcia Kramer reports on how the move to bailout Wall Street was defeated. **CBS 2 NEWS AT 6:00 PM:** 07/21 Political Reporter Marcia Kramer reports on new Islamic subway advertisements endorsed by a man linked to terrorism. 09/01 Reporter Marcia Kramer reports on Republican Vice Presidential Candidate Sarah Palin's daughter being pregnant and how some say it's affecting the campaign. 09/17 Political Reporter Marcia Kramer reports on the possibility of a toll for the Williamsburg and Manhattan bridges.