

## WCBS-TV Quarterly Issues/Program Report – January 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 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, 10-11pm

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

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

“CBS 2 Going 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, the latest in medical research and treatments, and other health related topics.

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

Public Service Announcements- WCBS-TV continues its tradition of airing and sponsoring PSAs. PSAs in rotation stem from various organizations such as Ad Council “Youth Reckless Driving” and “Amber Alerts,” City Harvest, PlaNYC Green, National Multiple Sclerosis Society, Harlem RBI, Big Apple Greeter, Strides Against Breast Cancer, The American Cancer Society, Habitat for Humanity, March of Dimes, U.N. Millennium, The Coalition to Salute America's Heroes, Autism, Save Darfur, and Meals on Wheels, and Toys for Tots.

**CHILDREN: Topics included in this category are the numerous toy recalls this year as well as various “Family First” segments.**

**CBS 2 NEWS AT NOON:** 11/08 Reporter Cindy Hsu reports on the recall of a popular toy that contained chemicals similar to those found in the date rape drug. **CBS 2 NEWS AT 5:00 PM: Family First:** 10/18 Reporter Cindy Hsu provides tips on how children can use file sharing to help them with their homework. 12/05 Reporter Cindy Hsu reports on toys on store shelves with high levels of lead. 12/19 Reporter Cindy Hsu provides tips for parents to talk to their children about teen pregnancy and similar issues in the wake of Jamie Lynn Spears’s pregnancy. **CBS 2 NEWS AT 6:00 PM:** 10/12 Reporter Sean Hennessey reports on teens who were suspended from their extra-curricular groups because they were involved in illegal activities that were captured and posted on social website Facebook. **FAMILY FIRST:** 12/04 Reporter Cindy Hsu reports on a new website that teaches children and teens how to deal with cyber bullies. **CBS 2 NEWS AT 11:00 PM:** 10/12 Anchor Kristine Johnson reports on the growing trend in which parents buy their baby’s domain name to ensure their child’s identity. 11/28 Reporter Cindy Hsu reports on the proposal of new legislation that would ban parents from spanking their children. **CBS 2 NEWS SATURDAY:** 10/13 Reporter Deborah Garcia reports on an event that promotes reading to children.

**CONSUMERISM: Topics included in this category are ways for consumers to save money with coupons and holiday bargains, as well as consumers protecting themselves from false advertising.**

**CBS 2 NEWS AT NOON:** 12/03 Medical Reporter Dr. Max Gomez reports on a new study that finds less expensive sneakers can provide the same support for runners as high priced sneakers. **CBS 2 NEWS AT 5:00 PM:** 10/11 Consumer Reporter Kirstin Cole reports on a recall of a popular brand of cough medicine. 10/23 Consumer Reporter Kirstin Cole reports on the reasons why checking medical records once a year can help patients catch errors and save money on health insurance. 11/05 Consumer Reporter Kirstin Cole reports on how some locksmith companies are overcharging and scamming consumers. 12/10 Consumer Reporter Kirstin Cole provides tips on how to get unique and personalized gifts during the holidays. 12/20 Consumer Reporter Kirstin Cole reports on the dangers of certain fire retardant mattresses. 12/24 Consumer Reporter Kirstin Cole provides tips on what airline passengers should do if their luggage is lost. **CBS 2 NEWS AT 6:00 PM:** 10/12 Consumer Reporter Kirstin Cole reports on the findings from a consumer advocacy group which claims that some lipsticks contain detectable levels of lead. 11/13 Consumer Reporter Kirstin Cole reports on products that can help return hair back to its original color. 12/12 Consumer Reporter Kirstin Cole investigates the ways taxi drivers are violating their passengers’ rights. **CBS 2 NEWS AT 11:00 PM:** 10/24 Consumer Reporter Kirstin Cole reports on the benefits of owning a fireproof safe in order to protect important documents, in the wake of the recent California fires. 10/30 Consumer Reporter Kirstin Cole reports on new vending machines that sell electrically powered items such as digital cameras and curling irons.

11/07 Consumer Reporter Kirstin Cole investigates the reasons why stores require a minimum purchase in order to use a credit card. 11/21 Consumer Reporter Kirstin Cole provides tips on shopping efficiently during “Black Friday” as well as throughout the holiday season. **CBS 2 NEWS SATURDAY:** 11/17 Consumer Reporter Kirstin Cole reports on the findings of a new study which claims that higher priced wrinkle creams do not guarantee better results. **CBS 2 NEWS SUNDAY:** 10/21 Consumer Reporter Kirstin Cole provides tips for utilizing coupons to ensure paying the best price for products. 12/09 Consumer Reporter Kirstin Cole provides a list of helpful products for the household.

**CRIME: Topics included in this category are New York City’s crime rate was at a historic low this past year and Reverend Al Sharpton’s march against hate crimes.**

**CBS 2 NEWS THIS MORNING:** 12/12 Reporter Scott Rapoport reports on animal cruelty in wake of the Michael Vick incident. **CBS 2 NEWS AT NOON:** 11/2 Anchor Jim Rosenfield reports on a series of crimes targeting students at SUNY-Stonybrook. **CBS 2 NEWS AT 5PM:** 10/10 Anchor Chris Wragge reports on two Westchester members of the state assembly creating a new crime – DUI with a minor - which will call for stiffer penalties and increased fines. 11/16 Reporter Susan Roberts reports on the march Reverend Al Sharpton led in Washington D.C. against hate crimes. 11/26 Reporter Tony Aiello reports on a Westchester family who is the target of several hate crimes. 11/28 Reporter John Slattery reports on the rash of burglaries hitting Nutley, NJ. **CBS 2 NEWS AT 6:00 PM:** 10/27 Reporter Ti-Hua Chang reports on a pattern of robberies of women at ATMs. 10/31 Reporter John Slattery reports on a hate crime where a family finds a hangman noose wrapped around a black head outside of their home. 11/28 Reporter Elizabeth Hur reports on the alarming tragedies and fatalities of children in homeless shelters. 12/26 Reporter Andrew Kirtzman reports on the NYC crime rate being at a historic low this past year. **CBS 2 NEWS AT 11:00 PM:** 10/23 Reporter Hazel Sanchez reports on one family’s outrage after their loved one was left dead due to road rage. 10/30 Anchor Chris Wragge reports on a string of robberies occurring in Manhattan and the Bronx. 11/24 Reporter Elizabeth Hur reports on the FDNY being trained to spot potential terrorists. **CBS 2 NEWS SATURDAY:** 10/13 Reporter Deborah Garcia reports a kidnapping of a child at a local grocery store in Long Island. **CBS 2 NEWS SUNDAY:** 10/28 Reporter Ti-Hua Chang reports on Rev. Al Sharpton speaking out in light of the road rage incident that left one young man dead.

**EDUCATION: Topics included in this category are the many changes made by the New York State Education Department including the recent ban on students taking cell phones to school.**

**CBS 2 NEWS THIS MORNING:** 11/05 Anchor Kate Sullivan reports on the Education Department’s grading of schools on a scale from A to F. 12/28 Anchor Steve Bartelstein reports on New York City’s public advocate report stating that public school children are

over tested. **CBS 2 NEWS AT 5:00 PM:** 10/12 Reporter Marcia Kramer reports on parents who are using recent school tragedies to reinforce the importance of cell phones for kids in New York schools. 10/15 Reporter Cindy Hsu reports on the controversy surrounding the idea that students should be paid for good grades. 11/07 Reporter Deborah Garcia reports on the concerns involving New York State's education system from parents with special needs children. **CBS 2 NEWS AT 6:00 PM:** 10/23 Anchor Dana Tyler reports on the unveiling of the new Education Center located at the Metropolitan Museum of Art. 12/04 Anchor Mary Calvi reports on the closing of six New York City schools because of poor performance. 12/10 Reporter Deborah Garcia reports on activists urging schools to teach children to respect animals. 12/18 Reporter Cindy Hsu reports on the increasing number of universities that are making it possible for some students to graduate debt free. **CBS 2 NEWS AT 11:00 PM:** 10/11 Reporter Cindy Hsu reports on families with children with learning disabilities who now have the right to place their children in private school without first going to public school. 10/16 Reporter Scott Rapoport reports on a student run bank that provides students with first hand experience in finance.

**HEALTH: Topics included in this category are easing the symptoms of a common cold, topics related to Breast Cancer Awareness Month, and patients using laser treatment as an alternative to liposuction.**

**CBS 2 NEWS THIS MORNING:** 10/12 Anchor Maurice DuBois reports on a new study which finds that microbes in the digestive system may cause certain people to crave chocolate more than others. 10/18 Anchor Kate Sullivan reports on a report which ranks New York as the 27<sup>th</sup> state in the country for preventing chronic diseases and deaths from heart attacks and breast cancer in women. 11/01 Medical Reporter Dr. Max Gomez provides information on the diagnosis and treatment of testicular cancer. 11/14 Medical Reporter Dr. Max Gomez reports on a liposuction procedure that uses lasers as an alternative procedure. **CBS 2 NEWS AT NOON:** 10/24 Medical Reporter Dr. Max Gomez reports on a new treatment for children who suffer from scoliosis. 11/12 Medical Reporter Dr. Max Gomez reports on a new artificial disc that makes the recovery and long term results of herniated discs much better than previous treatments. 11/16 Medical reporter Dr. Holly Phillips reports on the testing of a new tool which predicts a woman's risk of developing breast cancer. 11/30 Medical Reporter Dr. Holly Phillips reports on a vaccine designed to help women who've had breast cancer prevent it from returning. **CBS 2 NEWS AT 5:00 PM:** 10/15 Medical Reporter Dr. Holly Phillips provides the steps one should take before switching from a brand name medicine to a generic medicine or vice versa. 11/01 Medical Reporter Dr. Holly Phillips reports on new technology that encourages people to eat slower and in effect helps them eat less and lose weight. 11/09 Medical Reporter Dr. Holly Phillips reports on a new study that finds women who take birth control pills may be at increased risk for cervical cancer. 12/24 Medical Reporter Dr. Holly Phillips provides tips on how to minimize mindless eating during the holidays. **CBS 2 NEWS AT 6:00 PM:** 10/19 Medical Reporter Dr. Holly Phillips reports on how genetic testing can help doctors find and treat Hypertrophic Cardiomyopathy among other inherited diseases with medication or surgery. 11/13

Medical Reporter Dr. Holly Phillips reports on a new tiny device that detects heart problems. **CBS 2 NEWS AT 11:00 PM:** 11/8 Anchor Steve Bartelstein shares his personal story on his struggle with testicular cancer. 11/12 Medical Reporter Dr. Holly Phillips reports on remedies that can help ease the symptoms of the common cold. **CBS 2 NEWS SATURDAY:** 10/20 Reporter Tony Aiello reports on a new technology dubbed telemedicine which allows doctors to check on jail inmates via videoconference. 11/24 Medical Reporter Dr. Max Gomez provides tips on how to protect skin during the winter. 12/24 Medical Reporter Dr. Max Gomez reports on the reasons why December and January are the deadliest months for heart disease.

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

**CBS 2 NEWS THIS MORNING:** 11/20 Political Reporter Marcia Kramer reports on Rudy's Giuliani's decision to promote his role during 9/11 in order to garner votes as a potential presidential candidate. **CBS 2 NEWS AT NOON:** 11/14 Political Reporter Marcia Kramer reports on the negative feedback Eliot Spitzer is receiving from the public on his plan to provide undocumented residents with driver's licenses. 11/30 Political Reporter Marcia Kramer reports on the potential political effects of Barack Obama's meeting with Mayor Bloomberg. 12/31 Political Reporter Marcia Kramer reports on speculation regarding whether or not Mayor Bloomberg will run for the presidency. **CBS 2 NEWS AT 5:00 PM:** 10/16 Political Reporter Marcia Kramer reports on the possibility of a settlement being reached between thousands of sick ground zero workers and the city. 11/02 Political Reporter Marcia Kramer reports on the controversy surrounding the stem cell debate and how it might affect the decisions of local voters on the presidential race. 12/20 Political Reporter Marcia Kramer reports on politicians incorporating the holidays into their campaign advertisements. **CBS 2 NEWS AT 6:00 PM:** 10/17 Political Reporter Marcia Kramer reports on Con Edison contemplating the possibility of suing the city for damages caused by the steam pipe explosion over the summer. 10/31 Political Reporter Marcia Kramer reports on the Mayor's 1.5 billion dollar budget cut. 12/06 Political Reporter Marcia Kramer reports on the tactics Mitt Romney is using in an attempt to help voters understand the Mormon religion. 12/19 Political Reporter Marcia Kramer reports on the public's reaction after the fare hike was approved. **CBS 2 NEWS AT 11:00 PM:** 10/24 Political Reporter Marcia Kramer reports on a plan devised by local lawmakers to halt the proposed MTA fare hike. 11/16 Political Reporter Marcia Kramer investigates and finds that numerous bureaucrats use city bridges and tunnels free of charge. 1/3 Reporter Andrew Kirtzman reports live on the results from the Iowa caucus. **CBS 2 NEWS SUNDAY:** 12/09 Political Reporter Marcia Kramer reports on Governor Spitzer's plans for the future during a one-on-one sit down interview.