

WCBS-TV Quarterly Issues/Program Report – April 10, 2009

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 given 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

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

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. Sunday, 6:30AM

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 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.

“Go New York”- features of varying lengths focusing on lifestyle, health and wellness advice, topics, and issues.

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

Public Service Announcements- WCBS-TV continues its tradition of airing and sponsoring PSAs. PSAs in rotation stem from various organizations such as CBS Cares Prostate Screening PSAs, "I Teach NYC," and "Amber Alerts," City Harvest, PlaNYC Green Waterfalls, National Multiple Sclerosis Society, Harlem RBI, Strides Against Breast Cancer, The American Cancer Society, Habitat for Humanity, U.N. Millennium, The Coalition to Salute America's Heroes, Autism, USO, National CASA, Food Bank NYC, Drug Free America, American Diabetes Association, American Heart Association Start!, Miles for Matheny, March of Dimes March for Babies, NY Colon Cancer Challenge, Big Brothers and Big Sisters, Ronald McDonald House, and NYSBA.

CHILDREN: Topics included in this category are how to speak to children about Alex Rodriguez's steroid use as well as the importance of recess for children.

CBS 2 NEWS THIS MORNING: 3/3 Anchor Maurice DuBois reports on research finding that assigning "fun" names to vegetables often makes it more likely children will eat them. **CBS 2 NEWS AT 5:00 PM:** 1/26 Reporter Tony Aiello reports on how recess can be an essential part of the development of children. 2/16 Medical Reporter Dr. Max Gomez reports on the controversy over cholesterol drugs for children. 3/2 Reporter Cindy Hsu reports on ways parents could talk to their children about domestic violence after the assault on R&B artist Rihanna, by fellow artist Chris Brown. 3/31 Reporter Cindy Hsu reports on how parents throughout the city are facing challenges during their children's application process for public high schools. 4/2 Reporter Kirstin Cole reports on less expensive options for parents looking to send their children to summer camp. **CBS 2 NEWS AT 11:00 PM:** 1/25 Anchor Chris Wragge reports on how vegetarian children and teens may be at a higher risk for eating disorders. **CBS 2 NEWS SATURDAY:** 2/7 Reporter Kirstin Cole reports on how parents can be more involved in understanding the video games their children are playing. 2/28 Anchor Steve Bartelstein reports on how new research finds that texting may actually improve reading skills in children. **CBS 2 NEWS SUNDAY:** 2/15 Reporter Cindy Hsu provides tips on how parents could talk to their children about Alex Rodriguez's steroid use.

CRIME: Topics included in this category are how authorities are trying to crack down on 'sexting' and ways thieves are targeting handheld devices on subways.

CBS 2 NEWS THIS MORNING: 1/15 Anchor Kate Sullivan reports on the 57% increase in bank robberies over the last year and what the police commissioner Ray Kelly is trying to do to stop this. 1/28 Anchor Kate Sullivan reports on how thieves are posing as Con Ed workers in order to get into homes. **CBS 2 NEWS AT NOON:** 1/15 Reporter Don Dahler reports on how authorities are cracking down on teens 'sexting,' or sending nude pictures of themselves to friends. 1/27 Anchor Dana Tyler reports on how police are reporting on thieves targeting high-end hand-held devices on subways. **CBS 2 NEWS AT 5:00 PM:** 2/11 Consumer Reporter Kirstin Cole reports on how some products that are not approved by the FDA are illegally on store shelves. 3/20 Anchor Dana Tyler reports on how police are cracking down on prostitution by finding suspects and offenders on websites

like www.craigslist.com. **CBS 2 NEWS AT 11:00 PM:** 3/9 Anchor Kristine Johnson reports on how police are enforcing the law against driving while talking on the cell phone in local counties.

CONSUMERISM: Topics included in this category are major discounts at stores due to the recession as well as how consumers can save on airfare even after booking trips.

CBS 2 NEWS THIS MORNING: 1/14 Reporter Kirstin Cole reports on ways those who are struggling financially can pay their heating bills. 3/1 Consumer Reporter Kirstin Cole reports on how some creditors are willing to pay high risk debtors to close their accounts. 3/1 Consumer Reporter Kirstin Cole reports on how consumers can save on Airfare even after booking a trip. **CBS 2 NEWS AT NOON:** 1/27 Anchor Dana Tyler reports on the 18 percent price drop on homes in twenty major cities. 2/10 Anchor Don Dahler reports on the new lead and chemical standards toy stores must meet in order to better protect children. **CBS 2 NEWS AT 5:00 PM:** 1/13 Consumer Reporter Kirstin Cole reports on the closing of electronic superstore, Circuit City. 1/27 Anchor Kristine Johnson reports on goods people can get for free even during the recession. 1/30 Anchor Chris Wragge reports on explosive danger behind a major recall of children's cosmetics. 2/4 Consumer Reporter Kirstin Cole reports on the recall of major peanut butter products. 2/10 Reporter Marcia Kramer reports on a \$15,000 home ownership tax credit for home buyers. 2/11 Anchor Kristine Johnson reports on how products that contains salmonella are still for sale. 2/25 Consumer Reporter Kristin Cole reports on how harassment by debt collectors is listed as the number one complaint received by the department of consumer affairs. 3/26 Consumer Reporter Kirstin Cole reports on how parents are spending hundreds to thousands of dollars to placement companies so that their children can have an edge on their acceptance into summer internships. **CBS 2 NEWS AT 6:00 PM:** 1/21 Consumer Reporter Kirstin Cole reports on the extreme things that some people are doing to earn fast cash. 3/9 Consumer Reporter Kirstin Cole reports that consumers are not spending at retail stores despite the hundreds of discounts available. **CBS 2 NEWS AT 11:00 PM:** 1/23 Anchor Kristine Johnson reports on new cards that can help reduce credit card debt. 2/6 Consumer Reporter Kirstin Cole reports on how families can save up to 40% on heating bills. 2/9 Consumer Reporter Kirstin Cole reports on to avoid sneaky online dating scams and phony Valentine's Day E-cards. 3/30 Anchor Kristine Johnson reports on a warning issued by the Food and Drug Administration warning all consumers to stop eating all foods containing pistachios.

GOVERNMENT AND POLITICS: Topics included in this category are the increase in taxes, and big service cuts that New Yorkers will face due to Wall Streets downturn and final agreements necessary to build the Freedom Tower.

CBS 2 NEWS THIS MORNING: 3/20 Anchor Maurice Dubois reports on how New York City plans to cut 400 hospital jobs and to close some children's mental-health programs. **CBS 2 NEWS AT 5:00 PM:** 1/20 Political Reporter Marcia Kramer reports on President Obama's transition into the White House and the problems

he faces with the economy. 1/29 Political Reporter Marcia Kramer reports on Obama's task force and Congress'es passing of the 700 billion dollar stimulus package. 3/35 Political reporter Marcia Kramer reports how the New York Region Transit is broke and how the system is in danger of falling into disrepair. **CBS 2 NEWS AT 6:00 PM:** 1/30 Political Reporter Marcia Kramer reports on the increase in taxes, and big service cuts that the state faces due to Wall Streets downturn. **CBS 2 NEWS AT 11:00 PM:** 1/14 Political Reporter Marcia Kramer reports on Mayor Bloomberg's plan to create thousands of job and tax cuts.

HEALTH: Topics included in this category are the discovery of a gene that may explain why Alzheimer's strikes so many more women then men as well as how winter allergies could be just as bad as spring allergies.

CBS 2 NEWS THIS MORNING: 1/15 Medical Reporter Dr. Max Gomez reports on tips to protect yourself in dangerously cold conditions. 3/10 Medical Reporter Dr. Max Gomez reports on Cancer Kids Plant Therapy which is a reverse psychology for the kids to be caregivers versus being taken care of. 3/12 Anchor Maurice Dubois reports prostate cancer will strike nearly 200 thousand American men this year but medication can prevent a third of those cases. 3/19 Medical Reporter Dr. Max Gomez reports why parents should be extremely careful with children -- an innocent bump on the head in the playground can cause serious brain trauma. **CBS 2 NEWS AT 5:00 PM:** 1/12 Medical Reporter Dr. Max Gomez reports that researchers have found a gene that may explain why Alzheimer's strikes so many more women then men. 1/19 Medical Reporter Dr. Max Gomez reports that winter allergies, such as dust mites, could be just as bad as spring allergies. 1/23 Medical Reporter Dr. Max Gomez reports that obesity and sports are often to blame for hip and knee replacements. 1/28 Anchor Kristine Johnson reports on young women concerned about breast cancer and how they are taking drastic measures before the disease strikes. 2/2 Medical Reporter Dr. Max Gomez reports that the incidence of Postpartum Depression may be as high as one in five pregnancies. 2/6 Medical Reporter Dr. Max Gomez reports that the American Heart Association wants people to know heart disease is just as big a problem for women as for men. 2/11 Anchor Kristin Johnson reports on cleansing diets that let you lose weight quickly while also detoxing the body. 2/16 Medical Reporter Dr. Max Gomez reports on a model that shows where electrodes are placed below the skull to treat migraines. 2/18 Medical Reporter Dr. Max Gomez reports on the warning signs to look for in order to prevent suicide attempts. 2/19 Medical Reporter Dr. Max Gomez reports on the alliance for a healthier generation and treatment of childhood obesity. 2/20 Medical Reporter Dr. Max Gomez reports on delaying dementia by reading, activities, crafts and social activities. 2/27 Medical Reporter Dr. Max Gomez reports that stress releases hormones such as Cortisol that boost immunity, improve memory and make you stronger. 3/30 Medical Reporter Dr. Max Gomez reports experts recommend a simple blood test to check "D" levels for vitamin D which may be a powerful cancer preventative. **CBS 2 NEWS AT 11:00 PM:** 3/10 Anchor Dana Tyler reports that doctors and parents keep looking for ways to minimize the side effects of chemotherapy and radiation in children. 3/20 Medical Reporter Dr. Max Gomez reports on a whole new generation of cancer drugs called targeted therapies.

EDUCATION: Topics included in this category are issues with New York City Public High School Placement and a recent surge in enrollment in trade schools.

CBS 2 NEWS THIS MORNING: 1/29 Reporter Magee Hickey reports on how city schools will lose over 15,000 jobs over the next year, mostly teachers, due to city budget cuts. 2/8 Consumer Reporter Kirstin Cole reports on how You Tube tutorial videos are serving as a free way to help children with their homework. 2/25 Anchor Kate Sullivan reports on how President Obama plans for the nation to have the highest proportion of college graduates in the world by the year 2020. 4/1 Anchor Maurice DuBois reports on how thousands of parents still do not know where their children will be going to high school in the fall because of placement issues. **CBS 2 NEWS AT 5:00 PM:** 1/28 Reporter Tony Aiello reports on how the cancellation of regents exams due to snow is raising controversy since students won't be able to take the exam until June. 2/27 Anchor Chris Wragge reports on NY Governor Patterson saying that the major education cuts are no longer necessary after the passing of the federal stimulus plan. 3/18 Anchor Chris Wragge reports on the measures schools are taking to protect students from different types of abuse. 3/26 Consumer Reporter Kirstin Cole reports on how trade schools have had a recent surge in enrollment due to the unemployment crisis. 3/31 Reporter Cindy Hsu reports on the difficulties families are having in the New York Public High School application process. **CBS 2 NEWS SUNDAY:** 2/8 Anchor Mary Calvi reports on the Mayor's plan to save city schools in risk of closure by turning them in charter schools with taxpayer money. 3/1 Anchor Mary Calvi reports on the opening of 42 new public schools in New York City by fall 2009.