

WCBS-TV Quarterly Issues/Program Report –October 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 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 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 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. Sunday, 6:30am

"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.

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

"Tech Minute"- in partnership with CNET, features of varying lengths focus on the latest technological products, programs, software and other related topics.

"Money Watch" - 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 Ad Council "Fatherhood," City Harvest, JDRF Walk to Cure Diabetes, Tunnel to Towers, Komen New York Race for a Cure, Food Bank NYC Virtual Food Drive, Food Bank NYC Go Orange, Big Brother Big Sister, Drug Free America, Habitat for Humanity, Fashion's Night Out, The Coalition to Salute America's Heroes, Liberty Humane Society, Toby Project, USO, CASA Family Day, American Heart Association Start!, New York State Department of Health "Flu Shot", CBS Cares NAACP, CBS Cares Colorectal Cancer, New York State Broadcasters Association, and Emma Bowen Organization.

Children: Topics included in this category are how to protect children during cold and flu season as well as the importance of children receiving the proper dose of daily vitamins.

CBS NEWS THIS MORNING 7/29 Anchor Kristine Johnson reports on how calcium-rich foods extends the lives of children. 8/1 Anchor Mary Calvi reports on ways parents can help college students handle the responsibility of their first credit card. 8/3 Anchor Maurice Dubois reports on the importance of children consuming foods rich in Vitamin D. 9/16 Anchor Kate Sullivan reports on new studies that find spanking a child can have a negative impact on their development. 10/1 Anchor Chris Wragge reports new research that shows children whose mothers stay at home are more likely to lead a healthy lifestyle. **CBS 2 NEWS AT NOON** 7/27 Anchor Maurice Dubois reports on new research that finds children are getting less sleep because they are staying up late to text messaging. **CBS NEWS AT 5:00PM** 8/12 Anchor Kristine Johnson reports on how parents are looking for ways to stay in touch with their kids, while they head back to school. 8/17 Medical Reporter Dr. Holly Phillips reports on facts that show short children are as well adjusted socially, as taller children. 8/24 Anchor Maurice Dubois reports on how parents can prevent teen prescription drug abuse. 8/26 Reporter Cindy Hsu reports on hazards parents need to know about concerning their children and swine flu. 9/8 Anchor Dana Tyler reports on walking to school can help fight childhood obesity. **CBS NEWS AT 11:00 PM** 7/24 Anchor Chris Wragge reports on a new recommendation on flu vaccinations for children. 8/18 Reporter Chris Wragge reports new findings for parents that show children's pain may be managed better with simple over the counter painkillers than with strong prescription pills. 9/25 Anchor Kristine Johnson reports on a new study that says parents are thinking twice about buying their teen a car because statistics show teens that have their own car get in more crashes than those who share the family car. **CBS 2 NEWS SATURDAY** 7/11 Reporter Cindy Hsu reports on the steps parents can take to lessen the risk of their child having an asthma attack. 7/11 Reporter Cindy Hsu reports on fun activities parents can do with their children in the New York Area. **CBS 2 NEWS SUNDAY** 8/30 Anchor Mary Calvi reports on New Jersey students heading back to school with the proper supplies, compliments of the "Free Book bag Giveaway".

Crime: Topics included in this category are how subway trains have become crime scenes and escape cars for robbers and the plan to toughen DWI law in order to protect to the lives of children.

CBS 2 NEWS THIS MORNING 7/22 Reporter Magee Hickey reports on the pro-gun amendment up for senate vote that would allow gun owners to carry a concealed weapon in all U.S. states, if their gun is legally registered in one state. 7/24 Reporter Cindy Hsu reports on the rise in New Jersey's statewide corruption. 9/9 Anchor Kate Sullivan reports on new statistics that show violent crimes dropped one percent from last year in New Jersey, but non-violent crimes rose by three percent. **NEWS AT 5 pm** 8/13 Anchor Don Dahler reports on residents of Paterson, New Jersey may soon have a

curfew due to a rise in violent crime in the city. 8/13 Anchor Dana Tyler reports on the move to toughen DWI laws in order to protect children, following the crash on the Taconic. 8/19 Anchor Kristine Johnson reports on the increased rate of violent shootings in Newark. 8/19 Anchor Don Dahler reports on the increase of illegal drug use by Americans ages 50-59. 8/20 Reporter Josh Landis reports on how subway trains have become crime scenes and escape cars for robbers. 9/02 Anchor Dana Tyler reports on the continuous anti-immigrant violence occurring in Suffolk County. **CBS 2 NEWS AT 11:00 PM** 7/15 Reporter Cindy Hsu reports on a Brooklyn neighborhood being taken over by squatters and the serious crime that may ensue.

Health: Topics included in this category are how to avoid getting the H1N1 virus this fall and how the air pollution in the city poses a threat to the brains of unborn babies.

CBS 2 NEWS THIS MORNING 7/25 Reporter Cindy Hsu reports on cost effective ways to care for your pet during the tough economic times. 8/18 Anchor Maurice Dubois reports that the H1N1 virus is expected to make a comeback this fall, and health officials are preparing vaccines to be ready by mid October. 9/29 Medical Reporter Dr. Max Gomez reports on a study that shows in order to fight breast cancer more women are opting to have mastectomies. 9/30 Anchor Maurice Dubois reports on a study that reveals women who gain weight in middle age cut their odds of staying healthy later in life. 9/17 Anchor Maurice Dubois reports that an estimated 75 percent of adults have some form of gum disease. 10/5 Anchor Maurice Dubois reports new government studies that predict about one in a hundred children have autism disorders in the U.S. **CBS 2 NEWS AT 5:00 PM** 7/ 20 Medical Reporter Dr. Holly Phillips reports on a new study that shows city air pollution may pose a threat to the brains of unborn children. 7/22 Anchor Kristine Johnson reports on the clinical testing of the swine flue vaccine. 7/24 Medical Reporter Dr. Holly Phillips offers tips for improving long term memory. 8/11 Medical Reporter Dr. Max Gomez reports that men who are more masculine are less likely to visit the doctor, which in turn makes them less healthy and limits their life. 7/27 Medical Reporter Dr. Holly Phillips reports on the detrimental impact divorce and widowhood have on health. 8/13 Medical Reporter Dr. Holly Phillips reports on a new study that shows the number of people dying from cancer has declined over the past 30 years. 8/13 Medical Reporter Dr. Holly Phillips reports fluid intake is the most effective way to prevent most types of kidney stones. 8/14 Anchor Kristine Johnson reports on a new screening that could lead to new anti-cancer medications. 8/18 Medical Reporter Dr. Holly Phillips reports on the importance of parents writing out an action plan for dealing with children's health conditions before they go back to school. 8/19 Medical Reporter Holly Phillips reports on the importance of eating whole grains as a way to acquire the important antioxidants the body needs. 8/24 Medical Reporter Dr. Holly Phillips reports on a new recommendation made by the American Heart Association that says women should not consume more than 100 calories of added sugar per day. 8/27 Medical Reporter Dr. Holly Phillips reports on a new study that links the feelings of depression and loneliness to heart disease. 8/31 Medical Reporter Dr. Holly Phillips reports on facts that say light smokers and second hand smoke can increase the risk of cardiovascular disease by 30 percent. 9/30 Medical Reporter Dr. Holly Phillips reports the health risks of heavy babies. **CBS 2 NEWS AT 11:00 PM** 7/15 Medical Reporter Dr. Holly Phillips reports on new evidence that shows by choosing a vegetarian diet people are less likely to develop blood cancer. 7/ 20 Anchor Chris Wragge reports on the health benefits drinking two glasses of orange juice a day has on the heart. 7/20 Medical Reporter Holly Phillips reports on how too much air conditioning can attack a person's natural defenses and lead to sickness. 7/21 Reporter Kirstin Cole reports a warning on flea and tick treatments being investigated by the E-P-A that have led to serious health issues in pets. 7/22 Medical Reporter Dr. Holly Phillips reports on the growing trend of the

consummation of raw foods, and its health benefits. 7/24 Anchor Dana Tyler reports on new findings that show sleep helps new mothers lose their baby weight. 7/27 Anchor Mary Calvi reports on a new study that suggests those who get married will enjoy better health than those who remain single. 7/29 Anchor Kristine Johnson reports on a study that shows there is not extra nutritional benefit from eating organic foods. 8/12 Medical Reporter Dr. Holly Phillips reports on a new study that supports the health benefits of herbs and spices. 8/17 Medical Reporter Dr. Holly Phillips reports on health experts' new finding that says curbing a craving for a particular sweet or salty snack can actually cause weight gain. 8/18 Anchor Chris Wragge reports on a new study that finds treating children's pain with an over-the-counter painkiller is better than with powerful prescription pills. 8/18 Medical Reporter Dr. Holly Phillips reports on "super foods", which are certain foods high in vitamins and antioxidants that have a super healing ability. 8/20 Reporter Dana Tyler reports on the measures parents are taking to protect their children from the H1N1 virus before they head back to school. 9/28 Medical Reporter Dr. Holly Phillips reports that more than a half a million children end up in the hospital because of allergic reaction or side effect from common medications. 10/2 Anchor Kristine Johnson reports on certain foods that can yield a more healthy and youthful looking person. **CBS 2 NEWS SUNDAY** 7/12 Reporter Cindy Hsu reports on the federal funding New Jersey will receive to combat "Swine Flu" this fall.

Consumerism: Topics include retailers bringing out Christmas merchandise in July and back to school bargains for students.

CBS 2 NEWS THIS MORNING 7/13 Consumer Reporter Kirstin Cole reports that the Salvation Army Bell Ringers will be hitting the streets early this year due to the recession. 7/14 Anchor Maurice Dubois reports on the city's financial problems that may close down daycare programs because of budget cuts. **CBS 2 NEWS AT 5:00 PM** 7/15 Consumer Reporter Kirstin Cole reports on urban farmers raising chickens and plants in the city in an attempt to keep their food local and save money. 7/24 Alexis Christoforous reports on the set up for the Cash for Clunkers program, and how it's off to a bumpy start. 7/30 Consumer Reporter Kirstin Cole reports on the success of the "Cash for Clunkers" program and explains why everyone should get involved. 8/3 Consumer Reporter Kirstin Cole reports on the deals college students are receiving on back to school items, and parents saving money. 8/12 Consumer Reporter Kirstin Cole reports on American Express's decision to go fee-free. 8/12 Consumer Reporter Kirstin Cole reports on how insurance rates have been raised and ways to fight back. 8/20 Consumer Reporter Kirstin Cole reports on a new mandate for credit cards that allows the customer to have 21 days to pay and banks must give 45 days notice before increasing fees. 9/10 Consumer Reporter Kirstin Cole reports on how celebrities and designers have decided to host their own version of a stimulus package to get consumers excited about shopping again. 9/17 Consumer Reporter Kirstin Cole reports on what consumers should look for when purchasing a cell phone, including price and radiation levels. 9/17 Consumer Reporter Kirstin Cole reports on how MTA metro cards are taking passengers' hard earned money. 9/17 Consumer Reporter Kirstin Cole reports on shopping tactics that will keep people looking stylish for less. 9/21 Consumer Reporter Kirstin Cole reports on the importance of looking at price, plan, and radiation levels when shopping for a new cell phone. 9/30 Consumer Reporter Kirstin Cole reports on a way consumers can cut their electric bill. **CBS 2 NEWS AT 11:00 PM** 7/13 Consumer Reporter Kirstin Cole reports on women's obsession with healthy, full looking eye lashes, and breaks down what products are worth the money. 7/16 Consumer Reporter Kirstin Cole reports on how retail companies are suffering from the recession and why they are putting out Christmas items in July. 7/31 Consumer Reporter Kirstin Cole reports on the raise in New York City sales tax by a half of a

percent. 9/9 Consumer Reporter Kirstin Cole reports on the appropriate form of payment consumers should use for select purchases. **CBS 2 NEWS SUNDAY** 7/12 Consumer Reporter Kirstin Cole reports on green moves, which is a new way of moving that is cost effective and environmentally friendly. 7/26 Consumer Reporter Kirstin Cole reports on back to school bargains that parents will be taking advantage of. 8/23 Consumer Reporter Kirstin Cole reports ways to feed your family for less.

Education: Topics include college S-A-T scores and Obama's advice for children to stay in school and take advantage of the education they are receiving.

CBS 2 NEWS THIS MORNING 7/14 Anchor Maurice Dubois reports on a College Board statistic that says out of a half a million students 294 had perfect S-A-T scores. **CBS 2 NEWS AT NOON** 8/6 Anchor Kate Sullivan reports on New York State's Senate is expected to restore mayoral control over the city's schools. 9/8 Anchor Kristine Johnson reports on Obama's speech encouraging children to stay in school and work hard, and the negative reaction parents had to his "liberal views". **CBS 2 NEWS AT 5:00 PM** 7/21 Consumer Reporter Kirstin Cole reports on a new method of teaching where each student will have personalized lessons plans that cater to their individual needs. 8/3 Anchor Cindy Hsu reports on Obama's speech in which he tells U.S. service members at veterans to continue their education. 8/10 Reporter Magee Hickey reports on Bloomberg's idea to end social promotion and help students set higher academic standards for themselves, as well as insure that they have the skills to enter the next grade. 8/3 Medical Reporter Dr. Holly Phillips reports on a new study that shows children are being injured in their physical education classes. 10/2 Reporter Don Dahler reports the development of a nonprofit organization designed to help get funds for city schools. **CBS 2 NEWS AT 11:00** 9/1 Anchor Kristine Johnson reports the measures schools are taking to avoid an outbreak of the flu among its students. **CBS 2 NEWS SATURDAY** 9/19 Reporter Cindy Hsu reports on high school hazing rituals.

Government and Politics: Topics include Obama's health care reform plan and September 11 being a national day of service.

CBS 2 NEWS THIS MORNING 7/15 Anchor Maurice Dubois reports on how Obama's health care reform is getting top billing in Washington, due to his push for an overhaul in the Nation's health care system. **CBS 2 NEWS AT 5:00 PM** 7/20 Reporter Christine Sloan reports on Assembly Woman Pamela Lampitt's three-part bill that calls for education for "sexting" teens. 8/27 Reporter Dana Tyler reports on the date September 11 as being recognized as a National Day of Service. 9/2 Anchor Kristine Johnson reports on a new campaign is being launched that is being used to remind New Yorkers a crisis can happen at any moment and they must prepare themselves for an emergency. 9/3 Reporter Tony Aiello reports that home prices are coming down and it is in part due to the stimulus package Obama signed in February. 9/30 Anchor Kristine Johnson reports on Mayer Bloomberg's parking proposal that will help drivers find parking more easily in New York with the use of their cell phone. 10/1 Anchor Chris Wragge reports that transportation secretary is saying the Obama administration will push for new Federal rules banning text messaging by truck and interstate bus drivers.