

## WCBS-TV QUARTERLY ISSUES/PROGRAM REPORT—July 10<sup>th</sup>, 2010

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 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 PSA’s. Most recently, WCBS promoted PSA’s for the AIDS Walk NY, Drug Free America, Liberty Humane Society, American Heart Association Start! Program, Cystic Fibrosis Great Strides, The Valerie Fund, NYSBA Share the Road, Katie Couric Colorectal Cancer, YMCA Strong Kids Campaign, CASA, City Harvest, Kedde Carbon Monoxide, NYC What is your Blank, Ronald McDonald House, UNIC, Make- A-Wish Foundation, Komen Greater New York, CBS Cares Operation Gratitude, and USO—Little Things.

**Health:** Topics in this category include a new finding in ovarian cancer that may reduce the chance of women with a specific gene by 90%.

**CBS 2 NEWS THIS MORNING** 4/10 Medical Reporter Dr. Holly Phillips reports on a new procedure to stop snoring which places woven implants in the roof of the mouth to stop it from vibrating. 4/15 Medical Reporter Dr. Max Gomez reports on Dr. Martin O’Malley’s new surgery techniques for replacement ankles, allowing patients greater mobility and motion. 4/27 Medical Reporter Dr. Max Gomez reports on a ground breaking new medical technology called “Re-Walk” that allows paraplegics to stand up and walk around on their own using a machine that is part computer, part robot. 5/20 Medical Reporter Dr. Max Gomez reports on brain surgery that eases the effects of tourette tics. 5/25 Medical Reporter Dr. Max Gomez reports on researchers at Columbia University who are growing custom made teeth and bones that can help in replacements for patients. **CBS 2 NEWS AT NOON** 5/11 Medical Reporter Dr. Max Gomez reports on a synthetic joint lubricant called Hylagan which relieves torn cartilage and makes arthroscopic knee surgery more effective. 5/13 Medical Reporter Dr. Max Gomez reports on a new fraxel laser which gets rid of brown spots and also pre-cancerous actinic keratoses while making the skin look younger and stimulating new collagen formations. 6/17 Medical Reporter Dr. Max Gomez reports on a new hearing aid called ‘esteem’, which is implanted under the skin and allows for patients to distinguish between sounds in loud public areas. **CBS 2 NEWS AT 5:00 PM** 4/12 Medical Reporter Dr. Holly Phillips reports on a new diet including fruits and vegetables, poultry, fish, nuts and salad dressing which may lower the risk of developing Alzheimer’s. 4/25 Medical Reporter Dr. Holly Phillips reports on alternatives for people who do not meet the requirements for obesity surgery, including a temporary balloon that takes up space in the stomach. 4/28 Medical Reporter Dr. Holly Phillips reports on a new way to predict if a woman diagnosed with a non-invasive type of cancer called ductal carcinoma, can develop a more invasive or malignant tumors later in life. 5/4 Medical Reporter Dr. Holly Phillips reports on REM behavior disorder which may cause people to act violently in their sleep. 5/10 Medical Reporter Dr. Holly Phillips reports on how

women may share a gene in their family called B-R-C-A 2 and by removing the ovaries in women who have this gene, the risk of ovarian cancer can be decreased by 90%. 5/12 Medical Reporter Dr. Holly Phillips reports on rifaximin, an antibiotic that works to prevent symptoms of irritable bowel syndrome. 5/19 Medical Reporter Dr. Holly Phillips reports on a new technology that can keep the heart beating for those patients awaiting new hearts. 6/1 Medical Reporter Dr. Holly Phillips reports on a new vaccine used to prevent breast cancer that should be out next year. 6/9 Medical Reporter Dr. Holly Phillips reports on a possible link between height and heart health – people that are shorter are more at risk for heart disease than those that are taller. 7/2 Medical Reporter Dr. Holly Phillips reports on the benefits of taking aspirin to be heart healthy. 7/5 Medical Reporter Dr. Holly Phillips reports on companies encouraging their employees to get active and healthy. **CBS 2 NEWS AT 11:00 PM** 5/14 Medical Reporter Dr. Holly Phillips reports on an herbal pill and laser technology that will decrease the symptoms of allergies.

**Government and Politics:** Topics in this category include the election of the first Muslim mayor in Teaneck, New Jersey and the possibility of the first ever government shut down in New York.

**CBS 2 NEWS THIS MORNING** 6/2 Reporter Jay Dow reports on the Republican Convention nominees for New York State Governor and Attorney General. 6/10 Anchor Maurice DuBois reports on the first ever possible government shutdown in New York. 6/22 Political Reporter Marcia Kramer reports on Mayor Bloomberg's latest green initiative that includes eliminating parking spaces to encourage car pooling. **CBS 2 NEWS AT NOON** 6/9 Reporter Katherine Brown reports on the June primaries. 6/15 Anchor Maurice DuBois reports on the federal government recognizing the Shinnecock Indians and their possible plans to build a casino on Long Island. **CBS 2 NEWS AT 5:00 PM** 4/13 Political Reporter Marcia Kramer reports on a feud between Brooklyn Borough President Marty Markowitz and City Transportation Commissioner Janette Sadik Khan based on the implementation of bike lanes. 4/14 Political Reporter Marcia Kramer reports on President Obama's crusade against Wall Street and his meeting with congressional leaders to demand reforms. 4/21 Political Reporter Marcia Kramer reports on Senator Pedro Espada's money fraud and not living in his Bronx district. 5/6 Political Reporter Marcia Kramer reports on budget cuts that mayor Bloomberg has been forced to put into effect for New York City education. 5/10 Political Reporter Marcia Kramer reports on President Obama nominating New Yorker Elena Kagan for the Supreme Court. 6/28 Political Reporter Marcia Kramer reports on Albany as lawmakers have only a few hours to avoid a state government shutdown. 7/1 Political Reporter Marcia Kramer reports on the lawsuit between Mayor Bloomberg and two local synagogues over the Mayor's wish for the synagogues to change the times of their services in order to accommodate free music concerts over the summer. **CBS 2 NEWS AT 11:00 PM** 5/13 Political Reporter Marcia Kramer reports on where Fasail Shazad received the money to fund his attack on Time Square and who else was involved. 6/17 Political Reporter Marcia Kramer reports on New York moving close to adopting a no-fault divorce law.

**CBS 2 NEWS SATURDAY CBS 2 NEWS SUNDAY** 5/15 Reporter Jay Dow reports on Bronx Senator Ruben Diaz standing against the emergency spending bill. 6/12 Anchor Rob Morrison reports on the new emergency spending bill released by Governor Patterson. 7/3 Political Reporter Marcia Kramer reports on the election of the first Muslim mayor in Teaneck, New Jersey, an area with a very large Jewish population.

**Consumerism:** Topics in this category include the difficulties teens face in finding a summer job this year and how consumers will be affected by the major banks that are cutting their free checking policy.

**CBS 2 NEWS THIS MORNING** 4/13 Consumer Reporter Kirstin Cole reports on ways to make late payments to the IRS easier if taxpayers miss the tax deadline. 4/25 Consumer Reporter Kirstin Cole reports on ways to self-tan with no streaks. 5/20 Consumer Reporter Kirstin Cole reports on how jobs may be the reason workers are gaining weight- skipping meals, eating at their desks or eating out. 5/30 Consumer Reporter Kirstin Cole reports on the struggles three in four teens are facing when looking for jobs this summer. 6/1 Consumer Reporter Kirstin Cole reports on the movement to educate consumers on the number of calories they ingest in different alcoholic beverages. **CBS 2 NEWS AT NOON** 5/28 Consumer Reporter Kirstin Cole reports on ways to clean barbecue grills better in order to keep families healthier. **CBS 2 NEWS AT 5:00 PM** 4/13 Consumer Reporter Kirstin Cole reports on how to reduce one's carbon footprint with homemade items, and reusing household things. 5/5 Consumer Reporter Kirstin Cole reports on New World Homes – a company that manufactures factory made houses, that are safer for the environment. 5/21 Consumer Reporter Kirstin Cole reports on how social networking sites take users' private information to help advertisers market goods to them. 6/16 Consumer Reporter Kirstin Cole reports on the movement to use letter grades on fronts of restaurants in order to show consumers which restaurants are cleanest. 6/17 Consumer Reporter Kirstin Cole reports on how many large bank branches are cutting their free checking policy and how this will effect customers. 7/5 Reporter Kristin Cole reports on staying safe during an electricity outage or blackout this summer. **CBS 2 NEWS AT 11:00 PM** 4/19 Consumer Reporter Kirstin Cole reports on ways to get things such as spa treatments, movie tickets, or clothing for cheap online at different websites that cut prices. 5/17 Consumer Reporter Kirstin Cole reports on how there are many jobs available in the area even though economic times are tough. 6/19 Consumer Reporter Kirstin Cole reports on ways to send kids to camp for little money through financial aid programs. **CBS 2 NEWS SATURDAY CBS 2 NEWS SUNDAY** 4/18 Consumer Reporter Kirstin Cole reports on Bella Terra, an assisted living community that has recently added sensors in their homes in order to protect the safety and health of their residents. 5/30 Consumer Reporter Kirstin Cole reports on ways to use e-coupons, which don't waste paper and help save on grocery bills.

**Children:** Topics in this category include the reasons parents should consider buying separate plane tickets for their babies as well as a study that finds children who attend daycare to score higher on measures of academic and cognitive achievement.

**CBS 2 NEWS THIS MORNING:** 5/20 Anchor Kristine Johnson reports on "Take Our Children to the Park and Leave Them There Day" and how some think children ages 7 or 8 are too young for this exercise. 6/3 Reporter Cindy Hsu reports on the Memorial Sloan Kettering Cancer Center Prom for children with cancer. 6/4 Anchor Maurice DuBois reports on a McDonald's recall on 12 million Shrek glasses that may be poisoning children. . 7/1 Reporter Hazel Sanchez warns parents to keep an eye on their children now that dangerous coyotes have come back to Rye, New York. **CBS 2 NEWS AT NOON:** 6/9 Anchor Kate Sullivan reports on the deadly consequences of not buying babies their own plane seats. 6/18 Reporter Cindy Hsu reports on the Brooklyn Bridge Park metal playground becoming too hot for children to play on since a toddler suffered burns while playing on one. **CBS 2 NEWS AT 5:00PM:** 5/25 Reporter Cindy Hsu reports on a high school student who performed hands on CPR and how the American Red Cross encourages people as young as 8 to learn the skill. 6/7 Anchor Kristine Johnson reports on how research shows that children with lesbian mothers tend to do better in school, have fewer behavioral problems, and are even more successful socially than other children. **CBS 2 NEWS AT 11:00PM:** 5/14 Anchor Kristine Johnson reports on a study that shows children who attend daycare/quality care score higher on measures of academic and cognitive achievement later in life. 5/17 Anchor Kristine Johnson reports on a chemical pesticide used on fruits and vegetables, called "organo phosphates" which may be linked to children's ADHD. **CBS 2 NEWS SUNDAY:** 5/23 Reporter Cindy Hsu reports on a new study that shows that kids who lie are more likely to do better as adults. 5/29 Anchor Mary Calvi reports on fun family activities for Memorial Day weekend. 6/5 Anchor Mary Calvi reports on swim safety tips for children.

**Crime:** Topics in this category include a proposed measure to prevent terrorist attacks by requiring consumers to show identification before purchasing prepaid cell phones.

**CBS 2 NEWS THIS MORNING:** 5/05 Anchor Kate Sullivan reports on Mayor Bloomberg and Police Commissioner Ray Kelly taking part in a senate hearing on how to prevent suspected terrorists from obtaining firearms. **CBS 2 NEWS AT NOON:** 5/28 Anchor Kate Sullivan reports on a heightened law enforcement presence during Memorial weekend in the area including a drunk driving crackdown in Long Island and tougher seat belt enforcement in New Jersey. **CBS 2 NEWS AT 5PM:** 4/27 Anchor Chris Wragge reports on a welfare fraud crackdown where dozens of well to do people were receiving benefits illegally. **CBS 2 NEWS AT 6PM:** 6/18 Anchor Chris Wragge reports on the controversy surrounding New York City's plan to crackdown on minors' "sexting" because some find the plan may violate civil rights laws. **CBS 2 NEWS AT 11PM:** 4/14 Anchor Don Dahler reports on a crime wave targeting upscale homes in Westchester and the response of many homeowners in the area to install alarm systems, exterior lighting and motion detectors. **CBS 2 NEWS ON SATURDAY:** 5/15 Anchor Mary Calvi reports on the city revoking the licenses of cabbies who are scamming customers. 6/19 Anchor Mary Calvi reports on the New York Police Department's 24 hour ticket blitz targeting the use of hand held cell phones while driving.

**Education:** Topics in this category include the charter school lottery in New York City and the huge increase of applicant for CUNY schools.

**CBS 2 NEWS THIS MORNING:** 4/14 Anchor Maurice DuBois reports on the charter school lottery in New York City, the number of available slots and the number of parents who applied. 4/28 Anchor Kate Sullivan reports that one fifth of teachers missed more than two weeks of classes last year, and experts say student performance suffers when teachers are frequently absent. 5/11 Anchor Maurice DuBois reports that for the first time New York State Education officials and teachers union leaders have agreed to tie teacher evaluations to student test scores. 5/18 Anchor Maurice DuBois reports on how paying more or facing education cuts is one of the major decisions facing voters at the polls. 5/28 Anchor Kate Sullivan reports on the possibility of the current number of charter schools doubling due to a new proposal in Albany. 6/29 Anchor Kate Sullivan reports on the closing of the New York City Department of Education's reassignment centers, or "rubber rooms," where hundreds of teachers and administrators accused of incompetence or wrongdoing were held pending the outcome of their investigations. 7/2 Anchor Kate Sullivan reports on a hold on the plans to shut down 19 city schools.

**CBS 2 NEWS AT NOON:** 4/27 Anchor Kate Sullivan reports on thousands of high school students across New Jersey cutting class to protest education budget cuts. **CBS 2 NEWS AT 5PM:** 4/16 Anchor Kristine Johnson reports on New Jersey's teachers' union warning that thousands of its members could retire this summer due to Governor Chris Christie's plan to change pension and health benefits. 4/27 Reporter Jennifer McLogan reports on teachers in Long Island agreeing to give up raises next year and take temporary pay cuts. 5/12 Political Reporter Marcia Kramer reports on the huge increase in applicants to city universities due to a combination of difficult economic times and CUNY's program to increase educational excellence. 5/13 Anchor Chris Wragge reports on the state house in Trenton as a senate committee voted unanimously to pass a measure allowing the use of taxpayer money to send low-income students to private schools. 6/02 Reporter Marcia Kramer reports on the teachers union hoping that Albany passes a budget restoring aid to education which would in turn provide money for raises. 6/18 Reporter Cindy Hsu reports on the MTA deciding to abandon its plan to eliminate student MetroCard discounts after numerous protests including one by more than a thousand students. **CBS 2 NEWS AT 6PM:** 4/23 Anchor Don Dahler reports on students protesting the proposed cuts in MetroCard funding that would affect 600 thousand public school students. 6/18 Anchor Chris Wragge reports on the controversy over new rules in school targeting "sexting" that include suspensions for up to 90 days. **CBS 2 NEWS ON SUNDAY:** 6/04 Political Reporter Marcia Kramer reports on Mayor Bloomberg's plan to freeze teacher salaries in an effort to avoid laying off thousands of educators. 7/4 Anchor Dana Tyler reports on new educational programs that teach about landscapes and the environment at a local school.