

## WCBS-TV Quarterly Reports - October 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 - Regularly 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 also touches 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.

“Market Watch” – features of varying lengths focusing on the latest in the economy along with 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 Drug Free America, Liberty Humane Society, American Heart Association Start! Program, JDRF Walk to Cure Diabetes, Komen Greater NY Race for Cure, Tunnel to Towers Run, NYSBA Share the Road, Katie Couric Colorectal Cancer, Ronald McDonald House, Catholic Charities, Fashion’s Night Out In NY, CASA, City Harvest, Kedde Carbon Monoxide, NYC What is your Blank, Ronald McDonald House, UNIC, Make- A-Wish Foundation, CBS Cares Operation Gratitude, USO and various campaigns from the Ad Council including “Lead Poisoning” and “Emergency Preparedness”.

**Consumerism:** Topics in this category include [discuss the housing marketing facing the double digit decrease in home sales and ways to prevent high interest credit card companies from charging consumers after the new laws went into effect to protect them.

**CBS 2 NEWS AT NOON-** 9/15 Anchor Maurice DuBois reports on a children’s restaurant, “Chuck-E-Cheese”, recalling more than 1.2 million light up rings and toy glasses over concerns that children could swallow the small batteries inside. **CBS 2 NEWS AT 5:00PM-** 7/23 Consumer Reporter Kirstin Cole reports on the troubles a local Veteran is having trying to get his own home. 7/26 Anchor Mary Calvi reports on ways consumers can save on almost anything they buy. 8/3 Reporter Christine Sloan reports on the dangers in dietary supplements. 8/26 Reporter Kirstin Cole reports on the housing marketing facing double digit decrease in home sales. 9/1 Reporter Kirstin Cole reports on a tree crew in New Jersey working to cut down potentially dangerous trees before a storm rolls in. 9/7 Reporter Kirstin Cole reports on the savings between generic versus popular brands at the supermarket. 9/20 Reporter Jennifer McLogan reports on weather affecting the price of cotton and causing clothing prices to soar. 10/2 Reporter Cindy Hsu reports on what pink products are really benefitting the fight for breast cancer and what are not. **CBS 2 NEWS AT 6:00 PM –** 7/20 Anchor Mary Calvi reports on gas prices going up in the summer months and consumers not getting the amount of gas they pay for, instead getting “hot fuel” since the gas expands in hot temperatures. 7/23 Reporter Josh Landis reports on local stores luring consumers on hot days by letting their air conditioner out the front door, attracting passerbys to come in for cool air and maybe buy something. 8/11 Anchor Dana Tyler reports on the state and government cracking down medical discount plans that collect a monthly premium while providing consumers less coverage. 8/24 Reporter Kirstin Cole reports on consumers being taxed on bagels. 8/23 Reporter Kirstin Cole reports on ways to prevent credit card companies from charging consumers after the new laws went into effect to protect them. **CBS 2 NEWS**

**AT 11:00PM** 8/1 Anchor Don Dahler reports on summer sales that have retailers putting their biggest discounts forward. 8/13 Reporter Kirstin Cole reports on new laws for overdraft fees charged by banks. 8/19 Reporter Kirstin Cole reports on ways to combat bed bugs. 9/7 Anchor Kristine Johnson reports on New York leading the country in job growth and where job hunters can find these job openings. 9/10 Anchor Kristine Johnson reports on several new services that promise to help consumers control their cash by keeping track of their purchases and sending alerts when they are about to overspend.

**Children:** Topics included in this category are teenagers' addiction to texting and ways parents can teach their children about what 9/11 means.

**CBS 2 NEWS THIS MORNING** – 7/19 Anchor Maurice DuBois reports on a study suggesting a higher rate of childhood cancer for test-tube babies, stating that the method of conception has nothing to do with the increase rate but more likely due to genetics of the parents. 8/31 Medical Reporter Dr. Max Gomez reports on teenagers' addiction to texting and how it affects the brain. 9/8 Anchor Maurice DuBois reports on car booster seats better protecting children, with the seat scoring twice as well as they did in last year's test. **CBS 2 NEWS AT NOON** – 8/9 Anchor Mary Calvi reports on a warning for parents from the FDA stating that for the first time, a salmonella outbreak among children under five years of age is linked to dry pet food. **CBS 2 NEWS AT 5:00 PM** – 7/16 Medical Reporter Dr. Holly Phillips reports that sleeping babies are not resting but rather their brains are hard at work learning and observing. 7/26 Reporter Cindy Hsu reports on artwork created by blind children from a local program run by the Jewish Guild for the Blind. 8/5 Anchor Mary Calvi reports on the increased threat of lithium batteries to children. 8/9 Medical Reporter Dr. Holly Phillips reports on a record number of girls hitting puberty at age 7. 8/26 Reporter Cindy Hsu reports on ways parents can get their kids to be more fit, instead of on the couch and distracted by video games. 8/27 Anchor Kristine Johnson reports on decline in birth rate, suggesting the recession discouraged people from having babies at this time. 10/1 Reporter Cindy Hsu reports on how life is for a child living with Type 1 diabetes. **CBS 2 NEWS AT 6:00 PM** – 8/26 Reporter Tony Aiello reports on an energy drink teenagers are going crazy over but that can cause them more harm than good. **CBS 2 NEWS AT 11:00 PM** – 9/20 Anchor Kristine Johnson reports on new research showing that doctors suspect a certain virus which causes the common cold will add 50 pounds to children. 9/9 Anchor Kristine Johnson reports on children copycatting dangerous stunts they see on TV and online. **CBS 2 NEWS SATURDAY** – 7/31 Reporter Cindy Hsu reports on a local seniors group called "Honey and Bears" teaching young children the life saving tool of swimming for free in local public pools. 9/11 Anchor Rob Morrison reports on ways parents can teach their children about what 9/11 means and how they can cope with such an emotional day. **CBS 2 NEWS SUNDAY** 8/1 Reporter Cindy Hsu reports on students from the Jewish Guild for the Blind who worked year long on their art pieces for an exhibit in midtown.

**Education:** Topics included in this category are a new uniform requirement for a New Jersey high school and book suggestions to assist students on their transition to school or a new school.

**CBS 2 NEWS THIS MORNING-** 7/27 Anchor Maurice DuBois reports on Mount Olive Middle and High schools in New Jersey eliminating the “D” in their grading system to motivate students to do more than just enough to pass. 7/29 Anchor Maurice DuBois reports on new research revealing that the higher standards in New York State schools are directly contributing to the lower test scores for more children. 8/19 Reporter Scott Rapoport reports on a new uniform requirement for a New Jersey high school starting this fall. 9/1 Anchor Mary Calvi reports on a new Columbia University study that found New York City “stand-a-lone” middle schools do a worse job than schools offering K-8<sup>th</sup> grade under one roof. 9/8 Anchor Rob Morrison reports on how many 7<sup>th</sup> and 8<sup>th</sup> graders from the five boroughs finding new ways to go to school due to bus service eliminations in this area. **CBS 2 NEWS AT 5:00 PM** - 7/26 Medical Reporter Dr. Holly Phillips reports on new guidelines allowing healthy children with head lice to return to school. 7/28 Anchor Kristine Johnson reports on a summer program for high school students called “Rock the Boat,” not only keeping them occupied during the summer but also teaching them problem solving, team work and creativity while building boats. 8/31 Reporter Cindy Hsu reports on back-to-school deals on everything from clothes to electronics. 9/1 Reporter Cindy reports on ways parents can help students transition into school after a lazy summer. 9/9 Anchor Chris Wragge reports on Governor Paterson signing the Dignity for All Students Act, which require school districts to protect children from harassment based on sexual orientation, weight, ethnicity, disability and other categories. **CBS 2 NEWS AT 6:00 PM** - 8/17 Reporter John Slattery reports on a local public school in the Bronx being burglarized of dozens of laptops and cameras just before school begins. **CBS 2 NEWS AT 11:00 PM-** 10/4 Reporter John Metaxas reports on a local high school have children reading racy material as a class assignment. **CBS 2 NEWS SUNDAY** – 9/5 Anchor Rob Morrison reports on book suggestions to assist students on their transition to school or a new school.

**Crime:** Topics included in this category are a new law requiring schools to protect children from bullying and dog owners being charged for not obtaining a license for their dogs.

**CBS 2 NEWS THIS MORNING-** 9/15 Anchor Mary Calvi reports Mayor Bloomberg is expected to propose a ban on smoking in 1,700 city parks and 14 miles of beaches. 9/28 Reporter Kathryn Brown reports on a police warning commuters to be extra careful on the subway since an increase in the theft of electronic gadgets has occurred. **CBS 2 NEWS AT NOON** – 7/16 Anchor Maurice DuBois reports that Governor Patterson has signed legislation making it illegal for police officers to keep records of people who are stopped and frisked without arrest or further legal action. **CBS 2 NEWS AT 5:00 PM** –

7/20 Reporter Tony Aiello reports on a growing number of police departments using high-tech license plate readers to keep an eye on drivers. 9/9 Anchor Chris Wragge reports on a new law in effect in New York to protect children from bullying called the Dignity for All Students Act, requiring school districts to protect children from harassment based on sexual orientation, weight, ethnicity, or disability. 10/4 Reporter Scott Rapoport reports on ways you can prevent your dog from being “dog-napped.” **CBS 2 NEWS AT 6:00 PM** - 9/28 Reporter Scott Rapoport reports on dog owners being charged for not obtaining a license for their dogs. **CBS 2 NEWS AT 11:00 PM**- 7/29 Anchor Chris Wragge reports on an increase in cyber crime and how hackers are finding way to break through social networking sites to steal money from people. 8/3 Anchor Kristine Johnson reports on self-defense techniques being considered a “license to kill” because while saving your life, you can potentially disable the attacker. 9/4 Anchor Rob Morrison reports on new guidelines on how police officers should handle terror suspects listed on the national crime information database.

**Government and Politics:** Topics included in this category are how President Obama’s plan for middle class tax cuts would affect those in the tri-state area and a Congressional vote on a bill to provide healthcare for first responders sickened by their work at Ground Zero in the weeks and months after 9/11.

**CBS 2 NEWS THIS MORNING:** 9/9 Political reporter Marcia Kramer reports on how people in the tri-state area could be affected by President Obama’s proposed tax plan that involves middle class tax cuts and what the definition of “middle class” really is. **CBS 2 NEWS AT NOON:** 8/4 Reporter Jay Dow reports on the vote to allow construction on the Islamic center near Ground Zero to go ahead and the plan’s continued opposition. 8/12 Political reporter Marcia Kramer reports on Mayor Bloomberg’s angry response to Governor Paterson’s offering to help find an alternative location for the Islamic center near Ground Zero. 9/29 Political reporter Marcia Kramer reports on a vote in Congress on the bill that would provide healthcare to 9/11 first responders. 10/4 Anchor Dana Tyler reports on a New Jersey Major Anthony Suarez on trial for alleged corruption. **CBS 2 NEWS AT 5:00 PM:** 7/16 Political reporter Marcia Kramer reports on Governor Paterson forcing the NYPD to purge its database with the names and information of people stopped and frisked but never charged with anything, and Mayor Bloomberg’s opposition to the decision. 7/28 Political reporter Marcia Kramer reports on Governor Paterson not facing criminal charges for getting involved in a top aide’s domestic violence lawsuit. 8/4 Political reporter Marcia Kramer reports on embattled Bronx Senator Pedro Espada throwing money at protestors in Albany and the latest on the accusations against him. 8/5 Political reporter Marcia Kramer reports on New York State’s new budget, which was four months late. **CBS 2 NEWS AT 6:00 PM:** 7/19 Political reporter Marcia Kramer reports on the latest MTA cuts and fare hikes. 7/21 Political reporter Marcia Kramer reports on a new plan to overhaul New Jersey’s gambling and racing industry to transform Atlantic City into a family tourist mecca. 9/14 Political reporter Marcia Kramer reports on voters turning out to vote in the primaries and on the reported problems with the new voting machines. 9/20 Political reporter

Marcia Kramer reports on Carl Paladino's interview with the editorial board of WCBS-TV. **CBS 2 NEWS AT 11:00 PM:** 7/20 Political reporter Marcia Kramer reports on passage of a bill to extend unemployment benefits to 2.5 million Americans and speaks with unemployed people in the tri-state. 7/29 Reporter Sean Hennessey reports on House lawmakers who plan to vote on a bill that would provide long-term health care to those who have become ill after working at the World Trade Center site. 9/14 Anchor Don Dahler reports on the primary results for New York attorney general and reporter Sean Hennessey reports on Carl Paladino's victory over Rick Lazio in the Republican primary for New York governor. 10/1 Anchor Chris Wragge reports on conservative Staten Island president James Molinaro's endorsement of Andrew Cuomo in the race for New York governor. **CBS 2 NEWS SATUDAY:** 8/28 Political reporter Marcia Kramer reports on what former New Jersey education commissioner Bret Schundler had to say after being fired by Governor Christie over the mistake that cost the state \$400 million in education funding. **CBS 2 NEWS SUNDAY:** 8/22 Political reporter Marcia Kramer reports on dueling demonstrations regarding the "Ground Zero mosque."

**Health:** Topics included in this category are shortening the drug testing process so that effective drugs can be used to treat cancer more quickly and a connection between household cleaners and breast cancer.

**CBS 2 NEWS THIS MORNING:** 7/29 Medical Reporter Dr. Max Gomez reports on an innovative new program that's working to solve the problem of child obesity, called Health for Life, by keeping kids active and letting them have fun at the same time. 8/5 Medical Reporter Dr. Max Gomez reports on an experimental treatment involving thin fiber optic needles for prostate cancer that targets the cancer wells without destroying the prostate and causing serious side effects. 8/31 Medical Reporter Dr. Max Gomez reports on the huge increase of texting among teens and talks with a psychiatrist about whether it fits the definition of an addiction and how it could even cause some sleep disorders. 9/9 Medical Reporter Dr. Max Gomez reports on a new approach called I-Spy 2 that could shorten the drug testing process so that new drugs can be used to fight breast cancer and other diseases sooner. 9/14 Medical Reporter Dr. Max Gomez reports that a CDC study found that mercury-based preservative Thimerosal, which had been out of pediatric vaccines for years, does not increase a child's risk of autism. **CBS 2 NEWS AT NOON:** 7/27 Medical Reporter Dr. Max Gomez reports on a new way to conceal skin problems like spider veins, birth marks and scars with silicon-based micro skin that's sprayed on with a simple airbrush. 8/19 Medical Reporter Dr. Max Gomez reports on a new procedure that's curing tennis elbow. 8/24 Medical Reporter Medical Reporter Dr. Max Gomez reports on an electrical procedure that treats the little-known heart condition called a trial fibrillation that's giving many patients their lives back. 9/14 Medical Reporter Dr. Max Gomez reports on the most common and most curable type of cancer – melanoma – and what can be done to prevent it and treat it. **CBS 2 NEWS AT 5:00 PM:** 7/21 Medical Reporter Dr. Holly Phillips reports on a new Botox cream in the works and weighs the benefit to people afraid of needles versus the risk of harm

with black market versions. 7/26 Medical Reporter Dr. Holly Phillips reports on ways to speed up recovery from summer colds such as drinking even more fluids because those are lost by sweating in the heat. 9/8 Medical Reporter Dr. Holly Phillips reports on a number of natural approaches to keep blood pressure at a healthy level. 9/30 Medical Reporter Dr. Holly Phillips reports on how picky eating in adults is now classified as an eating disorder and what can be done to overcome the problem. **CBS 2 NEWS AT 11:00 PM:** 7/30 Medical Reporter Dr. Holly Phillips reports on a link between household cleaners and breast cancer based on a study in the journal Environmental Health. 8/24 Medical Reporter Dr. Holly Phillips reports that new research finds that the birth control pill might also boost a woman's brain power. 8/31 Medical Reporter Dr. Holly Phillips reports on six "super foods" people can eat to help fight heart disease and lower risk of cancer. 9/13 Medical Reporter Dr. Holly Phillips reports on some subtle signs of cancer people can be on the lookout for. 9/22 Medical Reporter Dr. Holly Phillips reports on new treatments for painful and embarrassing cold sores. 10/4 Medical Reporter Dr. Holly Phillips reports on patients experiencing allergy-like symptoms but not suffering from allergies at all, rather from NAR, a nasal inflammation. **CBS 2 NEWS SATURDAY:** 8/20 Medical Reporter Dr. Max Gomez reports on this year's high rates of poison ivy, which could be tied to a bad winter and jobless people staying at home, explaining how to recognize poison ivy and how to wash off the oil in the first 30 minutes to prevent an outbreak. 10/2 Medical Reporter Dr. Max Gomez reports on how to help senior citizens maintain good balance and try to prevent falls. **CBS 2 NEWS SUNDAY:** 7/25 Medical Reporter Dr. Holly Phillips reports on the health claims of acai berries, the lack of research and the amount of sugar added to products to mask the berry's bitter taste. 8/1 Medical Reporter Dr. Holly Phillips reports on dogs being used as a new means of early detection in the fight against prostate cancer. 9/19 Medical Reporter Dr. Holly Phillips reports on the risk of injury while practicing yoga and what can be done to prevent it. 9/26 Medical Reporter Dr. Holly Phillips reports on how playing action video games can improve decision-making skills.