

4th Quarter 2008

QUARTERLY ISSUES/PROGRAMS REPORT

KYW-TV, PHILADELPHIA, PENNSYLVANIA

CBS BROADCASTING, INC.

CERTIFICATION

On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on January 12, 2009.



Michael Colleran
President/General Manager
KYW-TV
January 12, 2009

**KYW-TV 3 – PHILADELPHIA, PA
QUARTERLY ISSUES PROGRAMS LIST
CBS BROADCASTING, INC.**

October 1, 2008 – December 31, 2008

Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.

PROGRAM INDEX

KYW-TV Eyewitness News – weekdays, 5:00am – 7:00am; 12noon – 12:30pm; 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm – 7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

Eyewitness Newsmakers – A rotation of KYW-TV News Anchors provide an approximately 10-minute segment, which airs during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:00am broadcast.

Philadelphia Magazine – A partnership between CBS-3 and “Philadelphia Magazine” inspires special features that focus on issues of concern and interest in the Delaware Valley communities and are also included in the magazine. The segments typically air in the Sunday morning newscast.

BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on reducing your utility bill and a more organized approach to home record keeping.

Eyewitness News: 10/01 – (2:39), In these tough economic times, many of us are trying to get the most for our money. But when you shop in your local grocery store, depending on what you buy, you could be getting less than you thought. Consumer reporter Jim Donovan shows us how some of your favorite products are shrinking before your eyes; 10/03 – (2:16), Trying to sell a home during tight economic times isn't always easy. Homes are staying on the market longer, and often sell for less than expected. There are ways to improve your odds in selling a home. Consumer reporter Jim Donovan tells us the key could be in the wording; 10/08 – (1:58), These days, you can buy just about anything used and save some money – even a computer. Consumer reporter Jim Donovan reports it's possible to cash in on what's considered a "refurbished" model, as long as you use some caution; 10/16 – (1:10), Consumer Reporter Jim Donovan tells us how one supermarket chain is helping customers save on both fronts – people are using more and more coupons and getting bonus points for racking up the savings; 10/23 – (1:10), Your Money Team found you could be owed money and not even know it; 10/28 – (2:17), There are all kinds of programs in school these days teaching children the importance of money, from learning how to save to staying out of debt. But consumer reporter Jim Donovan found there's something kids aren't learning in school or at home – how to be protected from identify theft; 11/12 – (1:15), Consumer Reporter Jim Donovan explains what the digital transition this February means; 11/14 – (2:07), If you or a loved one have Medicare Part D prescription coverage, now is the time of year when you have the option of switching from one insurance company to another; (1:00), The Philadelphia Phillies are raising ticket prices for next year after winning their first World Series title since 1980; 11/17 – (2:40), CBS 3 will conduct a DTV readiness test at 6:25 p.m. You'll be able to tell whether all of the sets in your home are ready for the switch. During the test you will see consumer reporter Jim Donovan on your monitor, but if Jim is not there and you see another message then you know your TV is not ready; 11/25 – (1:40), The government has introduced a pair of new programs that will provide another \$800 billion to help unfreeze the economy; 11/26 – (2:00), Reducing your utility bill by thirty percent is not impossible, as spending some money now, could save you lots more down the road. An energy audit can pinpoint areas where your house isn't being fuel efficient so you can make improvements; 11/28 – (1:30), Lights go a long way to make the holiday season brighter, but every year they're linked to almost five-hundred fires. Consumer reporter Jim Donovan shows you what you need to know to keep your home and family safe; 12/01 – (1:48), 'Tis the season when we are reminded it is better to give than receive. This year many people are considering donating to a charity, but there are so many it can be difficult to make a choice. Consumer reporter Jim Donovan shows you how to check out a charity and make your decision a little easier; 12/02 – (2:20), As temperatures fall, heating bills rise. Consumer reporter Jim Donovan offers insight into ways to cut costs as an old fashioned way of heating your home – wood burning devices – is making a comeback; 12/10 – (1:17), Consumer reporter Jim Donovan tells us about the pros and cons of using online coupons; 12/11 – (1:15), How to shop for toys without blowing your budget this holiday season.

BUSINESS/ECONOMY/CONSUMER (cont.)

Eyewitness News: 12/15 – (1:24), As consumers struggle to come up with affordable gift ideas, consumer reporter Jim Donovan has some ideas for giving homemade treats as a way of showing love and creativity in an economic fashion; 12/16 – (2:56), For months, we've been telling you that if you have cable, you don't need to do a thing to prepare for the switch. But as Consumer reporter Jim Donovan reports, some cable companies are now making changes and it's leaving customers confused; 12/22 – (1:15), In this economy, it's hard to watch your investments plummet, and that includes the money you've put into 529 college-savings plans for your children. Consumer reporter Jim Donovan helps sort through the confusion when the market goes down; 12/23 – (1:28), In these tough economic times, more people might be tempted to give a gift they already have. Consumer reporter Jim Donovan shows us, that re-gifting this holiday season, doesn't have to be so bad; 12/24 – (1:24), Consumer reporter Jim Donovan shows you how to speed clean once your holiday guests go home and you are left to deal with the mess; 12/29 – (1:15), In this economy, it's more important than ever to know where your important papers are and to get yourself organized. But with more information coming at you each day, how do you know what to file and what to trash? Consumer reporter Jim Donovan has the answers and a more organized approach to home record keeping; 12/30 – (2:07), A record number of homeowners are facing foreclosure and many more are worried about keeping up with their mortgage payments in this recession and trying to modify their loans. Some companies are taking advantage of those fears, making promises they can't always keep.

CRIME – Topics in this category include reports of a road rage incident involving gunfire and a Columbine-style attack planned for a local high school.

Eyewitness News: 10/2 – (:15), Police are searching for a gunman or gunmen after shots ring out in Philadelphia's Logan section; 10/6 – (1:30), Philadelphia police this morning are trying to track down a gunman who shot a motorist on the Schuylkill expressway in what is being labeled a road rage incident; 10/15 – (:15), A South Philadelphia man faces attempted murder charges after an alleged road-rage shooting ten days ago; 11/17 – (:20), Philadelphia police are looking for a killer, and a motive, after a murder in Juniata; 11/18 – (3:00), Sergeant Timothy Simpson was killed in a violent crash while responding to a robbery – the fifth member of the Philadelphia Police force to die on the job in less than thirteen months; 12/1 – (:20), A man accused of using his car as a murder weapon in Bensalem this weekend is behind bars on three-million dollars bail; 12/1 – (:15), A 19-year old girl is dead and a young child and 21-year-old man both critically injured during a shooting and home invasion in Philadelphia's Hunting Park neighborhood; 12/9 – (1:50), A Columbine-style attack was planned for right after the new year at a high school in Pottstown; 12/17 – (:15), Atlantic County investigators hope you can help them solve an unsolved murder in Hamilton Township along the Black Horse Pike; 12/23 – (1:45), A dangerous burglary suspect is on the loose tonight after police say he tried to run down an officer, but the officer opened fire in center city Philadelphia.

CULTURE – Topics in this category include reports on a showcase of Italian culture and a rare operatic artist.

Eyewitness News: 10/12 – (:20), The city of brotherly love celebrated Italian culture with the annual Columbus Day parade in South Philadelphia; 10/29 – (5:39), From losingest team to longest game, the Philadelphia Phillies are World Series champions. The team finished off the Tampa Bay Rays 4-3 in a three-inning sprint to win a suspended Game 5 nearly 50 hours after it started. Phillies fans were out in droves pouring into streets city-wide to celebrate the legendary win; 10/31 – (2:54), Hundreds of thousands of fans showered the World Series champion Phillies with brotherly love and confetti Friday, climbing trees and ladders, hanging out of windows and packing sidewalks, balconies and rooftops to honor the team that made Philadelphia a winner after twenty-five years; 11/07 – (2:04), The Opera Company of Philadelphia premieres its latest production – The Italian Girl in Algiers. It features an African American tenor who is young, internationally acclaimed and admits when he was a teenager, he thought opera was really boring; 12/05 – (2:01), The holiday entertainment season is in full voice with the opening of Holiday Pops, ten performances by Peter Nero and the Philly Pops at the Kimmel Center in Philadelphia; 12/29 – (:18), The Free Library of Philadelphia hosted a Kwanzaa celebration on Monday afternoon.

Philadelphia Magazine: 10/14 – (1:46), Liz Keptner takes a look at the trend of sewing sweeping the area and proves you don't have to repeat a home economics class to learn to stitch; 12/16 – (:20), A larger than normal Tastykake Butterscotch Krimpet was displayed in Center City's Liberty Place to mark Philadelphia Magazine's 100th Anniversary; 12/17 – (2:05), Ukee Washington lists just a few of Philadelphia Magazine's top 100 moments in the City of Brotherly Love; 12/18 – (2:20), Liz Keptner reports on Philadelphia Magazine's celebration of 100 years and the tribute to 100 different covers throughout the history of print. The publication was the first major city magazine in the nation.

ENVIRONMENT – Topics in this category include reports on a woman's attempt for a green holiday and how waves can be converted to energy.

Eyewitness News: 10/2 – (1:30), The force of waves can now be converted to energy, an accomplishment, which has been made by a company based in Pennington, New Jersey called Ocean Power Technologies; 10/6 – (1:55), New Jersey is powering up an ambitious plan to become a world leader in the use of wind-generated energy, tripling the amount of wind power it plans to use by 2020 to 3,000 megawatts; 10/21 – (1:25), Imagine not only reducing your energy bill, but being able to help create clean energy for other people by installing rooftop wind turbines; 11/11 – (1:30), The sun is saving Ocean City big money year-round thanks to 2,000 new solar panels, reducing the amount of oil usage by about 900 barrels annually; 12/5 – (1:25), A Philadelphia prison hopes to save money – and the environment – by using solar panels to provide hot water at the facility; 12/19 – (1:47), A Bucks County mom is blogging about going green for the holiday. Blogger Leah Ingram of New Hope is determined to cut down on Christmas garbage by wrapping presents in old pillow cases and using recycled holiday cards for ornaments and gift tags; 12/26 – (1:20), One woman started a handbag company using recycled inner tubes as materials. The purse company is called English Retreads and is the brainchild of area local Heather English.

GOVERNMENT – Topics in this category include reports on Philadelphia’s budget crisis and a proposed toll increase for local bridges and how the U.S. continues to be vigilant against possible terrorist attacks.

Eyewitness News: 10/8 – (:40), Last month, Philadelphia Mayor Michael Nutter warned of a 450 million dollar budget deficit over the next five years because of the faltering economy, but now he says that number has ballooned to as much as 850 million dollars; 10/16 – (:20), Governor Jon Corzine is hoping to jump start New Jersey's economy with a financial rescue plan; 11/3 – (2:25), A few famous faces from the music industry came to North Philadelphia to 'Promote the Vote' during a massive block party. Stars Jay-Z, Sean "Diddy" Combs and Mary J. Blige, along with hip-hop mogul Russell Simmons, attended a packed rally at North Broad Street and Susquehanna Avenue to encourage Philadelphians to make their voices heard in Tuesday's election; 11/5 – (1:35), In a historic victory, Illinois Senator Barack Obama becomes the first African-American to win the presidency and Delaware Senator Joe Biden is elected Vice President of the United States; (1:20), A historically Republican seat in New Jersey's Third Congressional District, held most recently by retiring Congressman Jim Saxton, is won by longtime Democratic lawmaker John Adler; 11/6 – (1:55), Senator Joe Biden returns to his native Delaware today, the first person from the first state elected to the Vice Presidency; (1:50), Philadelphia Mayor Michael Nutter outlined his plan to save the city from a budget crisis, saying Philadelphians must prepare for the worst; 11/13 – (1:58), Catherine Baker Knoll, who at age seventy-two became the first woman to be elected as Pennsylvania's lieutenant governor, died Wednesday after a four-month battle with cancer; 11/14 – (1:30), Philadelphia Mayor Michael Nutter is asking Washington for help to deal with the city's budget crisis; 11/25 – (1:45), Philadelphia Mayor Michael Nutter and other top city officials are answering tough questions from Philadelphia residents who are fired up over the budget crisis due to proposed cuts to fire departments and libraries throughout the city; 12/10 – (:25), A state commission says New Jersey should pass a law that would allow gay couples to get married. The recommendation is in a report coming out today from the state Civil Union Review Commission; 12/13 – (:20), To help with New Jersey's financial woes, Governor John Corzine signed a bill to provide \$22.5 million dollars for food, energy and legal assistance; 12/30 – (1:40), The battle is heating up over Philadelphia Mayor Michael Nutter's plans to close eleven public libraries after a judge rules he isn't allowed to shut them down without City Council's approval.

Newsmakers: 10/5 – (10:00), Congressional Candidate Tom Manion (R) Pennsylvania - 8th District outlines where he stands on the issues; 10/12 – (10:00), Congressman Rob Andrews (D) New Jersey - 1st District outlines where he stands on the issues; 10/19– (10:00), Congressman Patrick Murphy (D) Pennsylvania - 8th District outlines where he stands on the issues; 11/2 – (30:00), A special half-hour on Campaign '08 featured a recap of the major issues facing voters, along with political analysts Elliott Curson and Larry Ceisler; 11/09 – (10:00), Philadelphia's budget crisis is the topic, with City Councilman Bill Green and Brett Mandel of Philadelphia Forward, a citizens watchdog group; 11/16 – (10:00), Political analyst Ed Turzanski reviews the 2008 Elections.

GOVERNMENT (cont.)

Newsmakers: 11/30 – (10:00), Kevin Mazzucola of the Automobile Dealers Association of Greater Philadelphia explains why Detroit's Big 3 automakers need a government bailout, and warns of what could happen on a local level if they don't get it; 12/7 – (11:00), Dr. Benjamin Liebman, an Economics Professor at St. Joseph's University, talks about the recession, how deep it will get, how long it will last, and how effective the government has been in getting the economy back on track; 12/14 – (11:00), Homeland security expert Courtney Banks explains how U.S. security has come a long way since 9/11, and how the U.S. continues to be vigilant against possible terrorist attacks; 12/21 – (10:00), Delaware Governor-Elect Jack Markell talks about making decisions on balancing a budget amid a shortfall, but warns that the state can not cut its way to prosperity. He also talks about how to attract businesses; 12/28 – (30:00), Pennsylvania Senator Arlen Specter is interviewed in a special half-hour edition. Topics include the Bush Presidency, the Obama Transition, the economic bailout, his re-election bid in 2010, and his health problems.

HEALTH – Topics in this category include reports on why over-the-counter cold remedies should not be given to children and a new study suggests some breast cancers regress naturally.

Eyewitness News: 10/1 – (:20), Studies show arthritis may be caused by specific biochemical changes in the body, which means pain could be a cause and symptom of arthritis; 10/3 – (1:15), Twenty percent of mammograms fail to detect breast cancer, but there is new proof that a computer can actually make the scans more accurate; 10/8 – (:25), Drug makers admit the popular over-the-counter cold remedies should not be given to children under four-years-old, and pediatricians have advised against the cough and cold drugs for kids; 10/10 – (:25), New research indicates men reduce their risk of developing lung cancer by an average two-percent with each glass of red wine consumed per month; 10/13 – (1:15), The American Academy of Pediatrics doubled the recommended dosage of Vitamin D recommended for children; 10/14 – (:20), A new study of nearly 40,000 women shows no concrete association between caffeine and breast cancer, but women with benign breast lumps could be at higher risk due to their caffeine consumption; 10/17 – (:25), Researchers at U.C.L.A. claim they saw a greater increase in brain activity and blood flow during internet use than when reading a book; 10/21 – (:25), Researchers say diets full of fried foods, salty snacks and meat, lead to thirty-five percent of heart attacks around the world; 10/23 – (1:45), New age technology is helping treat a common but difficult female problem – fibroids – enabling women to get pregnant more easily; 11/5 – (:20), A new study found areas in the pacific northwest with the most rainfall also have higher autism rates; 11/6 – (:20), For the first time, scientists have decoded the complete DNA of a cancer patient, tracing the disease to its genetic roots, and finding eight new genetic mutations associated with the disease; 11/9 – (:20), A new study shows the drug Crestor dramatically reduced the risk of heart attack, stroke and death in people with normal or low cholesterol.

HEALTH (cont.)

Eyewitness News: 11/11 – (:20), For years, doctors have noted more black Americans have high blood pressure, compared to whites, and now, a new study suggests high blood pressure could be killing up to 8,000 black people a year; 11/13 – (:25), German doctors claim they cured an American man suffering from AIDS by using a targeted bone marrow transplant normally used to fight leukemia; 11/17 – (:25), A ten year study of nearly 15,000 men shows Vitamin C and E supplements do not appear to help prevent cancer in men; 11/19 – (:20), If you take Gingko Biloba to ward off Alzheimer's, you may want to re-think that because a new study finds it does nothing to delay or prevent the disease; 11/20 – (:20), A new study based on years of government survey data suggests if fast-food ads are banned from TV, the number of obese young children could be reduced by eighteen percent; 11/25 – (:20), A controversial new study suggests some breast cancers regress naturally; 11/26 – (:15), For the first time since the government began compiling records, the rate of cancer and cancer deaths in the U.S. is significantly declining; 11/29 – (:20), Traces of the industrial chemical melamine have been detected in samples of top-selling U.S. infant formula, but federal regulators insist the products are safe; 12/1 – (:20), Groundbreaking new research at the Children's Hospital of Philadelphia could change the way autism is diagnosed and treated; 12/1 – (:15), Almost half of young people between the ages of eighteen to twenty-four suffer with some kind of personality disorder or substance abuse problem according to a new study from Columbia University; 12/5 – (:20), British researchers are getting closer to understanding why some breast cancer tumors are resistant to Tamoxifen – the most commonly-used breast cancer drug; 12/9 – (:20), A government study shows half-doses of the flu vaccine are effective in adults, especially in women and those younger than 50; 12/11 – (:20), An FDA advisory panel recommends two asthma drugs, Foradil and Serevent, be banned after a safety review; 12/13 – (:20), A new study finds that women who take menopause hormone pills for five years double their risk for breast cancer; 12/16 – (:20), According to a new study done on fruit flies, the body's immune system works harder at night than it does during the day; 12/22 – (:20), Government health officials say the most common flu bug right now is resistant to Tamiflu – the leading flu medicine; 12/24 – (:15), Researchers found that getting just one additional hour a night may lower your risk of developing calcium deposits in the arteries; 12/30 – (:20), British researchers found that premature birth could affect a child's senses in the long run; 12/31 – (:15), A new report found 24 million Americans now have Type II Diabetes, up more than 3 million people since 2005.

MINORITY/ETHNIC – Topics in this category include reports on claims by students at Lehigh University who say racist classmates are targeting them and a protest at City Hall in Philadelphia over the ruling that outlaws gay marriage in California

Eyewitness News: 10/3 – (1:55), A South Jersey church is taking an unusual approach to get more people to come worship – they are hoping a simple "We're Sorry" campaign will go a long way; we're sorry for being anti-homosexual was included in that message; 11/5 – (1:40), Barack Obama's election is taking on a special significance for many African Americans. Reporter Dray Clark talked with some "Freedom Fighters" who years ago fought and won a battle for integration in Philadelphia; 11/11 – (2:00), Students at Lehigh University say they are being targeted by racist classmates following the win of President-elect Barack Obama. The campus newspaper – The Brown And White – had a piece of paper placed inside hundreds of newspapers last Friday that read, "Your president is black. How does that make you feel?"; 11/13 – (1:39), Philadelphia native and retired NASA Astronaut Guion "Guy" Bluford was honored Thursday by the Philadelphia Education Fund. Dr. Bluford received the Star Alumnus Award at the EDDY Awards ceremony at the Moore College of Art. Dr. Bluford, the first African American astronaut in space, made an appearance Thursday morning where he spoke to students and parents at the Guion S. Bluford Elementary School in Philadelphia; 11/16 – (1:45), Members of the local gay community gathered at Philadelphia's City Hall to protest the controversial ruling that outlaws gay marriage in California; 12/1 – (1:22), Black cafeteria workers at Philadelphia's newest skyscraper – Comcast Center – claim in a two-hundred million dollar lawsuit that they have endured racist remarks, job discrimination and retaliatory firings.

PUBLIC HEALTH & SAFETY – Topics in this category include reports on new rules for fast food and chain restaurants in the city of Philadelphia and the temporary shutdown of the Broad Street Line by SEPTA due to unsafe crowds.

Eyewitness News: 10/6 – (:20), The government is warning people to cook frozen chicken dinners thoroughly after a salmonella outbreak; 10/21 – (:15), The Philadelphia Department of Health has issued a warning about small turtles, and the salmonella infections associated with them more than tripling recently; 10/31 – (1:57), Fans near the stadium complex dealt with a record amount of traffic for the Phillies World Series parade as interstates and city streets were gridlocked and public transportation was snarled with extra bodies even causing SEPTA to shut-down the Broad Street Line for a few hours; 11/3 – (1:52), Philadelphia Police released surveillance video of a mass looting incident at a Center City luggage store the night the Phillies won the World Series; 11/7 – (:20), The City of Philadelphia passed new rules for fast food and chain restaurants, requiring restaurants with more than fifteen locations to post calories, saturated and trans fat, sodium and carbohydrate information on printed menus, taking effect in January of 2010; 12/4 – (:25), The manager of Stromboli Pizza in Allentown could be in hot water after a customer complained to the Health Department that a deer was butchered in the shop's kitchen.

PUBLIC HEALTH & SAFETY (cont.)

Eyewitness News: 12/17 – (:25), The number of homes cut off from their heat-related utility service has risen. The Pennsylvania Public Utility Commission reported that the number is up five percent from last winter; 12/22 – (2:18), Five Muslim immigrants accused of scheming to massacre U.S. soldiers at Fort Dix were convicted of conspiracy today in a case that tested the FBI's post-Sept. 11 strategy of infiltrating and breaking up terrorist plots in their earliest stages. The men could get life in prison when they are sentenced in April; 12/30 – (:20), The City of Philadelphia's crime numbers for this year show homicides are down fifteen percent, with an eleven percent drop in shooting victims, and a three percent drop in violent crime.

Newsmakers: 11/23 – (10:00), Anne Mahlum, the founder of "Back On My Feet," the group that helps homeless people become self-sufficient. Charles Jackson, a member, explains how the group helped him.

WOMEN – Topics in this category include a report on stay at home moms.

Philadelphia Magazine: 10/9 – (4:52), Pat Ciarrocchi did a special report on a piece in Philadelphia Magazine regarding stay at home moms. The first generation of Philly women who "opted out" in order to stay home with their kids is now ready for what's next. Trouble is, opting back in can be pretty scary when you aren't even sure who you are anymore