


3rd Quarter 2009

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 October 13, 2009.


Jon Hitchcock
President/General Manager
KYW-TV
October 13, 2009

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

July 1, 2009 – September 30, 2009

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, including newsmaker interviews which air 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 signs the recession is leveling off and how to minimize or eliminate late fees with your bank.

Eyewitness News: 7/7 – (1:40), Even though all of us are entitled to look at our credit reports for free, some businesses are making big bucks providing it to you – tips to avoid this unnecessary cost; 7/9 – (1:10), A new program was launched in Pennsylvania last month, enlisting the aid of volunteers with backgrounds in finance and law to offer much needed assistance to those who don't know where to turn in these tough economic times; 7/13 – (1:15), The Department of Agriculture in Pennsylvania began handing out vouchers in Philadelphia to help the elderly purchase fruits and vegetables; 7/14 – (1:45), Consumer Reporter Jim Donovan tells us about one supermarket chain that's trying to make it easier for you to save money via the internet; 7/20 – (1:20), On Friday, the Government's cash for clunkers program gets off the ground, offering money towards the purchase or lease of a new more fuel efficient vehicle; 7/22 – (1:10), Consumer Reporter Jim Donovan shows you what you can do to minimize or even eliminate those late fees with your bank; 7/27 – (1:10), There are some things you can do to protect yourself from being ripped off in online auctions; 8/3 – (1:30), The cash for clunkers program is running low on funds and it is up to the Senate to see that more money is made available; 8/13 – (:50), Consumer Reporter Jim Donovan tells us about the latest offer one airline is making to get you to fly; 8/17 – (1:15), A program is offering prescription drugs for free and it's a program that's expanding; 9/1 – (1:20), Consumer Reporter Jim Donovan shows you how some banks are offering new tools that make it easy to see exactly where your money is going; 9/10 – (1:30), A phone bank with IRS volunteers answered questions from viewers about the numerous tax breaks that were made available earlier this year as part of the American Recovery and Reinvestment Act; 9/21 – (1:20), The November deadline for the first time home buyer, \$8,000 dollar federal tax credit may not be set in stone.

Newsmakers: 8/30 – (11:00), Tom Monahan of BCG Wealth Management discusses signs the recession is leveling off and when the economy will start to bounce back.

CRIME – Topics in this category include reports on a hail of gunfire that left a teenager dead and the arrest of a man who arranged to have sex with a local mother and her baby.

Eyewitness News: 7/3 – (:20), Philadelphia Police are searching for suspects in a shooting that left two people critically injured; 7/6 – (:40), A driver was killed after a hail of gunfire erupted in West Philadelphia early Monday morning; 7/19 – (1:30), A beloved store owner, known in the community as Miss Kim, was shot and killed during an altercation Saturday afternoon; 7/21 – (:20), Police are searching for an armed bandit who robbed thousands of dollars from a South Philadelphia pharmacy; 7/24 – (1:30), Philadelphia police are looking for a group of brazen thieves who robbed a local bakery in the Holmesburg section of the city, unbeknownst to the intruders, the whole robbery was caught on tape; 8/5 – (1:30), A Philadelphia Housing Authority carpenter has died from his injuries nearly two weeks after being shot while on the job; 8/10 – (1:40),

Several shots rang out during an armored car robbery in South Philadelphia just before noon Monday; 8/12 – (:15), Police in Camden County are investigating an overnight shooting that left one man dead in Lawnside; 8/19 – (1:30), Police in Burlington County are issuing a warning to residents after a rash of burglaries in the Moorestown area; 8/21 – (1:30), Philadelphia Police are searching for a suspect who was caught on tape moments before shooting and robbing a Temple University student; 8/30 – (1:40), Philadelphia Police are investigating an apparent home invasion and double homicide in West Philadelphia; 9/7 – (:25), Police say they are looking for multiple shooters who opened fire on a group of men at a southern New Jersey apartment complex, wounding five; 9/18 – (1:40), A pizza deliveryman is in critical condition after being shot in the face during a robbery in North Philadelphia; 9/21 – (1:30), A hail of gunfire at a Chester playground left a teenager dead and four others wounded; 9/23 – (:35), Police were forced to shoot a teen who reportedly lunged at officers with a steak knife in Northeast Philadelphia; 9/23 – (1:34), The Delaware County District Attorney's Office announced the arrest of a New York man who allegedly arranged to have sex with a Pennsylvania mother and her young baby.

CULTURE – Topics in this category include reports on a luxury chocolate factory and a celebration of Puerto Rican heritage.

Eyewitness News: 9/7 – (1:30), Burlesque is a lot of things – it's sexy, it's sensual, including popular – what was once considered the domain of the not-so-modest is attracting a whole new crop of fans – regular women as evidenced by the audience at this show at L'atage in Old City; 9/25 – (:20), Nearly 300 Members of the theater community held a rally near City Hall Friday in opposition of the taxation of arts and cultural venues; 9/28 – (:25), A Philadelphia tradition since 1962, the Puerto Rican Festival is a citywide event organized by the Council of Spanish Speaking Organizations, Inc. the oldest Latino social service agency in the Commonwealth of Pennsylvania; 9/29 – (2:20), The National Constitution Center will host the international traveling exhibition, “Diana: A Celebration,” providing an opportunity for visitors to learn more about the life and work of the Princess of Wales.

Philadelphia Magazine: 7/16 – (3:00), Ukee Washington reports on ways to have a good time around town on any budget and proves you don't have to leave home to have fun this summer; 7/26 – (2:30), Ukee Washington indulges us with a taste of extravagance that happens to be local, eco-friendly and delicious. French chef Antoine Amrani knows chocolate and now he has opened a luxury chocolate factory in East Norriton, PA; 9/24 – (2:51), Liz Keptner reports on the September issue of Philadelphia Magazine which ranks area school districts and lists those private schools that excel in academics; 9/29 – (3:30), Nicole Brewer sat down with Philly Mag Fashion Editor Carrie Denny on Fall's top trends; 9/30 – (4:00), Pat Ciarrocchi goes one on one with Victoria Wyeth, or "Vic" as she is known, who is the last generation of Wyeths. She's the only grandchild of the iconic American painter, Andrew Wyeth and a beam of light that illuminates the galleries of the Brandywine River Museum.

ENVIRONMENT – Topics in this category include reports on a new technology to reduce water usage and a push for stricter rules related to bacteria at beaches.

Eyewitness News: 7/19 – (:20), Environmental groups are pushing for stricter rules in New Jersey when it comes to bacteria at beaches; 8/28 – (1:30), A new company in Philadelphia is making an offer that sounds too good to be true – renting solar panels for your roof; 9/7 – (1:25), A group of naked bicyclists took a four-mile cruise through Philadelphia Sunday evening – the first-ever Philly Naked Bike Ride – organizers claim the event was intended to bring attention to bicyclists and raise awareness about fuel consumption; 9/25 – (1:30), Merion Golf Club in Ardmore is going green using a new technology which uses wireless sensors in an underground monitoring system to reduce water usage.

GOVERNMENT – Topics in this category include reports on healthcare reform and a proposed bill to increase the sales tax in the city of Philadelphia.

Eyewitness News: 7/15 – (1:45), Pennsylvania's budget crisis is about to hit state workers very hard with workers only getting partial paychecks, and the commonwealth is just days away from having no money to pay workers at all; 7/19 – (2:15), The City of Philadelphia told Harrisburg lawmakers Friday that due to the State budget impasse, the City will delay payments to all vendors and suppliers until the State Budget is passed, allowing an increase in City's sales tax and changes to its pension payments; 7/20 – (:50), New Jersey Republican gubernatorial candidate Chris Christie has picked Monmouth County Sheriff Kim Guadagno as his running mate for the November general election; 7/30 – (1:30), Mayor Michael Nutter held a rally at City Hall to outline a so-called "doomsday budget" if Philadelphia does not get budget requests from the state; 8/5 – (:25), About 77,000 Pennsylvania state workers will finally be paid and billions of dollars will become available for welfare checks under a partial budget bill Gov. Ed Rendell signed into law Wednesday; 8/24 – (1:40), Delaware's high hopes for sports betting got a devastating blow as a federal appeals court ruled the state's new sports betting law is illegal, severely limiting what the state had intended; 9/16 – (1:35) Layoff notices were set to go out Friday to nearly 3,000 city workers, including hundreds of police officers and firefighters, as the cash-strapped city struggles to close a massive budget gap; 9/17 – (:20), A New Jersey lawmaker wants smoking banned at public parks and beaches. Sen. Barbara Buono announced the proposal today, citing studies about the health risks of secondhand smoke and environmental concerns; 9/18 – (1:45), A bill allowing the city to increase the sales tax and stretch its pension contributions awaits Governor Ed Rendell's signature, likely preventing thousands of layoff notices from being mailed out in Philadelphia; 9/21 – (:25), House Speaker Nancy Pelosi brought the national healthcare debate to Philadelphia today and hinted that a reform bill will be passed within the next few weeks.

Newsmakers: 7/5 – (11:00), Foreign Policy Analyst Ed Turzanski discusses the Obama Administration's responses to international trouble spots including Iran, Iraq and North Korea; 7/12 – (13:00), Senator Bob Casey (D) Pennsylvania discusses what health reform could look like and how much it could cost, the prospects for an economic recovery, and

how the Obama Administration is responding to international trouble spots; 7/19 – (10:00), Pennsylvania State Representative Brendan Boyle talks about the Pennsylvania Budget Stalemate, and what it would take to hammer out a deal; 7/26 – (11:00), Dr. John Daly, the Dean of the Temple University School of Medicine on President Obama's healthcare reform and health costs; 8/2 – (10:00), Dr. Frank Esposito, the Independent Candidate for Lt. Governor of New Jersey on campaign issues; 8/9 – (11:00), Rep. Joe Sestak, (D) Pennsylvania, a Candidate for U.S. Senate, on challenging Incumbent Democrat Arlen Specter, who switched from the Republican Party; 8/16 – (10:00), Don Adams of the Independence Hall Tea Party Association discusses his group's role in town hall debates on healthcare reform; 8/23 – (11:00), Rep. Allyson Schwartz (D) Pennsylvania shares her thoughts on healthcare reform; 9/6 – (12:00), Former Secretary of Homeland Security and Pennsylvania Governor Tom Ridge, author of "The Test of Our Times," discusses how safe we are from terrorists, and whether politics played a role in terror alerts; 9/13 – (12:00), Philadelphia School Superintendent Dr. Arlene Ackerman on improving test scores and graduation rates for students, hiring quality teachers; 9/20 – (10:00), Pat Toomey, Republican Candidate for the U.S. Senate in Pennsylvania, on healthcare reform, the War in Afghanistan and other issues in the 2010 campaign; 9/27 – (11:30), Seth Williams, the Democratic Candidate for Philadelphia District Attorney, discusses getting tougher on crime, protecting witnesses to crime, and discouraging first-time offenders from a life of crime.

HEALTH – Topics in this category include reports on new recommendations for boys to get the HPV vaccine and the first ever cardiac stem cell treatment.

Eyewitness News: 7/4 – (1:00), Eczema is a common skin affliction that makes millions of Americans miserable but doctors have found a simple but unusual solution to help ease this painful condition -- adding half a cup of regular household bleach to bath water; 7/10 – (1:30), A new discovery citing higher rates of obesity reveals why African Americans may have higher cancer death rates; 7/15 – (1:20), A breakthrough in stem cell research is giving new hope to people with liver disease; 7/20 – (1:15), Researchers for the first time have linked air pollution exposure during pregnancy to lower IQ scores in children; 7/24 – (1:25), There is a big breakthrough for the millions of families struggling with heart disease – the first ever cardiac stem cell treatment; 7/29 – (1:30), International cancer experts have moved tanning beds and ultraviolet radiation into the top cancer risk category deeming both to be definite causes of cancer; 8/3 – (1:30), Doctors are calling it an alarming trend, American children not getting enough vitamin D; 8/10 – (1:05), For new Moms, a new study shows women with a family history of breast cancer may have a new weapon against the disease: breast-feeding; 8/21 – (:40), Doctors at Jefferson's Headache Center are testing a breakthrough treatment for migraines that's inhaled; 8/21 – (1:45), It's back to school time and protecting your kids from germs begins with hand washing; 8/31 – (1:25), The H1N1 virus is a major concern at college campuses across the area, especially at the University of Delaware where there was a big outbreak this past spring; 9/4 – (:20), The FDA is in the early trials of a new cervical cancer vaccine that could soon be on the market; 9/7 – (:20), Researchers have identified three new genes known to play a role in the risk of developing Alzheimer's disease; 9/10 – (:30), An FDA advisory panel is now recommending boys get the HPV vaccine, which is already

approved for girls; 9/24 – (1:35), For the first time, an experimental vaccine was able to prevent HIV infection.

MINORITY/ETHNIC – Topics in this category include reports on a rash of robberies targeting the Asian community and an investigation into racist threats directed at the president of a group of black Philadelphia police officers.

Eyewitness News: 7/23 – (1:20), Police are investigating racist threats directed at the president of a group of black Philadelphia police officers; 7/27 – (1:50), A national human rights group makes a stop in Philadelphia, calling for a repeal on the American military policy on the sexual orientation "don't ask don't tell"; 9/4 – (1:40), Police in Montgomery County said two suspects are in custody after a rash of robberies apparently targeting the Asian Community.

PUBLIC HEALTH & SAFETY – Topics in this category include reports on a dangerous intersection in Chester County and a demand for better labels on water bottles.

Eyewitness News: 7/8 – (1:35), There were calls on Capitol Hill today for better labels on water bottles so consumers know what they're drinking; 7/19 – (:20), The World Health Organization is calling the H1N1 virus unstoppable and is giving drug makers the full go-ahead to manufacture vaccines; 8/7 – (:20), A California-based beef packing plant is recalling more than 800,000 pounds of ground beef products; 8/13 – (:20), "Little Tikes" is recalling its toy workshops and trucks after an 11-month-old boy got a plastic nail lodged in his throat; 8/27 – (:20), Following a big recall last week, Toyota has issued another recall affecting nearly 100,000 vehicles; 9/22 – (:15), New swine flu vaccine guidelines for children say kids six months to nine years of age will need two doses of the H1N1 vaccine; 9/25 – (:25), The makers of Tylenol are pulling 21 of their infant and children's liquid medicines off shelves; 9/30 – (1:20), A dangerous intersection in Chester County where accidents and injuries mount and local officials are refusing to help has neighbors frustrated and mad.

RELIGION – Topics in this category include reports on Jewish history and the holiday of Rosh Hashanah.

Eyewitness News: 9/9 – (:15), A priceless five-million piece collection of Jewish history is now part of Temple University's urban archives; 9/18 – (:20), The Jewish holiday of Rosh Hashanah begins at sundown tonight.

YOUTH – Topics in this category include reports on how to enrich the Philadelphia School system.

Newsmakers: 9/13 – (12:00), Philadelphia School Superintendent Dr. Arlene Ackerman on improving test scores and graduation rates for students, hiring quality teachers.