



## Quarterly Issues/Program Report July 1 to September 30, 2005

NBC 10 attempts to serve the public interest, convenience and necessity by presenting broadcast material, which treats significant issues of the people in the Delaware Valley communities that are served by NBC 10.

NBC 10 recognizes that it has an ongoing obligation to remain aware of such community issues and to exercise its best judgment as to what broadcast material should be programmed to address those needs and interests.

During this quarter, NBC 10 is the only station in the Philadelphia area to score a national Emmy this year. The winning entry titled *Dirty Little Secret* is an investigative news report that uncovers elected borough leaders drinking in the 'dry' town of Colwyn, Pennsylvania. NBC 10 staffers honored included senior producer **Ed Dress**, editor **Jamie Simmons**, photojournalist **Dave Bentley** and reporter **Lu Ann Cahn**.

During the month of September, NBC 10 held its ever-popular Great Shredder Event on Huntingdon Valley Shopping Center parking lot. NBC 10 Consumer Alert, Willow Grove Bank, First Financial Bank and Shred-it, a mobile paper shredding and recycling company, teamed up to help hundreds of viewers get rid of their personal documents – permanently and free of charge.

Also, during September, Between September 2<sup>nd</sup> and 12<sup>th</sup>, **NBC 10** partnered with **Wawa** and the **American Red Cross** in an effort to assist the victims of the devastation of Hurricane Katrina. During that time, NBC 10 viewers were able to make donations through the purchase of coupons available at their local Wawa and on the NBC 10 web site. On September 7<sup>th</sup>, NBC 10 hosted a **Phone Bank** to raise relief funds for those affected by Hurricane Katrina. Viewers were able to call in between 4 PM and 7 PM to make a donation. During the phone bank over \$77,000 was raised. On Thursday, September 15<sup>th</sup>, NBC 10 President & General Manager Dennis Bianchi and Wawa CEO Harry Stoeckel presented a check in the amount of \$1.5 million to American Red Cross CEO Tom Foley. The check presentation was made during the 10! show at the Havertown Wawa.

In the community issues – In July 2005, Citizens Bank of Pennsylvania, The Philadelphia Inquirer, Philadelphia Daily News, Philly.com and NBC 10 announced the Champions in Action (formerly Community Champions) winners, who won in the area of Youth Support.

**Note:** This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.

## I. Public Safety and Crime July 1, 2005 to September 30, 2005

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**September 2-12<sup>th</sup>, 2005**, NBC 10 partnered with Wawa and the **American Red Cross** in an effort to assist the victims of the devastation of Hurricane Katrina. During that time, NBC 10 viewers were able to make donations through the purchase of coupons available at their local Wawa and on the NBC 10 web site.

Wednesday, September 7, 2005, NBC 10 hosted a **Phone Bank** to raise relief funds for those affected by Hurricane Katrina. Viewers were able to call in between 4 PM and 7 PM to make a donation. During the phone bank over \$77,000 was raised. On Thursday,

Thursday, September 15<sup>th</sup>, 2005, NBC 10 President & General Manager Dennis Bianchi and Wawa CEO Harry Stoeckel presented a check in the amount of \$1.5 million to American Red Cross CEO Tom Foley. The check presentation was made during the 10! show at the Havertown Wawa.

**Thursday, September 15, 2005**, NBC 10 News reported that homicide is the second leading cause of traumatic death for pregnant and postpartum women in the United States, and a woman tells how her partner abused her while she was pregnant.

## II. Elderly July 1, 2005 to September 30, 2005

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Wednesday, September 21, 2005**, NBC 10 News reported that elderly motorists are hazardous, but they won't stop driving. Teens are often the target of complaints about dangerous driving, but it has been discovered that senior citizens are at fault in many car accidents.

**Thursday, September 22, 2005**, NBC 10 News reported health officials urge **elderly** people to get flu shots despite new findings that the vaccines may not work as well with elderly.

### III. Health Issues July 1, 2005 to September 30, 2005

Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.

Wednesday, July 6. NBC 10 News' Cherie Bank reported on a new workout technique that involves wearing a weight vest while running or walking on a treadmill.

Monday, July 18. NBC 10 News' Cherie Bank reported on new facial prosthetics for victims of cancer, gun shot wounds, and other severe injuries.

Tuesday, July 19. NBC 10 News' Cherie Bank reported on the "The 3-Hour Diet" developed by Jorge Cruise, which allows one to eat every 3 hours to lose 2 pounds a week.

Monday, July 25. NBC 10 News' Cherie Bank reported on the new I-CAT scans, a convenient and low-level form of radiation for dental patients.

Thursday, August 4. NBC 10 News' Cherie Bank reported the respiratory dangers of Red Ozone Alert Days for the old and very young.

Friday, August 5. NBC 10 News' Cherie Bank reported how victims of Lyme disease often don't realize they are infected.

Wednesday, August 10. NBC 10 News' Cherie Bank reported on a study performed by researchers at the University of North Carolina at Chapel Hill that showed hugs reduce blood pressure.

Wednesday, August 10. NBC 10 News' Cherie Bank reported on a study performed by researchers at the University of California at San Francisco showed that a combination of two drugs is successful in treating osteoporosis.

Friday, August 12. NBC 10 News' Cherie Bank reported new research that found Valproic acid -- an epilepsy treatment -- can reduce the inactive AIDS virus by up to 80 percent in a small study in Texas.

Monday, August 15. NBC 10 News' Cherie Bank reported on the beginning of ragweed season.

Tuesday, August 16. NBC 10 News' Cherie Bank reported on scientists at Darwin's Crocodylus Park in Australia that are collecting blood from crocodiles, hoping to develop a powerful antibiotic for humans.

Tuesday, August 16. NBC 10 News' Cherie Bank reported on the dangers of tongue piercing.

### III. Health Issues

Tuesday, August 16. NBC 10 News' Cherie Bank reported on a new study published in the Archives of Dermatology that found people know ultraviolet rays can cause cancer, but can't stop tanning.

Tuesday, August 16. NBC 10 News' Cherie Bank reported that researchers from the American Sociological Centennial Society said that people who are richer, in general, say they are happier than people who are poorer.

Wednesday, August 17. NBC 10 News' Cherie Bank reported that researchers have found that compounds in orange and yellow fruits and vegetables can help combat inflammatory joint diseases, like arthritis.

Wednesday, August 17. NBC 10 News' Cherie Bank reported that researchers have found that a gene called P-63 plays a role in how genes generate themselves.

Wednesday, August 17. NBC 10 News' Cherie Bank reported that researchers have found that infants from the age of six months are capable of feeling jealousy.

Thursday, August 18. NBC 10 News' Cherie Bank reported on a new procedure developed at Penn that prevents aneurysm from bursting.

Thursday, August 18. NBC 10 News' Cherie Bank reported that the The American Academy of Pediatrics urges the new Menactra meningitis vaccine be given to the following groups: All kids 11 to 12 years of age at the time they enter middle school, adolescents 14 to 15 years old at the time they enter high school, and all new college freshmen who are going to be living in dorms.

Thursday, August 18. NBC 10 News' Cherie Bank reported that working over-time can result in health problems.

Thursday, August 18. NBC 10 News' Cherie Bank reported on a study that showed women have a better shopping experience when dressing rooms are spacious and have adjustable lighting.

Wednesday, September 7. NBC 10 News' Cherie Bank reported from the Philadelphia International Airport, where victims of Hurricane Katrina were arriving and being treated at a makeshift triage.

Thursday, September 8. NBC 10 News' Cherie Bank reported on the floodwaters in New Orleans that are filled with fecal material, viruses and bacteria.

Friday, September 9. NBC 10 News' Cherie Bank reported on a local doctor who flew to Baton Rouge to provide mental health services to victims of Hurricane Katrina.

### III. Health Issues

Monday, September 12. NBC 10 News' Cherie Bank reported about concerns regarding a mosquito-borne illness like West Nile virus and encephalitis in New Orleans.

Monday, September 12. NBC 10 News' Cherie Bank reported on the new Philadelphia Adult Congenital Heart Center, which will take care of children who are born with heart disease and then follow them throughout their lives.

Tuesday, September 13. NBC 10 News' Cherie Bank reported on a Montgomery County man who lost 120 pounds on the "cookie diet," which is part of Siegal Weight Management.

Tuesday, September 13. NBC 10 News' Cherie Bank reported on recent studies by the National Institute of Health which show that there is a possibility Vitamin C may be the next weapon in fighting cancer.

Tuesday, September 13. NBC 10 News' Cherie Bank reported that researchers have found fish protects the brain from Alzheimer's disease.

Tuesday, September 13. NBC 10 News' Cherie Bank reported on research published in the Archives of Disease In Childhood that shows fetuses can react to noises with deep inhalations, an open mouth and a quivering chin, which are all signs of crying.

Wednesday, September 14. NBC 10 News' Cherie Bank reported that Officials from the Centers For Disease Control and Prevention said influenza and pneumococcal vaccinations should be given to at-risk groups first and before Oct. 24.

Wednesday, September 14. NBC 10 News' Cherie Bank reported on a new study that showed prostate cancer patients who get high-dose radiation cut their recurrence in half.

Wednesday, September 14. NBC 10 News' Cherie Bank reported on a study that showed some heart failure patients aren't receiving their needed medication, specifically ace inhibitors.

Monday, September 19. NBC 10 News' Cherie Bank reported on the choking game, an addiction that involves teens suffocating themselves for a high, which can be fatal.

Tuesday, September 20. NBC 10 News' Cherie Bank reported on a study published in the Journal of the National Cancer Institute, where researchers found that women who have a family history of breast cancer, but test negative for the so-called "breast cancer genes," have the same risk of developing ovarian cancer as the general population.

Tuesday, September 20. NBC 10 News' Cherie Bank reported that researchers say obesity could increase a pregnant woman's chance of miscarriage and other complications.

### III. Health Issues

Tuesday, September 20. NBC 10 News' Cherie Bank reported on a new study out of the University of Pennsylvania, which shows that teens taking antibiotics for acne for more than six weeks are twice as likely to develop upper respiratory tract infections.

Wednesday, September 21. NBC 10 News' Cherie Bank reported on doctors at Georgetown University Hospital in Washington, D.C. who successfully completed one of only a few multiple-organ transplants ever conducted in the United States.

Wednesday, September 21. NBC 10 News' Cherie Bank reported that researchers say people who smoke, or have ever smoked, should not take beta-carotene supplements because they may actually cause cancer.

Thursday, September 22. NBC 10 News' Cherie Bank reported on sickle cell disease, the "forgotten disease."

Friday, September 23. NBC 10 News' Cherie Bank spoke with a vascular surgeon regarding Dick Cheney's surgery to repair an aneurysm behind his knee.

Monday, September 26. NBC 10 News' Cherie Bank spoke with Dr. Stanley Michael about Eagles' kicker David Akers' torn hamstring.

Tuesday, September 27. NBC 10 News' Cherie Bank reported that multitasking can make you forgetful, anti-social and lower your IQ.

Wednesday, September 28. NBC 10 News' Cherie Bank reported on a local woman who lost 140 pounds from gastric bypass surgery and had a lower body lift of skin that weighed 20 pounds.

Wednesday, September 28. NBC 10 News' Cherie Bank reported on the difference between Eagles' quarterback Donovan McNabb's sports hernia and a regular hernia.

#### **IV. Minorities, Gay and Lesbian Issues** **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Tuesday, August 16, 2005,** NBC 10 News reported that Hispanics are the nation's largest minority. As Americans of every culture celebrate Hispanic Heritage Month, the nation's Hispanic population continues to grow at a much higher rate than any other minority group.

#### **V. Education** **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Wednesday, September 28,** NBC 10 News' Edie Huggins reported that an Upper Darby teacher, who taught music for 35 years, was named the 2006 Pennsylvania Teacher of the Year.

#### **VI. Government** **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Thursday, July 7,** NBC 10 News reported that Steven Vaughn, a former Philadelphia city council aide was sentenced to five months in prison and will pay more than \$60,000 in restitution for defrauding the city by helping a politically connected firm get a generous contract for doing no work.

**Sunday, July 31,** NBC 10's Live@Issue public affairs program talked with the father, uncle and ex-boyfriends lawyer of the missing pregnant woman – Latoyia Figueroa.

**Thursday, August 18,** NBC 10 News exclusively reported that a woman working at an auto auction claims she saw **Latoyia Figueroa** days after the pregnant woman was reported missing.

## VII. Youth Issues

### **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Wednesday, July 6, 2005**, Vai Sikahema featured a child wanting to be adopted through its segment called “Wednesday’s Child.” Each segment Sikahema helps a child in fulfilling their future career dreams by meeting with someone who is already doing what they would want to do.

Here are the additional dates that “Wednesday’s Child” ran:

**In July – 2, 6, 9, 13, 16, 20, 23, 27, 30**

**In August – 3, 6, 10, 13, 17, 20, 24, 27, 31**

**In September – 3, 7, 10, 15, 17, 22, 24, 28**

**July 21, 2005**, NBC 10, Citizens Bank of Pennsylvania, The Philadelphia Inquirer, Philadelphia Daily News and Philly.com announced that the *Summerbridge of Greater Philadelphia* has been selected as the latest **Champions in Action** (formerly Community Champions) in recognition of the organization’s service to provide an after-school and summer-education program to aid more than 200 low-income middle-school students in discovering and realizing their academic potential. **Champions in Action** is designed to recognize smaller grass roots and non-profit organizations for their contributions to our communities. Summerbridge received a \$25,000 grant, media coverage, and extensive promotional and volunteer support.

## VIII. Disabled

### **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11p.m. Monday through Friday, as well as news broadcasts during the weekend.*

**Tuesday, July 19, 2005**, NBC 10 reported that the attorney representing a youth baseball coach accused of paying a player to hurt an eight-year-old mentally disabled child, however, the accused coach denied the allegations.

## **IX. Consumerism and Recall Information** **July 1, 2005 to September 30, 2005**

*Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.*

Monday, July 11. NBC 10 News' Tracy Davidson reported on ways to save money on gas that included maintaining your vehicle and driving habits.

Monday, August 15. NBC 10 News' Tracy Davidson reported on company called Pool Pros accused of taking money and never doing work.

Tuesday, August 16. NBC 10 News' Tracy Davidson reported on record level gas prices.

Tuesday, August 16. NBC 10 News' Tracy Davidson reported on RecycleBank, which rewards those who recycle with dollars that can be used at national chains like Starbucks and Acme.

Tuesday, August 16. NBC 10 News' Tracy Davidson reported that people should check out pool contractors before hiring them.

Thursday, August 18. NBC 10 News' Tracy Davidson reported local senior who was charged a fee to buy Canadian prescriptions.

Monday, August 22. NBC 10 News' Tracy Davidson reported on a Pennsylvania bill aimed at lowering cell phone taxes.

Monday, August 22. NBC 10 News' Tracy Davidson reported on new and surprising things that can crash your credit score.

Wednesday, August 24. NBC 10 News' Tracy Davidson reported on options that can help with the future high heating oil bills.

Thursday, August 25. NBC 10 News' Tracy Davidson gave tips for parents to help their college-age children avoid debts with credit cards.

Friday, August 26. NBC 10 News' Tracy Davidson answered a viewer question regarding removing old credit cards from credit reports.

Monday, August 29. NBC 10 News' Tracy Davidson reported on airlines offering rescheduling to passengers affected by Hurricane Katrina.

Tuesday, August 30. NBC 10 News' Tracy Davidson reported on a San Francisco- based website which lists bargains according to your zip code.

## **IX. Consumerism and Recall Information**

Friday, September 2. NBC 10 News' Tracy Davidson reported on banks offering bonuses to customers.

Tuesday, September 6. NBC 10 News' Tracy Davidson reported on scam artists taking advantage of Hurricane Katrina donations.

Wednesday, September 7. NBC 10 News' Tracy Davidson answered a viewer's question about changing plane reservations to Katrina disaster area.

Thursday, September 8. NBC 10 News' Tracy Davidson rode along with Weights and Measures inspectors in New Jersey to see if gas stations are increasing prices more than once a day.

Monday, September 12. NBC 10 News' Tracy Davidson reported on Attorneys General investigating gas price gouging.

Tuesday, September 13. NBC 10 News' Tracy Davidson reported on fraudulent websites claiming to offer free credit reports.

Wednesday, September 14. NBC 10 News' Tracy Davidson reported on an e-mail claiming that cell phone numbers will be released to telemarketers.

Tuesday, September 20. NBC 10 News' Tracy Davidson answered a viewer's question regarding background information of doctors.

Tuesday, September 20. NBC 10 News' Tracy Davidson reported that improving your credit score could save you money.

Tuesday, September 20. NBC 10 News' Tracy Davidson reported on rising interest rates and lowering gas prices.

Wednesday, September 21. NBC 10 News' Tracy Davidson reported the Federal Trade Commission's investigation of whether gas prices were illegally raised after Hurricane Katrina.

Wednesday, September 21. NBC 10 News' Tracy Davidson reported on the state Consumer Advocate of Pennsylvania's call on Congress to fully fund the low-income home energy assistance program that helps low-income people pay for their heating bills.

Friday, September 23. NBC 10 News' Tracy Davidson reported on how long to keep documents.

Monday, September 26. NBC 10 News' Tracy Davidson reported on an email claiming that hotel entry cards hold personal information.

## **IX. Consumerism and Recall Information**

Wednesday, September 28. NBC 10 News' Tracy Davidson reported on a utility company's warning that natural gas prices will be 'phenomenally' higher.

### **Recall Information**

- Friday, September 16. NBC 10 News' Tracy Davidson reported that DaimlerChrysler recalled more than 100,000 Jeep Grand Cherokees because of potential engine fires.
- Monday, September 19. NBC 10 News' Tracy Davidson reported Robertshaw Controls Co. recalled about 178,000 gas control valves used on water heaters because they can break, causing a risk for gas explosion and fire.
- Monday, September 19. NBC 10 News' Tracy Davidson reported on the government's investigation into whether the fuel tank in the Nissan Murano sport utility vehicle is susceptible to punctures from road debris.
- Wednesday, September 21. NBC 10 News' Tracy Davidson reported Pacific Market International recalled about 45,000 Stanley thermos bottles because the handle on the bottles can break, causing the vacuum seal to fail and release non-toxic charcoal powder insulation into the air.
- Thursday, September 22. NBC 10 News' Tracy Davidson reported about 445,000 necklace and earring sets, imported by Dollar General Corp., were recalled because the jewelry contains high levels of lead.
- Thursday, September 22. NBC 10 News' Tracy Davidson reported about 145,000 Disney Princess Bracelet Keyrings, imported by Monogram International Inc., were recalled because the jewelry contains high levels of lead.

### **Recall Information**

- Friday, September 23. NBC 10 News' Tracy Davidson reported Douglas Co. recalled about 1,100 Sparkle Horse Toys because beads of glitter glue on the colored ribbons could detach and pose an aspiration hazard to young children.
- Tuesday, September 27. NBC 10 News' Tracy Davidson reported Maytag Corp., of Newton, Iowa, is recalling about 5,000 front-loading washing machines.
- Tuesday, September 27. NBC 10 News' Tracy Davidson reported W.C. Wood Co., Inc., recalled 112,000 automatic defrost upright freezers and refrigerators which pose a potential shock hazard to consumers.
- Thursday, September 29. NBC 10 News' Tracy Davidson reported that Saab recalled 288,000 Cars worldwide because of a problem with the ignition system.

## X. Religion

### **July 1, 2005 to September 30, 2005**

Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.

**Wednesday, July 6, 2005**, NBC 10 News reported a conservative group called The Resistance said it was disappointed in Simpson's remake of "These Boots Are Made For Walking." The group is upset that Jessica, a Christian role model, is stooping to the likes of Christina Aguilera and Britney Spears.

**Friday, September 23, 2005**, The NBC 10 Investigators track down what happened when two Philadelphia priests were accused of abusing children.

## XI. Women's Issues

### **July 1, 2005 to September 30, 2005**

Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.

**Friday, September 16, 2005**, NBC 10 reported that new research suggests younger women and those with dense breasts could benefit more from digital mammograms than from older women.

**Wednesday, September 21, 2005**, NBC 10 reported that after using public restrooms, women wash their hands more often than men -- but when asked, both men and women say they always wash their hands.

**Thursday, September 29, 2005**, NBC 10 reported that according to a British survey, married women are more prone to sexual problems than single women or men.

**Thursday, September 29, 2005**, NBC 10 reported that the March of Dimes says new survey results highlight the need to expand the government's requirements on which foods provide folic acid supplements that women need to have as part of their dietary intake.

## XII. Programming - Quarterly Report 2005

### **July 1, 2005 to September 30, 2005**

Note: This quarterly report covers issues that aired during NBC 10 News broadcasts at 4, 5, 6, and 11 p.m. Monday through Friday, as well as news broadcasts during the weekend.

**August 5, 12, 19 & 26, 2005**, NBC 10 broadcast the half-hour summer jazz concerts -- Independence Blue Cross Presents Penn's Landing Jazz Series on the Waterfront with WJIZ and NBC 10. NBC 10 Meteorologist Amy Freeze and WJIZ's Michael Tozzi hosted the concert series, which featured local and national smooth jazz artists. (see attached B.I.R.S. report).