



## Quarterly Issues/Program Report (First Quarter) January 1, 2009 – March 31, 2009

NBC 10 attempts to serve the public interest, convenience and necessity by presenting broadcast material, which addresses significant issues of the people in Greater Philadelphia, South Jersey, Delaware and the Lehigh Valley, which are all 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 News presented a number of Live@Issue segments that featured the Mayor of Philadelphia Michael Nutter. In these segments, Mayor Nutter discusses his plans to move the city and its outlining areas into an upward mobile direction. Also, with the upcoming presidential inauguration of Barack Obama, the public affairs program featured segments with local politicians discussing the issues that are most prevalent to Pennsylvania constituents.

Additionally, NBC 10 News presented its ongoing segments within the 5, 6 and 11PM newscasts titled “The Bottom Line,” which features reports on efforts taken to survive in this economic downturn.

In the community issues -- In February 2009, Citizens Bank of Pennsylvania, NBC 10, Greater Philadelphia Cares, The Philadelphia Inquirer, Philadelphia Daily News and Philly.com announced the most recent ‘Champion In Action’ winner – **SquashSmarts** was recognized for its work with Philadelphia’s inner-city public school students, helping them realize their academic, athletic and individual potential through its after-school program that includes an intense curriculum of squash fitness instructions. **Champions in Action** is designed to recognize smaller grass roots and non-profit organizations for their contributions to our community. SquashSmarts was awarded \$25,000 and will receive media coverage, including public service announcements.

**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.

## **I. Public Safety and Crime** **January 1 to March 31, 2009**

*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.*

**March, 26, 2009** – NBC 10 Investigators went undercover to expose people who are illegally giving women but injections.

**March 24, 2009** – NBC 10 Investigators went undercover to expose what happens when school lets out. During the weekdays, the basement is a typical school cafeteria. But when the sun goes down on Friday nights, the basement in West Philadelphia is used for rave parties.

**March 21, 2009** – NBC 10 News reported on an investigation is under way into allegations a City Hall employee provided city phones and blackberries to friends for their personal use.

**March 18, 2009** – NBC 10 Investigators reported that PennDOT officials said there is no need for alarm but they aren't taking any chances. They are now going to start re-inspecting all bridge structures along I-95.

**March 13, 2009** – NBC 10 Investigators hit the streets with state and local law enforcement in Camden where there's a new beefed up effort to target gangs and parole violators.

**March 5, 2009** – NBC 10 Investigators reported that racist graffiti was found spray-painted on the home of a Philadelphia police officer.

**February 27, 2009** – NBC 10 reported that in Atlantic City, New Jersey stolen items were being placed on display for victims to view and claim.

**February 19, 2009** – NBC 10 Investigators reported that Philadelphia International Airport's unofficial welcoming party upsets frequent fliers, who complain about the airport's homeless population.

**February 12, 2009** – NBC 10 News reported that a local teacher said she slept on the floor for months while a moving company held her furniture hostage.

**January 29, 2009** – NBC 10 Investigators broke this report that there were new developments in a police investigation launched after racist sketches were found in an officer's locker.

## II. Elderly January 1 to March 31, 2009

*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.*

**March 19, 2009** – NBC 10 news reported that the Alzheimer's Association reports that 18% of baby boomers can expect to develop some form of dementia.

**March 18, 2009** – NBC 10 News reported that changes in the brain may make it harder for older people to keep their balance and move around well.

## III. Health Issues January 1 to March 31, 2009

*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.*

**March 31, 2009** – NBC 10 news reported that in a major change, the American Heart Association said Monday that hands-only CPR -- rapid, deep presses on the victim's chest until help arrives - works just as well as standard CPR for sudden cardiac arrest in adults.

**March 19, 2009** – NBC 10 news reported that the Alzheimer's Association reports that 18% of baby boomers can expect to develop some form of dementia.

**March 19, 2009** – NBC 10 news reported that many people think of arthritis as a disease for older people, but it also sends nearly 1 million children and teenagers to a doctor's office each year, according to a study.

**March 18, 2009** – NBC 10 News reported that changes in the brain may make it harder for older people to keep their balance and move around well.

**March 10, 2009** – NBC 10 News reported that a vast array of pharmaceuticals -- including antibiotics, anti-convulsants, mood stabilizers and sex hormones -- have been found in the drinking water supplies of at least 41 million Americans, an Associated Press investigation shows.

**March 6, 2009** - NBC 10 News reported that drugs to treat arthritis seem to lower the risk of heart attack and strokes, according to a new study.

**March 4, 2009** – NBC 10 News reported that a West Chester Christian School located at the corner of Airport Road and Paoli Pike in Chester County did not open because of a "pervasive illness," school officials said. School Administrator Dennis Quattlebaum said the decision to close school for the day was easy -- too many students and teachers were sick with the flu.

### III. Health Issues

#### **January 1 to March 31, 2009**

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.

**February 27, 2009** - NBC 10 News reported that local police chief spreads the word on heart disease after suffering his own attack. Additionally, NBC 10 held a phone bank to answer heart questions.

**February 26, 2009** - NBC 10 News reported another year, another flu vaccine failure. In hospitals across the country, people are in intensive care units - some on respirators close to death - because of complications of influenza. Many, if not most, had their flu shot this year.

### IV. Minorities, Gay and Lesbian Issues

#### **January 1 to March 31, 2009**

*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.*

**March 2, 2009** – NBC 10 News reported that President Obama implemented a bill and a commission on women mentoring teenage girls.

**January 24, 2009** – NBC 10 News reported that the radical Baptist church known for picketing the funerals of American soldiers who lost their lives in Iraq has announced that they intend to protest Heath Ledger's stateside memorial service because he played a gay character in "Brokeback Mountain."

### V. Education

#### **January 1 to March 31, 2009**

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.

**Fridays, January, February and March 2009** – 'Game Changers' with Jade McCarthy airs Monday during the 4PM and 11PM newscasts. 'Game Changers, highlights people – athletes, coaches, teachers and mentors, who have through sports encouraged someone or in other words, have made a difference in the lives of others.

Here are the additional dates that "Game Changers" ran:

**In January – 5, 12, 19 & 26**

**In February – 2, 9, 16 & 23**

**In March – 2, 9, 16, 23 & 30**

## V. Education

### January 1 to March 31, 2009

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.

**March 27, 2009** – NBC 10 News Live at 5PM reported that things have changed at Penncrest High School since NBC 10's Jamison Uhler walked the halls 15 years ago.

**March 19, 2009** - Many people think of arthritis as a disease for older people, but it also sends nearly 1 million children and teenagers to a doctor's office each year, according to a study.

**March 7, 2009** – NBC 10 News Live at 5PM reported that as he goes back to his high school he recalls on his first day at St. Joe's Prep, NBC 10's Justin Pizzi says he didn't want to go there, but now he's glad he did.

**March 4, 2009** – NBC 10 News reported that a West Chester Christian School located at the corner of Airport Road and Paoli Pike in Chester County did not open because of a "pervasive illness," school officials said. School Administrator Dennis Quattlebaum said the decision to close school for the day was easy -- too many students and teachers were sick with the flu.

**February 29, 2009** – NBC 10 News reported that high schools in the Bethlehem Area School District are nearly empty because of rumors of a potential student uprising.

## VI. Government

### January 1 to March 31, 2009

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

**March 12, 2009** – NBC 10 News reported that President Obama continues to address the bailouts (AIG, GM and Chrysler) and tries to give the country in light of Bernard Madoff's guilty plea of bilking hundreds of investors.

**March 2, 2009** – NBC 10 News reported that President Obama implemented a bill and a commission on women mentoring teenage girls.

**February 27, 2009** – NBC 10 News reported on that Vice President of the U.S. Joseph Biden will lead the countries task force on foreign policy.

**February 18, 2009** - NBC 10 News reported that Philadelphia Mayor Michael Nutter held a Youth Budget Forum.

**January 20, 2009** – NBC 10 News reported in every newscast on the historic inauguration of the 44<sup>th</sup> President of the United States of America Barack Obama.

## VII. Youth Issues January 1 to March 31, 2009

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

**Wednesdays, January, February and March 2009** – Every Wednesday NBC 10 Sports Director Vai Sikahema features a child wanting to be adopted through its segment called “Wednesday’s Child.” These segments show Sikahema connecting each child with fulfilling their future career dreams by having them meet with someone who is already doing what they would want to do. The segments are rebroadcast on Saturdays during the morning news.

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

**In January – 3,7,10,14,17,21,24,28& 31**

**In February – 4, 7, 10, 14, 18, 21, 25 & 28**

**In March – 4, 7, 11, 14, 18, 21, 25 & 28**

**March 19, 2009** - Many people think of arthritis as a disease for older people, but it also sends nearly 1 million children and teenagers to a doctor’s office each year, according to a study.

## VIII. Disabled January 1 to March 31, 2009

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

**March 19, 2009** - Many people think of arthritis as a disease for older people, but it also sends nearly 1 million children and teenagers to a doctor’s office each year, according to a study.

**February 14, 2009** – NBC 10 News reported that the rate of disability among working women in the United States has grown almost twice as fast as the rate among working males during the past decade (over 60 percent and 32 percent, respectively), according to Social Security Administration data. Yet half of women (51 percent) are unprepared to cover their living expenses for three months or more should an accident or injury leave them unable to work, according to the 2009 Worker Disability Planning and Preparedness Study, conducted by the Council for Disability Awareness (CDA).

**January 29, 2009** – NBC 10 News reported that the Council for Disability Awareness (CDA) homeowners with sub-prime mortgages will not be the only ones facing foreclosure this year. Each year, 50 percent of all mortgage foreclosures are the result of the financial toll exacted by disability, according to the medical journal Health Affairs.

## **IX. Consumerism and Recall Information** **January 1 to March 31, 2009**

*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

**March 31, 2009** – NBC 10 News at 5PM reported recalling more than half-a-million Corolla and Matrix vehicles. The carmaker says those models have faulty window glass.

**March 31, 2009** – NBC 10 News at 5PM reported on how to file your taxes to receive your rebate check, and where you can get free help with filing.

**March 20, 2009** – NBC 10 News reported on gas saving myths are put to the test. Which techniques really help you save gas and money?

**March 11, 2009** - NBC 10 News reported on how in this economic downturn people are networking more creatively by hosting “Pink Slip” parties.

**March 6, 2009** - NBC 10 News reported that the nations’ unemployment rate shot up in March. Employers slashed 80,000 jobs last month. That’s the most in six years.

**February 26, 2009** - NBC 10 News reported on how If you’ve ever had an idea, you thought could make you some money, or maybe even start a business, but never did because you didn’t have the money or a good business plan.

**February 25, 2009** - NBC 10 News reported that travelers aren’t giving airlines highflying marks. Every year, the Airline Quality Survey includes questions on flights, fares and baggage problems. Consumer complaints are up 60 percent overall. That rate more than doubled for US Airways and Comair.

**February 18, 2009** - NBC 10 News reported that there is a new warning if you sometimes go over your limit on your credit card. As of May 1, Discover will change their universal default policy.

**February 11, 2009** - NBC 10 News reported that scam artists are making a killing online, stealing your hard earned money. The FBI says money lost in Internet related crimes hit a new record last year: \$240million.

**February 4, 2009** - NBC 10 News reported on everyone is talking about those tiny, new two-seat Smart cars. But are they a smart buy for safety? The Smart for two-car had a door unlatch during government crash tests, a sign that an occupant could be ejected during a crash. Still, the Smart car got five stars in a side impact crash test.

**January 28, 2009** - NBC 10 News reported on how to save on your gas and electric bills as well as rebate programs for qualified customers.

## X. Religion

### **January 1 to March 31, 2009**

*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.*

**February 25, 2009** - NBC 10 News reported that Catholics across the country are observing “Ash Wednesday,” as they take part in church services.

**January 1, 2009** – NBC 10 News reported on local lay Buddhist organization the SGI-USA bringing in the New Year.

## XI. Women’s Issues

### **January 1 to March 31, 2009**

*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.*

**March 2, 2009** – NBC 10 reported that throughout U.S. history, women of every race and class have made contributions that have helped to shape and strengthen the country. In 1987, Congress declared the month of March Women’s History Month to recognize these contributions and to promote the teaching of women’s history.

**March 12, 2009** – NBC 10 News reported that Geraldine Ferraro, caught in a controversy over assertions of sexism and racial politics in the Democratic primary contest, said Wednesday she will step down from her position as a fundraiser for Hillary Rodham Clinton.

## XII. Programming – Quarterly Issues Report 2009

### **January 1 to March 31, 2009**

*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.*

**February 3, 2009**– “**Automania 2009**” was a half-hour special that featured the latest trends in cars, giving viewers a chance to see what’s coming down the assembly line. NBC 10 Anchors **Tim Lake**, **Renee Chenault-Fattah** and **Tracy Davidson** hosted this special. (See B.I.R.S. report)

**February 26, 2009** – “**Cezanne and Beyond**” was an hour-long special that explored the life and times of Paul Cezanne. This renowned French post-impressionist painter from France inspired many other well-known artists of the 20<sup>th</sup> and 21<sup>st</sup> centuries. NBC 10 and the *Philadelphia Museum of Art* collaborated special, hosted by NBC 10 Anchors **Renee Chenault-Fattah** and **Tim Lake**. (See B.I.R.S. report)