

# Tuned IN

Jessica Kartalija, CBS3's newest anchor, is getting to know Philadelphia one coffee house at a time.

By Kristin Detterline

Photography by Dave Moser



The best work advice I ever got was to be yourself on-air—what you see is what you get. If I'm laughing

about something on-air, it's not just because the camera is rolling," says Jessica Kartalija, the newest face at CBS3. Last October, the Penn State alum joined veteran Philly newscaster Ukee Washington—"He's been helping me with the pronunciation of towns and streets," she says with a laugh—at the desk as co-anchor of the evening news. Kartalija, who grew up in San Diego, had been with CBS3's Baltimore affiliate since 2006 and even met her husband, Brian, while covering a Black Friday shopping story. Kartalija's golden rule for getting to know her new city is sound: Don't go to the same place twice. So every day she scouts out a new coffee shop, and every weekend she visits a different restaurant with her family. By crisscrossing the neighborhoods, she says she's quickly learned about the deep pride that Philadelphians have for their hometown. "People are so passionate about living here. You hear about that, but once you live here, you understand." It took one game at the Linc for her to fall under the Philly spell, she admits. "I hopped right on the Eagles bandwagon."

Kartalija is sitting pretty inside the new Bourse Marketplace.