

**PRIMER IMPACTO
FCC REPORTS FOR SEPTEMBER 2010**

AIRDATE: 09/07/10

====MEN HAVE BAD MEMORY (20 sec)

A NEW STUDY OUT FROM THE MAYO CLINIC FINDS THAT MILD COGNITIVE IMPAIRMENT, OR M-C-I, MAY AFFECT MORE MEN THAN WOMEN. M-C-I IS A MEMORY CONDITION THAT HAPPENS EVEN BEFORE THE NORMAL AGING PROCESS THAT LEADS TO DEMENTIA. THE STUDY FOUND THAT M-C-I WAS ONE-POINT-FIVE TIMES HIGHER IN GUYS THAN GALS. RESEARCHERS STUDIED TWO-THOUSAND-FIFTY PEOPLE BETWEEN THE AGES OF 70 TO 89 IN A RURAL COUNTY IN MINNESOTA. ALL WERE INTERVIEWED ABOUT THEIR MEMORY AND THEIR MEDICAL HISTORY AND THEN TESTED ON THEIR THINKING SKILLS. SCIENTISTS FOUND THAT NEARLY 14 PERCENT OF PARTICIPANTS HAD MILD COGNITIVE IMPAIRMENT, ABOUT 10 PERCENT HAD DEMENTIA AND 76 PERCENT OF THOSE TESTED HAD NORMAL MEMORY.

AIRDATE: 09/08/10

====CHILD CAR BOOSTER SEAT EVALUATIONS (24 sec)

THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY HAS JUST RELEASED (WED A.M.) IT'S LATEST TEST RESULTS FOR CAR BOOSTER SEATS FOR KIDS. OVERALL, THE RESULTS ARE GOOD - THERE ARE MORE HIGHLY RATED SEATS THAN EVER BEFORE. BUT THE TESTS REVEAL SOME IMPORTANT INFORMATION THAT EVERY PARENT SHOULD KNOW BEFORE STRAPPING IN YOUNG CHILDREN. IN THE CASE OF A CRASH, AN IMPROPERLY FITTED BOOSTER SEAT COULD LEAD TO SERIOUS INJURY OR EVEN DEATH. THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY TESTED THE SAFETY BELT FIT OF 72 DIFFERENT BOOSTER SEATS. THEY USED A CRASH TEST DUMMY REPRESENTING AN AVERAGE SIZED 6 YEAR OLD. 21 BOOSTER SEATS WERE RATED BEST BETS... 7 WERE RATED GOOD BETS.

AIRDATE: 09/13/10

====FDA MULLS PULLING DIET PILLS LINKED TO HEART ATTACKS (20 sec)

ALMOST A YEAR AFTER STUDIES SHOWED THE DIET PILL MERIDIA INCREASES HEART ATTACK AND STROKE RISK, U.S. HEALTH REGULATORS ANNOUNCED THEY WILL CONSIDER PULLING THE ABBOTT LABORATORIES' DRUG OFF THE MARKET. MERIDIA HAS BEEN SOLD SINCE 1997, BUT DATA RELEASED IN NOVEMBER SHOWED PATIENTS WITH HEART DISEASE TAKING THE DRUG HAD A MORE THAN 11 PERCENT RISK OF CARDIOVASCULAR RISKS COMPARED WITH 10 PERCENT OF THOSE TAKING A PLACEBO. EUROPEAN REGULATORS PULLED THE PRODUCT OFF THE MARKET IN JANUARY.

AIRDATE: 09/20/10

====LAP BAND SURGERIES VERY POPULAR (19 sec)

RECENT STUDIES SUGGEST THAT AS MORE AMERICANS GAIN WEIGHT AND THEIR WAISTLINE WIDENS, MORE AND MORE PEOPLE ARE GOING TO EXTREMES TO LOSE WEIGHT. MORE THAN TWO HUNDRED THOUSAND AMERICANS UNDERWENT BARIATRIC SURGERY LAST YEAR. AND A NEW STUDY SAYS IT'S GAINING IN POPULARITY - ESPECIALLY AMONG TEENAGERS. MANY ADOLESCENTS WHO ARE NOW TURNING TO WEIGHT LOSE SURGERIES IN THE FIGHT AGAINST OBESITY. THE LAP BAND IS NOT FDA APPROVED FOR TEENS UNDER 18. BUT MANY TEENAGERS THINK THAT IT SHOULDN'T BE BASED ON AGE BUT ON POTENTIAL HEALTH RISKS.

AIRDATE: 09/21/10

====CARB DIET PROMISES WEIGHT LOSS (:25)

THE LOW-CARBOHYDRATE CRAZE HAS LOST ITS LUSTER, YET MANY CONTINUE TO COUNT THEIR CARBS TO CONTROL WEIGHT. SO DOES A DIET PROMOTING BREAD, PASTA AND POTATOES MAKE SENSE? EVERYONE IS SO SCARED OF EATING CARBS, BUT THE FACT IS THAT THE PEOPLE WHO EAT CARBS ARE ACTUALLY THE SLIMMEST," SAID THE EDITOR OF HEALTH MAGAZINE. THIS NEW DIET PLAN RECOMMENDS CARBOHYDRATES AS A PROMINENT PART OF OUR PLATE, AS FOOD SCIENTISTS HAVE FOUND AN INGREDIENT CALLED "RESISTANT STARCH," FOUND IN MANY CARBOHYDRATES, HELPS BURN FAT BY INCREASING METABOLISM, CURBING CRAVINGS AND REGULATING BLOOD SUGAR.

AIRDATE: 09/23/10

====SIMILAC BABY FORMULA RECALL (:22)

A MASSIVE RECALL OF A POPULAR BRAND OF INFANT FORMULA: ABBOTT LABORATORIES IS VOLUNTARILY RECALLING MILLIONS OF CANISTERS OF SIMILAC POWDERED BABY FORMULA, BECAUSE OF POSSIBLE INSECT CONTAMINATION. THE COMPANY SAYS BEETLES AND BEETLE LARVAE WERE FOUND IN A MICHIGAN PLANT THAT MANUFACTURES THE FORMULA. THE RECALL IMPACTS ABOUT 5 MILLION CANISTERS OF FORMULA SOLD HERE IN THE U.S., AS WELL AS PUERTO RICO, GUAM AND THE CARIBBEAN.

====AVANDIA HEARING (:18)

U.S. HEALTH REGULATORS DEALT A MAJOR BLOW TO THE CONTROVERSIAL DIABETES PILL AVANDIA THURSDAY, REQUIRING DOCTORS AND PATIENTS TO SIGN CONSENT FORMS BEFORE STARTING A PRESCRIPTION OF THE DRUG. AT THE SAME TIME, EUROPEAN REGULATORS ORDERED IT OFF THE MARKET. THE SPLIT DECISION UNDERSCORES LINGERING SAFETY QUESTIONS ABOUT A ONCE-BLOCKBUSTER DRUG TAKEN BY MILLIONS OF PATIENTS OVER THE LAST DECADE.

AIRDATE: 9/28/10

====THE GASTRIC MIND BAND (1:45)

AS THE OBESITY EPIDEMIC CONTINUES TO SPREAD, MORE AND MORE AMERICANS ARE TURNING TO SURGERY AS THE WAY TO LOSE WEIGHT. BUT WHAT IF YOU COULD REAP ALL THE BENEFITS OF SURGERY WITHOUT HAVING TO GO UNDER THE KNIFE? CECILIA RAMIREZ HARRIS HAD A WRAP ON THE POTENTIAL POWER OF HYPNOSIS.

IT'S CALLED A "GASTRIC MIND BAND" AND IT'S DONE THROUGH HYPNOSIS - THE TREATMENT IS THE BRAIN CHILD OF HYPNOTHERAPISTS MARTIN AND MARION SHIRAN, WHO RUN A CLINIC IN EUROPE - THEY GOT THE IDEA A FEW YEARS AGO FROM A PATIENT. THE IDEA IS TO FIGHT OBESITY ..MENTALLY.. - THE INTENSIVE 4 DAY PROGRAM ALSO INCLUDES BEHAVIOR THERAPY TO HELP PATIENTS LEARN TO RESIST TEMPTATION - BUT CULMINATES IN THE GASTRIC BAND HYPNOSIS SESSION