

=====PRIMER IMPACTO FCC MARCH REPORT

===== MARCH 1, 2011

=====INFANT FEVER TREATMENT (:23)

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NEW GUIDANCE SAYS "FEVER PHOBIA" CAN GET IN THE WAY OF NORMAL HEALING. IT MAY BE HARD FOR A PARENT TO DO, BUT DOCTORS SAY NOT ALL FEVERS ARE A CAUSE FOR WORRY. NEW GUIDANCE IN THE JOURNAL "PEDIATRICS" SAYS "FEVER PHOBIA" CAN GET IN THE WAY OF NORMAL HEALING. THE STUDY STRESSES THAT FEVER IS THE BODY'S NORMAL RESPONSE TO AN ILLNESS OR INFECTION, AND MAY ACTUALLY BRING ABOUT HEALING MORE QUICKLY. ABOUT A THIRD OF ALL KID DOCTOR VISITS ARE RELATED TO FEVERS. DOCTORS STRESS THAT IT'S IMPORTANT TO WATCH YOUR CHILDREN AND KEEP THEM HYDRATED. PAIN RELIEVERS CAN TREAT DISCOMFORT, BUT TRY NOT TO WORRY TOO MUCH ABOUT GETTING A FEVER DOWN. RULES ARE DIFFERENT FOR INFANTS, AND SOME EXPERTS SAY ANY FEVER OVER 103-DEGREES SHOULD BE CHECKED OUT. AND ALWAYS, TRUST YOUR GUT. CALL YOUR PEDIATRICIAN IF YOU KNOW SOMETHING'S NOT RIGHT.

=====03/02/2011

=====IBUPROFEN MAY REDUCE PARKINSON' (18 SEC)

THE POPULAR PAIN RELIEVER IBUPROFEN -- SOLD UNDER BRAND NAMES LIKE ADVIL AND MOTRIN... MAY LOWER YOUR RISK OF PARKINSON'S DISEASE. THE HARVARD SCHOOL OF PUBLIC HEALTH STUDIED MORE THAN 130-THOUSAND HEALTHY MEN AND WOMEN AND FOUND THOSE WHO TOOK IBUPROFEN AT LEAST TWICE A WEEK OVER A SIX-YEAR PERIOD. THEIR RISK OF DEVELOPING PARKINSON'S WAS LOWERED BY 38-PERCENT... COMPARED TO THOSE TAKING DIFFERENT PAIN-KILLERS. RESARCHERS SAY THE STUDY SUGGESTS THAT IBUPROFEN COULD BE A POTENTIAL NEUROPROTECTIVE AGENT.

=====03/04/2011

=====MAZDA RECALL (20 sec)

MAZDA MOTORS RECALLED OVER 50,000 CARS OVER CONCERNS ABOUT A BUILD UP OF SPIDERS WEBS INSIDE THE EMISSION SYSTEM, ALTHOUGH THE RECALL IS UNLIKELY TO CAUSE MAJOR DISRUPTIONS IN BUSINESS. THE U.S. NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION SAID IN A SUMMARY THAT THE SPIDER WEBS MAY RESTRICT A VENT LINE, WHICH COULD CAUSE THE EMISSIONS CONTROL SYSTEM TO INCREASE PRESSURE INSIDE THE FUEL TANK. THE BUILD UP OF SPIDER WEBS IN ITS CARS' EMISSIONS SYSTEMS COULD LEAD TO FUEL TANK CRACKS AND POSSIBLE LEAKS.

=====03/07/2011

=====HAZELNUTS RECALLED DUE TO E COLI RISK (22 sec)

THE FOOD AND DRUG ADMINISTRATION IS WARNING CONSUMERS ABOUT A RECALL OF CALIFORNIA HAZELNUTS THAT ARE LINKED TO SEVERAL CASES OF E. COLI-RELATED ILLNESSES. THE FDA AND THE CENTERS FOR DISEASE CONTROL AND PREVENTION SAY SEVEN PEOPLE IN THREE STATES GOT SICK FROM EATING PRODUCTS THAT CONTAINED IN-

SHELL HAZELNUTS FROM DEFRANCO AND SONS IN LOS ANGELES. THREE PEOPLE WERE HOSPITALIZED, BUT NO DEATHS WERE REPORTED. DEFRANCO AND SONS ISSUED A VOLUNTARY RECALL FOR PRODUCTS SUSPECTED OF CONTAINING THE TAINTED HAZELNUTS SOLD TO RETAIL OUTLETS OR IN BULK SHIPMENTS. THE HAZELNUTS WERE DISTRIBUTED BETWEEN NOVEMBER 2 AND DECEMBER 22, 2010. THEY WERE SOLD IN ONE-POUND PACKAGES, TWO FOUR-POUND BAGS OF TRAIL MIX, OR IN OPEN BINS IN GROCERY STORES.

=====03/10/2011

=====NEW LUPUS DRUG APPROVED (20 SEC)

THE F-D-A ANNOUNCED A MAJOR BREAKTHROUGH IN THE TREATMENT OF LUPUS. THE AGENCY APPROVED THE DRUG BENLYSTA, A NEW MEDICATION THAT HELPS TREAT PATIENTS WITH ANTIBODY-POSITIVE LUPUS. IT'S BEING MARKETED BY PHILADELPHIA-BASED PHARMACEUTICAL GIANT GLAXO-SMITH-KLINE LUPUS IS AN AUTOIMMUNE DISEASE THAT ATTACKS HEALTHY TISSUES. IT TYPICALLY FOUND IN MORE WOMEN THAN MEN. THE F-D-A SAYS THE DRUG TARGETS SPECIFIC PROTEINS TO LIMIT THE NUMBER OF CELLS THAT POSE PROBLEMS FOR THOSE LIVING WITH THE DISEASE. BENLYSTA IS THE FIRST NEW DRUG TO TREAT LUPUS IN MORE THAN 50 YEARS.

=====03/14/2011

=====JAPAN-NUCLEAR REACTOR DANGER (30 sec)

A SECOND HYDROGEN EXPLOSION IN THREE DAYS ROCKED A JAPANESE NUCLEAR REACTOR MONDAY AND FUEL RODS WERE LEFT DANGEROUSLY EXPOSED AT ANOTHER UNIT, AS AUTHORITIES WORKED TO AVERT ANY CATASTROPHIC RELEASE OF RADIATION IN THE TSUNAMI ZONE. THE CASCADING TROUBLES AT THE FUKUSHIMA DAI-ICHI COMPLEX WERE SET IN MOTION WHEN LAST FRIDAY'S QUAKE AND TSUNAMI IN JAPAN'S NORTHEAST KNOCKED OUT POWER, CRIPPLING THE COOLING SYSTEMS NEEDED TO KEEP NUCLEAR FUEL FROM GOING INTO FULL MELTDOWN EVEN WEEKS AFTER A REACTOR SHUTS DOWN. INTERNATIONAL SCIENTISTS SAID THERE ARE SERIOUS DANGERS BUT NOT AT THE LEVEL OF THE 1986 BLAST IN CHERNOBYL. JAPANESE AUTHORITIES WERE INJECTING SEAWATER AS A COOLANT OF LAST RESORT, AND ADVISING NEARBY RESIDENTS TO STAY INSIDE TO AVOID CONTAMINATION.

=====03/21/11

=====BABY CAR SEATS NEW GUIDELINES (22 SEC)

NEW RECOMMENDATIONS FROM THE AMERICAN ACADEMY OF PEDIATRICS MAY CHANGE THE WAY MANY PARENTS BUCKLE UP THEIR KIDS. THE GUIDELINES ADVISE PARENTS TO KEEP THEIR TODDLERS IN REAR-FACING CAR SEATS UNTIL THEY ARE TWO YEARS OLD, OR UNTIL THEY REACH THE MAXIMUM HEIGHT AND WEIGHT FOR THEIR PARTICULAR SEAT. THE A-A-P ALSO RECOMMENDS MOST CHILDREN RIDE IN A BOOSTER SEAT UNTIL THEY HAVE REACHED FOUR FEET, NINE INCHES TALL AND ARE BETWEEN EIGHT AND 12 YEARS OF AGE. RESEARCHERS RECOMMEND CHILDREN TRANSITION FROM A REAR-FACING SEAT TO A FORWARD-FACING SEAT WITH A HARNESS, UNTIL THEY REACH THE MAXIMUM WEIGHT OR HEIGHT FOR THAT SEAT. THEY ALSO SAY \*NO\* CHILD UNDER 13 YEARS OLD SHOULD BE ALLOWED IN THE FRONT SEATS.

=====03/22/2011

=====HEART ATTACKS AFTER SEX (25 sec)

HEART ATTACK AND CARDIAC ARREST ARE MAJOR CAUSES OF ILLNESS AND DEATH EVERY YEAR IN THE UNITED STATES. DECREASING THE RISK OF THESE EVENTS IS ASSOCIATED WITH BEING PHYSICALLY ACTIVE ON A REGULAR BASIS. HOWEVER, A NEW STUDY FINDS CERTAIN PEOPLE ENGAGING IN PERIODIC PHYSICAL ACTIVITY AND SEXUAL ACTIVITY MAY HAVE AN INCREASED RISK FOR SERIOUS CARDIAC EVENTS. RESEARCHERS POINT OUT THERE'S NO EVIDENCE SUGGESTING OCCASIONAL PHYSICAL ACTIVITY OR SEXUAL ACTIVITY IS HARMFUL TO HEALTHIER PEOPLE BUT IT MAY BE CONCERNING TO THOSE WHO ARE AT INCREASED RISK FOR CARDIAC EVENTS.

=====03/24/2011

=====JAPAN-TWO WORKERS EXPOSED TO RADIATION AT NUCLEAR PLANT (18 SEC)

TWO WORKERS FROM THE CRIPPLED NUCLEAR PLANT IN FUKUSHIMA WERE SENT TO HOSPITAL AFTER THEY WERE EXPOSED TO RADIATION. OPERATORS OF THE FUKUSHIMA DAIICHI PLANT SAID THE WORKERS HAD DEVICES TO MEASURE RADIOACTIVITY ON THEIR BODIES, BUT THEY STEPPED INTO RADIOACTIVE WATER WHICH SEEPED OVER THE TOP OF THEIR BOOTS AND SOAKED THEIR FEET UP ABOVE THEIR ANKLES. THE WATER IS BELIEVED TO BE SEAWATER THAT FLOODED THE REACTOR WHEN IT WAS HIT BY MASSIVE TSUNAMI WAVES ON MARCH 11.

=====03/29/2011

=====SLEEP, STRESS AND WEIGHT LOSS STUDY (18 SEC)

A NEW STUDY BY KAISER PERMANENTE FOUND THAT PEOPLE TRYING TO LOSE AT LEAST 10 POUNDS WERE MORE LIKELY TO WHEN THEY SLEPT MORE THAN SIX HOURS A NIGHT, BUT NO MORE THAN EIGHT. NEARLY 500 PEOPLE TOOK PART IN THE STUDY IN THE PACIFIC NORTHWEST. PREVIOUS HAVE FOUND AN \*ASSOCIATION BETWEEN THESE FACTORS AND OBESITY, BUT FEW HAVE LOOKED AT WHETHER THEY ACTUALLY PREDICT WEIGHT LOSS. THE PAPER IS PUBLISHED IN THE INTERNATIONAL JOURNAL OF OBESITY.

=====03/30/2011

=====TYLENOL RECALLED FOR MUSTY SMELL (20 sec)

JOHNSON AND JOHNSON IS RECALLED ANOTHER BATCH OF TYLENOL BECAUSE OF COMPLAINTS OF A MUSTY, MOLDY SMELL. THE LATEST RECALL INCLUDES ABOUT 34-THOUSAND BOTTLES OF TYLENOL 8-HOUR EXTENDED RELEASE CAPLETS. A SPOKESPERSON SAYS THE RECALL IS PART OF THE COMPANY'S ONGOING SURVEILLANCE OF ITS PRODUCTS. MORE THAN 50 MILLION BOTTLES OF TYLENOL, MOTRIN AND BENADRYL PRODUCTS WERE RECALLED LAST YEAR AFTER CONSUMERS COMPLAINED OF THE SAME MOLDY, MUSTY ODOR. THE COMPANY SAID CONSUMERS WHO PURCHASED PRODUCTS FROM THE LATEST RECALLED LOT SHOULD STOP USING THE PRODUCT