

FCC REPORT FOR PRIMER IMPACTO MAY 2012

=====MAY 1/ 2012

=====NO FCC TO REPORT

=====MAY 2, 2012

=====MAS ADOLESCENTES FUMAN MARIHUANA (:16)

UNO DE CADA 10 JÓVENES HA FUMADO MARIHUANA POR LO MENOS 20 VECES O MÁS MENSUALMENTE. MÁS ADOLESCENTES FUMAN MARIHUANA POR ESTOS TIEMPOS, CON CASI UNO DE CADA 10 QUE HA FUMADO POR LO MENOS 20 VECES O MÁS MENSUALMENTE, SEÑALA UNA NUEVA ENCUESTA REALIZADA ENTRE LOS JÓVENES DE ESTADOS UNIDOS.

===== MAY 3, 2012 =====

=====DORMIR PARA ADELGAZAR (:16)

AL CONTRARIO DE LO QUE SE HA PENSADO DURANTE MUCHO TIEMPO, DORMIR MUCHO PARECE SER UNA BUENA FORMA DE PROTEGER A LA GENTE QUE TIENE PREDISPOSICIÓN GENÉTICA A LA OBESIDAD, AFIRMAN CIENTÍFICOS EN ESTADOS UNIDOS, SEGÚN DIFUNDE BBC CIENCIA.

=====05/04/12

=====NO FCC TO REPORT

=====05/07/12

=====BREAST CANCER SURVIVAL LOWER FOR
MEN (23 SEC)

ACCORDING TO THE AMERICAN CANCER SOCIETY BREAST CANCER IN MEN IS MUCH LESS COMMON THAN IT IS IN WOMEN. BUT NEW RESEARCH REPORTED IN THE HEALTH DAY NEWS SUGGESTS IT MAY BE MORE DEADLY FOR MEN. THE INVESTIGATORS EVALUATED CANCER CHARACTERISTICS AND SURVIVAL RATES, TAKING INTO ACCOUNT AGE, ETHNICITY AND OTHER FACTORS.

=====05/08/2012

=====NO FCC TO REPORT

=====5/09/2012

=====PIG ABUSE VIDEO * (40 SEC)

THE HUMANE SOCIETY HAS RELEASED UNDERCOVER VIDEO WHICH IT SAYS SHOW WORKERS KICKING AND TOSING PIGLETS AT A WYOMING FACTORY FARM. THE GROUP SAID THE VIDEO SHOWS FARM WORKERS SWINGING SICK PIGLETS IN CIRCLES BY THEIR HIND LEGS, STRIKING MOTHER PIGS WITH THEIR FISTS AND REPEATEDLY AND FORCEFULLY KICKING MOTHER PIGS AS THEY RESISTED LEAVING THEIR YOUNG. THE HUMANE SOCIETY SAID IT MET WITH THE PLATTE COUNTY SHERIFF'S OFFICE TO PRESENT INVESTIGATION EVIDENCE AND URGED THE OFFICE TO PURSUE FILING CRIMINAL CHARGES IF WARRANTED.

=====05/10/2012

=====NO FCC TO REPORT

=====5/11/12

=====1st PILL TO BLOCK HIV INFECTION (21 SEC)

THE FIRST DRUG SHOWN TO PREVENT HIV INFECTION WON THE ENDORSEMENT OF A PANEL OF FEDERAL ADVISERS, CLEARING THE WAY FOR A LANDMARK APPROVAL IN THE 30-YEAR FIGHT AGAINST THE VIRUS THAT CAUSES AIDS. IN A SERIES OF VOTES, A FOOD AND DRUG ADMINISTRATION ADVISORY PANEL RECOMMENDED APPROVAL OF THE DAILY PILL TRUVADA FOR HEALTHY PEOPLE WHO ARE AT HIGH RISK OF CONTRACTING HIV, INCLUDING GAY AND BISEXUAL MEN AND HETEROSEXUAL COUPLES WITH ONE HIV-POSITIVE PARTNER.

=====5/14/12

=====NO FCC TO REPORT

=====5/15/12

=====NO FCC TO REPORT

=====5/16/12

=====HIV HOME TEST APPROVED BY FDA ADVISORY
CMTE (20 sec)

You MAY SOON BE ABLE TO TEST YOURSELF FOR HIV AND QUICKLY LEARN THE RESULTS IN THE PRIVACY OF YOUR OWN HOME FOLLOWING UNANIMOUS APPROVAL RECOMMENDATION FROM A FOOD AND DRUG ADMINISTRATION ADVISORY COMMITTEE ON TUESDAY. THE PANEL SAID THE ORAQUICK IN-HOME HIV TEST SHOULD BE MADE AVAILABLE OVER-THE-COUNTER SAYING THE TEST IS SAFE AND EFFECTIVE AND THAT THE BENEFITS FAR OUTWEIGH THE POTENTIAL RISKS. IF APPROVED BY THE FDA, THE TEST WILL BE THE FIRST OTC TEST TO BE MARKETED FOR HIV OR ANY INFECTIOUS DISEASE. FDA ADVISORY COMMITTEE RECOMMENDATIONS ARE NOT BINDING, BUT THEY ARE GENERALLY FOLLOWED. AN ESTIMATED 1.2 MILLION AMERICANS ARE LIVING WITH HIV, ACCORDING TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION. ONE IN FIVE OF THOSE ARE UNAWARE OF THEIR HIV STATUS.

=====5/17/2012

=====Coffee linked to lower risk of death (22 SEC)

A NEW STUDY THAT TRACKED THE HEALTH AND COFFEE CONSUMPTION OF MORE THAN 400,000 OLDER ADULTS FOR NEARLY 14 YEARS FOUND THAT JAVA DRINKERS WERE LESS LIKELY TO DIE DURING THE STUDY THAN THEIR COUNTERPARTS WHO ESCHEWED THE BREW. IN FACT, MEN AND WOMEN WHO AVERAGED FOUR OR FIVE CUPS OF COFFEE PER DAY HAD THE LOWEST RISK OF DEATH, ACCORDING TO A REPORT IN THURSDAY'S EDITION OF THE NEW ENGLAND JOURNAL OF MEDICINE. THE RESEARCH DOESN'T PROVE THAT COFFEE DESERVES THE CREDIT FOR HELPING PEOPLE LIVE LONGER. BUT IT IS THE LARGEST ANALYSIS TO DATE TO SUGGEST THAT THE BEVERAGE'S REPUTATION FOR BEING A LIQUID VICE MAY BE UNDESERVED.

=====5/18/2012

=====DROWNING IS LEADING CAUSE OF DEATH FOR KIDS UNDER AGE (21 SEC)

C-D-C SAYS DROWNING KILLS MORE AMERICAN CHILDREN BETWEEN ONE AND FOUR YEARS OLD THAN ANY OTHER CAUSE. BOYS BECOME VICTIMS FOUR TIMES AS OFTEN AS YOUNG

GIRLS DO. A REPORT FROM THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION RECOMMENDS PARENTS STAY VIGILANT AND GET SWIMMING LESSONS FOR THEIR KIDS. BLOCKING ACCESS TO SWIMMING POOLS IS ESPECIALLY IMPORTANT. THE REPORT SAYS HALF OF THOSE CHILDREN DIE IN SWIMMING POOLS, AND IN MANY DROWNINGS AT HOME, PARENTS ARE UNAWARE THAT THEIR CHILD HAS SNEAKED OUT OF THE HOUSE.

=====5/21/2012

=====DIABETES FOR TEENS
INCREASING (SECS)

NEW FEDERAL RESEARCH IS REVEALING ALARMING NEW STATISTICS ABOUT HEART RISKS IN THE NATION'S OVERWEIGHT TEENS.

THE STUDY IN THE JOURNAL, PEDIATRICS, SAYS HALF THE NATION'S OVERWEIGHT TEENS HAVE UNHEALTHY BLOOD PRESSURE, CHOLESTEROL OR

BLOOD SUGAR LEVELS THAT PUT THEM AT RISK FOR FUTURE CARDIAC PROBLEMS.

=====5/22/2012

=====PROSTATE CANCER TEST (28 SECS)

A GOVERNMENT PANEL TOLD DOCTORS TO STOP USING THE MOST COMMON TEST TO DETECT PROSTATE CANCER. ABOUT 20 MILLION MEN NOW TAKE THE P-S-A TEST EACH YEAR. AND THOUGH THE TEST DOES REVEAL THE PRESENCE OF CANCER, THE PANEL SAID THE TREATMENT THAT FOLLOWS THE TEST USUALLY DOES MORE HARM THAN GOOD.

=====5/23/2012

=====NO FCC TO REPORT

=====5/24/2012

=====NO FCC TO REPORT

=====5/29/2012

=====USA-RADIOACTIVE TUNA Pacific coast (23 sec)

RESEARCHERS ARE CALLING THE FINDING STARTLING-- BLUEFIN TUNA ARRIVING OFF THE COAST OF CALIFORNIA FROM JAPAN...CARRYING RADIOACTIVE CONTAMINATION APPARENTLY LEAKED FROM THE FUKUSHIMA NUCLEAR PLANT RESEARCHERS FROM STONY BROOK UNIVERSITY MADE THE DISCOVERY ABOUT FIVE MONTHS AFTER LAST YEAR'S QUAKE AND TSUNAMI. THE FISH HAD ALL MADE THE 6 THOUSAND MILE JOURNEY ACROSS THE PACIFIC TO THE U-S. THE SCIENTISTS ASSUMED THE RADIOACTIVITY WOULD'VE BEEN LONG GONE BY THE TIME THEY ARRIVED BECAUSE (GFX #3) BIG FISH LIKE BLUEFIN TUNA, WHICH CAN WEIGH MORE THAN A THOUSAND POUNDS, WOULD TYPICALLY SHED RADIOACTIVE SUBSTANCES EASILY. BUT WHAT THEY FOUND WERE LEVELS OF CONTAMINATION... 10 TIMES HIGHER THAN AMOUNTS MEASURED IN PREVIOUS YEARS.

=====5/30/2012

===== / USING VIDEO GAMES TO ANALYZE CONCUSSIONS (PKG 2:07)

BEFORE ATHLETES WHO'VE SUFFERED A CONCUSSION CAN GET BACK INTO THE GAME, RESEARCHERS ARE ASKING SOME OF THEM TO PLAY VIDEO GAMES. FROM SOCIAL MEDIA-THEMED GAMES DESIGNED TO CHECK A PATIENT'S MENTAL PROGRESS, TO EXERCISE GAMES TO CHART THEIR PHYSICAL ABILITY, THE IDEA IS TO USE FAMILIAR TOOLS IN NEW WAYS.

=====5/31/2012

===== VO :29 / NEW KISSING DISEASE

It's being called the "New Aids of America..." Chagas disease. Cristina

Rendon takes a look at the but bite that could lead leave you with lifelong

health problems.

===== VO :17 / WORLD DAY WITHOUT TABACCO

On 31st May each year WHO celebrates World No Tobacco Day, highlighting the health risks associated with tobacco use and advocating for effective policies to reduce consumption. Tobacco use is the second cause of death globally (after hypertension) and is currently responsible for killing one in 10 adults worldwide.

===== VO:25 Exercise May Increase Heart Risk? /

Could exercise actually be bad for some healthy people? A well-known group of researchers, including one who helped write the scientific paper justifying national guidelines that promote exercise for all, say the answer may be a qualified yes. By analyzing data from six rigorous exercise studies involving 1,687 people, the group found that about 10 percent actually got worse on at least one of the measures related to heart disease: blood pressure and levels of insulin, HDL cholesterol or triglycerides. About 7 percent got worse on at least two measures. And the researchers say they do not know why.