

=====FCC REPORTS FOR PRIMER IMPACTO JULY 2012

=====07/02/12

=====COFFEE COULD CUT SKIN CANCER RISKS (21  
sec)

A NEW STUDY PUBLISHED IN THE JOURNAL CANCER RESEARCH CLAIMS CAFFEINE LOWERS A PERSON'S CHANCES OF DEVELOPING BASAL CELL CARCINOMA. RESEARCHERS LOOKED AT DATA FROM MORE THAN 112-THOUSAND PEOPLE. AND THEY SAY ONE-FOURTH OF THOSE STUDIED DEVELOPED BASAL CELL CARCINOMA OVER A 20-YEAR PERIOD. THE STUDY SAYS COFFEE DRINKERS AREN'T THE ONLY ONES IN LUCK. CAFFEINE SEEMED TO BE THE KEY FACTOR -- SO TEA, COLA AND CHOCOLATE MAY ALSO CUT A PERSON'S CANCER RISK.

=====7/03/12

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=====7/04/12

=====VO: 25 RECALL ON MEXICAN CHEESE

NEW YORK- THE FDA IN THE STATE OF NEW YORK SENT OUT A RECALL ON MEXICAN CHEESE MADE IN MEXICALI DUE TO A CONTAMINATION WITH A BACTERIA. THE ALERT WARNS AGAINST THE CONSUMPTION OF THESE TYPES OF CHEESE THAT ARE PRODUCED IN "MEXICALI QUESO FRESCO MEXICANO" AND "ACATLAN QUESO FRESCO". ACCORDING TO THE FDA A SAMPLE OF THE PRODUCT TESTED POSITIVE WITH THE LISTERIA BACTERIA. THE PRODUCT AFFECTED IS IN A RIGIS 14-OUNCE PLASTIC TUB THAT DISPLAYED THE PLANT NUMBER 360128 AND A CODE OF 071512.

=====7/6/12

=====NO FCC TO REPORT=====

=====7/09/12

=====VO: 25 80% STILL WORK AFTER WORK

WITH THE PRESSURE ON FOR EMPLOYEES TO STAY CONNECTED AFTER NORMAL WORK HOURS, ATTAINING A WORK-LIFE BALANCE IS STILL FAR FROM REALITY FOR MOST AMERICANS. A RECENT SURVEY BY GOOD TECHNOLOGY FOUND THAT SOME 80 PERCENT OF THE 1,000 AMERICANS POLLED SAID THEY SPEND TIME CHECKING EMAILS AND ANSWERING PHONE CALLS AFTER HOURS. IN THE END, WORKERS SPEND AN AVERAGE OF SEVEN EXTRA HOURS PER WEEK -- OR 30 HOURS EACH MONTH.

=====07/10/12

=====SCHOOLS ARE EASY ACCORDING TO REPORT (22 sec)

MILLIONS OF KIDS SIMPLY DON'T FIND SCHOOL VERY CHALLENGING, A NEW ANALYSIS OF FEDERAL SURVEY DATA SUGGESTS. ACCORDING TO THE DATA, MANY KIDS SIMPLY AREN'T PUSHED ACADEMICALLY: ONLY ONE IN FIVE EIGHTH-GRADERS READ MORE THAN 20 PAGES A DAY, EITHER IN SCHOOL OR FOR HOMEWORK. MOST REPORT THAT THEY READ FAR LESS. THE CENTER SUPPORTS NEW STANDARDS THAT ARE TO BE IMPLEMENTED NATIONWIDE IN THE 2014-15 SCHOOL YEAR.

=====07/11/12

=====NO FCC TO REPORT

=====07/12/12

=====NO FCC TO REPORT

=====07/16/012

=====NO FCC TO REPORT

=====07/17/2012

=====NEW STUDY: WOMEN SMARTER THAN MEN (18 SEC)

A NEW STUDY HAS COME DOWN ON THE FEMININE SIDE OF THAT ARGUMENT, FINDING THAT WOMEN NOW SCORE HIGHER ON IQ TESTS THAN MEN. THE PROOF TODAY FROM A NEW STUDY THAT FINDS FOR THE FIRST TIME WOMEN ARE SCORING ON AVERAGE FIVE POINTS HIGHER ON IQ TEST THAN MEN.

=====7/18/2012

=====FDA approves weight-loss drug Qsymia (22 sec)

THE U.S. FOOD AND DRUG ADMINISTRATION TODAY APPROVED QSYMIA AS AN ADDITION TO A REDUCED-CALORIE DIET AND EXERCISE FOR CHRONIC WEIGHT MANAGEMENT. THE DRUG IS APPROVED FOR USE IN ADULTS WITH A BODY MASS INDEX OF 30 OR GREATER (OBESE) OR ADULTS WITH A BMI OF 27 OR GREATER WHO HAVE AT LEAST ONE WEIGHT-RELATED CONDITION SUCH AS HIGH BLOOD PRESSURE, TYPE 2 DIABETES, OR HIGH CHOLESTEROL (DYSLIPIDEMIA). BMI, WHICH MEASURES BODY FAT BASED ON AN INDIVIDUAL'S WEIGHT AND HEIGHT, IS USED TO DEFINE THE OBESITY AND OVERWEIGHT CATEGORIES.

=====07/19/12

=====FORD SUV'S RECALL (20 sec)

FORD SAYS SOME OF THE S-U-VS HAVE A DEFECT IN THE FUEL LINE THAT CAN CAUSE A FIRE. IT IS RECALLING 11-THOUSAND 5-HUNDRED OF THE VEHICLES, EQUIPPED WITH A ONE-POINT-SIX LITER TURBOCHARGED ENGINE. THE AUTOMAKER SAYS PEOPLE SHOULD NOT DRIVE THESE VEHICLES UNTIL THE PROBLEM HAS BEEN FIXED. SO FAR, FORD SAYS ONLY THREE FIRES HAVE BEEN REPORTED, INCLUDING TWO AT A FACTORY.

=====07/20/2012

===== LIVE COVERAGE OF COLORADO THEATER SHOOTING

=====7/23/12

=====NO FCC TO REPORT

=====7/24/12

=====DEBATE OVER LARGE SODAS (20 SEC)

MAYOR MICHAEL BLOOMBERG SAID MONDAY THAT "SUGARY DRINK CONSUMPTION IS A KEY DRIVER OF THE OBESITY EPIDEMIC," AND AN ESTIMATED 5,800 NEW YORKERS WILL DIE THIS YEAR BECAUSE THEY'RE OBESE OR OVERWEIGHT. MEANWHILE, ABOUT AN HOUR LATER MORE THAN 100 PEOPLE GATHERED ON THE STEPS OF CITY HALL TO PROTEST THE PROPOSED BAN. THE PROPOSAL REQUIRES ONLY THE APPROVAL OF THE BLOOMBERG-APPOINTED BOARD OF HEALTH TO TAKE EFFECT, ALTHOUGH OPPONENTS COULD STILL SUE TO BLOCK THE BAN, OR THEY COULD CONVINCE LEGISLATORS TO STEP IN.

=====07/25/12

=====NO FCC TO REPORT

=====7/26/12

=====NO FCC TO REPORT

=====NO FCC TO REPORT

=====7/30/12

=====US-Blood shortage (23 SEC)

THE AMERICAN RED CROSS SAYS THE SUPPLY HAS DROPPED TO ITS LOWEST LEVEL IN 15 YEARS. SUMMER IS ALWAYS SLOW BECAUSE SO MANY AMERICANS ARE ON VACATION BUT THE RED CROSS SAYS THIS MONTH'S SEVERE WEATHER--AND THE POWER OUTAGES THAT FOLLOWED--CANCELED MANY BLOOD DRIVES. THE SHORTAGE IS SO SEVERE HOSPITALS MAY SOON CANCEL SOME ELECTIVE SURGERIES, OR EVEN POSTPONE MORE SERIOUS PROCEDURES LIKE LIVER TRANSPLANTS BECAUSE THEY REQUIRE SO MUCH BLOOD.

=====7/31/2012

=====NO FCC TO REPORT