

=====PRIMER IMPACTO FCC REPORTS FOR SEPTEMBER 2012

=====09/03/12

=====NO FCC TO REPORT

=====09/04/12

=====NO FCC TO REPORT

=====9/06/12

=====AZ - SB1070 RULING (2 MIN PKG)

A FEDERAL JUDGE RULED THAT POLICE CAN ENFORCE A CONTROVERSIAL ARIZONA "SHOW-YOUR-PAPERS" PROVISION ON ILLEGAL IMMIGRATION THAT HAS ALREADY BEEN UPHELD BY THE U.S. SUPREME COURT, BUT BLOCKED A MEASURE MAKING IT A CRIME TO TRANSPORT OR HARBOR UNDOCUMENTED IMMIGRANTS. THE PROVISION THAT WAS UPHELD, PART OF A BROADER LAW TO COMBAT ILLEGAL IMMIGRATION IN THE MEXICO BORDER STATE THAT IS HOME TO AN ESTIMATED 360,000 UNDOCUMENTED IMMIGRANTS, REQUIRES POLICE TO CHECK THE STATUS OF PEOPLE THEY STOP AND SUSPECT ARE IN THE COUNTRY ILLEGALLY.

=====9/07/12

=====Non-Alcoholic Red Wine More Effective (20 sec)

STUDY IN THE JOURNAL "CIRCULATION" FINDS THAT *NON-ALCOHOLIC* RED WINE IS MORE EFFECTIVE IN FIGHTING HIGH BLOOD PRESSURE. THE STUDY SUGGESTS RED WINE'S BENEFITS ARE RELATED TO RELAXATION OF BLOOD VESSELS AND ANTI-OXIDANT ACTIONS, NOT ALCOHOL. THIS SPANISH STUDY COMPARED 67 MEN WITH DIABETES OR MULTIPLE RISK FACTORS FOR CARDIOVASCULAR DISEASES. EACH PERSON UNDERWENT THREE 4-WEEK PERIODS OF CONSUMING EITHER NON-ALCOHOLIC RED WINE, RED WINE, OR GIN.

=====9/11/2012

=====CA-HOSPITAL ON ALERT TB SCARE (VO- :22 SEC)

SACRAMENTO COUNTY PUBLIC HEALTH OFFICIALS, ALONG WITH METHODIST HOSPITAL OF SACRAMENTO, ALERTED THE PUBLIC THAT AN INDIVIDUAL WITH ACTIVE TUBERCULOSIS (TB) HAD SPENT TIME IN THE HOSPITAL RECENTLY. HEALTH OFFICIALS WERE WORKING WITH HOSPITAL ADMINISTRATION TO ASSESS PATIENTS, VISITORS AND STAFF TO DETERMINE WHO MAY HAVE BEEN EXPOSED TO THE TB GERM. PARENTS OF BABIES IN THE UNIT AT THAT TIME WERE BEING CONTACTED, WHILE OTHER POTENTIALLY EXPOSED INDIVIDUALS WILL BE CONTACTED WITH A FEW DAYS.

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=====9/12/12

=====NO FCC TO REPORT

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===== 09/17/2012

=====CANCER AND HISPANICS (VO :28)

CANCER IS NOW THE LEADING KILLER OF HISPANICS IN THE U.S. THE LATEST SIGN IT'S BEGINNING TO DISPLACE HEART DISEASE AS THE NATION'S TOP CAUSE OF DEATH. GOVERNMENT HEALTH STATISTICIANS THINK CANCER COULD OVERTAKE HEART DISEASE AS THE TOP U.S. KILLER AS EARLY AS THIS YEAR, OR AT LEAST IN THE NEXT TWO OR THREE. FOR DECADES, HEART DISEASE HAS BEEN THE NATION'S LEADING CAUSE OF DEATH. BUT CANCER HAS BEEN CLOSING IN ON IT. THAT'S LARGELY BECAUSE OF BETTER HEART DISEASE TREATMENTS, INCLUDING STATIN DRUGS THAT LOWER CHOLESTEROL.

=====09/18/2012

=====OBESITY RATE COULD RISE ABOVE 60-PERCENT
IN 2030 (20 sec)

A STUDY CONDUCTED BY THE TRUST FOR AMERICA'S HEALTH AND THE ROBERT WOOD JOHNSON FOUNDATION USES GOVERNMENT DATA ON OBESITY TO MAKE PREDICTIONS ABOUT THE AVERAGE WEIGHT IN COMING YEARS. THIS YEAR MISSISSIPPI TOPPED THE CENTERS FOR DISEASE CONTROL LIST OF CHUNKIEST STATES, WITH A NEARLY 35-PERCENT ADULT OBESITY RATE. BUT ACCORDING TO THE NEW REPORT, BY 2030, 13 STATES COULD HAVE OBESITY RATES OVER 60-PERCENT. SOME EXPERTS QUESTION THE ACCURACY OF THIS WEIGHTY RESEARCH ... SAYING IT IS DIFFICULT TO PREDICT FUTURE WEIGHT TRENDS ACCURATELY.

=====09/19/2012

=====NO FCC TO REPORT

=====9/20/2012

=====NO FCC TO REPORT

=====9/21/2012

=====MAJOR CANCER TREATMENT PROJECT ANNOUNCED (vo) :22

MD ANDERSON CANCER CENTER IN TEXAS IS SET TO ANNOUNCE ITS "MOON SHOTS PROGRAM." THE GOAL IS TO REDUCE THE NUMBER OF DEATHS FROM A HANDFUL OF CANCERS: LUNG CANCER, TRIPLE NEGATIVE BREAST CANCER, OVARIAN CANCER, PROSTATE CANCER, LEUKEMIA AND MELANOMA. THE CENTER IS BACKING THIS VENTURE WITH A THREE BILLION DOLLAR INVESTMENT OVER THE NEXT 10 YEARS. IT LAUNCHES IN FEBRUARY.

=====09/24/2012

=====NO FCC TO REPORT

=====9/26/2012

=====TOP COFFEE CONSUMING JOBS (22 SEC)

A NEW SURVEY FINDS MANY PROFESSIONALS FEEL MORE PRODUCTIVE AT WORK WHEN THEY DRINK COFFEE. FOOD PREPARATION AND SERVICE WORKERS TOP THE LIST OF THOSE NEEDING A CAFFEINE BOOST. THEY ARE FOLLOWED BY SCIENTISTS, SALES REPS, MARKETING AND PUBLIC RELATIONS PROFESSIONALS AND NURSES.

=====09/28/2012

=====NO FCC TO REPORT