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**From:** Carolina Cardona  
**Sent:** Friday, May 02, 2014 6:06 PM  
**To:** Carole Bird  
**Subject:** FCC REPORT PRIMER IMPACTO

**Importance:** High

=====PRIMER IMPACTO FCC REPORT FOR APRIL 2014

=====DATE: 04/01/14 TUESDAY

=====PAINKILLER CONTROVERSY (4:00)

FDA APPROVAL OF A POWERFUL PAIN MEDICATION HAS UNLEASHED A CONTROVERSY AMONG MANY DOCTORS, AND WITH THE COALITIONS OF HEALTH CENTERS. DEDICATED GROUPS THAT TREAT ADDICTIONS ARE ASKING FOR THE FDA TO REVOKE THE APPROVAL. IN HIS WEEKLY SEGMENT DR. JUAN RIVERA CLARIFIES THE POTENTIAL DANGERS ZOHYDRO ER MAY CAUSE. ZO-JAI-DRO E-R

=====GM RECALL (:40)

THE NEW CEO OF GENERAL MOTORS FACED A GRILLING FROM LAWMAKERS TODAY ON CAPITOL HILL. CONGRESS WANTS TO KNOW WHY NEITHER GM NOR THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION ACTED SOONER TO RECALL MILLIONS OF CARS WITH DEFECTIVE IGNITION SWITCHES. VICTIMS FAMILIES ARE IN WASHINGTON AND ARE DEMANDING ANSWERS.

=====TN-DAD'S BREASTFEEDING PHOTOS GOES VIRAL (:30)

A TENNESSEE DAD'S CAMPAIGN TO GET FATHERS MORE INVOLVED IN BREAST-FEEDING HAS GONE VIRAL. PHOTOGRAPHER HECTOR CRUZ SAYS IT'S PERSONAL. WHEN HIS WIFE WAS PREGNANT HE WANTED TO LEARN ABOUT CARING FOR NEWBORNS, BUT SAYS HE WASN'T ALLOWED IN BREASTFEEDING CLASSES. THAT'S HOW PROJECT BREAST-FEEDING WAS BORN. HECTOR SAYS THE GOAL IS TO NOT JUST TO GET PEOPLE TALKING -- BUT TO ENGAGE AND EDUCATE DADS. HE ALSO HOPES THE PICTURES HELP TACKLE ANY STIGMA ASSOCIATED WITH PUBLIC BREAST-FEEDING.

=====SMALL AND VALUABLE (3:00)

IN CELEBRATION OF CHILDREN'S DAY, DURING THE MONTH OF APRIL UNIVISION WILL PAY TRIBUTE TO THE LITTLE ONES OF THE HOUSE WITH THE CAMPAIGN: "UNIVISION CONTIGO: PEQUEQOS Y VALIOSOS" THIS CAMPAIGN IS AIMED TO RAISE AWARENESS AMONG PARENTS ABOUT THEIR ROLE AS THE FIRST TEACHERS OF THEIR CHILDREN AND THE IMPORTANCE OF SPENDING AT LEAST 15 MINUTES A DAY INTERACTING WITH THEM. WE ASKED OUR VIEWERS TO COMMIT THEMSELVES BY ENTERING UNIVISIONCONTIGO.COM TODAY AND TAKE THE PLEDGE. OUR REPORTER JULIE FERRER PRESENTED A PKG IN OUT STUDIOS.

=====DATE: 04/02/14 - WEDNESDAY

=====AUTISM AWARENESS DAY (:30)

TODAY IS WORLD AUTISM AWARENESS DAY. SINCE 2007, APRIL SECOND HAS BEEN A DAY AIMED AT RAISING AWARENESS FOR INDIVIDUALS WITH THE DISORDER. A NEW C-D-C REPORT SHOWS THAT IN THE U-S... ONE IN 68 CHILDREN HAS AN AUTISM SPECTRUM DISORDER. THAT'S A 30 PERCENT INCREASE FROM ONE IN 88 CHILDREN JUST TWO YEARS AGO. THE REPORT DOES NOT NAME A CAUSE FOR THIS INCREASE.

=====DATE: 04/03/14 - THURSDAY

=====TX-FT. HOOD SHOOTING LATEST CRIMINAL INVESTIGATION (2:15)

WE'RE LEARNING MORE ABOUT THE GUNMAN IN WEDNESDAY'S DEADLY SHOOTING AT FT. HOOD

ARMY BASE. SPECIALIST IVAN LOPEZ APPARENTLY HAD A HISTORY OF INSTABILITY AND PSYCHIATRIC ISSUES. THE IRAQ WAR VETERAN WAS BEING EVALUATED FOR POST-TRAUMATIC STRESS DISORDER. LOPEZ OPENED FIRE AT THE FORT HOOD ARMY BASE KILLING THREE PEOPLE, WOUNDING 16, BEFORE TAKING HIS OWN LIFE. AUTHORITIES ARE NOW TRYING TO FIGURE OUT IF SOMETHING HAPPENED, A TRIGGER EVENT, THAT SET LOPEZ OFF. OUR REPORTER LUIS MEGID IS IN TEXAS WITH THE LATTEST INFORMATION ON THIS CASE. AT THIS POINT AUTHORITIES HAVE NOT YET RULED OUT ANYTHING AND WE LOOKED AT HOW SHOOTINGS HAVE A LONG TERM EFFECTS ON VICTIMS.

=====RAZOR BLADES ON PLAYGROUND (:30)

IN A SAFETY ALERT FOR PARENTS -- IT'S A SCARY TREND AT PLAYGROUNDS ACROSS THE COUNTRY -  
- SICK PRANKSTERS ARE TAPING RAZOR BLADES TO JUNGLE GYMS AND OTHER EQUIPMENT -- THE LATEST IN A PARK OUTSIDE PHILADELPHIA

=====OBAMACARE INSCRIPCIONES UPDATE (2:40)

IN HER WEEKLY THE AFFORDABLE CARE ACT'S FIRST OPEN ENROLLMENT PERIOD ENDED AND WE LEARNED MORE THAN SEVEN MILLION AMERICANS ENROLLED IN QUALIFY, AFFORDABLE COVERAGE. HOWEVER MILLIONS OF PEOPLE ACROSS THE STATE WERE NOT ABLE TO SIGN UP DUE TO PROBLEMS WITH THE WEB SITE AND LONG LINES AT THE CENTER.

=====DATE: 04/04/14 - FRIDAY

=====TX-SEVERE STORMS/Tornado & HAIL

EIGHT TORNADOS WERE REPORTS YESTERDAY IN TEXAS, MISSOURI AND ILLINOIS. AND THOUGH THE TORNADO WARNINGS HAVE PASSED FOR MUCH OF THE COUNTRY, HAIL, FLOODING, AND DAMAGING WINDS STILL THREATEN MILLIONS.

=====DATE: 04/07/14 - MONDAY

=====NO FCC TO REPORT

=====04/08/2014

=====EPIDURAL STIMULATION HELPS

PARAPLEGICS MOVE LEGS (20 sec)

IN A NEW STUDY RELEASED IN THE JOURNAL BRAIN, RESEARCHERS DEMONSTRATE A PROMISING NEW TECHNIQUE TO HELP PEOPLE WITH PARALYSIS. IT'S NOT THE FIRST TIME ELECTRICAL STIMULATION HAS HELPED PARALYZED PATIENTS...BUT EXPERTS SAY THIS TECHNIQUE MAY BECOME ANOTHER TOOL IN THE TOOLBOX. DOCTORS IMPLANTED A DEVICE SENDING ELECTRICAL STIMULATION TO THE PATIENT'S SPINE AND WHEN IT IS TURNED ON, THEY CAN MOVE.

=====04/09/2014

=====NO FCC TO REPORT

=====04/10/2014

=====UK-TAMIFLU

CONTROVERSY (23 SEC)

BRITISH SCIENTISTS SAID ON THURSDAY THERE IS NOT ENOUGH EVIDENCE TO PROVE THE ANTIVIRAL DRUG TAMIFLU REDUCES THE SPREAD OF FLU. FINDINGS PUBLISHED IN THE JOURNAL BRITISH MEDICAL JOURNAL (BMJ) QUESTION WHETHER GOVERNMENTS WORLDWIDE WERE JUSTIFIED IN SPENDING MILLIONS ON THE DRUG DURING THE 2009 SWINE FLU PANDEMIC. RESEARCHERS AT THE COCHRANE COLLABORATION AND BMJ HAVE LONG ARGUED THERE WEREN'T ENOUGH TRIALS TO PROVE TAMIFLU WORKS AND SAY AFTER GETTING ACCESS TO INTERNAL TRIALS CONDUCTED BY ITS MAKER, ROCHE AG, THEY FOUND TAMIFLU REDUCES FLU SYMPTOMS BY ABOUT

A HALF A DAY IN ADULTS BUT HAS LITTLE EFFECT ON CHILDREN.

=====04/14/2014

=====NO FCC TO REPORT

=====04/15/2014

=====NO FCC TO REPORT

=====04/16/2014

=====OBESITY DURING  
PREGNANCY RAISES STILLBIRTH RISK (25 SEC)

A NEW STUDY SAYS PREGNANT WOMEN WHO ARE OBESE OR OVERWEIGHT HAVE AN INCREASED RISK OF DELIVERING A STILLBORN BABY. RESEARCHERS CAME TO THAT CONCLUSION AFTER CONDUCTING A REVIEW OF 38 PAST STUDIES. THEY FOUND EVEN A MODEST INCREASE IN AN OBESE PREGNANT WOMAN'S WEIGHT IS LINKED TO AN INCREASED RISK OF FETAL DEATH, STILLBIRTH AND INFANT DEATH. THE HIGHEST RISK WAS IN WOMEN CONSIDERED SEVERELY OBESE.

=====04/17/2014

=====WHAT YOUR SLEEPING  
POSITION SAYS ABOUT YOUR RELATIONSHIP (25 sec)

A NEW STUDY, PRESENTED THIS WEEK AT THE EDINBURGH INTERNATIONAL SCIENCE FESTIVAL IN SCOTLAND, SUGGESTS YOUR PREFERRED SLEEPING HABITS MAY REVEAL A LOT ABOUT YOUR RELATIONSHIP. THE STUDY THAT ASKED MORE THAN A THOUSAND PEOPLE TO DESCRIBE THEIR PREFERRED SLEEPING HABITS AND THEN TO RATE THEIR PERSONALITY AND QUALITY OF THEIR RELATIONSHIPS AND IT LOOKS LIKE MOST OF US PREFER TO SLEEP FACING DIFFERENT DIRECTIONS, BUT STILL TOUCHING OR IN CLOSE PROXIMITY. WHEN ASKED THEIR FAVORITE SLEEPING POSITION, 42 PERCENT OF PEOPLE IN THE SURVEY SAID THEY PREFERRED SLEEPING BACK TO BACK AND 31-PERCENT LIKED TO SLEEP FACING THE SAME DIRECTION. ONLY 4-PERCENT OF PEOPLE SAID THEY PREFERRED TO SLEEP FACING EACH OTHER.

=====04/18/2014

=====NO FCC TO REPORT

=====04/21/2014

=====NO FCC TO  
REPORT

=====04/22/2014

=====MEDICAL  
SEGMENT WITH DR. JUAN RIVERA, ANSWERES VIEWERES QUESTIONS ON SEXUAL HEALTH ( 3:30 min)

=====4/23/2014

=====NO FCC TO  
REPORT

=====4/24/2014

=====E-CIG CRACKDOWN (20 sec)

THE FEDERAL GOVERNMENT WILL PROPOSE NEW RULES THAT WOULD LIMIT SALES OF ELECTRONIC CIGARETTES BY THE FAST-GROWING E-CIG INDUSTRY. THE FOOD AND DRUG ADMINISTRATION WILL SUGGEST A BAN ON SALES TO MINORS AND REQUIRE APPROVAL FOR NEW PRODUCTS AND HEALTH

## WARNING LABELS.

=====4/28/2014  
 =====NO FCC TO  
 REPORT

=====4/29/2014  
 =====DEADLY  
 TORNADOES (1'30")

A DANGEROUS STORM SYSTEM THAT SPAWNED A CHAIN OF DEADLY TORNADOES OVER THREE DAYS FLATTENED HOMES AND BUSINESSES, FORCED FRIGHTENED RESIDENTS IN MORE THAN HALF A DOZEN STATES TO TAKE COVER AND LEFT TENS OF THOUSANDS IN THE DARK. AS THE STORM HOPSCOTCHED ACROSS A LARGE SWATH OF THE U.S., THE OVERALL DEATH TOLL WAS AT LEAST 28, WITH 11 KILLED MONDAY AND 17 SUNDAY IN A BAND STRETCHING FROM OKLAHOMA TO ALABAMA. FORECASTS SHOWED THE STORM CONTINUING TO MOVE EAST EARLY TUESDAY, WITH GEORGIA AND ALABAMA RESIDENTS WAKING TO SIRENS, HOWLING WIND AND POUNDING RAIN. OTHERS FOUND THEIR LOVED ONES MISSING AND THEIR HOMES PULVERIZED EARLY TUESDAY. ALONG MISSISSIPPI HIGHWAY 397 ON THE EASTERN EDGE OF LOUISVILLE, FIREFIGHTERS PICKED THROUGH THE REMAINS OF MOBILE HOMES, SEARCHING FOR THREE PEOPLE UNACCOUNTED FOR AFTER A TORNADO TORE THROUGH. TWENTY FIREFIGHTERS LINKED HANDS AND WADED THROUGH AN AREA WHERE WOODFRAME HOMES HAD ALSO BEEN HEAVILY DAMAGED. RESCUE WORKERS STEPPED GINGERLY OVER DOWNED POWER LINES AND TREES THAT WERE SNAPPED IN HALF AND STRIPPED OF BRANCHES.

=====4/30/2014  
 =====Nail Salon  
 Lamps May Increase Skin Cancer Risk ( 20 sec)

NAIL SALON DRYERS, WHICH USE ULTRAVIOLET LIGHT TO SPEED THE DRYING AND HARDENING OF NAIL POLISHES AND GELS, EMIT VARYING LEVELS OF RADIATION THAT CAN LEAD TO RISKY SKIN DAMAGE IN AS FEW AS EIGHT VISITS TO THE MANICURIST, A NEW STUDY SHOWS. RESEARCHERS FROM GEORGIA REGENTS UNIVERSITY IN AUGUSTA CONDUCTED A RANDOM SAMPLING OF 17 DIFFERENT UV NAIL LAMPS FOUND IN SALONS TO DETERMINE HOW MUCH ULTRAVIOLET RADIATION IS BEING EMITTED WHEN CLIENTS DRY THEIR NAILS UNDER THE LIGHTS. THE STUDY, PUBLISHED AS A RESEARCH LETTER THIS WEEK IN THE JOURNAL JAMA DERMATOLOGY , FOUND WIDE VARIATION IN THE DOSE OF UVA LIGHT EMITTED DURING EIGHT MINUTES OF NAIL DRYING OR HARDENING. THE DOSE, MEASURED IN JOULES PER CENTIMETER SQUARED, RANGED FROM LESS THAN ONE TO EIGHT. DNA DAMAGE THAT CAN LEAD TO SKIN CANCER IS KNOWN TO OCCUR AROUND 60 JOULES PER CENTIMETER SQUARED, AND NONE OF THE NAIL LAMPS CAME CLOSE TO THAT NUMBER. HOWEVER, THE RESEARCHERS ESTIMATED THAT FOR MOST OF THE LAMPS TESTED, EIGHT TO 14 VISITS OVER 24 TO 42 MONTHS WOULD REACH THE THRESHOLD FOR DNA DAMAGE TO THE SKIN.

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