

COUNTRY. IT'S FORCING HOSPITALS TO BUY THE DRUGS FROM SECONDARY SUPPLIERS AT EXORBITANT MARKUPS BECAUSE THEY CAN'T GET THEM ANY OTHER WAY. THE ASSOCIATED PRESS FOUND AT LEAST 15 RECENT DEATHS ARE BLAMED ON THE SHORTAGES. EITHER THE RIGHT DRUG WASN'T AVAILABLE OR DOSING ERRORS OR OTHER PROBLEMS IN ADMINISTERING OR PREPARING ALTERNATIVE MEDICATIONS RESULTED IN PREVENTABLE DEATHS. THE SHORTAGES MAINLY INVOLVE WIDELY-USED, GENERIC INJECTED DRUGS THAT ORDINARILY ARE CHEAP. THE PROBLEM IS DELAYING SURGERIES AND CANCER TREATMENTS, LEAVING PATIENTS IN UNNECESSARY PAIN AND FORCING HOSPITALS TO GIVE LESS-EFFECTIVE TREATMENTS. THAT'S RESULTED IN COMPLICATIONS AND LONGER HOSPITAL STAYS.

=====09/26/2011

=====GOVERNMENT LAUNCHES HISPANICS TO DIET (0:23)  
THE GOVERNMENT LAUNCHES A CAMPAIGN IN SPANISH TO ENCOURAGE HISPANICS TO IMPROVE THEIR HEALTHY EATING HABITS. THE PROGRAM ENTITLED "MY PLATE" HAS THOUSANDS OF PARTICIPANTS AND COMMUNITY ORGANIZATIONS FOR THE PURPOSE OF FIGHTING HUNGER AND OBESITY! THE OVER WEIGHT RATE CLIMBS TO 40 PERCENT AMONG HISPANIC CHILDREN, WHICH INCREASES THE CHANCES OF DIABETES, HEART DISEASE, CANCER AND ASTHMA.

=====09/27/2011

=====US-Court to review rules for some deportations (22 SEC)

THE SUPREME COURT HAS AGREED TO HEAR THE OBAMA ADMINISTRATION'S APPEAL OF LOWER COURT RULINGS IN FAVOR OF IMMIGRANTS WHO WERE SEEKING TO AVOID BEING DEPORTED. THE JUSTICES SAID TUESDAY THEY WOULD REVIEW TWO RULINGS BY THE FEDERAL APPEALS COURT IN SAN FRANCISCO THAT ALLOWED IMMIGRANTS ACCUSED OF CRIMES TO TRY TO STOP THEIR DEPORTATIONS. BOTH CASES HINGE ON A PROVISION OF IMMIGRATION LAW THAT ALLOWS PEOPLE WHO HAVE BEEN IN THE UNITED STATES LEGALLY FOR MORE THAN FIVE YEARS OR ILLEGALLY FOR MORE THAN SEVEN YEARS TO SEEK LENIENCY. THE APPEALS COURT SAID IMMIGRANTS WHO CAME AS CHILDREN COULD COUNT THEIR PARENTS' YEARS IN THE UNITED STATES.

=====09/28/2011

=====TOY TOOLS RECALLED OVER CHOKING HAZARD (22 sec)

LITTLE TIKES IS RECALLING MORE THAN A MILLION OF ITS WORKSHOP AND TOOL SET TOYS. THE RECALL FOCUSES ON PLASTIC TOY NAILS SOLD IN TOOL SETS. THEY CAN POSE A CHOKING HAZARD TO YOUNG CHILDREN. THE PRODUCTS WERE SOLD BETWEEN 1990 TO 2004. THIS IS AN EXPANSION OF A 2009 RECALL WHEN LITTLE TIKES PULLED OVER A MILLION PRODUCTS WITH SIMILAR TOY NAILS.

=====09/29/2011

=====Tyson Beef Recall (22 sec)

TYSON FRESH MEATS INC. IS RECALLING ABOUT 131,300 POUNDS OF GROUND BEEF BECAUSE A FAMILY IN OHIO FELL ILL AFTER EATING MEAT PRODUCED BY THE COMPANY THAT WAS CONTAMINATED WITH E. COLI, THE U.S. DEPARTMENT OF AGRICULTURE REPORTED WEDNESDAY. THE RECALL INVOLVES KROGER, BUTCHER'S AND GENERIC BEEF PRODUCTS THAT THE SOUTH DAKOTA-BASED COMPANY PRODUCED AT ITS PLANT IN EMPORIA, KAN., ON AUG. 23, THE USDA SAID IN A NEWS RELEASE. TYSON SOLD THE BEEF TO KROGER AND BUTCHER. COMPANY SPOKESMAN GARY MICKELSON TOLD THE ASSOCIATED PRESS THAT HE DID NOT HAVE INFORMATION READILY AVAILABLE TO DETERMINE WHICH CUSTOMER BOUGHT THE GENERIC BRAND OF BEEF.

=====09/29/2011

=====WOMEN MORE RESISTANCE TO ILLNESSES (0:20)  
DID YOU KNOW THAT IN MATTERS OF HEALTH, WOMEN ARE CONSIDERED THE STRONGER SEX. EXPERTS SAY WE HAVE A BETTER RESPONSE TO SUFFERING, BECAUSE OUR BODIES ARE BETTER PREPARED TO DISEASE RESISTANCE! THE REASON LIES ON THE "X" CHROMOSOME. WITH RESPECT TO MEN, WHICH ACCOUNTS FOR A LARGE LOAD IMMUNE SYSTEM.

=====09/30/2011

=====CA-VOLUNTARY LETTUCE RECALL (0:17)  
WE HAVE A NEW RECALL TO TELL YOU. THIS ONE, INVOLVING ROMAINE LETTUCE. IT'S A VOLUNTARY RECALL ISSUED FOR CHOPPED ROMAINE LETTUCE OUT OF CALIFORNIA...AFTER ONE BAG TESTED POSITIVE FOR LISTERIA. THE COMPANY SAYS THE LETTUCE WAS GROWN ON A WATSONVILLE FARM AND BAGGED AT ITS SAN JUAN BAUTISTA FACILITY. CHURCH BROTHERS... SEEN IN THIS COMPANY VIDEO...IS PART OWNER OF TRUE LEAF FARMS... WHICH IS RECALLING ROUGHLY 23-HUNDRED CASES OF THE CHOPPED LEAVES. SO FAR--NO ILLNESSES HAVE BEEN REPORTED.

=====MN-KIDS SIT ON EXCERSICE CHAIRS (0:16)  
INFLATABLE BALLS OF EXERCISE HAVE BECOME THE NEW SEAT FOR CHILDREN OF A FOURTH GRADE CLASS IN A A SCHOOL IN MINNESOTA! THE TEACHER SAYS THIS ALLOWS THEM TO MOVE WITHOUT DISRUPTING THE CLASS, PLUS STRENGTHINING THEIR POSTURE AND THE KIDS CAN FOCUS BETTER. #

=====A HELPING HAND  
A MEDICAL PACKAGE 1:55  
A BIG FACIAL TUMOR HAS ROBBED THE SMILE OF A YOUNG BOY. AFTER MORE THAN A DECADE OF SUFFERING THERE IS A LIGHT OF HOPE. OUR REPORTER INTERVIEWS THE DR AND THE FAMILY WHO NEED DONATIONS FOR THE OPERATION IN MIAMI.

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**From:** Carole Bird  
**Sent:** Tuesday, October 04, 2011 11:13 AM  
**To:** Rossyris Silva-Nazario; Yenlys Hernandez; Carolina Cardona  
**Subject:** September 2011 reports

Hi Everyone ☐

I haven't received ANY reports for September 2011 ☐ and I'm beginning to get email from ☐those concerned☐ ☐ this is the end of the third quarter ☐ please let me hear from you ☐ the reports ☐ or let me know if there is a problem ☐

Thanks,

Carole

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**FCC REPORT FOR THE MONTHS OF JULY,  
AUGUST, SEPTEMBER 2011**

**WUVN-TV 18**

***DESPIERTA AMERICA***

?  
From: Rossyris Silva-Nazario  
Sent: Wednesday, October 05, 2011 4:48 PM  
To: Carole Bird  
Subject: FCC REPORTS-DESPIERTA AMERICA NEWS-SEPTEMBER 2011-PART 2

**FCC REPORTS DESPIERTA AMERICA SEPTEMBER 16-30PART 2**

**9/16/11**

**USA JOBS/BOEHNER**

**VO: 26**

The top Republican in Congress on Thursday dismissed President Barack Obama's jobs-creation package as a "poor substitute" for policies that would boost the economy and ruled out tax increases as a way to close the country's budget gap. House of Representatives Speaker John Boehner, in high-profile speech, called on a special congressional "super committee" to consider tax reforms that would close loopholes but not raise rates -- or tax revenues -- as part of its bid to cut the U.S. deficit. Boehner's address to the Economic Club of Washington was a comprehensive statement of Republican economic principles as Congress works to bring down the stubbornly high 9.1 percent unemployment rate and tame the national debt.

**SOLAR MANUFACTURER-INVESTIGATION**

**VO: 24**

The Obama administration is moving to finalize as many as 15 loan guarantees for renewable energy companies before the stimulus program ends on Sept. 30. But leading Republicans question whether taxpayers could be on the hook if some of the companies default. Such a default occurred with Solyndra Inc., a California solar panels maker that is the subject of an FBI investigation. The company was the first to get a loan guarantee under the stimulus program, and its bankruptcy could leave the government holding the tab for nearly \$530 million. Energy Department spokesman Damien LaVera says the department won't take any shortcuts during the approval process. But GOP Rep. Fred Upton of Michigan says he's concerned the department may not exercise the proper controls with time running short.

**NY SMOKING RATE**

**VO: 20**

Announces that New York City's smoking rate has reached an all-time low with Health Commissioner Dr. Thomas Farley; Gotham Center, 42-09 28th Street between Queens Plaza South and Queensboro Plaza, Queens. The rate dropped

from 22 percent in 2002, meaning about 450,000 fewer people are smoking, the mayor said. New York's rate among high school students decreased to 7 percent last year from 18 percent in 2001, as the U.S. rate fell to 19 percent from 29 percent, he said. The smoking decline will translate to 50,000 deaths prevented by 2052, Bloomberg said.

## **WHITE HOUSE: DIGITAL LEARNING**

### **VO: 30**

The Obama administration will create a national center to advance technologies that may improve teaching and learning in US schools, the White House announced. The board that will oversee the Digital Promise center is made up of technology and education leaders, and aims to close the education gap between US and foreign schools, according to a White House statement. The Digital Promise is part of Obama's jobs plan. In a Sept. 8. speech to a joint session of Congress, Obama said part of the initiative involves modernizing 35,000 schools, including installing high-speed Internet connections in classrooms.

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**9/19/11**

## **OBAMA DEFICIT PROPOSAL**

### **VO:25**

President Barack Obama's proposal to reduce long-term deficits with \$1.5 trillion in new taxes is less an opening bid in a negotiation than it is an opening salvo in a struggle to draw sharp contrasts with congressional Republicans. Obama's proposal is aimed predominantly at the wealthy and comes just days after House Speaker John Boehner ruled out tax increases to lower deficits. It also comes amid a clamor in his own Democratic Party for Obama to take a tougher stance against Republicans. And while the plan stands little chance of passing Congress, its populist pitch is one that the White House believes the public can support.

## **AUTOS-CONTRACT TALKS**

### **VO:26**

GM deal makes promises to factory workers local union leaders will soon be getting the details of the tentative contract agreement between the United Auto Workers and General Motors. Two people briefed on the contract talks say, if it's approved, workers would receive \$5,000 signing bonuses and they could get larger profit-sharing checks. The deal also includes guarantees of more union jobs and a \$2- to \$3-per-hour-pay raise for entry-level workers. The GM deal will serve as a template for contracts that still must be negotiated with Chrysler and Ford. The contract is the first since GM and Chrysler received government

bailouts to make it through bankruptcy protection in 2009. The UAW and GM are not revealing details of the contract. Union President Bob King says he won't talk about them until local union leaders are briefed on the pact Tuesday in Detroit. Workers have to approve the contract before it can take effect. A vote is expected within the next several days.

## **CHILD ABUSE ROSE DURING RECESSION**

**VO:26**

An increase in child abuse, mostly in infants, is linked with the recent recession in new research that raises fresh concerns about the impact of the nation's economic woes. The results are in a study of 422 abused children from mostly lower-income families, known to face greater risks for being abused, and the research involved just 74 counties in four states. But lead author Dr. Rachel Berger of Children's Hospital of Pittsburgh said the results confirm anecdotal reports from many pediatricians who've seen increasing numbers of shaken baby cases and other forms of brain-injuring abuse.

## **MILITARY COULD FACE CUTS**

**VO:27**

Retiree Benefits for the Military Could Face Cuts as Washington looks to squeeze savings from once-sacrosanct entitlements like Social Security and Medicare, another big social welfare system is growing as rapidly, but with far less scrutiny: the health and pension benefits of military retirees.  
Enlarge This Image.

## **DREAM ACT**

**LILIANA ESCALANTE- LOS ANGELES CALIFORNIA**

**PKG 2:19**

Thousands of young students are waiting to see if their effort was not in vein and hope that the California governor signs an act that would allow undocumented students to receive student loans.

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**9/20/11**

## **OBAMA DEFICITS/ GOP REAX**

**VO:25**

President Obama unveiled his plan to cut trillions of dollars from the ballooning deficit today. His proposal includes one-point-five trillion dollars in new revenue. More than half of that is expected to come from letting tax cuts for high-income households expire. Now, Republican leaders are accusing him of declaring war on wealthy Americans. The president's plan also includes billions of dollars in

spending cuts, including to Medicare and Medicaid. White House officials say the changes to Medicare benefits wouldn't kick in before 2017.

## **DONT ASK DONT TELL**

**VO:27**

President Barack Obama is marking the end of the ban on gays serving in the military. He says the armed forces will no longer lose the skills and combat experience of so many gay and lesbian service members. At one minute past midnight EDT, a new law took effect repealing a 1993 law that allowed gays to serve only so long as they kept their sexual orientation private. Obama says that as of today, "patriotic Americans in uniform will no longer have to lie about who they are in order to serve the country they love." Obama also said that he wanted those who were discharged under the 1993 law to know that the U.S. deeply values their service.

## **BORDER SECURITY MEETING**

**VO: 28**

Four months after President Barack Obama went to the other end of the Texas-Mexico border to tally achievements in border security and call for comprehensive immigration reform, a Republican congressman said the border remains unsafe and convened a hearing Monday in this border city to show it.

## **DADT IS HISTORY**

**VO: 27**

Breaking news: as of one minute after midnight -- gays and lesbians can now serve openly in the military. "Don't Ask, Don't Tell" is gone. Lifting the ban means a halt to all pending investigations, discharges and other administrative proceedings that were begun under the Clinton-era law.

## **FARM WORKERS DEMAND**

**VO: 25**

A group of Mexican migrant said they have been abused by different companies that they were working for in the United States. Due to this matter they decided to become part of 15 different organizations that advocate for labor's right in order to present a complaint against the government. As right now there are 10 different judicial demands against those companies, since they supposedly violated the rights of farm workers that enter the United States with an H2B visa that allowed them to work in the country temporary.

## **RICK PERRY MEET WITH HIPANIC LEADERS**

**VO: 25**

Republican presidential candidate Rick Perry is meeting with 100 Hispanic business leaders during his visit to New York, as reports. The list includes

Fernando Mateo, head of the New York State Federation of Taxi Drivers, a livery-driver trade group. Mateo has been heavily involved in the state's GOP politics for years and backed former New York City Mayor Rudy Giuliani, a friend of Texas Gov. Perry.

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**09/21/2011**

### **FEDERAL RESERVE NEW ACTION**

**VO: 31**

The Federal Reserve is running out of options to try to boost a slumping economy and lower unemployment. So policymakers are expected to reach 50 years back into their playbook for their next move. Most economists expect the Fed to announce a plan today to shift money in its \$1.7 trillion portfolio out of short-term securities and into longer-term holdings. The plan could lower Treasury yields further. Ultimately, it could reduce rates on mortgages and other consumer and business loans, too.

### **HOUSE \$3.7B DISASTER RELIEF**

**VO: 26**

In a rebuke to GOP leaders, the House on Wednesday rejected a measure providing \$3.7 billion for disaster relief as part of a bill to keep the government running through mid-November. The surprise 230-195 defeat came at the hands of Democrats and tea party Republicans. Democrats were opposed because the measure contains \$1.5 billion in cuts to a government loan program to help car companies build fuel-efficient vehicles. For their part, many GOP conservatives felt the underlying bill permits spending at too high a rate. The outcome sends House Speaker John Boehner, R-Ohio, and his leadership team back to the drawing board as they seek to make sure the government doesn't shut down at the end of next week. It also raises the possibility that the government's main disaster relief program could run out of money early next week for victims of Hurricane Irene and other disasters.

### **MEDICAL MARIJUANA-CRIME**

**VO: 25**

A new study by the Rand Corporation, which is not known for being pro-marijuana, found that crime actually goes up significantly in surrounding areas when local medical marijuana dispensaries are forced to close. The conventional wisdom that medical marijuana dispensaries cause or increase crime is idiotic. That should have been clear to anyone with a basic understanding of economics. Nothing about marijuana itself makes people want to commit crimes. The only reason marijuana is associated with crime is because the prohibition against



marijuana criminalizes the black market that arises to supply it and undermines incentives to report other crimes to police. Since it is illegal to sell, dealers can become tempting victims for robbers, because robbers know dealers can't go to the police for help. This same dynamic could encourage dealers to get illegal weapons for self protection or use violence to settle disputes, since prohibition prevents them from being able to deal with their grievance using the court system. These criminal problems caused solely by prohibition go away when law abiding businesses are allowed to sell marijuana legally.

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**09/22/2011**

## **GEORGIA EXECUTION**

**VO: 29**

Proclaiming his innocence, Troy Davis was put to death by lethal injection on Wednesday night, his life - and the hopes of supporters worldwide - prolonged by several hours while the Supreme Court reviewed but then declined to act on a petition from his lawyers to stay the execution. Mr. Davis, 42, who was convicted of murdering a Savannah police officer 22 years ago, entered the death chamber shortly before 11 p.m., four hours after the scheduled time. He died at 11:08.

## **RISING RENT**

**VO: 28**

More renters found housing unaffordable last year as incomes declined, and more are likely to be squeezed this year, given rising rents. The share of renters paying 30% or more of their household income on housing costs - the government threshold to determine if housing is unaffordable - rose to 53% last year from 51.5% in 2009 and about 50% in 2008, according to 2010 Census data released today. While median rents remained stable last year at \$855 a month, median national household incomes, adjusted for inflation, fell 2.2% - putting the squeeze on renter budgets.

## **UNEMPLOYMENT BENEFITS**

**VO: 20**

The number of first-time filers for unemployment benefits fell last week, but was still above expectations, as the the job market struggles to pull out of its slump. There were 423,000 initial unemployment claims filed in the week ended Sept. 17, the Labor Department said Thursday, down 9,000 from the prior week's upwardly revised 432,000, which was the highest level of new claims since late June.

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**09/23/2011**

## **OBAMA NO CHILD LEFT BEHIND**

**VO: 22**

President Obama said today he is giving states the freedom to waive central requirements of the No Child Left Behind Act, a 2001 education law that he said was admirable in its goal but that ultimately hurts students more than it helps them. "We can't afford to wait for an education system that is not doing everything it needs to do for our kids," the president said in a ceremony in the East Room of the White House. "We can't let another generation of young people fall behind because we didn't have the courage to recognize what doesn't work, admit it and replace it with something that does. We've got to act now."

## **CA:NURSES STRIKE OUTSIDE OF HOSPITAL**

**VO: 31**

Nurses in red union shirts carried signs and chanted slogans outside dozens of Northern and Central California hospitals into the night Thursday as part of a one-day strike over benefit cuts and other concessions sought by hospital management. The California Nurses Association, the union organizing the strike, expected nearly 23,000 nurses to participate although hospital officials reported that many nurses had crossed the picket line. Union officials could not provide an estimate of how many nurses took part in the strike, but Charles Idelson, a spokesman for the California Nurses Association, described it as "overwhelming participation." Striking nurses were planning to return to work at 7 a.m. Friday, but Idelson said he expected lockouts at some of the hospitals. The strike affected 33 not-for-profit hospitals run by Kaiser Permanente and Sutter Health, and the independent Children's Hospital Oakland, said Idelson.

## **HOSPITALS-DRUG SHORTAGES**

**VO: 28**

A drug for dangerously high blood pressure, normally priced at \$25.90 per dose, offered to hospitals for \$1,200. Fifteen deaths in 15 months blamed on shortages of life-saving medications. A growing crisis in the availability of drugs for chemotherapy, infections and other serious ailments is endangering patients and forcing hospitals to buy from secondary suppliers at huge markups because they can't get the medications any other way. An Associated Press review of industry reports and interviews with nearly two dozen experts found the shortages - mainly of injected generic drugs that ordinarily are cheap - have delayed surgeries and cancer treatments, left patients in unnecessary pain and caused hospitals to give less effective treatments. That's resulted in complications and longer hospital stays.

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**09/26/2011**

**TEXAS REFINERIES MAY GET BACK \$135M**

**VO: 29**

Three commissioners appointed by Gov. Rick Perry may grant some of the nation's largest refineries a tax refund of more than \$135 million -- money Texas' cash-strapped schools and other local governments have been counting on to help pay teachers and provide other public services. The property tax refund would mean more pain for some communities after a year in which state lawmakers grappled with a \$27 billion shortfall and slashed spending on public schools by more than \$4 billion. Nearly half the refund would be taken from public schools, and those in cities where the refineries are based would be hurt most. "We were already cut at the knees as it is, but more cuts? It's appalling," said Patricia Gonzales, a single mother of 13-year-old twins at Park View Intermediate School in Pasadena, a refinery town just south of Houston. Gonzales is president of the school's new parent-teacher organization, formed this summer after the state budget cuts left the school lacking everything from pencils to paper towels.

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**9/27/11**

**YOUTH: MORE UNPROTECTED SEX**

**VO: 30**

Young people across the globe are having more unprotected sex and know less about effective contraception options, a multinational survey revealed on Monday. The "Clueless or Clued Up: Your Right to be informed about contraception" study prepared for World Contraception Day (WCD) reports that the number of young people having unsafe sex with a new partner increased by 111 percent in France, 39 percent in the USA and 19 percent in Britain in the last three years. "No matter where you are in the world, barriers exist which prevent teenagers from receiving trustworthy information about sex and contraception, which is probably why myths and misconceptions remain so widespread even today," a member of the WCD task force, Denise Keller, said in a statement with the results of the study.

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**09/28/2011**

## **ALABAMA IMMIGRATION**

### **VO :31**

A federal judge is set to rule on lawsuits challenging the constitutionality of Alabama's tough new law on illegal immigration. U.S. District Judge Sharon Blackburn wrote last month that she would issue a ruling on the law no later than Wednesday. Her order delaying enforcement of the law expires Thursday. Among other things, the new law would ban anyone from helping an illegal immigrant remain in Alabama. It also requires that schools verify the citizenship status of students. Republican supporters of the law say it's designed to save jobs for legal residents. The Obama administration, immigrant-support groups and others claim the law is overly harsh and violates the Constitution.

## **RI:BOARD OF REGENTS IMMIGRATION TUITION**

### **VO :23**

The Rhode Island Board of Governors for Higher Education voted to grant in-state college tuition rates at Rhode Island state institutions to children whose parents immigrated to the US illegally. The decision is seen by some as a stepping stone in the broader context of the contentious immigration debate with proponents arguing that in-state tuition is an act of social justice in order to give all children access their "fundamental right" to an education, and opponents such as the Rhode Island Tea Party arguing that tuition discounts encourage their parents' illegal actions and will significantly increase taxes. Children of illegal immigrants who attended school in Rhode Island for at least three years will pay the \$9,824.00 tuition rate, as opposed to the out-of-state tuition rate of \$25,912. The unanimous decision will take effect in 2012.

## **MAS MUERTES POR LISTERIOSIS**

### **VO : 31**

A listeria outbreak caused by tainted cantaloupes has infected 72 people in the United States and killed 13, U.S. health officials said Tuesday. The death toll now exceeds the 2009 salmonella outbreak from tainted peanuts that killed nine and infected more than 700 people in the United States. So far, the U.S. Centers for Disease Control and Prevention said 18 states have reported infections from one of the four strains of listeria involved in the outbreak. Of the 13 deaths, four were in New Mexico, two were in Colorado, two were in Texas, and there was one each in Kansas, Maryland, Missouri, Nebraska and Oklahoma.

## **BEST BUY Y MACYS JOBS**

### **VO :25**

Best Buy is hiring for the holidays-- but only half as many workers as last year. Back at this time in 2010, Best Buy hired 29,000 workers. This year though, they're only taking in 15,000 holiday employees. But there will be opportunities for overtime for full-time workers. The company says its workers have asked for

opportunities to make some. And on tuesday retailer Macys announced it plans to hire 78 thousand temporary workers over the holiday season.

## **NY LAYOFFS**

**VO :20**

Approximately 3,500 members of New York's second-largest state worker union are facing layoffs after Public Employees Federation members rejected Gov. Andrew Cuomo's five-year contract offer. The governor's office said the first wave of layoff notices will go out immediately. As of Tuesday evening, no additional negotiations have been announced. Brynien added the vote, which took place through mailed ballots during the month of September, sparked one of the highest turnouts he has seen. And while state officials said the layoff notices were going out to workers, Cuomo's State Operations Director Howard Glaser - the point man on contract talks - appeared to leave a door open for another try, suggesting Brynien should work harder to convince his members to approve the deal.

## **ECOLI RECALL**

**VO :28**

Check any ground beef you may have in your fridge or freezer. Tyson Fresh Meats is issuing a ground beef recall. The Kansas-based company says more than 130-thousand pounds of the meat may be contaminated with E.coli. The meat went to stores in Delaware, Florida, Georgia, Maryland, Illinois, Indiana, Missouri, New York, Ohio, Tennessee, Texas and Wisconsin. Check the label; it will have a "best before or freeze by" date of September 12, 2011. It was sold under Kroger brand, Butcher's Brand and a generic label.

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**09/29/2011**

## **ALABAMA LATEST**

**VO: 27**

Police in Alabama are getting ready to enforce what is considered by many as the toughest immigration law in the nation. Beginning Thursday, authorities can question people suspected of being in the country illegally and hold them without bond, and officials can check the immigration status of students in public schools, Gov. Robert Bentley said. Those two key aspects of Alabama's new law were upheld by a federal judge on Wednesday.

## **IMMIGRATION CRACKDOWN**

**VO: 29**

The Immigration and Customs Enforcement agency announced on Wednesday

that it had arrested 2,901 immigrants who have criminal records, highlighting the Obama administration's policy of focusing on such people while putting less emphasis on deporting illegal immigrants who pose no demonstrated threat to public safety.

## **CANTALOUPE WARNING**

**VO: 24**

It's the deadliest outbreak of a food-borne illness in the U.S. in more than a decade. Cantaloupes tainted by the Listeria bacteria have claimed more than a dozen lives and sickened more than 70 across the nation. Now, federal regulators are teaming up with scientists to figure out how the bacteria could have got into the melons.

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**09/30/2011**

## **ALABAMA FARMERS**

**VO: 27**

The state's agriculture commissioner says some farmers are mourning squash rotting in the fields, after migrant workers either left or avoided the state, some in fear that their children would be used as deportation tools as schools next week begin checking the immigration status of incoming students. Two days before Judge Blackburn proffered her ruling, Alabama announced a new car-registration database called ALVerify, to head off fears of citizen revolts against long courthouse lines as residents prove their citizenship.

## **CA:VOLUNTARY LETTUCE RECALL/POSSIBLE LISTERIA**

**VO: 22**

A San Juan Bautista company has voluntarily recalled 90 cartons of chopped romaine lettuce because of a possible listeria contamination but no illnesses have been reported. The recall covers product with a "use by" date of Sept. 29, today, and the box code is B256-46438-8, the Associated Press reported. Scott Horsfall, chief executive officer of the Leafy Green Marketing Agreement group said True Leaf Farms notified him this morning of the recall. "It is a relatively small amount of product," said Horsfall. True Leaf Farms is a member of the marketing agreement, said Horsfall. The agreement was instituted to improve testing and safety in leafy green vegetables after the 2006 E coli outbreak in spinach.

## **BANK OF AMERICA \$5.00 FEE**

**VO: 29**

Bank of America will slap a \$5 monthly fee on some customers who use their

debit cards to make purchases starting early next year, reports Dow Jones Newswires. "The economics of offering a debit card have changed with recent regulations," a spokeswoman told Dow Jones. Most basic checking accounts at BofA will see a 40 percent jump in monthly costs and the bank says the debit fee will be waived for customers that upgrade to "premium" accounts which require higher minimum balances.

=====END OF REPORT  
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**AGENDA WASHINGTON / HOST: MARIO SOL / airs on WFDC Univision Washington**

**June the 29th, 2011 - SHOW #25 –FOCUS DRIVEN-**

GUEST: JOSE ALBERTO UCLES –DEPARTMENT OF TRANSPORTATION-

TOPIC: SAFETY DRIVING AND DISTRACTING DRIVING.

ON AIR WFDC: JULY THE 03RD, 2011 AT 8:30AM

ON AIR WMDO: JULY THE 10<sup>TH</sup>, 2011 AT 7:30AM

**July the 06, 2011 - SHOW #26 -EVERGREEN-**

GUEST: ELMER CARREÑO M.D.

TOPIC: COLON CANCER

ON AIR WFDC: JULY THE 10<sup>TH</sup>, 2011 AT 8:30AM

ON AIR WMDO: JULY THE 17<sup>TH</sup>, 2010 AT 7:30AM

**July the 13th, 2011 - SHOW #27 –SECURE COMMUNITIES PROGRAM-**

GUEST: NANCY NAVARRO –MONTGOMERY COUNTY COUNCELOR -

TOPIC: SECURE COMMUNITIES PROGRAM

ON AIR WFDC: JULY 17TH, 2011 AT 8:30AM

ON AIR WMDO: JULY 24TH, 2011 AT 7:30AM

**July the 20th, 2011 - SHOW # 28 NATIONAL DEBT.**

GUESTS: MARICRUZ MAGOWAN –ECONOMIST AND REPUBLICAN STRATEGIST- AND CARLOS INDACOCHEA – PROFESSOR AT AMERICAN UNIVERSITY-

TOPIC: NATIONAL DEBT.

ON AIR WFDC: JULY THE 24<sup>TH</sup>, 2011 AT 8:30AM

ON AIR WMDO: JULY THE 31<sup>ST</sup>, 2011 AT 7:30AM

**July the 27th, 2011 - SHOW #29 CHILDREN OBESSITY**

GUESTS: CLAUDIA CAMPOS –PSYCOLOGIST- AND MD. MARGARITA KULLICK –NEFROLOGIST -.

TOPIC: CHILDREN OBESSITY

ON AIR WFDC: JULY THE 31<sup>ST</sup>, 2011 AT 8:30AM

ON AIR WMDO: AUGUST THE 07TH, 2011 AT 7:30AM

**August the 03rd, 2011 - SHOW# 30 –ELDERLY PEOPLE-**

GUESTS: CRISTINA MARTIN FIRVIDA –AARP- AND ANGEL IRENE –VIDA CENTER DIRECTOR-

TOPIC: ELDERLY PEOPLE.

ON AIR WFDC: AUGUST THE 07<sup>TH</sup>, 2011 AT 8:30AM

ON AIR WMDO: AUGUST THE 14<sup>TH</sup>, 2011 AT 7:30AM

**August the 10th, 2011 - SHOW# 31 –DEPORTATIONS-**

GUESTS: CECILIA MUNOZ –WHITE HOUSE- AND KATHERINE VARGAS –NATIONAL IMMIGRATION FORUM-.

TOPIC: DEPORTATIONS

ON AIR WFDC: AUGUST THE 14<sup>TH</sup>, 2011 AT 8:30AM

ON AIR WMDO: AUGUST THE 21<sup>ST</sup>, 2010 AT 7:30AM

**August the 17th, 2011 - SHOW #32 –CITIZENSHIP TUTORIAL-**

GUESTS: GLORIA MONTANO GREENE –NALEO- AND JOSE PERTIERRA –LAWYER IMMIGRATION TOPICS EXPERT-

TOPIC: CITIZENSHIP TUTORIAL

ON AIR WFDC: AUGUST 21<sup>ST</sup>, 2011 AT 8:30AM

ON AIR WMDO: AUGUST 28<sup>TH</sup>, 2011 AT 7:30AM

**August the 24<sup>th</sup>, 2011 – SHOW # 33 –DEPORTATIONS-**

GUEST: LUIS MIRANDA –WHITE HOUSE-

TOPIC: GOOD NEWS ABOUT DEPORTATIONS

ON AIR WFDC: AUGUST THE 28<sup>TH</sup>, 2011 AT 8:30AM

ON AIR WMDO: SEPTEMBER THE 04<sup>TH</sup>, 2011 AT 7:30AM

**August the 31<sup>st</sup>, 2011**

***SPECIAL PROGRAMMATION ON UNIVISION - SHOW WAS NOT ON AIR***

ON AIR WFDC: SEPTEMBER THE 04<sup>TH</sup>, 2011 AT 8:30AM

-EVERGREEN-

ON AIR WMDO: SEPTEMBER THE 11TH, 2010 AT 7:30AM

GUESTS: LIGIA PERALTA M.D –PEDIATRICIAN AND EPIDEMIOLOGIST FROM UNIVERSITY OF MARYLAND- AND LEONEL FLORES M.D –SPECIALIST ON MEDICINE FOR TEENEGERS AND SEXUAL DISEASES FROM UNIVERSITY OF MARYLAND.

TOPIC: CONCERN ABOUT HOW HISPANIC YOUNG PEOPLE ARE EXPOSED TO BE INFECTED OF SEXUAL DISEASES.

**September the 07th, 2011 –NO RECORDING- SPECIAL PROGRAMATION ABOUT SEPTEMBER 11<sup>TH</sup>.**

ON AIR WFDC: SEPTEMBER THE 11<sup>TH</sup>, 2011.

ON AIR WMDO: SEPTEMBER THE 18TH, 2010 AT 7:30AM

GUEST: ELMER CARREÑO M.D.

TOPIC: COLON CANCER



**September the 14th, 2011 - SHOW# 34 –EVERGREEN-**

GUEST: ELMER CARREÑO M.D.

TOPIC: COLON CANCER

ON AIR WFDC: SEPTEMBER THE 18TH, 2011 AT 8:30AM

ON AIR WMDO: SEPTEMBER THE 25<sup>TH</sup>, 2011 AT 7:30AM

**September the 21, 2011 - SHOW# 35 –EVERGREEN-**

GUEST: ROCIO SALAS-CARRILLO M.D. ENDOCRINOLOGY, DIABETES AND METABOLISM ESPECIALIST AT UNIVERSITY OF MARYLAND

TOPIC: OBESITY AND THE MAIN CONSEQUENCES FOR HEALTH.

ON AIR WFDC: SEPTEMBER THE 25<sup>TH</sup>, 2010 AT 8:30AM

ON AIR WMDO: OCTUBER THE 09TH, 2010 AT 7:30AM

**Renee Kiley**

---

**From:** Miriam Zapata  
**Sent:** Tuesday, October 11, 2011 2:46 PM  
**To:** Renee Kiley  
**Subject:** FW: WOW traffic 10/17  
Traffic instruction thank you ☺

---

**From:** Dawn Rasak [mailto:[drasak@meetcrg.com](mailto:drasak@meetcrg.com)]  
**Sent:** Tuesday, October 11, 2011 1:49 PM  
**To:** Miriam Zapata  
**Subject:** WOW traffic 10/17

A :15 bookend will be sent to you from Media Results for Work Out World  
Air Dates: 10/17-10/21 & 10/24-10/25/2011 only.

---

CLIENT: Work Out World  
TITLE: Freaky 9 EXT NOVO  
LENGTH :15  
CODE: WOW101711X

---

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**Dawn Rasak**  
**Creative Resources Group, Inc.**  
**116 Long Pond Road #W6**  
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The Means to Deliver."

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WHITE PAPER

# Launching a group deal program

**LocalMedia**Insider  
Intelligence for online publishers

WHITE PAPER

# Launching a group deal program

## **Contents**

### **1. Introduction...3**

### **2. The basic formula...4**

### **3. Organizing your company for a launch**

- Evaluate your email database...4
- Deploy key staff...4
- Compensate the sales force...4
- Line up clients in advance...5
- Choosing a brand...5

### **4. Creating fantastic deals...6**

- Prioritize by geo-density...6
- Prioritize by quality of business...6
- Focus first on proven advertiser categories...7
- Look for businesses with high ROI, low incremental costs...7
- Deals that don't "tip" ...7

### **5. Training the team on partner acquisition...8**

### **6. Pricing and commissions...9**

### **7. Case Studies...10**

- Daily... 10
- Weekly... 11

### **8. Choosing a vendor...12**

### **9. Conclusion...14**

**Introduction – The basic formula**

The basis for a crowd-sourced daily deal made popular by Groupon is a simple idea: media partners with local businesses to sell outrageous deals in the form of discount vouchers online; typically these are at least 51% and up to 75% off. The difference between a daily deal and a group deal is that a daily deal could be any kind of offer that changes daily; a group deal is one that is crowd-sourced. In order for the offer to become active enough people have to purchase it, so the deal reaches the "tipping point" required. Consumers are thus incited to spread the word to their friends via email and other social media. Worth \$1.2 billion after just two years in existence, Groupon is proof of the enormous appetite for deep discounts.

What makes deals go viral is a combination of three main qualities in the offer:

- Time limited – You only have so many hours before this offer expires
- Social - You only get the deal if enough people buy the same thing on the same day
- Fantastic– Better than 50% is part of the group deal brand, which was established by Groupon, and now recognized.

Once launched, deals typically generate ten cents per email name, and run 220 days a year. Here's an example:

<b>Daily Deal</b>	<b>Assumptions</b>					
Year		1	2	3	4	5
Share of deal		0.5	0.5	0.5	0.5	0.5
E-mail list	10 Cents per name per deal	20,000	50000	100000	150000	200000
	220 deals per year	220	220	220	220	220
Revenues		440000	1100000	2200000	3300000	4400000
Share	50%	220000	550000	1100000	1650000	2200000

Media companies who want to introduce a group deal have a variety of options. At least one major media company, Gannett, has developed its own deal software, DealChicken. McClatchy has been criticized for partnering with Groupon, which now will own the email list for their companywide program. However, most local media companies are choosing to partner with a third party technology company, who provides the software and supports the back-end sales of deal vouchers, in return for around 10% of the 50% of share of the deals that the media partner keeps. Shoutback, Deal Current and Analogue Analytics are examples of companies who provide software and support.

The real key to running a successful group deal program is finding and creating

great deals, which, with a little work, many local businesses are more than happy to supply. Revenue streams for local media companies with group deal programs are immediate and most are tracking six figures by the end of year one. They are also a good way to monetize unsold but premium real estate on Internet sites.

**Downsides of the programs are few:** These programs require significant prime promotional real estate. They work best with one full time employee and a lead-time of about three months to get started. Businesses who criticize the programs typically bring up concerns about the long term effects of very deep discounts on margins or that they have had a bad experience with Groupon, usually from because they wound up over capacity, unable to turn deal consumers into regular customers and annoying full-price customers.

Some markets like San Diego, Chicago or San Francisco may have as many as 30 daily deals run by various media companies at a time. Even smaller media companies in hyper-competitive markets, however, can differentiate themselves by going after niches that match brands they own, such as nightlife or sports. Think in terms of email lists you own as well as just overall traffic. One example is DiscoverSD's Insider Hook-up (explored below) focuses on deals for events, dining and nightlife on Wednesdays, when people are just starting to plan the weekend, and is planning to add an additional day, focused on post-weekend pampering such as salons and massages earlier in the week.

A group deal program can also launch with just a single great deal a week. This is especially true in markets with a population of less than 60,000. The key is to be consistent and have a set day each week. Later, increase the deal frequency, and with the formula down pat, the program will have only the best deals - and brand - in the market. On other hand, once you decide to go daily, don't miss days. You can't go back! ☐☐

Because of the low overhead and significant revenue size most local media should consider a group deal program. Smaller markets have the advantage of a smaller presence by Groupon on the market, but the disadvantage of less density.

## **A. Organizing your company for the launch**

On the pre-launch check list are the following items: evaluate your email base, hire and train key staff, work out the compensation and line up enough deals to make the program sustainable without organizational stress. Taking these one by one:

- **Evaluate your e-mail database.** Metrics for this product follow a simple formula: Reach times deal quality equals cash. Part of reach is both the online and traditional media audience; however what directly powers the

program and its repeat users is the email list. So having a sufficient email list "out of the gate" is critical, and the first few deals should be aimed at list - building rather than moneymaking, that is smaller deals that appeal to everyone. The promotional power of a daily newspaper or broadcast site makes up for limited email lists, which will grow as the program matures.

So to start a daily deal program, the email list should be at least 5,000 names; Groupon suggests 10,000 names a minimum starting figure. If you are a very small media company, consider giving a cut to other media companies such as radio stations or brands who do significant email marketing in return for use of their email list or other promotional value. If email affiliate partnerships are a possibility for your company, make sure the daily deal software provides a way to identify and split revenues. Deal Current is partner whose software allows this capability. □

• **Deploy key staff.** In small companies the champion of your daily deal program can be doing other things, but only one person should "be in charge of" creating a schedule of fantastic deals. Make sure the word "fantastic" is in this definition! If the whole team can pitch and close daily deals without controls, they focus on "low-hanging fruit and do not acquire the right deals at the right price. Bad deals won't "tip" and kill the "buzz" around your program.

The cultural shift here is that sales reps are used to letting the "customer" tell them what to do, group deals need an equal partnership in which the media company will "walk away" if standards are not met.

If the sales team begins pitching deals directly, managers are soon faced with whether to "turn down" a good advertiser's bad deal. To avoid this inevitability, a designated person should close all "leads." That way the program can shape the deals and gain its own following. Consumers have to love it, talk about it, opt-in and come back. Deal quality is Groupon's strength – they know how to find it, create it and require it.

Targeting existing business for the easy up-sell rather than new businesses also misses a key opportunity in the market. About 80% of Groupon's advertisers are not existing newspaper customers. So adding a Group Deal to a list of 30 products that reps can sell is not really enough of a focused effort. Don't make this mistake; hire a dedicated champion with authority to vet and close new deals from the get go!

Both Living Social and Groupon only have "feet-on-the-street" in some markets. In Omaha, Nebraska, for example, Living Social has one person on the street (and has been known to assertively recruit newspaper sales representatives) while Groupon is still working the market – successfully - from its Chicago call-center. Groupon has feet on the street in about 50% of markets it is in, starting

with the larger ones.

- **Compensate the sales force.** A typical sales commission for the dedicated person on the media side is base plus 10 to 15% of the deal, which they split with any account executive who shares the deal. So align base pay with what is appropriate to the market, but plan to offer a substantial commission that rewards "killer" deals. Note: The split with the AE is not problematic, since the sales rep only stands to gain by referring out the business. For a daily program COS will equate to 25 to 30% first full year, but since that is the only hard cost, it is will worth it to have a solid program.

- **Line up clients in advance.** □ Having enough businesses to launch the program is typically the biggest concern going in, but businesses are far more willing to participate in a pay-for-performance model than media companies realize. Lining up clients in advance poses less strain on the organization – think two months to get the program "set up" and another month to get it "pre-sold." Have some media companies "run out" of clients and missed a day? Our contacts say yes, and it is not pretty. Make sure there is a fallback product such as sports or concert tickets. Missing a day takes some resources to get back on top of the program, and you risk having your daily deal customers ignore your program because it's inconsistent. A traditional daily deal program runs 220 days a year, including 5 days a week, Monday through Friday (Friday's deal goes through the weekend). The Sacramento Bee even scheduled up to three months in advance. We've seen a company rush to market against Groupon with as little as eight days sold, but they came close to running out of deals and wound up selling one of their own products to fill in. One month's sales is a safer number.

- **Creating the brand.** Brand issues are getting more complicated and creating a brand for the group deal is no different. Take into account what your overall multi-media brand is: The name of your city, the name of your legacy media or a third corporate name? City names have strong SEO qualities, so if {cityname}dailydeal is available that is one option. If there are a large number of media properties sharing the deal program in different areas, a unique name that is easily remembered to brand the program can make sense (think DealChicken, a Gannet program). Also consider how the group deal will fit into other coupon offerings, if there is a coupon site, this could just be part of another coupon brand.

## **B. Creating fantastic deals**

Remember the metrics here is deal quality times reach equals cash, so let's look at the second half of this equation: Deal quality. What counts as a great deal and which businesses should be approached first? We've already touched on "more than 50%" discount issue. Groupon asks for 75% off, but our media



contacts say that offering some discernment between, say 51% and 75% off can actually strengthen the program by putting less stress on the business partner. There are also other qualitative factors about the partners approached.

- **Prioritize by geo-density or multiple locations** □

Geographical location - and especially density - is important. Downtown areas do better than suburban areas. The bell curve starts about a mile away from the city and drops quickly. So look for email groups that match dense areas or have multiple locations.

- **Prioritize by quality of business** □

How do you know what companies are "hot"? Look for businesses that have a lot of pent up demand - i.e. people want to buy this, but limit themselves because of their budget. A poor business will not get a big response, and this is one reason why you want a specialist, rather than sales people, scheduling the deals. A minimum criterion is that the business has a web site; typically a web site is searched when customers are researching the deal. Also look at the Yelp reviews, a company with a lot of strong Yelp reviews is an ideal candidate - it shows that it already has a social buzz in the marketplace. □ □

Part of quality is "mass appeal" – a product or service that most people want; but part of quality is the buzz of the individual business or desire factor that high revenue products and services often have. Both will work, if the businesses have strong brands.

- **Focus on Groupon-proven business categories**

It is important to see that the program is selling a lot, 50 to 100 deals a day in the beginning of the program (weekly deals should aim higher). So it is a good bet to start by focusing on known categories like restaurants and then sprinkle in other businesses such as yoga, spas and massage. After the program has legs, it can be optimized for revenues – some of the top performing deals are cosmetic dentistry and hair removal, which are more expensive and have pent-up demand.

The number one revenue category by mean revenue is city tours. In fact, the most popular item in the brief history of Groupon is a \$25 ticket for a Chicago architectural boat tour that sold for \$12. In May 2010 Groupon sold 19,822 tickets in eight hours, splitting \$238,000 with the tour operator. □ □

As a revenue winner, tours are first, followed by hair removal, spas and facial, golf, massages and yoga. Yippit, daily deal aggregator, is a great source to look at category offerings, and serves as a kind of Nielsen ratings for daily deals. This is especially interesting if you are going after a niche or set of niches with your program. Here's a link: <http://blog.yipit.com/wp->

- **Focus on businesses with low incremental costs for more sales**

If you are looking for a secret sauce for picking a great partner, one ingredient is low incremental costs for the next, say, 300 sales. Most product-oriented retailers will not be able to afford the big discounts, unless they are fire-saling post-season inventory. This is why services such as teeth whitening or beauty salons make sense; the staff is already salaried and may be under-deployed. Companies that schedule can require daily deal customers in their own downtime to avoid inconveniencing regular customers – unlike restaurants! The same goes for ticketed events or city tours with unsold seats. Restaurants do have good incremental margins, so as long as they have capacity and demand, they are also a good target. We've heard, however, that even one large national steakhouse had to ask the deal provider to "take it down" because of being overwhelmed. Be sure to discuss capacity issues if 300 or 500 new customers show up in the same week!

The best Groupon deal by size of revenues in Omaha, was for hair removal, in fact it is still most successful deal in its history in the city, netting far more than the much-publicized Gap campaign. According to his analysis, locally Groupon sold 1,249 hair removal vouchers at \$99 each, just shy of \$125,000. The next most successful day was the 2,396 GAP vouchers that sold for \$25 each, or nearly \$60,000. So the number of vouchers is not necessarily the most successful. □□□

Groupon recently had its first Omaha deal that did not reach its tipping point. The deal was for a discount laundry tried to sell vouchers for t\$57 worth of laundry for \$25. They sold 11 and the tipping point was 30.

In summary, the businesses that tend to do well have many of the elements of any great local business – great locations, a good buzz, high margin and ability to create capacity on the fly.

## **C. Training on partner acquisition** □

Sales people who present the daily deal need to explore - that is get used to asking direct questions about - both the acquisition cost per customer, and the net cost of the product or service. Then they present the advertiser with a break-even proposition. The idea is to ask the customer enough questions to create a break-even deal, and a program to "keep" the customer,"

This means that the lead person putting together deals needs to help advise partners on programs they can have in place, what will be the real value and the average value of an annual new customer. For example, a tanning salon, could

offer an six month package, or all customers can be required to sign-in with their email, and so on. Make sure your vendor provides substantial sales training on partner acquisition. If you are thinking about an sms-messaging product that consumers can opt-in to, this is a good time to deploy it – an opt-in sign up people who bought the group-deal will help turn them in to regular customers.

## **D. Pricing and commissions**

Generally, the standard set by Groupon for pricing and commissions is that the media partner takes 50% of revenue from vouchers sold, and requires a discount of 75%. Deal Current conducted a survey of Living Social and Groupon customers before launching their own start-up and found out that the biggest problem was the "too much success" phenomenon.

Businesses who had partnered with Groupon answered, "When my deal did really well, it really hurt my business... I'm replacing my old customers with people who are not paying as much," according to Patrick Dillon, of Deal Current. So the lowest price isn't always the best one. If you are selling businesses that have used Groupon previously, use this experience to optimize pricing and stay flexible.

If Living Social and Groupon are in your market, one competitive advantage is to start out with a smaller cut of the deal (instead of 50% that Groupon takes) or tier the price to by the number of sales. For example, your percentage could go down to 40% after 200 sales. There is evidence that Groupon is now going to market with a willingness to match the cut of the deal against other daily deal companies in some cases, but having the lower percentage from the beginning is a major advantage. □□

Note: At all costs, avoid pricing at exactly 50% off. There's a special place in daily deal hell for 50% off programs due to the number of "half off" programs in most markets. From a perception standpoint, there is 50% off, and then there is the "Daily Deal" which Groupon has effectively branded as a fantastic deal, i.e. more than 50%, even if its 51%. A 50% off program is me-too program, "I've seen before". You can run both on your site, since the 50% off deals are not time limited, but don't confuse the two by overlapping the price points.

## **F. Take advantage of your promotional power** □

Top media companies launching the program have moved ad inventory around to accommodate a daily deal in a key position - top right hand on all pages that competes with Groupon's early in and buzz in the marketplace. Use all of your media resources: Print ads, top right square (300x250) on the home page, unsold inventory, mobile, e-mail, Facebook and Twitter postings.

## Case study 1 – Omaha World Herald takes on Groupon

□ Six months after Groupon invaded Omaha, Nebraska, the locally based World Herald Company responded in kind. On July 22, the World-Herald launched [dailydealomaha.com](http://dailydealomaha.com), becoming the third daily deal provider in a city with a population of 880,000.

Pat Lazure, president of World Herald Interactive, says the goal is not just to "play too" but also to use its inherent advantages to do as well or better than Groupon in Omaha. With 36 "daily deals" under their belt, the site was averaging \$3000 a day in gross sales, putting the starting point for annual revenues at about \$200,000 to \$400,000. Growth is fueled by growth in the e-mail list, which increased by 30% in the program's first three months. Running at about 31,000 in August, 2010 it was still only 60% as big as Groupon's local e-mail list in the market, but growing rapidly.

Lazure says the program has a track record of doing "as good or better" than Groupon sales when the same deals are launched, even with a smaller email list, because of the promotional breadth of the legacy print/online brand.

**Naming the site** □ The group deal program creates another brand decision; in the case of Omaha, there was a trade-off between an SEO friendly name like [DailyDealOmaha.com](http://DailyDealOmaha.com), which contains key search terms, or a location agnostic brand (such as Gannett's DealChicken) that works as a brand across a variety of markets owned by the company. Lazure points out that Groupon creates a buzz without a location centric brand, as have knock-offs like Morgan's deal and Lucy's deal (who partner with Deal Current). Ultimately World Herald still chose to go with the location-based brand that had more SEO power.

To compete with Groupon and Living Social, the OmahaDailyDeal offers more promotions, features the deal of the day in the upper right hand corner of every Omaha.com page, which is approximately 500,000 page views a day; runs a full color ad on the back of our Living section, just below the television listings. In total about \$7000 worth of extra free advertising is part of the package.

The first deals sold about 60 or so vouchers, which increased, to 125 vouchers per deal in a few months. At ten to 15 cents per email per deal, the company grosses an average of nearly \$3000 per deal, or about \$1350 day net revenue. At this level his group is on track to earn \$200,000 to \$400,000 in its first year (considering the program sells about 220 days a year, excluding weekends. Groupon, on the other hand, has an estimated 50,000 emails and is averaging over \$5000 per deal in the same market.

## Case study 2: What if the group deal is weekly

To make the case for a weekly deal, we looked at DiscoverSD.com and sandiegoclubs.com, which are lifestyles pure-play sites catering to a younger demographic. They have a combined reach of 150,000 UV's and 630,000 page views monthly, but felt they might be too small for a daily deal program. So the company launched a weekly deal on July 10 on Deal Current's platform, calling their new sites, DiscoverSD.com Insider Hook Up (go to [hookup.discoverSD.com](http://hookup.discoverSD.com)). The name matches the brand because it "hooks up" the audience with uniquely created "cool" deals such as Hard Rock Hotel staycations that other deal sites don't have. The brand is a sub-url on the main site, a great promotional space that most daily sites have not utilized.

While one rep supports the deals, the sites also have five outside reps selling 6 to 10 marketing products and services to lifestyle businesses such as San Diego restaurants, spas, hotels, and clubs. The Sales team was instructed to look for "really good brands that had never done a deal before" that tied in with its own brand and audience. In this way, the program's deals were positioned as exclusive offerings, only available to DiscoverSD.com members. Since the site is entertainment-oriented it made sense that the offers would target entertainment consumers.

The first offers were for top San Diego restaurants, bowling alleys and top nightclubs. Offers included \$30 gift certificate for \$10 to use on food and drink. DiscoverSD.com has found that the \$10 to \$15 price points at a 60% or more discount on top business have yielded the best results.

While DiscoverSD.com's mailing list is a respectable 20,000, additional affiliate relationships increased that number to 65,000 names. In this case, they tapped one of their advertising partners, DJHere, a top San Diego promotions company, who shares in the revenues from the list it has added to the mix. DealCurrent's software allows for tracking revenue share with affiliates, something not all software providers provide, so if you are interested in this model be sure to ask the technology partner about this capability.

In the first six weeks of the program about half of the deals sold more than 400 vouchers. The first month broke even, the second was profitable and by the September 13th, they are already at August's revenue level. □ The company then moved to two deals a week, Health and Beauty on Mondays when their target market of weekend revelers is relaxing and primping; and back to restaurants and entertainment on a Wednesdays as the same audience gets ready to go out and do it again. At the time of this article, they were planning to move to four deals a week in November and possibly daily in Q1 of 2011. □

## F. Choosing a third party vendor

The daily deal software is not highly technical - hence the 300 software companies vying for market share. However, unless your company has a very strong technology teams its better to partner with a company who knows the space. Here are some things to check for in a partner:

**Support and training.** The two most important areas to explore when selecting a vendor are support and training. These programs are more complicated than selling print or broadcast advertising and need hands-on support. The most frustrating challenge for media companies we talked to was being unable to access their technology partner on the phone, due to growing pains. The only way to find out if they answer their phones is to talk to their current partners, so make this call.

Additionally, there are large differences between vendors regarding what kind of field training is supplied, if there is live support for your organization during business hours, live support for customers with credit card issues, "where's my voucher" and other issues. Call the support numbers yourself and see how calls are answered. Also look at the roadmap - will they be able to keep up as Groupon evolves? Do they have plans to add text or email-based opt-in customer loyalty programs in the future?

Another key factor is the kind of reporting that the company provides to the business partner to track deal vouchers – is it just a printed list, or cloud-based log-in? Can someone on staff create and launch a deal? Access the reporting? Some vendor platforms rely on the software company to push each deal live, adding additional, sometimes costly, delays.  Finally check into the background of the company, most companies are new but many have other similar products under their belt.

The best choices, however, come from comparing several companies against a variety of criteria. Here is a list of RFP questions for daily deal companies that can simplify the task.

1. Is the program co-branded (part of a larger national coupon site) or will it appear as a white label brand? (This question generally excludes Groupon as a partner, since it does not offer a white label; Living Social now does, as well as most other vendors).
2.  Who owns the email list? Hint: You should.
3. Is the program hosted as SaaS or run by your own IT group?
4. What other companies are using this service, are there any newspaper/broadcast sites?
5. How is it similar to or different from the Groupon model?

6. How does business model work? Typically software companies take around 6% of revenues from voucher sales; and after credit card fees this adds up to around 10% off of the top.
7. Who sells the clients?
8. What kind of support is provided? This is the most important question; we have heard some complaints from media companies about this area - check references! Areas to check include training, live customer service for consumers buying vouchers? Is there live customer support for the media company during business hours?
9. Who "sets up" the deals every day? Scheduling/setup is key. Who will be the gatekeeper to keep out the bad deals? The key to this is distinguish which ones are turnkey when media adds their sales team and which ones require someone to play product manager/producer to keep the program running at optimal efficiency day to day.
10. Are there levels of permissions? For large companies with multiple media properties this is an important question.
11. Does your software provide mobile apps on specific devices for partners to use/distribute deals?
12. Will they bring any ad networks do they bring to the equation? Consider that GAP and others want to do a deal 1x and get it in many markets. Publishers may want to plug into a national network rather than go it alone as a silo in their local area and be left out of the national deals that come along.
13. What tracking tools does their system provide to retailers (customers) to track new customers from the offers (spreadsheet with all names on it? Website login? Phone system? Point of Sale/bar code integration?) As one interactive director puts it: "A big complaint about Groupon is that they sell 3000 vouchers in 1 day and then give the business owner a spreadsheet print out of 3000 names and coupon ID #s on it and say 'good luck'. Makes it pretty hard to handle all the coupons that come in and making sure they are not being used more than 1x at many locations."
14. Who is on their management/executive team and how are they positioned to win the long battle in a very competitive marketplace?
15. Will the customer be able to log in to see reports?
16. What types of additional products are on the roadmap (customer loyalty programs should be on this list)?

## Conclusion

Based on what we know now from the experiences of media companies here are

five take aways for companies exploring this new revenue stream:

**1. "We can do this...as well or better than Groupon."** Research what Groupon is doing in your market and plan on doing better with your added promotional power and history in your community. The easiest way to do this is to join Groupon and get the e-mails. Also, track aggregated deals using Yippit.com.

**2. Bargain hunters are shopping all the deals.** Bargain hunters will sign up for all the deal lists, so ultimately the competition is about who can provide the best deals; and that means local business partnerships are a premium. Think ahead by offering to help these businesses create loyalty programs that supply continuing revenues.

**3. Deal quality is king.** Controlling deal quality is probably the number one factor in running a successful program.

**4. The future will be more congested and targeted.** Because of the low barrier to entry there is sure to be more competition, followed by more fall-out, ahead. Traditional media companies will have clear advantages, especially if they incorporate a strategy that allows several different kinds of deals. The Group Deal is only one possibility; other shoppers will want coupons to use on a regular basis. Consider how a variety of deals will be aggregated on your site, and how to create additional opt-in choices that will include the ability to text specific deals, or to target only people with specific interests.

## **5. Small companies should consider weekly deal programs**

Consider starting weekly is an option to keep deal quality high with fewer resources. Focus on building a brand of quality deals first, not just quantity of deals. Use affiliates to expand the email list and reach as fast as possible. Even small companies need to invest in the program - and at least one full-time staff person.

Special thanks to Pat Lazure, World Herald Interactive; Nadav Wolf, CEO of DiscoverSD.com and Patrick Dillon of Deal Current for sharing their expertise and combined experience and insider knowledge with us. You can reach Deal Current at (619) 795-2993. For more information contact LocalMediaInsider at [localmediainsider@gmail.com](mailto:localmediainsider@gmail.com), 408.892.9815.

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**From:** Rossyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:19 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS- NOTICIERO UNIVISION EDICION NOCTURNA 11:30 PM- JULIO 2011- PART 1

**FCC REPORTS EDICION NOCTURNA, JULY 1-15 PART 1**

**7/1/2011**

**GEORGIA ANTIINMIGRANT LAW PROTEST  
JAIME GARCIA - LOS ANGELES, CALIFORNIA  
PKG: 2:01**

Activist group immigrants from all over the country are in atlanta. have been called to join the boycott by local organizations. for the first of july is convened hispanic business closing and not go to work. parts of the hb-87 that were blocked are considered the most harmful in the paper ... as soon as the police can not probe on legal estataus ... who are detained also be considered a crime or transport undocumented harboring.

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**7/4/2011**

**NOTHING TO REPORT**

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**7/05/2011**

**GA IMMIGRATION LAW  
VO :19**

In the final days of Georgia's legislative session, the author of a proposal to crack down on illegal immigration was spotted several times in hushed discussions with D.A. King. For nearly a decade, King has pushed for stricter enforcement of immigration laws. With a sometimes confrontational approach, he's won a lot of supporters but also a lot of enemies. His advice has been sought by legislators crafting laws targeting illegal immigration, including state Rep. Matt Ramsey, who wrote Georgia's new law. Ramsey says King's help was invaluable in writing the law and organizing supporters to pressure lawmakers to pass it.

## **L: E-VERIFY REPORT**

**MARIA ROSA LUCCHINI. WASHINGTON, DC**

**PKG 1:55**

As Congress considers legislation to mandate the use of E-Verify - a federal, electronic program to verify the work authorization of new hires - without pairing it with a path to legal status for the approximately seven million undocumented workers in the U.S. workforce, Members of Congress should look to the experience of state legislatures which struggled mightily with the issue this year. Several state legislatures will close this month after considering, but not passing, mandatory E-Verify legislation largely modeled after Arizona's mandatory E-Verify law, but in some cases more extreme. At least five states (Alabama, Georgia, Utah, South Carolina and Indiana) passed harsh anti-immigrant measures that include burdensome E-Verify provisions, but many more rejected them or failed to consider them at all.

## **NY GAY MARRIAGES ONLINE**

**VO :22**

New York same-sex couples begin online marriage license applications. Same-sex couples in New York could begin filling out online applications for marriage licenses on Tuesday (July 5) -- just 11 days after a bill was passed in New York's State Senate on June 24th, legalizing gay marriage. The online applications, on the City Clerk's website, is one step in the marriage license process. Couples are still expected to appear in person to finalize the process and to collect the licenses, which will be issued on July 25th. The moment the licenses are issued, couple are free to wed. Many are hoping to tie the knot on the same day or soon after.

## **LA POLICE DISCIPLINE**

**JAIME GARCIA. LOS ANGELES, CALIFORNIA**

**PKG 2:14**

New discipline policy at LAPD results in some officers avoiding punishment. In many cases, misconduct that once brought suspension without pay now brings a warning that future offenses will bring severe penalties. Members of the Police Commission express skepticism about the approach. A growing number of Los Angeles police officers who have used excessive force, driven while intoxicated, falsely imprisoned people or committed other serious misconduct are being let off without punishment as part of a new, controversial approach to discipline at the LAPD.

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7/06/2011

**NOTHING TO REPORT**

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7/07/2011

**NOTHING TO REPORT**

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7/08/2011

**NOTHING TO REPORT**

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7/11/2011

**SECOND HAND SMOKE  
JULIE FERRER - MIAMI, FLORIDA  
PKG: 2:00**

There's an alarming new link between secondhand smoke and your children's health that you need to know about. Two new studies from the American Academy of Pediatrics look at how exposure can affect their brains. That secondhand smoke may be to blame for ADHD or other learning disabilities. The study results may have you kicking the habit right now, if not for you then for your children. Cassandra Peacock agrees. She is 10 days into a smoke free life. "I just decided after 15 years it wasn't worth wasting my time, money and energy," Peacock said. It's a decision she made not only for herself, but for her kids. "We haven't been people who would smoke inside the home generally because we have small kids -- we'd go outside," Peacock said. "But still -- the residual smell on your clothing. There are just so many reasons to quit." Here's another reason to quit: the American Academy of Pediatrics found that children exposed to secondhand smoke in the home had a 50 percent increased risk of developing childhood neurobehavioral disorders, like ADHD, compared with children who were not exposed at home.

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**7/12/2011**

**ARIZONA CONSULATE FEE  
ERICK IGLESIAS - PHOENIX, ARIZONA  
PKG: 2:00**

Between protests and demonstrations, more than a year so were enacted the law in arizona 1070. last month the state legislature announces approval of the law as of july 20 identifiacion discredit cards issued by foreign consulates as a valid document of identity in the state.

**NEW YORK NO TEXTING BILL  
VO: 22**

Governor Andrew Cuomo is signing a new law that makes texting while driving a primary traffic offense. That means police can pull over drivers who text, E-mail, Tweet, post photos or transmit any data with a phone or computer. Half the states in the country have similar laws.

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**7/13/2011**

**AIRPORT SECURITY BREACH  
VO :23**

A Republican congressman wants to know why U.S. airports remain vulnerable to terror attacks nearly a decade after 9/11 and despite billions spent to enhance security, and he's holding a hearing Wednesday to find out. Rep. Jason Chaffetz of Utah says U.S. airports have sustained more than 25,000 security breaches since November 2001. That averages to slightly more than five security breaches a year at each of the 457 commercial airports. Chaffetz says the number of security breaches is "stunningly high," but a spokesman for the Transportation Security Administration says the number is a "tiny fraction of 1 percent" of the more than 5.5 billion travelers screened since 9/11.

**OBAMA ECONOMY  
VO :29**

U.S. President Barack Obama told Republicans during debt talks on Wednesday that "enough's enough," urging them to halt political posturing while the two sides seek a deal to increase the debt ceiling. Democratic

officials familiar with the talks described the exchange to reporters. The officials said all sides backed some \$1.5 trillion in spending cuts to reduce the deficit.

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**7/14/2011**

**JOE ARPAIO SEARCH WARRANTS  
MARY RABAGO. PHOENIX, ARIZONA  
PKG 2:09**

The Maricopa County Sheriff's Office is investigating 31 workers at Mesa's Alpine Valley Bread bakery outlet as possible illegal immigrants who obtained their jobs through stolen Social Security numbers and fake driver's licenses. The sweep by Sheriff Joe Arpaio and deputies started about 10 a.m. Thursday. As of 2 p.m., 24 workers had been arrested and the bakery had closed as deputies continued to investigate other workers, according to Sheriff Joe Arpaio, who was at the business at 300 W. Southern Ave. No Immigration and Customs Enforcement officials were at the bakery Thursday morning, but Arpaio said he plans to continue cracking down on illegal immigrants who commit crimes to obtain their jobs and the companies who knowingly employ them during a time when many American workers are out of work.

**JET BLUE \$ 4 OFFERS  
VO :21**

shots of JetBlue planes on the runway, taking off and landing. It was a deal that lasted about as long as the flight it was promoting. JetBlue announced a one-day-only offer of flights for only four dollars on Saturday. The airline offered the four dollar fares for what is being called "Carmageddon," a major road repair project that will shut down California's 405 Freeway all weekend. JetBlue offered two round trip flights from Bob Hope Airport in Burbank to Long Beach Airport, and quickly sold out both flights. For just a buck more each way, travelers could opt for extra legroom, early boarding and early access to overhead bin space.

**RI SEXTING BANNED  
VO : 23**

"Sexting" is now illegal in Rhode Island. A new law bans the practice of sending explicit photos via phone text message. Now the state's attorney

general is asking parents to sign a pact with their kids over what they will post online and send over the phone.

**CARMAGEDON LATEST  
NORMA ROQUE. LOS ANGELES, CALIFORNIA  
PKG 1:50**

Norma will be working on a story related to this weekend's Carmageddon and how it is going to disrupt some people's weekend plans. She will be interviewing a bride-to-be that has her mother driving in from Arizona and they are planning to visit various locations to shop for her wedding gown. How will the fwy closure affect them and what changes will they have to make for their schedule.

**NYPD ELECTRIC CARS  
VO :21**

The New York City Police Department is going green. It's purchasing 70 electric vehicles. About 50 Chevrolet Volts will be used to conduct police work. Automaker General Motors says the Volt can travel up to 35 miles on a fully charged battery. After that, a gasoline engine kicks in to power the vehicle. The Volts won't be chasing down bank robbers just yet. Traffic enforcement agents who cruise the city's streets writing parking tickets will get first dibs. The Volt will be the first electric car used by the New York City Police Department.

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7/15/2011

**"CARMAGEDON" : LOS ANGELES FREEWAY  
JAIME GARCIA. LOS ANGELES, CALIFORNIA  
LIVE 2:00 + PKG 1:40**

When the sun rises above Los Angeles on Saturday, residents in this car-dependent, traffic-choked city will see a rare sight: a 10-mile stretch of one of the nation's busiest freeways turned into a virtual ghost road. Interstate 405, a freeway normally so clogged that locals like to joke that its name is shorthand for "traffic that moves no faster than 4 or 5 miles an hour," is closing for 53 hours for a major construction project. As crews worked feverishly to get the freeway open in time for Monday morning's rush-hour, residents have been making plans for weeks to stay off local roads, lest they trigger what officials dubbed "Carmageddon."

**US DEBT SHOWDOWN  
JULIE FERRER. MIAMI, FLORIDA  
PKG 2:02**

Democrats and Republicans have been meeting behind closed doors on Capitol Hill to assess the debt limit situation, and they've emerged giving no ground on their hardened positions. Republicans say they're planning a vote next week on a balanced budget constitutional amendment that would force the government to balance its books. President Barack Obama says there's no need for an amendment -- he says, "What we need to do is do our jobs." He says lawmakers shouldn't be getting this close to an Aug. 2 deadline to raise the debt ceiling without an agreement. Obama says he still wants to strike a big deal that would raise the debt limit as well as cut spending and raise revenues.

=====END OF PART 1=====

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**From:** Rosyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:48 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS- NOTICIERO UNIVISION EDICION NOCTURNA 11:30 PM - JULY 2011- PART 2

**FCC REPORTS EDICION NOCTURNA, JUL 16-31 PART 2**

**07/18/2011**

**MINIMUM SALARY WORKERS ABUSE  
LUIS MEGID, SAN FRANCISCO, CALIFORNIA  
PKG: 1:51**

Many people work for little .. and also many receiving less money promised. a first glance may seem problem we few,,, but it is not .... studies estimate workers lose together some thirty billion dollars a year in unpaid wages .... and not only small businesses are not guilty .

**TODDLERS SLEEP WITH PARENTS  
VO: 20**

Parents, rest easy -- a new study found no signs that sharing a bed with your toddler is harmful. The American Academy of Pediatrics says it's up to the family to decide what's best as long as the child is at least a year old. But researchers found no benefits to it either. And they warn babies under the age of 6 months should not share a bed with parents. That's because they're at high risk for sudden infant death syndrome at that age.

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**07/19/2011**

**SAN FRANCISCO JUDICIARY BUDGET CUT  
VO: 22**

As if there were not enough the backlog in the courts of san francisco becomes much heavier. california has no money, and the court will have to close 25 rooms. and lay off 200 employees, almost half of which is today .. the san francisco are not affected by state courts only the economy, but will be here the dramatic effect .... friday the judicial council, the agency that administered the budget cut almost nine percent budget cuts local all ..... some 350 million dollars



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**07/20/2011**

**INDIANA INMIGRACION**

**VO : 23**

Indiana Attorney General Greg Zoeller says he won't appeal a federal judge's decision to temporarily block part of a new state Immigration law but will continue to fight against a ruling that would make the ban permanent. Zoeller said Tuesday that his office decided not to fight U.S. District Judge Sarah Evans Barker's June 24 ruling for "strategic reasons" but would continue to defend the law in court. Barker ruled that parts of the law allowing police to arrest immigrants who hadn't committed a crime and restricting the use of identification provided by foreign consulates treaded on the federal government's power to regulate Immigration.

**VISA LOTTERY LATEST**

**VO :22**

Every year millions of would-be immigrants take a gamble and submit their names for the U.S. government's annual visa lottery. The odds of getting permission to move to the United States are slim at best -- nearly 15 million people applied in 2010 for 55,000 visas -- could get slimmer. A bill to abolish the annual lottery was referred by the Judiciary Committee to the full House Wednesday. Republicans who supported the bill introduced by Virginia Republican Bob Goodlatte argued that problems of fraud and the potential for the program to be exploited by terrorists make it a threat to national security.

**NM DRIVERS LICENSE**

**ALEJANDRO CONTRERAS. NEW MEXICO**

**PKG 1:39**

An immigrant organization in Santa Fe says the governor's new driver's license verification policy could be illegal. Gov. Susana Martinez today announced that the state Motor Vehicle Division would run residency verification checks on at least 10,000 people in the state's foreign national database. She wants to identify illegal immigrants who do not reside in New Mexico and are therefore ineligible for a state driver's license. But Elsa Lopez, of the immigrant group Somos Un Pueblo Unido, said Martinez's policy is flawed. For one thing, she said, New Mexico's database of "foreign" license holders contains plenty of U.S. citizens. One consequence

was that U.S. citizens in some cases used a passport or other accepted form of identification to obtain driver's licenses. In doing so, they ended up in the state's "foreign" database.

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**07/21/2011**

**GAYS IN MILITARY PANETTA**

**VO :22**

Defense officials say Pentagon chief Leon Panetta will certify that gays may serve openly in the armed services. News of his decision comes two weeks after top military leaders agreed that repealing the 17-year-old ban will not hurt military readiness. The decision is not unexpected. The Pentagon has conducted months of internal studies and training to gauge how troops would react to the change triggered by a law passed by Congress and signed by President Barack Obama in December.

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**07/22/2011**

**OBAMA ECONOMY**

**FERNANDO PIZARRO. WASHINGTON, DC**

**PKG 2:32**

President Barack Obama said that the government must rein in its long-term deficit to assure economic growth and that he's willing to accept "tough" cuts to programs as long as they are balanced by raising more revenue through taxes. Obama renewed his appeal for a deal with Congress on debt reduction that includes closing loopholes in the tax code for businesses and high-income individuals while trimming spending. Failing to reach such an agreement, he said, would hurt middle-income workers, the poor, students and older Americans.

**GAYS IN MILITARY**

**VO :19**

U.S. President Barack Obama on Friday gave his formal approval for gays to serve openly in the U. S. military, after requirements for repealing the "Don't Ask, Don' t Tell" policy have been met. Obama said the action followed "extensive training of our military personnel and certification by

[Defense] Secretary Panetta and [Chairman of the Joint Chiefs of Staff] Admiral Mullen that our military is ready for repeal."

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**07/25/2011**

**CALIFORNIA DREAM ACT  
SALVADOR DURAN - SAN SALVADOR, EL SALVADOR  
PKG: 1:49**

California Governor Jerry Brown signed into law Monday a bill allowing illegal immigrants to receive privately funded scholarships to attend the state's public colleges and universities. The bill, dubbed the California Dream Act, passed the state Legislature earlier this month and aims at helping illegal immigrants who have earned a high school diploma after attending at least three years of high school in the state.

**OBAMA NCLR SPEECH  
VO: 22**

Activists hispanics across the country responded aloud to president obama when told about the causes pain sport ... yes you can .... if you can use your executive authority ... was the message is not how the system works, i replied. youth group known as the undocumented student dreamers "- came disappointed. four candidates for republican nomination not accepted the invitation of the breed well all the president has lost ground in other surveys among latinos - two weeks ago to conference calls in Ibanca house with all activists 160 countries on all issues affecting hispanics.

**SALMONELLA PAPAYA  
VO: 22**

U.S. health regulators on Monday advised people not to eat papaya from Texas distributor Agromod Produce as they investigate a possible link to a salmonella outbreak in 23 U.S. states. The outbreak of Salmonella Agona has resulted in 97 reported cases of illness across the country, the U.S. Food and Drug Administration said. Ten people have been hospitalized. Texas and Illinois registered the most cases, especially affecting children under 5 years old and women. McAllen, Texas-based Agromod is voluntarily recalling its papayas, which were imported from Mexico. FDA said it is working with the papaya distributor and with officials in Mexico to determine how the fruit became contaminated.

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**07/26/2011**

**ONE MILLION UNDOCUMENTED PEOPLE IN LOS ANGELES  
LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA**

**PKG: 1:55**

The undocumented population is stable in the state, may even have decreased, but what is actually found in every corner. The range is from 1,000 people in the counties of Del Norte, Siskiyou, Modoc / Laseen in the upstate, to nearly a million in the county of Los Angeles. According to the report unauthorized immigrants in California.

**NEW YORK TAXIS WAR  
BLANCA ROSA VILCHEZ - NUEVA YORK**

**PKG: 2:00**

Are divided on the routes served and the interests they defend. on one side is the yellow taxi drivers to fifteen thousand have paid more than one hundred thousand dollars for the medallion calls that gives the exclusivity of passengers in pick up anywhere. and the other drivers not to have and to cover the routes that yellow taxi drivers not be removed from income from manhattan. and in the center of the dispute the mayor's proposal might want to give a yellow taxi drivers not only a temporary permission 500 dollars a year for three years, so you can work officially in restricted areas.

**POOR SLEEP, POOR MEMORY**

**VO: 20**

Interrupted sleep can mess with your memory. That's the finding of a new study at Stanford University.

Mice were used in the study -- but most parents of young children, who get up several times a night, know the feeling. In fact, the lead author of the study told U-S-A Today that she suffered from "momnesia" when her children were young. Researchers found that when the lab mice were rested, they were highly curious and investigated new objects in their cages. But, when their sleep was interrupted, they showed signs of memory loss. The findings are published in the "Proceedings of the National Academy of Sciences.

**McDONALD'S "HEALTHY" MEAL**

**VO: 18**

Less more chips and apples in its "happy boxes" or "happy meals". this is the new goal of fast food chain's largest country, mcdonalds that joins efforts of the first lady, michelle obama to fight obesity among children. mcdonalds agreed to reduce the level of sugars, saturated fats and calories for year 2 mil 20.

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**07/27/2011**

**FARMERS WORKERS PROSTITUTION  
MARTIN BERLANGA - MIAMI, FLORIDA**

**PKG: 2:00**

All this economic crisis have been stuck in your pocket, but dozens of workers in different parts of the country have been stuck in dignity. reality is in the streets is accentuated times that work is not what i offer, but have sexual contact. homosexual drove up and took alleged to do other work in the way but now reveal your intentions.

**HATE WAVE 64 DEATHS**

**VO: 22**

Number of deaths by excessive temperatures Would come in the country and a 64 in 15 states, according to the national weather service! today marks 32 days of continuous high temperatures above 100 degrees fahrenheit for some areas of the country and that the experts forecast thermometer in the three digits will continue several days! the record occurred in 1936 when the heat is extended over 50 days.

**CELL PHONES HEALTH**

**VO :18**

Children and adolescents used cell phones are not at increased risk of brain cancer for non-users, according to a study of patients 7 to 19 years. The research, published Wednesday in the Journal of the National Cancer Institute, addresses the concerns that children may be more vulnerable to health risks by electromagnetic radiation from mobile phones. The nervous system of children is still developing, and fears that its smallest circumference of the head can allow radiation to penetrate deeper into the brain.

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**07/28/2011**

**AZ SB 1070 PREVIEW  
VICTOR HUGO RODRIGUEZ / PHOENIX, ARIZONA  
PKG 1:58**

A federal judge said Thursday there appears to be no legal basis for a request that she order the Obama administration to do more to protect the border. Judge Susan Bolton noted that the state is requesting that she rule that the federal government is failing in its mandate to protect the country from "invasion." That is based on the contention that Arizona - and the United States - is effectively being invaded by large numbers of illegal immigrants.

**TX AWOL SOLDIER  
JUAN JOSE RODAS / KILLEEN, TX  
PKG 2:08**

An AWOL Muslim soldier who had been granted conscientious objector status earlier this year was arrested and bomb-making materials were found in his motel room near Fort Hood, the same Texas Army post where 13 people were killed in a 2009 shooting rampage blamed on an Army psychiatrist, an FBI spokesman said Thursday. Killeen police arrested Pfc. Naser Abdo, 21, on Wednesday and agents found firearms and "items that could be identified as bomb-making components, including gunpowder," in his motel room, said FBI spokesman Erik Vasys.

**NYPD SECURITY  
VO :24**

The New York Police Department is testing ground-breaking counterterror technology expected to dramatically increase its ability to detect and thwart a potential radiation attack, officials said Thursday. The technology will allow a command center in lower Manhattan to monitor 2,000 mobile radiation detectors carried by officers each day around the city. The detectors will send a wireless, real-time alert if there's a reading signaling a dirty bomb threat.

**DEBT LATEST  
VO :26  
INTERVIEW VICTORIA DE FRANCESCO / POLITIC ANALIST**

## **TRT 2:15 AUSTIN, TEXAS**

House Republican leaders have abruptly delayed a vote on a bill extending the government's debt limit and cutting federal spending. House Speaker John Boehner's spokesman, Michael Steel, said it was "a sensible assumption" that Boehner was still trying to round up the needed votes. The House was nearing the end of its debate on the legislation when Republicans suddenly shifted gears. They instead moved to a bill renaming a post office in Peoria, Ill. GOP leaders have been laboring to line up the 216 votes the debt bill would need to pass the House, and they have encountered opposition from some conservatives. There are 240 Republicans in the House.

## **IMMIGRANTS ABANDONED**

**LUIS MEGID, SAN FRANCISCO, CALIFORNIA**

**PKG 2:00**

There are fewer undocumented immigrants in California - and the Sacramento region - because many are now finding the American dream south of the border. Mexico's unemployment rate is now 4.9 percent, compared with 9.4 percent joblessness in the United States. An estimated 300,000 undocumented immigrants have left California since 2008, though the remaining 2.6 million still make up 7 percent of the population and 9 percent of the labor force, according to the Public Policy Institute of California.

## **TYLENOL DOSE**

**VO :26**

Johnson & Johnson said Thursday that it's reducing the maximum daily dose of its Extra Strength Tylenol pain reliever to lower risk of accidental overdose from acetaminophen, its active ingredient and the top cause of liver failure. The company's McNeil Consumer Healthcare Division said the change affects Extra Strength Tylenol sold in the U.S. one of many products in short supply in stores due to a string of recalls. Starting sometime this fall, labels on Extra Strength Tylenol packages will now list the maximum daily dose as six pills, or a total of 3,000 milligrams, down from eight pills a day, or 4,000 milligrams. Beginning next year, McNeil will also reduce the maximum daily dose for its Regular Strength Tylenol and other adult pain relievers containing acetaminophen, the most widely used pain killer in the country.

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7/29/11

**DEBT CEILING LATEST  
LOURDES MELUZA / WASHINGTON D.C.  
PKG 1:50**

President Barack Obama's top ally in the Senate has signed on to a long-delayed agreement to raise the government's borrowing cap and cut spending -- subject to approval by his fellow Senate Democrats. A spokesman for Majority Leader Harry Reid says the Nevada Democrat supports the measure. He's the first top congressional leader to announce support. Republican Senate leaders said Sunday they were close to a deal. The tentative agreement would guarantee enough borrowing authority to keep the government afloat into 2013. The measure would provide an immediate hike in the debt limit, accompanied by the promise of trillions of dollars in future spending cuts.

**=====END OF PART 2=====**

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**From:** Carolina Cardona  
**Sent:** Tuesday, August 02, 2011 11:07 AM  
**To:** Carole Bird  
**Subject:** RE: July 2011 report for "Primer Impacto"

=====FCC REPORTS FOR JULY 2011

=====07/01/2011

===== NO FCC TO REPORT

=====07/05/2011

=====FL-CASEY ANTHONY NOT GUILTY (2 MIN)

CASEY ANTHONY WAS ACQUITTED OF MURDERING HER 2-YEAR-OLD DAUGHTER IN A CASE THAT BECAME A NATIONAL SENSATION ON CABLE TV, WITH ITS CSI-STYLE TESTIMONY ABOUT DUCT-TAPE MARKS ON THE CHILD'S FACE AND THE SMELL OF DEATH INSIDE A CAR TRUNK. AFTER A TRIAL OF A MONTH AND A HALF, THE JURY TOOK LESS THAN 11 HOURS TO FIND ANTHONY NOT GUILTY OF FIRST-DEGREE MURDER, AGGRAVATED MANSLAUGHTER AND AGGRAVATED CHILD ABUSE. SHE WAS CONVICTED ONLY OF FOUR MISDEMEANOR COUNTS OF LYING TO INVESTIGATORS WHO WERE LOOKING INTO THE JUNE 2008 DISAPPEARANCE OF HER DAUGHTER, CAYLEE. ANTHONY, 25, COULD HAVE GOTTEN THE DEATH PENALTY IF CONVICTED OF MURDER.

ANTHONY COULD GET UP TO A YEAR BEHIND BARS ON EACH COUNT OF LYING TO INVESTIGATORS. BUT SINCE SHE HAS BEEN IN JAIL FOR NEARLY THREE YEARS ALREADY, SHE COULD WALK FREE. PROSECUTORS CONTENDED THAT ANTHONY -- A SINGLE MOTHER LIVING WITH HER PARENTS -- SUFFOCATED CAYLEE WITH DUCT TAPE BECAUSE SHE WANTED TO BE FREE TO HIT THE NIGHTCLUBS AND SPEND TIME WITH HER BOYFRIEND. DEFENSE ATTORNEYS ARGUED THAT THE LITTLE GIRL ACCIDENTALLY DROWNED IN THE FAMILY SWIMMING POOL, AND THAT ANTHONY PANICKED AND HID THE BODY BECAUSE OF THE TRAUMATIC EFFECTS OF BEING SEXUALLY ABUSED BY HER FATHER.

=====07/08/2011

=====NO FCC TO REPORT

=====07/11/2011

=====NJ- STUN GUN FOUND ON PLANE (20 SEC)

OFFICIALS ARE INVESTIGATING AFTER A STUN GUN WAS FOUND ON BOARD A PLANE THAT ORIGINATED IN BOSTON. THE FBI SAID THAT THERE IS NO INDICATION THAT ANY KIND OF ATTACK USING A STUN GUN ON A PLANE WAS IMMINENT, BUT THE FBI SAYS IT IS STILL INVESTIGATING EXACTLY HOW THE STUN GUN ENDED UP ON THE FLIGHT. IT HAPPENED ON JETBLUE FLIGHT 1179, WHICH ORIGINATED AT LOGAN AIRPORT. IN A STATEMENT, JETBLUE CONFIRMED THAT FRIDAY NIGHT, WHILE CLEANING AN AIRCRAFT IN NEWARK, THE CREW

DISCOVERED WHAT THEY DEEMED TO BE A SUSPICIOUS OBJECT IN A SEATBACK POCKET. THE TSA CAME ABOARD THE AIRCRAFT AND INITIATED AN INVESTIGATION INTO THE MATTER. A PORT AUTHORITY SPOKESPERSON CONFIRMED THAT THE OBJECT WAS A DANGEROUS WEAPON -- A STUN GUN.

=====07/12/2011

=====SPAIN LEGS TRANSPLANT (18 SEC)

THE WORLD'S FIRST DOUBLE LEG TRANSPLANT WAS CARRIED OUT IN SPAIN ON MONDAY. THE 14-HOUR OPERATION, LED BY SPANISH DOCTOR PEDRO CAVEDAS ON A YOUNG MALE PATIENT WHOSE IDENTITY AND AGE WERE NOT PROVIDED, TOOK PLACE AT VALENCIA'S LA FE HOSPITAL. THE PATIENT LOST BOTH LEGS BELOW THE KNEES IN AN ACCIDENT WHICH DETAILS WERE NOT PROVIDED, ACCORDING TO DOCTOR CAVEDAS.

=====07/13/2011

=====NO FCC TO REPORT

=====07/14/2011

=====AIDS PREVENTION VO (25SECS)

TWO NEW STUDIES IN AFRICA FOUND THAT DAILY PILLS PREVENTED INFECTION WITH THE AIDS VIRUS IN HETEROSEXUAL MEN AND WOMEN. THE STUDIES CONTRADICT EARLIER RESEARCH THAT SEEMED TO SHOW THE PILLS DID NOT PREVENT INFECTION IN WOMEN IN SOME AFRICAN COUNTRIES. AUTHORS OF THE NEW STUDIES THINK THE EARLIER WORK MAY HAVE BEEN FLAWED. THE CENTERS FOR DISEASE CONTROL AND PREVENTION RAN A STUDY DONE IN BOTSWANA. THE UNIVERSITY OF WASHINGTON RAN THE SECOND STUDY IN KENYA AND UGANDA. BOTH FOUND THAT THE PILLS REDUCED THE RISK OF HIV INFECTION BY 63 PERCENT OR MORE.

=====07/15/2011

=====VITAMIN C FROM FOOD TIED TO LOWER CATARACT RISK (15 sec)

OLDER ADULTS WHO GET VERY LITTLE VITAMIN C IN THEIR DIETS MAY HAVE AN INCREASED RISK OF DEVELOPING CATARACTS, A STUDY IN INDIA FINDS. CATARACTS ARE A CLOUDING OF THE EYE'S LENS THAT COMMONLY CAUSE VISION PROBLEMS IN OLDER PEOPLE. SOME STUDIES, BUT NOT ALL, HAVE FOUND THAT PEOPLE WITH HIGHER INTAKES OF ANTIOXIDANTS, INCLUDING VITAMIN C, MAY HAVE A LOWER RISK OF DEVELOPING THE CONDITION.

=====07/18/2011

=====CHILDREN SAFER WITH GRANDPARENTS DRIVING (23 sec)

CHILDREN ARE LESS LIKELY TO BE INJURED IN CAR ACCIDENTS WHEN A GRANDPARENT IS BEHIND THE WHEEL. RESEARCHERS AT THE UNIVERSITY OF PENNSYLVANIA LOOKED AT ACCIDENT DATA FROM FOUR YEARS. THEY FOUND ONLY ABOUT ONE IN 15 KIDS WERE HURT IN CRASHES WHEN GRANDPARENTS WERE DRIVING. THAT'S ABOUT HALF AS MANY INJURIES AS CHILDREN IN CARS WITH PARENTS. HOWEVER, THE STUDY ALSO FOUND CHILDREN DRIVEN BY GRANDPARENTS ARE LESS LIKELY TO BE PROPERLY RESTRAINED.

=====07/20/2011

=====NO FCC TO REPORT

=====07/21/2011

=====KIDS CAN BECOME SICK BY TOUCHING FROGS (19 SEC)

THE C-D-C HAS A WARNING..DON'T LET KIDS UNDER FIVE NEAR WATER FROGS. THEY COULD CARRY SALMONELLA. THIS WARNING IS COMING OUT NOW BECAUSE A BIG FROG BREEDING COMPANY LINKED TO A PREVIOUS SALMONELLA OUTBREAK IS SELLING THEM AGAIN. ACCORDING TO THE C-D-C, MORE THAN 200 PEOPLE WERE INFECTED IN THAT OUTBREAK. MOST OF THE KIDS WHO GOT SICK FROM THE FROGS WERE UNDER THE AGE OF 10. DOZENS WERE EVEN HOSPITALIZED.

=====07/22/2011

=====MEX-ALERTA SANITARIA POR SARAMPION (0:20)

MEDICAL TEAMS HAVE BEEN MOBILISED ACROSS MEXICO CITY AFTER A TWO-YEAR-OLD GIRL WAS DIAGNOSED WITH THE HIGHLY-CONTAGIOUS AND POTENTIALLY DEADLY MEASLES VIRUS. DESPERATE TO STAVE OFF AN OUTBREAK, HEALTH AUTHORITIES HAVE LAUNCHED A HEALTH AWARENESS CAMPAIGN IN THE TEEMING CAPITAL.

AT THE CITY'S BUSTLING INTERNATIONAL AIRPORT, HEALTH STANDS HAVE BEEN SET UP TO VACCINATE TRAVELERS, EDUCATE TOURISTS AND IDENTIFY POTENTIAL CARRIERS OF THE VIRUS. THE COUNTRY'S LATEST MEASLES INFECTION IS BELIEVED TO HAVE COME FROM EUROPE WITH THE YOUNG VICTIM HAVING RECENTLY TRAVELED TO MEXICO FROM PARIS. MEASLES IS A HIGHLY CONTAGIOUS, SERIOUS DISEASE CAUSED BY A VIRUS. ACCORDING TO THE WORLD HEALTH ORGANISATION, IT REMAINS ONE OF THE LEADING CAUSES OF DEATH AMONG YOUNG CHILDREN GLOBALLY, DESPITE THE AVAILABILITY OF A SAFE AND EFFECTIVE VACCINE.

THE MOST SERIOUS COMPLICATIONS INCLUDE BLINDNESS, ENCEPHALITIS (AN INFECTION THAT CAUSES BRAIN SWELLING), SEVERE DIARRHOEA AND RELATED DEHYDRATION, EAR INFECTIONS, OR SEVERE RESPIRATORY INFECTIONS SUCH AS PNEUMONIA.

MEXICAN HEALTH AUTHORITIES HAVE ASKED PEOPLE TO REMAIN CALM AND HAVE REASSURED CITIZENS AND TRAVELERS THAT THE GOVERNMENT HAS NEARLY TWO MILLIONS VACCINES ON STANDBY. ALTHOUGH THE RISKS OF AN OUTBREAK ARE VERY LOW AUTHORITIES IN MEXICO ARE NOT TAKING ANY CHANCES. THE COUNTRY HAS ONLY JUST BEGUN TO SHOW SIGNS OF RECOVERY FOLLOWING A 2009 SWINE FLU OUTBREAK THAT BROUGHT THE COUNTRY TO A STANDSTILL AND DECIMATED IT'S TOURISM INDUSTRY.

=====07/25/2011

=====NORWAY-BLAST NEW VIDEO (35 sec)

A MAN WHO SHOT AMATEUR VIDEO IN THE AFTERMATH OF THE DEADLY OSLO BOMBING RECOUNTED THE DRAMATIC SCENES HE WITNESSED AND RECORDED ON FRIDAY. OUTSIDE, IN THE MIDDLE OF A DEBRIS LITTERED SQUARE, PEOPLE LAID BLEEDING WHILE EMERGENCY SERVICE WORKERS AND OTHERS RUSHED TO HELP THEM. THE CAR BOMB THAT EXPLODED IN THE GOVERNMENT DISTRICT IN CENTRAL OSLO, KILLING SEVEN WAS ONE OF TWO ATTACKS ON FRIDAY IN NORWAY. THE SECOND, A SHOOTING AT A YOUTH CAMP ON UTOYA ISLAND, CLAIMED THE LIVES OF 86 PEOPLE. MORE THAN 90 PEOPLE WERE WOUNDED, AND OTHERS REMAIN MISSING AT BOTH CRIME SCENES.

=====07/26/2011

=====HAPPY MEALS GO ON A DIET (0:17)

THE HAPPY MEAL GOES ON A DIET: FOR OVER 30 YEARS THE HAPPY MEAL HAS REVOLUTIONIZED THE MARKETING OF FOOD TO KIDS. THE NEW HAPPY MEAL HAS 20% FEWER CALORIES, 20% LESS SODIUM AND FEWER FRIES WITH THE NEW "TINY FRIES."  
IT'S ABOUT A HUNDRED CALORIES LIGHTER THAN THE OLD KIDS MEALS...  
AND HAS LESS SODIUM AND FAT.  
THE WHOLE MEAL COMES IN AT LESS THAN 400-CALORIES.

===== BIRTH CONTROL FOR MEN? (:22)

COMING SOON CONTRACEPTIVES PILL FOR MEN COULD BECOME A REALITY!  
SCIENTISTS OF COLUMBIA UNIVERSITY PROVIDED TO MICE A SUBSTANCE THAT BLOCKS A VITAMIN, IS VITAL FOR SPERM-TO-ZOI-DES! RODENTS STOPPED PRODUCING SPERM, BUT MAINTAINED LIBIDO! THE EFFECT OF TREATMENT APPEARED TO BE REVERSIBLE, AND CONTINUING RESEARCH! #

=====07/27/2011

=====NO FCC TO REPORT

=====07/28/2011

=====STUDY SHOWS WOMEN PREFER SEX OVER EXCERCISE (20 sec)

A NOT-SO-SURPRISING SURVEY, WOMEN SAID THEY WOULD RATHER EXERCISE BY HAVING SEX THAN GO TO THE GYM, ESPECIALLY AT THE END OF AN EXHAUSTING DAY, THE DAILY MAIL REPORTED.THE SURVEY SHOWED THAT 76% OF WOMEN SAID THEY WERE MORE INCLINED TO HAVE SEX IF THEY THOUGHT IT WOULD HELP THEM LOSE WEIGHT. THEY ALSO SAID THEY WOULD RATHER PARTICIPATE IN MORE MUNDANE HOUSEHOLD CHORES LIKE VACUUMING IF IT WOULD HELP THEM BURN THE SAME AMOUNT OF CALORIES AS MORE TRADITIONAL EXERCISE ROUTINES.

=====07/29/2011

=====TYLENOL ANNOUNCES NEW LOWER DOSING

THE MAKER OF TYLENOL IS ISSUING NEW, LOWER DOSING INSTRUCTIONS FOR THE PAINKILLER. IT'S AN EFFORT TO REDUCE ACCIDENTAL OVERDOSE FROM ACETAMINOPHEN, THE PRODUCT'S ACTIVE INGREDIENT. MCNEIL CONSUMER HEALTHCARE, A DIVISION OF JOHNSON AND JOHNSON, SAYS THE MAXIMUM DOSE FOR EXTRA STRENGTH TYLENOL SHOULD NOW BE SIX PILLS. THE OLD MAXIMUM WAS EIGHT PILLS. IT'S A REDUCTION FROM FOUR-THOUSAND MILLIGRAMS TO THREE-THOUSAND MILLIGRAMS. A MCNEIL EXECUTIVE SAYS ACETAMINOPHEN IS SAFE WHEN USED AS DIRECTED, BUT AN OVERDOSE CAN CAUSE LIVER DAMAGE.

Carolina Cardona | Assistant Producer | PRIMER IMPACTO | Univision Network | 9405 NW 41st Street, Miami, FL 33178  
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**From:** Carole Bird  
**Sent:** Tuesday, August 02, 2011 11:04 AM  
**To:** Carolina Cardona  
**Subject:** July 2011 report for "Primer Impacto"

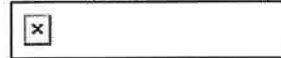
Hi Carolina -

I'm looking for the July 2011 report for Primer Impacto - please let me know when you will be sending it -

Thanks,

Carole

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**From:** Rossyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:03 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS-NOTICIERO UNIVISION 6:30 PM- JULY 2011- PART 1

**FCC REPORTS NETWORK NEWS 6:30 JUL 1-15 PART 1**

**7/1/2011**

**GEORGIA IMMIGRATION LAW PROTESTS  
OMAR GARCIA - ATLANTA, GEORGIA  
PKG: 1:27**

Activist group immigrants from all over the country are in atlanta. have been called to join the boycott by local organizations. for the first of july is convened hispanic business closing and not go to work. parts of the hb-87 that were blocked are considered the most harmful in the paper ... as soon as the police can not probe on legal status .... who are detained also be considered a crime or transport undocumented harboring.

=====

**7/2/2011**

**6:30 pm & 11:30 pm**

**GEORGIA ANTIIMMIGRANT LAW PROTEST  
OMAR GARCÍA - ATLANTA GEORGIA  
PKG: 2:04**

Thousands rallied at the Georgia Capitol to protest the state's new immigration law, which they say reates an unwelcome environment for people of color and those in search of a better life. Men, women and children converged on downtown Atlanta for Saturday's march and rally, cheering speakers while shading themselves with umbrellas and posters

**HISPANIC WOMEN HEALTH  
VIVIANA AVILA - CHICAGO, ILLINOIS  
PKG: 1:54**

For 25 years Maria Island have diabetes, and had reason to neglect his medical condition in America. She could be part of the statistics from a recent Kaiser Foundation study that found that in Illinois a 34.3 percent of Hispanic women reported poor medical condition compared with 8. 5

percent of non-Hispanic white women. Cardiovascular disease, cancer and diabetes are the most hit Hispanics.

=====

**7/3/2011**

**6:30 pm & 11:30 pm**

**CALIFORNIA NEW IMMIGRATION CENTER  
JAIME GARCIA - LOS ANGELES, CALIFORNIA  
PKG: 2:04**

The result has controversial ad of the new construction and rehabilitation centers for the detention of immigrants. new immigration detention centers will open in california, texas, illinois, new jersey and florida .. in a written statement a spokeswoman for ice, clarified that new centers that are sought in places near immigrants inhabited by .. providing access to legal services and reducing the average time of transfer and custody by ice.

=====

**7/4/2011**

**NOTHING TO REPORT**

=====

**7/5/2011**

**LAPD DISCIPLINARY GUIDELINES  
VO :19**

New discipline policy at LAPD results in some officers avoiding punishment. In many cases, misconduct that once brought suspension without pay now brings a warning that future offenses will bring severe penalties. Members of the Police Commission express skepticism about the approach. A growing number of Los Angeles police officers who have used excessive force, driven while intoxicated, falsely imprisoned people or committed other serious misconduct are being let off without punishment as part of a new, controversial approach to discipline at the LAPD.

**E-VERIFY  
LOURDE MELUZA. WASHINGTON, DC  
PKG 2:00**

As Congress considers legislation to mandate the use of E-Verify - a federal, electronic program to verify the work authorization of new hires - without pairing it with a path to legal status for the approximately seven million undocumented workers in the U.S. workforce, Members of Congress should look to the experience of state legislatures which struggled mightily with the issue this year. Several state legislatures will close this month after considering, but not passing, mandatory E-Verify legislation largely modeled after Arizona's mandatory E-Verify law, but in some cases more extreme. At least five states (Alabama, Georgia, Utah, South Carolina and Indiana) passed harsh anti-immigrant measures that include burdensome E-Verify provisions, but many more rejected them or failed to consider them at all.

=====

**7/6/2011**

**NOTHING TO REPORT**

=====

**7/7/2011**

**CALIFORNIA HOME OWNERS DEMAND  
LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA  
PKG: 2:10**

Organizations and homeowners have decided to start a new era to cope with the wave of foreclosures various banks. this time a owner in los angeles is the chase bank sued for breach of contract and emotional damage. it took three years velasco anabel negotiating with chase bank to avoid losing your home to after the crisis housing mortgage is greater than the price of the property ... monthly payment it is impossible ... until finally, last march signed contract amendment with the bank and three months after such financial institution unknown.

=====



7/8/2011

**UNEMPLOYMENT INCREASE  
LOURDES MELUZA - WASHINGTON, DC**

**PKG: 1:58**

Facing a dismal jobs report, President Barack Obama called on Congress Friday to end uncertainty over their debt standoff and pass a litany of administration-backed proposals, including a payroll tax cut extension and three free trade agreements. Obama's top economist said implementing those policies would reduce the jobless rate a full point by the time Obama faces re-election in the fall of 2012. But Republican opposition and Washington's heated partisan atmosphere would likely make passing the full slate of administration proposals a political pipe dream. Obama spoke from the Rose Garden shortly after the release of fresh figures that showed employers added just 18,000 jobs in June, the fewest in nine months, and the unemployment rate rose to 9.2 percent. The president said the numbers were yet another sign that a full economic recovery is still elusive.

**NEW YORK IMMIGRATION FRAUD  
BLANCA ROSA VILCHEZ - NEW YORK**

**PKG: 2:14**

Cecilia martinez of uruguay and the bolivar ecuador an unfortunate coincidence valdez have in their lives: both were scammed by the same person you are charging seven thousand dollars to change regularize their immigration status. two months after seven thousand dollars less realized that this is a scam. cases like yours are the manhattan county prosecutor wants to get in his office in the form of formal complaint.

**PHOENIX IMMIGRANTS & JOE ARPAIO AGREEMENT RACIAL  
PROFILE**

**VO: 22**

In which considered the first great setback sheriff Joe Arpio and his controversial works against illegal immigration in arizona ... maricopa county, will have to pay 200 thousand dollars in compensation by arrest unjustified julian mora, who in february 2 mil 9 was arrested by sheriff's deputies july with your child, just for their physical appearance. legal resident for more than 30 years, julian mora humiliating saying that the most was that both he and his child born in the u.s. were on a public street wives.

## **ALABAMA ANTIIMMIGRANT LAW DEMAND**

**VO: 18**

Rights Groups Civil suit filed Friday against the new law Immigration Alabama, both its supporters and detractors describe as the hardest of the United States. The lawsuit says the law submitted to the citizens and not citizens to "criminal penalties and incarceration innocent daily activities such as offering to bring a neighbor car, hire a laborer or rent a room a friend. " He also argues that the law will discourage children from immigrant families enroll in public schools.

=====

**7/9/2011**

**6:30 pm & 11:30 pm**

## **ALABAMA ANTIIMMIGRANT LAW**

**JULIE FERRER - MIAMI, FLORIDA**

**PKG: 2:20**

Alabama's new law cracking down on illegal immigration, widely considered the toughest such law in the nation, was challenged in federal court Friday by opponents who argued that many of its provisions - including bans on knowingly driving illegal immigrants and renting them property - were unconstitutional. The law signed by Republican Gov. Robert Bentley last month is one of a number of recent bills approved by state lawmakers frustrated by what they say is Washington's failure to address the presence of the estimated 11 million illegal immigrants in the U.S. Thus far, however, federal courts have temporarily suspended portions of laws in Arizona, Utah, Indiana and Georgia, including those sections giving police broader immigration enforcement powers. Courts have blocked a Utah law in its entirety.

## **GEORGIA IMMIGRATION PROTEST**

**VO: 22**

Several hundred people, mostly labor union members, rallied Saturday at the Georgia Capitol against the state's new law targeting illegal immigrants. It was the latest in a string of actions by opponents to protest the law. The Rev. Al Sharpton told the crowd the law violates civil and human rights and will lead to racial profiling of U.S. citizens and others who are in the country legally. "We're going to stop it here before it goes any further to other

communities," the New York-based minister and civil rights activist said. "We cannot have a nation where, based on your language or your race, determines your rights. Your rights must be determined by the fact that we're all equal."

=====

**7/10/2011**

**6:30 pm & 11:30 pm**

### **GAS PRICES**

**VO: 22**

No relief for the pockets of car drivers. the latest national survey trilby lundberg, indicates that on gasoline in the last two weeks the price of a gallon of regular fuel. reduce by three tenths of a cent. now is the average three dollars and 61 cents. a year ago a gallon of regular gasoline costa dos dollars and cents 72.

=====

**7/11/2011**

### **IMMIGRATION HATE CRIMES INCREASE LUIS MEGID - SAN FRANCISCO, CALIFORNIA**

**PKG: 1:58**

Figures compiled by the ministry show that since 2003 there have been 24 .. hate crimes including ten since last year. the increase coincides with the wave of anti-immigrant laws, and hard laws enacted in states like arizona utah, georgia and alabama. although it is difficult to establish a direct relationship between wave of anti-immigrant legislation and the number of attacks, is clear that has created a climate toxic for immigrants in the whole country .... even as tolerant traditional cities san francisco ... here late last year, two were severely beaten mexican youth in the street

### **VOLUNTARY REPATRIATION PROGRAM**

**VO: 22**

In order to avoid unnecessary risks to their compatriots secured by U.S. authorities, Monday comes into operation on Voluntary Repatriation Program Interior 2011, which facilitates their return to their places of origin

by Mexican authorities. Migrants are commonly insured transferred in the Yuma, Nogales and Tucson to be concentrated in Nogales, Arizona, where they applied a questionnaire indicate that they wish to be voluntarily repatriated to the interior of our country. Once they get air to the International Airport of Mexico City, migrants are greeted by staff and Humane Repatriation of Grupo Beta, National Institute of Migration, who provide food and water.

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**7/12/2011**

**NOTHING TO REPORT**

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**7/13/2011**

**VISA FRAUD**

**JAIME GARCIA. LOS ANGELES, CALIFORNIA**

**PKG 2:02**

A West Hills man has pled guilty to visa fraud for filing bogus paperwork on behalf of businesses seeking temporary work visas, as well as fraudulently charging prospective immigrants in Mexico thousands of dollars for visas. Carlos Alberto Silva, 29, of West Hills, was arrested last month at his business in Canoga Park by special agents with the State Department's Diplomatic Security Service and U.S. Immigration and Customs Enforcement. A criminal complaint filed June 7, 2011 in United States District Court charged Silva with visa fraud. The complaint alleged that Silva, who operated Silva and Associates in Canoga Park, submitted fraudulent employment-based immigration petitions on behalf of legitimate business to U.S. Citizenship and Immigration Services and the United States Department of Labor to obtain work visas for alien workers.

**HOME OWNERS HELP**

**LUIS MEGID. SAN FRANCISCO, CALIFORNIA**

**PKG 2:09**

Keep Your Home California offers a variety of assistance to families trying to keep their homes during hard times. These include mortgage payment subsidies for homeowners who have lost their jobs and fallen behind in

their payments. There is also a program to reduce the principal of mortgages when borrowers are squeezed by a combination of economic hardship and a drastic drop in their home's value (although, unfortunately, not all banks are yet participating in principal reduction). These are all good things, with the potential to help tens of thousands of Californians, maybe more, avoid foreclosure. That would be good not only for these hard-working families, but also for their communities and California's struggling economy.

=====

7/14/11

**IMMIGRATION BILL  
LOURDES MELUZA. WASHINGTON, DC  
PKG 2:09**

House Judiciary Committee Takes Up Two Restrictive Immigration Bills. Tomorrow, the House Judiciary Committee is scheduled to take up two immigration bills that supposedly address community safety, but in reality are simply the latest attempts to restrict immigration and limit due process for immigrants. Neither Chairman Lamar Smith's (R-TX) "Keep Our Communities Safe Act of 2011," or Rep. Bob GOODLATTE's (R-VA) "Security and Fairness Enhancement for America Act of 2011" (SAFE Act) offer solutions to the immigration crisis. Instead, Chairman Smith's bill would authorize indefinite detention for a wide range of immigrants, while Rep. Goodlatte's bill would eliminate the diversity visa-a lottery that offers 50,000 visas per year to immigrants from countries that send few people to the U.S. Once more, the House Judiciary Committee is using fear to restrict our immigration system.

**CENSUS MEXICAN POPULATION  
LUIS MEGID. SAN FRANCISCO, CALIFORNIA  
PKG 2:04**

The Pew Hispanic Center, a project of the Pew Research Center, released a report that finds that in the last decade, births have far surpassed immigration as the main driver of the dynamic growth of the Mexican-American population. This is a departure from the two previous decades when the number of new immigrants either matched or exceeded births. The report analyzes some of the reasons for this change. Overall, Mexican-Americans are younger and have higher fertility than other U.S. groups.

And in recent years, Mexican immigration to the U.S. declined steeply. The report, based on an analysis of U.S. and Mexican data sources, also compares fertility patterns of Mexican-American women with other demographic groups in the U.S. and women in Mexico. It also looks at trends in Mexican migration to the U.S. since 1970.

=====

**7/15/11**

**LOS ANGELES FREEWAY  
JAIME GARCIA. LOS ANGELES, CALIFORNIA  
PKG 2:06**

When the sun rises above Los Angeles on Saturday, residents in this car-dependent, traffic-choked city will see a rare sight: a 10-mile stretch of one of the nation's busiest freeways turned into a virtual ghost road. Interstate 405, a freeway normally so clogged that locals like to joke that its name is shorthand for "traffic that moves no faster than 4 or 5 miles an hour," is closing for 53 hours for a major construction project. As crews worked feverishly to get the freeway open in time for Monday morning's rush-hour, residents have been making plans for weeks to stay off local roads, lest they trigger what officials dubbed "Carmageddon." Such an event could back up vehicles from the 405 to surface streets and other freeways, causing a domino effect that could paralyze much of the city. With warnings having been broadcast through television, radio, social media and flashing freeway signs as far away as San Francisco, much of the city's nearly 4 million residents appear ready to stay off the roads.

**US DEBT  
LOURDES MELUZA. WASHINGTON, DC  
PKG 2:23**

Democrats and Republicans have been meeting behind closed doors on Capitol Hill to assess the debt limit situation, and they've emerged giving no ground on their hardened positions. Republicans say they're planning a vote next week on a balanced budget constitutional amendment that would force the government to balance its books. President Barack Obama says there's no need for an amendment -- he says, "What we need to do is do our jobs." He says lawmakers shouldn't be getting this close to an Aug. 2 deadline to raise the debt ceiling without an agreement. Obama says he

still wants to strike a big deal that would raise the debt limit as well as cut spending and raise revenues.

**=====END OF PART 1 =====**

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**From:** Rosyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:09 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS- NOTICIERO UNIVISION 6:30 PM- JULY 2011- PART 2

## **FCC REPORTS NETWORK NEWS 6:30 JUL 15-31 PART 2**

**07/16/2011**

**6:30 PM & 11:30 PM**

### **"CARMAGEDDON" FREEWAY 405 LABORS LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA PKG: 2:25**

In a metropolitan area built to travel by car and the road that any incident can ruin a day to more than one as happened to Michael Douglas in "Falling Down" (1993), the authorities have decided to ask citizens to stay home and walk or run away with your car before it's too late. The origin of this whole "mess" in the words of Los Angeles Mayor, Antonio Villaraigosa, are the demolition of a bridge as part of the redevelopment of 16 kilometers of highway 405, one of the busiest in the country for those who spend an average of 500,000 vehicles every weekend.

### **LATINOS AND ECONOMY VICTOR HUGO RODRIGUEZ - PHOENIX, ARIZONA PKG: 1:57**

A report by the center for american progress found that if congress approves of the united states immigration reform generate more than 37 million dollars to the economy of the country will rodriguez victor hugo .... / wide. she and her husband strive each day to get his family out ... doing the job americans will not do. say that immigration reform would end with fatalities occurring in the border .. the son of fermina ten years was abandoned in the desert more than a year ago and since then he knows nothing.

### **TEXAS SUPPORT UNDOCUMENTED YOUTH BRENDA CARMONA - SAN ANTONIO, TEXAS PKG: 2:05**

Education up, down .... deportation that was the slogan that cry these youth center in the streets of san antonio, in order to support colombian two brothers who are at risk of being deported. mauro grove to the right, just



graduated from the university of houston was arrested for two weeks ago  
ice agents to leave your home in the town of north texas conroe ..... while  
his brother marlon, al see what happened in arrest is practically.

=====

**07/17/2011**

**6:30 PM & 11:30 PM**

**CALIFORNIA CARMAGEDON LATEST  
LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA  
PKG: 1:56**

Officials are considering reopening a 10-mile stretch of a major Los Angeles freeway sometime Sunday because bridge work on the roadway is so far ahead of schedule. There have been no major problems since Interstate 405 was shut down at midnight Friday, despite warnings of the "Carmageddon" of epic traffic jams. Crews finished demolition work on the bridge Sunday morning, toppling two massive pillars hours ahead of schedule. They're now working on cleanup.

=====

**07/18/2011**

**CALIFORNIA L.A. TRAFFIC AFTERMATH  
JAIME GARCIA - LOS ANGELES, CALIFORNIA  
PKG: 2:23**

The much-anticipated weekend closure of the 405 Freeway -- dubbed Carmageddon -- is expected to be over by noon Sunday, hours ahead of schedule. The closure of the 10-mile stretch of freeway, which began at midnight Friday night, had been expected to last until 5 a.m. Monday. On Sunday morning, Los Angeles Mayor Antonio Villaraigosa appeared near the freeway construction site at the Sepulveda Pass to announce that the freeway's imminent reopening, about 17 hours early.

**9/11 HEALTH VICTIMS  
BLANCA ROSA VILCHEZ - QUEENS, NEW YORK  
PKG: 2:02**

Since being diagnosed seven diseases resulting from your job in cleaning after terrorist attacks, says almost triviño nora not recognized. she is one of the more than 28 thousand people only in new york treated by diseases related to the cleanup of september eleven two thousand one.

=====

**07/19/2011**

**SAN FRANCISCO JUDICIARY BUDGET CUT  
LUIS MEGID - SAN FRANCISCO, CALIFORNIA  
PKG: 1:47**

As if there were not enough the backlog in the courts of san francisco becomes much heavier. california has no money, and the court will have to close 25 rooms. and lay off 200 employees, almost half of which is today .. the san francisco are not affected by state courts only the economy, but will be here the dramatic effect .... friday the judicial council, the agency that administered the budget cut almost nine percent budget cuts local all ..... some 350 million dollars

**OBAMA GAY MARRIAGE LAW  
VO: 22**

Presidente Obama is calling for the repeal of the 1996 Defense of Marriage Act which bans same-sex married couples from receiving the same federal benefits available to opposite-sex married couples. White House spokesman Jay Carney said Tuesday that Mr. Obama was "proud to support the [repeal effort], which would take the DOMA off the books once and for all."The announcement came a day before theSenate Judiciary is set to conduct hearings examining the Respect for Marriage Act a legislative vehicle designed to overturn DOMA.

**FREE BIRTH CONTROL BY GOVERNMENT  
V0 :22**

Pregnant women who are exposed to coal smoke and pesticides are up to four times more likely to have babies with serious birth defects than women not exposed to these chemicals, a Chinese study has found. The researchers studied 80 newborn babies and aborted fetuses with brain and spinal cord defects and found that their mothers' placentas had significantly higher amounts of chemicals compared to placentas of babies without such birth defects

**CALIFORNIA SOCIAL SERVICE BUDGET CUT PROTEST  
JAIME GARCIA - LOS ANGELES, CALIFORNIA**

**PKG: 2:14**

Bread for the World, along with several other Christian organizations, will urge California's members of Congress-Sens. Barbara Boxer (D-CA) and Dianne Feinstein (D-CA), House Majority Whip Rep. Kevin McCarthy (R-CA), and House Minority Leader Nancy Pelosi (D-CA)-to form a around programs that meet the essential needs of hungry and poor people in California and abroad. "Congress has already slashed a vital nutrition program for women, infants, and children-WIC-by more than \$685 million, which could result in more than 47,000 low-income California mothers and young children losing benefits," said Rev. Bill Epps, senior pastor, Second Baptist Church of Los Angeles, and Bread for the World board member.

**ILLINOIS MAJOR PLAN IMMIGRANT HAVEN  
VIVIANA AVILA - CHICAGO, ILLINOIS**

**PKG: 1:53**

Making Chicago the city more friendly to the United States with immigrants is the purpose of the Mayor Rahn Emanuel. Today I am announcing the creation of the office "New Americans." An initiative to provide services to the immigrant community that resides in the city. But some community leaders believe that this initiative may be to ingratiate itself with the immigrant community. At least one third of the population in Chicago between 5 and 17 have an immigrant parent. The basic idea is to expand programs for them.

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**07/20/2011**

**VISA LOTTERY HOUSE VOTE**

**VO :24**

Every year millions of would-be immigrants take a gamble and submit their names for the U.S. government's annual visa lottery. The odds of getting permission to move to the United States are slim at best -- nearly 15 million people applied in 2010 for 55,000 visas -- could get slimmer. A bill to abolish the annual lottery was referred by the Judiciary Committee to the full House Wednesday. Republicans who supported the bill introduced by Virginia Republican Bob Goodlatte argued that problems of fraud and the

potential for the program to be exploited by terrorists make it a threat to national security.

**ARIZONA BORDER FENCE WEBSITE**  
**KARLA GOMEZ ESCAMILLA. TUCSON, ARIZONA**  
**PKG 2:16**

Arizona launched a website Wednesday to accept donations to pay for fencing along the Mexico border, and a supporter says the \$3.8 million people donated to defend the state's 2010 immigration enforcement law could be just a taste of what to expect. The launch of [buildtheborderfence.com](http://buildtheborderfence.com) was keyed to Wednesday being the date most new laws passed during the Legislature's 2011 regular session go into effect. Smith, who sponsored the legislation authorizing the fence project, said Tuesday that his initial goal is \$50 million. The fencing would go on private or government land. The federal government will be asked to allow construction of fencing on its easements along the border, but Smith said he also has specific state-owned and private land in mind.

**NEW MEXICO DRIVER LICENSES**  
**VO :20**

An immigrant organization in Santa Fe says the governor's new driver's license verification policy could be illegal. Gov. Susana Martinez today announced that the state Motor Vehicle Division would run residency verification checks on at least 10,000 people in the state's foreign national database. She wants to identify illegal immigrants who do not reside in New Mexico and are therefore ineligible for a state driver's license. But Elsa Lopez, of the immigrant group Somos Un Pueblo Unido, said Martinez's policy is flawed. For one thing, she said, New Mexico's database of "foreign" license holders contains plenty of U.S. citizens. One consequence was that U.S. citizens in some cases used a passport or other accepted form of identification to obtain driver's licenses. In doing so, they ended up in the state's "foreign" database.

**"PELL GRANTS"**  
**VIVIANA AVILA. CHICAGO, ILLINOIS**  
**PKG 2:00**

The Kansas City Star University of Missouri-Kansas City Chancellor Leo Morton joined college leaders Tuesday on Capitol Hill and pleaded for lawmakers to spare funding for Pell Grants. Pell Grants, which unlike loans don't have to be paid back, help about 10 million lower-income students

afford a college education. In its effort to deal with the nation's debt, Congress is considering cutting the program nearly in half, which could bounce about 1.5 million students off the grants, the Washington Post reported earlier this week. Morton was in Washington with college leaders from across the country. They were backed by a contingent of students chanting. Many students at the morning event said such a cut would greatly affect them.

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**07/21/2011**

**NOTHING TO REPORT**

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**07/22/2011**

**OBAMA ECONOMY  
FERNANDO PIZARRO. WASHINGTON, DC  
PKG 2:32**

President Barack Obama said that the government must rein in its long-term deficit to assure economic growth and that he's willing to accept "tough" cuts to programs as long as they are balanced by raising more revenue through taxes. Obama renewed his appeal for a deal with Congress on debt reduction that includes closing loopholes in the tax code for businesses and high-income individuals while trimming spending. Failing to reach such an agreement, he said, would hurt middle-income workers, the poor, students and older Americans.

**HEAT WAVE  
BLANCA ROSA VILCHEZ. NEW YORK  
PKG 2:02**

The U.S. National Weather Service issued excessive heat warnings and watches for cities from the Midwest to the East Coast, with temperatures expected to top 100 degrees Fahrenheit (37.8 degrees Celsius) in many places. Power companies across the region warned that heavy electricity demand could stress some power lines and generating facilities, possibly leaving some customers in the dark temporarily.

**GAYS IN MILITARY**

**VO :19**

U.S. President Barack Obama on Friday gave his formal approval for gays to serve openly in the U. S. military, after requirements for repealing the "Don't Ask, Don' t Tell" policy have been met. Obama said the action followed "extensive training of our military personnel and certification by [Defense] Secretary Panetta and [Chairman of the Joint Chiefs of Staff] Admiral Mullen that our military is ready for repeal."

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**07/23/2011**

**6:30 PM & 11:30 PM**

**NOTHING TO REPORT**

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**07/24/2011**

**6:30 PM & 11:30 PM**

**NOTHING TO REPORT**

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**07/25/2011**

**BARACK OBAMA TALKS WITH HISPANIC COUNCIL**

**LOURDES MELUZA - WASHINGTON, DC**

**PKG: 2:10**

Activists hispanics across the country responded aloud to president obama when told about the causes pain sport ... yes you can .... if you can use your executive authority ... was the message is not how the system works, i replied. youth group known as the undocumented student dreamers "- came disappointed. four candidates for republican nomination not accepted the invitation of the breed well all the president has lost ground in other surveys among latinos - two weeks ago to conference calls in Ibanca house with all activists 160 countries on all issues affecting hispanics.

**CALIFORNIA POPULAR MEDICINES DECREASE  
LUIS MEGID - SAN FRANCISCO, CALIFORNIA**

**PKG: 1:41**

Savings for consumers are lost for industry ... signatures and dose or seeking change frequently for power delay maintain their licenses longer. the actual cost of medicines puts many elderly people in a difficult position. the best medicine,, prices, the sick at least now the exclusive license expiration of bring relief in the pockets of millions ...

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**07/26/2011**

**PEOPLE CONCERNED ABOUT DEBTS  
LOURDES DEL RIO - MIAMI, FLORIDA**

**PKG: 1:52**

A recent study shows that one in five americans are worried about your debt, one in three fears can not pay your credit cards and feel more than 40 million so great to tension. this represents an increase of 17% of concern since in november, another survey like this. while in washington is the future financial debate the country seems ordinary citizens to look in that mirror.

**PEW REPORT: HISPANIC HERITAGE FALLS  
LUIS MEGID - SAN FRANCISCO, CALIFORNIA**

**PKG: 1:52**

Beat the recession over hispanic families hard all the other in the united states ... a national report concludes that in recent years lost hispanic households up to two thirds of their wealth ... share million hispanics that lucky .... a pew center report confirms that hispanics have suffered disproportionately in the recession.

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**07/27/2011**

**DEBT DISCUSSION. SOCIAL SECURITY CHECKS  
LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA**

**PKG: 2:00**

While congress and the white house ... continue strong locked in policy debate on debt limit ... the consequences of this uncertainty have touched the gates of millions of people to fear the worst is the two of august ... agreement no. some analysts believe that what we're seeing is as a political-economic system and enriched bonanza that brought many ... today's invoiced is happening to a country that baso growth in debt .. and countries who believed in him.

**NEW YORK LAUNDRY ENGLISH  
BLANCA ROSA VILCHEZ - NEW YORK  
PKG: 1:51**

The classroom is not conventional nor are their tools. browse project is a free english teaching in the hour and a half to delay wash clothes got a financing of the corporation and create change achievement and also that several residents of em el alto manhattan inwood enroll for classes.

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**07/28/2011**

**DEBT SHOWDOWN-HOUSE DELAY  
LOURDES MELUZA. WASHINGTON, DC  
PKG 2:01 & LIVE :45**

House Republican leaders have abruptly delayed a vote on a bill extending the government's debt limit and cutting federal spending. House Speaker John Boehner's spokesman, Michael Steel, said it was "a sensible assumption" that Boehner was still trying to round up the needed votes. The House was nearing the end of its debate on the legislation when Republicans suddenly shifted gears. They instead moved to a bill renaming a post office in Peoria, Ill. GOP leaders have been laboring to line up the 216 votes the debt bill would need to pass the House, and they have encountered opposition from some conservatives. There are 240 Republicans in the House.

**CALIFORNIA: UNDOCUMENTED IMMIGRANTS HOME  
LUIS MEGID. SAN FRANCISCO, CALIFORNIA  
PKG 2:04**

There are fewer undocumented immigrants in California - and the Sacramento region - because many are now finding the American dream south of the border. Mexico's unemployment rate is now 4.9 percent,



compared with 9.4 percent joblessness in the United States. An estimated 300,000 undocumented immigrants have left California since 2008, though the remaining 2.6 million still make up 7 percent of the population and 9 percent of the labor force, according to the Public Policy Institute of California. Among metropolitan areas with more than 1 million residents, Sacramento County ranks among the lowest, with an unauthorized population of 4.6 percent of its 1.4 million residents in 2008, according to Laura Hill, a demographer with the PPIC.

**NONJUDICIAL FORECLOSURE  
LOURDES DEL RIO. MIAMI, FLORIDA  
PKG 2:08**

In 33 states, an HOA does not need to go before a judge to collect on the liens. It's called nonjudicial foreclosure, and in practice it means a house can be sold on the courthouse steps with no judge or arbitrator involved. In Texas the process period is a mere 27 days - the shortest of any state. A Houston lawyer who advises homeowners, says that in Texas, the law is so weighted in favor of HOAs, he advises people that instead of hiring him, they should call their association and beg for mercy.

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**07/29/2011**

**DEBT SHOWDOWN  
LOURDES MELUZA. WASHINGTON, DC  
PKG 2:00 & LIVE :30  
LUIS MEGID. SAN FRANCISCO, CALIFORNIA  
PKG 2:00**

The Senate has killed the latest effort by the House to raise the government's borrowing cap. Democrats and several Republicans killed the GOP measure by a 59-41 vote Friday night, just minutes after it arrived from the House. Democrats opposed the measure because it would require another painful debt-limit debate early next year. The move continues a standoff over the debt limit but could set the table for negotiations this weekend on compromise legislation that could pass the Democratic Senate and the GOP-controlled House before an Aug. 2 deadline to prevent a potentially disastrous default on U.S. obligations like interest payments and Social Security checks. The measure would have immediately lifted the government's borrowing cap by \$900 billion. It barely squeaked through the

House.

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**07/30/2011**

**6:30 PM & 11:30 PM**

**CAPITOL DEBT DISCUSSION  
FERNANDO PIZARRO - WASHINGTON DC  
PKG 2:50 AND LIVE 1:00**

The Republican-controlled House of Representatives rejected Senate Majority Leader Harry Reid's plan to raise the nation's debt ceiling Saturday -- partisan payback for the Democratic-controlled Senate's rejection of Speaker John Boehner's plan Friday night. One hundred seventy-three House members backed the plan while 246 were opposed. Most Democrats supported the measure; every Republican rejected it. GOP leaders conducted the vote on Reid's bill under rules requiring a two-thirds majority for passage, thereby ensuring its defeat. The vote was a likely prelude to a long weekend of furious back-room negotiations between congressional leaders looking for a way to end a tense political standoff and avoid a potentially catastrophic federal default next week. Reid, D-Nevada, and House Minority Leader Nancy Pelosi, D-California, will meet behind closed doors with President Barack Obama at the White House at 3:30 p.m. ET, according to an administration official. The Senate voted 59-41 Friday evening to table Boehner's measure -- effectively killing it -- almost immediately after the speaker's plan was approved by the House in a 218-210 vote. Most Republicans supported the Boehner plan while Democrats unanimously opposed it. GOP leaders in the House were forced to delay the vote on Boehner's bill by a day while the speaker rounded up support from wary tea party conservatives. Boehner's deal with conservatives -- adding a provision requiring congressional approval of a balanced budget amendment to the Constitution in order to raise the debt limit next year -- was blasted by Democrats, who called it a political nonstarter.

**WASHINGTON DC AIDS  
VO: 20**

Three decades after they were diagnosed in the United States the first cases of AIDS and the subsequent identification of HIV, Washington DC is

ranked as the city with the highest rate of new infections, owner of an epidemic that rivals the rates of the most affected countries in Africa. The situation particularly affects the black community and other minorities such as Hispanic with a rising incidence in adolescents.

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**07/31/2011**

**6:30 PM & 11:30 PM**

**WASHINGTON DEBT CEILING LATEST  
LOURDES MELUZA - WASHINGTON, DC  
PKG: 2:03**

President Barack Obama's top ally in the Senate has signed on to a long-delayed agreement to raise the government's borrowing cap and cut spending -- subject to approval by his fellow Senate Democrats. A spokesman for Majority Leader Harry Reid says the Nevada Democrat supports the measure. He's the first top congressional leader to announce support. Republican Senate leaders said Sunday they were close to a deal. The tentative agreement would guarantee enough borrowing authority to keep the government afloat into 2013. The measure would provide an immediate hike in the debt limit, accompanied by the promise of trillions of dollars in future spending cuts.

**CALIFORNIA DREAM ACT PUBLIC FUNDS  
LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA  
PKG: 2:07**

After the signing of the governor of california jerry brown ... the first part of the minutes of california dream ab 130 ... undocumented students that allows access to private loans ... these young starts now ... new fight: the approval of the second part, the ab 131, and receive state funding ... organizers estimate that calculations of the country in more than three million undocumented students ... in california, there is a million 200 thousand ... the ab 130 would help 25 thousand of them ... and ab 131 more of these young people, most graduate with honors ... justin mora is one of them.

=====END OF PART 2=====

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**From:** Rosyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:53 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS- DESPIERTA AMERICA NEWS- JULY 2011- PART 1

## **FCC REPORTS DESPIERTA AMERICA JULY 1-15 PART I**

**07/01/2011**

### **TWITTER INVESTIGATED BY FEDERAL TRADE COMMISSION VO: 21**

Federal regulators are looking into the interactions between Twitter and a company called Ubermedia, which develops applications that help users follow and communicate with each other on Twitter's popular online messaging service, according to two published reports. The Federal Trade Commission inquiry is still at a preliminary stage and the focus remains unclear, the Wall Street Journal reported Thursday. The Business Insider blog, which first reported the probe, said FTC antitrust investigators are studying how Twitter deals with outside companies that build applications for its messaging platform -such as photo-sharing, URL-shortening and advertising services - and whether it is trying to limit competition by buying or banning outside developers.

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**07/04/11**

### **BODIES OF FIVE SUSPECTED ILLEGAL IMMIGRANTS FOUND IN DESERT VO: 20**

Tucson Sector Border Patrol agents discovered the bodies of five people and rescued 36 illegal immigrants in the desert, according to U.S. Border and Customs Protection. The bodies were found in separate incidents on Tuesday. The Tucson Border Patrol Search, Trauma and Rescue found a dead person among a group of 12 illegal immigrants while responding to a 911 call from the Pima County Sheriff's Department. The group was treated for heat-related illnesses by agents at the scene and the body was turned over to the Tohono O'odham Police Department. Ajo Station agents found the body of a suspected illegal immigrant three miles north of the Lukeville Port of Entry after receiving a report of a man lying on the ground in the desert. The body was turned over to the Pima County Sheriff's Department.

## **EEUU: UNEMPLOYMENT INSURANCE FRAUD**

**VO: 47**

A nationwide crackdown is coming for people fraudulently drawing unemployment payments -- those who were never eligible and workers who keep getting checks after they return to work -- a \$17 billion benefits swindle last year alone, say federal officials. With the poor economy lingering and the jobless rate remaining high, Rhode Island and other states are stepping up efforts to stop the fraud and improper payments. As much as 30 percent of the wrong payments in 2010 went to people who had returned to the workforce but continued to claim benefits, according to Dale Ziegler, deputy administrator for the Office of Unemployment Insurance at the U.S.

## **HISPANIC CANDIDATES INCREASE, ALONG WITH LATINO POPULATION**

**VO: 23**

The Hispanic population in Virginia has almost doubled during the past decade, and that has caught the attention of the political class. Though there are no Hispanics currently in the General Assembly, at least seven Hispanic candidates are running for seats in the legislature, and that number might increase by the nominating deadline of Aug. 23. Although Hispanics still make up only about 7 percent of Virginia's voting-age population, there are larger concentrations in Northern Virginia, where most of the Latino candidates are running. As of April 2010, when the census was taken, Virginia had about 8 million residents and 631,825 were Hispanic, said Susan Clapp, demographer for the Weldon Cooper Center for Public Service at the University of Virginia. People of Hispanic origin now make up 20.3 percent of the population in Prince William County, 15.6 percent in Fairfax County and 15.1 percent in Arlington County, according to census figures.

## **JULY 4 WARNING: TEXAS SAYS DON'T GO TO NUEVO LAREDO, MEXICO**

**VO: 32**

AdvertisementThe state of Texas is warning Americans to avoid travel to the Mexican border town of Nuevo Laredo this holiday weekend because of an anticipated surge in drug cartel violence aimed at Americans. In a Saturday, the Texas Department of Public Safety and the Webb County Sheriff's Office said their sources indicated that the Zetas drug cartel was

"planning to target U.S. citizens who travel to Nuevo Laredo this weekend." Steven C. McCraw, the department's director, also said in the statement: "According to the information we have received, the Zetas are planning a possible surge in criminal activity, such as robberies, extortions, car-jackings and vehicle theft, specifically against U.S. citizens."reported that Mexico's tourism chief earlier had complained that similar warnings were "misinformed" and lacked Mexico's drug cartels has prompted from the U.S. State Department. Mexico reported more than 12,000 drug-war deaths last year amid violence that has made headlines and affected tourism.

## **OIL SPILL-YELLOWSTONE RIVER**

**VO: 31**

ExxonMobil and Montana's governor are at odds over the damage from an oil spill on the Yellowstone River.ExxonMobil Pipeline Co. president Gary Pruessing says flyovers had shown most of the damage was limited to a 10-mile stretch of river. But Gov. Brian Schweitzer dismisses the claim as premature. The Democratic governor says ExxonMobil needs to get more personnel to inspect the situation close-up. He also slammed Pruessing's statement to reporters that no injured wildlife had been found. He says it's "silly" to make that claim at this stage. He says a physical inspection of the river in small boats is needed soon.A break in a company pipeline near Laurel fouled miles of riverbank and forced municipalities and irrigation districts to close intakes across eastern Montana.ExxonMobil has brought in more cleanup workers to mop up crude.

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**07/05/11**

## **DEBT SHOWDOWN**

**VO: 29**

The Senate gets back to work today on coming up with a debt reduction plan that Republicans and Democrats can agree on. Lawmakers have four weeks to raise the government's borrowing power to avoid a government default. But there are no indications the two sides are any closer than they were before the holiday weekend. Senate Majority Leader Harry Reid says Democrats have asked President Barack Obama to meet with them to discuss the situation --this after he rejected a GOP invitation. And Obama's economic team has been invited to Capitol Hill Thursday to look at ways of putting together a package of spending cuts and tax hikes that might resolve the matter.

## **AIR TRAFFIC FUTURE**

**VO: 41**

Officials say the planned new air traffic control system being created by the Federal Aviation Administration will be as revolutionary for civil aviation as was the advent of radar six decades ago. But the program is coming face-to-face with other realities. It's getting harder to pry money out of Congress and the airline industry is hesitating over the cost of equipping its planes with new technology, putting the program at a crossroads. And some experts say the U.S. could lose its lead in the manufacture of high tech aviation equipment because the FAA is moving too slowly.

## **HEALTHBEAT WOMEN'S HEART**

**VO: 25**

A new report says there's been too little progress in tackling how the symptoms of heart disease differ in men and women. Some symptoms of heart disease in women don't show up in standard cardiac tests. And women are more likely to die in the year after a first heart attack. Emory University cardiologist Dr. Nanette Wenger, who co-wrote the report, says while overall deaths in men have been dropping in recent years, the improvement has been slower in women. Wenger says even if a test of major arteries finds no blockages in at-risk women, they still can suffer from coronary microvascular disease, which is less common in men.

## **VEIL DRAWN ON DONORS TO LATINO CAUCUS-CONTROLLED CALIFORNIA NONPROFIT**

**VO: 27**

Special interest groups are donating money to causes supported by California's Latino legislators - potentially buying influence - without any public disclosure. The Latino Legislative Caucus two years ago stopped revealing which Capitol interest groups give hundreds of thousands of dollars to a nonprofit group it controls. As California's fastest-growing minority group, Latinos have rising political clout. Twenty-three Latino Democratic lawmakers are in the legislative caucus, whose work extends to sponsoring community events through its foundation. More than \$856,000 was donated to the Latino nonprofit over a two-year period ending in 2008, including more than \$706,000 that was solicited by then-caucus leader Joe Coto, a San Jose Democratic assemblyman.

## **EU REPORT: ILLEGAL IMMIGRANTS ABUSED AS DOMESTICS**



**VO: 28**

An EU report says illegal immigrants working as domestics in the European Union are often beaten, sexually abused and overworked while being paid a fraction of what they would be entitled to if employed legally. The Vienna-based EU Fundamental Rights agency bases its findings on interviews with 72 domestic workers from 28 nations working illegally in 10 EU nations- Belgium, France, Germany, Greece, Hungary, Ireland, Italy, Poland Spain and Sweden. The report notes that because such people-usually women- are afraid to turn to authorities, they are deprived of their "most fundamental rights." The report, published Tuesday, notes "chilling accounts of the abuse of domestic workers' fundamental rights." It recommends broadened labor inspections of households and increasing immigration quotas where there is a shortage of domestic workers.

**MEDICARE PROPOSES CHANGE IN ANEMIA DRUG USAGE****VO: 26**

The Medicare federal health insurance program has proposed removing its requirement that kidney dialysis providers keep patient hemoglobin levels above a set minimum, which could lead to lower use of Epogen, the anemia drug sold by Amgen. The government health plan said last month that it had no plans to change its reimbursement terms for anemia drugs used to treat kidney patients. But in a statement on its website on Friday, the agency proposed retiring a requirement that patients' hemoglobin, or red blood cell, levels be kept above 10 milligrams per deciliter.

**EVIDENCE "INCREASINGLY AGAINST" PHONE CANCER RISK****VO: 24**

Despite a recent move to classify mobile phones as possibly carcinogenic, the scientific evidence increasingly points away from a link between their use and brain tumors, according to a new study on Saturday. A major review of previously published research by a committee of experts from Britain, the United States and Sweden concluded there was no convincing evidence of any cancer connection. It also found a lack of established biological mechanisms by which radio signals from mobile phones might trigger tumors.

**NEW STUDY IMPLICATES ENVIRONMENTAL FACTORS IN AUTISM****VO: 27**

A new study of twins suggests that environmental factors, including conditions in the womb, may be at least as important as genes in causing

autism. The researchers did not say which environmental influences might be at work. But other experts said the new study released online on Monday, marked an important shift in thinking about the causes of autism, which is now thought to affect at least 1 percent of the population in the developed world.

## **FEWER OLDER KIDS WALKING OR BIKING TO SCHOOL**

**VO: 24**

A lack of physical activity is also a problem, and could be a big contributor to the childhood obesity problem. Kids should be physically active for at least one hour each day. Since it doesn't necessarily have to be a hour of continuous physical activity, walking or cycling back and forth to school would be one way to get some more physical activity each day. Unfortunately, it is well known that fewer kids walk to school than ever before. A study that will appear in the August issue of *Pediatrics*, "Longitudinal Changes in Active Transportation to School in Canadian Youth Aged 6 Through 16 Years," confirms this.

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**7/6/2011**

## **OBAMA-TWITTER TOWN HALL**

**VO: 27**

President Barack Obama will face questions from Twitter users around the country Wednesday during a town hall hosted by the popular social media service. The event will focus on jobs and the economy. Questions for the president will be selected by Twitter. But don't look for Obama to deliver his answers in 140-character Tweets. The president will give verbal answers in front of a live audience in the East Room of the White House. Some of those attending were invited by the administration because they follow the official White House Twitter account. The White House has often turned to social networking to reach voters outside Washington, including a town hall with the president hosted by Facebook earlier this year.

## **BORDER PATROL ARREST 30,000 ILLEGAL ALIENS AT LOCAL CHECKPOINTS**

**VO: 19**

More than 30,000 illegal immigrants were arrested at local Border Patrol checkpoints in the last year. During the fiscal year ending on May 31, the

U.S. Border Patrol, which operates a regional station in Murrieta, arrested 30,729 illegal immigrants at the checkpoint south of Temecula and others in Southern California, according to Agent Rodolfo Zuniga. This amounts to about 84 people a day from the handful of checkpoints running locally in such places as Escondido, San Clemente, Pine Valley and San Diego in addition to Temecula, according to the Border Patrol. Across the nation, 215,900 illegal aliens were deported from October 2010 to April 2011, which averages to about 24,000 per month, according to U.S. Immigration and Customs Enforcement.

## **EATING LESS SALT MAY NOT LOWER RISK OF HEART DISEASE**

**VO: 29**

Contrary to what medical experts have been saying for years, a new study suggests salt may not be as bad for the heart as commonly believed. Researchers from the Universities of Exeter and Plymouth in Exeter, U.K. reviewed data from seven studies with nearly 6,500 participants who reduced their salt intake and found that while eating less salt did lower blood pressure, it did not reduce the risk of dying or of having heart disease. But this finding doesn't mean people can eat as much salt as they want. The authors caution that they don't have enough data to come to any firm conclusions about salt intake and heart disease.

## **U.S. FDA SEEKS TO EASE CONFUSION ON SUPPLEMENTS**

**VO: 18**

Health officials are seeking to clear up confusion about safety rules for dietary supplements by issuing draft guidelines for when manufacturers need to notify regulators about new ingredients. The U.S. Food and Drug Administration asked for public comment on the document, which was issued over the weekend.

## **BROWN FAT MAY HELP PEOPLE LOSE WEIGHT, LOWER BLOOD PRESSURE**

**VO: 20**

Looking for the holy grail of weight loss? In the future, people may be able to receive an injection that burns calories and melts away fat, or at least that's what a new study on mice may suggest. Our bodies contain two kinds of fat: white and brown. White fat is the kind that most people are trying to get rid of. It stores calories, but too much causes obesity and increases risk of type 2 diabetes, along with several other obesity-related diseases. Brown fat acts like muscle -- it contains iron and even burns

calories within the cells. It is also responsible for maintaining body temperature. The brown fat is naturally lost as people age, and it cannot be gained by eating certain foods or performing certain exercises. But in a finding that may be exciting for many, researchers were able to turn white fat into brown fat by blocking a natural chemical in the body. The change led to weight loss, improved blood sugar levels and insulin tolerance in the mice.

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**07/7/2011**

**NOTHING TO REPORT**

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**7/8/11**

**OBAMA GUN CONTROL**

**VO:28**

Half a year after the shooting of Rep. Gabrielle Giffords (D-Ariz.), the Obama administration is set to release a series of reforms to the current gun law, White House Press Secretary Jay Carney said on Thursday. The reforms, which are being crafted by the Department of Justice, come after a series of meetings with relevant stakeholders in the Second Amendment debate. But in a nod to the difficulties of getting legislation through a Republican-run House of Representatives, only executive orders or administrative actions -- and not an actual bill -- are expected to be handed to Congress. Administration officials were coy on the specifics, from the reforms the Department of Justice would recommend or when it would actually make those recommendations

**ILLEGAL IMMIGRATION IS BEING STOPPED BY A PILL, NOT A WALL**

**VO: 37**

This is one of those times that it is nice to say, "I told you so." About a decade ago, I went on a study tour to assess the success of family planning programs in Mexico. At the end of the trip I wrote a column in which I predicted the USA's struggle to control the flood of illegal immigrants would eventually be resolved, not by building a wall or stationing the Army on the southern border, but by demographic shifts

inside Mexico. It now appears I was right. Data from various sources indicates the number of illegals crossing into the United States is plummeting. Millions of Mexicans breached the border over the last three decades, but now, according to researchers, the net total of immigrants has dropped to zero. You read that right -- zero.

## **STEM CELL SHOTS INTO THE HEART COULD STAVE OFF CHEST PAIN**

**VO: 24**

An injection of stem cells into the heart could offer hope to many of the 850,000 Americans whose chest pain doesn't subside even with medicine, angioplasty or surgery, according to a study in *Circulation Research: Journal of the American Heart Association*.

## **HIGH DIABETES RISK IN NEW YORK'S SOUTH ASIANS**

**VO: 21**

A new study from New York City finds that immigrants from the Indian subcontinent have the highest rates of diabetes in the city -- a fact that may be masked by their being grouped with other Asians in assessments of community health risks, researchers say. Using data from the New York City Department of Health and Mental Hygiene, the authors found that foreign-born South Asians -- including people from India, Pakistan, Bangladesh, Sri Lanka, Nepal and Bhutan -- have the highest rate of diabetes of any ethnic group in New York. It is nearly double that of other foreign-born Asians. The differences between the city's ethnic groups in diabetes rates were greatest among people with a normal body mass index (BMI) -- a ratio of height to weight -- suggesting that standard BMI categories may be poor indicators of risk, at least for South Asians, the authors note in the journal *Diabetes Care*.

## **DOCTORS KEEPING VERY SICK BABIES OFF LIFE SUPPORT**

**VO: 28**

A study of babies in intensive care suggests that doctors are getting better at recognizing situations where infants are sure to die or have severe brain damage -- and are often holding back on life support when that's the case. The findings "reflect increasing awareness by the medical community of the need to limit interventions of minimal or very questionable benefit, and particularly if those interventions potentially include significant pain or suffering to the patient," said Dr. Renee Boss, a neonatologist at Johns Hopkins Hospital in Baltimore, who wasn't part of the new research. Over

the past 30 years, Boss said, doctors have gotten better at keeping very premature babies and babies with severe birth defects alive. But more recently, those survival rates have flattened out -- possibly because "the treatments that we have now simply have reached their maximum potential for increasing survival," Boss told Reuters Health, forcing doctors and families to address cases where survival, or survival with a positive outlook, doesn't seem likely.

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**07/11/11**

### **DEBT SHOWDOWN-MEETING**

**VO: 25**

President Barack Obama and congressional leaders are grasping for a deal on the nation's debt. But they remain divided over the size and the components of a plan to reduce long term deficits. In an effort to work out an agreement over the next 10 days, the president and lawmakers agreed to meet again Monday. Obama is also seeking to use the power of his office to sway public opinion. He has scheduled a news conference for Monday morning.

### **AGING AMERICA-AGE FRIENDLY CITIES**

**VO: 23**

Cities across America are starting to come to grips with the aging of their residents in areas that weren't really designed to accommodate older people. For example, seniors soon will outnumber schoolchildren in hip, fast-paced New York City. Every day for the next few decades, thousands of baby boomers will turn 65. It will take some creative steps to make cities age-friendly enough to help the coming crush of older adults stay active and independent. With initiatives such as using otherwise idle school buses to take seniors grocery shopping, New York is being recognized by the World Health Organization as a leader in this movement. There are others. Atlanta is creating what it calls "lifelong communities." Philadelphia is testing whether living in a truly walkable community really makes older adults healthier. In Portland, Ore., there's a push to fit senior concerns into the city's new planning and zoning policies.

### **US SEX TRAFFICKING**

**VO: 19**

One of the nation's toughest crackdowns on human trafficking has taken effect in Georgia, striking a delicate balance between tougher penalties for criminals and more treatment for victims that advocates said could be a model for other states seeking to fight the sex trade. The legislation took effect this month after a four-year legislative fight, overhauling the way Georgia treats people forced into prostitution. It bars prosecutors from charging people with sex crimes if the offense occurred while the person was a victim of trafficking. It also tacks on tough new criminal penalties for human traffickers. The dual approach helped appease both religious conservatives, who argued the changes could effectively legalize prostitution, and children's advocates, who said a safety valve was needed for victims who were forced into the sex trade.

## **INTERVIEW CARINY NUÑEZ SPOKESWOMAN OF THE FDA**

**TIME: 3:00**

### **BREAST IMPLANTS**

Silicone breast implants probably will not last forever, and may need to be removed or replaced within a decade of implantation, according to a report by the Food and Drug Administration (FDA). The agency says silicone implants remain "safe and effective." But about 20 percent of women who undergo augmentation with the devices will develop problems that warrant removal, as will about half of breast cancer patients who receive implants for reconstruction, the Boston Globe reports. Problems can include capsular contracture, implant rupture, asymmetry, wrinkling, scarring, pain and infections, any of which could necessitate additional surgery. An FDA spokesman said the risk of developing anaplastic large cell lymphoma - a rare complication associated with silicone implants - is "profoundly small." The agency's new data come from manufacturer follow-up studies involving 40,000 women. The FDA required the studies after approving two new silicone implants, manufactured by Allergan and Mentor, five years ago. Prior to that, the devices had been banned due to concerns about safety. About half of women receiving implants now get the silicone devices.

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**7/12/11**

**OBAMA DEBT TALK**

**VO: 20**

Senate Republican leader Mitch McConnell said Tuesday that a long-term solution to the United States' fiscal problems was not likely as long as President Barack Obama remains in office. Ahead of a third straight day of White House debt talks, Republicans ratcheted up pressure on Obama and his fellow Democrats who have blamed Republicans for failing to compromise for a deal to raise the debt ceiling and reduce the deficit.

## **INTERVIEW DOCTOR HELMER HUERTA**

**The debate over circumcising baby boys**

**A safe and hygienic option? Or a medically unnecessary and brutal procedure?**

**TIME: 3:00**

This November, voters in San Francisco are expected to weigh in on a controversial topic: whether parents should be allowed to circumcise their baby boys. The proposition, backed by members of an anti-circumcision group that calls its members "intactivists," has ignited heated debate. It's hardly a new issue. Historians have found evidence of circumcision dating to ancient Egypt. Since then, the practice has gone in and out of public favor for myriad reasons, including hygiene, religion, cultural norms and beliefs about masculinity. Circumcised men are now in the minority worldwide, but they are the vast majority in the U.S. Major medical associations have not yet taken a stance. The American Academy of Pediatrics states that circumcision has both risks and benefits and that parents should be given all the information available to make an informed decision. The Centers for Disease Control and Prevention is working on recommendations regarding the practice, but they have yet to be released.

## **GAYS IN THE MILITARY**

**VO: 24**

A federal appeals court that has called for the immediate halt of the military's ban on openly gay troops issued an order Monday requiring the U.S. government to state whether it will continue to defend the policy's constitutionality in court. Monday's order comes less than a week after the 9th U.S. Circuit Court of Appeals in San Francisco told the Obama administration to immediately cease enforcing the "don't ask, don't tell" policy, which could speed up its repeal. The ruling stems from a lawsuit filed by the Log Cabin Republicans against the Department of Justice. The gay rights group last year persuaded a lower court judge to declare the ban unconstitutional after a trial that put the Obama administration in the position of defending a policy it opposes.



## **AT-HOME BIRTH HAS PROS AND CONS**

### **VO:26**

The number of at-home births is small but growing as pregnant women weigh the idea of a drug-free and surgery-free birth in a familiar setting versus the risk of harm to the baby in case of complications. Though home births account for only about 1% of all births each year - 28,400 annually - they increased by 20% from 2004 to 2008 (the most recent available data), according to a May study in the journal *Birth: Issues in Perinatal Care*. The practice is most popular among well-educated mothers who favor natural childbirth without the drugs or surgeries a hospital might use. The increase has reenergized the fierce debate over the safety of at-home delivery. The practice is officially frowned on by the American College of Obstetricians and Gynecologists, which issued an opinion in January saying it discourages home births because the absence of emergency medical equipment and specialists accustomed to dealing with complications means that problems during labor could cost the baby's life.

## **VITAMIN D MAY IMPROVE PANCREAS FUNCTION**

### **VO: 22**

Vitamin D supplements reduced risk factors for type 2 diabetes by improving the function of insulin-producing cells in pre-diabetic volunteers, a new study has found. Type 2 diabetes, the most common form of the disease, affects millions of Americans. The condition is characterized by high blood-sugar levels resulting from the body's poor response to insulin, a chemical that removes sugar from the bloodstream and stores it in the liver and muscles. Insulin is made by beta cells in the pancreas. To see whether taking vitamin D would improve people's ability to handle blood sugar, researchers gave 92 pre-diabetic adults either vitamin D3 supplements, calcium supplements, both, or placebos. After four months, the participants' blood was tested for several known diabetes risk factors

## **SECONDHAND SMOKE STUDIES RELEASED**

### **VO: 25**

Two new studies from the American Academy of Pediatrics look at how secondhand smoke exposure impacts America's youth. One study links exposure to secondhand smoke in the home with a 50-percent increased risk of the development of neurobehavioral disorders in children. It suggests that in nearly 5 million children, younger than 12, who are exposed to secondhand smoke at home--up to 8-percent of them suffer

from learning disabilities, A-D-H-D and other behavioral disorders. On a more positive note, the second study suggests children 8 to 13 who have a negative opinion the smell of cigarette smoke are 78-percent less likely to start the habit later on.

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**7/13/11**

## **DEBT SHOWDOWN**

**VO: 27**

It was a startling admission from House Majority Leader Eric Cantor: "Nothing can get through the House right now. Nothing." For President Barack Obama and congressional leaders, the debate over raising the nation's debt ceiling has provided a stark lesson on the limits of their power. Each of their proposals to lift the limit, cut the deficit and allow the government to pay its bills sank before their troops had a real chance to weigh in. What's left is an assortment of contingencies and increasingly sour squabbling between intraparty factions deeply split over what to do as an Aug. 2 deadline ticks closer. No proposal has the critical mass to raise the limit and avoid default. The lack of clarity about just who is leading - and to where - has taken its toll in goodwill and trust.

## **CHILDREN NOW MAKE UP LESS OF AMERICA'S POPULATION THAN EVER BEFORE, EVEN WITH A BOOST FROM IMMIGRANT FAMILIES.**

**VO: 30**

Children now make up less of America's population than ever before, even with a boost from immigrant families. And when this generation grows up, it will become a shrinking work force that will have to support the nation's expanding elderly population - even as the government strains to cut spending for health care, pensions and much else. The latest 2010 census data show that children of immigrants make up one in four people under 18, and are now the fastest-growing segment of the nation's youth, an indication that both legal and illegal immigrants as well as minority births are lifting the nation's population...

## **AGING AMERICA-BABY BOOMER POLL**

**VO: 25A** A new poll says America's aging baby boomers feel mostly upbeat about their futures. Just don't call them "old." The children of the post-World War II baby boom are turning 47 through 65 this year, and the vast majority

still consider themselves to be middle-aged. Asked when a person becomes "old," the median age the baby boomers give is 70. Younger generations say you're "old" at 60. The AP-LifeGoesStrong.com poll shows baby boomers are more likely to be excited about the positive aspects of aging, such as retirement, than worried about the negatives, like declining health.

## **DOCTORS OVERUSE HEART TREATMENT, DESPITE GUIDELINES**

**VO: 20**

The controversial use of stents days after a heart attack has continued unabated in the United States, even after a landmark study and new guidelines said the pricey therapy does not help patients. Just over half of patients who have survived at least 24 hours after a heart attack will have a stent -- a small metal mesh tube -- placed to open a blocked coronary artery, and that rate has not changed from 2005 through 2008. The findings add to concerns about overuse of the heart devices, made by companies such as Boston Scientific.

## **DRINKING TOO MUCH WATER IS BAD FOR YOU**

**VO: 23**

Doctors and other health experts have long advised that people drink eight ounces of water a day, or about two and a half pints, but Glasgow-based GP Margaret McCartney say those recommendations are "not only nonsense, but thoroughly debunked nonsense." Advocates of drinking plenty of water say it helps prevent kidney damage, improves conditions of nails, prevents headaches, is good for the skin, aids in weight loss and improves concentration. But, McCartney wrote in the *British Medical Journal*, research shows that drinking water when not thirsty can impair concentration, rather than boost it, and separate evidence shows that chemicals used for disinfection found in bottled water could be bad for your health.

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**7/14/11**

## **CALIFORNIA CARMAGEDON/HOSPITALS**

**VO: 30**

Thousands of doctors and nurses will bunk at hospitals, an emergency operation center will be set up and Southern California residents are being urged to stay home and stock up on food. One major airline offered \$4

seats to help people avoid the looming mess, selling out of tickets in three hours. The crisis? A 10-mile stretch of Interstate 405 -- a vital artery that links population centers north and south of the Santa Monica Mountains -- is shutting down for 53 hours this weekend. The closure, a necessary part of a major highway reconstruction project, is being dubbed "Carmageddon," evoking images of gridlock, road rage and other traffic nightmares that it might spawn in car-dependent Southern California. Celebrities are among those sounding the alarm, via Twitter messages urging residents to stay off the road starting at midnight Friday.

## **FORECLOSURES DOWN**

**VO: :29**

The number of homes taken back by lenders in the first half of this year fell 30 percent compared with the same 2010 period, the result of delays in foreclosure processing that threaten to stall a U.S. housing recovery. Banks seized 421,212 homes in the first six months of the year, down from 529,633 between January and June last year, foreclosure listing firm RealtyTrac Inc. said Thursday. The decline reflects lenders taking longer to move against homeowners who have fallen behind on their mortgage payments. The banks are working through foreclosure documentation problems that first surfaced last fall and an ensuing logjam in some state courts. Lenders also have put off on taking action against delinquent borrowers as U.S. home sales have slowed this year.

## **PHOENIX IMMIGRATION SMUGGLING ESCAMILLA**

**PKG: 1:53**

The U.S. government resumed a program that flies undocumented immigrants caught at the U.S.-Mexican border to Mexico City during the summer, officials said. The voluntary program -- part of an effort to curtail illegal immigration, foil smuggling organizations and prevent migrant deaths -- is expected to cost \$9 million to \$11 million and runs through Sept. 28, The Arizona Republic reported Thursday.

The first flight left Tuesday with 88 people aboard. Under the 8-year-old plan, undocumented immigrants caught by Border Patrol could fly on a chartered flight from Tucson to Mexico City where they are given bus tickets to their hometowns. Usually, apprehended undocumented immigrants are returned to Mexico through border ports, where many reconnect with smugglers and attempt another illegal crossing, said

Immigration and Customs Enforcement spokesman Vincent Picard, based in Phoenix.

## **OBESE KIDS**

**VO: 22**

For the first time in decades, young adults today might live shorter lives than previous generations, a new study suggests. In a collaboration between the University of North Carolina-Chapel Hill, Utah State University and the University of Illinois-Chicago, researchers used new statistical tools to predict the number of deaths from obesity-related illnesses. The team found that the new tools accurately predicted the increase in deaths from coronary heart disease observed in young men over the last decade. Over the same time period, older methods for predicting death rates continued to paint a sunny picture of improving health and longer lives for Americans of all ages.

## **MEN AND CANCER**

**ARLEN FERNANDEZ - MIAMI, FLORIDA**

**PKG: 53**

Researchers determined that age-adjusted mortality rates were higher for men than women in for all cancers studied except peritoneum, omentum, and mesentery. The age-adjusted male-to-female mortality rate ratio was highest for lip cancer where 5.51 men died for every one woman followed by larynx (5.37-to-1), hypopharynx (4.47-to-1) and esophagus (4.08-to-1) cancers. Cancer-specific survival was also worse for men in most cancers but Michael B. Cook, PhD, an investigator in the division of cancer epidemiology and genetics at the NCI and one of the study's authors, said the results likely reflect that sex disparities in cancer mortality arise from disparities in cancer incidence. "It's the sex differences in cancer incidence that really matter," he told *HemOnc Today*. "Although there are some sex differences in survival, the real message of our paper is, 'Why is there a sex disparity in cancer incidence and how can we understand it so we can give preventative advice to reduce the cancer burden?'"

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**7/15/11**

## **OBAMA - DEBT SHOWDOWN**

**VO: 25**

Struggling to avert an unprecedented national default, congressional leaders jettisoned negotiations on a sweeping deficit-reduction package Friday despite a plea from President Barack Obama to "do something big" to stabilize America's finances. Instead, lawmakers embarked on rival fallback plans as a critical Aug. 2 deadline neared, a House version given little chance of success, even by some supporters, and a bipartisan Senate approach holding out more promise. At the behest of conservatives, House Republicans announced plans to vote next week on legislation to raise the \$14.3 trillion debt limit automatically if Congress approves a balanced-budget constitutional amendment. Senate approval of that amendment seemed extremely unlikely in a vote set for the next few days.

### **FBI OPENS NEWS CORP. HACKING PROBE**

**VO: 24**

The Federal Bureau of Investigation (FBI) just initiated a probe to determine if News Corp. did, or attempted to, hack into the calls and telephone records of the September 11th victims and their families. News Corp. has also seen its first significant resignation following the hacking debacle that shocked and revolted the international community. The tabloid apparently ignored privacy and security issues and broke into the cell phones of a number of celebrities; the phone used by David Cameron, British Prime Minister; and sadly, the phone of 13-year-old murder victim, Milly Dowler. The hack to Milly's phone made headlines over the tragic false hope it gave to her grieving family that, perhaps, Milly was, miraculously, still alive. As if that were not enough, the tabloid sought to target the telephones of the deceased victims of the tragic terrorist attacks in Manhattan's World Trade Center and involved deleting existing messages to make room for more messages; exactly what was done to Milly's telephone.

### **INTERNET USE AFFECTS MEMORY, STUDY FINDS**

**VO: 20**

The scientists, led by Betsy Sparrow, an assistant professor of psychology at Columbia, wondered whether people were more likely to remember information that could be easily retrieved from a computer, just as students are more likely to recall facts they believe will be on a test. Dr. Sparrow and her collaborators, Daniel M. Wegner of Harvard and Jenny Liu of the University of Wisconsin, Madison, staged four different memory experiments. In one, participants typed 40 bits of trivia - for example, "an ostrich's eye is bigger than its brain" - into a computer. Half of the subjects

believed the information would be saved in the computer; the other half believed the items they typed would be erased.

## **DO TEA, COFFEE DRINKERS HAVE LOWER "SUPERBUG" RISK?**

**VO: 21**

People who regularly drink tea or coffee may be less likely to carry the antibiotic-resistant "superbug" MRSA in their nostrils, a new study suggests. Researchers found that of more than 5,500 Americans in a government study, those who drank hot tea or coffee were about half as likely as non-drinkers to harbor MRSA bacteria in their nostrils. Exactly what it all means, though, is unclear. MRSA (pronounced "mersa") stands for methicillin-resistant *Staphylococcus aureus*, a type of bacteria that causes staph infections that are resistant to several common antibiotics. In hospital patients, MRSA can cause life-threatening pneumonia or blood infections. In the general public, it typically causes painful skin infections, but those can sometimes develop into serious invasive infections.

## **VITAMIN C FROM FOOD TIED TO LOWER CATARACT RISK**

**VO: 24**

Older adults who get very little vitamin C in their diets may have an increased risk of developing cataracts finds. Cataracts are a clouding of the eye's lens that commonly cause vision problems in older people. Some studies, but not all, have found that people with higher intakes of antioxidants, including vitamin C, may have a lower risk of developing the condition.

## **VITAMIN A MAY NOT PREVENT ASTHMA: STUDY**

**VO: 23** Despite the important role of vitamin A in lung development, researchers have found that giving the nutrient to pregnant women or preschoolers in Nepal doesn't protect kids against asthma. But the findings don't mean vitamin A isn't important, especially in regions where vitamin deficiencies are common, according to the scientists. Women taking vitamin supplements had a lower chance of dying during pregnancy, for instance. And those who took vitamin A while pregnant had kids with larger lungs, which have been linked to better survival.

**=====END OF PART 1 =====**





**From:** Rosyris Silva-Nazario  
**Sent:** Monday, August 01, 2011 6:58 PM  
**To:** Carole Bird  
**Subject:** FCC REPORTS- DESPIERTA AMERICA NEWS- JULY 2011- PART 2

## **FCC REPORTS DESPIERTA AMERICA JULY 16-31 PART II**

**7/18/11**

### **DEBT DEBATE**

**VO: 27**

The debt showdown isn't just the dominant issue in Washington this summer -- it's virtually the only one getting any attention in the nation's capital. From the White House to Congress, the negotiations over raising the U.S. debt limit have overshadowed or halted work on everything from job creation to the military conflict in Libya to education reform. And the debt debate has hamstrung President Barack Obama's ability to hit the road to campaign and raise money for his re-election bid. Lawmakers who previously met with the president only sporadically came to the White House for five straight days of talks, and will likely be back again before Aug. 2, when the Treasury Department has warned the government will default unless the debt ceiling is raised. The House and Senate both canceled weeklong breaks planned for this month so they could stay in town to work on a deal.

### **CALIFORNIA CARMAGEDON LATEST**

**LILIANA ESCALANTE - LOS ANGELES, CALIFORNIA**

**LIVER: 4:00**

405 reopens to traffic, Contractors had padded the schedule to allow for unforeseen mishaps in tearing down half of the Mulholland Drive bridge before the Monday morning rush, risking enormous fines and public disdain under an international spotlight if they were late. It wasn't needed. The demolition went smoothly, enabling contractors to finish about 17 hours ahead of schedule, pocket an extra \$300,000 in incentive payments and win acclaim from Los Angeles Mayor and other officials who jockeyed for position in front of television cameras. "Mission accomplished," the mayor said, beaming as if he had just won a war.

### **GRANDPARENT DRIVERS**

**VO: 25**

A study on grandparent drivers has its researchers doing a double-take over the results. The study found that kids may be safer in cars with grandma or grandpa at the wheel instead of mom or dad. The results are from an analysis of State Farm insurance claims for 2003-07 car crashes in 15 states, and interviews with the drivers. Overall, 1.05 percent of kids were injured when riding with parents, versus 0.70 percent of those riding with grandparents, or a 33 percent lower risk. The difference was even more pronounced --50 percent -- when the researchers took into account other things that could influence injury rates, including not using car seats, and older-model cars.

## **ALZHEIMER'S-VETERANS**

**VO:20**

A big study in older veterans raises fresh concern about mild brain injuries that hundreds of thousands of American troops have suffered from explosions in recent wars. Researchers say even concussions seem to raise the risk of developing Alzheimer's disease later in life. The results challenge the current view that only moderate or severe brain injuries pose a dementia risk. The study involved nearly 300,000 veterans 55 and older receiving care through the U.S. Veterans Health Administration. Those who had suffered a traumatic brain injury, ranging from concussions to skull fractures, were more than twice as likely to develop dementia, the government-led study found.

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**7/19/11**

## **DEBT CEILING DEBATE**

**VO: 24**

With the august second deadline looming.... leaders in washington struggle to come to an agreement on how to balance the federal budget. While top leaders aren't letting up on the negotiations... Others in washington are forming plans of their own. Later today.. a bipartisan group of senators will unveil a plan to slash trillions of dollars over the next 10 years. Meanwhile-- republicans are moving ahead with a more partisan measure to "cut, cap and balance" future budgets. President obama said monday that he plans to veto that plan if it reaches his desk.

## **PHILADELPHIA : TEXTIN WHILE WALKING**

## **VO:23**

Watch where you're going - or you could pay. Philadelphia is planning to crack down on texting while walking starting next month. Pedestrians looking down at their phones may get hit with a citation. It's part of a larger program cracking down on bad behavior by drivers and bicyclists too.

## **AGING AMERICA POLL**

### **VO: 20**

Cancer and memory loss are baby boomers' biggest health fears. Given their weight, maybe heart disease and diabetes should be. Boomers are more obese than other generations, a new poll finds, setting them up for unhealthy senior years. And for all the talk of "60 is the new 50" and active aging, even those who aren't obese need to do more to stay fit, according to the Associated Press-LifeGoesStrong.com poll. Most baby boomers say they get some aerobic exercise, the kind that revs up your heart rate, at least once a week. But most adults are supposed to get 2 1/2 hours a week of moderate-intensity aerobic activity -- things like a brisk walk, a dance class, pushing a lawn mower. Only about a quarter of boomers polled report working up a sweat four or five times a week, what the average person needs to reach that goal. Worse, 37 percent never do any of the strength training so crucial to fighting the muscle loss that comes with aging.

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7/20/11

## **DEBT SHOWDOWN**

### **VO: 20**

Senate Republicans are showing far more flexibility than their tea party-backed House colleagues as Washington policymakers seek to steer the government away from a first-ever default on its financial obligations. As the House doubled down on a symbolic vote to condition any increase in the government's borrowing authority on congressional passage of a balanced budget constitutional amendment and a fresh wave of spending cuts, the warm reception by many Senate Republicans to a new bipartisan budget plan revealed a thawing in GOP attitudes on new tax revenues.

## **DELTA STOPS SERVICING**

### **VO: 19**

Sioux City, Iowa, had a recent concert with Elton John and Cee Lo Green. Acting Mayor Tom Padgett says it's not clear how that would happen in the future without airline service. The city is one of 24 around the country that Delta Airlines has announced it can no longer afford to service. "Loss of all air service would be devastating, though it is my belief that one way or another we will get an airline," Padgett said. Facing mounting cost pressures, including the cost of fuel and losing some \$14 million a year, the airline plans to cut flights to small cities that are not profitable for it anymore. The cuts would have a huge effect on the conomy and be a devastating blow to small towns mostly in the Midwest. Other affected cities are in Alabama, Iowa, Michigan, Minnesota, Mississippi, Montana, North Dakota and South Dakota. Delta says flights in these markets on average leave with 52% of the seats filled, with some locations as low as 12%. This compares to a domestic system load factor of 83% for 2010.

## **ARIZONA BORDER FENCE**

**VO: 28**

Arizona launched a website Wednesday to accept donations to pay for fencing along the Mexico border, and a supporter says the \$3.8 million people donated to defend the state's 2010 immigration enforcement law could be just a taste of what to expect. Gov. Jan Brewer's legal-defense site for the law known as SB1070 raised money for "an intangible service - you're paying for a lawyer," said state Sen. Steve Smith. "This, you can taste and smell what you're getting - you're paying for a secure border."

## **LATINOS IMPACTED BY DEBT**

**VO: 39**

A new report being released today highlights how Latinos will be impacted by cuts to Medicaid and Medicare. As the debt-ceiling debate rages on in ashington, a report by Families USA looks at how the cuts will affect Latinos, as well as low-income families, seniors and people with disabilities. The Medicaid program is expected to lose billions of dollars in funding, which the report finds will limit the ability to serve the one-in-six people in the U.S. who are enrolled in the program. More than one-in-four Latinos have coverage through Medicaid, including half of Latino children.

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**7/21/2011**

## **DEBT SHOWDOWN**

**VO: 32**

As Congress lurches about in search of a deal to raise the nation's debt ceiling before an Aug. 2 deadline, ordinary investors are watching to see whether there will be a repeat of Sept. 29, 2008. That's when lawmakers in the House defied the Federal Reserve chief's warnings, as the financial crisis was exploding, and rejected a Bush administration bank-bailout plan, objecting to such an expensive big-government intrusion into the private sector. That sent the Dow Jones stock index plunging 778 points in one day.

## **SURVEY INDICATES BIG FEAR OF ALZHEIMER'S DISEASE**

**VO: 22**

The findings, presented by Harvard School of Public Health researchers Wednesday at the Alzheimer's Association International Conference in Paris, indicate that most people would visit a doctor or take a loved one for evaluation if they noticed memory troubles or symptoms of confusion - early hallmarks of Alzheimer's disease. "The purpose of the study is to understand people's value of finding a diagnosis if they have early symptoms of memory loss and confusion. Would you want to get a diagnosis of Alzheimer's or not? We found a large-scale response of people being interested in finding out. We're not completely sure why. ... There was considerable optimism," says study author Robert Blendon, professor of health policy and political analysis at the Harvard School of Public Health.

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**7/22/2011**

## **HOUSE BUDGET TO SENATE**

**VO: 31**

Democrats in the U.S. Senate, as expected, on Friday blocked a Republican plan to reduce deficits by \$5.8 trillion over 10 years -- far more than President Barack Obama and congressional leaders are discussing in private negotiations. The Democratic-controlled Senate killed the measure that passed earlier in the Republican-controlled House of Representatives, which also calls for passage of constitutional amendment requiring balanced federal budgets

## **HEAT DEATHS**

**VO: 22**

Hot muggy weather blanketed much of the Midwest and East Coast Friday, with temperatures reaching triple digits from Washington to New York. The heat moved east while still affecting a swathe of the central section from Kansas to the Ohio Valley, the National Weather Service said. In Newark, N.J., the mercury hit 108 degrees in early afternoon, the highest temperature ever recorded in the city, The New York Times reported. In Central Park, the nation's oldest weather station, the high was 104, the highest temperature in New York City since 1977. At Dulles International Airport outside Washington and in Baltimore, the high was 105 degrees.

## **CASEY ANTHONY COST TO TAX PAYERS**

**VO: 30**

As of Wednesday, the defense team for Casey Anthony, the Florida mother found not guilty of the murder of her 2-year-old daughter Caylee in 2008, has billed the state \$147,018, according to a report. The bill includes a range of categories, including expert witnesses, mental-health evaluations and court-reporting services. So far, the state has paid \$118,847 of those expenses and determined it will not pay nearly \$12,000 of that total, reports the Orlando Sentinel. The largest portion that has been paid to date is for the category that includes investigative services, mitigation specialist work and subpoena service - totaling up to \$67,100, reports the paper.

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**7/25/11**

## **DEBT SHOWDOWN**

**VO: 35**

A sharply divided U.S. Congress pursued rival budget plans on Monday that appeared unlikely to win broad support, pushing the United States close to a ratings downgrade and debt default that would send shockwaves through global markets. With an Aug. 2 deadline little more than a week away, lawmakers have steadfastly refused to compromise and talks once again collapsed in acrimony at the weekend. Democrats and Republicans split into two camps to work on their own proposals. Financial markets were uneasy in Asia and Europe on Monday about the prospect of a first-ever U.S. debt default, which Fed Chairman Ben Bernanke has said would be a "calamitous outcome" for the U.S. and the global economy.

## **OBAMA NCRL**

**VO: 32**

Immigration issues are expected to be the top of the agenda when President Barack Obama addresses a major Hispanic civil rights organization on Monday. The National Council of La Raza is holding its annual conference in Washington. The group's leader, Janet Murgia, says Hispanics want to hear from Obama on a range of issues on which he has yet to take action. Obama promised in his 2008 campaign to tackle immigration reform, and some in the Latino community have criticized him for failing to do so. He's also drawn criticism for a record number of deportations last year.

## **DEBT, TAXES AND AIRLINES**

**VO:20**

The Impasse Over The Debt Ceiling Continues In Washington. analysts Say The U-S Defaulting On Its Debt Would Be Catastrophic For An already Anemic Economy. president Obama Wants To Raise Taxes For Wealthier Americans, But republicans Want More Spending Cuts And Have Rejected Higher Taxes. some Federal Taxes On Airline Tickets Expired Over The Weekend, And Many airlines Decided To Take The Money And Run. all The Major U-S Airlines Raised Fares To Offset The Expired Taxes. the Airlines Could Have Passed The Savings On To Consumers But Only A Few opted To Do So. the Expiring Taxes Can Total 25 Dollars Or More On A Typical 300 Dollars round-Trip Ticket.

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**7/26/11**

## **OBAMA ADDRESS ON DEBT**

**VO:25 & ARNOLDO TORRES INTERVIEW /SACRAMENTO, CA 3:00**

President Barack Obama says the only ones standing in the way of a balanced compromise to the nation's debt crisis are those Republicans in Congress who are insisting only on spending cuts. Appealing to the nation in a televised address Monday night, Obama said the nation is growing dangerously close to default. He warned that would be what he called a "reckless and irresponsible" outcome to the debate.

## **BOEHNER RESPONSE**

**VO:26**

House Speaker John Boehner says President Barack Obama wants a blank check from Congress to raise the debt ceiling, but that he's not going to get one.Boehner says the solution to the debt crisis isn't complicated.He says if you spend more than you take in, you have to spend less.In his response to Obama's televised address to the nation, Boehner gave no indication of compromise.The House speaker did say the U.S. cannot default. He said the crisis would be over if the Senate approves a new House Republican plan to be voted on in the House this week, and if the president signs it.

**HAPPY MEAL FEWER CALORIES**

**VO: 20**

Some Big News Now From Mcdonald's Breaking . The World's Biggest Fast Food Chain Is Announcing A Major Change In The Happy Meals It Markets To Kids. For Years, Critics Have Chaged That Mcdonalds Encourages Children To Crave Food That's Too High In Sodium And Calories. We'll Have The President Of Mcdonald's Respond To That On What's Going To Change With Those Happy Meals All Of The Meals Offer: 20% Fewer Calories,15% Less Sodium,20% Less Saturdated Fat

**CA:MEDICAL MARIJUANA RESTRICTIONS LIFTED**

**VO: 20**

Dozens Of Medical Marijuana Advocates Stood In Front Of The City Council To Say It Didn't Have To End This Way. we Came So Close To Reaching Something Everyone Could Agree On. I Encourage You To Repeal This. back In April, The City Council Passed An Ordinance Requiring The City's Estimated 160 Collectives To Shut Down And Apply For Permits. Dispensaries Were Not Allowed To Operate Within 600 Feet Of Schools, Playground And Churches; Rules That Medical Marijuana Users Say Restricted Affordable Access. repeal The Current Ordinance And Work With The Local Cannabis Community To Come Up With Reasonable Ordinances. supporters Of The Sale Of Medical Marijuana Collected 31,000 Valid Signatures, Enough To Put The Issue On Next June's Ballot, If The City Doesn't Repeal The Ordinance; The Cost Of That Vote Could Cost The City Around 800-Thousand Dollars. you're Going To Waist Your Money, Simply Retract Your Steps.

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**7/27/11**

**OBAMA: PLAN B**

**VO: 27**

It's a central question in the debt ceiling debate: How long should the nation's new borrowing authority last? From the start, President Barack Obama has insisted that Congress must raise the current \$14.3 trillion debt limit by \$2.4 trillion. That would work out to about a 17-month extension, setting up the next vote safely after next year's elections. But what's the magic in that? The nation has increased the debt ceiling time and again by shorter periods, often during presidential election years. Republicans, meanwhile, in a plan put forth by House Speaker John Boehner, want a six-month debt ceiling increase that would be followed by a longer one only if Congress enacts sweeping reforms to the tax system and to massive benefit programs like Medicare and Medicaid.

**HOME PRICES SURVEY**

**VO: 16**

A survey of u.S. Home prices in 20 cities revealed a 4.5% drop in may, compared to a year ago. But prices edged up slightly from the previous month. And consumer confidence was up slightly in july, compared to june. However, investors are still apprehensive about the future, according to the report.

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**07/28/2011**

**NATIONS HEALTH TAB**

**VO: 28**

The nation's health care tab is on track to hit \$4.6 trillion in 2020, accounting for about \$1 of every \$5 in the economy, government number crunchers estimate in a report out Thursday. How much is that? Including government and private money, health care spending in 2020 will average \$13,710 for every man, woman and child, says Medicare's Office of the Actuary. By comparison, U.S. health care spending this year is projected to top \$2.7 trillion, or about \$8,650 per capita, roughly \$1 of \$6 in the economy. Most of that spending is for care for the sickest people.

**FORECLOSURE RATES**

**VO: 28**

Most of the nation's largest metropolitan areas are seeing a sharp drop in foreclosure activity as banks take longer to move against mortgage delinquent homeowners. According to the foreclosure listing firm RealtyTrac Inc., 84 percent of metropolitan areas with a population of at least 200,000 saw their foreclosure rates drop in the first half of this year, versus the same period last year. The slowdown in foreclosure activity has been most pronounced in states where courts play a role in the foreclosure process and now have to wade through a logjam of cases.

**ATLANTA SCHOOLS CHEATING**

**VO: 25**

Atlanta Public Schools employees implicated in a widespread cheating scandal are getting notices that they've been put on paid administrative leave. The notices sent out to teachers and others are among the steps the district must take as it begins to sort through each employee's case. Superintendent Erroll Davis, who has been adamant that none of the employees will work in front of the district's students again, says he plans to start termination proceedings as quickly as he can.

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**07/29/2011**

**US DEBT**

**VO: 20**

Senate Democratic leader Harry Reid served notice Friday that he's pushing ahead with his debt-limit bill as House Speaker John Boehner's rival measure languished in limbo, further escalating a wrenching political standoff that has heightened fears of a market-rattling government default. "This is likely our last chance to save this nation from default," Reid declared glumly on the Senate floor, as a Tuesday's deadline drew closer. Reid's move came with Boehner's bill still in wait of a vote and a bitter standoff between GOP leaders and their conservative rank and file. Demoralized House Republicans were striving for a third straight day to pass the Boehner bill, even though it had virtually no chance of surviving the Senate.

**TYLENOL DOSE**

**VO: 24**

Johnson & Johnson said Thursday that it's reducing the maximum daily dose of its Extra Strength Tylenol pain reliever to lower risk of accidental overdose from acetaminophen, its active ingredient and the top cause of liver failure. The company's McNeil Consumer Healthcare Division said the change affects Extra Strength Tylenol sold in the U.S. -- one of many products in short supply in stores due to a string of recalls. Starting sometime this fall, labels on Extra Strength Tylenol packages will now list the maximum daily dose as six pills, or a total of 3,000 milligrams, down from eight pills a day, or 4,000 milligrams. Beginning next year, McNeil will also reduce the maximum daily dose for its Regular Strength Tylenol and other adult pain relievers containing acetaminophen, the most widely used pain killer in the country.

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