

# ANNOUNCER READ SCRIPT

**:30 – GENERAL AUDIENCE:**

More than 15 million babies around the world are born too soon each year and more than one million die. Help the March of Dimes fight premature birth and bring more babies home healthy. Learn how at [marchofdimes.com](http://marchofdimes.com). 75 years of working together for stronger, healthier babies.





**NOVEMBER IS LUNG CANCER AWARENESS MONTH  
&  
JANUARY IS RADON ACTION MONTH**

Dear Public Service Director:

Radon is the leading cause of lung cancer among non-smokers, responsible for more than 20,000 deaths annually in the United States. Radon is a naturally occurring radioactive gas released in rock, soil and water and can accumulate to dangerous levels inside homes, schools and other buildings. The only way to know if there is a radon problem is to test for it. Radon problems can be fixed and lives saved.

The USEPA has produced and is making available to any station a host of Public Service Announcement (PSA) materials to get the word out to the general public about the danger of radon.

These PSAs will educate your audience about the serious risk of lung cancer due to breathing radon gas in homes. Since radon gas is an invisible, colorless and odorless gas, the only way of knowing if your home is affected by radon is by testing it with the radon detector.

These radio PSAs are available in various lengths in both English and Spanish. In addition, you can order banners and banner ads as well as a variety of stickers.

You may view the PSAs on our website at [www.EPAPSA.com](http://www.EPAPSA.com).

You may download MP3's from [tvaccessspotsource.com/epa](http://tvaccessspotsource.com/epa).

You may direct any questions to Ken at 630-917-4870 or via e-mail at [Ken@tvaccess.com](mailto:Ken@tvaccess.com). If you have any technical questions, please contact Ken.

We do appreciate your consideration to use the materials being offered and for sharing this important information with your audience. It's a commendable community service!

Sincerely,

Ken Hempel  
On Behalf of US EPA

Live Read Copy

**:10 Did you know you can help protect your family against lung cancer by testing your home for radon - an invisible radioactive gas? High radon levels have been found in homes in (your state). For more information about radon, call 1-800-SOS-RADON.**

**:15 Homes in this area have been found with high radon levels - that's why the Surgeon General and EPA urge everyone to test their home for this invisible radioactive gas that causes lung cancer. You can test for it and you can fix it if you have high levels. Call 1-800-SOS-RADON.**

Grief Share is being offered at Berea Baptist Church at 1015 River Highway, Mooreville, NC on January 8th at 6:30 P.M. in the Connie Price classroom in the Education Building. There is a pre-registration fee of \$15.00. For additional information contact the Church Office at 704 663-0986 or contact the facilitator Ralph Sparrow at 704 663-4042. If you have lost a loved one Grief Share is a ministry to help you move from mourning to joy.

## **PUBLIC SERVICE ANNOUNCEMENT**

**DATE: November 22, 2013**

**CONTACT: Sandy Morrow  
(704) 873-5631**

**Iredell County Department of Social Services will begin accepting applications for the Crisis Intervention Program on December 2, 2013. This is a heating and cooling-related program which addresses current crisis situations only. Criteria for eligibility is based on income levels, family size, severity of weather, and health conditions of family members. Applications are taken at the Iredell County Department of Social Services, 549 Eastside Drive, Statesville, Monday through Friday, 8:00 a.m. until 5:00 p.m.**



March of Dimes - Foothills Division  
1220 Commerce Street  
Suite G  
Conover, NC 28613  
[www.marchofdimes.com/northcarolina](http://www.marchofdimes.com/northcarolina)

Telephone (828) 464-8905  
Fax (828) 464-9835

FOR IMMEDIATE RELEASE  
FOR INFORMATION CONTACT: Elizabeth Franklin 828-464-8905

## **PSA: Prematurity Awareness Month**

Dear PSA Director:

Every parent wants a healthy baby. But it doesn't always happen that way. Babies come early or small or with health problems. Over the years, the March of Dimes has made medical and technological advances that have saved millions of babies' lives and health.

But our ultimate goal is to prevent problems, so that one day, all babies will be born strong and healthy. We fund Nobel Prize winning research to find ways to prevent threats like premature birth and birth defects. At the same time the March of Dimes reaches out to moms and future moms to make sure they know all the things they can do to have healthy pregnancies and strong healthy babies.

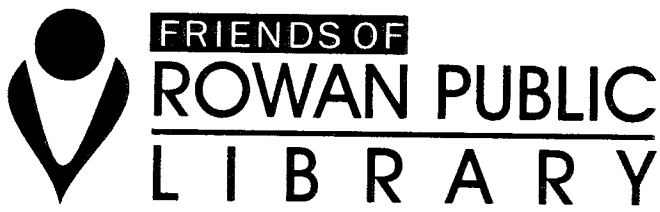
**This year March of Dimes is celebrating our 75<sup>th</sup> Anniversary so it is more important than ever to raise awareness of Prematurity Awareness Month- November and Prematurity Awareness Day- 11/17/13.**

Thank you for helping us build recognition of the March of Dimes as a vital resource for moms, dads and future parents by placing these spots into your active rotation. Working Together for Stronger, Healthier Babies!

### **About March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide the March of Dimes works to improve the health of babies. For the latest resources and information, visit [marchofdimes.com](http://marchofdimes.com) or [nacersano.org](http://nacersano.org).

###



PO Box 4039  
201 West Fisher Street  
Salisbury, NC 28145-4039  
Phone: 704-638-3001  
Fax: 704-638-3002  
[www.rowanpubliclibrary.org](http://www.rowanpubliclibrary.org)

October 18, 2013

Dear Broadcaster:

The Friends of Rowan Public Library will hold its Annual Book Sale beginning Saturday, November 2nd– Monday, November 4<sup>th</sup>, 2013.

As you have done in the past, would you please again extend us the kindness of broadcasting the following *Public Service Announcement* often as you are able, in order to get the word out about this important community event.

#### **PUBLIC SERVICE ANNOUNCEMENT**

**The Friends of Rowan Public Library Annual Book Sale will begin with a Special Preview Sale on Friday, Nov. 1<sup>st</sup> from 6-8 pm for Friends of RPL Members only. Memberships of \$10 will be available at the Door.**

**The regular sale begins on Saturday, November 2nd, 9 am-4 pm, Sunday, November 3rd, 1 pm-4 pm and Monday, November 4th, 10 am- 2pm at the Rowan Public Library Headquarters building located at 201 West Fisher Street in downtown Salisbury.**

**Many thousands of books will be available for sale. For more information, call (704) 216-8228.**

Thank you for your assistance in publicizing the sale.

Sincerely,

*Pat Beck*

Pat Peck, Book Sale Chairperson  
Friends of Rowan Public Library



# PSA

**STORY:** 19687

**TITLE:** "Junior Scientists", "La La La", "Child's Play  
LIVE READ

**CLIENT:** National Pest Management Association

**TIME:** :30, :30, :30 LIVE READ PSAs

*Contact: Katarina Sunthorn, Connect360 MultiMedia, 212-624-9188*

## "Junior Scientists" (:30)

### MUSIC UP AND UNDER

**NARRATOR V/O:** DEEP WITHIN THE PEST QUEST TRAINING LABORATORIES...

**EMILY V/O:** STINGING INSECTS SEND OVER HALF A MILLION PEOPLE TO THE HOSPITAL EVERY YEAR. I DON'T LIKE HOSPITALS.

**CARISSA V/O:** RODENTS, LIKE MICE, CONTAMINATE FOOD AND TRANSMIT DISEASE.

**MADISON:** COCKROACHES SPREAD 33 KINDS OF BACTERIA, SIX PARASITIC WORMS, AND CAN TRIGGER ASTHMA... THAT CAN'T BE GOOD.

**NARRATOR V/O:** PESTS ARE ANYTHING BUT CHILD'S PLAY. PROTECT YOUR LITTLE SCIENTIST BY GETTING THE FACTS AT PESTWORLD DOT ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

## "La La La" (:30)

### MUSIC UP AND UNDER

**NARRATOR V/O:** THEY SPREAD SALMONELLA AND TRIGGER ASTHMA ATTACKS. THEY TRANSMIT DISEASE AND CONTAMINATE FOOD. THEY FEED ON BLOOD, AND CAN LEAVE TRAILS OF ITCHY RED WELTS. COCKROACHES, MICE, BED BUGS, AND OTHER PESTS ARE MORE THAN A NUISANCE. THEY'RE A THREAT TO YOUR FAMILY'S HEALTH. LEARN HOW TO PROTECT YOUR FAMILY AND HOME AT PESTWORLD.ORG. A MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

### MUSIC AND SOUND FADE OUT

## "La La La" :30 LIVE READ PSA

**ANNOUNCER V/O:** THEY SPREAD SALMONELLA AND TRIGGER ASTHMA ATTACKS. THEY TRANSMIT DISEASE AND CONTAMINATE FOOD. THEY FEED ON BLOOD, AND CAN LEAVE TRAILS OF ITCHY RED WELTS. COCKROACHES, MICE, BED BUGS, AND OTHER PESTS ARE MORE THAN A NUISANCE. THEY POSE A RISK TO YOUR PROPERTY AND ARE A THREAT TO YOUR FAMILY'S HEALTH. LEARN HOW TO PROTECT YOUR FAMILY AND HOME AT PESTWORLD.ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

## "Child's Play" :30 LIVE READ PSA

**ANNOUNCER V/O:** DID YOU KNOW THAT THE HOME INVADERS MOST LIKELY TO THREATEN YOUR FAMILY ARE NOT HUMAN? COCKROACHES CAN SPREAD SALMONELLA AND TRIGGER ASTHMA ATTACKS. MICE CONTAMINATE FOOD AND SPREAD DISEASE. TERMITES DESTROY BILLIONS OF DOLLARS IN PROPERTY EACH YEAR AND STINGING INSECTS SEND HALF A MILLION PEOPLE TO EMERGENCY ROOMS. LEARN HOW TO PROTECT YOURSELF AND YOUR FAMILY BY VISITING PESTWORLD.ORG. THAT'S P-E-S-T WORLD DOT ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

Dear PSA Director,

Now that more Americans are switching to heart-healthier cooking oils, what are they to do with their old tubs of lard?

Allow us to present, "Practical Polly's Lessons in Lard," two new humorous Public Service Announcements from the American Heart Association's Face the Fats campaign.

Practical Polly's prime message uses humor to help consumers learn more about how to trade up to the best fats for heart health. However, that will leave millions of Americans with leftover tubs of lard. Take heart, dear listeners. You don't have to throw them away. Polly will tell you that lard has many practical uses - so even if it isn't going to your waist, it won't go to waste.

The non-commercial 30- and 60-second spots feature voice-over artist Jean Valderrama as Polly and are provided by the American Heart Association which wants Americans to use healthier cooking oils that can actually lower your chances for heart disease.

The American Heart Association's national education campaign, Face the Fats, is aimed at helping consumers understand the different types of dietary fats and make heart-healthy choices. Among the campaign's top priorities is to encourage replacement of trans and saturated fat with fats that are better for you — monounsaturated and polyunsaturated.

Many of your listeners are among the hundreds of millions of Americans who are at risk for heart disease, the number one killer of both men and women in the United States. We ask you to join us in airing these PSA spots whenever you have time available. And we ask you to help us continue to deliver good public service content by filling out and returning the enclosed postage paid reply card.

For more information, visit [www.heart.org/facethefats](http://www.heart.org/facethefats).

Thank you for your consideration.

The American Heart Association

Face the Fats

### Practical Polly's Lessons In Lard :30

It's Practical Polly Radio. I've switched to cooking with healthier oils so now what do I do with all these tubs of lard?

Skinny jeans feeling too tight?

A bit of lard on your hips & thighs and those pant slide on like a dream!

So there's no need for that lard to go to waste, but get you best heart-healthy trade up with **healthier** oils – like Canola, olive, or other vegetable oils – which can actually **lower** your chances for heart disease.

*Learn more at [heart.org/facethefats](http://heart.org/facethefats). Canoldinfo is the National Supporter of the American Heart Association's Face the Fats Campaign.*

### Practical Polly's Lessons In Lard :60

Hi, it's Practical Polly's Radio Show. If you're just figuring out that healthier cooking oils are better than solid fats, you may be asking, "Now what am I doing with all these tubs of lard?"

Ever had one of those moments when your favorite skinny jeans feel too tightly tailored?

Generously apply lard to your hips & thighs and those fancy pants will slide on like a dream!

Or here's a family-friendly idea. How about making you yard into a lard-fun-park? Frost your driveway with a nice thick coating and give those kiddos a downhill thrill no matter what time of year!

Having a bad hair day? Yep, a little lump-o-lard can tame your fly-aways in a jiffy.

So there's no need for that lard to go to waste, or to your waist. But get your **best** heart-healthy trade-up with **healthier** oils – like Canola, olive, or other vegetable oils – which can actually **lower** your chances for heart disease. Now that's a tip worth keeping for life!

*Learn more at [heart.org/facethefats](http://heart.org/facethefats). Canoldinfo is the National Supporter of the American Heart Association's Face the Fats Campaign.*



**PUBLIC SERVICE ANNOUNCEMENT**

**CUB SCOUT PACK # 173 IN MOUNT MOURNE, SPONSORED BY FAIR VIEW UNITED METHODIST AND CENTRE PRESBYTERIAN CHURCHES WILL HOLD AN ALUMINUM CAN DRIVE ON SATURDAY, DECEMBER 7 TH.**

**COLLECTION WILL BE FROM 9 A.M. UNTIL NOON IN THE PARKING LOT ON THE NORTH SIDE OF FAIR VIEW CHURCH ACROSS FROM THE MOUNT MOURNE IB CANDIDATE SCHOOL.**

**THE PATRONAGE OF THE PUBLIC WOULD BE APPRECIATED.**

NWS PEACE Program

NEWS

To: PSA Dept.  
From: Teresa Knapp  
Voice: 1-866-846-3977  
FOR IMMEDIATE RELEASE

AMAZING OPPORTUNITY!  
MAKE A DIFFERENCE IN YOUR LIFE!

NWS PEACE Program, a non-profit and Department of State approved program is seeking caring families in our area to host high school age international exchange students. Students are ages 15 – 18 and now available for 'adoption', for 5 – 12 months only! Students come with medical insurance, and spending money. You provide a loving home, 3 meals a day, a bed, and an experience of a life time for your family as well as the student.

There is no such thing as a typical host family! Whether you are a single parent, retired, have small children, teens, or no children, you can have a great experience hosting an international teen! Consider 'adopting' today and making a difference in your life!

Host families are not paid but may claim a \$50. 00 per month charitable contribution on their income tax. DON'T DELAY!

Please help to make the dreams of these young people come true.

BRING THE WORLD TO YOUR DOORSTEP!  
CALL NWS PEACE Program TODAY!  
1-866-846-3977 OR visit our website at [www.nw-services.com](http://www.nw-services.com)

A Non-profit Educational Organization

**Date:** Wednesday, October 23, 2013 8:35 AM

**From:** Maury Tobin, Tobin Communications, Inc. <mt@tobincommunications.com>

**To:** normantindal@windstream.net

**Subject:** Attn. Norman, info. for your interview tomorrow, Thursday, Oct. 24th, at 9:05 am Eastern Time.

**Your interview is with:**

 **Kathleen Jaeger, Senior Vice President of the National Association of Chain Drug Stores in pharmacy care, patient advocacy, and also a pharmacist; and Dr. Mary Ann Bauman of the American Heart Association, who is also a primary care physician and author.**

We will call into your station a few minutes before the interview is scheduled to begin. Thanks.

## **MEDIA ADVISORY**

### **ARE AMERICANS RISKING THEIR HEALTH BY NOT ADHERING TO THEIR PRESCRIBED MEDICATIONS?**

The National Association of Chain Drug Stores (NACDS) and the American Heart Association (AHA) have launched a campaign to raise awareness about medication adherence - the importance of patients taking their medications as prescribed.

Health policy research group, the New England Healthcare Institute cites that only 50 percent of patients take their medications as prescribed by their doctor, which costs the nation more than \$290 billion in needless spending each year.

Studies show that medication adherence can help manage chronic conditions, such as hypertension, improve health outcomes and provide cost savings to the overall healthcare system.

Together, NACDS and AHA experts can discuss the important role of patients taking medications as prescribed for conditions such as hypertension in an effort to better manage their health.

**Background:** We know that many patients with chronic conditions fail to adhere to their medications, resulting in further complications and added costs to the healthcare system. For example, one in three, or 78 million adults in the U.S. have high blood pressure, but only about 46 percent have the condition adequately controlled. High blood pressure is projected to cost \$162 billion in 2013 and increase to an estimated \$347 billion by 2030 — making high blood pressure the most expensive form of cardiovascular disease. The Centers for Disease Control and Prevention has characterized high blood pressure as “public health enemy No. 2.”

Community pharmacy plays an important role in helping patients adhere to their medications by counseling patients on the benefits of taking medications properly, helping to prevent potential adverse reactions with other medications, as well as offering health screenings and other disease state testing. In addition, the incorporation medication therapy management (MTM) services can go a long way in helping patients improve their health and contribute to cost savings. MTM is program in which a pharmacist or other qualified health professional reviews a patient's medication regimen and

helps to optimize outcomes through improved medication use.

With increasing focus on patient-centered pharmacy education and growing recognition for pharmacists' for their medication expertise, MTM has advanced substantially. In fact, the National Association of Chain Drug Stores (NACDS) and the American Heart Association (AHA) are working together to advance legislation (H.R. 1024 and S. 557) that would enable patients with one or more chronic conditions to receive pharmacist-administered MTM services.

Maury Tobin

Tobin Communications, Inc.

P.O. Box 1268

White Plains, MD 20695

Cell: 301-661-0900

Website: <http://tobincommunications.com>

*Your*

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- (1) Why is it important to take ~~the~~ medication as prescribed
- (2) How many patients take their medication as prescribed by their doctor
- (3) Does it really make a difference when you take your medication properly
- (4) When you take more than one kind of vitamin can you take them at same time
- (5) How can you find out more information

1+3 ~~2+4~~ Kathleen Jaeger

2+4 ~~1+3~~ Dr. Berman

**Date:** Friday, October 25, 2013 7:36 AM

**From:** Maury Tobin, Tobin Communications, Inc. <mt@tobincommunications.com>

**To:** normantindal@windstream.net

**Subject:** Attn. Norman, info. for your interview on Monday, Oct. 28th, at 9:05 am Eastern Time.

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Your interview is with:

**Kathleen Jaeger, Senior Vice President of the National Association of Chain Drug Stores in pharmacy care, patient advocacy, and also a pharmacist; and Dr. Mary Ann Bauman of the American Heart Association, who is also a primary care physician and author.**

We will call into your station a few minutes before the interview is scheduled to begin. Thanks.

## **MEDIA ADVISORY**

### **ARE AMERICANS RISKING THEIR HEALTH BY NOT ADHERING TO THEIR PRESCRIBED MEDICATIONS?**

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Studies show that medication adherence can help manage chronic conditions, such as hypertension, improve health outcomes and provide cost savings to the overall healthcare system.

Together, NACDS and AHA experts can discuss the important role of patients taking medications as prescribed for conditions such as hypertension in an effort to better manage their health.

**Background:** We know that many patients with chronic conditions fail to adhere to their medications, resulting in further complications and added costs to the healthcare system. For example, one in three, or 78 million adults in the U.S. have high blood pressure, but only about 46 percent have the condition adequately controlled. High blood pressure is projected to cost \$162 billion in 2013 and increase to an estimated \$347 billion by 2030 — making high blood pressure the most expensive form of cardiovascular disease. The Centers for Disease Control and Prevention has characterized high blood pressure as “public health enemy No. 2.”

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and contribute to cost savings. MTM is program in which a pharmacist or other qualified health professional reviews a patient's medication regimen and helps to optimize outcomes through improved medication use.

With increasing focus on patient-centered pharmacy education and growing recognition for pharmacists' for their medication expertise, MTM has advanced substantially. In fact, the National Association of Chain Drug Stores (NACDS) and the American Heart Association (AHA) are working together to advance legislation ([H.R. 1024](#) and [S. 557](#)) that would enable patients with one or more chronic conditions to receive pharmacist-administered MTM services.

**POTENTIAL QUESTIONS TO ASK (JUST IDEAS, YOU'RE THE JOURNALIST, IT'S YOUR SHOW):**

1. What is the risk of Americans not taking their medications as prescribed?
2. Can you explain what the typical role is for a pharmacist in regards to a patient's health and how they can help a patient better improve their health?
3. I understand that there is some legislation in Congress that would allow pharmacists to better engage with patients in regards to their medication. Describe what this is about.
4. What is the connection between the National Association of Chain Drug Store and the American Heart Association with this outreach campaign you're doing. What's that about?
5. Is the lack of medication adherence a problem that is associated with a certain age group or those with certain medical problems.
6. Where can people get more information about medication adherence?

Maury Tobin  
Tobin Communications, Inc.  
P.O. Box 1268  
White Plains, MD 20695  
Cell: 301-661-0900  
Website: <http://tobincommunications.com>

This is an urgent message.

**Date:** Thursday, October 17, 2013 7:44 AM

**From:** Maury Tobin, Tobin Communications, Inc. <mt@tobincommunications.com>

**To:** normantindal@windstream.net

**Subject:** Attn. Norman, info. for your interview tomorrow, Friday, Oct. 18th, at 9:05 am Eastern Time.

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Your interview is with:

Dr. William Richardson, a Professor of Orthopaedic Surgery & Associate Chief Medical Officer at Duke University Hospital, and a member of the American Academy of Orthopaedic Surgeons (AAOS).

We will call into your station a few minutes before the interview is scheduled to begin. Thanks.

## **MEDIA ADVISORY**

### **ORTHOPAEDIC SURGEONS: TRAMPOLINES ARE DANGEROUS!**

### **AAOS AIMS TO REDUCE THE MORE THAN 100,000 YEARLY TRAMPOLINE-RELATED INJURIES**

Phone interviews are available with Dr. William Richardson, a Professor of Orthopaedic Surgery & Associate Chief Medical Officer at Duke University Hospital, and a member of the American Academy of Orthopaedic Surgeons (AAOS).

Trampolining can be an exciting activity, but it also can create hazardous conditions. Orthopaedic surgeons and ER staff treat more than a 100,000 trampoline-related injuries each year. The costs of medical, legal, insurance and disability expenses exceed \$4 billion each year.

The most common injuries are sprains and fractures, which result from falls on the trampoline mat, frame or springs, collisions with another jumper, stunts gone wrong and falls off the trampoline.

"Trampolines can be fun for kids and adults, but they also pose a high risk for injuries, especially when two or more people jump at one time," said orthopaedic surgeon William Richardson, MD. "Orthopaedic surgeons recommend that families avoid trampoline recreation centers and that parents urge their children to avoid trampolines at friends and neighbors' homes or in outdoor playgrounds because of the high risk of injuries."

Orthopaedic surgeons urge kids, teens and adults to avoid trampolines. If you decide to use them despite the risks, here are a few tips to help reduce the number and severity of injuries:

- Trampolines should not be used for unsupervised recreational activity. Competent adult supervision and instruction are needed for children at all times
- Use of trampolines for physical education, competitive gymnastics, diving training and similar activities requires careful adult supervision and proper safety measures.
- Allow only one participant at a time.

- Spotters should be present when participants are jumping. Somersaults or high-risk maneuvers should be avoided unless there is proper instruction and protective equipment, such as a harness.
- The trampoline-jumping surface should be at ground level.
- Supporting bars, strings and landing surfaces should have adequate protective padding.
- Check equipment regularly.
- Trampolines are not for children under age 6.
- Remove trampoline ladders after use to prevent unsupervised access.

**Possible interview questions:**

1. Why are trampolines such an important issue? What are the risks of using them?
2. Have you seen any trampoline injuries in your practice?
3. Is it just kids who are being injured?
4. What about the popularity of jumping facilities and back yard trampolines?
5. What would you recommend for your own children? Or, to other parents on this issue?
6. What kinds of injuries have you seen kids and adults sustain?
7. What is the most common injury for kids who end up needing an orthopaedic surgeon?
8. Where can parents learn more about trampoline safety and injury prevention for their kids?

**William Richardson, MD:**

Dr. Richardson is Professor of Orthopaedic Surgery and Associate Chief Medical Officer at Duke University Hospital. His clinical interests include adult spinal surgery, deformity, trauma, tumors and reconstructive surgery. In addition to his clinical practice, he is involved in several research projects, such as investigating the biomechanical aspects of cervical injury with head impact. He has published several articles in peer-review journals throughout his career. Dr. Richardson earned his medical degree at Eastern Virginia Medical School and completed his residency in orthopedics at Duke University Medical Center. His additional training includes a fellowship in spine surgery at Toronto General and Mount Sinai Hospitals in Canada. He currently is a member of the Patient Safety Committee of the American Academy of Orthopaedic Surgeons.

**AAOS**

- Orthopaedic surgeons restore mobility and reduce pain, they help people get back to work and to independent, productive lives. Visit [AAOSNationalMotion.org](http://AAOSNationalMotion.org) to read successful orthopaedic stories.

*How often should  
equipment be checked*

*What ages are trampolines  
for*

*What can you do to  
keep other people from  
using the trampolines*

*JS Potlins*



- Learn more about injury prevention at [www.orthoinfo.org](http://www.orthoinfo.org)

###

Maury Tobin  
Tobin Communications, Inc.  
P.O. Box 1268  
White Plains, MD 20695  
Cell: 301-661-0900  
Website: <http://tobincommunications.com>

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# ANNOUNCER READ SCRIPT

## :30 – GENERAL AUDIENCE:

More than 15 million babies around the world are born too soon each year and more than one million die. Help the March of Dimes fight premature birth and bring more babies home healthy. Learn how at [marchofdimes.com](http://marchofdimes.com). 75 years of working together for stronger, healthier babies.





# PSA

**STORY:** 36008  
**TITLE:** "Loan Modification Scam Alert"  
**CLIENT:** NeighborWorks America  
**TIME:** :60, :30, :15, :15 LIVE READ

**Contact:** Shaliza Thomas, Connect360 Multimedia, [stthomas@c360m.com](mailto:stthomas@c360m.com), (212) 624-9187

## "LOAN MODIFICATION SCAM ALERT" (:60)

**CUSTOMER 1:** I WAS FACING FORECLOSURE. I WAS DESPERATE FOR HELP.

**CUSTOMER 2:** I PAID THEM \$1500 – AND NEVER GOT THE HELP THEY PROMISED.

**ANNOUNCER:** DON'T LET THE FEAR OF LOSING YOUR HOME MAKE YOU THE VICTIM OF A LOAN MODIFICATION SCAM. REMEMBER THESE FACTS TO PROTECT YOURSELF. IT'S ILLEGAL FOR MOST COMPANIES TO CHARGE FEES IN ADVANCE, NO MATTER HOW SMALL. NO COMPANY CAN GUARANTEE THEY CAN MODIFY YOUR LOAN OR STOP A FORECLOSURE. AND NEVER SEND YOUR MORTGAGE PAYMENT TO ANYONE BUT YOUR LENDER. THE EASIEST WAY TO AVOID A SCAM? DON'T PAY FOR A LOAN MODIFICATION. GET FREE HELP FROM A HUD-APPROVED COUNSELING AGENCY NOW. TO LEARN MORE, REPORT A SCAM, OR FIND OUT IF YOU'VE BEEN A VICTIM, CALL 1-8-8-8, 9-9-5, HOPE. OR VISIT LOAN-SCAM-ALERT-DOT-ORG. THAT'S 1-8-8-8, 9-9-5, 4-6-7-3, AND LOAN-SCAM-ALERT-DOT-ORG.

**CUSTOMER 2:** KNOW THE SIGNS. GET THE FACTS.

## "LOAN MODIFICATION SCAM ALERT" (:30)

**CUSTOMER 1:** I LOST \$2,000 AND MY HOME.

**ANNOUNCER:** DON'T LET THE FEAR OF FORECLOSURE MAKE YOU THE VICTIM OF A LOAN MODIFICATION SCAM. DID YOU KNOW IT'S ILLEGAL FOR MOST COMPANIES TO CHARGE FEES IN ADVANCE? IF YOU'RE PAYING MONEY TO A COMPANY PROMISING HELP, YOU MAY GET SCAMMED. TO GET FREE HELP FROM A HUD-APPROVED COUNSELING AGENCY OR TO REPORT A SCAM, CALL 1-8-8-8, 9-9-5, HOPE OR VISIT LOAN-SCAM-ALERT-DOT-ORG.

## "LOAN MODIFICATION SCAM ALERT" (:15)

**ANNOUNCER:** FACING FORECLOSURE? DON'T PAY FOR A LOAN MODIFICATION OR YOU MAY GET SCAMMED. VISIT LOAN-SCAM-ALERT-DOT-ORG, OR CALL 1-8-8-8, 9-9-5, HOPE TO GET FREE HELP FROM A HUD-APPROVED COUNSELING AGENCY OR TO REPORT A SCAM.

## :30 LIVE READ PSA

**ANNOUNCER:** FACING FORECLOSURE? DON'T PAY FOR A LOAN MODIFICATION OR YOU MAY GET SCAMMED. VISIT LOAN-SCAM-ALERT-DOT-ORG, OR CALL 1-8-8-8, 9-9-5, HOPE TO GET FREE HELP FROM A HUD-APPROVED COUNSELING AGENCY OR TO REPORT A SCAM.



# PSA

**STORY:** 19580  
**TITLE:** "Caring For Our Injured Veterans"  
"Veterans Helping Veterans"  
**CLIENT:** Paralyzed Veterans of America  
**TIME:** :60, :30, :15, :60, :30, :20, :30 LIVE READ

**Contact:** Ivette Achong, Connect360 Multimedia, (212) 624-9186, [iachong@c360m.com](mailto:iachong@c360m.com)

## "Caring For Our Injured Veterans" (:60)

### MUSIC UP AND UNDER

**NARRATOR V/O:** CORPORAL JOHN VAIL WAS INJURED ON PATROL IN KUWAIT.

**JOHN VAIL V/O:** THE TRUCK FLIPPED. THE VEHICLE LANDED ON ME. I REALIZED...

**JOHN VAIL V/O:** I CAN'T MOVE MY LEGS.

**JOHN VAIL V/O:** I'M LOOKING FOR ONE PERSON - ONE CONTACT - THAT CAN HELP ME.

**NARRATOR V/O:** WHEN JOHN ARRIVED AT THE V-A, THERE WAS SOMEONE, STEPHEN BUSH OF PARALYZED VETERANS OF AMERICA. HE HELPED JOHN WITH HIS CLAIM AND BECAME HIS ADVOCATE TO GET HIM BACK INTO LIFE.

**STEPHEN BUSH V/O:** WHEN I APPROACH SOMEONE THAT'S NEWLY INJURED, I WANT THEM TO FEEL COMFORTABLE THAT THEY'RE NOT ALONE.

**NARRATOR V/O:** FOR OVER 65 YEARS, PARALYZED VETERANS OF AMERICA, THROUGH THEIR NATIONAL SERVICE OFFICERS, HAS HELPED HUNDREDS OF THOUSANDS OF VETERANS GET THE CARE AND BENEFITS THEY'VE EARNED.

**NARRATOR V/O:** AND THEIR SERVICE IS FREE TO AMERICA'S VETERANS AND THEIR FAMILIES. IF YOU NEED HELP WITH A CLAIM, OR JUST NAVIGATING THE SYSTEM, CONTACT US AT P-V-A DOT ORG.

**NARRATOR V/O:** PARALYZED VETERANS OF AMERICA. CHANGING LIVES, BUILDING FUTURES.

## "Caring For Our Injured Veterans" (:30)

### MUSIC UP AND UNDER

**NARRATOR V/O:** CORPORAL JOHN VAIL WAS ON PATROL WHEN HIS TRUCK FLIPPED.

**JOHN VAIL V/O:** I REALIZED, I CAN'T MOVE MY LEGS.

**NARRATOR V/O:** WHEN JOHN ARRIVED AT THE V-A, PARALYZED VETERANS OF AMERICA WAS THERE TO ADVOCATE FOR HIM AND HELP JOHN WITH HIS CLAIM.

**NARRATOR V/O:** P-V-A HAS HELPED HUNDREDS OF THOUSANDS OF VETERANS GET THE CARE AND BENEFITS THEY'VE EARNED AND THEIR SERVICE IS FREE.

**NARRATOR V/O:** IF YOU NEED HELP WITH A CLAIM, OR JUST NAVIGATING THE SYSTEM, CONTACT US AT P-V-A DOT ORG.

## "Caring For Our Injured Veterans" (:15)

### MUSIC UP AND UNDER

**NARRATOR V/O:** OVER 300,000 VETERANS HAVE RECEIVED THE CARE AND BENEFITS THEY'VE EARNED BECAUSE PARALYZED VETERANS OF AMERICA WAS THERE. IF YOU NEED HELP WITH A CLAIM, OR JUST NAVIGATING THE SYSTEM, CONTACT US AT P-V-A DOT ORG.

**"Veterans Helping Veterans" (:60)**

**\*Please note: This PSA features National Service Officers from Paralyzed Veterans of America**

**MUSIC UP AND UNDER**

**NARRATOR V/O:** PARALYZED VETERANS OF AMERICA, NATIONAL SERVICE OFFICERS.

**SHERMAN GILLUMS JR. V/O:** WE'VE GOT AN ENTIRE GENERATION OF MEN AND WOMEN WHO HAVE SEEN WAR. THEY'RE GONNA NEED VOICES. THEY'RE GONNA NEED ADVOCATES.

**JOSEPH BADZMIEROWSKI V/O:** PARALYZED VETERANS OF AMERICA

**JOSEPH BADZMIEROWSKI V/O:** IS HERE TO HELP.

**JASON STEPHENSON V/O:** WE'RE GOING TO MAKE SURE THAT THE VETERANS AFFAIRS GIVES

**JASON STEPHENSON V/O:** THEM EVERYTHING THAT THEY'RE ENTITLED TO.

**MAN 1 V/O:** GET ALL THE HEALTHCARE THEY NEED.

**PENNY MELVIN V/O:** MAKING A PERSON'S HOUSE ADAPTABLE

**PENNY MELVIN V/O:** FOR THEM TO GO BACK HOME AND LIVE.

**MAN 2 V/O:** EDUCATION BENEFITS.

**MAN 3 V/O:** LET'S FOCUS ON GETTING THEM A JOB.

**MAN 4 V/O:** AND IF SOMETHING HAPPENS TO THE VETERAN, THEN YOU KNOW WE'RE THE SPOUSE'S ADVOCATE.

**JORGE CASTRO V/O:** WE HELP OUR VETERANS FOR FREE.

**PENNY MELVIN V/O:** THE WAY THAT PARALYZED VETERANS OF AMERICA DOES THAT IS

**PENNY MELVIN V/O:** THROUGH THEIR NATIONAL SERVICE OFFICERS THAT ARE LOCATED THROUGHOUT THE UNITED STATES.

**MAN 5 V/O:** OUR WORK IS IMPORTANT BECAUSE PEOPLE DEPEND ON US.

**RAMOND BRUCE V/O:** AND THEY KNOW WHEN THEY COME TO PARALYZED VETERANS OF AMERICA, THEY'RE GOING TO GET THE RIGHT ANSWER AND THEY KNOW THAT WE ARE THERE FOR THEM 24/7. BECAUSE WE ARE.

**NARRATOR V/O:** CHANGING LIVES, BUILDING FUTURES. THAT'S PARALYZED VETERANS OF AMERICA. TO LEARN MORE, VISIT P-V-A DOT ORG. A PUBLIC SERVICE MESSAGE FROM PARALYZED VETERANS OF AMERICA.

**"Veterans Helping Veterans" (:30)**

**\*Please note: This PSA features National Service Officers from Paralyzed Veterans of America**

**MUSIC UP AND UNDER**

**NARRATOR V/O:** PARALYZED VETERANS OF AMERICA, NATIONAL SERVICE OFFICERS.

**SHERMAN GILLUMS JR. V/O:** WE'VE GOT AN ENTIRE GENERATION OF MEN AND WOMEN WHO HAVE SEEN WAR. THEY'RE GONNA NEED VOICES.

**BUDDY OSBORNE V/O:** PARALYZED VETERANS OF AMERICA REPRESENTS THEM.

**JASON STEPHENSON V/O:** WE'RE GOING TO MAKE SURE THAT THE VETERANS AFFAIRS

**JASON STEPHENSON V/O:** GIVES THEM EVERYTHING THAT THEY'RE ENTITLED TO.

**JOSEPH BADZMIEROWSKI V/O:** GET ALL THE HEALTHCARE THEY NEED.

**PENNY MELVIN V/O:** MAKING A PERSON'S HOUSE ADAPTABLE.

**MAN 2 V/O:** LET'S FOCUS ON GETTING THEM A JOB.

**JORGE CASTRO V/O:** WE HELP OUR VETERANS FOR FREE.

**NARRATOR V/O:** CHANGING LIVES, BUILDING FUTURES. THAT'S PARALYZED VETERANS OF AMERICA. TO LEARN MORE, VISIT P-V-A DOT ORG. A PUBLIC SERVICE MESSAGE FROM PARALYZED VETERANS OF AMERICA.

**"Veterans Helping Veterans" (:20)**

**\*Please note: This PSA features National Service Officers from Paralyzed Veterans of America**

**MUSIC UP AND UNDER**

**NARRATOR V/O:** PARALYZED VETERANS OF AMERICA, NATIONAL SERVICE OFFICERS.

**SHERMAN GILLUMS V/O:** WE'VE GOT AN ENTIRE GENERATION

**SHERMAN GILLUMS V/O:** OF MEN AND WOMEN WHO HAVE SEEN WAR. THEY'RE GONNA NEED VOICES.

**BUDDY OSBORNE V/O:** PARALYZED VETERANS OF AMERICA REPRESENTS THEM.

**JASON STEPHENSON V/O:** WE'RE GOING TO MAKE SURE THAT THE VETERANS AFFAIRS GIVES

**JASON STEPHENSON V/O:** THEM EVERYTHING THAT THEY'RE ENTITLED TO.

**NARRATOR V/O:** CHANGING LIVES, BUILDING FUTURES. THAT'S PARALYZED VETERANS OF AMERICA. TO LEARN MORE, VISIT P-V-A DOT ORG. A PUBLIC SERVICE MESSAGE FROM PARALYZED VETERANS OF AMERICA.

**:30 LIVE READ PSA**

**ANNOUNCER V/O:** AMERICANS EVERYWHERE CARE ABOUT OUR NATION'S MEN AND WOMEN RETURNING HOME FROM WAR –MANY WITH CATASTROPHIC INJURIES. FOR MORE THAN SIX DECADES, PARALYZED VETERANS OF AMERICA HAS BEEN HELPING VETERANS LIVING WITH SPINAL CORD INJURIES AND DISEASE. PARALYZED VETERANS IS A NON-PROFIT ORGANIZATION COMMITTED TO HELPING OUR VETERANS RECEIVE ALL THE MEDICAL CARE AND BENEFITS THEY'VE EARNED.

TO LEARN HOW YOU CAN SUPPORT AMERICA'S PARALYZED VETERANS, VISIT P-V-A DOT ORG. A PUBLIC SERVICE FROM PARALYZED VETERANS OF AMERICA.



# Mountain View Baptist Church

5045 East Maiden Road  
Maiden, North Carolina 28650

Pastor: Raymond W. Hamrick, Jr.

Phone Number 704-483-5806

Fax: 704 483 6090

Web Address: [www.mtnviewbc.com](http://www.mtnviewbc.com)

## FAX TRANSMITTAL FORM

To: <u>WHIP</u>	From: Pat Perkins
Name: _____	<a href="mailto:pperkins28037@yahoo.com">pperkins28037@yahoo.com</a>
CC: _____	Date Sent: October 4, 2013
Phone: <u>704-1064-5551</u>	Number of Pages: <u>2</u>
Fax: _____	

### Message:

To Whom It May Concern  
October 4, 2013

Please post this in your community service or Church Activities announcements starting now until October 19.

Mountain View Baptist Church, 5045 East Maiden Road, Maiden, NC, will be having their annual Fall Bazaar on October 19, 2013 7:00 until 2:00. Breakfast and lunch will be served. Lots of Fall and Christmas Crafts, as well as your personal screen printing.

If You need to contact us, you can call me at 704-483-2087

Pat Perkins  
Mountain View Baptist Church  
Bazaar Committee

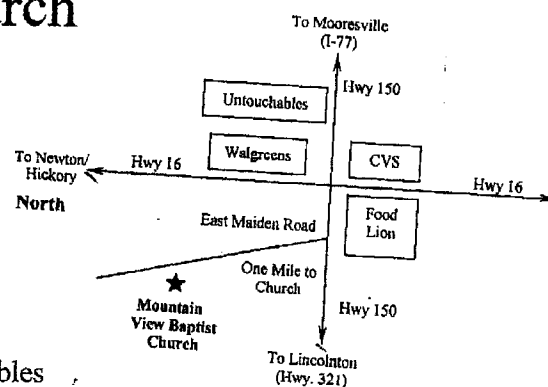
# Fall Bazaar

Saturday October 19, 2013

7:00 am - 2:00 pm

Mountain View Baptist Church  
5045 East Maiden Road  
Maiden, NC 28650

704-483-5806

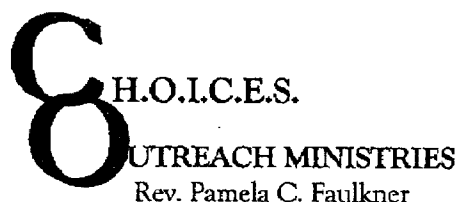


Canned Fruit and Vegetables  
Hand Made Quilts  
Knitted and Crochet Items  
Wooden Reindeer  
Pocketbooks  
Flower Arrangements  
Painted Snowmen  
Handmade Christmas Ornaments  
Baby Items  
Homemade Cakes and Pies  
A variety of Fall and Christmas Items  
Red Hat Ladies Handmade Items  
Many other Items

Sausage and Ham Biscuits Served until 10:30  
Hot Dogs and Hamburgers with all the trimmings for lunch

**All Sales will begin on Saturday**  
**All Proceeds will benefit our Church Building Fund**





C.H.O.I.C.E.S. Outreach Ministries  
P. O. Box 4052  
142 Maple Street  
Mooresville, NC 28112-4052

(704) 662-8854 (PHONE) 597-1674(FAX)  
[choicesoutreach@outlook.com](mailto:choicesoutreach@outlook.com)  
[www.choicesoutreach.org](http://www.choicesoutreach.org)

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## PUBLIC ANNOUNCEMENT

C.H.O.I.C.E.S. Outreach Ministries invites you to their October 1013 Revival (Glory) Services on the following dates and times:

October 4 (Fri.) 6:00 p.m. [Registration] 7:00 p.m. "Lord Teach me How to Pray"  
October 5 (Sat.) 9:00 a.m. [Registration] 10:00 a.m. "Faith to break my chains", "Healing to Set the Captives Free", "Struggles No More with my Money" 1:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"  
October 7 (Sun.) 8:00 a.m. [Registration] 9:00 a.m. "Do I know what I need to Know?" 12:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"

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October 18 (Fri.) 6:00 p.m. [Registration] 7:00 p.m. "Lord Teach me How to Pray"  
October 19 (Sat.) 9:00 a.m. [Registration] 10:00 a.m. "Faith to break my chains", "Healing to Set the Captives Free", "Struggles No More with my Money" 1:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"  
October 20 (Sun.) 8:00 a.m. [Registration] 9:00 a.m. "Do I know what I need to Know?" 12:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"

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October 25 (Fri.) 6:00 p.m. [Registration] 7:00 p.m. "Lord Teach me How to Pray"  
October 26 Sat.) 9:00 a.m. [Registration] 10:00 a.m. "Faith to break my chains", "Healing to Set the Captives Free", "Struggles No More with my Money" 1:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"  
October 27 (Sun.) 8:00 a.m. [Registration] 9:00 a.m. "Do I know what I need to Know?" 12:00 p.m. [lunch] 5:00 p.m. "Glory, Glory, Glory"

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Come receive a vial of anointing oil [Psalms 92:10] from Jerusalem. There will be foot washing [John 13:14] so email or call us for instructions. (\*The church site will have instructions) We are expecting a mighty move of God's Holy Spirit during these services. Please contact our church office if you have any questions or need directions at (704)662-8854 or email us at [choicesoutreach@outlook.com](mailto:choicesoutreach@outlook.com). All details are on our church website at [www.choicesoutreach.org](http://www.choicesoutreach.org).

This is an urgent message.

**Date:** Thursday, November 7, 2013 8:23 AM

**From:** Maury Tobin, Tobin Communications, Inc. <mt@tobincommunications.com>

**To:** normantindal@windstream.net

**Subject:** Attn. Norman, info. for your interview tomorrow, Friday, November 8th, at 9:05 am Eastern Time.

**Your interview is with:**

John Murry, a St. Louis grandfather of four children with a fatal blood disease, and Tara Schuh, spokesperson for Delete Blood Cancer.

We'll call into your station a few minutes before the interview is scheduled to begin. Thanks.

**MEDIA ADVISORY**

*more - now*

**November is National Bone Marrow Awareness Month**

**DO SOMETHING GOOD -- BECOME A BONE MARROW DONOR AND SAVE A LIFE!**

**Blood Cancer is a Killer**

- Blood cancer is the second leading cause of cancer deaths in the U.S.
- Blood cancer kills more children in the U.S. than any other disease.
- Approximately 150,000 Americans are expected to be diagnosed with a blood cancer this year.

**Bone Marrow Transplants Can Be Life Saving**

- Many patients fighting blood cancer and other blood diseases like sickle cell anemia can be saved with a bone marrow or stem cell transplant.
- Only thirty percent of all patients in need of a transplant can find a compatible donor within their family, but 70 percent must turn to the national registry to find a match.
- Every year, more than 10,000 patients need transplants using cells donated from a perfect stranger. Only half will get them.

**About John Murry's 4 grandchildren:**

Murry's 4 grandchildren, Sean (21), Patrick (17), Danny (10) and Timmy (8) were diagnosed

*with a fatal Blood Disease*

*Tell us about your* *ETA*  
11/7/2013 4:24 PM

with Diamond Blackfan Anemia, a fatal blood disease which means the only hope for them to live long, healthy lives is for the boys to have bone marrow transplants.

### **About Delete Blood Cancer**

Delete Blood Cancer | DKMS was founded in 2004 in the U.S. and is part of DKMS, the world's largest bone marrow donor center with 3.7 million donors and counting. In the U.S., we have registered more than 390,000 potential donors and facilitated nearly 1,300 life-saving transplants. But we're not stopping there. Every day we lead the fight against blood cancer by working with families, communities and organizations to recruit more donors and provide more patients with second chances at life.

Delete Blood Cancer | DKMS is dedicated, creative and tireless when it comes to supporting patients and spearheading the donor drives that provide patients and families with hope and benefit everyone by growing the donor pool. We organize events across the U.S. that help inspire people to take the first step toward saving a life by registering as bone marrow donors.

The donors we register are added to the Be The Match® Registry, the national registry of the United States operated by the federal National Marrow Donor Program®. This registry currently includes nearly 11 million donors, of which more than 35 percent have been recruited by Delete Blood Cancer | DKMS and DKMS combined.

### **About Registration**

- There are two ways to register: at a donor registration drive or online at [DeleteBloodCancer.org](http://DeleteBloodCancer.org)
- Delete Blood Cancer | DKMS does not charge anyone to register.
- Registration includes eligibility and health screening, filling out a form and swabbing each cheek for 30 seconds to collect cells for use in matching with a patient.

To be eligible to register, a person must be:

1. Between the ages of 18 and 55
2. In general good health

3. Willing to donate to ANY patient
4. Not already registered
5. Living permanently in the U.S.
6. At least 4'10" and 110 lbs

### **About Donation**

There are two ways to donate. The patient's doctor selects the method that's best for the patient.

Peripheral Blood Stem Cell Collection (PBSC) -- Used in more than 75 percent of cases, cells are drawn via the bloodstream. Prior to collection, donors receive injections of a synthetic protein to increase their number of available blood stem cells.

### **Bone Marrow Collection**

Used in less than 25 percent of cases, marrow is collected from the back of the hip bone through an outpatient surgical procedure performed under anesthesia.

For more information about Delete Blood Cancer, visit their website at:  
<http://www.deletebloodcancer.org/>

# # #

Maury Tobin  
Tobin Communications, Inc.  
P.O. Box 1268  
White Plains, MD 20695  
Cell: 301-661-0900  
Website: <http://tobincommunications.com>

## **ISSUES AND ANSWERS – FOURTH QUARTER**

**(1) What are the signs of a stroke?**

**WHIP ran a public service announcement giving the signs of a stroke. The announcement also told where to go for more information.**

**(2) Where can I find information on long term care?**

**WHIP ran a public service announcement about long term CARE and where to get more information.**

**(3) What causes asthma attacks?**

**Whip ran a public service announcement on causes of Asthma attacks. The announcement also included where to go for more information.**

**(4) What does south Iredell senior center have to offer?**

**Whip ran a public service announcement telling about the different programs the South Iredell senior center has to offer.**