

SOUTHERN CALIFORNIA LIFE



SOUTHERN CALIFORNIA LIFE

DATE: 9-11-08

TIME: 5:30 – 6:00 P.M.

TOPICS COVERED BUT NOT LIMITED TO:

PERTENANT ISSUES AND PROGRAMMING:

OVERVIEW:

A NEW PERSPECTIVE ON THE LOCAL NEWS...

NATIONAL NEWS:

It's the 7th anniversary of September 11th, 2001: the worst attack on American soil. In memory of nine eleven many U.S. military personnel, law enforcement officers and Firefighters killed in the line of duty were honored this week in the southland. The moms of military Prayer & support group sponsored the event in riverside.

HEALTH NEWS:

A new study has uncovered three new gene mutations that result in the most common form of brain cancer, Glioblastoma (GBM). These mutations include NF1, a gene previously known to cause neurofibromatosis 1; ERBB2, a gene notoriously related to breast cancer; and PIK3R1, an influential gene involved in the progression of many cancers. These mutations, the study shows, will help researchers better develop therapies for individual tumors. The findings of the study were first reported by The Cancer Genome Atlas (TCGA) Research Network, a group funded by the National Cancer Institute and the National Institutes of Health. Available video includes an NIH center, DNA strands, mutations, and lab research.

SOUTHERN CALIFORNIA LIFE

COMMUNITY NEWS:

Tinseltown isn't all about glitz and glamour...in this Hollywood spotlight – Lisa Sedillo reports on the charitable ways the stars reach out to give to their community.

Whether it's a red carpet event an outdoor race...or a star studded music event Hollywood stars pull out all the stops to give back to their community. One of this year's biggest celebrity showings was at the recent 13th annual Revlon run/walk for Women's cancers. Over 50,000 Angelinos woke up very early this morning for the Revlon Run/Walk and some celebrities came out to support as well like Juliana Moore, Felicity Huffman and Marica Cross. Some of TV's favorite desperate housewives hosted this year's event along with Revlon spokeswomen Julianne Moore and Kate Bosworth. The race is one of the nation's largest 5k fundraising events for Women's' cancers and co-founder Lilly Tartikoff says she's amazed by the out-pouring of celebrity support.

ENTERTAINMENT NEWS:

Earlier this year, the singer/songwriter was honored for his contributions to the preservation of the arts and humanitarian causes. Taylor was entertained by his peers, including Sheryl Crowe, David Crosby, Bruce Springsteen and Sting. The concert ticket proceeds went to Musicales' health and human services programs.

ENTERTAINMENT NEWS:

Even one of Tinseltown's highest grossing stars Samuel L. Jackson takes time out to help the needy. And along with his wife La Tanya Richardson, Samuel was honored with the Hollywood legacy family award for their continued work helping the less fortunate. And often celebrities dealing with their own personal tragedy's reach out to help – like Teri Hatcher who was recently named the national celebrity spokesperson for the Amberwatch after admitting her own abuse as a child.

GENERAL INTEREST NEWS:

Switching gears to the auto industry, do you think buying a used car can be risky? Well, while used cars are cheaper, General Motors reports these types of dealerships may create more of a risk than a bargain. Gm has documented more than 400 hours of footage highlighting these risks ...Here's the details:

With housing values dropping and credit drying up, people who once thought of buying a new car to replace their old car, are now re-thinking, and looking at used cars instead.

SOUTHERN CALIFORNIA LIFE

I think there's never been a better time to buy a used vehicle than right now, and certified used vehicles are a big, big part of that, because a lot of people buy new vehicles not necessarily because they need a new vehicle, but because they want that piece of mind that comes with a vehicle warranty.

Most manufacturers offer added warranty certified used vehicles through their dealers and Kelly Blue Book says that the added guarantees and protections you get with a certified used vehicle probably means you'll pay more. But what exactly are those guarantees and how does someone decide whether it's worth it to them.

A new website from General Motors certified used vehicle program is trying to show in a humorous, candid camera-like style just how certified used cars and trucks are different from regular non-certified used vehicles.

We used humor on the used car ambush site primarily to engage users. It's kind of a sea of sameness with certification, and what we want to do is break through and get our message to consumer so they know the benefits.

A certified used vehicle is typically less than five years old and has under 60,000 miles, after a multi-point inspection and anything that needs fixing is fixed, the original manufacturer, not the dealer, will increase the warranty.

GENERAL INTEREST NEWS:

If you've ever been to a sporting event or concert, you probably noticed that the best seats are always filled by the celebrities and the super rich. This is of course to be expected since the good seats are always the most expensive. But our next guest brings hope for the average person. Fred Salas is KVMD's own Sports Play by Play Announcer who has authored a new book called "how to get into the big game...*The Poor Man's Guide To Buying Scalper Tickets*" that will tell you how to legally purchase big game and concert tickets for a fraction of the face value.

ENTERTAINMENT NEWS:

At 42 Kiefer Sutherland is in a great place in life. He stars in one of the most critically acclaimed shows on prime time, was nominated for an Emmy, Golden Globe and won the SAG award. Now he stars in the thriller *Mirrors* which he also produced. In a one-on-one with our Ron Jacobsohn he openly talks about not liking to look in the mirror and how it feels to follow in his dad's footsteps as a second generation Hollywood actor.

SPORTS:

Do you ever wonder what happened to some of the gold medal winners at the Olympics? Some could be living right next door. B-H Weber caught up with one couple here in the southland:

SOUTHERN CALIFORNIA LIFE

WEATHER

CALENDAR

Lawrence P. Lewis