

# COLUMBIA SPECTATOR ARCHIVE

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[ARTICLE+ILLUSTRATION]

## WCBS radio to sponsor health program with CU

By Elizabeth Berke

*Spectator Summer Board*

In conjunction with WCBS Newsradio 88, the Columbia School of Public Health has developed an informational program that deals with such issues as family health, cancer, heart disease, and AIDS.

The programming, which runs from May to August, will include a news series, health tips, editorials, and public service programs.

Dr. Allan Rosenfield, dean of the School of Public Health, said the program is mainly designed to inform a large cross-section of people about preventive safety measures.

“Our interest is in getting prevention-oriented messages out. The listenership of WCBS is fairly

broad. It crosses a large segment of society," Rosenfield said.

"The message in which we're engaged affects all segments of society," Rosenfield said.

Dr. Cheryl Healton, associate dean for program development, will host a series of health information capsules that will be aired each day of the campaign.

Programming for the month of June will be divided into five topics that focus on family health.

WCBS reporter Fred Fishkin, who will report on the family health series, said he will discuss AIDS, tuberculosis, and addiction in a series of two-minute segments that will be aired repeatedly every day of the month.

"[This] week is 'risks and realities.' It deals with several issues concerning AIDS, AIDS and young people, AIDS and the heterosexual community, and the dental hysteria surrounding AIDS ... and tuberculosis, and addiction," Fishken said.

Healton said family health issues that will be discussed include immunization, household accidents, environmental threats, injuries that occur outside home, motor vehicle accidents, and drowning.

July programming will focus on avoiding cancer, and August will focus on the dangers of smoking.

"In August we will be reinforcing that smoking is the leading cause by far in avoidable deaths," Healton said.

The programming will include 30-second health tips, two-minute informational segments, and thirty-minute investigative reports.



SPECTATOR/ARTHUR WEISE

**A LONG, LONG TIME AGO:** Members of the Columbia College Class of 1962 celebrate their 30th year reunion in Faculty House, as part of the Columbia College Alumni Reunion Weekend held May 29-31.