

UIM med apprentices



"Clean-Living 'Doctor Show' Reaches 50"

"The Doctor Show," the weekly 3-hour medical information and interview program on WNSW, marked its fiftieth broadcast on October 22.

Host Dr. Alan Blum, a family physician with the University of Miami and founder of the Miami-based preventive medicine organization, DOC (Doctors Ought to Care), began "The Doctor Show" on his 30th birthday last April 2. Since then, more than 70 physicians, dentists, researchers, and other health professionals have joined him behind the microphone to engage in lively discussions with his panel of callers from throughout South Florida.

Last spring, in addition to the regular Sunday program, Dr. Blum put together a daily, hour-long, 20-part series on the major medical specialties. His DOC's SuperHealth Spots, timely topics on medicine and your health, are heard every morning on WNWS.

But "The Doctor Show" goes beyond the usual talkshow chitchat. When it comes to matters of health, Dr. Blum is particularly concerned about the sensationalism and "headline miseducation" of the public by the news media. In fact, "The Doctor Show" came about during the planning of the new all-news-and-information station because of his challenge to Program Director Charles Kappes and General Manager Richard Casper to set the standard for quality medical reporting.

As a result, no other radio or TV station in the country devotes as much primetime coverage to matters of health as does WNWS.