


Most Active Local Stock Comcast \$24.09 Up 42 cents, 1.77%	Dow Jones Industrials 13,778.65 Up 19.59, 0.14%	Nasdaq Composite 2,683.45 Up 15.50, 0.58%	Standard & Poor's 500 1,517.21 Down 0.52, 0.03%	10-Year Treasury Note 4.61 yield Down 0.01	\$1 = 0.7069 Euro (\$ Down 0.0030) 114.55 Yen (\$ Down 0.33)
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Comcast draws a fine for PR clip

The FCC says the company did not identify the source of material it aired. Comcast will challenge the penalty.

By Jeff Gelles
INQUIRER STAFF WRITER

There may sometimes be a blurry line between news coverage and marketing, but officials at the Federal Communications Commission say Comcast Corp. crossed it last September when it telecast part of a "video news release" touting a product, Nelson's Rescue Sleep,

without disclosing Nelson as the source.

The FCC's enforcement bureau fined Comcast, the nation's largest cable operator, \$4,000 for airing part of the Nelson's video during a CN8 news show "without proper sponsorship identification."

Comcast, based in Philadelphia, said it would contest the agency's

action. "We did not receive any consideration, benefit or payment" for airing the video, said spokeswoman Sena Fitzmaurice.

The fine, made public Monday, came in response to a complaint by two advocacy groups, Free Press and the Center for Media and Democracy, which say that some broadcasters and cable companies routinely use such video releases without identifying them as public-relations material.

"Viewers have a right to know

who is trying to persuade them so they can make up their own minds about what they are presented," Commissioner Jonathan Adelstein said in a statement praising the fine.

Diane Farsetta, of the Center for Media and Democracy, said that in two studies last year, the group found 140 instances in which 111 broadcast or cable stations used video releases.

Only two included what the See **COMCAST** on C7

Need medical attention? No time for an office visit?
More retail stores offer treatment for minor ailments.



At the MinuteClinic at a CVS in Runnemede, nurse practitioner Nancy Chudoff awaits patients. The in-store clinic is among 500 nationwide that treat ear infections, flu, poison ivy and the like.

APRIL SAUL / Inquirer Staff Photographer

SHOP 'N' SHOTS

By Stacey Burling
INQUIRER STAFF WRITER

Starting today, Philadelphians will be able to sample one of the hottest trends in medical care — primary-care clinics in retail stores.

Four MinuteClinics will open in CVS stores in Northeast Philadelphia, Lansdale and Rosemont. Three clinics opened in South Jersey — Delran, Runnemede and Sewell — about two weeks ago.

Clinics like these, which typically treat minor problems, take no appointments, and are staffed by nurse practitioners, have been springing up in grocery, drug and discount stores across the country over the last few years. MinuteClinic is the first to open in Philadelphia, even though the industry

trade group and one of the larger retail-clinic companies are located in this region.

Nationally, the number of medical clinics in stores has grown from 150 last October to more than 500 now, said Tine Hansen-Turton, executive director of the Convenient Care Association. The group, founded in Philadelphia last year, projects 1,500 clinics by the end of next year and twice as many in 2009.

MinuteClinic, a subsidiary of CVS Caremark Corp., plans to open an additional 12 to 15 clinics in the region before year's end.

The clinics offer early-morning, evening and weekend hours, plus clearly posted prices. They focus on relatively See **CLINICS** on C6

Medical Care Clinics in Area Stores

The following are the addresses of MinuteClinics in the Philadelphia area:

Pennsylvania

- 840 Valley Forge Rd., Lansdale.
- 1218 E. Lancaster Ave., Rosemont.
- 1301 Rhawn St., Philadelphia.
- 6501 Harbison Ave., Philadelphia.

New Jersey

- Route 130 and Tenby Chase Dr., Delran.
- 824 Black Horse Pike, Runnemede.
- 307 Egg Harbor Rd., Sewell.

Quotable

"Another month of falling sales and rising inventories tells us the housing market is still a basket case."
— **Joel Naroff**, chief economist at Naroff Economic Advisors Inc. of Bucks County, on housing market trends.

Liberty's tunes

Liberty Property Trust, developer of the Comcast Center and other properties, has been telling investors in recent filings that Center City's office-rental market stinks. While some filings are meant to highlight every risk, that's bleaker than others say now. Turns out Liberty had copied the words from 2005 filings. It tells us "this is not the situation in Center City today."
— **Jonathan Berr**

Bogle home sale

A mansion owned by **Jack Bogle**, founder and former chief of Vanguard Group Inc., and his wife is up for sale in Bryn Mawr, listed at \$2.35 million. No word on why. Bogle, 78, still works from Vanguard's Valley Forge offices running his Bogle Financial Markets Research Center, according to Vanguard's Web site.
— **Michael Klein**

People Moves

Terri Albertson, Grant Thornton L.L.P., to assurance partner in Philadelphia; **Wayne Morgan**, American Water, to president of West Virginia American Water; **Frank Olivieri**, Rajant Corp., to director of business development in Mining Division; **Michael S. Nelson**, Universal Health Services Inc., to chief information officer; Universal Health Services also promoted the following to assistant vice president: **Charles F. Boyle**, **John Paul Christen**, **Laurence Harrod**, **Cheryl K. Ramagano**.

Errata

Yesterday a Joseph Neubauer photo ran in the wrong spot. It belonged with the item about his family's donation to the University of Chicago.

Inside **Low point for sales:** Existing, single-family home results fall to five-year low in August. **C6.** **High-court cases:** Technology patent and pharmaceutical oversight to be considered. **C2.** **Radian rating strong:** Standard & Poor's upbeat despite grim forecast. **News in Brief, C2.**


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