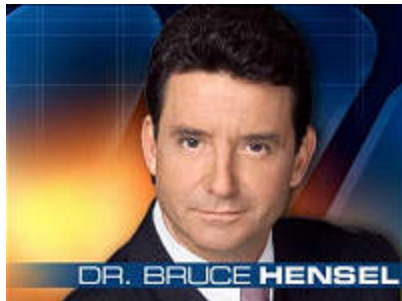


Bruce Hensel

Bruce Hensel, M.D., is the Emmy-award-winning medical, health and science editor/reporter for NBC4's "Channel 4 News."



Dr. Hensel joined NBC4 in June 1987 with very unique qualifications -- a practicing physician board-certified in both internal and emergency medicine who was also an experienced journalist. It is these qualifications that have enabled Dr. Hensel to break numerous exclusive stories and investigative reports, as well as provide the latest in medical information to NBC4 viewers. Dr. Hensel was the first to introduce such stories as the Melanoma vaccine, pig liver transplant, the artificial liver, the Riverside fumes story, reading vision cure, awake brain surgery, surgical wire that cures back pain and the process which reverses a stroke in progress. Among the other reports he has produced and presented for "Channel 4 News" are investigative stories on such controversial subjects as the morning-after pill, steroid use, generic drug corruption, drunk doctors, medical scams, virtual colonoscopy, babies who are undergoing operations without anesthesia and a half-hour special on Southern California's emergency room crisis.

In 2002, Dr. Hensel became the recipient of a second local Emmy Award for his work on the news special, "Bioterrorism: Lines of Defense." He was awarded a first Local Emmy Award in 1998, for the half-hour special "4 Your Health," for which he served as host and executive producer. The program, featuring the latest in medical breakthroughs, information and technology, also aired as a series of half-hour specials. In his 13 years at NBC4, Dr. Hensel has won numerous awards and honors, including the Best Show Award from the American Heart Association in both 1999 and 2000. Dr. Hensel also helped develop and was the co-host the series "Health Fax" in 1988. The NBC4 produced public affairs series presenting medical and health care information. The program ran for two years and won a Los Angeles area Emmy Award for health and science programming.

Additional awards include: The 2000 Journalistic Achievement Award from the American Society of Aesthetic and Plastic Surgeons; the City of Los Angeles Commendation for 16 Years of Outstanding Contributions and Achievements in Health Care Reporting (1996); the American Aesthetic Society National Broadcast Award (1995); the American Diabetes Association Award (1994); the CAL/ACEP award for a three-part series on Emergency Medicine (1993); Outstanding Media Awards for his community education efforts from the Greater Los Angeles. Affiliate of the American Heart Association and the American Diabetes Association (1990); the California Medical Association Award for Excellence in Health Care Reporting for his five-part series entitled "The Emergency Room" (1989).

In addition to his position at NBC4, he also serves as co-director of two emergency rooms in Southern California, Century City Hospital and San Dimas Community Hospital. Dr. Hensel is also an Associate Clinical Professor of Medicine at the University of California Los Angeles (UCLA) and is the chairman of the American Red Cross Medical Advisory Committee for Health Fair Expo in Southern California. He serves on the Board of Directors of the American Heart Association and, in October 2000, was named Chief Medical Officer and Chairman of the Medical Advisory Board for drkoop.com, a leading Internet Health Network. He is also

drkoop.com's chief medical correspondent and spearheaded the "4 Your Health," powered by drkoop.com section of the NBC4 web site located at nbc4.tv. Through his partnership with drkoop.com, Dr. Hensel became one of the founders of the High Ethics and the Internet Committee, formed for the protection of privacy and to insure validity of health information on the Internet.

Dr. Hensel also contributes medical and health reports to the NBC network, WRC-TV (Washington D.C.), WMAQ-TV (Chicago) and WNBC-TV (New York). He was the medical expert for WNBC-TV's "Live at 5" newscasts from 1989 to 1991 and was the medical/health and science advisor for KFWB radio in Los Angeles from 1998 to 1999. He is the author of the book "Smart Medicine: How to Prevent Medical Mistakes and Get the Most Out of Your Medical Care," published by Putnam in early 1989.

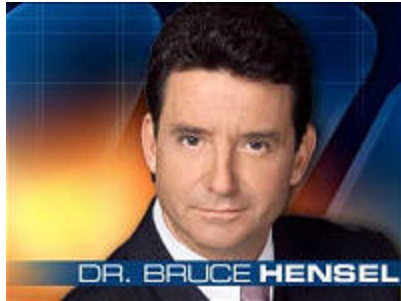
Prior to joining NBC4, Dr. Hensel appeared in as the medical expert on NBC4's live, late-night call-in pilot, "Sex, Drugs and Rock 'n' Roll" in 1986, and was a contributing medical editor for Family Circle Magazine and contributed articles to The Ladies Home Journal from 1985 to 1987. He served as writer/producer/host of KCOP-TV's "Doctor Hensel's Medical Journal," which aired from 1981 to 1983, and as medical host of "Alive and Well," a daily program that aired on USA Cable from 1983 to 1985.

Dr. Hensel graduated from UCLA with a Bachelor of Arts degree in political theory. He studied journalism at UCLA and Columbia University and attended medical school at Columbia University's College of Physicians and Surgeons. He received his internship and residency training at Wadsworth Veterans Administration Hospital and at UCLA.

Shorten Biography

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Among his numerous awards for outstanding achievement in medical journalism was the California Medical Association Award for Excellence in Health Care Reporting for his five-part series entitled "The Emergency Room" (1989). In addition to his position at NBC4, he also serves as co-director of two emergency rooms in Southern California, Century City Hospital and San Dimas Community Hospital. Dr.Hensel is also an Associate Clinical Professor of Medicine at the University of California Los Angeles (UCLA) and is the chairman of the American Red Cross Medical Advisory Committee for Health Fair Expo in Southern California.

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