



**BREAKING  
THE  
CYCLE**

SEMESTER II

**2011**

---

ANGELA SATIZABAL  
RADIO PILOT PROGRAM  
FACULTY OF HUMAN SCIENCE  
JOURNALISM AND PUBLIC OPINION

**Universidad del  
Rosario  
Bogotá, Colombia**



# Breaking the Cycle

## Abstract

A radio program requires several creation and work stages before it can be aired on a radio station. It is very important to begin with a defined concept that can be presented to media. Breaking the Cycle will be a radio talk show designed to feature lifestyle subjects. This document will expose all the production phases of the program, including the complete presentation of the edition on obesity, which is the pilot program. Together with detailed format information, the reader will find all the elements necessary in order to produce this radio product, such as work team, budget, technical completion and more. The information gathered in this document can work as a program proposal, in order to sell the show to any radio media organization suitable for the format. In addition to this written presentation, this project includes a recorded audio pilot that features the final product of Breaking the Cycle's concept.

## Resumen

Un programa de radio requiere de varias etapas de creación y ejecución antes de salir al aire en una estación de radio. Es muy importante comenzar con un concepto bien definido que pueda ser presentado a un medio de comunicación. Breaking the Cycle es un programa radial de entrevista diseñado para tratar temas relacionados con un mejor estilo de vida. En este documento se expondrán todas las fases de producción de este producto radial, incluyendo la presentación completa de la edición sobre obesidad que es el programa piloto. Junto con información detallada sobre el formato, el lector encontrará todos los elementos necesarios para producir Breaking the Cycle, tales como el equipo de trabajo, presupuesto, información técnica, entre otros. La información recopilada en este documento puede servir como la propuesta formal del programa ante cualquier medio radial que se ajuste al formato. Además de esta presentación escrita se incluye una copia del programa piloto, el cual representa el concepto creativo de Breaking the Cycle.



## 1. Program outline

### 1.1 Title of the program:

Breaking the cycle

### 1.2 Synopsis:

Breaking the Cycle is going to be a one-hour interview based program. The show will be designed on the basis of an in depth discussion about subjects related to wellness. The idea of focusing on lifestyle offers a wide window of opportunity to touch on a vast array of subjects from hygiene to intimacy to entertainment and more. This approach will give the program very attractive diversity. The concept of well-being is something that easily catches the attention of a large audience, especially if the product will offer both substance and motivation. Instead of a cyclic debate over sensitive subjects, this program will always try to have a positive approach on such topics and suggest, with compelling guests and information, alternatives to address the issue in question. The information will be presented in a friendly way and most importantly, very easy to digest. The show will try to stay away from any political and racial discourse.

### 1.3 Format:

Breaking the Cycle will be a prerecorded talk show featuring a panel of guests who have valuable experience, or are experts, in the subjects being discussed in this interview-based program. Every episode will be focused on different subjects regarding lifestyle improvement.

### 1.4 Justification:

Normally, the common talk show program discusses political and sports subjects, which many times ends up resulting in a bitter debate where the only option to the listeners is to either agree or disagree. Too frequently, the discussions of the subjects lead more toward criticism and rarely to a positive conclusion.

Instead, Breaking the Cycle is going to have a very positive approach. A conflictual issue will be presented, but the focus is going to be on how to turn it around. The listeners are going to find alternatives on how to improve their lifestyles.



The importance of the program to society will be that the audience is going to end up more aware of the issues discussed, as well as be able to use the information presented in the show as a tool towards improvement.

Many citizens don't have access to medical or financial advice, for example. In that regard, *Breaking the Cycle* will be important to the listeners as an easily accessible resource available to everybody. It will inform the public in order to help improve various aspects of their lives. It is critical to point out that the program will serve as a guide to those that otherwise wouldn't have access to this level of professional information.

One of the most important qualities of *Breaking the Cycle* is that will touch personal issues and radio is the perfect scenario to embrace this kind of dialogue. According to Valerie Geller in the book *Creating Powerful Radio*: "Radio is very, very personal. People no longer sit around in groups listening to it. Today, much listening is done alone, almost in secret, through headphones, computers, or in the steel-and-glass-enclosed privacy of a car".<sup>1</sup> Even for those who will never take advice from anyone, they will find a private space in *Breaking the Cycle* to listen to some recommendation and valuable information regarding their issues. This will make the show unique and relevant.

Different to other talk shows where the host will spend a lot of time talking about his or her opinion on current event, in *Breaking the Cycle* the interview of the guests and their expertise will play the prevalent role.

This show will present the best and most largely recognized people in their fields so as to assure the quality and credibility of the information that is to be offered. The program will always present people that are trying to make a difference. Additionally, at the end of the program there will be a real life testimony in order to engage and motivate the public. It is very important that listeners realize that change

---

<sup>1</sup> Geller, Valerie. "Creating Powerful Radio". In *Creating Powerful Radio: getting, keeping and growing audiences*. Focal Press: Burlingong, WA. 2007. Pag 2



is possible. Real life experience will complement experts' insights in order to more fully compel the audience.

The idea of using the interview as the storyteller will allow the audience to feel like the guests' knowledge, feelings and experiences will be "theirs". In the book "The Active Interview", James A. Holstein says: "Treating the interview as a social encounter led us to the possibility that the interview is not merely a neutral conduit or source of distortion but rather the productive site of reportable knowledge itself".<sup>2</sup>

Frequently radio and TV stations have a light segment during the news dedicated to giving useful information to the audience in order to improve their health, safety etc. Nevertheless, it is well known that the time during the newscast is limited and the fast work pace may cause the information to be incomplete, superficial or not very well researched. Breaking the Cycle won't have that barrier, as the idea is to go deep into a subject, analyzed it and make it easy to understand. The program will be supported by intensive research, allowing its interview format to an ideal medium in achieving its motivational purpose.

Breaking the cycle will have a local angle, but it won't be limited to any particular city, state, country or continent. The format could be adapted to different populations around the world. The show will provide alternatives according to every specific location in a way that is appropriate for its particular audience.

### **1.5 Objectives:**

The principle goal of Breaking the Cycle is to establish the program as a quality scenario of deep discussion, as well as inform the audience about subjects regarding lifestyle. The show also seeks to offer the listeners a positive approach on the subjects discussed.

---

<sup>2</sup> Holstein, James A. "Constructing meaning within the interview". *The Active Interview*. SAGE: Thousand Oaks, 1995. Page 53.



## 1.6 Program Content

The parameters of the program will be any subject related to lifestyle and wellness. Lifestyle refers to the way people live, including their habits, attitudes, tastes, behaviors etc. Wellness is the quality or state of being healthy in body and mind, especially as the result of deliberate effort towards achieving self-actualization. In terms of health care, wellness is an approach of medical management that emphasizes prevention rather than the conventional approach of simply waiting for and then treating disease.<sup>3</sup> Lifestyle and wellness embrace an attractive combination that Breaking the Cycle will be able to feature.

These two concepts will be able to integrate a large variety of subjects. By finding the right guests the show will present topics like stress management, financial improvement, sexuality, health, nutrition, family matters, relationships and other related subjects. According to the Burst Media Corporation, 66.2% of internet users regularly consult the web looking for information regarding wellness, with nutrition being the most popular wellness topic. This study shows the high demand and attraction that a program will have by addressing this market using the medium of a radio talk show – one that is easy to access in the privacy of a car or home, on a cellphone, computer, or anywhere a radio or internet access is available.

## 1.7 Target audience of the program:

<b>Age:</b>	25 – 70 years	<b>Race:</b>	N/A
<b>Gender:</b>	Men & women (Mild Majority women)	<b>Location:</b>	Suburban and urban

Breaking the Cycle will be targeting mostly women between the ages of 25 and 70. The rationale of the age range is due to the fact that even though the content could be attractive for a younger audience, typically teenagers and younger adults are more concerned about what their social circle thinks than what doctors or experts say. The younger population normally is not yet interested in lifestyle improvement because their youth allows them to feel “invincible” and therefore less vulnerable to the responsibilities and consequences of maturity. In the book Health and Social

---

<sup>3</sup> Compare. <http://dictionary.reference.com/browse/wellness>



Care, Elizabeth Haworth talks about setting a realistic health improvement target. In this regard, she believes that women tend to be more concerned about their health than men are. In terms of families, women are commonly the ones making the food and products decisions.<sup>4</sup> Despite this, there are some exceptions and the program will try to have content that could be interesting for men and a younger audience in general. The show will have a variety of subjects suitable for urban and suburban communities. Breaking the Cycle seeks to attract people from any walk of life, as the content will be focused on human wellbeing in all inclusive terms, irrespective of occupation.

### **1.8 Broadcast time:**

<b>Airtime length:</b>	60 minutes
<b>Frequency:</b>	weekly
<b>Day:</b>	Saturday (tentatively)
<b>Time:</b>	10:00 a.m. (tentatively)

### **1.9 Description of the atmosphere:**

Breaking the cycle will have its own instrumental music bed that will be combined with a distinctive announcer's V.O., providing a unique character to the program. The reason for choosing signature instrumental music will serve two purposes; stay away from any political or racial lyrical content of particular singers or songs on the market. Also most radio stations own a vast array of instrumental music beds that can be used without adding additional cost due to legal rights ownerships.

Breaking the Cycle will have a very positive vibe, even though it will touch on serious subjects. The tone to the interviews will be conversational. The approachable voice of the host of the show will be in charge of conducting the discussion and keep the flow of dialogue. Despite the fact that the program will stay in kind of a sober mode, the momentum always has to be relaxing and friendly. If the discussion is ever to deviate towards any political or racial subject, it will be the air personality who is in

---

<sup>4</sup> Haworth, Elizabeth and Forshaw, Carol. "Setting a realistic health improvement target". In Health and Social Care. Heinemann: Oxford, 2002. Page 158



charge to calmly refocus the discourse. Taking in account the complexity of some discussions, an easy going pace will allow the public to get into the best state of mind to more easily absorb the content.

The interview is going to be the way the show will connect to the audience. In the book “Media Interview” Philip Bell explains how the interview has become a dominant mode of conveying information in the broadcast media. “The public sees interview as more reliable and truthful than other modes of address”.<sup>5</sup> In the interview people find a more spontaneous way of presenting information. The interview also will create an atmosphere of intimacy very different from the common; posed and premeditated, setting of other approaches such as news bites or monologue.

Being a prerecorded show will be very important in order to have maximum control over the tone of the discussions and the content. For instance, in case one of the guest mentions something that could compromise the format or be construed as offensive, it will be addressed in postproduction. The editing phase will also be an opportunity to oversee the quality of the sound

## **2. Program structure**

### **2.1 Intro:**

Each edition of Breaking the Cycle features an average two minute opening introduction starting with an announcer voice that will establish the call letters of the station, city broadcasting from, the title of the show and host introduction. Then, the host will report different facts about the subject of the edition. This portion will serve the purpose of highlighting the subject’s relevance, contextualize the matter and draw attention to keep the audience interested.

---

<sup>5</sup> Bell, Philip. “Questions in Society”. In *The Media Interview: confession, contest, conversation*. University of New South Wales of Press. Kensington: 1994. Page 4-6



## **2.2 First Segment:**

Host opening with brief contextualization of the subject and introduction of the first guest. In this segment will be an interview of the person who can provide the most complete picture of the issue. That way the listener can understand better the nature of the discussion, by having a solid framework from which to build as the show progresses.

## **2.3 Second Segment:**

The announcer will open the segment to reinforce the identity of the program and then the host will contextualize the next stage of the discussion and introduce the following guest. This segment will follow the dynamic of the first segment and will offer additional information relevant to the subject and from a different area of expertise.

## **2.4 Third Segment:**

Host opening with more data regarding the discussion and introduction of to the next guest. This portion will complement the discussion from another area of expertise. This part will finalize the advice of the experts. By this point the information and the facts about the subject should be presented in full. This segment is longer in case it may be necessary to incorporate another guest or expand more on a specific question. At this point in the program, all the concepts and information presented will lead the audience to a compelling alternative, or set of alternatives, for them to consider as effective ways to resolve the problem(s) discussed during the show.

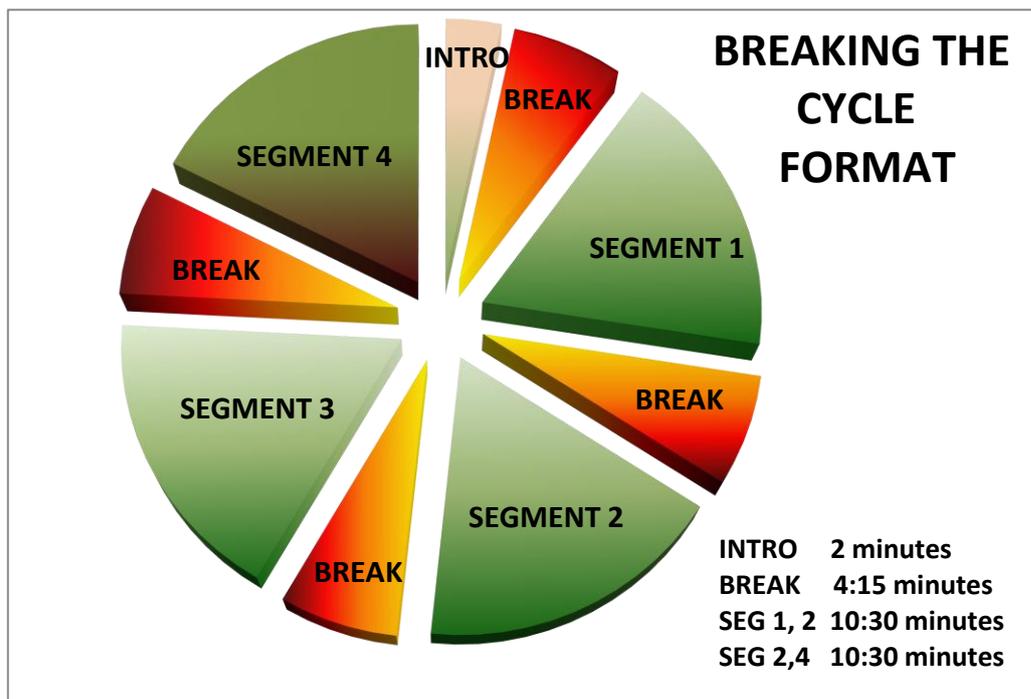
## **2.5 Fourth Segment :**

Announcer will open to reinforce the identity of the program. Host introduction to the next guest, which is a real life testimony. This segment is important because it will be when the audience will relate the most with the person being interviewed. The energy provided by a real life story is perfect to close the show, leave a positive message, and motivate the listeners by showing that making meaning full change realistic. In final part, the host will summarize the entire discussion and close the program with a brief mention of the next edition. Finally,

the announcer will close up with the program website address an invitation to the next edition and the station's call letters as well as city broadcasting from.

### 3. Breaking the Cycle general time line

00:00:00 - 00:00:16	Announcer opening
00:00:16 - 00:02:00	Host Intro
00:02:00 - 00:06:15	Break 1
00:06:15 - 00:16:15	Segment 1
00:16:15 - 00:20:30	Break 2
00:20:30 - 00:20:36	Announcer
00:20:36 - 00:30:30	Segment 2
00:30:30 - 00:34:45	Break 3
00:34:45 - 00:45:15	Segment 3
00:45:15 - 00:49:30	Break 4
00:49:30 - 00:49:36	Announcer
00:49:36 - 00:59:45	Segment 4
00:59:45 - 01:00:00	Announcer close up





## 4. Presentation of the program

The program will be announced by an announcer who will play the role of the distinctive voice of the show. The vocal talent performing the station's ID will be the preferred announcer for the program. That way, the talk show will have a characteristic announcement consistent with the station format.

The host will be in charge of the presentation. The air talent has to be able to conduct the interviews according to the goals of the show. It is very important that her or his voice is friendly, nice to listen to, positive, confident, credible and maintains a professional tone without sounding emotionally distant. The host of the show has to be very well read about each subject; this will assure high quality questions.

The host will play a crucial role on how the show will achieve its goals. The air personality will be someone who is able to make the audience feel that the person behind the microphone is like a friend. Valerie Geller<sup>6</sup> points out that the great broadcasters are wonderful observers and they talk about what they see and feel, never shy about sharing their real selves. The host will always show the listeners some personal involvement with the subject allowing them to relate to his or her comments. It is very important that the host make the audience feel like it is addressing them individually.<sup>7</sup> In addition to the treatment of the audience, the friendly tone of the host will be also present in the interviews, making the guest feel appreciated and comfortable.

The excitement of the program will be reflected in the enthusiasm of the person presenting the show. The person conducting the interviews will be engaged with the subject and will show enjoyment to compel the audience.

---

<sup>6</sup> Valerie Geller is recognized for her work coaching individual radio talent around the world, as well as, her 30 years of experience serving on air positions in top rated markets in the U.S

<sup>7</sup> Compare. Geller, Valerie. "Creating Powerful Radio". In *Creating Powerful Radio: getting, keeping and growing audiences*. Focal Press: Burlingong, WA. 2007. Pag 3-4



## 5. Work team

### 5.1 Director or Creator:

He or she will create the content, write the scripts and direct the editing. Depending on the different circumstances, the host of the show could be in charge of this position.

### 5.2 Executive producer:

This person will oversee the making of the show. He or she will be in charge of arranging the guest, researching the subject and making sure the show stays within the format

### 5.3 Board operator-producer:

He or she will be in charge of the operation of the control system during the recording of the show. Because this is a prerecorded program, this person will be handling postproduction duties such editing, mixing, timing and so on. Depending on the budget and the station's size, the executive producer could be in charge of this position's tasks as well.

### 5.3 Talent:

The show will have a scripted announcer voice and the host will be in charge of the overall presentation of the program.

## 6. Production and technical completion

The entire show will be prerecorded in a soundproof radio studio. The mixing and editing will be executed using Pro Tools Avid software preferably. As a second option, Adobe Audition will also suitable for this task. The instrumental music bed of the program is going to be selected from the radio station's archive of instrumental offerings. The sound of the music bed will open and close every segment, including the intro. The content from this show will also be available in a digital format for on-demand listening at the radio station's web site.



The announcer's voice will always be over the show's music bed. The announcements of the show will be scripted and prerecorded one time, to be used every time the show airs. There will be 3 types of announcements: the opening, returning segments and closing of the show. The executive producer will be responsible for the announcer's script and the inputs of the final mix executed by the board operator-producer.

Longer time of execution is one of the advantages of being a prerecorded show. That will allow the program to present a more selective content and guests. Another benefit is the possibility to enhance the quality of the sound and the interviews in postproduction. Being a prerecorded show also offers flexibility in terms of the general timeline guide and allows accommodating the length of each segment to the content needs.

Even with shows, studio time is usually limited in a radio station so the executive producer needs to be able to arrange the guest appropriately in order to get all the interviews recorded in one session of approximately 90 min, maximum 2 hours. The executive producer is in charge of arranging the studio time availability with the radio station, preferably 4 weeks before the show will be air, or 2 weeks prior at the latest. The host of the program has to prepare the questions with the approval of the executive producer. The host should have completely reviewed all the background research about the edition's subject prior to the recording session.

The entire show should be completed 3 weeks before the transmission, one week at the latest. The board operator-producer and the executive producer will be in charge of the postproduction phase. Right after the postproduction is ready, the work team has to start working on the next edition's research and creation. That means that despite the fact that the show will air weekly, the work team has to have two editions ahead of time.



## 7. Social Media and Website

Due to the fact that the show is prerecorded, Breaking the Cycle's format does not include the active participation of the audience during the broadcasting of the program. However, the show will feature several tools that will allow the audience to be part of the content, give their opinion and questions, as well as interact with the host and some of the guests. The integration of social media will be essential to connect and interact with the audience. A solid presence on Facebook and Twitter will establish a two-way communication with the followers. The success of these online resources depends on keeping the program's web portal and its social media sites interlinked, making sure that the accounts are continuously updated as well as promptly and personally responding to the followers' inquiries.

### 7.1 Website

If the program broadcasts on radio, generally speaking, the show will have presence on the station's website. It is very important to integrate into the program's webpage accessible links to the show's social media tools. That way, with just a click the user could land onto the full content and applications available. It would also be optimal if the program could have its own dedicated website. Of course, all of this is subject to budget constraints.

### 7.2 Facebook and Twitter

Breaking the Cycle's social media presence will allow the audience to post their comments, questions and suggestions. Facebook and Twitter could also be used to keep the followers tuned into and updated regarding future programming. They can also encourage listeners to participate in the selection of subject matter and questions for upcoming programs. Taking into account that Facebook offers a chat feature, there is the potential of setting a specific chat time with one of the guests after the show airs for listeners with follow up inquiries. The inclusion of social media maximizes potential interaction with the listeners and assures opportunity for their input into the shows' product.



## 8. Financial support and promotion

The director and Creator of the show will partner with a radio station on a one-hour show.

### 7.1 Specifics:

- Receives four (4) 60-second announcements in each one hour show. 208 total 60-second announcements over 52 weeks.
- The radio station will provide support with an announcer if needed, as well as a host, studio and assistance with production of show.
- Each week's show will be edited and posted as an audio file for on-demand listening on the radio station's website.
- The show will be recognized as programming content on the radio station website and will have its own dedicated web page similar to all other station shows.

### 7.1 Show promotion

- Five (5) 10-second announcements each week the show airs encouraging listeners to tune to the show. 260 total 10-second announcements over 52 weeks.
- One (1) 60-second announcement on main morning show every Wednesday with an audio highlight from the show that will air that weekend. 52 total 60-second announcements over 52 shows.

### 7.3 Production

- The radio station will provide all production of the show, plus 30-second and 60-second announcements.

### 7.4 Program potential sponsors:

- Beaumont Hospital (Royal Oak, Michigan)
- Powerhouse Gym (Birmingham, Michigan)
- Gorton's Fish (National Brand)

- Allstate (Nationwide Insurance Company)
- Blue Cross Blue Shield (Nationwide Healthcare Provider)

**7.5 Total annual investment:**

- \$60,000.00 (This amount in US dollars, corresponds to the total cost of producing the program)

	Monthly cost	Hours x month	Annual cost
<b>Air Talent</b>	\$1.600	8	\$ 19.200
<b>Executive producer</b>	\$ 1.740	40	\$ 20.880
<b>Board operator</b>	\$ 560	16	\$ 6.720
<b>Producer</b>	\$ 1.100	40	\$ 13.200
<b>Studio</b>	Provided by the Station	8	
<b>Total</b>	\$ 5.000		\$ 60000

## 9. Breaking the Cycle

Pilot proposal

**9.1 Subject of the edition**

Obesity in the context of Michigan, United States.

**9.2 Synopsis**

Timely and important this edition embraces the positive vibe of Breaking the Cycle, this time featuring a critical combination of lifestyle and medical issue. The focus is on how prevent and reverse overweight and obesity in the United States. This health condition is currently affecting two thirds of the population in this country and driving the nation’s health care crisis. The show offers state of the art guidance on the topic regarding nutrition, physical activity, mental health, culinary issues and more.

### 9.3 Research:

The investigation process necessary to put this pilot edition together started by searching for a lifestyle issue of high impact that permeates various aspects majority of people's lives. Obesity suited the purpose of creating a scenario for lifestyle transformation perfectly. Since 2001, overweight and obesity have been considered an issue urgent to public health in the U.S. In fact the World Health Organization describes obesity as a global epidemic.

Despite the attention that the subject draws in the media, obesity rates continue to grow and the United States' population is suffering earlier assets of major chronic diseases and disabilities because of it, especially diabetes. These facts made the subject worth talking about, particularly within the concept of in depth discussion of Breaking the Cycle.

The WHO's so called "globesity" is not like a conventional epidemic that could be controlled with vaccine or by putting some cases in quarantine. Even though there are some pharmaceutical options to address obesity as well as some surgical procedures, the only practical way to reverse, or prevent obesity seems to be with behavior modifications. Even bariatric surgery, while powerful and theoretically able to help ameliorate the impact of obesity in more severe cases, would be impossible to apply as a significant weapon as there are over 10,000 people in the USA who presently qualify for bariatric surgery per surgeon available to provide such a service. This makes surgery a non-starter in terms of addressing a mass population epidemic such as obesity.<sup>8</sup>

The information presented in this edition, together with the questions asked in the interviews were inspired by multiple sources such as medical research, official data, scientific studies, books, statistics and so on, all of them are listed in the bibliography at the end of this document.

Obesity was the perfect fit to feature everything that Breaking the Cycle is all about. This medical subject offered the opportunity to talk about nutrition, physical activity, mental health, financial medical cost and more. To find people that were

---

<sup>8</sup> Compare. Cefalu, William T. Cleveland Clinic Journal of Medicine. Volume 73. Number 11. November 2006. Page 969 -970.

making a difference in this regard was an adventure. The process began by visiting medical facilities, local farms, and restaurants offering lean menus. One thing led to another and by looking at the reviews and scientific support of all the candidates, the show ended up with a state of the art list of guests.

## 10. Guest profile

### 10.1 Dr Tom Rifai

He is a member of the Board of Directors of the American Board of Physician Nutrition Specialists and a Diplomate of the American Board of Internal Medicine. He now serves as a hospital Medical Director of Metabolic Nutrition and Weight Management for St Joseph Mercy Oakland Hospital in Pontiac, Michigan. He is a locally recognized expert in the medical and lifestyle management of insulin resistance, Type 2 Diabetes, cholesterol, hypertension, obesity and their consequences. Dr Rifai is a Harvard Medical School course director for their online CME on Lifestyle Medicine re: preventing Type 2 Diabetes and the management of Metabolic Syndrome. He is also one of only 55 invited national obesity experts asked to author questions for the upcoming revision to National Certification Exam in Obesity Medicine by TOS (The Obesity Society).<sup>9</sup>



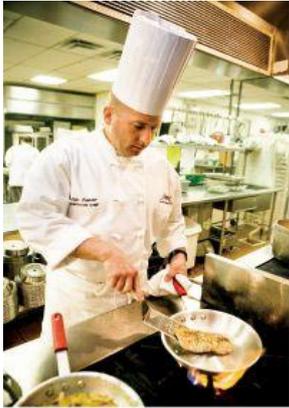
From January through November of 2008 Dr Rifai served as the Associate Medical Director for the world renown Pritikin Longevity Center (PLC) in south Florida, helping revamp their nutrition, lab testing, supplement and educational programs – particularly as it applies to obesity and diabetes. He was consistently assessed as one of the most dynamic, compelling and enjoyable lecturer while at Pritikin. He continues a relationship with them as a member of their Scientific Advisory Board.

---

<sup>9</sup> Picture from Dr. Tom Rifai website <http://www.drTomRifai.com/>

## 10.2 Chef Jim Oppat

He is the executive Chef of the Andiamo Restaurant Group. Andiamo has been serving delicious Italian food since 1990 and now has 12 locations in the Metro



Detroit area. In 2009, the restaurant created a new portion of their menu called Andiamo Lean. With the Slogan “Where Healthy Living and Fine Dining Meet”, the Italian restaurant put together Italian food that is consistent with longevity and wellness. Lean meals are a delicious selection of health-inspired menu choices created with the science of low-calorie density, minimal saturated fats and low sodium.

These generous portions include Chef’s Seasonal Starter, Entrée and Dessert all for less than 600 calories.<sup>10</sup>

## 10.3 Farmer Dan Hiday

He has operated since 1987 a 155 acre family farm in Burlington Michigan, United States. At the time, he also was running a sporting goods store. That is when he started to notice that kids’ size clothes were getting bigger. Together with multiple environmental concerns, the explosion of the obesity rate was one of the motivations for a change in his production techniques. In 1993, he switched from conventional farming methods to a natural, grass-based farming operation.<sup>11</sup>He raises pasture beef, pork, chickens and <sup>12</sup>turkeys. He also raises his



<sup>10</sup>Picture from HOUR Detroit magazine. <http://www.hourdetroit.com/Hour-Detroit/August-2009/Goodness-and-Light/>

<sup>11</sup> Picture from Hiday Farm’s Blog. <http://hidayfarm.blogspot.com/>

animals on wide-open, lush, salad-bar pastures free of pesticides and herbicides. He says he doesn't need to feed antibiotics or use hormones to keep his animals healthy or promote growth.<sup>13</sup>

### 10.3 Helen Phillips

She is a 48-year-old outgoing, friendly and caring mom of three. She lives in Sterling Heights, Michigan. She has always put her friends and family before herself,



which has left her with little time to care for her own needs, including a healthy lifestyle. Helen fell into the fast food routine; it was simple and worked with her busy schedule. She was not always heavy and once the weight was gained, she found herself not able to enjoy the physical activities she once loved to do. Instead of taking a hike, she found herself sitting on the couch watching the Travel Channel while eating ice cream. Helen says she and her husband were

becoming each other's enablers and this only made it harder to lose weight. Helen and her husband used to keep the fridge stocked with all their favorite junk foods that she could not resist.<sup>14</sup>

Helen tipped the scales at 257 pounds. In May 2009, she became the winner of the NBC's show the Biggest Loser, season 7. By losing 55 percent of her initial weight (140 pounds), this is literally like an entire person. She broke the record for the woman who has the most weight in the history of the show. Ever since 2009 she has been keeping up a healthy lifestyle.

---

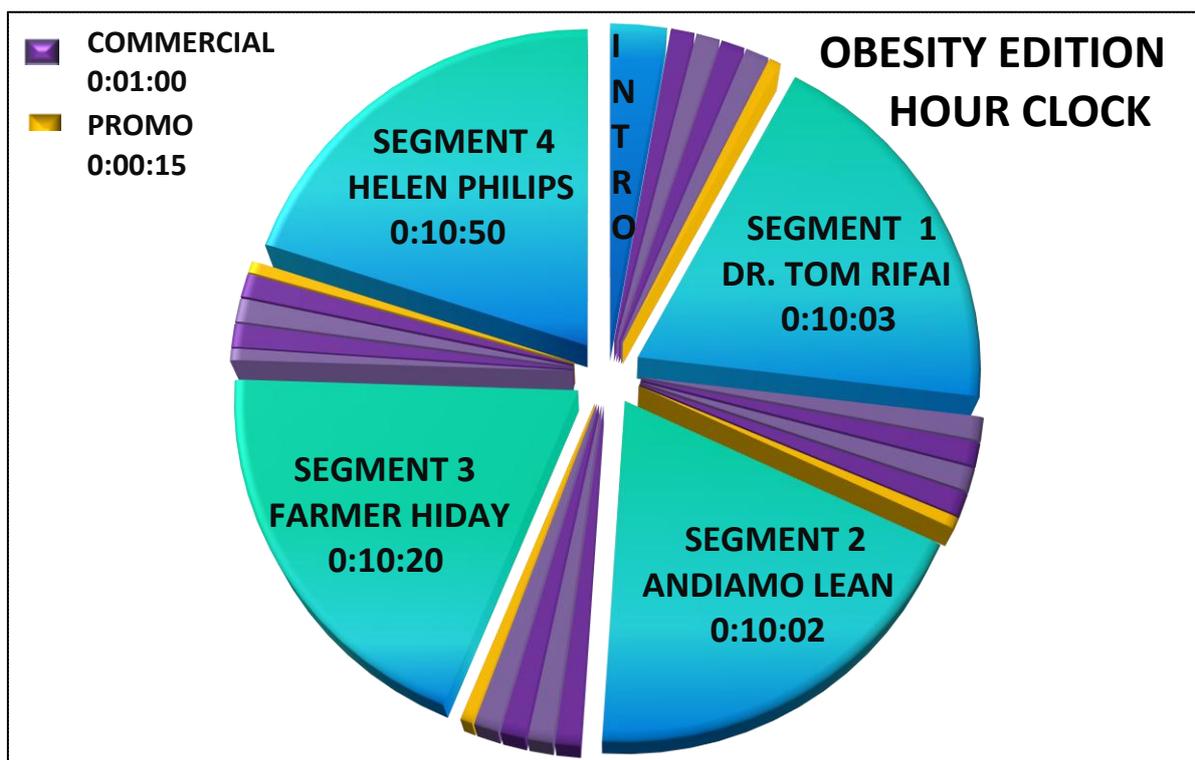
<sup>13</sup> For more information regarding Dan Hiday and his farm visit <http://hidayfarm.blogspot.com/>

<sup>14</sup> Compare. Helen Phillips bio and picture at: [http://www.nbc.com/the-biggest-loser/season\\_7/contestants/current\\_cast/helen/](http://www.nbc.com/the-biggest-loser/season_7/contestants/current_cast/helen/)

## 11. Breaking the Cycle obesity edition timeline

	<u>Program</u>	<u>Promos</u>	<u>Commercial*</u>
0:00:00 - 0:00:16	Announcer opening		
0:00:16 - 0:01:45	<b>Host Intro</b>	<b>0:01:45</b>	
0:01:45 - 0:02:45	Local Commercial 60 Min		<b>0:01:00</b>
0:02:45 - 0:03:45	Local Commercial 60 Min		<b>0:01:00</b>
0:03:45 - 0:04:45	Local Commercial 60 Min		<b>0:01:00</b>
0:04:45 - 0:05:45	Local Commercial 60 Min		<b>0:01:00</b>
0:05:45 - 0:06:00	Bumber 15 sec	<b>0:00:15</b>	
0:06:00 - 0:16:03	<b>Segment 1 ( Dr Tom Rifai)</b>	<b>0:10:03</b>	
0:16:03 - 0:17:03	Local Commercial 60 Min		<b>0:01:00</b>
0:17:03 - 0:18:03	Local Commercial 60 Min		<b>0:01:00</b>
0:18:03 - 0:19:03	Local Commercial 60 Min		<b>0:01:00</b>
0:19:03 - 0:20:03	Local Commercial 60 Min		<b>0:01:00</b>
0:20:03 - 0:20:18	Bumber 15 sec	<b>0:00:15</b>	
0:20:18 - 0:20:24	Announcer		
0:20:24 - 0:30:20	<b>Segment 2 (Andiamo Lean)</b>	<b>0:10:02</b>	
0:30:20 - 0:31:20	Local Commercial 60 Min		<b>0:01:00</b>
0:31:20 - 0:32:20	Local Commercial 60 Min		<b>0:01:00</b>
0:32:20 - 0:33:20	Local Commercial 60 Min		<b>0:01:00</b>
0:33:20 - 0:34:20	Local Commercial 60 Min		<b>0:01:00</b>
0:34:20 - 0:34:35	Bumber 15 sec	<b>0:00:15</b>	
0:34:35 - 0:44:55	<b>Segment 3 (Farmer Hiday)</b>	<b>0:10:20</b>	
0:44:55 - 0:45:55	Local Commercial 60 Min		<b>0:01:00</b>
0:45:55 - 0:46:55	Local Commercial 60 Min		<b>0:01:00</b>
0:46:55 - 0:47:55	Local Commercial 60 Min		<b>0:01:00</b>
0:47:55 - 0:48:55	Local Commercial 60 Min		<b>0:01:00</b>
0:48:55 - 0:49:10	Bumber 15 sec	<b>0:00:15</b>	
0:49:10 - 0:49:16	Announcer		
0:49:16 - 0:59:45	<b>Segement 4 (Helen Phillips)</b>	<b>0:10:50</b>	
0:59:45 - 1:00:00	Announcer close up		
		<b><u>0:43:00</u></b>	<b><u>0:01:00</u></b> <b><u>0:16:00</u></b>

\*the promos and commercials won't be display in the copy of the radio pilot



## 12. Chronology of activities

DATE	ACTIVITY	COMMENTS
12-01-10	Final stage of obesity research	Completed documentation require, arrangement of guest and studio.
12-20-10	Interview Dr. Tom Rifai	
01-05-11	Interview Andiamo Chef Jim Oppat	
01-10-11	Interview Dan Hiday	
01-20-11	Interview Helen Phillips	
01-25-11	Host Voice recording session	Adaptation to the interview sound bites and flow.
02-01-11	Postproduction	Editing, mixing and bouncing
03-11-11	First version turned in (Sandra Ruiz)	Version approved
03-17-11	Meeting thesis director (Sandra Ruiz)	Preparation of final document
04-15-11	Final version	Reviewed radio pilot and program proposal by Sandra Ruiz

## CREDITS



**INTERVIEWEES:**

DR. TOM RIFAI  
CHEF JIM OPPAT  
FARMER DAN HIDAY  
HELEN PHILLIPS

**ANNOUNCER :**

**HOST:**

**EXECUTIVE PRODUCER:**

**BOARD OPERATOR:**

**EDITOR:**

MARK BLACKWELL  
ANGELA SATIZABAL  
ANGELA SATIZABAL  
ANGELA SATIZABAL  
ANGELA SATIZABAL

**RECORDED AT:**

WDVD 93.1 FM RADIO STUDIOS  
3011 WEST GRAND BOULEVARD  
DETROIT, MICHIGAN 48202

**INSTRUMENTAL MUSIC BED:**

LIVE TO LIVE – EXHILARATING JANGLE  
PRODUCED BY EMANUEL KALLINS  
GOTHAM MUSIC. INC.

**! IMPORTANT** THE CONTENT OF THIS PROGRAM SHOULD NOT BE CONSIDERED A  
SUBSTITUTE FOR A CARE BY A QUALITY HEALTHCARE PROVIDER

**NOTE:** WASG IS A FICTIONAL STATION



## Pilot program bibliographic

Botton Line Publication. Botton Line's Ultimate Healing, The World's Greatest Treasury of Health Secrets, Volume II. Boardroom: Stamford, 2008.

Botton Line Publication. More Ultimate Healing. Boardroom: Stamford, 2007.

Botton Line Publication. Botton Line's Red Flags. Boardroom: Stamford, 2007.

Center of science in the Public interes. "How to get a gut". Nutrition Action Healthletter. Washington, December 2008, Volume 35 N° 10. Pages, 3 – 7.

Center of science in the Public interes. "How to get a gut". Nutrition Action Healthletter. Washington, July 2009, Volume 36 N° 6. Pages, 3

Danny Cahill ganador temporada 8 de 2009. [http://www.nbc.com/the-biggest-loser/season\\_8/Debate sobre regulaciones a los restaurants en CNBC](http://www.nbc.com/the-biggest-loser/season_8/Debate_sobre_regulaciones_a_los_restaurantes_en_CNBC). [http://www.youtube.com/watch?v=Rx0oGQ\\_e5go](http://www.youtube.com/watch?v=Rx0oGQ_e5go) Debate con J. Justin Wilson Fox News <http://www.youtube.com/watch?v=dwyYDfr4QBs&feature=related>

Endocrine Today. "Increasing obesity rate related to increased cost to society". Revista Diciembre 25, 2008.

Heckel, Robert. Obesity, Mechanisms and Clinical Management. Lippincott Williams & Wilkins: Philadelphia, 2003.

Internactional Journal of Obesity , 2003, 27 s8. Natural Publishing Group. Pág. 20 IronMan [www.ironman.com](http://www.ironman.com)

McDonald's  
[http://www.aboutmcdonalds.com/mcd/our\\_company/mcd\\_history.html](http://www.aboutmcdonalds.com/mcd/our_company/mcd_history.html)



Pollan, Michael. In defense of Food. The Penguin Press: New York, 2008.

Pound for Pound Challenge. En [http://www.pfpchallenge.com/Reinberg, Steven..](http://www.pfpchallenge.com/Reinberg,Steven..) “Almost 10 Percent of U.S. Medical Costs Tied to Obesity”. ABC News Health. <http://abcnews.go.com/>

Rescher, Nicholas. “Racionalidad Tecnológica y Felicidad Humana”. En Razón Valores y Ética en la Era Científico-Tecnológica. Pág. 139

Robert Kenner. Food, Inc The Film. Participant Media & River Road Entertainment Present. 2009.

Spurlock, Morgan. Don't eat this Book. Santa Ana CA: Book on tape, 2005

Sardesai, Vishwanath. Nutrition Aspects of Diabetes. En Introduction to Clinical Nutrition. Wayne State University, Detroit MI: Marcel Dekker Inc. Page 367

Scientific American, Revista Septiembre de 2007. Volumen 297, numero 3

Stone Phillips. Who is to blame for the U.S Obesity epidemic?. NBC News. August 19 de 2006. <http://www.msnbc.msn.com/id/14415766/>

Subway Restaurants  
<http://subway.com/subwayroot/MenuNutrition/Nutrition/pdf/NutritionValues.pdf>

The Biggest Loser. [http://www.nbc.com/the-biggest-loser/season\\_7/](http://www.nbc.com/the-biggest-loser/season_7/)

Diabetes Care. “Global prevalence of diabetes”. Revista Mayo 2004, Volumen 27 Numero 5.

Ungar, Peter y Teaford, Mark. Human Diet, its origin and evolution. Greenwood Publishing Group: Westport, 2002

Weber, Karl. Food, Inc. Participant Media: Philadelphia, 2009.



## Official data:

American Obesity Association

<http://www.obesity.org/>

Organización Mundial de la Salud.

<http://www.who.int/en/>

Organización Panamericana de salud

<http://new.paho.org/hq/>

<http://www.cdc.gov/obesity/index.html> US Federal gov't website from its  
CDC (Center for Disease Control)

[www.michigan.gov/preventobesity](http://www.michigan.gov/preventobesity) Michigan gov't website for our states  
obesity prevention efforts

American Beverage Association

<http://www.ameribev.org/>