

# World Health Watch™@

Global Alternatives for Beauty, Fitness, Anti-Aging,  
Longevity & Wellness™©

## television show proposal

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WGAw #730281

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**World Health Watch™@**  
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**OBJECTIVE**

To evolve and widen the general public's knowledge, regarding global health and medicine alternatives, via the medium of television.

**GOAL**

To educate the public through electronic news gathering (ENG) in regards to:

- global health alternatives
- traditional & experimental medicine
- pharmaceuticals
- prevention programs & styles
- physical fitness
- nutrition for health
- wellness
- anti-aging
- longevity
- and developing health frontiers

World Health Watch™© gives the public the tools & information necessary to make responsible choices in health & fitness.

## **FORMAT**

News-magazine show similar to *Entertainment Tonight*® and others. Segments consist of educational vignettes of 3-5 minutes. Interstitials consist of digitally-animated graphs and factoids on current health innovations and hot topics.

## **PRESENTATION STYLE**

World Health Watch™© is both upbeat and informative, fast-paced yet in-depth, offering a consistent overview of what's new to the tried-and-true.

World Health Watch™© is both appealing to the mature market — those constantly looking for new ways to repair and renew the natural aging process; as well as the youth market — the cyber-literate viewer who demands up-to-the-minute hard info on the newest innovations & advances in everything from the latest pharmacological offerings to Bio-technology and beyond.

The key to the success of World Health Watch™© lies in its ability to stay constantly moving, while remaining authoritative and informative. Rapid paced; mixing in-studio hosts with ENG field reporters, combining interviews with on-screen factoids and hard data on digital overlays, World Health Watch™© captures the viewer from the get-go and literally draws them in to stay.

The sometimes confusing world of health & fitness comes into focus with the easy-going style of WHW™©, with the most difficult topics made clear in simple-to-understand layman's terms.

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Host/Creative Director/Producer

**Pamela Maloney** Ph.D., L.Ac., has long-term extensive expertise in the fields of traditional and energetic medicine, structural fitness, and ergonomics. She has served as host and producer for both TV and radio programs presenting these topics for many years and is both well-connected and well-versed in the field.

Her vision, and that of Alternative Health in America™©, is to develop & maintain an all-inclusive wide spectrum view of the worldwide evolution of health-related television coverage

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## Guests & Consultants

Guests & Consultants include other leaders in traditional and alternative medicine.

Interviews with guest authorities in each field, including:

Andrew Weil, M.D. Deepak  
Chopra, M.D. Christiane  
Northrup, M.D. and many  
others...

## Research

An in-house WHW™© research team will keep up with the ever-changing events in health & fitness and will seek out issues of long term interest, as well as the latest sensation.

\*~^ >>

The World Health Watch™© research team will also operate our website ([www.worldhealthwatch.com/](http://www.worldhealthwatch.com/)); keeping a pulse on what the public wants, as well as providing an interactive opportunity for the audience to become an integral part of the WHW™© experience.

Our ongoing 'WHW Question of the day'™©, 'interactive web-polls', contests & surveys use the Internet's two-way information pipeline to provide the WHW™© producers (and advertisers) with invaluable market research data & consumer information- all provided by the viewers themselves!

Of course, our viewer call-in segments can provide the same interaction for those without web access... all you need is a phone.

## **POSSIBLE SPONSORS**

Whole Foods, Wild Oats, Zand/McZand, Women's International Pharmacy, BHI, Dolisis, Vitamin Companies,

World Health

## **SEGMENT TOPICS**

1. Anti-aging
2. Longevity
3. Human Growth Hormone
4. Hormone Replacement Therapy
5. Anti-Depressants
6. Pain
7. Celebrity Health Profiles
8. Chelation Therapy
9. Physical Therapy
10. Updates on Medical Research
11. World Medicine
12. History of Medicine
13. Cleansing/Detox
14. Environmental Toxins
15. Environmental Medicine
16. Homeopathic Medicine
17. Naturopathic Medicine
18. Oriental Medicine
19. Chiropractic Medicine
20. Osteopathic Medicine

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**SEGMENT TOPICS** (cont.)

21. Ayurvedic Medicine
22. Herbal Medicine
23. Body work
24. Massage
25. Energy Work
26. Meditation
27. Yoga
28. Self Care/Prevention
29. Wellness Conferences and Conventions
30. Behavior Modification Therapy
31. Movement Therapy
32. Neuromuscular Re-Education
33. Nutrition
34. Exercise
35. Great Healers of the World  
and many, many more...

Each segment topic has the potential for many sub-topics, For example:

Bodywork 1.

Massage

- a. Swedish Massage
- b. Sports Massage
- c. Deep Tissue Massage
- d. Shiatsu
- e. Reflexology
- f. Trager
- g. Wasu (cont.)

## **SEGMENT TOPICS** (cont'd)

2. Structural Integration
  - a. Rolfing
  - b. Aston Patterning
  - c. Hellerwork
  - d. Structural Bodywork
  - e. Postural Integration
  - f. Cranial-Sacral Bodywork
  
3. Breathing Techniques
  - a. Reichian Breath Work
  - b. Holotropic Breathing, Stanislov Grof
  - c. Rebirthing
  - d. Bioenergetics
  
4. Neuromuscular Re-Education
  - a. Feldenkrais
  
5. Movement Therapy
  - a. Alexander Technique
  - b. Aston Movement
  - c. Rolf Movement
  - d. Feldenkrais Movement
  - e. Tensegrity
  - f. Trager Mentastics

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Breakdown for One-Hour  
Special/Pilot Episode

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History and New Developments In Medicine:

Introduction:

1. World medicine evolution
2. Evolution of herbal medicine
3. Introduction and use of synthetics in high-tech medicine
4. Natural vs. high-tech  
U.S.A.  
Europe, India, Asia South  
and Central America

Hormone Replacement Therapy and Human Growth Hormone:

1. Research update
2. Natural vs. synthetic
3. Safety and results

Prozac and Related Anti-Depressants

1. Statistics
2. Chemical composition and their similarities to recreational drugs
3. Drug culture mind-set predisposition to use of medication as a "quick fix"
4. Addiction/withdrawal
5. Healthy transition to natural remedies

## Wrap

1. Introduction to upcoming shows.
2. Transcripts, video and website available at end of show

## Run-Down Sheet For One-Hour Show

3 min. - Intro to Show Concept  
5 min. - History of Medicine

break

10 min. - Hormone Replacement Therapy and Human Growth  
Hormone

break

6 min. - History of Medicine

break

10 min. - Prozac and Related Anti-Depressants

break

6 min. - History of Medicine

break

3 min. - Wrap and Preview of Coming Shows  
Website, Transcript, Video Cassette Available

Run-down for 30  
Min. Pilot Episode  
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2 min. - Intro to Show Concept

1 min - Sidebars of Recent Discoveries of Interest

5 min. - Celebrity Health Profile

break

5 min. - Ayurvedic Medicine - Deepak Chopra, et cetera.

break

5 min. - Herbal Medicine - Andrew Weil 3 min. - Updates on  
Medical Research with Sidebars of Sensation and Interest

break

1 min. - Preview of Coming Shows

Website, Transcript, Video Cassette Available

Entertainment Tonight, ABC News and 20/20 are all ® to their respective holders and do not, in any way, imply endorsement.

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