

# **PULSE**

with OZ GARCIA

The Owner's Manual for A Vibrant Life, at Any Age

A Multi-Channel Co-production from Lime and OzTV

No matter your age or lifestyle, you can experience healthier, more fulfilling days starting right now! Lifestyle motivator, nutritional expert and best-selling author Oz Garcia (*The Balance, Look and Feel Fabulous Forever*) shares the proven strategies that work for both “real people” and his celebrity clientele.

*Pulse* is designed in “modular” form so that its content can travel effortlessly between Lime’s various distribution channels, including:

- a 13 x 30” TV series
- video-on-demand segments
- companion DVD's
- short-form broadband programming
- "interstitial" bits to drop into or between other Lime programming.
- audio segments for the Lime radio network on Sirius

Structurally, each episode of *Pulse* approaches its chosen topic from multiple angles. These are Oz’s core tactics — the “pillars” — of a balanced life:

Pillar 1: **FUEL** (Incorporating Diet and Supplements, both traditional and high-tech)

Pillar 2: **FORM** (Incorporating all aspects of Fitness and Movement)

Pillar 3: **FLOW** (Incorporating Environment, Stress Reduction, Sleep and Emotions/Spirituality)

These three recurring “pillars” form the structure of each program. While the topics within them may change, the Pillars do not. This also neatly provides “mix and match” modules for each distribution channel.

The following comprises Oz' "most requested" topics. Beneath are listed more specific subjects drawn from the more general concept; each of these are potential episodes.

- **FEELING YOUNG AT ANY AGE**
  - Beautiful Bones
  - Get Back Ten Years (restoring functionality, reversing damage)
  - The Newest Anti-Aging Secrets
  
- **ACHIEVING PEAK PERFORMANCE** (at school, work, athletically, sexually, etc)
  - Avoiding the Mid-Day Fade: tools for keeping energy up at work
  - Smarter Workouts: getting more done in less time and with better results
  - Myths and Facts about Really Great Sex
  
- **LOOKING GREAT**
  - Beyond the Knife: new rejuvenation techniques
  - Fabulous Hair and Skin: what really works, what doesn't
  - Exercise That Turns Back the Clock (i.e. yoga, strength training)
  
- **STAYING SHARP (throughout the day and throughout life)**
  - New Findings on Brain Health
  - "Where are my keys?" Is It Age or Alzheimers
  - Tools for A Focused Day (Energy and Focus for 18 hrs-plus)
  
- **RAISING HEALTHY KIDS**
  - Off the Couch, Into the Yard: Making Fitness Fun
  - Fighting the Fast Food Nation
  - New Tools for Emotional Wellness (i.e the Ritalin debate, ADD, etc.)
  
- **DEALING WITH PAIN AND STRESS**
  - After Vioxx: New Options for Pain Management
  - Hidden Stressors ("tech despair", etc.) and How to Fight Them
  - Back Pain: Is It All in Your Head?

- **HOW TO AVOID GETTING SICK**
  - The Role of Emotions/Stress in Illness
  - Common Illness Triggers (crowded airplanes, kids and school, etc.)
  - Air Purifiers, Water Filters and Hand-Wipes: Are They Worth It?
  
- **BEING A HEALTHY WOMAN: Puberty Thru Menopause**
  - Heart Health for Women
  - Dealing with Hormone Hell
  - Body Image and Food Issues (cravings, etc.)
  
- **BEING A HEALTHY MAN**
  - Heart Health for Men
  - The Viagra Syndrome: Alternatives for ED
  - What Can You Learn from a Metrosexual? (i.e. benefits of self-care to mental and physical health)
  
- **CHOOSING THE RIGHT REGIMEN FOR YOU**
  - Get More from Your Health Providers
  - Expectations and Realities (when to expect results after diet, fitness or other lifestyle course corrections)
  - Things That Don't Mix (counterproductive diet choices, fitness choices or other things that are inefficient)
  
- **LIVING A LIFE OF "HOPE" ("Happiness, Optimism, Excellence")**
  - Everyday Spirituality (food, exercise and lifestyle choices as a way to feed the soul)
  - Emotional Health: the boom in anti-depressants, natural alternatives – and new expectations on "happiness"
  - Forming Better Habits – and Keeping Them

Each episode of *Pulse* will feature "peak performers," i.e. stars of various professions plus Oz's celebrity clients. Potential guests include:

- Oscar®-winner Hilary Swank
- *Sex & The City* star Kim Cattrall
- Music mogul Russell Simmons
- Fashion designer Kimora Lee Simmons
- NASCAR star Jeff Gordon
- Supermodel Veronica Webb
- Singer Chynna Phillips (*Wilson Phillips*)

- News anchor Catherine Crier
- Author Dr. Nick Perricone (*The Perricone Prescription*)
- Author Barry Sears (*The Zone*)

We'll also incorporate regular people into engaging "life makeover" segments, and bring in corroborating experts for lively exchanges. Oz will rotate between driving these various segments and providing voiceover/studio intros to other featured experts. On-air or not, the Oz Garcia "brand" of Vibrant Living will be stamped throughout the show.

These real-life segments also provide an opportunity for us to collect user-supplied content, which can cross over well into other platforms, like blogs and streaming video.

Within each segment, a variety of techniques will be used to drive viewers to other Lime distribution channels: bumpers, crawls, "pop-up" graphics and more will recommend radio, online sites and more for additional in-depth, and exclusive, content. Some examples of these branded (and sponsor-ready) bits include:

- **"Q&O"**: viewers submit (via video) their health and lifestyle questions for Oz, who will answer them on camera, as part of each show.
- **"pOZitives"**: food for thought, words of wisdom and helpful tips.

We can also develop specific elements for non-TV applications, like an interactive online "timeline" where web visitors can see Oz's recommendations customized to their own age range and/or physical condition.

Graphical elements sprinkled throughout the show will include interesting and offbeat health facts, "how to" tips, inspiring quotes and more. These, too, can move easily among the channels.

Moving briskly between field pieces and studio settings, *Pulse* offers viewers practical lifestyle information within an engaging "video magazine" format. Below is an outline of a sample show, which we recommend for the pilot.

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Episode Outline  
GET BACK TEN YEARS

Segment timing and commercial breaks are rough approximations to give a general sense of the show's flow.

[0:00 -0:10] SHOW INTRO

[0:11 - 0:40] OZ SET-UP (on camera)

- Discusses general overview of topic
- Upcoming high points
- Upcoming guests and experts in the show
- Promise to reveal practical how-to's you can apply based on Oz' Three Pillars for optimal health and balance
- Reminder to "find more" at other Lime outlets: web, DVD, etc.

SEGMENT 1 [5:00] PILLAR 1: "FUEL" [Studio Piece with OZ & EXPERT]

**0:41-0:55 (Segment Open)**

Kitschy montage of 60s beach bunnies sunbathing, people smoking, retro "cocktail" party, obese people, etc. Idea is to convey all those "bad habits" we've indulged in during our lifetime. How can FOOD and SUPPLEMENTS help reverse it?]

**0:56-3:30 (Oz in studio with expert)**

Discusses few of the newest findings on functional foods and supplements in the role of age prevention.

- supplements helpful to ex-smokers
- supplements for protecting against sun damage/skin cancer
- supplements for reversing cholesterol from poor diet
- supplements for joint health

[POP-UP GRAPHICS]

-Additional facts on supplements

"What's the newest fountain of youth for skin? Find out at [website]"

**3:31-5:30 (Oz voiceover, then in studio)**

Into montage shots from grocery or health food store. Oz (in voiceover) discusses some key foods to try, i.e.

- Berries: antioxidants, high fiber
- Oatmeal: lowers cholesterol
- Nuts: omega-3 fats

[POP-UP GRAPHICS]

- Additional facts or trivia on these foods
- “Find simple recipes right now at [website]”

**5:31-5:40 (Tease into break)**

**5:41-6:15 “pOZitive”** [bumper element; read as voiceover, into sponsor copy]

*“We turn not older with years, but newer every day.” Emily Dickinson*

**6:15-9:45 [COMMERCIAL BREAK 1: 3:30]**

**9:46-10:15 “pOZitive”**

*In a recent study by the Cooper Institute for Aerobics Research, it stated "Exercise remains the single most potent anti-aging medication known to humankind."*

**SEGMENT 2 [6:00] PILLAR 2: “FORM” [Field piece with CELEBRITY]**

**10:16-10:45 (Segment Open)**

Oz in voiceover introduces his client, Hilary Swank, and talks about her special needs. Example: the work done on Million Dollar Baby was so punishing to the body, that she needed to counterbalance with a restorative program like yoga

**10:46-15:45**

Into field piece: Hilary voiceover over footage of her doing yoga. She talks about how she felt before and how she feels now, the importance of this routine to her health and longevity as a woman and actress.

[POP-UP GRAPHICS]

-Stats about yoga/flexibility

-“See more rejuvenating yoga poses at [website]!”

**15:46 -15:59 (Tease into break)**

**16:00-19:30 COMMERCIAL BREAK 2: 3:30]**

**SEGMENT 3 [5:00] PILLAR 3: “FLOW” [Makeover piece w/ REAL PERSON]**

**19:31-20:29 (Segment Open)**

Oz Voiceover: generic setup as our “real person makeover” segment

**20:30-24:00**

-Voiceover of “Joe B”, a real person who is trying to reverse years of smoking and obesity.

Over USER-SUPPLIED FOOTAGE of his daily life, he tells his story, talks about how he felt before he started his program [heart attack, overweight, etc.].... shots of him doing “new” things (exercising, meditating).... talks about how life is changing for him. What’s improved, what he still struggles with.

[POP-UP GRAPHICS]

-“Read Joe’s blog at [website].”

-Wanna know Joe’s top 3 tips for getting in shape? Find out at [website].

-Stats about how long one can expect before seeing results in a fitness program or diet change.

[Fade out]

**24:01-24:30 “pOZitive”**

*“Change your life today. Don’t gamble on the future, act now, without delay.” Simone de Beauvoir*

**24:31-27:30 “Q&O” [3:00]**

Viewer-supplied question for Oz on video; cut to Oz in studio to answer. Into :30 sponsor spot.

**27:31-28:00 [“Q&O” SPONSOR SPOT :30]**

**CLOSING SEGMENT**

**28:01-29:30**

From a studio setting, we summarize the show’s key points [Oz can set this up with a generic intro, and we can cut to graphic bullet points on the screen voiced by someone else]

**29:30-29:50**

Return to Oz where he thanks guests, directs viewers to website for info, to contact him, etc. [again, a generic wrap-up]

**29:51-30:00**

FADE OUT/ROLL CREDITS