



Program Proposal

“Life Matters”

Call In Radio Talk Show

Julie Orlov, Host



The Opportunity

To produce a high quality call-in psychology/inspirational radio show that promotes empowerment, self-expression, and community among your listening audience. To attract and retain listeners by providing a learning experience within an entertaining format with a credible and engaging host that exudes excellence in her ability to communicate powerfully and effectively.

“Life Matters”, hosted by Julie Orlov, is the talk show designed to educate, empower and inspire your listeners to *Create the Life they Choose, Choose the Life they Create*. Guiding and enabling callers to identify and make powerful choices for themselves accomplishes this. In turn, as the listening audience relates to the program’s topics and the callers’ life experiences, we begin to create a community of relatedness and open communication, as opposed to separateness and intolerance.

This program is designed to attract new listeners, retain current listeners and generate revenue by increasing your sponsors and contributors.

The Host - Julie Orlov

The format of this call-in radio show requires a host that has the credentials, experience, education, and skill set to quickly assess, diagnose, and respond powerfully to each caller with varied presenting concerns and commentary. In addition to handling each call in an appropriate and professional manner, the host must be quick witted and able to authentically connect with the listening audience. She must also be able to keep the show moving forward, while fulfilling the program’s intention – i.e. an educational, psychological, and inspirational experience, leaving the audience empowered, self-expressed, and related to one another as a community. There are only a small number of individuals that meet this criterion, and who are interested and comfortable in creating and hosting such a radio call-in program.

Julie Orlov is a highly credentialed experienced psychotherapist, organizational consultant, writer and public speaker. Her years of working with individuals, families, and organizations, in a variety of venues (e.g. – psychotherapy, coaching, training, consulting, and speaking), enables her to quickly assess and communicate her understanding of people and the dynamics that underlie specific circumstances to others.

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She is a powerful communicator, easily connecting with people from all backgrounds in a way that leaves them feeling validated and empowered. Furthermore, she is able to confront others' issues and struggles that result in deeper understanding and insights as opposed to denial and defensiveness. Lastly, Julie Orlov has a spontaneous sense of humor and intelligent manner that is enjoyed by all who experience her. She has been a guest on several talk radio shows in addition to providing expert commentary as a guest on ABC television. Hosting a talk radio show of her own is the next natural step in her work with the community and her desire to make a significant difference in the lives of others.

Julie Orlov holds a Master's Degree in Organizational Leadership from Chapman University, a Master's Degree in Social Work from USC, and a Bachelor's Degree in Psychology from UCLA. She has certifications in organizational development, human resources, and mediation. She is licensed by the State of California to provide psychotherapy treatment and has also served on the Alternative Dispute Resolution Panel of the Los Angeles Superior Court, providing mediation services.

The Format

Each show has a general theme that is introduced at the onset of the hour. An introduction to the theme includes defining the concept, exploring different aspects that apply to the concept, and providing examples that bring the concept to life. Themes include such topics as power, loss, beliefs, fears, anger, expectations, listening, communication, dealing with differences, relationships, learning styles, etc.

An invitation to the listening audience follows the introduction for people to call in and share their thoughts, experiences, and concerns that are present in their lives and related to the central theme. If someone has a question or concern about something that is not directly related to the theme of the day, the call will still be taken. I have found that the most profound discussions about a core topic can come out of a problem that at face value seems completely unrelated. This is where the host's expertise and ability to pull together varied discussions into an easy to understand summary of the central theme, comes alive.

The goal is for each caller's input to connect with the previous calls so that the discussion moves forward and an understanding of the program's theme is deepened. While each caller's concerns will be directly addressed, the show is not designed to have disconnected independent calls that reflect a "here's the problem, here's how to fix it" format. Rather, this format is designed to create a real on-going dialogue between the host, the callers, and the greater listening audience that promotes deeper levels of learning and relatedness. In doing so, the listening audience experiences *community*.

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Handling Calls from the Audience

During the segment with each caller, the host will facilitate a conversation that helps the caller reflect on understanding what they and others bring to their life circumstances as well as what other factors and dynamics are taking place. The caller is taken through a process that results in he/she making powerful choices for themselves and their lives. This dialogue entails a combination of questions, observations, and feedback by the host with each caller that also serves to role model effective listening, communication, and problem-solving skills.

What makes this show different from the “Dr. Laura” type format is that the host does not impose her opinions on what is the right or wrong choice for the caller. The intent is for the caller to be empowered to make the choices that they feel are best for him or herself. The host’s role is to offer and help uncover information that helps the caller make an “informed” choice for him or herself. Right or wrong thinking and morality-based judgment is removed. This is replaced with identifying the caller’s intent and concerns, and then exploring how best to generate positive, powerful results. At the end of each call, the caller’s sharing will be connected to the overall theme of the day, including the sharing from previous callers.

At the end of each show, the host pulls together the various perspectives presented on the theme and summarizes the ideas and concepts discussed. The host signs off by offering a final thought on the show’s theme that leaves the audience moved and inspired.

Time Slot and Length

The initial format calls for a one-hour show, Monday through Friday. The time slot would fit best between the hours of 10:00am – 7:00pm. This show easily expands into a two to three hour format.

Target Market

- 34-54 age range
- Male and female
- Target audience will cross all SES, cultural, and geographical boundaries. The show addresses what it means to be human and the human condition, regardless of life circumstances.
- The initial market is local, although this show should quickly be picked up and syndicated nationally.

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Marketing and Promotion

- The host is willing and able to promote the Radio show through a variety of venues, including media releases, interviews, speaking engagements, direct mail, and internet resources.
- The host is also willing to seek sponsorship and grants in order to generate profitable revenues that will grow substantially as the popularity of the show explodes.
- The host is completing a book that will compliment and promote the radio show. The host expects this book to be published in 2006/2007 and be on the National Best Seller's List.
- This radio show and host will be the most powerful alternative and successful competitor to the Dr. Laura Show. The community is seeking an alternative to Dr. Laura and her "morality-based" approach to talk radio. There will be enough similarities to draw in that audience and enough differences to attract new listeners who are turned off by what is currently available and who are looking for the approach that this format and host offers.
- The time has come for a call-in radio show that is educational, psychological, and inspirational in nature - one that leaves the audience empowered, motivated, and fully accountable for the well being of themselves, others, and the greater community in which we live.

Demo Tape Available (can be downloaded from www.julieorlov.com)

Demo Tape Producer – Jason Lord, Groovetree Studio
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