

7/10/95

Dear Gabor,;

Please pardon the delay.

Apparently your proposal was set aside and not sent out with the others.

I welcome your comments and/or suggestions. Thank you.
Lacretia

Power of the Pen Entertainment Inc.

Presents:

KidsPower™

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MISSION STATEMENT

KidsPower™ is designed to help children, ages 6 to 12, learn how to live a healthy lifestyle, view exercising as fun, and become involved in organized sport activities that can enhance their esteem and motivation. The daily, half-hour syndicated health, sports, and fitness show is created for network and/or cable television. The program will: use kid hosts and celebrities who encourage proper nutrition and exercise; show a choreographed exercise routine; and feature a particular sport activity. KidsPower™ wants kids to know that; The real power is in good health.

THE KidsPower™ MESSAGE

- * EXERCISE**
- * GET INVOLVED IN ORGANIZED SPORTS ACTIVITIES**
- * AVOID FAST FOODS THAT ARE HIGH IN TOTAL FAT, SATURATED FAT, SUGAR AND SALT**
- * REPLACE HIGH CALORIE, HIGH FAT SNACKS WITH FRUITS AND VEGETABLES**
- * DRINK PLENTY OF WATER**
- * LIMIT THE AMOUNT OF TELEVISION WATCHED**

INTRODUCTION

Study after study delivers dismal news about the exercise and nutrition habits of schoolchildren: Obesity is increasing, physical fitness, declining. One out of four children in the United States is obese compared with one out of seven 30 years ago. Ten percent of children are super obese. (Total Health, Oct. 1993) According to Gary Reiff, Ph.D., a physical education professor at the University of Michigan, "In most cases, weight gain results mostly from the lack of activity, not eating too much."

How can kids be helped to appreciate the value of sports, physical fitness and nutrition in their lives? Through KidsPower™, a half hour health, sports, and fitness show that grabs their attention with hot music, celebrities, a youth fitness coach, and kids their age, showing them how to develop a healthy lifestyle.

This half hour sports and fitness program is designed to help children, primarily ages 6 through 12, make exercise a regular part of their daily routine, by encouraging overall physical fitness and promoting good health. The program will specifically encourage proper eating habits, develop a daily exercise routine, and feature a particular outdoor/indoor sport that children can watch while cooling down from the routine.

Literature Review

Fitness tests measure a person's strength, endurance, and flexibility -- three major components that contribute to good health. In 1989, the Amateur Athletic Union conducted a study on nine million American youth between the ages of 6 and 17 and found that 68 percent of them could not pass tests for these three components. (Current Health, April 1991)

Researchers at the US Department of Health and Human Services found that children today have a higher percentage of body fat than children had 20 years ago. A study in the American Journal of Diseases of Children established that obesity in 6 to 11 year-olds went up 54 percent in the last 15 years, and increased 39 percent in children ages 12 to 17. (Current Health, April, 1991) More recent studies show that 21% of American teenagers are overweight. In conjunction with these statistics, too much fast food, more television viewing and increased interest in home video games have been noted as possible reasons for the decline in youth fitness.

Aviva Must, Ph.D, nutritional epidemiologist at Tufts University points out that teenagers of both sexes who are overweight are twice as likely to develop coronary heart disease, seven times more likely to have hardening of the arteries and nearly three times more likely to have gout by the age of 73. (Better Nutrition for Today's Living, March 1993)

Many physical fitness programs are also not what they once were. A survey of 20 schools conducted by a behavioral scientist at the National Institute of Child Health and Human Development showed that "the students spent most of the class waiting or watching rather than exercising. Of the 140 minutes of weekly assigned class time, 10.4 minutes were actually spent doing something. (Prevention, July 1993) Also, when a school district needs to cut the budget, often physical education classes and teamed sports are deemed expendable.

Social Trends

Current social and economic trends contribute to the apparent decrease in children's physical activity. The following list describes the lack of activity both outside and inside the house:

- 1) Physical Education classes and after-school sports have declined as school districts are forced to make hard economic choices.
- 2) The increase in urban crime prompts many parents to prohibit their children from playing outside.
- 3) There has been a steady increase in sedentary activities: watching television and playing video games.
- 4) Children and young adolescents watch about 25 hours of TV a week. They tend to eat while watching, and in most cases, the food is not nutritious.
- 5) Children today consume a lot of fast food.

The Risks to Girls and Boys

For overweight teens, an increase in fat around the mid-section may set the stage for adverse health consequences later in life.

Excess weight in the teens increases the risk of colorectal cancer in men by six times and doubles the risk of arthritis in women. Being overweight in his teens doubles a man's risks of an earlier death.

Research also indicates that 25% of teenagers are obese enough to increase the chances of health problems such as heart attacks and diabetes when they are adults.

The Benefits of Diet and Exercise

A regular fitness program is essential to overall good health. Poor physical fitness among American young people increases their chances of becoming obese adults with the tendency toward heart disease, as well as other life-threatening illnesses. Regular exercise can keep the heart and lungs in good condition, improve mental health, prevent obesity (which occurs in 21% of American teenagers), and liberate young people from having to diet to stay at a healthy weight. Regular exercise also benefits the cardiovascular and respiratory systems and has been shown to build bone density.

Food is another component of the fitness equation. Food gives the body the energy it needs to exercise. Eating the right kinds of food are the key. Making proper choices in food allow for the intake of correct proportions of carbohydrates, proteins, and fats. Children are seldom concerned about these things. However, drawing attention to such matters contributes to developing a healthy lifestyle.

PROJECT DESCRIPTION

Kids love to move, but they hate to exercise. At present, many children kick, lunge, and jab at objects and individuals as a direct reaction to media messages that promote such behavior. These messages definitely have kids moving, but not exercising. How can kids be helped to appreciate the value of proper nutrition, physical fitness, and sports in their lives? Through KidsPower™.

KidsPower™ will use this setting to promote the development of strength, flexibility, balance, coordination, and endurance; muscular, cardiovascular, and respiratory health; and habits that encourage overall physical fitness and good health. Children will actually learn how much fun exercising can be.

Each half hour show will feature a celebrity who cohosts with the KidsPower™ Crew (two children ages 10 and 11) and shares childhood experiences about his/her favorite sport activity. The celebrity will express enthusiasm about fitness and highlight how fitness can impact on a child's entire well-being. This will include learning through 9 original songs that teach concepts that relate to fitness; for example, self-esteem and academic achievement. The show will also feature the KidsPower™ Posse (no more than four/five children) accompanying the Kidspower™ Crew in a choreographed exercise routine, led by a fitness instructor on-camera. The celebrity could either, watch the routine or actually exercise on-camera with the group. During the cool down period, the kids on the set will watch a segment showing other kids participating in organized sports activities like soccer or double-dutch jump-roping.

The executive producer on the project is Lucretia A. Pearce, President of Power of the Pen Entertainment Inc. Both as a mother and communications professional, she has observed the trends in children's television and researched issues on children's health and fitness. She has teamed up with an early childhood development specialist and nutritionist, who will work with the writer to provide current and accurate information in the area of youth issues as they pertain to health/nutrition; a youth fitness specialist who will be responsible for choreographing and teaching the talent exercise routines; and a pediatrician who will serve as the script consultant. He will review all scripts to ensure that proper exercise techniques are being utilized to promote the best cardiovascular and overall better physical health. Lucretia and these fitness professionals will aim to create the ultimate televised experience in children's health, sports and fitness.

PROGRAM TITLE: KidsPower™

SHOW TREATMENT: The half hour interactive program, choreographed by Melissa James and Bobbie Tosca, youth fitness specialists, is designed to help children, primarily ages 6 through 12, make exercise a regular part of their daily routine, by encouraging overall physical fitness and promoting good health. The program will specifically encourage proper eating habits, develop a daily exercise routine, and feature a particular outdoor/indoor sport that children can watch while cooling down from their routine. Each show will feature a celebrity, who will cohost with the KidsPower™ Crew.

The show opens up with a very upbeat original theme song and digital effects. The main talent (cohosts) the KidsPower™ Crew (two kids, preferably 10, and 11) introduce themselves and the celebrity. The celebrity responds by acknowledging how great it is to be 'hanging out' with the KidsPower™ Crew. The "Crew" briefly interviews the celebrity about their career and asks the celebrity what type of sports he/she participated in when a child. The 'Crew' and the cohost also talk enthusiastically about some aspect of health and fitness.

The next segment of the show, the exercise routine, will focus on a warm up, a choreographed segment and a definitive cool down period, totaling about 15 minutes. This segment is led by a youth fitness instructor. [Four other children (the KidsPower™ Posse) will be selected to participate along with the main talent during this segment: an African-American boy, age 8; an Asian girl, age 7; a white girl, age 12; and a Hispanic girl or boy age 11.] Since exercising for kids versus adults is different, due to attention span, stamina, and ability to perform routines comfortably, the choreographed segment presents exercises that all children (including 5 year olds) will be capable of doing. Over time, all children will, no doubt, increase their stamina to be able to complete the entire routine.

The last segment of the show is during the cool down period. The celebrity and all of the kids gather on the set to watch the segment on a screen that descends slowly from the air. This segment will feature children throughout the USA who participate in various sports. A dynamite soccer team, a young equestrian, or a champion double-Dutch team could be interviewed about their particular sport.

The format will incorporate contemporary, as well as original music.

TARGET AUDIENCE:

Children ages 6 to 12. However, preschoolers are being encouraged to watch also in order to mentally develop the frame of mind that will be conducive to regular exercising.

IDEAL BROADCAST TIME:

After school. Preferably 4:00 p.m. - 4:30 p.m.

This program could also be used in conjunction with a physical education program as a part of the kids' school day.

CULTURAL INDICATORS PROJECT

June 20, 1995

Ms. Lucretia A. Pearce
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Power of the Pen Entertainment Inc.
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Alexandria, VA 22312

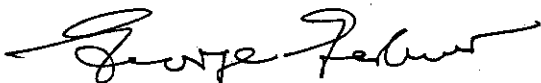
Dear Lucretia:

I read with enthusiasm your proposal which outline the KidsPowder project. As you well know, I have been conducting cultural studies for over 30 years that examine the effects violence on television has on society. Although the debate is ongoing, the data strongly indicate that the effects are wreaking havoc on varying populations. That is why the KidsPower is so refreshing.

I am especially encouraged by the overall positive nature of the information. A health, sports, and fitness show for children is a fresh approach to addressing health issues that plague our young people. The obesity statistic of 21% (of American teenagers) is indeed high. I applaud the research you have conducted as a basis for the project and I know it will be a success.

I, therefore, endorse the project whole-heartedly. If I can be of assistance in any manner, please don't hesitate to call.

Sincerely,



George Gerbner Professor and Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project