

The Physicians

Cheryl Footman, Doctor of Education, President of 3m Productions
PO Box 26655, Indianapolis, IN 46226
317-717-2596
Cherrysh300@aol.com

My purpose here today is to introduce to you a new television program titled “The Physicians.”

Get inside the world of physicians who live in this great state of Indiana and learn what make them so passionate about helping people. This is the foundation upon which this television program, “The Physicians,” is produced.

“The Physicians,” is a talk show about physicians, their practice, and medical diagnoses. As Producer of this television program, it is my belief that all people should be made aware of the body, its functions, how it was created or evolved, cures and maintenances, therefore, bringing forth a more in depth awareness of health care and hopefully as a result, increase participation in the process of preventive health care, health care intervention, diagnostic health care and post health care.

A television show of similar genre, like the “Doctors,” has shown the success of this format. This program will cover a broad spectrum of topics. This one-hour, weekly or daily program will feature a host physician and three to four guests who maybe either physicians, other health care providers and/or other interested members of the community discussing various health-related topics and issues. The guests will come from Indianapolis, other parts of the state and from across the country. The program will be taped before a live audience who will be able to ask questions. The panel will answer questions and give advice to the audience. The program, through post production, will be edited and aired at a selected date and time each week.

Target audience is everyone, young and old, male and female, believers and non-believers, rich and not so rich.

1. Rationale:

- 1.) Help viewers and others to become more health conscience and healthier.
- 2.) Currently, there is no local programming of this type.
- 3.) This program will bring awareness to Indianapolis Physicians and practices.
- 4.) This program will bring out potential patients to participating physicians
- 5.) Taping will be opened for audience who will be able to ask questions

This program will be pre-taped, edited and aired with the hopes of becoming a live broadcast. The Physicians is scheduled to air on Sunday evenings about 5:00pm dependent on contracted times. This program will air locally in Indianapolis and surrounding areas on AT&T cable channel 40, Bright House cable channel, and Comcast cable channel. Nationally, this program has a potential viewership of well over 21 million households nationwide which also includes Canada along with most of Central America as well as streamed worldwide on the internet. 3m is a non-profit organization.

If you are interested in participating through sponsorship, appearances on the program, and/or supporting this program in anyway, please fill out this form and return it to back to me.