



Sandy Orkin/Email: sandyorkin@somethingtothinkabout.life /Ph:818-429-9299

A NEW ROLE FOR RADIO

SOMETHING TO THINK ABOUT is a new kind of daily two-minute radio feature that moves **RADIO** forward into realm of a more personal and intimate connection to their listeners. It is an opportunity for Radio to play a more active role in their listeners' desire to better improve their emotional, mental, and physical well-being. **SOMETHING TO THINK ABOUT** offers radio stations a new role to play in the daily lives of their listeners in a easily-identifiable, light and sometimes humorous approach to their mental and emotional health. **SOMETHING TO THINK ABOUT** brings into focus how our daily lives and the way we think about our life shapes the quality and caliber of our interaction of others.

SOMETHING TO THINK ABOUT provides listeners an opportunity to identify with new and better ways to cope with situations and attitudes that can relieve the stresses and anxieties they may encounter on any given daysimply by examining new perspectives.

SOMETHING TO THINK ABOUT is a radio program designed to:

- Make a difference in people's (listener's) lives
- Provide healthy perspectives in leading healthier lives
- Help listeners discover new ways to think and conduct themselves
- Offer new insights to living a more fulfilling life
- Help listeners think about life with an emphasis on healthy thinking
- Become a guide to daily life by reminding listeners how to think productively
- Introduce listeners to new philosophies or perspectives for a better quality of life
- Remind listeners to think about themselves in terms of their mental and physical health
- Emphasize the importance of reflective thought
- Bring focus to the present moment
- Stimulate a healthier approach to thinking
- Create more positive insights and ways to think
- Make life easier and more fulfilling
- Offer incentive to change the way one thinks about themselves and others
- Suggest new ways to wrap your head around your thoughts
- Recommend ideas how to think and live less stressfully

WHY THIS IS NEW ROLE IS SO IMPORTANT and WHY NOW? **

The American Psychological Assn supports now widely held neuroscientific studies that indicate that many mental health issues in our country are affected by our feelings, thoughts and related behaviors. Adopting new perspectives and positive approaches to our thought patterns can lead to better self-image and a stronger sense of confidence when dealing with life's challenges.

In fact, in one internet bog/article* written by Dr. Caroline Leaf, a cognitive neuroscientist, she implies that 75-98% of mental and physical illness comes from our thought patterns. Today, more than ever before, the Internet, Television, and public speaking/weekend workshop events are attracting major audiences with the teachings of spiritual leaders, mindfulness and meditation teachers, neuroscientists, doctors and psychologists. This ever-expanding movement to help individuals develop new personal coping skills and to better understand their true nature are also reflected in the books, blogs and magazine publications that have now established a major presence in our cultural landscape.

And from the Huffington post**”We are at last beginning to show that there is an intimate and dynamic relationship between what is going on with our feelings and thoughts and what happens in the body. A *Time* magazine special showed that happiness, hopefulness, optimism and contentment, “Appear to reduce the risk or limit the severity of cardiovascular disease, pulmonary disease, diabetes, hypertension, colds and upper-respiratory infections; while depression — the extreme opposite of happiness — can worsen heart disease, diabetes and a host of other illnesses.”

“SOMETHING TO THINK ABOUT”

Program Details

SOMETHING TO THINK ABOUT is a 2 min daily radio program (3-31/2 minute with :30 Or :60 avail) that focuses on our daily life, on fresh and healthy perspectives and approaches to the challenges we encounter as we go about experiencing our day to day existence.

Stations will be offered a series of customized promos (Some to air two weeks prior and some to air during the course of the show) of various lengths. We will customize the opens & closes, and promos with Station and sponsor ID. We will customize for multiple advertisers.

The 65 programs are offered for a 13 week run. A new show is available for Monday through Friday...and then each weeks' shows can be optionally aired on the weekend. Each program may be aired an unlimited number of times each day.

“SOMETHING TO THINK ABOUT”

Advertiser Appeal

Obviously, new money (advertisers) is always the goal! The first advertisers who may have an interest in offering your listeners and their potential customers a message that shows their concern for a healthier approach to life would be Holistic clients such as Fitness Centers, Yoga Studios, Meditation/Mindfulness Centers, Acupuncture clinics and Addiction or Health-related centers or institutions. This program may also have an appeal to any advertisers who wish to maintain a corporate image of public concern such as Financial Institutions, local manufacturers, pharmaceutical companies and perhaps local businesses such as Drug stores, Grocery stores and similar retailers. The program will lend itself to any advertiser who wishes to participate in a message of well-being, compassionate messaging to others and a desire to make a difference in peoples' lives.

ABOUT SANDY ORKIN

Sandy Orkin began his broadcast career in 1959 on his hometown radio station, WKOK in Sunbury, PA while still attending high school. His broadcast career continued during and after college and his attendance at the American Academy of Dramatic Arts in NY. He worked in such capacities as D.J, Copywriter, Program Director and later as a News Director in Harrisburg, PA. and where he also eventually served as creative director at a local ad agency.

Sandy later went “on the road” representing a New York Radio Syndicator selling syndicated radio programs to radio stations including Dick Orkin’s (brother) “Chickenman” and “Mini-People”, et al. Eventually he joined Dick Orkin in Chicago where he began his stint as President of Chicago Radio Syndicate. CRS eventually syndicated radio programs including “The Secret Adventures of the Tooth Fairy”, “You had to be There”, “Elvis,” History of RocknRoll” and others to more than 2500 radio stations throughout the U.S., Canada, Australia and worldwide via Armed Forces Radio. Sandy also managed Dick Orkin Creative Services while in Chicago.

Sandy eventually moved Chicago Radio Syndicate to Los Angeles in the 1980’s and later joined Dick Orkin once again in 2006 as President of The Famous Radio Ranch....where he currently serves as President of Double RR Recording Studios at the Famous Radio Ranch.

In the 90’s, Sandy returned to the performing side of the business commonly referred to as voiceover. He narrated numerous A&E BIOGRAPHY TV SHOWS, THE (former) NASHVILLE NETWORK “LIFE & TIMES” series and 26 episodes of THE HISTORY CHANNEL’S CIVIL WAR JOURNAL as well as shows on HGTV, THE LEARNING CHANNEL and other various cable networks. Sandy remains a VO performer voicing audio books and commercials

SOMETHING TO THINK ABOUT came about as a result of Sandy’s 35 years+ plus of his self-study of Eastern Philosophy, his daily meditation practice, his study and attendance at meditation retreats and the knowledge he has acquired from several meditation masters and teachers. Sandy also teaches meditation and mindfulness at local workshops. In addition, his work in leading grief support groups and working with hospice patients has broadened his insight into human nature and the challenges we all encounter during the course of one’s lifetime. His background in the Radio industry, as a Voice Over Actor and in business management allows him to show how a daily practice of stillness and calm can be applied not only to those particular professions but to all areas of life.

**QUOTED SOURCES, Et. Al.

*M75-98% of Mental and Physical Illnesses Come from our Thought Life!

drleaf.com/.../you-are-what-you-think-75-98-of-mental-and-physical-illnesses-come-f...

<http://drleaf.com/blog/you-are-what-you-think-75-98-of-mental-and-physical-illnesses-come-from-our-thought-life/>

**How Your Mind Affects Your Body | The Huffington Post

www.huffingtonpost.com/ed-and-deb.../how-your-mind-affects-you_b_7204636.htm...

http://www.huffingtonpost.com/ed-and-deb-shapiro/how-your-mind-affects-you_b_7204636.html

[How Thoughts Affect Mind and Body | - Cognitive Healing](http://www.cognitivehealing.com/personal-growth/how-thoughts-affect-mind-and-body/)

www.cognitivehealing.com/personal-growth/how-thoughts-affect-mind-and-body/

<http://www.cognitivehealing.com/personal-growth/how-thoughts-affect-mind-and-body/>

[How Thoughts Affect Mind and Body | - Cognitive Healing](http://www.cognitivehealing.com/personal-growth/how-thoughts-affect-mind-and-body/)

www.cognitivehealing.com/personal-growth/how-thoughts-affect-mind-and-body

<https://www.takingcharge.csh.umn.edu/think-and-feel-health>

Proof Positive: Our Thoughts, Emotions Affect our Physiological Health ...

naturalsociety.com/proof-positive-thoughts-emotions-affect-physiological-health/

<http://naturalsociety.com/proof-positive-thoughts-emotions-affect-physiological-health/>

[Thoughts, Neurotransmitters, Body-Mind Connection | Psychology Today](https://www.psychologytoday.com/.../thoughts-neurotransmitters-body-mind-connection)

[https://www.psychologytoday.com/.../thoughts-neurotransmitters-body-mind-connection...](https://www.psychologytoday.com/.../thoughts-neurotransmitters-body-mind-connection)

[How Our Emotions Affect Our Health - Gregg Braden](http://www.greggbraden.com/blog/how-our-emotions-affect-our-health/)
<http://www.greggbraden.com/blog/how-our-emotions-affect-our-health/>