



EPISODE 000 — START HERE — PODCAST CHIROPRACTOR FOR HIRE

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**Spinal Column Radio host,
Dr. Thomas Lamar**

Title: Podcast Chiropractor for Hire

Episode Number: 000

Host: Dr. Thomas Lamar

Show Date: 01/01/2010

Run Time: 16:02

Description: "Welcome to Spinal Column Radio! I hear that you are looking to hire a podcast chiropractor. Well... my name is Dr. Thomas Lamar, and I'd like to apply for that job!"

Episode 000 is not really an episode at all, but rather an introduction or orientation to our podcast. After listening, you will know *who* we are, *what* we are about, and *why* we are doing it. Think of it as my "job interview." If you are new to our podcast, this is a great place to start.

Download this episode by right clicking.

Links:

Here's my [eResume](#).

Practice website: www.AnchorChiropractic.net

Chiropractic College I attended: [Los Angeles College of Chiropractic](#) (LACC) – *now known as the Southern California University of Health Sciences.*

Our Blog: www.SpinalColumnBlog.com

The Newspaper we publish in: [Kingston Community News](#)

SpinalColumnRadio.com -- episode 000
AnchorChiropractic.net



So, [What's a Podcast](#) Anyway???

Does your podcast listening schedule need a little backbone? If so, then maybe it's time to schedule an appointment with your podcast chiropractor, Dr. Thomas Lamar.



Transcript:

Spinal Column Radio, episode number zero.
Coming up on Spinal Column Radio — Podcast Chiropractor For Hire!

[intro theme music]



And welcome! You've found us! And we are so glad that you are here. Hi, My name is Dr. Thomas Lamar and this is Spinal Column Radio. The podcast about All-Things-Chiropractic. Where our goal is to give your iPod a spine! That's right.... And whether you've found us by clicking on a link from a website, through on iTunes or one of the many other podcast directories out there such as Podcast Alley or Podcast Pickle or perhaps, you stumbled across us on Google, or maybe, just maybe I gave you a personal invitation to listen in. Whatever the case may be, I'd like to welcome you once again to our little production.

As you may have noticed, this is Episode Zero. Not one, but zero. Why zero you maybe wondering? Well its certainly not unique to us, but many podcasts have adopted this practice of including an episode zero. Think of it kind of as an Introduction to a book, or the "About" page of a website. After this episode you should know who we are, what we're all about, and why we're doing it. Consider it sort of like a job interview. Where I am applying for the job of podcast chiropractor. Because, you see, with your permission, I'd like to be your podcast chiropractor. And I'd especially like you to make this podcast part of your regular podcast listening routine ... or "consumption" as they say out there in the podcasting circles. And don't worry it's completely free. No hidden charges.

Well, since it's well known that "people need to buy the messenger, before they buy the message..." let me tell you a little bit more about who I am.

[transitional sound effect]

Once again, my name is Dr. Thomas Lamar, and I am a practicing chiropractor in the little town of Kingston, Washington. Now for those of you who are my patients or live in my community...

just bear with me here for a minute. Because we might have somebody on the other side of the globe who has their hand up right now.

Kingston, for those of you who are unfamiliar, is a small town of roughly 2-3 thousand people located in the Northwestern United States. We are located on a peninsula in Washington State's Puget Sound and are a short westbound ferry crossing and a car ride north from Seattle. So, to get back, in the town of Kingston, I own and I operate Anchor Chiropractic. And have done so since 1997. We have a great website, by the way — if you don't mind me saying. Take a look at it when you can at www.anchorchiropractic.net.

I am a 1995 graduate of the Los Angeles College of Chiropractic (which is now part of the Southern California University of Health Sciences) and have a Bachelors of Science in Biology from the University of California Riverside. Now, it's not my intent to read you my entire resume. But, after all, I am applying for this job of podcast chiropractor. So, instead, I'd like to show you my resume. Now, if you are not there already, go to our podcast website, www.spinalcolumnradio.com. And under each post, you'll notice something called "Show Notes." Now for episode zero, you will see a link to my "eResume" for your review. And the show notes, as a point of orientation — since we are talking about our podcast website — contain a synopsis, or a teaser, for each episode along with various website links that we reference in the program. So, for example, I just got mentioned the chiropractic college I attended, and my practice's website — you'll find those links in the show notes. The website, also is a place where you will find more information about our podcast, as well as links to our other websites. For example, there is my chiropractic practice "practice website." But I also have a spinal cartoon website — and a blog... and we should talk about the blog for a minute. Because, you see, without the blog, we wouldn't have Spinal Column Radio. Because you see the blog is a collection of newspaper articles that I have authored for our local paper, "The Kingston Community News," since 1997, and it's appropriately titled "Spinal Column." And thorough the "Spinal Column" I've been able to offer an insightful — and sometimes controversial — chiropractic angle on various health topics. It's been a sort of chiropractic "public outreach" or even a "Health Care Minority Report." I like to think of it as my contribution to giving the other side a "voice" in the "overpowered- Pharmaceutical-Broadcast-Media" that we are plagued with every day.

So, here I am in 2010 and 13 years later. I am pleased to announce that we are closing in on our 100th article. Now, we're not quite there yet, but we are less than 10 away. And be sure we will definitely let you know when we hit those triple digits — right here on this program. Well, anyway, with our 100th article on the horizon, we wanted to something a little different. With the newspaper version of the "Spinal Column," I have been able to reach out to the Community, and I have also been able to provide my patients with photocopies of past articles on health topics that pertain to them. But now, with the Internet, and search engines, we are able to provide our articles to everyone ... everyone in the World. And, via our Blog, as we systematically, now, uploading these articles. And we are organizing and indexing them, so that they can used as a resource — a resource to assist people in making more informed and better health care choices. Because that's what it's about.

Still though, unless you are doing research, it is easy for articles these articles to get buried and never to show up on your screen. But the content is so good. So my idea was basically, why not take this wealth of content that we have in the "Spinal Column" and "repackage" it into a totally different medium... a medium that is fresh, innovative, and gaining in popularity — and that's when the idea of a podcast, entitled "Spinal Column Radio" was birthed.

And the great thing about a podcast, is that in our busy lives — I mean let's face it — not everyone has time to sit down and read an article. But, they do have time to listen to a show about an article while they drive to work, work in the yard, or exercise. Podcasting — simply gives people another way to acquire the knowledge that I am putting forth. It's a form of "infotain-

ment” as they call it. And it is catching on. Current models predict that in the year 2010, there will be 47 million podcast listeners — with future years leaping even further ahead.

So, expect each episode to be inspired by the written version. Now, while I’ll be using each article as an outline for my talking points, I won’t necessarily be reading them — because, you know, you can do that. And I’ll make it real easy for you by linking my show notes to the original article — just look for the newspaper icon. My intention is not to make this an “audio article” — like an audio book — but rather a podcast “radio-style program” that is built upon each article’s content. Our topics will range from Lumbago to Cephalgia. Kinks in the neck to pains in the butt. We’ll examine our Culture’s perception of healthcare and take a hard look at why we think what we think when it comes to our health.

Spinal Column Radio is designed to inform and inspire, it is designed to educate and entertain.

[transitional sound effect]

Let me share something a little personal here.... You know, ironically I started podcasting back in the 70’s — before podcasting even had a name. My parent brought me home a reel to reel tape recorder. I’d play around with that thing, making my own radio shows and just having a great time. Well, the years past, and my equipment upgraded and so did technology. And then it was in the mid 80’s that I constructed my own “radio station” in the attic of our home — I was about 15 years old. I called KTOM (Tom being my first name and all), and I actually figured out a way to “broadcast” on the AM band. Now mind you my signal didn’t make it past our front driveway — but you could actually go outside and sit in the car and tune it in. It was really cool. So, in many ways, this podcast, kind of allows me to tap into the little boy in me. In other words, we’re having a good time.

[abrupt transitional sound effect]

Hi. Hey thanks to the beauty and the magic of post production, I can jump in here. And so I am. You know, it occurred to me as we were nearing the “launch” date for Episode Zero, that it might be fun to listen to a clip or two of the old “Tom Lamar Radio ‘Broadcast’ Days.” And so I went through all my old boxes and found a handful of cassette tapes and listened to those — and actually found a piece, or two, that I can play for you. Now, unfortunately, most of the KTOM stuff is me talking with copyrighted music under me. And while that might work for “broadcasting” to my driveway, it’s not going to work for podcasting to the world. But, what I did do is I found some older stuff of me — and this is kind of ironic, if not prophetic — doing a little health show, of sorts. Now I think I was doing this for my health class as a way of quizzing and studying. So I’ll play a little bit of that. And then I actually did find a “station identification tag” that I did for KTOM, that is not copyrighted and I can go ahead and play that for you. And that’s — you know, imagine the little bumpers they might play in-between songs on the “Top 40” stations. That’s what this was meant to be — it was my attempt at it at least. So, we’ll go ahead and play those and then we’ll return you right back to Episode Zero.

[transitional sound effect]

Hi this is Tom Lamar with “You Too Can Do Health.” Today I’m going to give you a little quiz. So, let’s get started. I will state the question, then I’ll give you about five seconds to answer it on your paper. And when you hear the “beep” — which will sound like this (“boooooop”) — I will give you the answer. All right? Now let’s get started.....

Go ahead crank it up!!! One ninety-eight point nine... K-K-TOM....

[transitional sound effect]

I have another reason for doing this podcast beside it being fun, and promoting chiropractic, and my practice — indirectly...

And that reason is more important than what I've just said. I have 6 children that call me "Daddy." And I am blessed beyond measure. My wonderful wife, Keri, and I home school these children and are so grateful that opportunity.

Well, it wasn't too long ago that my 9 year-old son, Logan, said to me the other day as he was looking at my professional library, "Dad, I've figured out what I want to do when I grow up."

"Oh really, what's that son."

"I want to be a chiropractor."

Now I know he might change his mind, but for that moment in time, as a father, as a chiropractor... it felt really good. There is something inherently right about a father and son working side by side. And as he starts to grow up and starts to develop into a man — as a home schooling father — as a father in general — my son needs to be by my side. I don't want to get off on a tangent here... this could be a totally different podcast.. My point is that I have been actively looking for ways that my son (and my daughters too) can assist Dad with his work and be part of that picture. Because, let me tell you, chiropractic, for me, is more of a calling — that, conveniently, it happens to put dinner on the table and provide us with a comfortable living. Now, since shadowing me at work is probably not very feasible or practical in a healthcare setting for my children, this podcast, however, is a way that they can help out. So, for now, Logan mainly, is helping me to produce these shows as I train him to be our "audio engineer"— he's actually running the mixer board right now — yes I [voice distortion on] know he's 9 —and apparently has quite a sense of humor. Okay, let's get back to the [voice distortion off] regular voice. Well, I just want to say that he — along with you — will be getting a great education in health and this thing that we call "chiropractic."

So, give us try and move on up to Episode One. Which is appropriately titled "Chiropractic 101," and we'll start you out on the ground floor. Expect most of our programs to be in the 10 – 15 minute range — some may be a little longer, some a little shorter. Generally speaking, we will produce two Spinal Column Radio podcasts a month on the 2nd and on the last Friday of the month. With the first of that month's episodes pulling from the archives — and just because it's old doesn't mean that it won't be relevant — revisiting this material will give me a chance to update where appropriate. And then on the last Friday of the month, our podcast will feature the current "Spinal Column" article that is "hot off the press" in the newspaper that day. So you can read it, and then listen to the podcast and hear me talk about and expand on it. Because I can't always include everything in the newspaper article because of editorial constraints and what not.

And of course, the beauty of a podcast — and what really puts the "cast" in pod — is that you can have these episodes automatically sent to you when they are available through various podcatching website — like iTunes. If you are new to podcasting, and don't quite understand it all, I invite you to check out our "What's a Podcast???" page on our website.. On that page, I've written a pretty good explanation (and I even give you the option of listening to me read it you) on what a podcast is all about. And then, we've embedded a simple, short video by Com-

mon Craft entitled “Podcasting in Plain English” which makes it crystal clear. I’ll put the link in the show notes for your convenience.

[transitional sound effect]

Well, in the words of one of my chiropractic mentors, and employers while going through chiropractic college, Dr. Jack Schmitz, “And there you have it.” Now you should know more about us, Spinal Column Radio, and why we’re doing it.

So, um.... Did I get the job?

[outro theme music]

That’s going to do it for episode zero.

Sure hope I did get that job. Thanks so much for listening and taking the time to learn more about us. If you are listening to us in January of 2010 – to celebrate our launch and to help prime our feed, for the entire month of January we are producing an episode every Friday. So jump right in, and make an appointment for the next episode by clicking the subscribe button. And then get ready to put a little backbone in your podcast listening schedule.

Until then, this is Dr. Thomas Lamar, (with hopes of being) your podcast chiropractor.

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